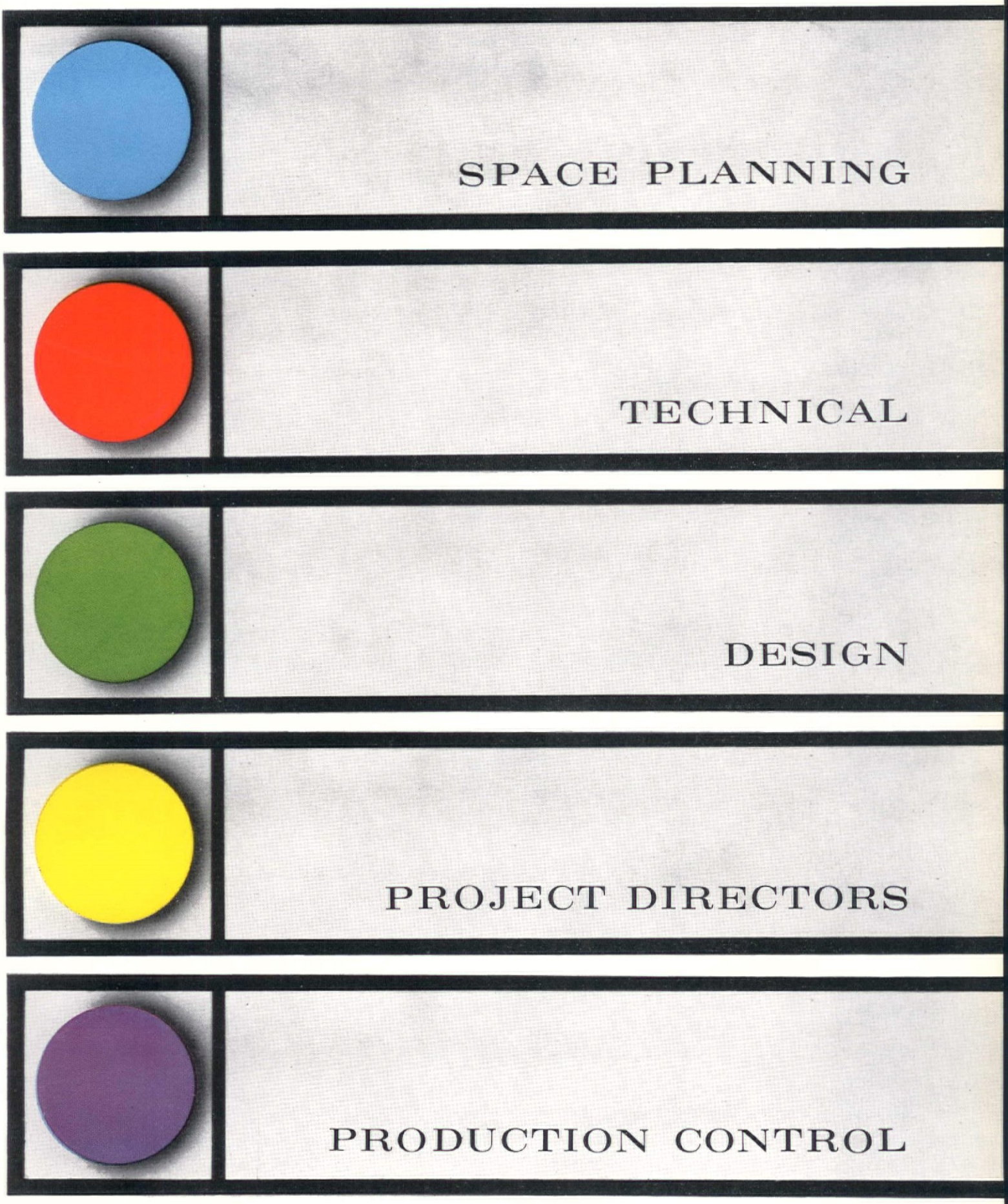
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING



SEPTEMBER 1966

NEW SLS OFFICES / INTERIOR ARCHITECTURE: DOORS / TWO LIBRARIES

Random shades of popular cork—Kentile® Custom Cork Tile. 12″ x 12″ x 3/16″ tiles. Ideal in libraries, boardrooms, offices, bedrooms, and living rooms.

KENTILE
CORK **FLOORS**

All the deep beauty of natural cork! Use Kentile's Custom Cork tiles for comfort, quiet, and warmth underfoot. As easy to clean—and as carefree—as vinyl! Custom Cork is sturdily finished to resist scuffing, grease, and dirt. The look of natural cork enriches both modern and traditional rooms and halls—residential, institutional, or commercial. For samples, call your Kentile Representative.

What's a nice sofa like you doing in a place like this?

"You belong where the action is—where people who dig class can savor your seductive charms and revel happily in that soft, inviting frame. Dormitories, Executive Lounges—perhaps even a place at Glorious Enterprises. What's that? This *is* Glorious Enterprises!!"

Smart contract furnishers set the stage early for opening day. To help you line up the right cast, Metropolitan has prepared a catalog of fine upholstered sofas and chairs, designer tables, and Robert Long Lighting fixtures. For a free copy, send your letterhead request to Metropolitan Furniture Corporation, 951 Linden Avenue, South San Francisco, California 94080, U.S.A. Or call (415) 871-6222 for further information.

METROPOLITAN
IMPORTED FROM SAN FRANCISCO

Showrooms: San Francisco, 700 Sansome; Los Angeles, 144 North Robertson; Dallas, 450 Decorative Center; Chicago, 621 Merchandise Mart; New York, 232E. 59th St.; Paris, Poin Care 9495
SHOWROOMS IN MOST MAJOR CITIES

What hospital operation cuts out noise?

(The installation of Gulistan Carpet of course)

The Mercy Hospital of San Diego, California, chose Gulistan® Carpet with good reason. The more than 7000 yards of *Charter Oak,* a Gulistan commercial deep loop pile quality of Acrilan® acrylic pile, provides many benefits. Performance Rated* for Heavier Traffic, it cushions steps and hushes sounds, provides the peace and quiet and home-like comfort so welcome to patients and personnel. It provides non-slip safety. All this plus easy care and low maintenance costs. Ask for the complete Gulistan story, and see our catalogue in Sweet's Architectural File #13L, A.I.A. File 28.

GULISTAN®
CARPET

*TM JPS & Co., Inc.

No clatter at Mercy Hospital. Gulistan Carpet of Acrilan offers many advantages.

Gulistan Carpet Division, J. P. Stevens & Co., Inc.
295 Fifth Avenue, New York, N. Y. 10016

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

Name_____

Hospital_____

Position_____

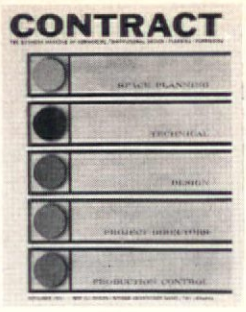
Address_____

City_____ State_____ Zip_____

C-9-66

See us at National Hotel/Motel Exposition, November 7-10, New York Coliseum, Space 2157 and at U.S. Savings & Loan League, New York Hilton Hotel, November 18-22, Space 57

Circle No. 1 on product information card



The Cover

Departmental color directory in newly completed offices of Saphier, Lerner, Schindler, nation's leading contract design firm. (See story beginning on page 73). Cover by Bert Lester.

CONTRACT

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

VOL. VII, No. 9 **SEPTEMBER, 1966**

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

73 488 TO 600: SLS MAKES ITS MOVE

82 DFB DESIGNS AUTO SHOWROOMS

84 LIBRARIES FOR SATELLITE CAMPUSES

86 DOOR HARDWARE
BY ROBERT MALONE

92 CONTRACT ANTIQUES
BY LOUIS S. BING

94 NEW SAVINGS ASSOCIATION FOR CLEVELAND

97 CONTRACT '67 SHOW AND CONVENTION

8 LETTERS

10 D. C. CURRENTLY: OUR WASHINGTON REPORT

19 CONTRACT BUSINESS: NOTES AND COMMENTS

23 NEW SHOWROOMS: STAUFFER CHEMICAL CO., BOUSSAC-ROMANEX

26 CONTRACT NEWS

31 PEOPLE

36 CALENDAR

100 CONTRACT PRODUCTS AND SERVICES

129 MANUFACTURERS' LITERATURE

133 CLASSIFIED ADVERTISEMENTS

134 ADVERTISERS' DIRECTORY

PUBLISHER
Ben H. Hellman

GENERAL MANAGER
Lawrence Gralla

ADVERTISING DIRECTOR
Milton Gralla

MANAGING EDITOR
Anne Fallucchi

ASSOCIATE EDITORS
Norma Skurka
Patrick J. Galvin
Rita Joyce, *asst.*

EDITORIAL CONTRIBUTORS
Marvin B. Affrime
Vilma Barr (Philadelphia)
Ann Douglass
Ash Gerecht (Washington)
Roland Wm. Jutras
Lawrence Lerner
Vivien Raynor
Edith Siroto (Chicago)

BUSINESS MANAGER
Morton L. Silverman

RESEARCH DIRECTOR
Peggy Sholtz

PRODUCTION MANAGER
Ellin A. Delsener

CIRCULATION
Jesse Epstein
Norma Jane Samuels

ADVERTISING REPRESENTATIVES

NEW YORK: Frank Rizzo, Eastern Manager; **Arnold Hoffman,** 7 E. 43 St., MUrray Hill 7-3344

CHICAGO: Marshall D. Siegel, Midwest Manager; **Ross A. Granston,** 6328 N. Cicero Ave., 736-3367

CLEVELAND: Gene H. McCormick, 3506 W. 145 St., 671-3355

WEST COAST: Doyle Peck, West Coast Manager, 9015 Wilshire Blvd., Beverly Hills, Calif., 274-1998

COMING IN CONTRACT

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

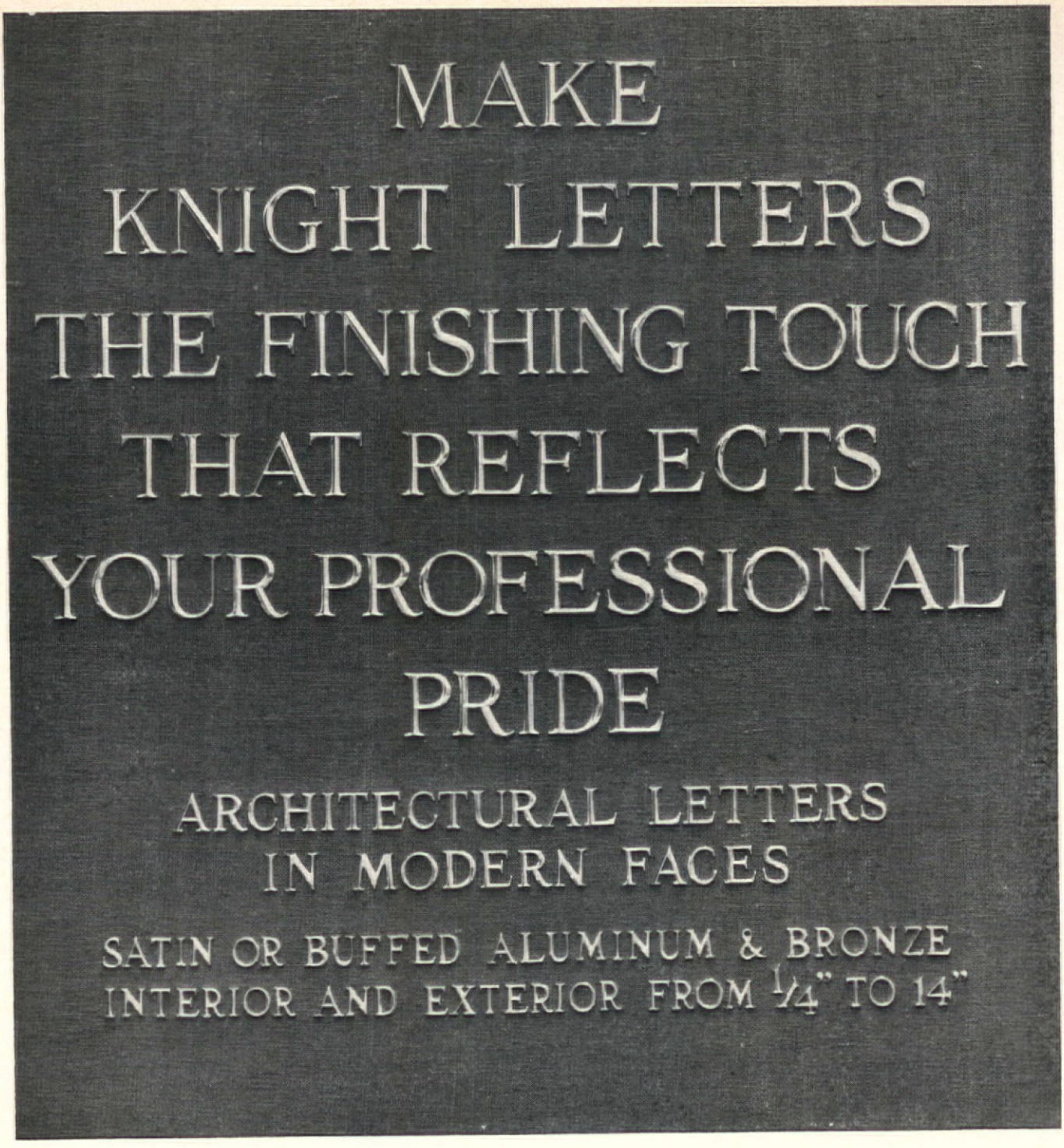
NOVEMBER—Fabrics in the contract market—summary of new collections, new printing, weaving and finishing techniques.

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.

BPA Member Business Publications Audit of Circulation, Inc.



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

H.W. knight & son inc.
METAL LETTERS & FIGURES
© 70 LANE ST., SENECA FALLS, N.Y.

Circle No. 2 on product information card

Circle No. 3 on product information card

All-Steel

For smart styling and quality, specify All-Steel Furniture. Choice of many styles and sizes, decorator colors and fabrics to make your planning easier and more rewarding. Write for your copy of Design Decision showing new concepts in office planning. All-Steel Equipment Inc., Aurora, Illinois.

Showrooms: Chicago, New York, Pittsburgh, Los Angeles

"Oh Mr. Fitzmorris, thank you for the posy-pink carpet of Herculon in my office. And have a good evening at home, sweetie."

Does carpet of Herculon olefin fiber stand up under coffee breaks, conferences, high heels and traveling salesmen?* Yes. Carpet of Herculon is exceptionally long wearing even under the heaviest traffic. Lab and "in use" tests show that Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

Does carpet of Herculon need pampering like secretaries? No. Herculon is the easiest-to-care for, easiest-to-clean of all carpet fibers. It's so chemically inert, so moisture resistant, stains and soil tend to stay on the surface until they are wiped clean. Reduces maintenance costs to a minimum.

Do clients have to be rich to install carpet of Herculon? No. Herculon can save them as much as $3 per square yard below competitive carpet fibers of comparable bulk and construction.

Does carpet of Herculon look like your clients are rich? Yes. It looks like a million dollars. In beautiful colorfast solids, multicolors and patterns. And a pile so densely packed, they'll find it hard to believe this is contract carpet. Of course all carpet of Herculon is practically static-free.

Is carpet of Herculon the most brilliant advance in contract carpet today? Yes. And it's available at the best carpet mills in the country.

What is the name of Mr. Fitzmorris' secretary?
(Sorry we cannot reveal that classified information)

But for anything else you want to know about commercial carpets of Herculon or for a free copy of the new Architect/Designer's Guide to Carpet of Herculon, simply call, write or visit Fibers & Film Department, Hercules Incorporated, 380 Madison Avenue, New York, N.Y. 10017. OX 7-0010.

Is there a carpet that has all the answers? Yes.

Since when? Since Herculon.*

The No. 1 polypropylene fiber for contract carpets.

*Registered trademark of Hercules Incorporated, Wilmington, Delaware for its olefin fiber.

HERCULES

FT 66-19

Circle No. 4 on product information card

LETTERS

Rebuttal on "Professional Jealousies" • Corrected by Correctional • Apologies to LeFort

Dear Sir: We read with interest Lawrence Lerner's articulate article in your July issue expressing the point-of-view of an "interior specialist" on the subject of architecture. Certainly there must be general agreement with the thesis that "there is a serious fallacy in the dictatorship of the arbitrarily beautiful exterior." This is particularly true when this exterior decorating, as practiced by certain architects whom Lerner knows, conflicts to an excessive degree with interior functional efficiency.

The suggested remedy to this failing in architectural design is also stated in strong simple terms: the architect should consult with the interior planner "before he commits himself to his beautiful exterior."

Tomorrow we're sure to open another journal and read an equally cogent article written by one of the other "specialists" telling us that the ills of contemporary architecture will be cured if the architect will follow the advice of the air conditioning engineer, or the structural engineer, or the accustical consultant.

Of course, the architect must listen to all of the consultants and then weigh and balance their requirements to achieve an integrated "series of systems" greater than the sum of its parts. Any individual part will be compromised to a certain degree by the other parts. In the best of buildings any one of the "specialists" will be able to criticize the compromises in his particular system. Although the degree of variance from the virtually unattainable perfection of each separate element can undoubtedly be used as one of the criteria for judging the quality of the architecture, *all* of the elements must be analyzed.

One of the elements of architecture that many of the more myopic "specialists" fail to understand or appreciate is the relationship of the building to its external surroundings (the "arbitrarily beautiful exterior"). A building has an obligation not only to its prospective users but also to the neighborhood to the city of which it is a part. Does Lerner really believe that a typical speculative New York City office building, with its relative flexibility of interior layout and design, is architecturally superior to a Seagram Building, with its dictatorial periperal lighting system, rigid structural module, and uniform window treatment restrictions?

JACK FREIDIN, AIA
Freidin Studley Associates
New York City

Dear Sir: Like the rapacious eyes of the clipping service readers, mine had no more than fixed on our exchange of correspondence in the Letters column of the May issue of CONTRACT when they turned to the photographs illustrating the School Furnishings article. Does each instinctively recognize his own?

Contrary to the caption, is not the photograph of the library interior (bottom pg. 65) from the award winning Foothill College, Los Altos, California? Architecture and custom library equipment design: Ernest J. Kump, AIA, Palo Alto and San Francisco. Custom Library Equipment: California Correctional Industries.

Timely article. Excellent format. Good content.

G. C. THORP
Sales Manager
California Correctional Industries

Dear Sir: Please be advised that the photograph on page 65 of your May 1966 issue which purportedly is a photograph of the George Minor Elementary School in Oak Grove, California, is actually a photograph of the library of Foothill College in Los Altos Hills, California.

The credit line for Foothill College should have read "designed by Kump, Masten & Hurd, Associated Architects."

PETER KUMP, AIA
Kump, Masten & Hurd
San Francisco, Calif.

Dear Sir: We would like to compliment you on your excellent article on school furnishings in the May 1966 issue of CONTRACT.

We were pleased at your mention of the National School Service Institute and the work we did in helping develop Functional Body Measurements of School Age Children.

Since this report was developed, The National School Service Institute has changed its name to The National School Supply & Equipment Association. Copies of Functional Body Measurements of School Age Children are still available through us.

Also, in 1959, a Classroom Seating Section was established within our Association. This Section has undertaken a number of projects in the interest of better classroom furniture. Samples of two of their recent booklets are enclosed.

Again our compliments on your fine articles. I am sure everyone connected with this vast industry will find it most informative.

FRANK BUNTING
Assistant Executive Manager
National School Supply & Equipment Association
Chicago, Ill.

Dear Sir: I received the July 1966 issue of your very fine magazine and noted with interest your cover and the story on pages 64-67, describing the Northwest Orient ticket office here in Philadelphia. Although I was pleased with both the cover and your detailed coverage of this design job, I was disappointed that our name was not mentioned as the design firm. LeFort Design Associates Inc. held the contract with Northwest Orient; Louis Rosenberg, to whom you gave sole credit as the designer, was in our employ at that time. I am sure that the failure to mention the name of our organization was inadvertent, but I might suggest that in the future for everyone's benefit, you check more carefully as to the parties responsible for a given design project.

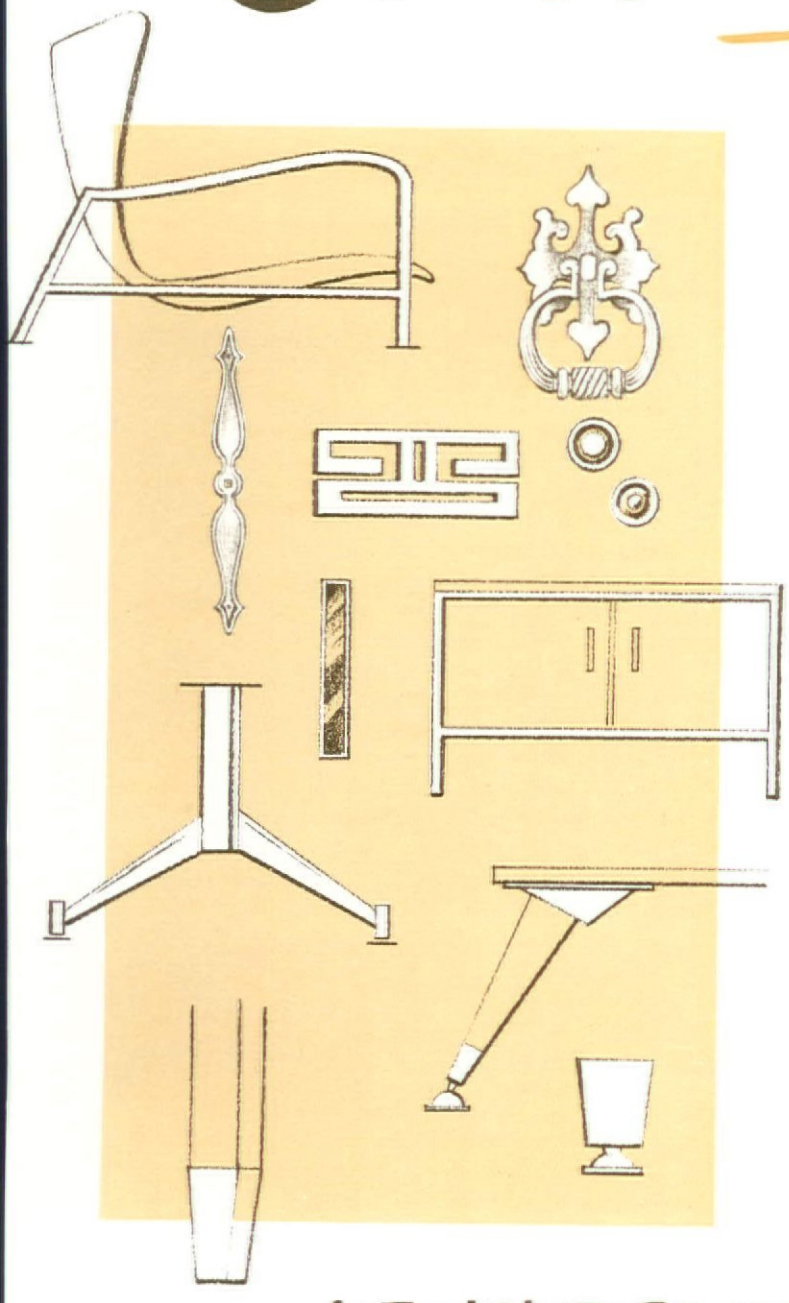
ROBERT J. LEFORT, President
LeFort Design Associates Inc
Philadelphia, Pa

Dear Sir: We are so pleased with the good coverage of Interiors for Business in the June issue of CONTRACT. It was a very interesting and informative issue. I found out lots about what is going on in Atlanta myself.

MARY C. NIKAS, President
Interiors for Business Inc
Atlant

Circle No. 5 on product information ca

GOT A PROBLEM?



NEED ORIGINALITY?

Winzeler designers, engineers and craftsmen work together to help clients develop products adaptable to their own marketing concept.

NEED PROTOTYPES?

Call a Winzeler representative early in the planning stages of your product to take best advantage of the Winzeler prototype service.

NEED PRODUCTION?

Winzeler has a reputation for delivering a quality product at reasonable rates AND on time. Try us. We want your business.

LET WINZELER SUPPORT YOUR PRODUCT!

TRIM HARDWARE
FERRULES
LEG PLATES
METAL FRAMES

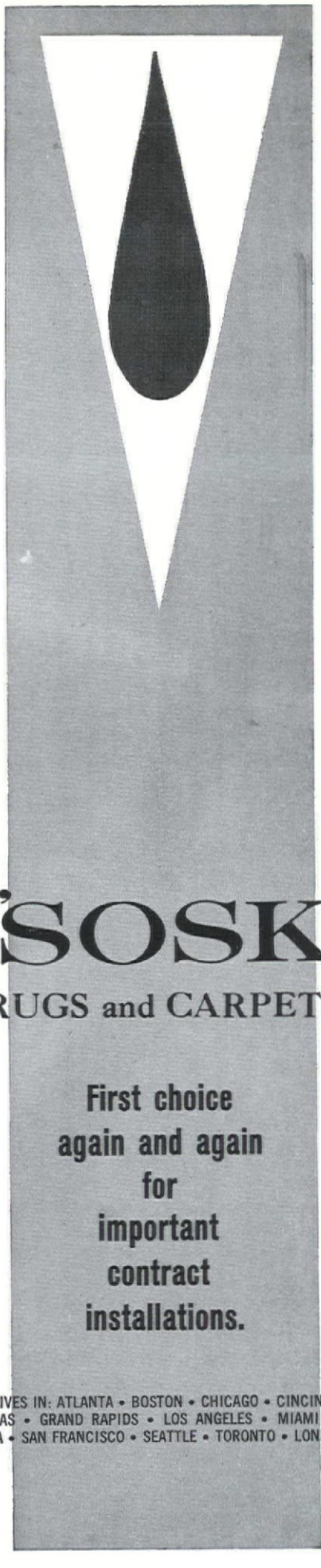
WINZELER

WINZELER STAMPING COMPANY
Montpelier, Ohio

ACME METAL PRODUCTS
Jasper, Indiana

WINZELER PACIFIC
Gardena, California

WINZELER SOUTH
High Point, North Carolina



Circle No. 6 on product information card

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **Viet Nam spurs government spending**
- **Invitations for bids; awards**

THE Capital this season contains many feelings of pessimistic inevitabilities, centered about growing prosperity with growing pains, international actions, and internal indecisions. However, the contract industry in its business concerns seems certain to escape the chafing and the chills that are besetting other elements of our political economy.

If the Viet Nam war continues—and continuation appears to mean escalation—Federal demands for contract products and services will grow. Military facilities need to be furbished and refurbished; the Defense establishment expands. Witnesses to this are the growth of activity by the Defense General Supply Center, and by the Far West procurement offices that funnel goods to the Orient, as we've been reporting.

On the other and at this time apparently paralytic hand, if the war were to lessen or stop, the expenditure of billions that is now being poured into it would not cease to be. The pressures for spending billions on urban problems would multiply: Not only would the cities and the equal rights forces clamor for this, but so would the economy's planners and projectionists. Here is an area to outpace space—and renovation and restoration means both the growth of agencies and the new enlivenment of cities.

The consequences for the contract executive can only be heartening. If, eventually, businesses will be moving into the slum areas instead of moving out, and if the institutional campaign means opening of thousands of government offices across the United States in noncentralized and often converted footage, the contract industry will be gaining supplemental volume.

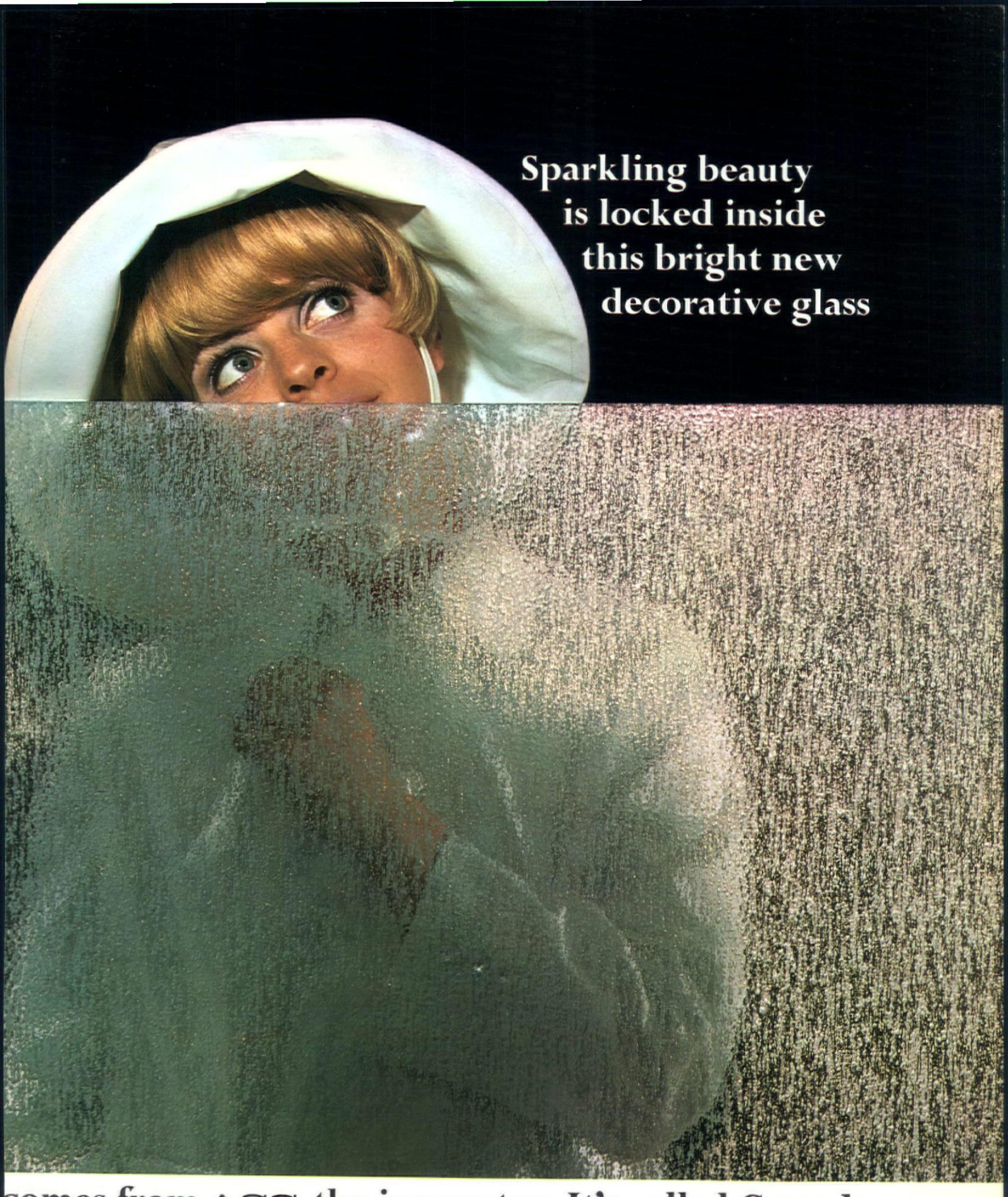
Agency actions

General Services Administration continues in effect a temporary requirement for compliance reports on equal opportunity in employment, from Federal contractors. Until present rules are revised by the Secretary of Labor, contractors are to continue using Standard Form 100, Equal Employment Opportunity Employer Information Report EEO-1.

Federal Trade Commission consent order bars Decorwood Corp. of America, Philadelphia, from using deceptive means to recruit franchised dealer-applica-

(*Continued on page* 12)

Circle No. 7 on product information card



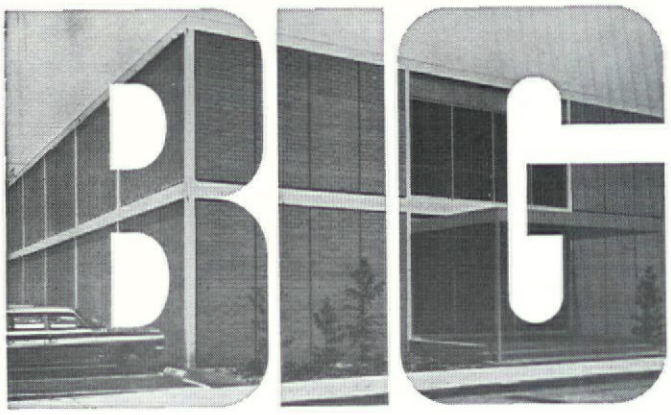
comes from ASG, the innovator. It's called Cascade.

sands of tiny bubbles *within* Cascade scatter light to create cool beauty. • Cascade dlessly varied: every square foot is totally different—there's no repetition of the random n no matter how much of the glass you use. • Cascade is endlessly versatile: it's ideal for , decorative windows and panels, room and space dividers—a host of interior and archi- ral applications. • Cascade is available now. See it at your ASG distributor's (he's in the w Pages). Or if you'd like more information, write to: Dept. X-9, American Saint Gobain oration, P.O. Box 929, Kingsport, Tennessee 37662.

Cascade . . . new from ASG

CREATIVE IDEAS IN GLASS

Southern California is . . .



. . . and so is our new Showroom of Contract Furniture, now ready for your use. Just phone when to expect you, or ask your Los Angeles Period Furniture representative to arrange an appointment.

6000 SQUARE FEET OF THE WEST'S MOST ACCEPTED BEDROOM AND DINING ROOM FURNITURE

Contemporary – Colonial

French Provincial – Rural English

Mediterranean

BEDROOM – DINING ROOM OCCASIONAL TABLES

Before starting your next Apartment or Hotel job, let us show you how a visit to Southern California's newest Contract Showroom can be a profitable – as well as pleasurable – experience. Our Contract Showroom is open *only* to recognized furniture dealers and contract buyers.

LOS ANGELES PERIOD FURNITURE
MANUFACTURING CO., 1755 EAST SANTA BARBARA AVE.
LOS ANGELES, CALIFORNIA 90058 • TELEPHONE 231-2111

IF UNABLE TO VISIT US, MAIL COUPON

Los Angeles Period Furniture Mfg. Co.
1755 East Santa Barbara Avenue, Los Angeles, California 90058
I can't make it, but would like to have your representative call with photos and catalogue.

NAME_____

STORE NAME_____

ADDRESS_____

CITY AND STATE_____

Circle No. 8 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 10

tors for its Decorwood wallcovering materials, such as claiming it maintains a resale service to help dealers, is nationally advertised, absorbs training costs, etc.

Census Bureau reports central office and auxiliary staffs in industry are growing. Such employees numbered just under one million in 1958, but totaled 1.2 million in the latest census taken in 1963.

Contract firms may benefit from the expanding Manpower Development and Training program. Recent projects include: W.H. Capell, Jr., Suffolk, Va., eight trainees for 26 weeks as apprentice-entry upholsterers and furniture frame makers. Walt's Cabinet Shop, Bismarck, N.D., one trainee, 26 weeks, apprentice-entry cabinet maker.

You can get the full set of regional marketing guides prepared by the Commerce Department, now. There are nine thin volumes of "Facts for Marketers," regional economic profiles, plus a volume on "Measuring Markets," describing the measurable characteristics and dimensions of a market, and listing the statistics you might find most valuable. The entire kit is $3.50 from Superintendent of Documents, Government Printing Office, Washington 20402.

Securities and Exchange Commission gets a registration filing from Ramada Inns, Inc., Phoenix motel franchiser, for $10 million of convertible subordinated debentures, due 1986. Three-fourths of the funds will be used to provide funds for new motor hotels.

The hospital market would be greatly expanded if a new bill ever passed the Congress. Rep. Hosmer of California wants the Hill-Burton Act, which is administered by the Public Health Service, to be extended to include supporting facilities for health centers. This would make funds available to provide self-care rooms and dining facilities for ambulatory patients and for diagnostic patients, and housing and dining facilities for families of patients in hospitals or clinics.

Contract continuity

Those suppliers who have participated in Federal procurement seem to stay in, if the list of award winners is any indication. The biggest problem is getting started—deciding to enter the competition, being able and willing to risk the initial tool-up and preparatory costs to meet Federal specifications and requirements. In addition to the problems, and perhaps some compensation, you can be sure that Federal procurement will continue, for furniture and furnishings. It is not a sometime or seasonal thing. This latest sampling of invitations to bid gives the flavor of the potential. If you're interested, carry on with your nearest Business Service Center office of the General Services Administration.

Recent invitations, now closed, include:

General Services Administration, Washington: Sofa beds, 76 each. Upholstered wood household furniture 344 each. Ranch style living room and bedroom wood furniture, 2,142 each. Velvet carpet, 400 each. Tubular steel straight single lounges with arms, 231 each. Sofabeds, 110 each. Executive type davenports, 7 each. Ranch style wood bedroom chests, 205 each.

(*Continued on page* 14

Circle No. 9 on product information

Something new, something bold... Wonderful Washable Flocks from Birge

Now the oldest wall covering manufacturer in America has developed the newest dimension in wall covering—a versatile flock of Creslan acrylic fiber. Result: a truly washable, quick-drying wall covering of exceptional beauty. For the first time a flock that doesn't absorb water; a flock that's safe to specify for installations requiring soap and water cleaning. In addition, this new flock of Creslan is exceptionally sound absorbent and non-allergenic. This flock not only takes brighter, livelier colors—but *holds* them. Available in a wide range of modern, traditional and contemporary patterns. For free "Architects and Builders Specifications Guide" or other information, write the Birge Company, Inc., 390 Niagara St., Buffalo, New York 14240. Creslan is a product of American Cyanamid Co., N. Y.

CYANAMID

Creslan®

LUXURY ACRYLIC FIBER

some chairs just fill space...

TRI-PAR

chairs do it *beautifully!*

Model 2464

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

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

Circle No. 10 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 12

Traditional style wood dining room chairs, 1,200 each. Traditional style mahogany dining room and occasional furniture, 823 each. Household furniture, indefinite quantity. Household furniture, indefinite quantity, for period Feb. 1, 1967 through Jan. 31, 1968. Receptionist, secretarial, claim stenographers desk units, 1,702 each. Tubular metal household kitchen and dining furniture, 200 each. Innerspring mattresses, 1,050 each. Classroom desks, 1,596 each.

Directorate of Procurement and Production, Defense General Supply Center, Richmond, Va.—Floor matting, 750 rolls. Dining table, 800 each. Vinyl resin tile, 5,300 cases. Vinyl resin floor covering, 1,237 square yards.

Business: go far, far west

Increasing amount of contract volume is showing up in Far West Federal procurement offices, for obvious reasons. Just one batch of awards, for instance, from the Region 9 Business Services Center of General Services Administration in San Francisco included these contracts in the furniture field:

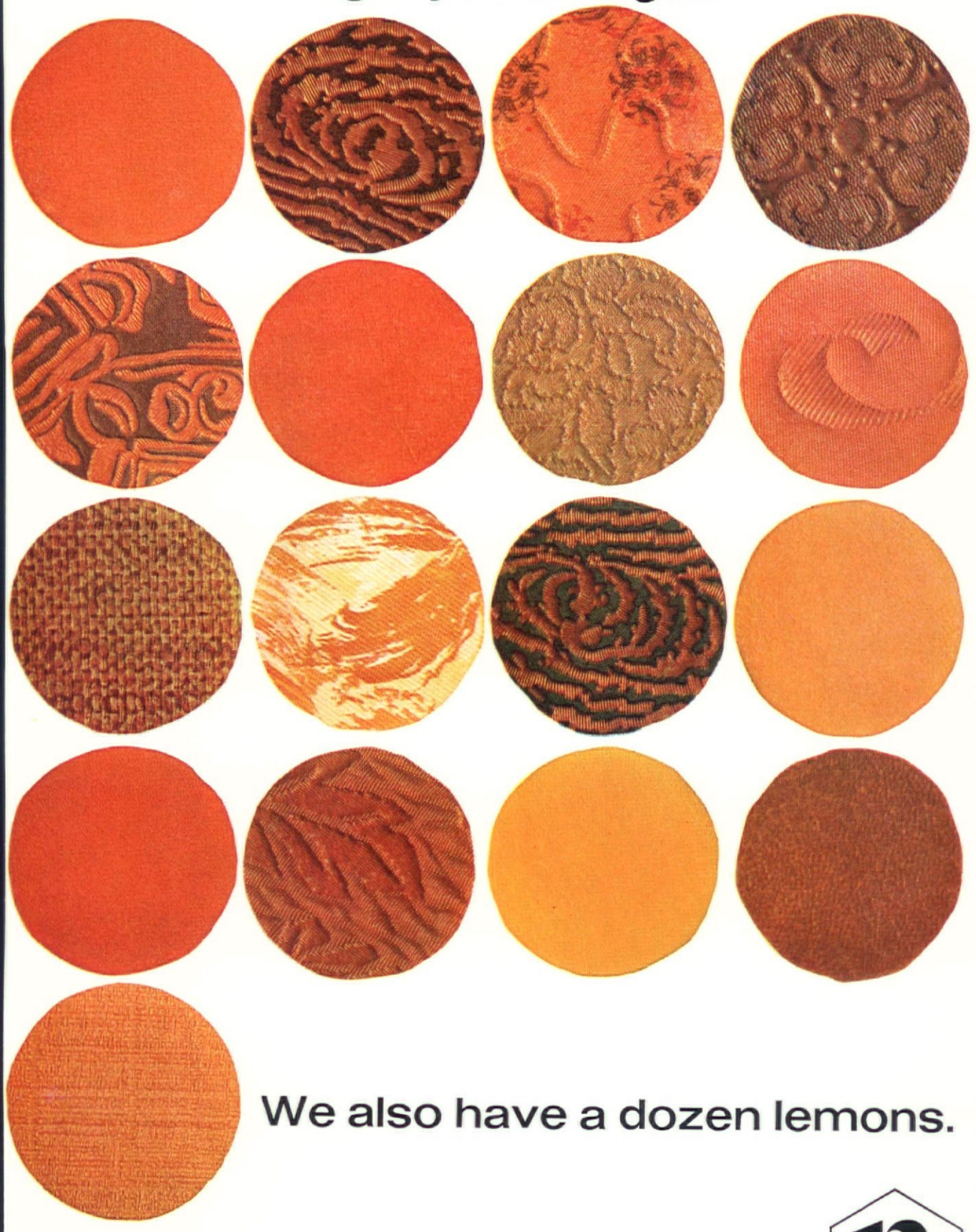
Chairs, 1,586 each, $33,147, Chromcraft Corp., St. Louis. Desks, 2,583, $201,474, Chromcraft. Coffee tables, 744 each, $14,136, Chromcraft. Dresser, 1,039 each, $74,808, Chromcraft. Davenport, 459 each, $61,873, Slyter Chair Co., Tacoma. Easy chair, 552 each, $32,182, Slyter. Coffee tables, 659 each, $14,089, Gillespie Furniture Co., Los Angeles. End table, 883 each, $20,079, Gillespie. Vanity desk, 607 each, $7,391, Gillespie. Bookcase, 411 each, $15,634, Gillespie. Panel bed, 562 each, $12,881, Gillespie. Chest, 613 each, $50,726, Gillespie. Bunk bed sets, 271 each, $23,051, Gillespie. Dining table, 11,504 each, Gillespie. China cabinet, 220 each, $17,149, B.P.John Co., Portland. China cabinet hutch, 220 each, $19,030, B.P.John. Davenport, 470 each, $63,356, Slyter. Easy chair, 705 each, $41,101, Slyter. Vanity desk, 814 each, $50,142, Gillespie. Bookcase, 306 each, $11,640, Gillespie. Panel bed, 456 each, $10,452, Gillespie. Bunk bed sets, 77 each, $15,056, Gillespie. Dining table, 215 each, $18,640, B.P. John. Davenport, 337 each, $45,428, Slyter. Easy chair, 467 each, $27,226, Slyter. Vanity desk, 700 each, $43,-120, Gillespie. Panel bed, 1,512 each, $28,592, Gillespie. Panel bed, 537 each, $12,308, Gillespie. Chest, 983 each, $81,343, Gillespie. Dining table, 647 each, $56,095, B.P.John. Davenport, 805 each, $108,514, Slyter. Easy chair, 1,203 each, $70,135, Slyter. Coffee table, 837 each, $17,895, Gillespie. End table, 1,028 each, $32,377, Gillepsie. Vanity desk, 508 each, $31,293, Gillespie. Chest, 1,073 each, $88,791, Gillespie. Dining table, 1,024, $88,781, B.P. John. China cabinet, 300 each, $23,-385, B.P. John.

You may have noticed that all the awards in this group went to 4 firms. Each in itself might not seem too great, but try totaling them. We came up with these rounded figures:

Chromcraft, $324,000. Slyter, $450,000. Gillespie, $644,000. B. P. John, $223,000.

And, at the same time, a contract went to Pacific Home Furnishings, Ltd., Honolulu, for $40,628 in carpets and carpet cushioning. (C)

These are Naugahyde oranges:



We also have a dozen lemons.

UNIROYAL
U.S. RUBBER

Naugahyde®... the finest in vinyl upholstery
Coated Fabrics Department, Mishawaka, Indiana

n
NAUGAHYDE®

Circle No. 11 on product information card

Installation: Astrodome, Houston, Texas

Architects: Lloyd, Morgan & Jones and Wilson, Morris, Crain & Anderson, Houston

Consultants: Praeger-Kavanaugh and Waterbury, New York City

Floor Shown: V-347R Avocado with accent stripes of V-331R Mushroom, V-348R Pistachio and V-349R Almondine

Creative styling: an inherent quality of Azrock floors.

The exceptional architectural concept is made more beautiful and useful by exceptional concepts in building materials . . . as evidenced by the handsome floors of Azrock's Cortina Series now serving the world-renowned Astrodome in Houston. Cortina's unique styling and rugged durability are achieved by a diffused swirl chip patterning which is distributed through the thickness of the tile. Cortina Series . . . 16 colorful examples of Azrock craftsmanship and creative styling in vinyl asbestos tile. Now available in 12″ x 12″ modular size.

an original floor styling by **AZROCK®**

Consult Sweet's Catalog or write for samples. Azrock Floor Products, 500A Frost Building, San Antonio, Texas 78205.

Circle No. 12 on product information card

Hark, Charlie Lunt— Opportunity is knocking!!!

We heard about that new 104 unit motel you're building in Elko, Nevada. And this is your big chance to order Englander mattresses for every room of the Elko Inn.

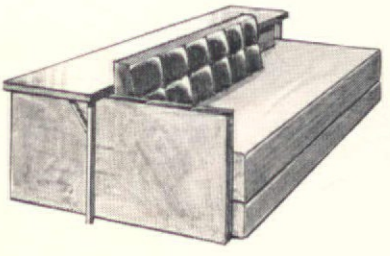
You have some good reasons for putting them there. First of all, Englander makes any kind of mattress you want. Urethane, foam latex and innerspring. Take your choice.

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 C-9
1720 Merchandise Mart
Chicago, Ill. 60654

Name_____

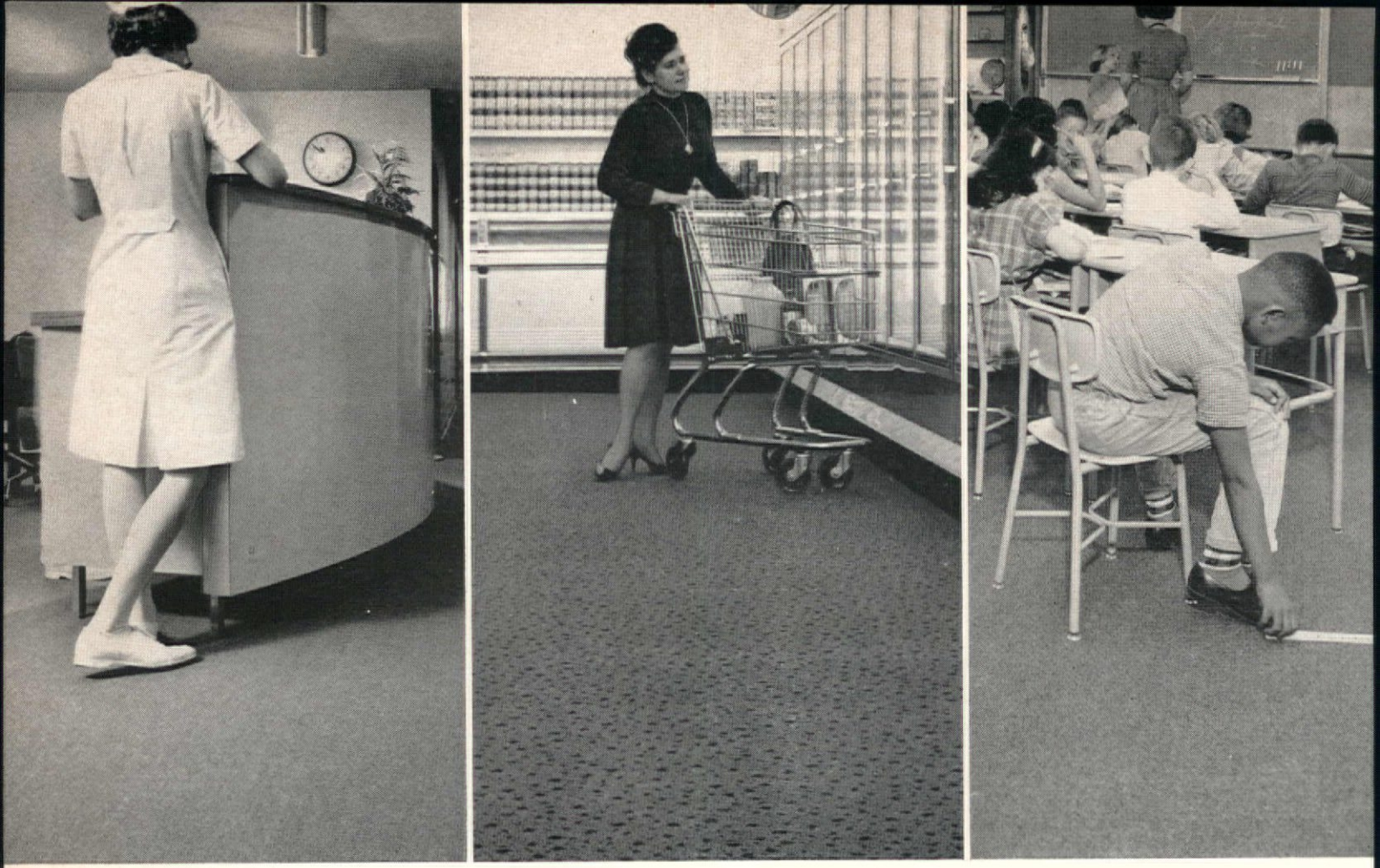
Title_____

Address_____

City_____ State_____ Zip_____

UNION CARBIDE Englander
NEW IDEAS IN SLEEP

Circle No. 13 on product information card



Here's DENSYLON— the new floor covering that's obsoleted tile and carpet for high-traffic areas

Engineered for commercial use with A.C.E.† nylon

Not only is our revolutionary new DENSYLON* different than any other kind of floor covering—it's *better.*

Better for *every* area of *every* kind of building—schools, hospitals, offices, restaurants (even restaurant kitchens!).

Easier maintenance is one reason. Dirt, grime, or soil can't penetrate DENSYLON's extra-tight-twist, high-density nylon pile. Any kind of spillage—fruit juice, honey, even hot grease—wipes right off with a damp sponge. DENSYLON vacuums clean as new with half the strokes required by carpet. And the savings on never having to scrub or wash or wax a bare floor will pay for a DENSYLON installation in just a few years!

Superb appearance is another reason. DENSYLON comes in a broad range of handsome colors and patterns. It has all the warmth and luxury of carpet—but none of its disadvantages. And, unlike tile, DENSYLON can't be marred, or scratched, or dented. Even by spike heels or heavy fixtures.

For comfort and quiet, DENSYLON is permanently and integrally bonded to a 3/16" B. F. Goodrich sponge-rubber backing (note—that's *sponge,* not foam.) It carries a lifetime guarantee. DENSYLON can never ripple or buckle. *Big benefit:* when things (or people) fall, they land on a *cushion.*

Finally, there's wear. Or rather, *no wear.* Because *no* DENSYLON *installation has ever worn out.* Even at the G.E. World's Fair Exhibit where 15 million people trudged over DENSYLON. DENSYLON can be put in the heaviest traffic areas without showing "traffic lanes."

CCC is the world's largest exclusive manufacturer of commercial carpet. We make miles and miles of conventional carpet. Every fiber, every construction. For those areas that require conventional carpet, we recommend it. Now we're making miles and miles of DENSYLON. For where tile used to go. For where carpet never could.

We have the industry's largest staff of floor-covering specialists out in the field. One of them will be happy to explain why revolutionary new DENSYLON is making everything else obsolete. Or, we'll mail you the facts. Use the coupon. Now.

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

C C C
10 West 33rd Street
New York, New York 10001 Dept.
Attention: Mr. Oliver A. Wyman

☐ Send facts on revolutionary DENSYLON for following type of structure_____

☐ Have representative give us estimate on approximately _____ square yards.

Name_____

Title_____ **Phone**_____

Organization_____

Address_____

City_____ **State**_____

†*Trademark: Allied Chemical Corporation*

Densylon

MANUFACTURED BY **CCC** WITH **A.C.E.**

Commercial Carpet Corporation, New York City, Chicago. In Los Angeles, **Pacific Commercial Carpet Corporation.** Canadian Affiliate: **C. C. Carpet Co., Ltd.,** Woodstock.

Circle No. 14 on product information card

CONTRACT BUSINESS: NOTES & COMMENTS

Cleveland Merchandise Mart Open for Business

The $1,500,000 Cleveland Merchandise Mart, rapidly taking shape in the heart of the city, is ultimately expected by president/developer Dennie A. Barnes to be a "showplace and permanent trade show comparable in scope to the nation's major merchandise marts." Barnes acquired two dilapadated buildings on Cleveland's Prospect Avenue, joined them, and has completely remodeled the interior and exterior to provide 100 modern exhibit spaces for the permanent display of furnishings and accessories.

Several weeks before the official June 15 opening date, 29 manufacturing firms had leased more than 30,000 square feet of space, with an additional 15 companies negotiating for occupancy by the end of the summer when the first phase of the project will be completed. Of the lessees, 28 of the firms had never before maintained exhibit quarters in Cleveland. As the link between New York and Chicago, the new Mart is expected to attract many new companies to this midwest area.

A second phase of the project entails the complete remodeling of an adjoining structure, adding another 250 private showrooms to the exhibit spaces. The three-building complex will ultimately reach from Prospect Avenue on the north to E. 4th and High Street on the west and south. Developed privately and without the aid of civic funds, the new Mart has caused a flurry of other revitalizing activity in downtown Cleveland.

New School offers courses on architecture and planning

The New School for Social Research in Manhattan will offer a series of eight courses on architecture and planning through its Center for New York Affairs. Scheduled for the Fall 1966 term, the courses will center upon physical characteristics and historical background of the city, city planning, social and environmental aspects, housing rehabilitation, and factors that affect the development of a city, such as population, industrial revolution, and transportation.

Among the professionals engaged to conduct the sessions are Peter Blake of *Architectural Forum* who will explore "Architecture and Design in New York City," Elinor Guggenheimer, member of the New York City Planning Commission, and Charles Abrams and Percival Goodman, both of the Columbia University School of Architecture, who will hold a special lecture series on the "Future of the Metropolis."

NSOEA Week in Chicago

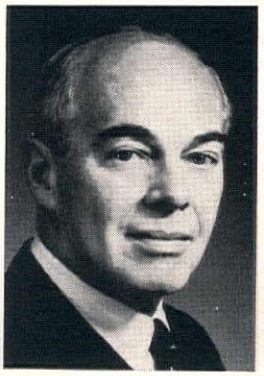
The Merchandise Mart and the National Stationery & Office Equipment Association have joined forces to develop a unified approach to the annual convention in Chicago, and have designated September 26 through October 2 NSOEA Week in Chicago. The agreement means that the Merchandise Mart is now a formal part of the NSOEA Convention and that exhibits, special meetings, and the important Institute of Business Designers Symposium are scheduled concurrently at the Mart, McCormick Place, and Conrad Hilton Hotel. Two special features of the show are the introduction of new office furniture collections, and the Institute of Business Designers Symposium on September 28-29. Speakers for the symposium include a psychologist and lighting, display, and design experts. Sessions are scheduled in the Mart's M&M Club, from 9:00 a.m. to 5:00 p.m. both days. Reservations can be made through NSOEA. Space 1143, Merchandise Mart, Chicago.

Contract carpet sales soar

Sources in the carpet field predicted during the Chicago furniture markets in June that by 1970, 50% of all carpet sales would be in the commercial/institutional field. Carpet sales were said to have increased from 5 to 25 percent in the first six months of 1966. Emphasis is being placed on the new synthetics, such as polypropylene and acrylics, but wool is making a strong comeback in the contract market.

Intercon I names 2 to new board

Intercon I, the international contract exposition and congress sponsored by the Merchandise Mart, Chicago, is moving ahead with the programming of its approximately 60 sessions scheduled for the event next March 20-22. Joining a growing list of professionals on the board of advisors are Charles M. Nes, Jr., FAIA, newly elected president of American Institute of Architects, and Dr. Harold B. Gores, president of Educational Facilities Laboratories, Inc., of the Ford Foundation. The board of advisors will be instrumental in the development and pres-



Nes

Gores

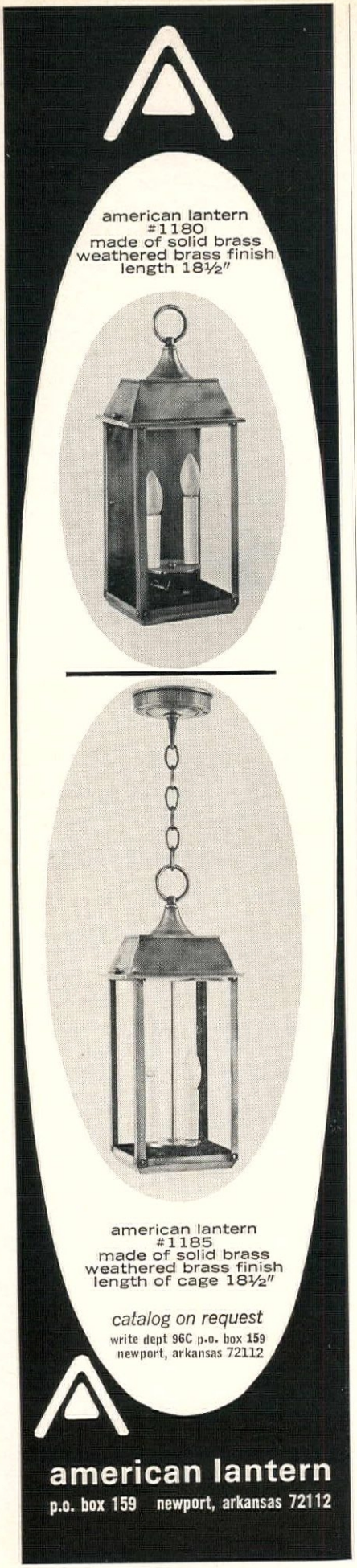
entation of the educational and informative sessions during Intercon I. Thus far, other members of the board include Bert C. Ahrens, executive secretary of National Association of Educational Buyers; Albert Christ-Janer, dean, Art School of Pratt Institute; Arthur Davis, AIA, member of esthetics committee, AIA; Clyde Dixon, president, Innkeepers Supply, Inc.; William Katavolos, chairman, industrial design department of Parsons Institute; Clarence Scheps, executive vice president, Tulane University and president of National Association of College & University Business Officers.

Intercon I, which will combine both educational sessions and exhibits of contract merchandise, will be held at Merchandise Mart and McCormick Place in Chicago and will bring together the professions, industries, products, and purchasers involved in the international contract furnishings business.

New assignments

Western Contract Furnishers report a heavy design schedule, starting with the contract for design and furnishing of a new 11-story residence hall at the University of Santa Clara. A new 242-room men's dormitory, Ben Swig Residence Hall, is the first high-rise on the campus and set for completion on September 1. The Carmel La Playa Hotel is also undergoing a refurbishing by Western, from public areas to its 80 guest rooms. Enlargement of dining and bar areas will be a feature of the project, where a Spanish atmosphere will prevail. . . . Leon Gordon Miller & Associates has been com-

(*Continued on page 20*)



Circle No. 15 on product information card

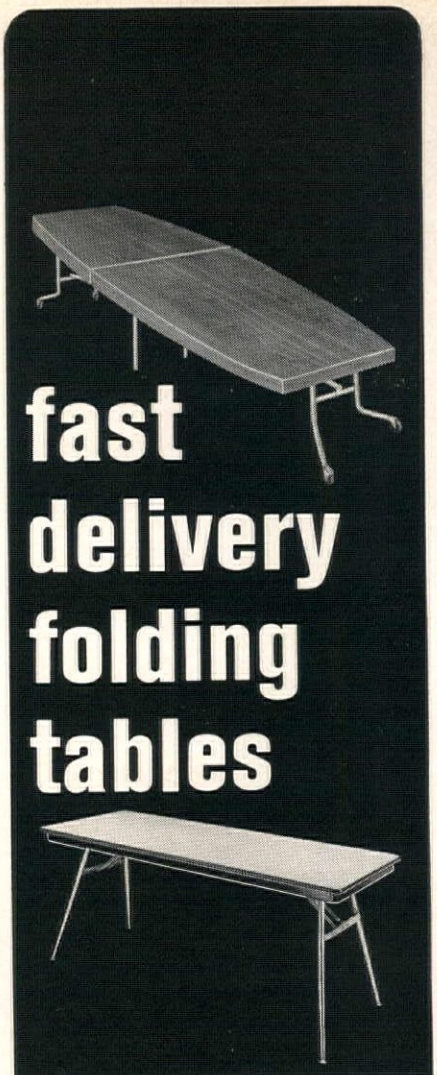
CONTRACT BUSINESS

missioned to plan and design the new corporate offices and operating facilities of Avis International, located in Garden City, Long Island, New York . . . Maxwell Co. has been engaged to redesign and refurnish portions of the Detroit-Leland Hotel under the terms of a $350,000 contract with the management. The assignment calls for new furnishings for 329 units that the Detroit-Leland will operate on an apartment-leased basis. Maxwell also announced the design, supply, and installation of the Sheraton Sand Castle Inn, Sarasota, Fla., scheduled for completion November 1967. The project includes refurbishing the existing Inn, and a new 100 room addition, as well as convention facilities, dining room, coffee shop, and lobby. . . . Henry End Associates was recently commissioned by Columbia Development Corp., to design the interiors of the new 140-room Columbia Inn motel located outside Baltimore, Md., with facilities for dining and banquet to accommodate 400 people. A second project, the design of a 300-room hotel at Atlanta's municipal airport will be based on the 1966 Room of Tomorrow that was a joint effort of Henry End and architect Morris Lapidus and a feature of the annual National Hotel-Motel Exposition. The new facility will incorporate convention space for 800, gourmet dining room, coffee shop, private club, swimming pool, and outdoor skating rink. Morris Lapidus Associates is the architect. . . . Corco, Inc., Chicago-based institutional interior design firm has been awarded the design and furnishing contract of a new $1,500,000 men's dormitory at Southern Illinois University, Carbondale, Ill.

By popular demand

Because there was such wide interest expressed in the article "Seamless Poured Floors," in our July issue, we have compiled the following list of firms specializing in poured floors, or seamless floors as they are sometimes called.

Co-Polymer Chemicals, Inc., Livonia, Mich.
General Electric, Silicone Products Div., Newark, N.J.
Perdure Seamless Coating, Winston-Salem, N.C.
Porafloor, Woodside, N.Y.
Readco Industries, Reading, Mass.
Seamless Systems, Inc., St. Louis, Mo.
Selby, Battersby & Co., Philadelphia, Pa.
Torginol of America, Los Angeles, Calif.



Whenever you need folding tables fast, order from MIDWEST'S largest stock. If you require a special laminite to match the decor, MIDWEST can fabricate tables fast to your special order. If you need an unusual size or shape, MIDWEST can create custom folding tables using economical components. For one complete folding table source, call MIDWEST.

Write for FREE Catalog

Dept. 35

Midwest
FOLDING PRODUCTS

1414 S. Western Avenue
Chicago, Illinois 60608

Circle No. 16 on product information car

Circle No. 17 on product information car

FROM FINLAND:

PIXEN

DESIGNED BY ERIK UHLENIUS

The PIXEN chair, from the ICF Fennoform Collection. The most comprehensive collection of Finland's leading manufacturers. This uniquely crafted group includes designs by Alvar Aalto, Yrjo Kukkapuro, Toivo Korhonen, Olli Mannermaa, Esko Pajamies, Ilmari Tapiovaara, Voitto Haapalainen.

Finland's advanced manufacturing facilities provide a collection of distinct character and durability that meet the exacting schedules, and specifications the American professional demands.

INTERNATIONAL CONTRACT FURNISHINGS INC

Write to; ICF, Inc. 145 East 57th Street, New York, N.Y. 10022

ICF

The PIXEN chair is made . . . with wood arms, upholstered arms, without arms, with or without finials, in a selection of woods and finishes.

What's the best renting agent in the country?

Styled by Thortel Fireproof Fabrics, Inc.

O. Roy Chalk, owner of the Chalk House West, Washington, D.C., put Fiberglas draperies in every window. Eight floors of Peacock Blue Fiberglas . . . and what a great job they did in helping to rent the building.

This happens every day. And it's no miracle. Every day more people respond to Fiberglas. From prospective tenants to architects and interior designers all over the country. Knowledgeable people know they can rely on Fiberglas for a fabric that looks just as good as it acts. They know Fiberglas is:

Sturdy: Fiberglas is flame-resistant, unaffected by humidity, resistant to sun, won't stretch or shrink.

Economical: Fiberglas is washed, not dry cleaned, never needs pressing, or alterations due to change in size, and therefore is less costly to maintain than other fabrics.

Beautiful: Fiberglas allows free play with color, texture and pattern on the inside, and looks uniformly beautiful from the outside.

No wonder Fiberglas draperies help rent buildings faster. Don't wait. Try it on your building. For more information and Fiberglas fabric resources write: Owens-Corning Fiberglas Corp., Decorative and Home Furnishings Div., 717 Fifth Ave., N.Y.C. 10022.

OWENS-CORNING
FIBERGLAS

Fiberglas* Beta* drapery fabric.

Chalk House West, Morris Lapidus Associates Architects. *Fiberglas and Beta are Owens-Corning's trademarks. Owens-Corning Fiberglas makes the Beta yarn, not the fabrics.

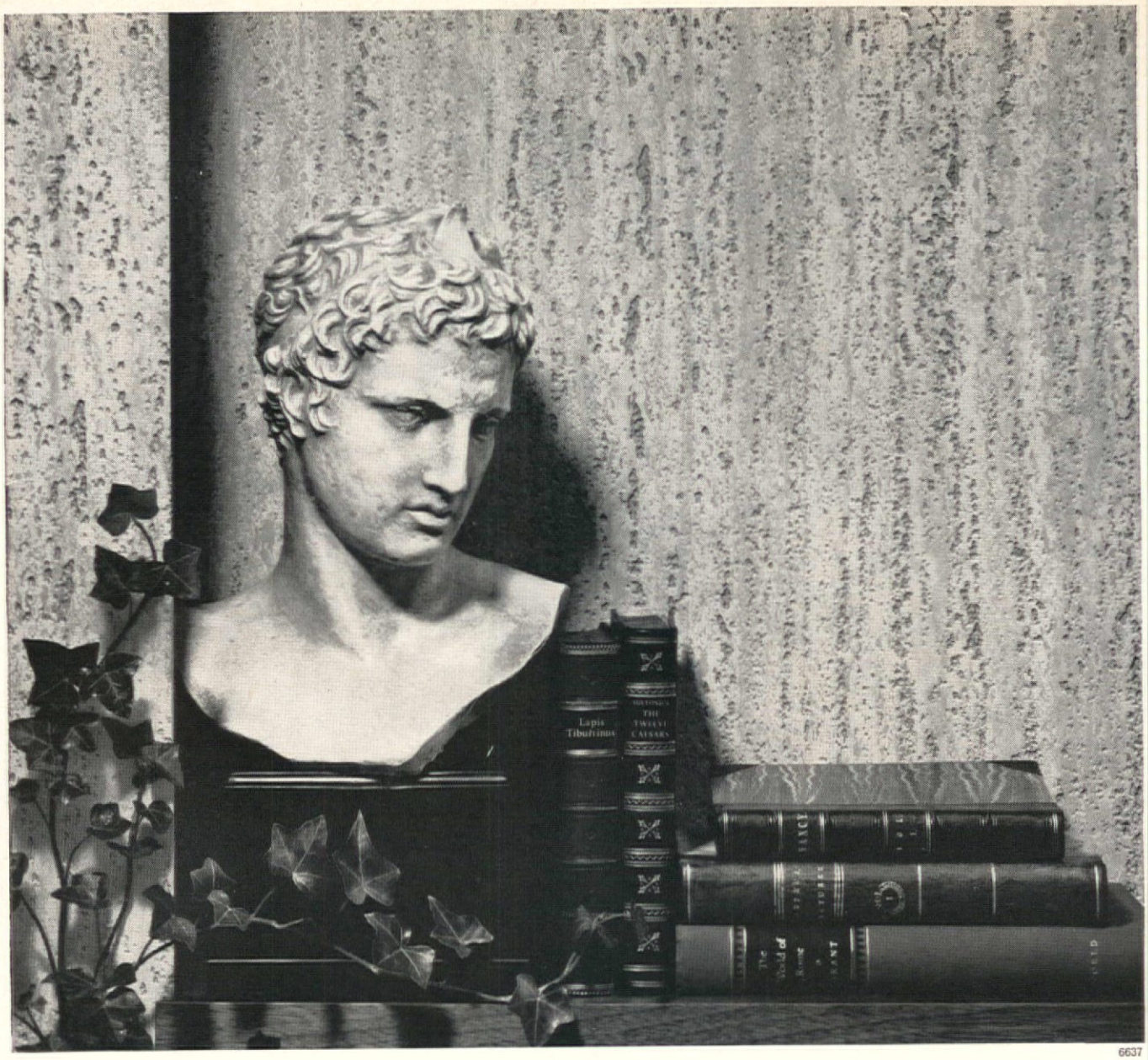
Circle No. 18 on product information card

Stauffer Chemical Co.

The opening of Stauffer Chemical Co.'s new showroom in the Decoration & Design Building, New York City, coincides with the restyling of two lines and introduction of a completely new one. Detron, the new vinyl wallcovering, is prominently displayed in three patterns and six colors, all featuring a new depth appearance achieved by using glass fiber in the patterns. Restyled Permon and Fabron are also featured in the new displays in addition to the complete line of Stauffer wallcoverings.

Boussac-Romanex

The complete Boussac-Romanex collection of screen-printed cottons is now on display, for the first time in the United States, in the new Boussac showroom, Decoration & Design Building, New York City. The showroom was designed by architect Bloom Zevelof to serve as an historical showcase for French textile designs, with patterns grouped and exhibited according to period. Displays include patterns reminiscent of the Renaissance, 18th and 19th century France, plus a wide assortment of contemporary designs.



6637

New Textured Travertine Marlite

Another Marlite Decorator Paneling with texture you can see and feel

Touch it— you can feel the texture of magnificent new Marlite Textured Travertine. Wash it—you can't harm the beauty of Marlite's exclusive soilproof plastic finish.

Textured Travertine Marlite captures all the warmth and luxury of rare, imported marble. You can feel every surface detail characteristic of this costly stone.

And Marlite Textured Travertine stays new-looking for years, protected by a baked satin-stone finish that wipes clean with a damp cloth. When Marlite goes up, maintenance costs practically disappear.

Create more beautiful interiors by using Marlite, the Decorator Paneling. Consult Sweet's File or write Marlite Division of Masonite Corporation, Department 925 Dover, Ohio.

Marlite®

plastic-finished paneling

ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 1721 Marietta Blvd., N.W., Atlanta, Georgia 30318 • 57 Smith Place, Cambridge, Mass. 02138 • 4545 James Place, Melrose Park (Chicago), Illinois 60160 • 1199 Great Southwest Parkway, Grand Prairie (Dallas), Texas 75050 • 777-139th Ave., San Leandro, Cal. 94578 • 1622 Phoebe St., LaMirada (Los Angeles), Cal. 90638 • 39 Windsor Ave., Mineola, L.I. (New York) 11501 • 2440 Sixth Ave. So., Seattle, Wash. 98134

Circle No. 19 on product information card

Circle No. 20 on product information c

JB® Colorail SYSTEMS

MANY SHAPES AND COLORS

Now in addition to popular Colorail plastic handrail in a spectrum of 11 colors, specify complete stock-component Colorail Systems including plastic-clad aluminum posts in 5 colors, plus mounting and railing-support hardware. Handrails can be aluminum, bronze, or stainless steel, as well as Colorail. Smartly styled systems provide selection of shapes and installations and are designed for smoothly concealed fastening.

Colorail plastic components are of tough durable material in permanent maintenance-free colors and are available through local fabricators. Ask for literature or see Sweet's Architectural File 6e/BL or Industrial File 6b/BL.

New — elements of section data provided for all JB system components make truly engineered railings practical. Another exclusive first for Blum . . . computer-derived for accuracy.

JULIUS BLUM & CO., INC. CARLSTADT, NEW JERSEY

THE MOST COMPLETE SOURCE FOR ARCHITECTURAL METALS

PHONES: CARLSTADT, (201) GE 8-4600; Phila., (215) MA 7-7596; New York, (212) OX 5-2236; TELEX 1-25961; TWX 710-485-7673

CONTRACT NEWS

H. CHAMBERS Co. has established an industrial design division headed by Robert Fraser. The new department will offer planned corporate visual communications, and styling and surface graphics of consumer and industrial package and product design.

Beverly Wachsmuth and Terry Kuhn have recently formed WACHSMUTH & ASSOCIATES, INC., a new company specializing in the design and planning of business and educational interiors.

Circle No. 21 on product information card

BRUNSWICK CORP., Chicago, has purchased all of the assets of Hugh Acton Co., Pleasant Ridge, Mich., manufacturers of office and library furniture. Hugh Acton, who headed the company, will remain associated with Brunswick Corp., as a designer and market consultant.

SPACE PLANNERS INC., office designers specializing in office furniture, partitions and construction, has opened a new showroom at 3210 N. Pulaski Rd., Chicago, Illinois. The new showroom was designed by Virginia Hawley.

The following companies now represent GENE MCDONALD, INC. in their respective areas: Karl L. Lange, 1432 E. Maryland Avenue, Phoenix; Sylvia Karofsky, Walls Unlimited, 420 Boylston Street, Boston; Duncan and Huggins, Ltd., 1046 Potomac Avenue N. W., Washington, D. C.; Duncan and Huggins, Ltd., 1704 Walnut Street, Philadelphia.

SHELBY WILLIAMS INDUSTRIES, INC. last month reported an 85 percent raise in earnings in the first quarter of the current fiscal year on a sales increase of 52 percent. The profits for the three months ending May 31, 1966 reached $181,885 or 52 cents per share, compared with $98,117 or 28 cents per share for the same quarter a year ago. For the fiscal year ending February 28, 1966 the company reported sales of $9.6 million with earnings of $516,199 equal to $1.54 per share on the common stock.

ZED LOGAN Co., St. Louis, Mo., has been appointed sales representative for Lundstrom Laboratories line of Densiwood proessed office equipment.

ELKO TEXTILE Co., Rosalyn Heights, N. Y. has opened a new fabric showroom at 150 East 56 Street, New York City.

VANGUARD STUDIOS, INC., West Coast producer of contract art, is expanding its line with new oil-on-canvas paintings featuring a variety of hand-carved, gold-leafed frames.

The contract furniture division of ALBANO Co., INC. will function at the firm's main office and factory, 553 West 54 Street, New York City, where all of its contract models will be on display.

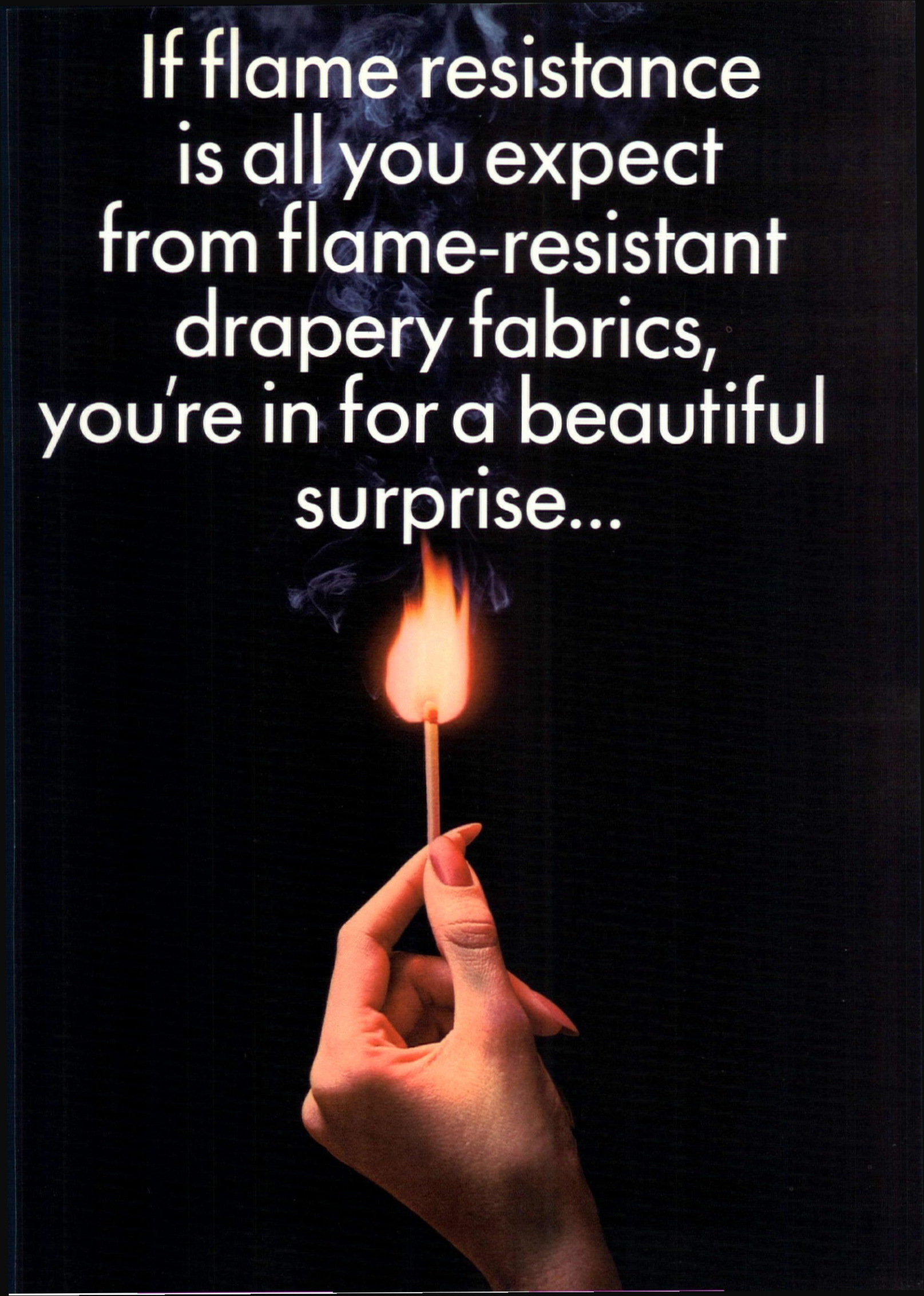
EMPIRE STATE CHAIR Co. has moved its headquarters to new and expanded showroom space at 232 East 59 Street, New York City. The debut of a new line of contract furniture coincides with the move.

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., Magnavox Co., and Simmons Co.

EVALBA TEXTILE INTERNATIONAL has been appointed sales agent for Europe, South America, and the Far East for Athol Manufacturing division of Emhart Corp.

BERVEN OF CALIFORNIA has moved its new eastern showroom and offices to 155 East 56 Street, New York City.

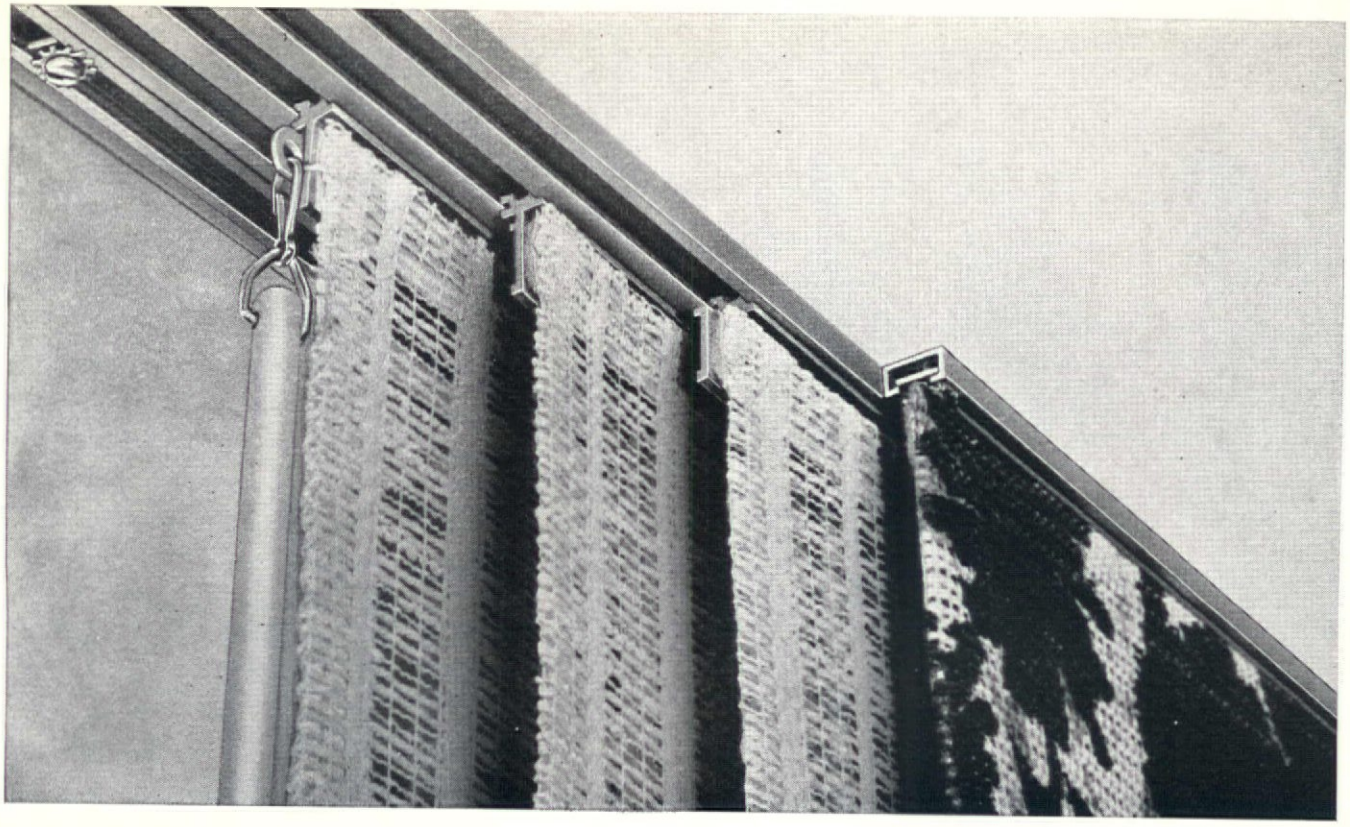
If flame resistance is all you expect from flame-resistant drapery fabrics, you're in for a beautiful surprise...



with VEREL®

Drapery fabrics with VEREL® modacrylic are also distractingly beautiful...and luxurious, soft, easy to drape, strong, dimensionally stable, resistant to sun deterioration. That's why they are used by decorators in schools, hospitals, hotels, offices and public buildings throughout the country. For a list of converters carrying fabrics with Verel, call Eastman Home Furnishings, New York City, OR 9-1820 (ext. 289

EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, 260 MADISON AVE., NEW YORK, N.Y. 10016. Verel is the trademark for Eastman modacrylic fiber.
Fabrics shown by: Waverly Fabrics, Division of F. Schumacher & Co.; Schlosser Textile Co., Inc.; M. H. Lazarus & Co.; Qual-Fab Inc.



With Kirsch Paneltrac®, you can also use wood or metal as traverse "draperies."

Paneltrac opens up a whole new concept of what to do with window treatments—gives new meaning to "total environment." Now you can use materials you might never have thought of. Like woven woods, aluminum or plastics. Naturally, you can also use more conventional materials such as sized or other flat-hanging fabrics. Paneltrac makes a prospective "drapery" material of almost anything that's flat, and of reasonable weight for easy drawing.

Paneltrac is custom-prepared for each window situation, made exactly to fit your specifications. No installation problems. No service problems.

Paneltrac adds a new dimension to your decorative talents!

Call or write Kirsch Company, Dept. T-966, Sturgis, Michigan 49091

Here's how Paneltrac works:

Paneltrac is a system of channeled aluminum tracks which hold plastic sliders, and is available in units of one to six tracks. Slides are surfaced with Velcro® nylon tapes, to which drapery panels are attached by sewing similar Velcro tapes to the flat headings. (A 30" strip of Velcro has more than 122 pounds of holding power!) You can have up to 11 panels with a two-way draw, up to six panels with one-way draw. Paneltrac is a completely engineered system, supplied assembled with hem weights included. All you do is give Kirsch the dimensions of your windows or area dividers—and leave the rest to Paneltrac.

Kirsch
DRAPERY HARDWARE

For windows people care about.

Circle No. 23 on product information card

Circle No. 22 on product information card

Take the white-hot passion of Spain. Add handsome hardware, bold moldings. Burnish it with gold. Now you have . . .

COSTA BRAVA

American of Martinsville combines Spanish discipline and Spanish drama...with hearty dashes of practicality built in to make it all functional. See for yourself in one of our showrooms: in New York, Chicago, San Francisco, Dallas, Atlanta and Martinsville. Or send 25¢ to Dept. C-4, American of Martinsville, Martinsville, Virginia for details and brochure.

AMERICAN OF MARTINSVILLE

PEOPLE

JOHN L. WEILL has announced his retirement as chairman of the board and chief executive of Thonet Industries, New York City, and as president of American Chair Co. Sheboygan, Wis. His successors are PAUL W. HAKE at Thonet Industries, and JOSEPH V. QUARLES III at American Chair Co.

JAMES F. WILSON has been elected vice president of sales of the Alexander Smith carpet division of Mohasco Industries. Mr. Wilson succeeds ROBERT W. HOWISON, who is retiring from that position.

JOSEPH M. PARRIOTT has been appointed professor of design and chairman of the Department of Industrial Design at Pratt Institute, Brooklyn, N.Y.

J. H. CHAMBERS, JR. has been elected president and chief executive officer of The H. Chambers Co., Baltimore interior design firm.

WILLIAM PAUL TAYLOR has been named director of design for Shelby Williams Industries, Chicago.

JOHN C. PEPPLER has been appointed president of Borroughs Division of American Metal Products Co., Kalamazoo, Mich.

ALFRED N. WOHLWEND has joined Air Reduction Co., Inc., New York City, as corporate group vice president in charge of chemical and plastics operations.

ROBERT S. ELZEY was appointed to the sales staff of Troy Sunshade Co., a division of Hobart Manufacturing Co., Troy, Ohio. He has been assigned the Ohio, northern Kentucky, and central Indiana areas.

WILLIAM F. BROWER has been appointed midwest regional manager of Standard Furniture Co. and its Eme-Co Division, Hanover, Pa. BILL W. LACEY was appointed district sales manager for both companies.

RICHARD BEAUDET has joined Morganelli-Heumann & Rudd, Los Angeles, as head of store planning division.

LEE BARKLEY has joined Quaker Fabric Corp. as designer. Formerly with Cohn-Hall-Marx, Mr. Barkley taught design at the University of Southern California, and maintained a small hand-production weaving lab in Los Angeles. In addition to his new assignment with Quaker, he presently heads the woven textile division at the Rhode Island School of Design.

DAVID S. BABIN was elected vice president of NL Corp.'s General Lighting Division, New York City.

ROBERT W. BUTSON was appointed manufacturers representative of Gregson Manufacturing Co., Liberty, N.C.

RICHARD A. JUST was appointed district sales manager covering the Rocky Mountain area, for Ozite Corp., Chicago.

ALBEN J. MILWID, formerly assistant director of design for Congoleum-Nairn, Inc., has joined Mannington Mills, Inc. as director of styling.

"... Actually, the industry suffers less from overbuilding of new properties than from under-replacement of old interiors."

Hotel Management Review & Innkeeping, Oct., '65

Do *your* interiors make the grade?

Inviting guest rooms can make the difference between profit and loss in today's highly competitive lodging business. The queston is not whether you can *afford* to upgrade, but rather whether you can afford *not* to.

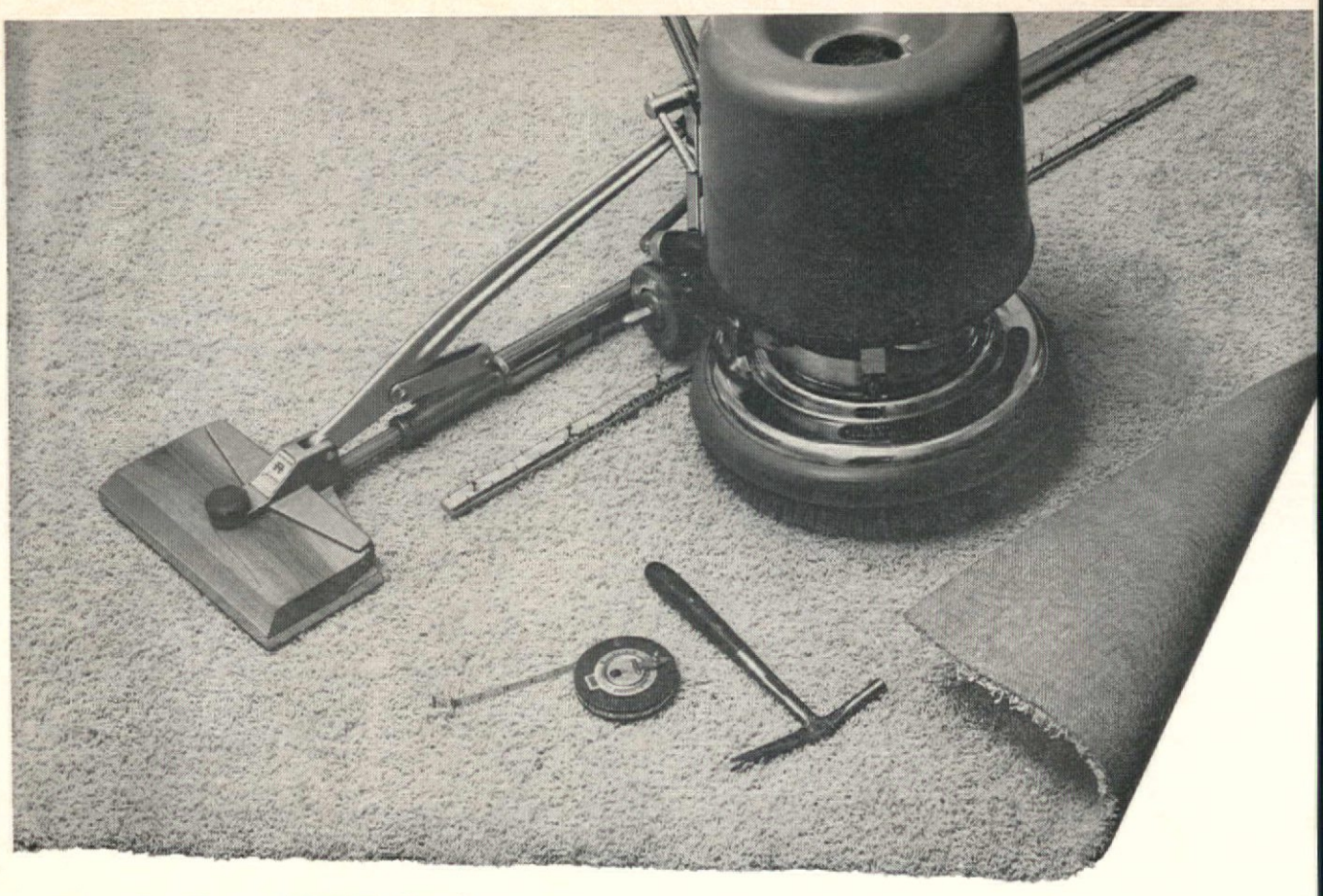
Our district managers can help. Help you create an exciting, original image. Put you in touch with the right dealers for all your needs. And show you how the right furnishings can turn a tired, old-looking room into a money-making beauty—at minimum cost.

They can even help you make the right contacts for financing your face-lifting job. So if you're tired of watching your occupancy rate going down and the competition pull ahead, check our showroom listings on the opposite page. Get in touch with the one nearest you, and let our specialist put his know-how to work. For you.

AMERICAN OF MARTINSVILLE

Circle No. 24 on product information card

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



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

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

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

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

JUTE CARPET BACKING COUNCIL, Inc.

American Industries, Inc. • C. G. Trading Corp. • Hugh A. Chaplin Co., Inc. • City Trade & Industries, Ltd. • Delca International Corp. • A. De Swaan, Inc. • Robert Fitzpatrick & Co. • Gillespie & Co. of New York, Inc. • Hanson & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer C • Pak-Am Inc. • R. L. Pritchard & Co. • Ralli Trading Co., Inc. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Willcox Enterprises, In

Circle No. 25 on product information card

Now, a totally new lateral file series designed to help you create more efficient, more attractive offices for your clients.

BROADSIDES by Steelcase

New Steelcase BROADSIDES have a lot going for them . . . and for you.

With BROADSIDES you can increase your clients' filing and record storage capacity because they fit along walls, corridors and many areas where conventional filing is impractical. And with 16 interior options that permit letter and legal filing in the same cabinet, BROADSIDES have a lower cost per filing inch than many other lateral files.

BROADSIDES simplify floor planning, too. One basic module — a spacious 42" wide, 18" deep — comes 2, 3, 4 and 5 openings high and accommodates roll-out shelves and/or drawers. There's also a 30" wide desk-height unit two openings high for use in "L" or credenza arrangements . . . and add-on cabinets which extend filing capacity without using additional floor space.

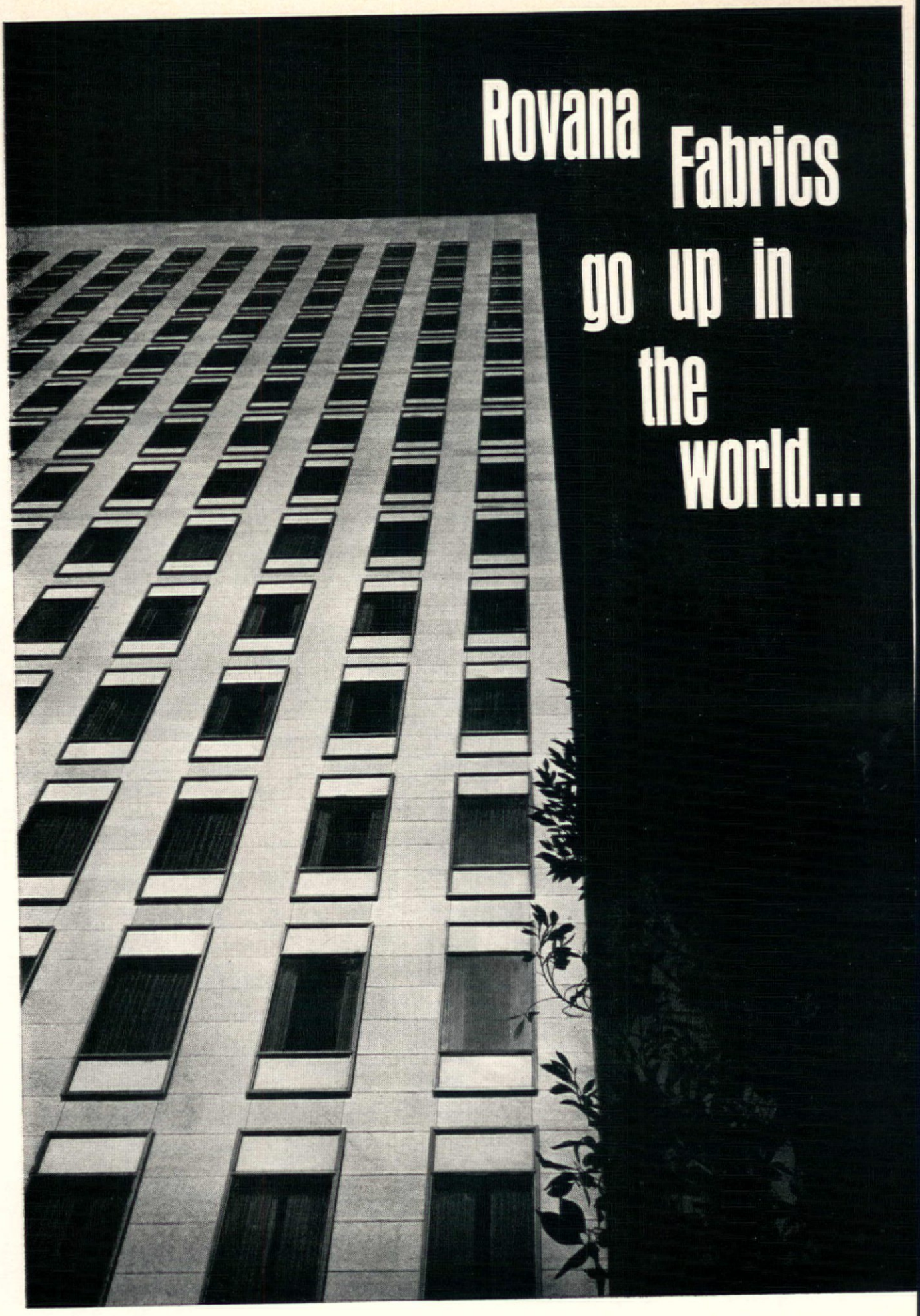
BROADSIDES fit neatly into your aesthetic concepts, too. They're completely compatible in design with all Steelcase's broad selection of contemporary desks, seating and vertical files and are available in any of 18 acrylic colors.

For complete details on BROADSIDES or any Steelcase office furniture, write Department K.

STEELCASE INC

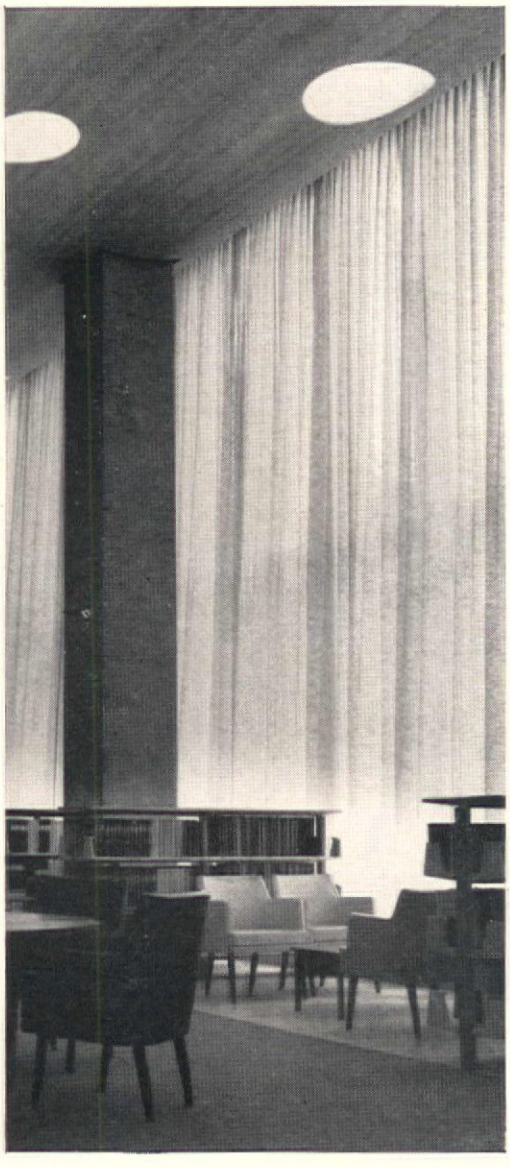
Grand Rapids, Mich.; Los Angeles Calif.; Canadian Steelcase Co., Ltd., Ont.

Offices and showrooms: New York • Chicago • Los Angeles • Atlanta • Dallas
Grand Rapids • St. Louis • Philadelphia • Portland, Ore. • Ontario • Quebec


Rovana Fabrics
go up in
the
world...

(A)

and make a beautiful world of difference



(B)

Rovana certified fabrics add to the excitement of the new Standard Oil Building, San Francisco, California. A 22 story tower of concrete and glass, it is topped by a heliport, and a luxurious roof garden. Hertzka & Knowles, A.I.A., are the architects, interiors designed by Eleanor Forbes of Gumps, with Rovana drapery fabrics by Norman S. Bernie Company.

Rovana certified fabrics come in a wide range of colors, patterns and textures. This versatility, coupled with the assurance of beautiful performance, makes them a favorite with interior designers.

INTERIORS SHOWN: (A) The Dutch Flag Room, one of the student lounges at the State University in Albany, New York. Designed by Edward Durell Stone for The Dormitory Authority, Clifton C. Flather, Director. Consultant on interior furnishings, Edmund D. Wood, Jr., A.I.D. who selected drapery weight cloth of Verella Rovana certified fabric for the extensive window wall.

(B) United Nations Library, The Woodrow Wilson Reading Room designed by Harrison & Abramovitz & Harris is completely curtained with a Rovana certified fabric from Thortel, selected by Richard E. Craig, Designer in Charge.

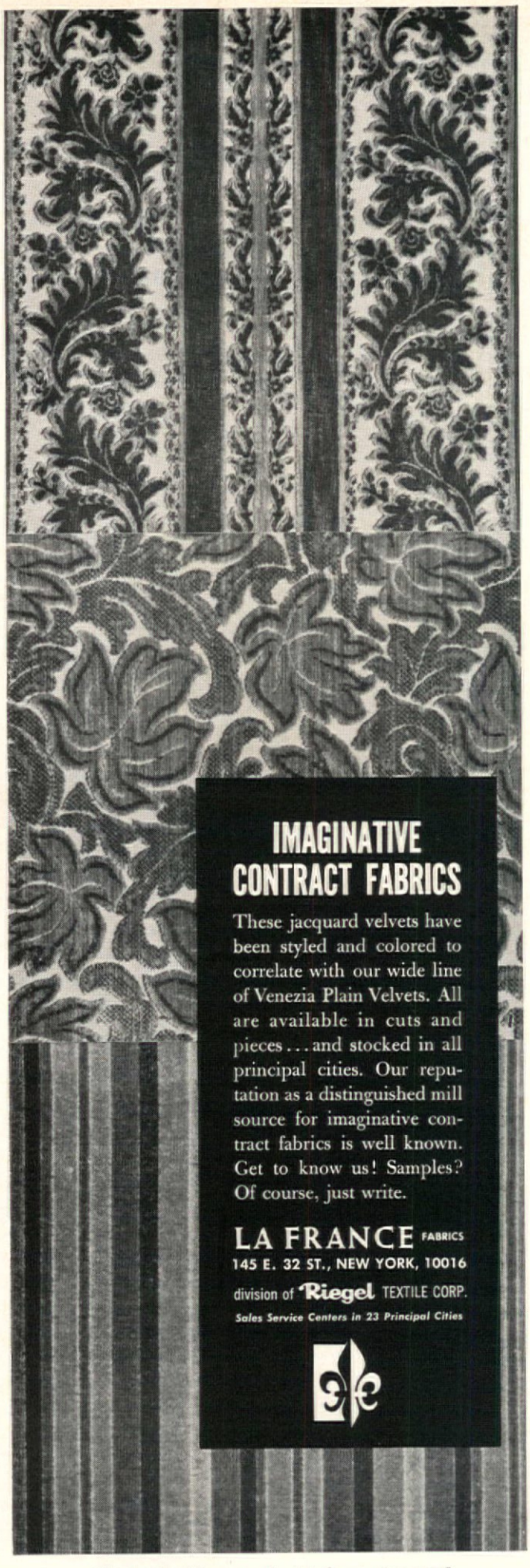
ROVANA

CERTIFICATION MARK

DOW BADISCHE COMPANY

DOW BADISCHE®

Circle No. 27 on product information card



Circle No. 28 on product information card

CALENDAR

1966

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 26-October 2. NSOEA Week in Chicago: NOSEA Convention and Exhibition; Institute of Business Designers Symposium (September 28-29) Merchandise Mart. McCormick Place, Conrad Hilton Hotel, Chicago.

October 4-5. Contract Market Seminar. National Design Center, New York City.

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

October 31-November 4. NSOEA Executive Management Seminar, conducted by Institute for Retail Management and NSOEA. New York University, New York City.

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.

November 27-30. National School Supply & Equipment Association. Palmer House Hotel, Chicago.

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

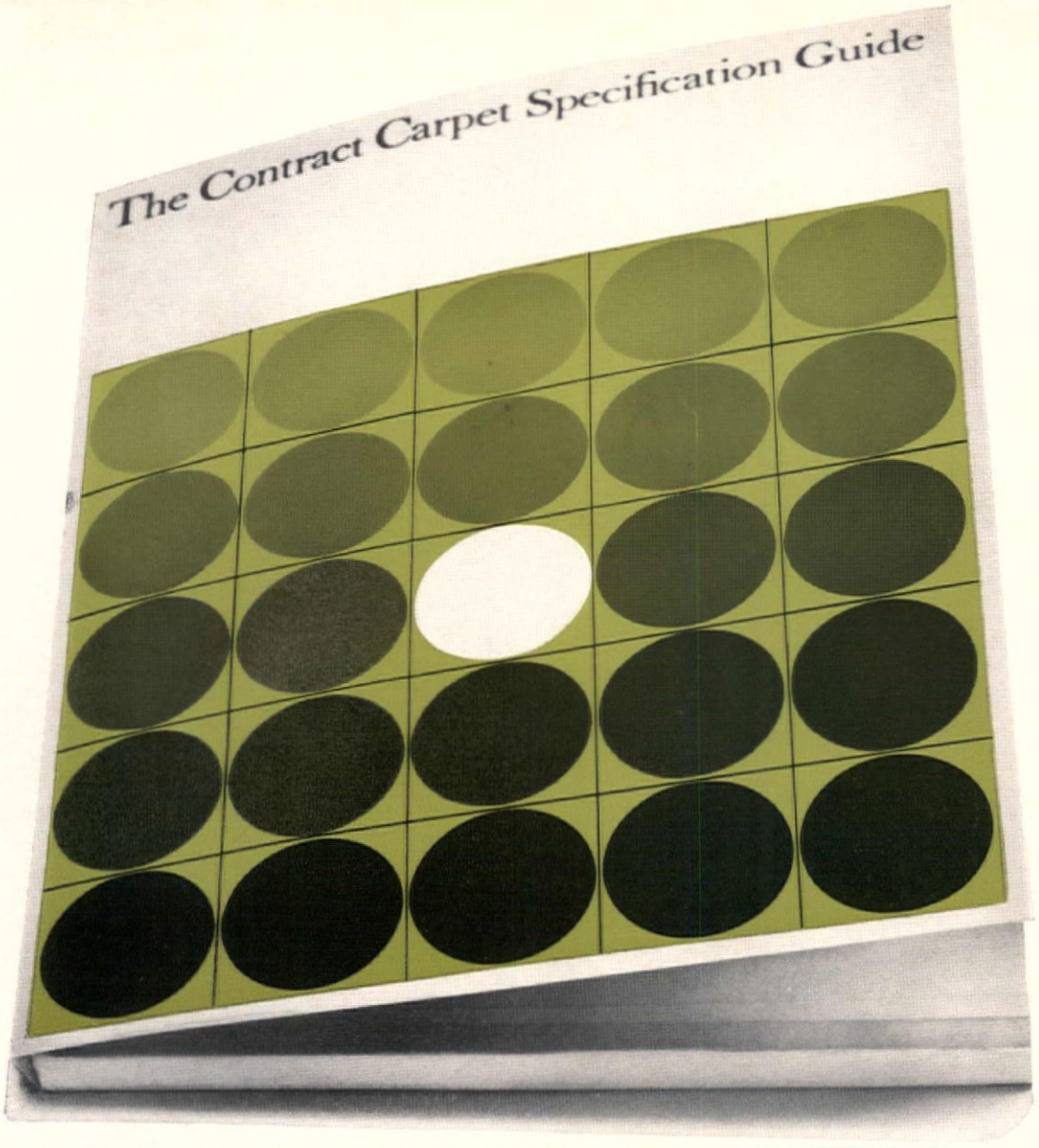
1967

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 Buyers. Hotel Fontainebleau, Miami Beach, Fla.



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.

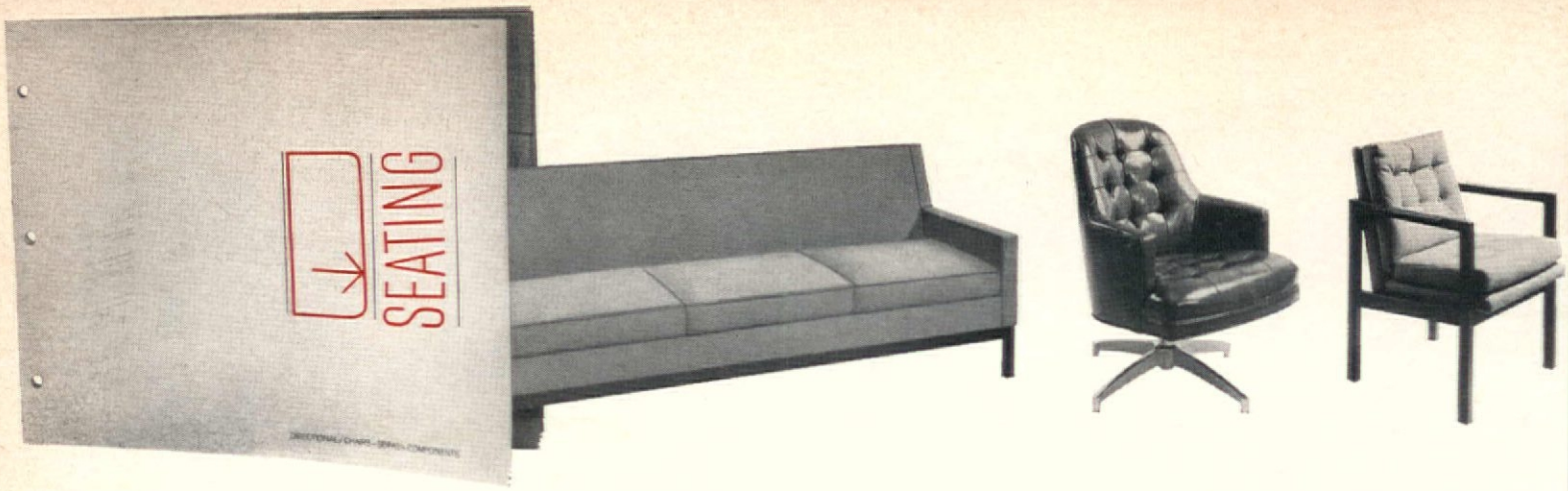
When we get a chance to show you what we can deliver, and at what price, we almost always beat out the other guy. And if you think *that's* baloney just try us.

Trend Contract
DIV. OF TREND MILLS, INC.

C-2
Trend Contract
295 Fifth Ave., New York, N. Y. 10016
Please send me
The Contract Carpet Specification Guide.

Name_____
Title_____
Company_____
Address_____
City_____
State_____ Zip Code_____

Circle No. 29 on product information card


SEATING

BOOK VALUE

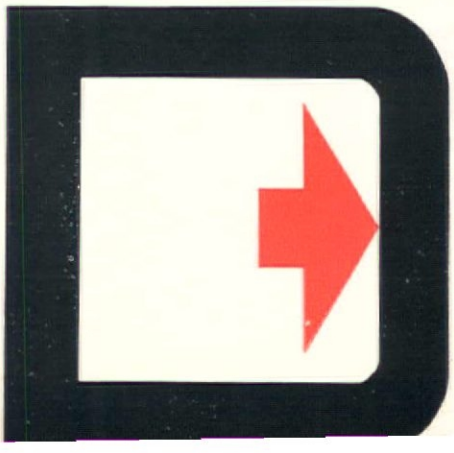
On the stock exchange, "book value" has great significance... the true worth of a company. We would like to apprise you of our assets, as revealed in our new Directional Seating Catalog... 44 pages replete with illustrations in color and black and white... delineating our unique approach to institutional seating for contract installation. Examine the fresh designs of Kipp Stewart... daring as well as restrained... details of refinement in the use of materials... dependability of construction. View the newest modular series of infinite variety and utility, plus seating and tables for all needs. If you're a book-lover ... or a worker in the contract vineyards... you should read more! Request this "bestseller" on your letterhead... no charge. (Our new catalog on "Directional Desks & Cabinets is also just off the press!)

DISTRIBUTORS:

Atlanta	Ivan Allen Co.
Boston	Rapids Furniture Co.
Cincinnati	Globe Office Furniture Co.
Cleveland	Tom Sinks Furniture Co.
Columbus (Ohio)	Contract Associates
Houston	Suniland Furniture Co.
Milwaukee	Forrer Business Interiors
Pittsburgh	Dillon Office Furniture Corp.
Richmond	Thalhimers Industrial Sales Corp.
San Francisco	Executive Office Interiors
Seattle	Timmerman Equipment Co.

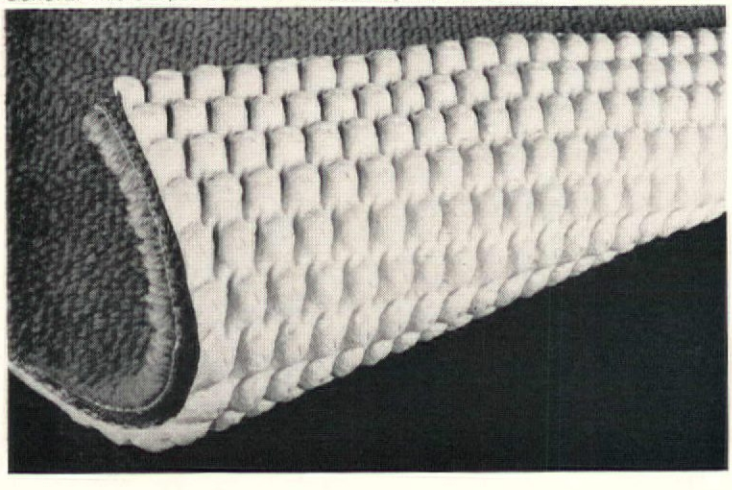
DIRECTIONAL CONTRACT FURNITURE CORP.

New York Showroom: 979 Third Avenue
Chicago Showroom: Merchandise Mart



rectional fabrics protected from spots & spills by DuPont **ZEPEL®** fabric fluoridizer

General Tire Carpet Cushion installed by The Carpet Mart, Akron, Ohio.



General Tire Sponge Rubber Carpet Cushion leads the class at Akron's Walsh Jesuit High School

Architecturally advanced, highly functional, the new Walsh Jesuit High School features an abundance of carpeting—even in its corridors. 9,000 square yards of General Tire Sponge Rubber Carpet Cushion were installed to prolong carpet life and hush interclass traffic noise. (A similar installation was made at St. John's Jesuit High School, Toledo, Ohio.) No luxury, but a hard-headed, long term investment, General Tire underlay easily tailored to the school's unique floor plan...wins highest praise from students and administrators. Why not make your underlay choice from General Tire's full line of quality grades? And graduate to the protection and practicality of genuine General Tire Sponge Rubber Carpet Cushion!

NATIONAL AGENTS:

AIR CREST PRODUCTS
2301 S. Paulina Street
Chicago 8, Illinois

CROWN PRODUCTS CORP.
2121 E. Wheatsheaf Lane
Philadelphia, Pennsylvania

GENERAL TIRE

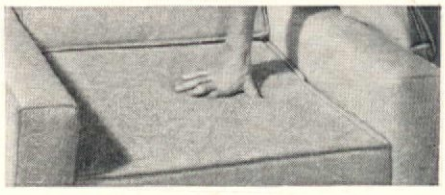
Guaranteed Unconditionally

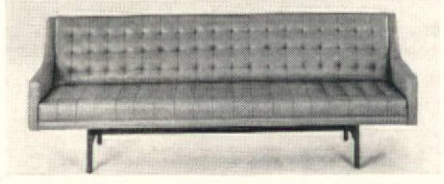
All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber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

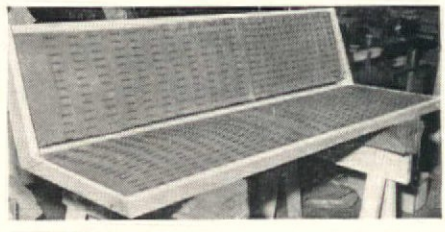
THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

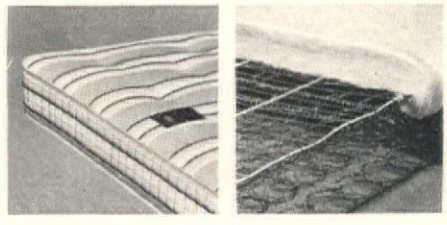
Circle No. 31 on product information card

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. 32 on product information card

Circle No. 33 on product information card

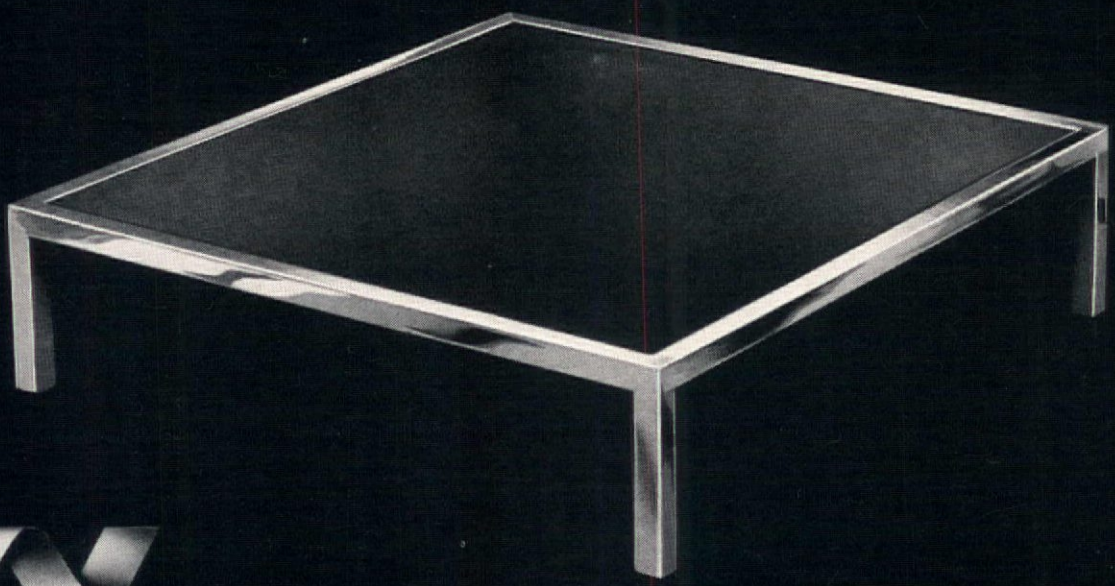
Styling starts with Stainless...

from WALLINGFORD

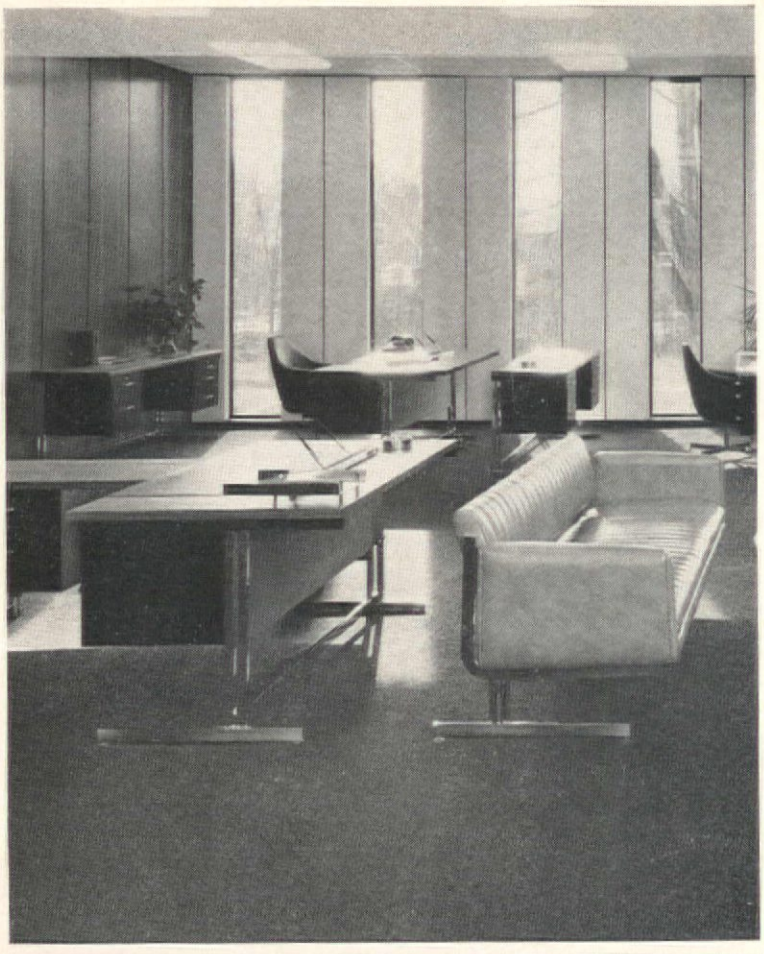
Take this coffee table, for example. Select the top you want. Then frame it in tubular stainless steel. Intrinsically–it becomes a thing of beauty. Practically–it virtually lasts forever.

If you are adapting tubular metals into your modern furniture designs consider the value-added by stainless steel. And Wallingford makes the best. Square. Round. Rectangular.

Send for your free samples and illustrative literature today. Naturally, there is no obligation.



THE WALLINGFORD STEEL COMPANY • WALLINGFORD, CONNECTICUT



The office is never routine
when the decor projects a frame of mind . . .
for example, this I-Frame series
from Hugh Acton. A design concept which
embodies a look of elegant
simplicity tells even the casual
visitor worlds of pleasant
things about you.

HUGH ACTON
DIVISION, BRUNSWICK CORPORATION

420 East Ten Mile Road/Pleasant Ridge, Michigan/544-8620
SHOWROOMS: DALLAS • CHICAGO • ATLANTA • LOS ANGELES
NEW ORLEANS • SAN FRANCISCO • SEATTLE • MIAMI

Reineman is psychologically sound.
Beautiful, comfortable and inviting;
it works psyche-soothing wonders in any office
situation. Buttonless, tufted
upholstery and the soft sheen of lustrous
metal combine with the Reineman
modular concept to make this newest
collection from Burke your surest
way to winning decor.

BURKE
DIVISION, BRUNSWICK CORPORATION

5140 N. Westmoreland Road, Dallas, Texas 75247/MElrose 1-2880
SHOWROOMS: DALLAS • CHICAGO • ATLANTA • LOS ANGELES
NEW ORLEANS • SAN FRANCISCO • SEATTLE • MIAMI

Circle No. 34 on product information card

Q. *What's a good trade show made of?*
A. *Attendance*

And here's how we are going to get it for CONTRACT '67 exhibitors:

VOLUME BUYERS: The exhibits, seminars and a massive attendance promotion are aimed at designers, contract furnishers, space planners, architects and others who make or influence the crucial buying decisions.

THE #1 MARKET: New York is the nation's *largest and most lucrative contract market*—home of countless contract buyers and accessible to thousands of others.

RESPONSIBILITY: Contract '67 is sponsored by CONTRACT Magazine.

ACTIVITY: A program of fifteen workshops, seminars and panels covering topical subjects will attract and maintain buyer attendance all three days.

SUCCESS: In the first sixty days since we announced Contract '67, *seventy-nine manufacturers bought more than 65% of the exhibit space.*

Thousands of contract professionals will visit CONTRACT '67 exhibits. Shouldn't they visit yours?

CONTRACT '67

The National Show and Convention sponsored by CONTRACT MAGAZINE

NEW YORK COLISEUM APRIL 25-27, 1967

For space reservations, information: Jerry Brown, National Expositions Co., Inc. 14 West 40th St., N.Y. N.Y. 212/564-8714

Circle No. 184 on product information card

In fact, Myrtle Desk's designers have planned it so you have a choice of more than 53,261 best seats. Some designed especially for the mod movement. Some for classical drama. And some to work well with just about any staging you might choose.

The cast includes new talent as well as the old stars. And, the complete showing has passed box office tests for superior construction, deep comfort and long life. As for beauty, the reviews have been glowing . . . in fabulous fabrics, rich vinyls and lustrous leathers.

So be selfish. Get some rave notices yourself by selecting the best seats for your designs. See the entire production from the beginning in the Myrtle Desk Seating Catalog waiting for you at Myrtle Desk, Dept. C 96, High Point, N. C.

How can Myrtle Desk offer you the best seat in the house?

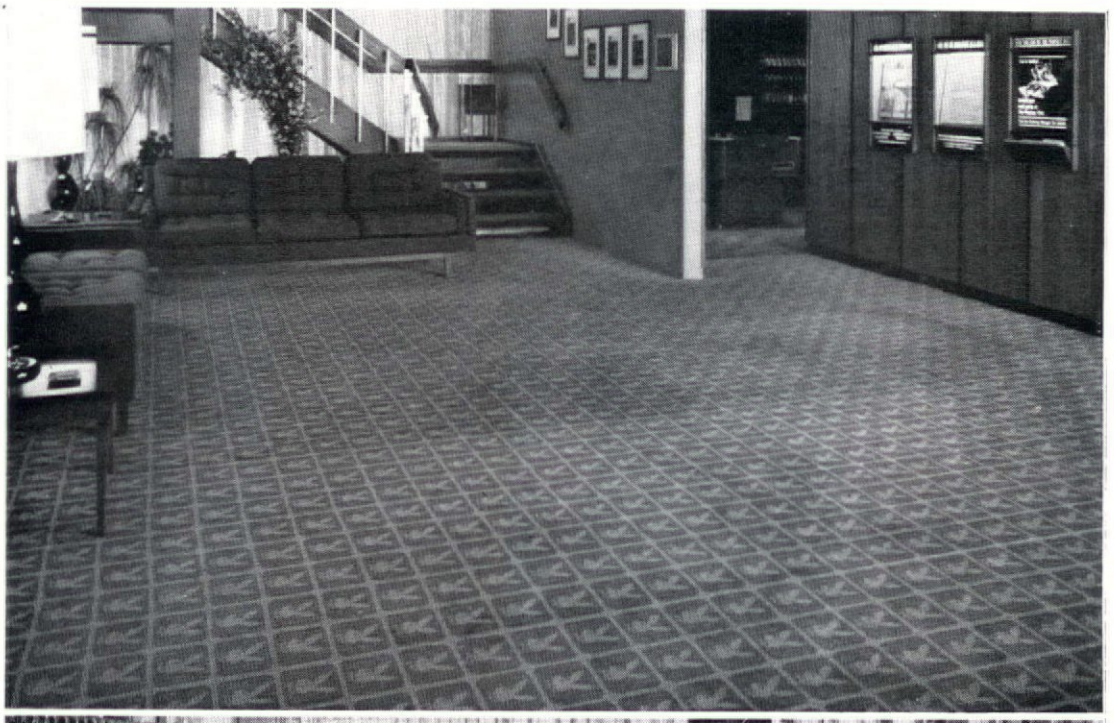
We work at it.

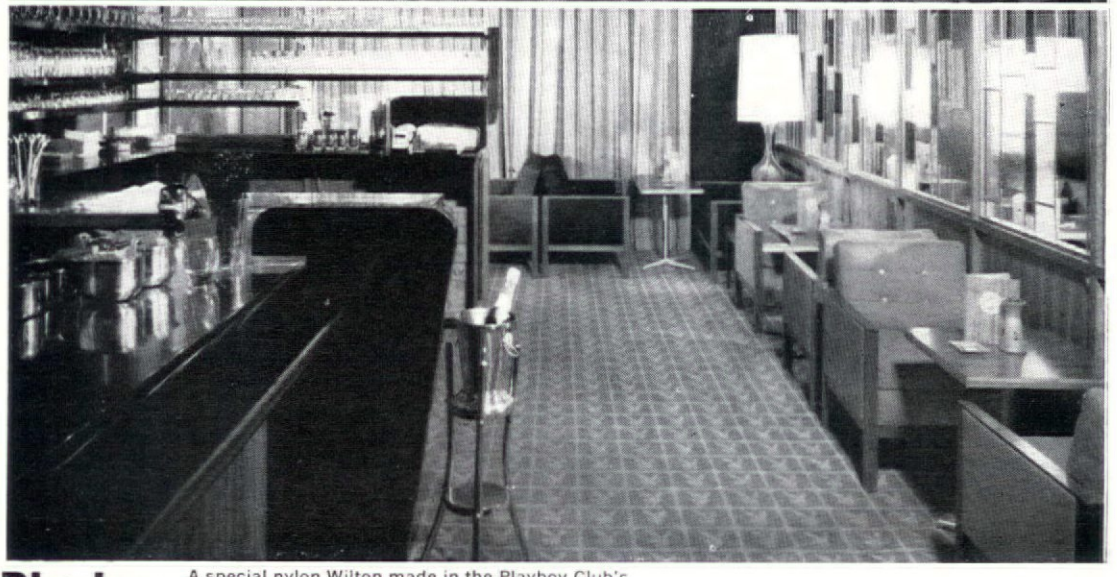
MYRTLE DESK!

Showrooms: CHICAGO, 1162-1163 Merchandise Mart, Telephone 527-2540 • HIGH POINT, NORTH CAROLINA, Taylor Street, Telephone 883-4136 • Representatives: NEW YORK, Harry Nechamen, WAtkins 9-8383; LOS ANGELES, Wholesale Office Equipment Company, ANgelus 8-6104; SAN FRANCISCO, Wholesale Office Equipment Company, YUkon 6-6972; SEATTLE, Wholesale Office Equipment Company, MAine 2-7143; DENVER, Wholesale Office Equipment Company, TAbor 5-6174.

The place: The posh Playboy Club,® Los Angeles, California

The carpet:





Bigelow. A special nylon Wilton made in the Playboy Club's registered design gives wall to wall luxury in the dining room and bar area.

Why do famous clubs like the Playboy Club ask for Bigelow? Because they know that for every hotel, motel, club or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

people who know buy Bigelow

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

Circle No. 36 on product information card

ircle No. 35 on product information card

Oshima - Classic Orienta

furniture from Simmons

Exotic Far Eastern opulence — very Ho!

In Cantonese, "Ho" means excellent! and "Ho" say your guests when they're ushered into one of your rooms furnished in Oshima.

It's 100% Simmons! Simmons Value you get through competitive pricing without material and production shortcuts, Simmons Reputation backed by 40 years of honesty, quality and experience in institutional furnishings. Simmons Design Concepts that show how inherent good taste and practicality are compatible and desirable.

Simmons Delivery policies that insure expedited shipment to meet your schedule.

When you're doing business with Simmons, you're being helped by the only people in this industry capable of supplying a complete package of hotel-motel furniture including bedding, bed frames, chairs, sofas and dual-purpose equipment. Add to this the fact that you now have a wide variety of outstanding lines of guest room furniture to choose from.

Frankly, if you have any reason for not buying Simmons, we'd like to hear about it. And remember, if financing is important to you, we offer the CFA Plan, and our own American Acceptance Program and our extended Terms Plan and Leasing Programs.

One more thing, we've got an incredibly handsome brochure we'd like to send you. Just send in this coupon today! We'll rush one to you by return mail.

Simmons Company
Contract Division
Merchandise Mart
Chicago, Illinois 60654

ABCD

Gentlemen: Please send me your new catalog of guest room furniture.

Name:_____ Title:_____

Name of hotel, motel or company:_____

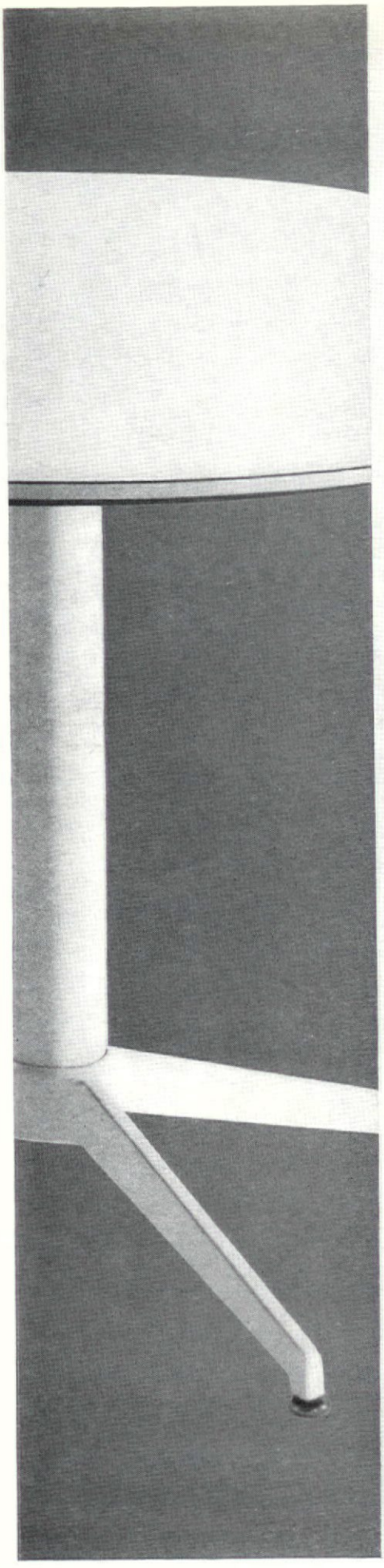
Address:_____

City:_____ State:_____ Zip Code:_____

☐ Please have a representative call

SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL. 60654



THIS IS CHF

CHF 945

exciting new techniques

in colored vitreous porcelain enamel.

this is CHF

vitreous porcelain enamel

almost as hard as pure quartz. It is fused to become an integral part of the cast iron—not just a coating. It is fade-proof—colors stay vivid—re-finishing is never needed. Stain-proof—class A acid resistant. Heat-proof—no blistering or peeling. And resists scratching and abrasion better than any other decorative finish.

this is CHF

offering an infinite combination of possibilities with custom color finishes, different color columns and bases . . . matching tops, columns and edges—an unlimited opportunity to exploit color schemes or interior themes with tables, chairs or stools.

CHF serves

as your very own custom design factory with the finest facilities and craftsmen to bring your creative efforts to life with the utmost clarity and efficiency.

write today

for details on how CHF can help bring your concepts into being. It may be the design step forward you have been reaching for. CHF, Chicago Hardware Foundry, North Chicago, Illinois 60064.

this is CHF

Like having your own custom design factory.

Circle No. 38 on product information card

← Circle No. 37 on product information card

Here's a bouquet for your toughest account

Get everything you need to satisfy the office furniture demands of your toughest client. Get style, quality, selection, color — all without paying premium furniture prices! This is the VS line of office furniture and equipment by the H-O-N Co. It is available nationally through franchised dealers. You'll find VS offers many fresh ideas that are worth recommending personnally. For specifiers there are valuable assists, including a knowledgeable H-O-N salesman nearby to personally help you. Whether you're selling or specifying, write us today for VS details: The H-O-N Co., Muscatine, Iowa.

H·O·N
OFFICE EQUIPMENT
THE H-O-N CO., MUSCATINE, IOWA

THE H-O-N CO.
MUSCATINE, IOWA

Please send me your FREE H-O-N VS Catalog.

YOUR NAME _____

COMPANY _____

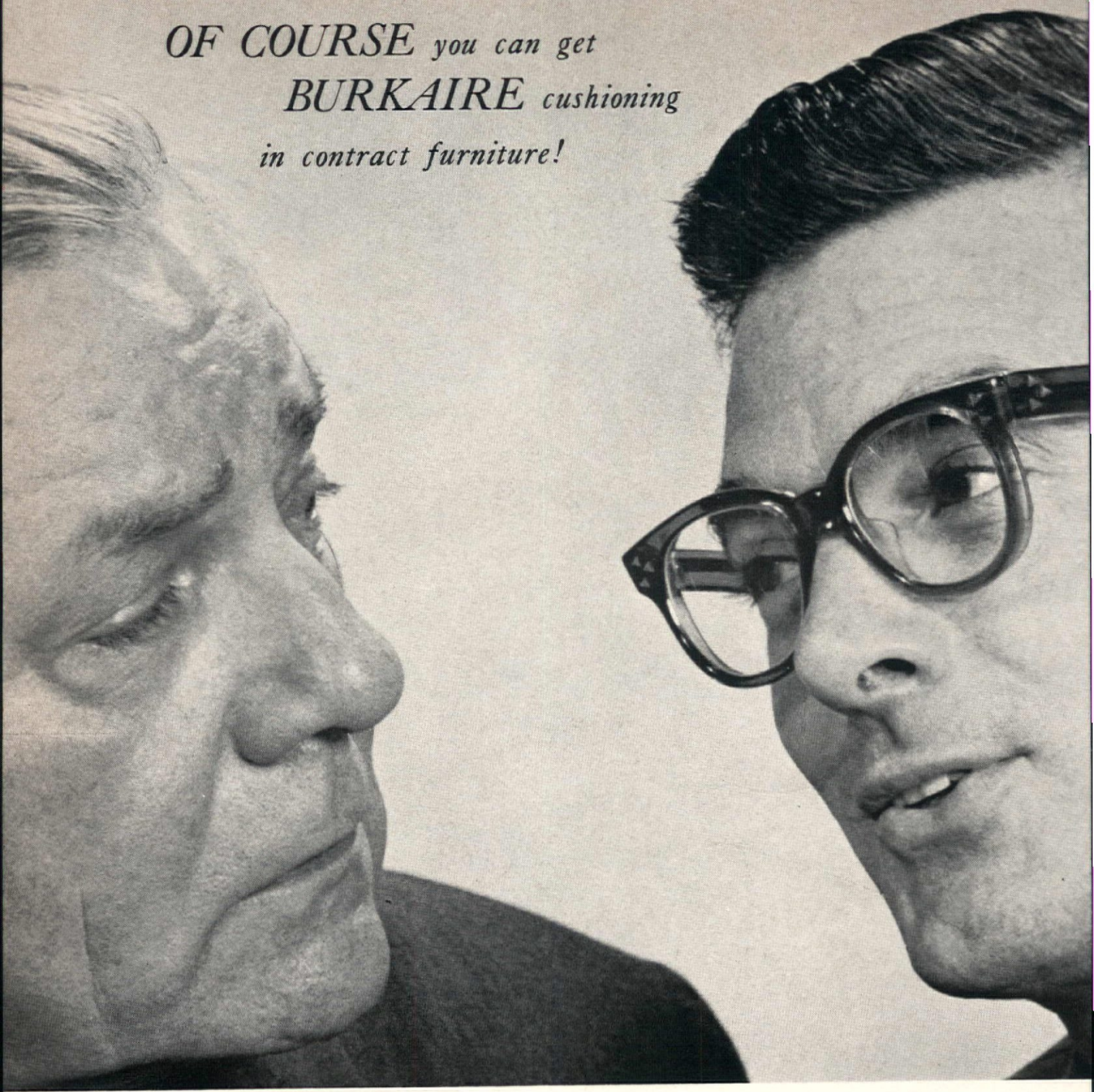
ADDRESS _____

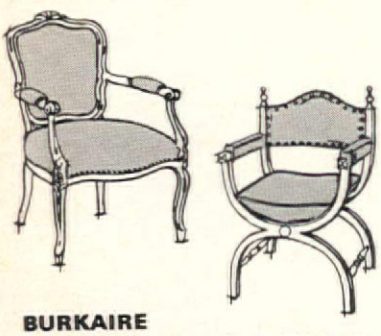
CITY _____ STATE _____ ZIP _____

Circle No. 40 on product information card

ircle No. 39 on product information card

OF COURSE you can get BURKAIRE cushioning in contract furniture!





BURKAIRE
is made by an exclusive Burkart process from new cotton impregnated with plastic. It will not take a permanent set; won't break down or otherwise deteriorate; is both dust-free and vermin-proof.

It's a wise decision to insist on Burkaire. Furniture stays new, luxurious and comfortable much longer, especially those upholstered pieces that get greater than normal use.

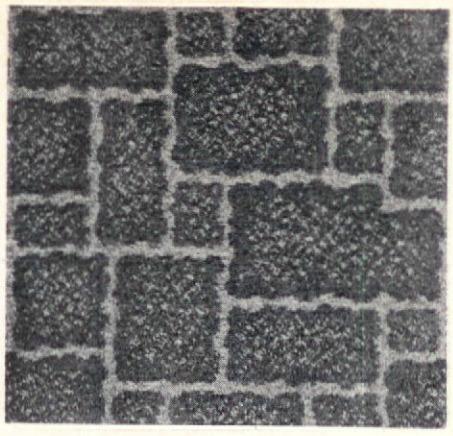
Burkaire is permanently resilient, yields gently under body weight, recovers quickly to original thickness. It keeps upholstery taut and tailored looking; won't allow cushioned parts to become loose and get out of shape; prevents coverings from getting shabby and excessively worn.

Sharply competitive Burkaire adds nothing to original cost. Specify it for all upholstered furniture.

BURKART A textron COMPANY

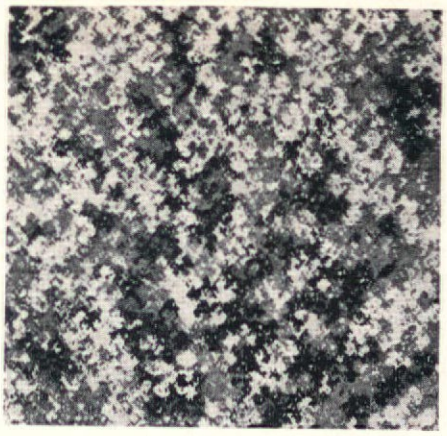
4900 N. SECOND ST. • ST. LOUIS, MO. 63147

Circle No. 41 on product information card



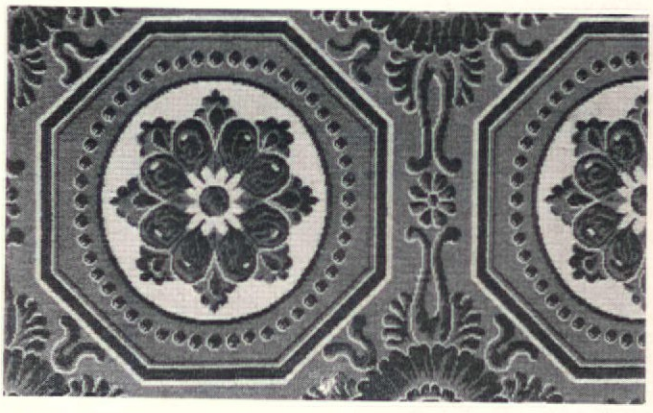
FOR: The Highland Golf and C.C., Indianapolis, Ind.

FOR: The Marco Polo Restaurant, Oakland, Calif.



FOR: Skychefs, Inc., Phoenix, Arizona

FOR: The Otesaga Inn, Cooperstown, N.Y.



FOR: Yale University, New Haven, Conn.

FOR: The Ambassador Hotel, Los Angeles, Calif.

FOR: You.

Highly creative interpretations in Wilton weave of your own design ideas —or original designs. Our Custom Weaving Service is staffed by specialists—provides personalized follow-through from design to installation. All proven fibers available. Ask about our selection of tufted and woven in-stock fabrics; and our custom Designers' Series for executive offices.

CONTRACT CARPETS BY PHILADELPHIA Carpet Company

General Offices: Cartersville, Ga. • Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas, Crawford & Thompson in Atlanta

MAIL THIS COUPON

Philadelphia Carpet Co.
Contract Division
Allegheny Ave. and C St.
Philadelphia, Pa. 19134

Please send your full-color brochure about contract carpets to:

NAME_____

FIRM_____

ADDRESS_____

CITY_____

STATE_____ ZIP_____

Circle No. 42 on product information card

← Circle No. 41 on product information card

NEW "HOWELLTEX" EMBOSSED-GRAIN FIBERGLAS

Howell "Sequence" Seating with folding tablet arms and new "Howelltex" textured fiberglas seats.

New single unit classroom seating unit with folding tablet arm.

Popular Howell fiberglas stacking chair.

Another Howell Seating Exclusive

Introducing "Howelltex"— the most exciting design news since fiberglas was invented! Howelltex is the exclusive new Howell process that puts embossed grained finish **into** fiberglas—impregnates it permanently—it can't chip or wear off. This richly textured embossed graining gives Howell seating units new non-glare beauty, stronger shells, and a distinctive new look. Available in a variety of textured colors. Write today for details.

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

Circle No. 43 on product information card

Circle No. 44 on product information card →

CONTRACT MARKET SEMINAR

NATIONAL DESIGN CENTER

Taking shape right now is a future fantastic beyond the wildest Flash Gordon dreams, as every aspect of daily and business life feels the effect of technological and social change. No areas are more sensitive to these changes than the very institutions that make up the contract market.

Suppliers to these markets will have to keep abreast of the facts and the philosophies that affect these areas; they will have to be able to respond to new demands, or, better yet, anticipate them. Today's merchandising, materials, methods and technology will have to change to meet changing needs—and this is what the Contract Market Seminar will be all about.

The seminar will be a two-day, market-by-market course for manufacturers in the needs of the vast commercial and institutional furnishings field. The speakers will be the mass purchasers themselves—key spokesmen for government, hospitals, transportation, hotels and motels, schools, offices, stores and religious institutions—and representatives of the design professions which specify for these markets.

TOPICS & SPEAKERS

REAL ESTATE—MR. JOHN WHITE—*Vice President and Director of James D. Landauer Associates, New York real estate consultant firm.*

HOTELS & MOTELS—MR. JACOB S. FASSETT—*Director of Membership Services of the American Hotel & Motel Association.*

MOBILE HOMES—MR. EDWARD L. WILSON—*Managing Director of the Mobile Homes Manufacturers Association.*

CHURCHES—CANON EDWARD NASON WEST—*Chairman of the Diocesan Commission on Church Building.*

STORE PLANNING—MR. JOHN ADAMS FAIRALL—*President of the Institute of Store Planners.*

HOSPITALS—MR. ROY HUDENBURG—*Hospital consultant and project manager to York and Sawyer, Architects.*

LIBRARIES—MR. JAMES HUMPHRY III—*Chief Librarian of the Metropolitan Museum of Art.*

LEASING—MR. ROGER ALAN SPEYER—*Regional Manager of the United States Leasing Corporation.*

TRANSPORTATION—MR. ROBERT JORDON HARPER—*Managing Director and Senior Partner of Walter Dorwin Teague Associates.*

EDUCATION—MR. DAVID S. BUSHNELL—*Director of the Division of Adult and Vocational Research in the U.S. Office of Education.*

GOVERNMENT—MR. DUDLEY C. BROWN—*Consultant to various government agencies.*

GOVERNMENT—MR. HARRY A. McARDLE—*Chief of Purchase for the New York City Housing Authority.*

THE ROLE OF THE INTERIOR DESIGNER—MRS. ELLEN LEHMAN McCLUSKEY, F.A.I.D.—*President of Ellen L. McCluskey Associates, Inc.*

OFFICES—MR. ROBERT S. JERUE—*President of the National Stationery & Office Equipment Association.*

THE ROLE OF THE ARCHITECT—MR. MORRIS KETCHUM, JR., F.A.I.A.—*President of the American Institute of Architects.*

THE ROLE OF THE INDUSTRIAL DESIGNER—MR. ROBERT ADAMS—*Vice President of Ford & Earl Design Associates.*

CONTRACT DIVISION OF DEPARTMENT STORES—MR. PAUL BISCHOFF—*Divisional Vice President of Carson Pirie Scott & Company.*

FACILITIES PLANNING—MR. CARL E. CEDERBLOM—*Principal Consultant in the Facilities Planning Department of Ebasco Services Inc.*

HOTELS & MOTELS—MR. CLYDE H. DIXON—*President of Inn Keepers Supply Company, a division of Holiday Inns of America, Inc.*

The seminar will be held October 4th and 5th in the auditorium of the National Design Center, 415 East 53rd Street, New York City. The Fee for the two-day program is $100.00 for National Design Center members. $150.00 for non-members.

FILL OUT CARD AND MAIL TO NATIONAL DESIGN CENTER *415 East 53rd Street, New York, N.Y. 10022*

Additional registration forms may be had by writing the National Design Center

NAME _____

POSITION _____ FIRM _____

STREET _____

CITY _____ STATE _____ ZIP _____ CHECK ENCLOSED ☐ BILL ME ☐

All you need to turn a bedroom into a study area. Or a study area into a bedroom.

That's because No-Sag's dual-purpose sofa/bed lets you combine sleep and study areas in one room, attractively. As a sofa, it's comparable in height, depth, and pitch to regular sofas. (The full 1½" pitch is the result of No-Sag® Spring's patented, sloped track.) Qualities that are unique to this dual-purpose unit.

As a bed, it pulls out to a level, full 39". With no rolling or sliding parts to damage your floor covering or scar your wood floors. But the important thing is comfort. It's orthopedically designed to cradle as well as support the body. And its unique No-Sag construction (with sinuous wire and "S" shaped springs) assures a good night's sleep.

This No-Sag dual-purpose unit will stand up to many years' wear with practically no maintenance. Its cabinet provides a roomy storage area to hide away bedding or other articles. And the top makes a perfect shelf for books, trophies or whatever.

Enough reasons to order No-Sag dual-purpose units for dorms and married housing? If you need another, they're priced competitively, too.

Want to know more? Write us: Dept. C-966. No-Sag Spring Company, 124 W. State Fair, Detroit, Mich. 48203.

no-sag® amp

Subsidiary, American Metal Products Company

pizzazz!

Add vitality to any dining area with this magnificent grouping from Madison. The table is a happy combination of teak parquet and walnut (oiled finish) in a subtle "round-square" shape. The matching high-back (square or round) chairs provide comfortable seating for a cozy dinner or an evening of bridge. Send for catalog.

MADISON
FURNITURE INDUSTRIES
Canton, Mississippi 39046

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

Circle No. 46 on product information card

← **Circle No. 45 on product information card**

1964

1963

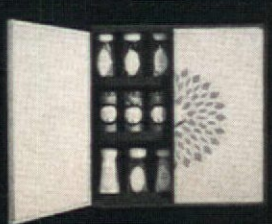
1961

1960

1955

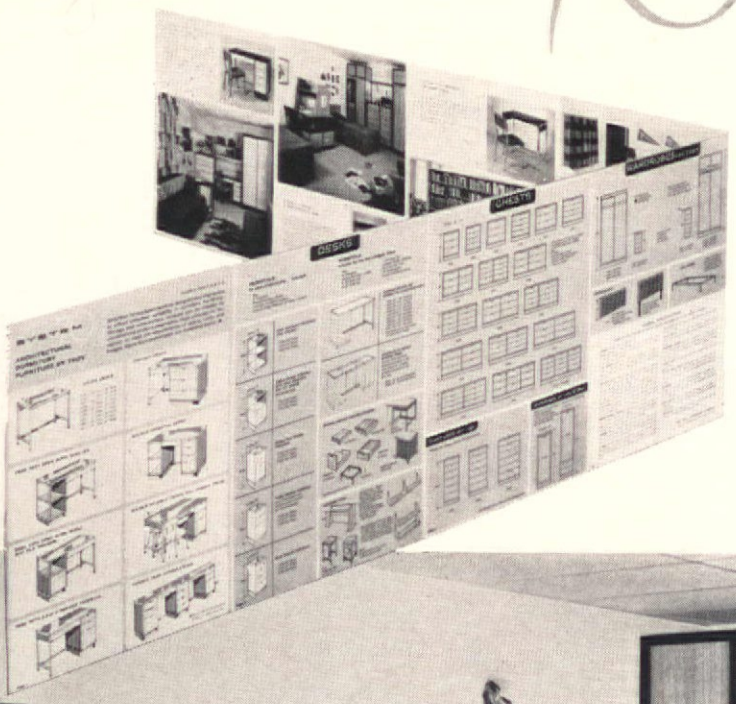
1952

SPACE/LIGHT/TIME



Cabinets, lighting devices, clocks . . .
Basic needs dealt with in an imaginative
and distinctive manner . . . a succession
of products of enduring design, all bearing the
imprint of architect-designer George Nelson.
Illustrated catalogs are yours for the asking.
Howard Miller Clock Co., Zeeland, Mich. 49464

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®

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

Circle No. 48 on product information card

Circle No. 47 on product information card

GROUP SEVEN: a no-nonsense collection of rich walnut desks, cabinets and chairs in various sizes with numerous optional components; making for an exceptionally functional, enduringly handsome and remarkably versatile contract group. The flexibility of GROUP SEVEN always allows the executive to express individuality within the design scheme. To further enhance any room, there are nearly 300 exclusive Risom fabrics, vinyls and leathers to choose from. So, before planning an interior consider Risom first. GROUP SEVEN brochure is available upon request to Dept. ID-8.

the answer is Risom

Risom

Jens Risom Design Inc.

444 Madison Ave., N.Y.C. 10022

Also:
Atlanta
Chicago
Dallas
Detroit
Los Angeles
Minneapolis
San Francisco

an elegant setting for distinctive diamonds . . .

HARDWICK CARPETS

PURE WOOL PILE

Hardwick Carpets . . . a gracious host at New York City's Gloucester House. Dining excellence deserves the complement of outstanding floor covering. Hardwick's tasteful all wool diamond patterned carpet was the natural choice.

But beauty alone was not sufficient for this active area. A carpet was needed that would retain a fresh appearance after years of use and abuse. That's what really sold the Gloucester House on Hardwick . . . easy care through constant wear.

Specify Hardwick for your next contract carpeting installation and you'll be specifying all the benefits only a compact carpet mill can offer. Large color, fiber, and patttern selection. On-time delivery. Operations flexible enough to give you custom carpeting when you want it. And at a better edge on price too.

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

HARDWICK & MAGEE CO.
Lehigh Avenue at 7th Street, Philadelphia, Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

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

Name_____
Firm Name_____
Address_____
City_____ Zone____ State____ C

Circle No. 50 on product information card

rcle No. 49 on product information card

Chances are you're a comfort enthusiast and unaware of it.

You know that style is critical, of course. And, we agree with you completely. It's what people see and appreciate first.

But, after the first impression made by your interior design, comfort takes a commanding position. That's why the Shelby Williams design staff puts equal emphasis on style and comfort. To provide comfort that can be *felt* . . . because a chair is for sitting.

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

if you're a comfort enthusiast

Shelby Williams

INDUSTRIES, INC.

Merchandise Mart, Chicago, Illinois 60654

Manufacturing facilities from coast-to-coast • Morristown, Tenn. • Chicago, Ill. • Milwaukee, Wis.

Styled for modern times

e, at last, is an astounding clock as modern as the ce age, that needs no adjustment to compensate 28, 29, 30 or 31 day months (including leap year!). t set it and forget it!
he digital time read-out is in the same precise guage used in the count down, the computer ter, the clearing house.
o clock hands to interpolate . . . direct reading num- s indicate the time (day and date in some models).

Available in 7 models with combinations of hours, minutes, seconds, days and dates, these Standard-Solari clocks blend into any architectural decor, give instant, accurate time at a glance. Ideal for offices, banks, terminals, military installations, sports arenas and other indoor and outdoor time display.

Standard Electric Time Co., 89 Logan Street, Springfield, Massachusetts 01101.

STANDARD TRADEMARK

STANDARD ELECTRIC TIME CO.
89 LOGAN STREET • SPRINGFIELD, MASS. 01101
Please send me Form 260 describing the complete Standard-Solari clock line.

Name_____ Title_____
Company_____
Address_____
City_____ State_____ Zip_____

Circle No. 52 on product information card

No. 51 on product information card

Los Angeles Century Plaza Hotel—part of Alcoa's Century C
Development—where lavish luxury is the keyn
A new image in excellence. Operated by Western International Hot

The Century Plaza ... the newes
(52,00

The Century Plaza Hotel in Los Angeles, California. Where Stephen-Leedom carpets are the extra added attraction. In guest rooms, ballrooms, restaurants, shops, lobbies. Creslan acrylic fiber was used throughout in special patterns created by the hotel's designers. Stephen-Leedom, specialists in the contract field, were selected to manufacture the carpet. For guest rooms, a tufted loop-pile fabric in 5 different color schemes. For public areas, 12 different 4-frame Wilton carpets in a wide range of colors.

For further facts on contract carpeting of Creslan, contact Stephen-Leedom, 295 Fifth Ave., New York, N.Y.

Creslan is a product of American Cyanamid Company, New York, N. Y.

CYANAMID

Creslan®

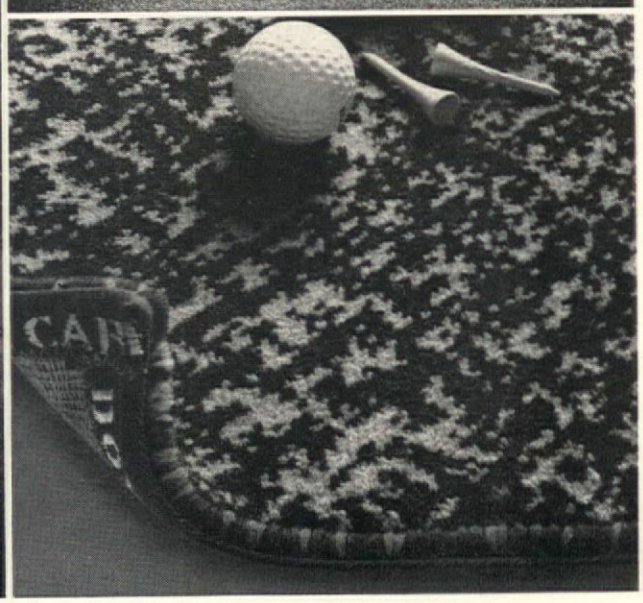
LUXURY ACRYLIC FIBER

howplace for Stephen-Leedom Carpet!

quare yards of it)

Why did Winged Foot Golf Club select Downs?

Because only Downs could combine beauty and durability in a versatile wilton Acrilan® pile carpet to match the club's quiet elegance.



ACRILAN
acrylic fiber by
CHEMSTRAND

Ask any golfer about Winged Foot and he'll tell you this nationally renowned golf mecca in elegant Westchester County, N.Y., is indeed a splendor to behold. So only a carpet as prestigious as the club itself would do when it came time to re-carpet the Men's Grill, corridors and two locker rooms. The 1,300 yards of this heavy wilton carpet made especially for Winged Foot, is loomed of rugged Acrilan acrylic fiber that will stand up to spikes, spots and stains and come back for more, year after year after year. It should . . . it comes from Downs!

Write for FREE SWATCH of Actual Carpet Used at Winged Foot

DOWNS

DOWNS CARPET COMPANY, INC. CONTRACT DIVISION, DEPARTMENT C96, PHILADELPHIA, PA. 19134.

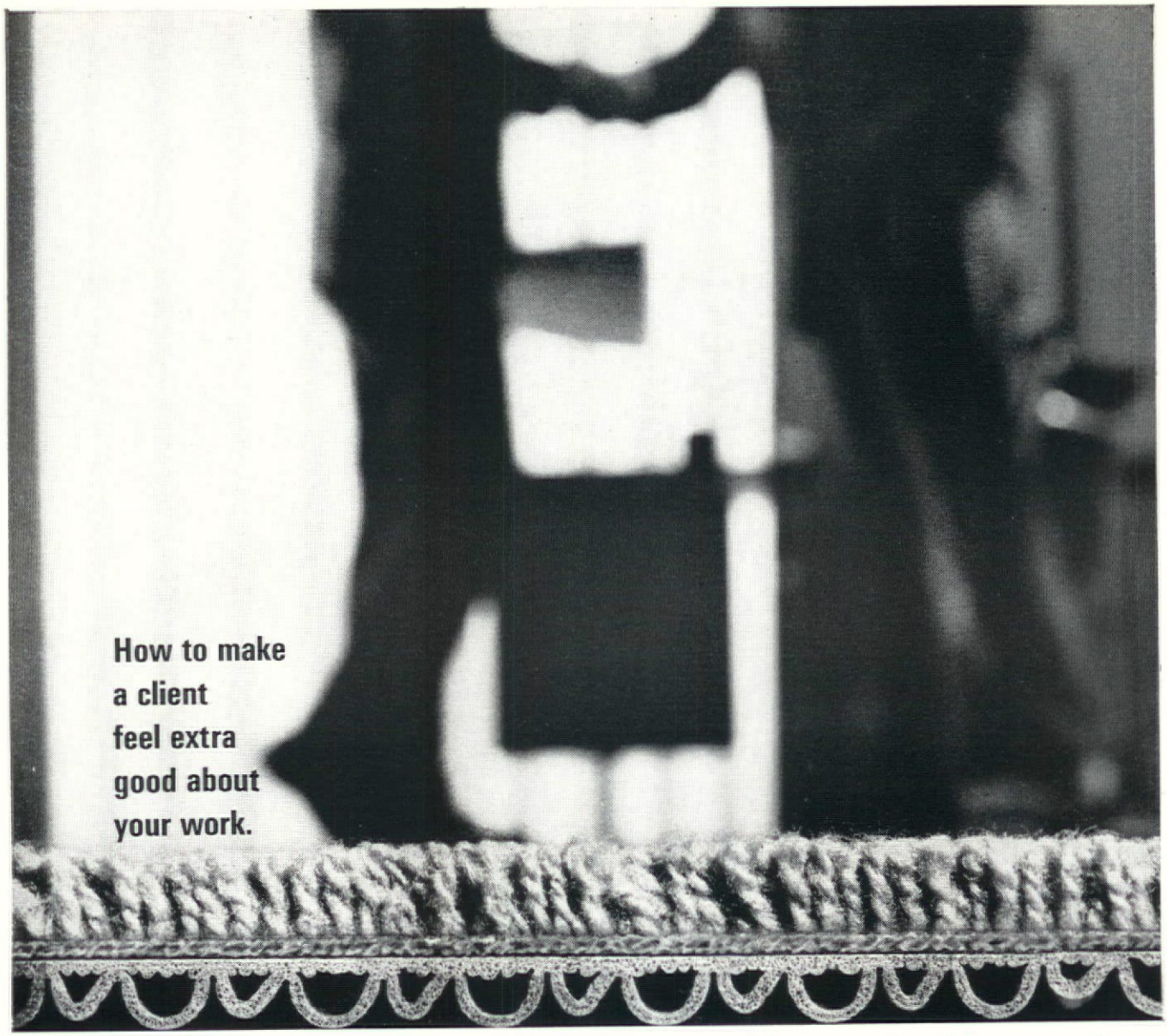
Circle No. 54 on product information card

← Circle No. 53 on product information card

Circle No. 55 on product information card →

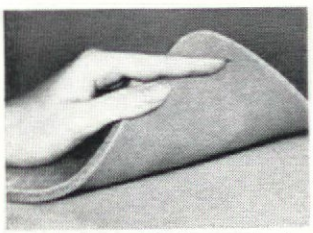
The Pollock Chair for the Electronic Age

Transistors. Integrated circuits. Computers. Photoconductors. This is the electronic age. And this is the chair for it. A tufted bucket seat made of a satiny shell of plastic fitted into a polished aluminum frame. A seat lavished with hand work, to make it look machine made. If you'd like to see variations on this Charles Pollock design, in fabric or plastic, as well as leather, we'd be happy to send you our booklet. Knoll Associates, Inc. Furniture and Textiles, 320 Park Avenue, New York, New York 10022

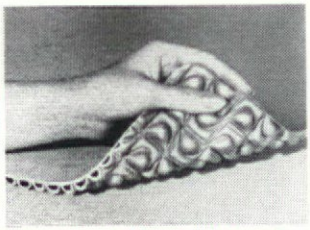


Put the luxury of B.F.Goodrich sponge rubber under his carpet.

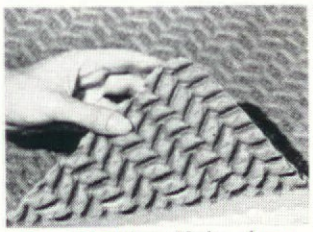
It's real luxury, too. Because the completely uniform cell structure of BFG's high-grade rubber ingredients give a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit and it all has the exclusive Duraseal® finish that locks out dirt. You'll find a BFG cushion to meet every client demand and price range. Several are shown below. For information about the others in the line and samples, write, using your company letterhead, to: The B.F.Goodrich Company, Consumer Products Marketing Div., 500 South Main Street, Akron, Ohio 44318. Or phone us. Our number in Akron is 216 BL 3-1171.



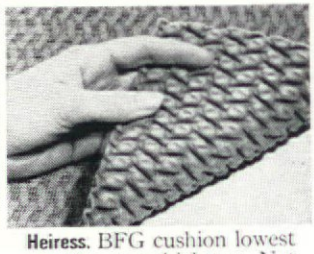
Springlawn. Medium-priced BFG cushion with a non-woven fiber-backing.



Double Cushion Plateau*. Firmness of flat with luxury of ripple. BFG exclusive.



Super Ripplelawn. Hefty, durable. Net facing for superior strength, easy installation.



Heiress. BFG cushion lowest in price, not thickness. Net facing, easy installation.

*Patent applied for.

B.F.Goodrich

Consumer Products Marketing Division

vinyl products • sponge products • foam products • specialty products

Circle No. 56 on product information card

Circle No. 57 on product information card →

World premier presentation of the products, people and concepts that are energizing the explosive growth of the contract interior furnishings industry

Intercon I

First International Contract Exposition & Congress

To be held in The Merchandise Mart & McCormick Place, Chicago

March 20, 21 & 22, 1967

INTERCON I will be both an exposition of the newest interior furnishings for commercial and institutional use and a productive congress for information and communication. At INTERCON I, architects, interior designers, contractors, dealers and purchasers can shop the greatest selection of contract furnishings ever assembled; and spend three mornings (select from as many as 50 sessions) in stimulating programs conducted by authoritative leaders from all parts of the world. Sessions are open to all registrants, without charge. Plan now to attend and participate in these opportunities for meaningful, professional intercommunication and inspiration.

INTERCON I is for you!
If you are involved in contract furnishings, and are responsive to world-influencing authorities in the aesthetics and practicalities of total environment, don't miss this total influence forum.

Mail this coupon today.

(Cable address: InterconEx, Chicago)

To: **INTERCON I,** 1060 The Merchandise Mart, Chicago, Illinois 60654, U.S.A.

I am interested in knowing more about INTERCON I; please send me the material I have checked below:

- ☐ **Exhibitor's Information Kit,** including information and prices on booths available. Also current list of participating exhibitors.
- ☐ All information regarding attendance at INTERCON I, including registration, programming and hotel reservations.

My name is _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Please check your Contract category, below:

☐ Architect ☐ Designer ☐ Manufacturer ☐ Supplier ☐ Contractor
☐ Purchaser ☐ Other: _____

FIESTA MEXICANA

a trio of fashionable fabrics loomed south of the border

Come and enjoy "Fiesta Mexicana", an exotic
new collection of curtain and drapery fabrics by Hathaway.
It's a HATHAWAY exclusive—
each and every design ours alone
and registered with the Mexican Government.
Three wonderful weaves—the warp-striped "Aztec"...
the horizontal-banded "Tampico"... and the cross-boxed "Yucatan".
Four compatible colors—white, champagne, sand, and gold.
Piece-dyed, 48 inches wide, all-cotton
with that wanted hand-loomed look
—"Fiesta Mexicana"—Viva Hathaway!

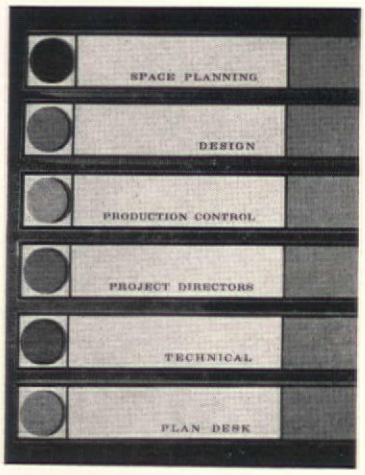
For details write
Hathaway Fabrics Inc., 261 Fifth Avenue, New York, N.Y. or call ORegon 9-8626

HATHAWAY FABRICS
BERKSHIRE/HATHAWAY INC., HOME FABRICS DIVISION

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

Circle No. 58 on product information card

488 to 600/SLS makes its move



NEW OFFICES OF THIS MAJOR CONTRACT DESIGN FIRM NOT ONLY SYMBOLIZE ITS WORK BUT POINT THE WAY TO THE FUTURE ORIENTATION OF THE PROFESSION

AT Saphier, Lerner, Schindler, middle age is regarded as a state of mind rather than a count of years. The largest contract design organization in the country and certainly one of the most successful, SLS *should* be middle-aged in terms of the number of years it has been in business, but it has, quite contrarily, been kicking over the design traces for the past two decades. The newest move of its headquarters from Number 488 to Number 600 Madison Avenue in New York City, is proof positive that age, affluence, and accretion of personnel are not necessarily accompanied by stodginess or by a "safe" repetition of the thinking that went down well with clients the day before yesterday.

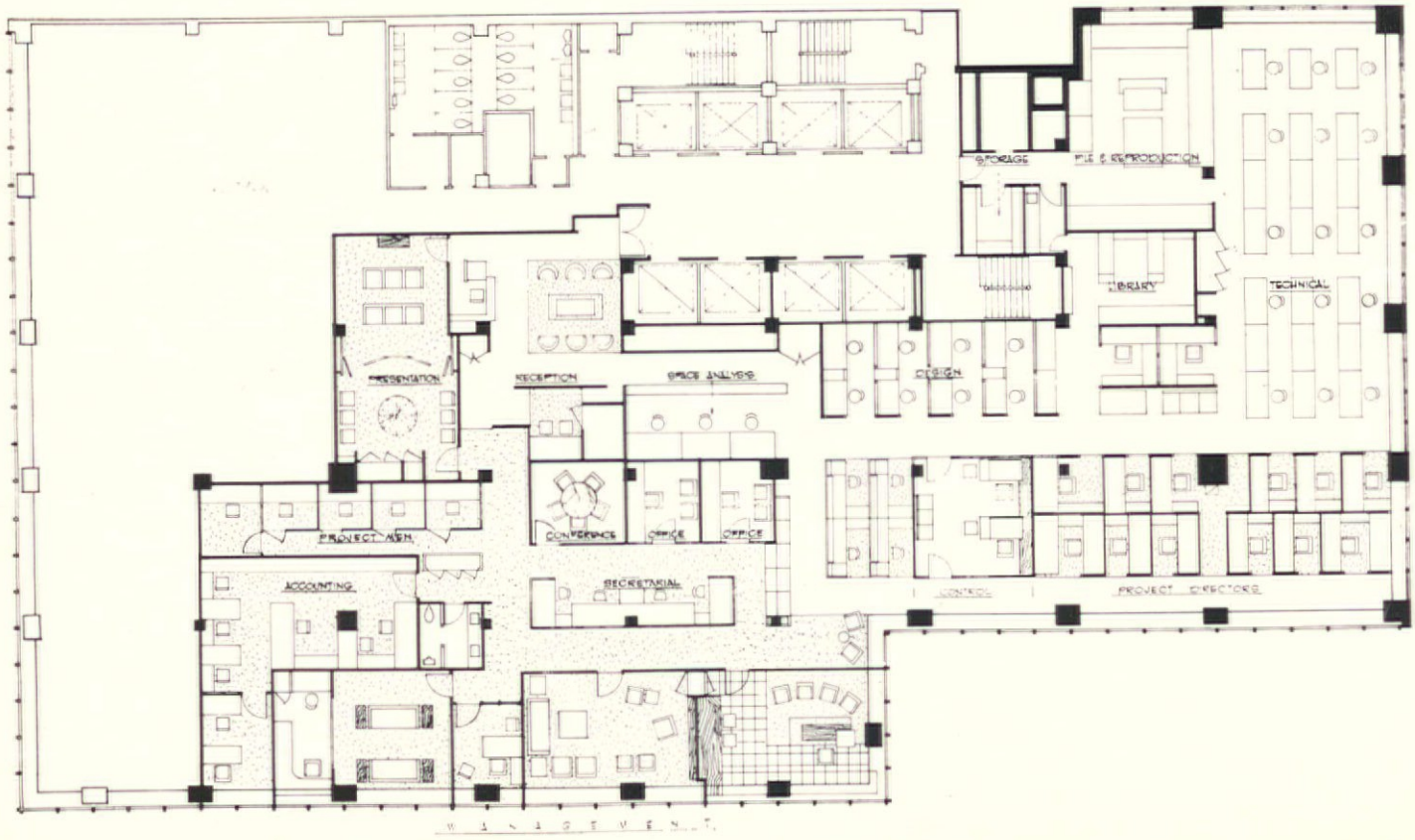
Instead, the new SLS offices are remarkably fresh. Their freshness is, of course, not that of the lucky novice, but that of a vigorous, imaginative design group at the height of its powers, capable of making optimum use of its broad experience. Although the new quarters at 600 Madison will undoubtedly serve as a "showcase of ideas" to present to the prospective client, it is much more than that. The offices represent a breakthrough in design principles *as applied to the special set of conditions under which SLS conducts its business.* Its design is a thoroughly integrated performance, in other words, organized in terms of a working environment, rather than as a presentation case devised with one eye cocked on a likely client. Visually, the offices are quite splendid, constituting a varied, flexible workspace that is inevitably the envy of those employed elsewhere.

SLS moved for none of the classic reasons, according to Lawrence Lerner, president. The firm could have solved its

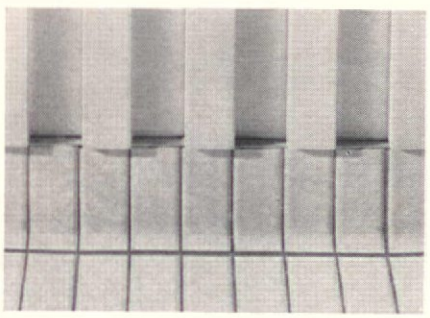
SLS makes its move

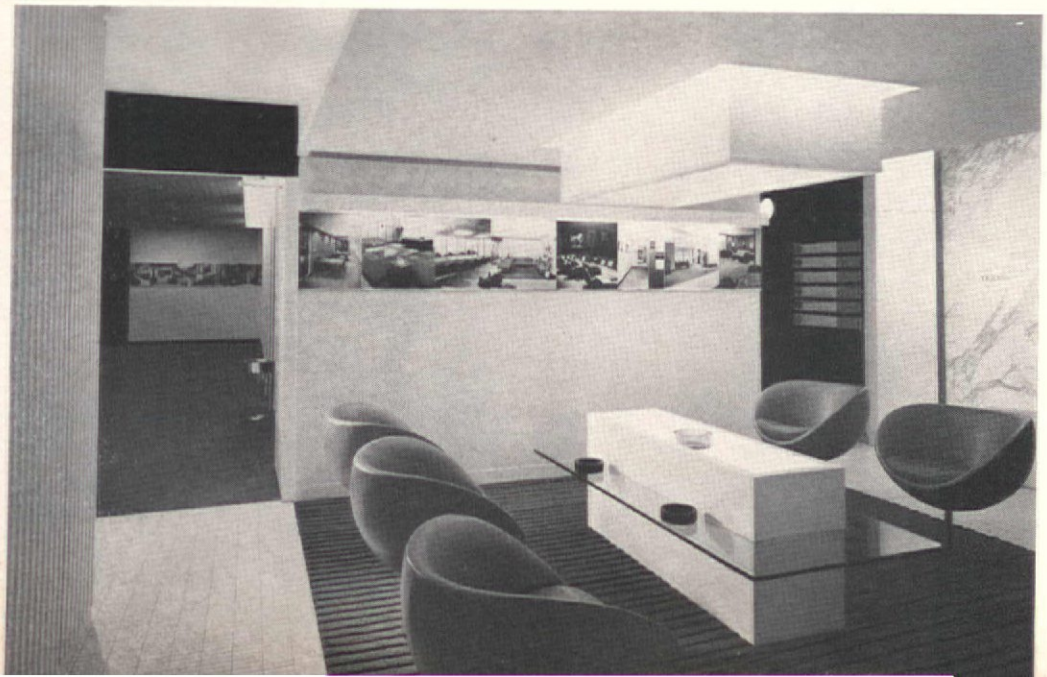
expansion problems by renting contiguous space at 488 Madison, where the offices it had occupied for six years had been strikingly successful premises, witnessing the birth of its branch operations in San Francisco, Boston, and Chicago and the maturation of its Los Angeles office. Out of a conviction, however, that the vitality of a design organization is bound up with and stimulated by changes, experimentation, and improvement of its own environment, SLS rejected the idea of annexing space within the same building. The problem then became how to "start clean" in another location. The offices which the firm wanted to leave represented an investment of $12 per square foot, an expenditure which Lerner states takes more than six years to absorb. The first task became to find a company which would recognize the worth of the premises at 488 and deem it worthwhile to buy them lock, stock, and barrel and to compensate SLS at least in part for its extensive investment. Fortunately, a corporation that wanted the old offices "as is" was found, enabling SLS to design its new headquarters from the walls outward, with no burden of old furniture or equipment to drag along.

Several characteristics of the new offices at 600 Madison are highly creative innovations; the knowing eye will recognize them in the photos on these pages. Verbally, one might call them an important essay in a new dynamics of office design, in which all personnel is housed in minimally shielded work stations that are continually enlivened by the excitement of color, lighting, and kinetic sensations, carefully calibrated and set one against the other so they act as stimuli rather than as potentially confusing elements. Interestingly enough, this principle of innervation is carried out consistently, in the executive offices to the same degree as in the secretarial stations. The environment contributes positively and creatively to the interrelations of personnel and to the work to be done. This feeling of open linkage within the suite of offices is thoughtfully carried out, to its deepest interior as well as to its surroundings inside and outside of the building. There is interacton and a democratization of design that avoids the two poles of isolation and indiscretion. "We believe in using design itself," says Lerner, "to instill a sense of pride in every individual and a conviction that he is an important member of an effective team, no matter what phase or level of work he—or she—is engaged in." Thus, the same creativity and care have been



Photos by Alexandre Georges; detail photos by Herbert Bennett





Reception room gives immediate insight into SLS's progressive approach to office design. The shell of the room—walls, floor, ceiling—is white, a foil against the inlaid crimson carpeting. The tan body-cupping chairs, rooted to the floor, are the only circular forms of the otherwise totally rectangular design composition. The receptionist desk (above) is an extension of the back wall; a post-mounted message bin sits atop the switchboard casing. Recessed spots in the dropped ceiling bounce light against side walls. The center, glass-shelved table is actually a trough of lighting fixtures, which softly diffuse light from top surface. Names of the firm's headquarter cities are mounted on the free-standing white marble wall. Opposite wall (bottom left) holds photo displays. Detail photos show Indian wood carving (far left), which forms back wall of the message bin, and white floor tiles (near left) upcurving to meet lacquered wood wall battens. Opposite page: SLS office floor plan.

SLS makes its move

lavished on the design and construction of the secretarial island as on the executive offices.

The basic technique by which these objectives were achieved involved adapting the bare space to the needs of the SLS working team, rather than succumbing to it and winding up with the conventional arrangement that preempts the perimeter and its windows for the top brass and leaves everyone else in the bland lacklustre light habitually found in general offices. By eliminating opaque divider walls wherever possible and substituting ceiling-high glass panels as successive "set-back" space dividers, transmission of sound is inhibited while the transmission of light is maximized.

Executive offices

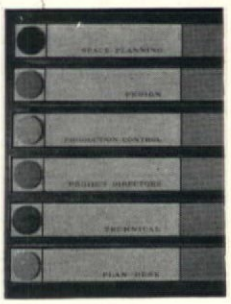
In the offices of the three senior officers—Michael Saphier, chairman; Lawrence Lerner, president; Bernard Schindler, vice president—a number of experiments have been carried out. Schindler, who is an engineer, works with drawing board, reference library, and a lot of loose papers. At the same time, he requires a place where he can meet and confer with groups of people for several hours at a time. His office has been cut to fit, so to speak, by means of a "rolltop" work area; a wall of English brown oak rolls up vertically at the touch of a switch to reveal the work area, and comes down just as quickly when the "talk" space is to be used for a conference.

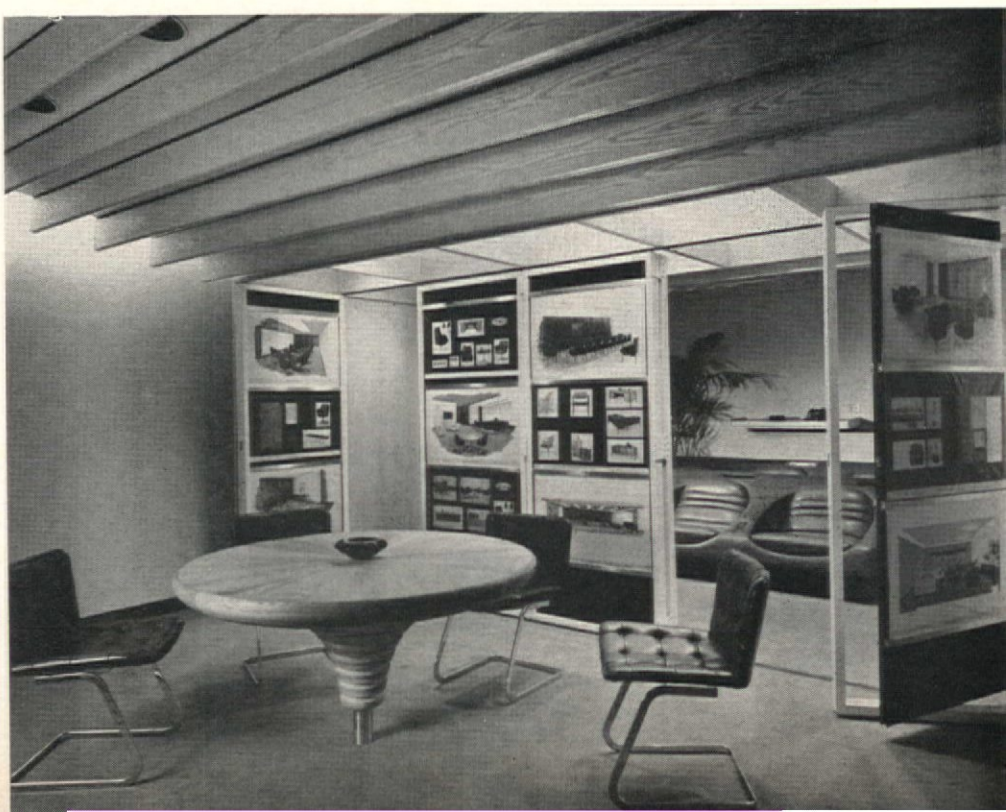
Saphier's office is deliberately casual, unobtrusively offering its occupant a choice of working stations, plus two "talk" postures, one in a swivel chair, the other in lounge-level seats disposed around a table. Lerner's office, similarly, avoids conventional confrontations. There are no pull-up or conference chairs in the room, only informal and well-upholstered pieces. Instead of a desk, there is a control console which Lerner designed (see pp. 78-79). This is set atop a post-mounted floating island that serves simultaneously as desk, table, file cabinet and communications center. A ceiling panel conceals a screen that drops down for viewing motion pictures or slides. Storage areas contain an amazing volume of reports, client presentations, lecture materials, etc., yet they are so inconspicuous that one is surprised at the huge library they reveal when opened.

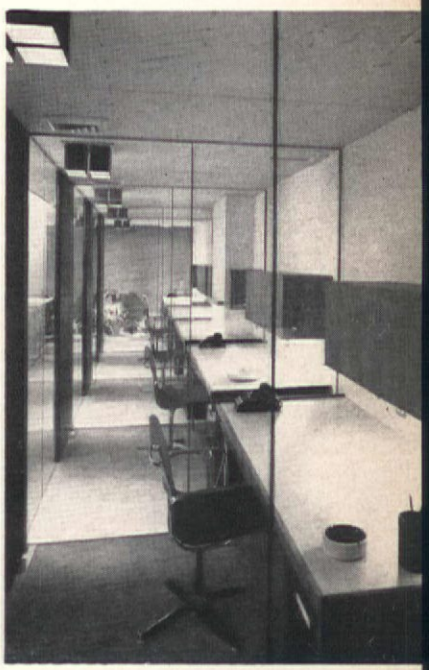
Executive secretarial island

The four-unit executive secretarial pool contains notable refinements on work stations of this type. There are continuous electrical connections, a continuous telephone raceway, built-in files, typewriter stands, and spe-

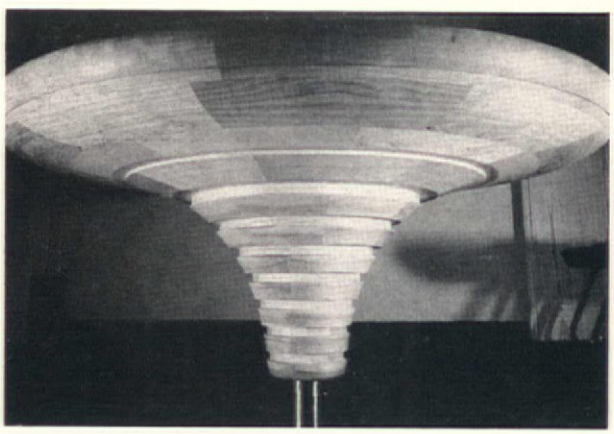
(Continued on pg. 80)

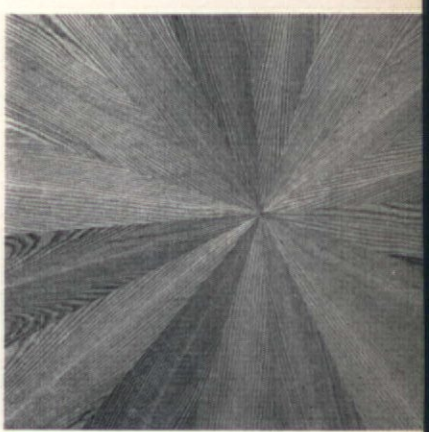


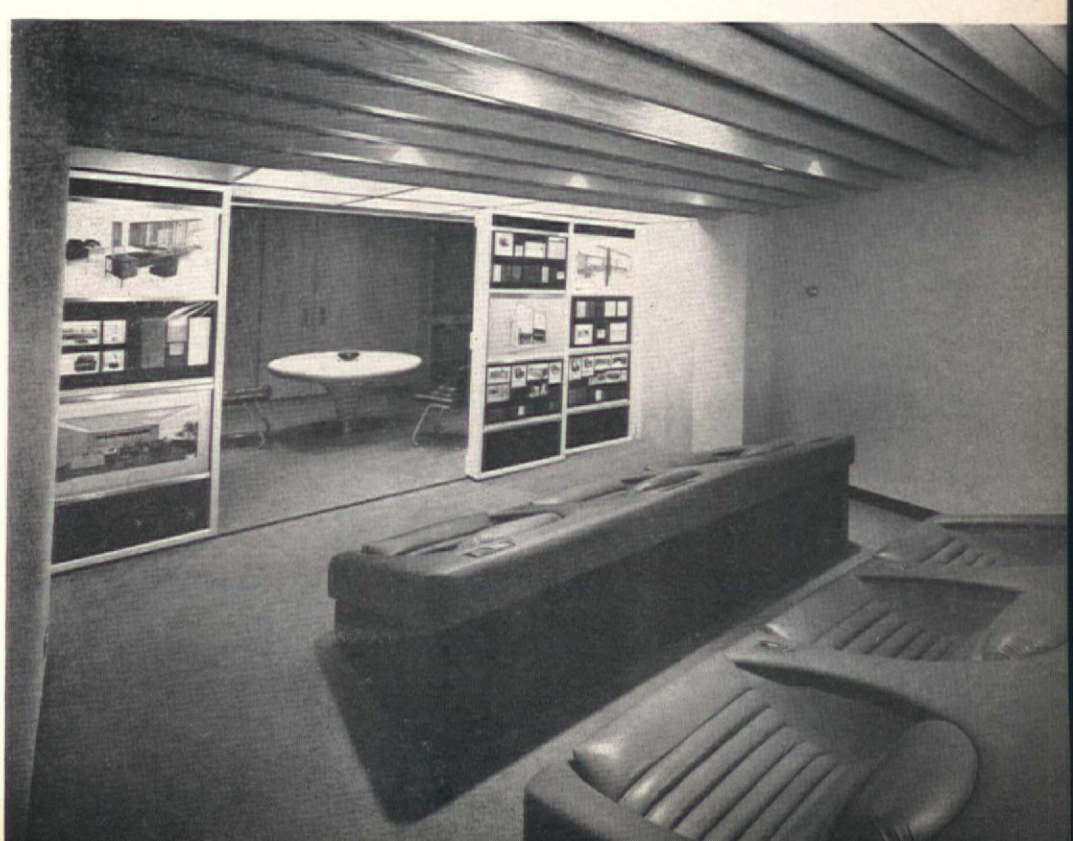




Floor-to-ceiling panels of Acoustapane completely enclose the office of SLS production supervisors (above). The specially designed desks feature cubbyhole storage bins for plans and tilt-top desk surfaces, which adjust for drafting. Doors and plank flooring are oak, one of many varieties of wood used throughout the premises. Acoustically treated glass is again used to form enclosures for work stations of client contact men (above right). These executives spend most of the day outside the office, and while space is modest, the fixtures and acoustic privacy denote status. Executive corridor (far left, opposite) is walled with glass and rosewood; the batten expanse to the left shields the executive secretarial work area. Presentation panels form a divider in client room, setting off the formal design presentation portion of the room (bottom right) from budget review conference area (near left, opposite). Space-age softs provide unusual yet luxurious seating. The ceiling, composed of a series of ash wood baffles, tapers downward toward the center of the room. Presentation panels are center-pivoted and swing about for checking individual items during sessions. Of unusual design is the conference table, an SLS original. Details (two small center photos) reveal solid ash base and radically pieced top surface.

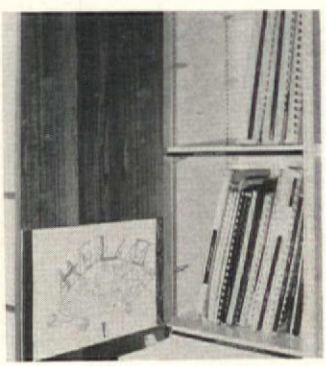


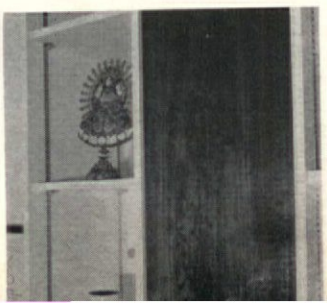


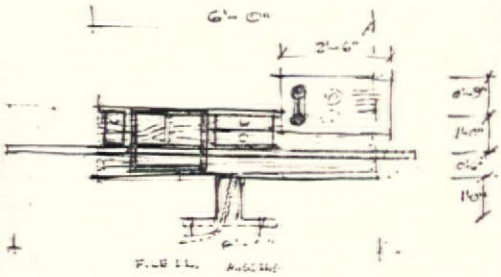


SLS makes its move

Office of SLS president Lawrence Lerner (right) is dominated by a custom-designed desk/table/file (see also sketch below). It incorporates a polished-aluminum communications panel, which also contains controls for the extraordinary lighting of the room: note the huge, vertically hung cylindrical fixture and tiny exposed bulbs that stud the dropped wood ceiling. Green Tulip chairs contrast with a vibrant blue carpet inlaid in white marble flooring; the window counter is rosewood and glass. By drawing back the vertical blinds of the office, the production secretaries' oak-framed work stations, and just beyond the design department cubicles, are viewed (top left), illustrating the visual continuity stressed throughout the office. Storage wall in Lerner's office (lower left) has built-in drafting table. The trio of insets shows desk construction, with top tilted back to hold large drawings, and two details of storage wall.







SLS chairman Michael Saphier occupies a large, glass-walled office (right), muted in color and highly textured: couch upholstery is velvet, side chairs are suede, cantilevered armchairs are rattan and chrome. Teak is the choice of wood, and cabinetry along the rear wall provides a mounting for telephones as well as storage and drawer space. A panel swings down to form a writing plane, the closest concession Saphier makes to the standard office desk. Cartoons mounted on the window wall panel are those Saphier contributed to New Yorker Magazine *as a young free-lancer.*

SLS makes its move

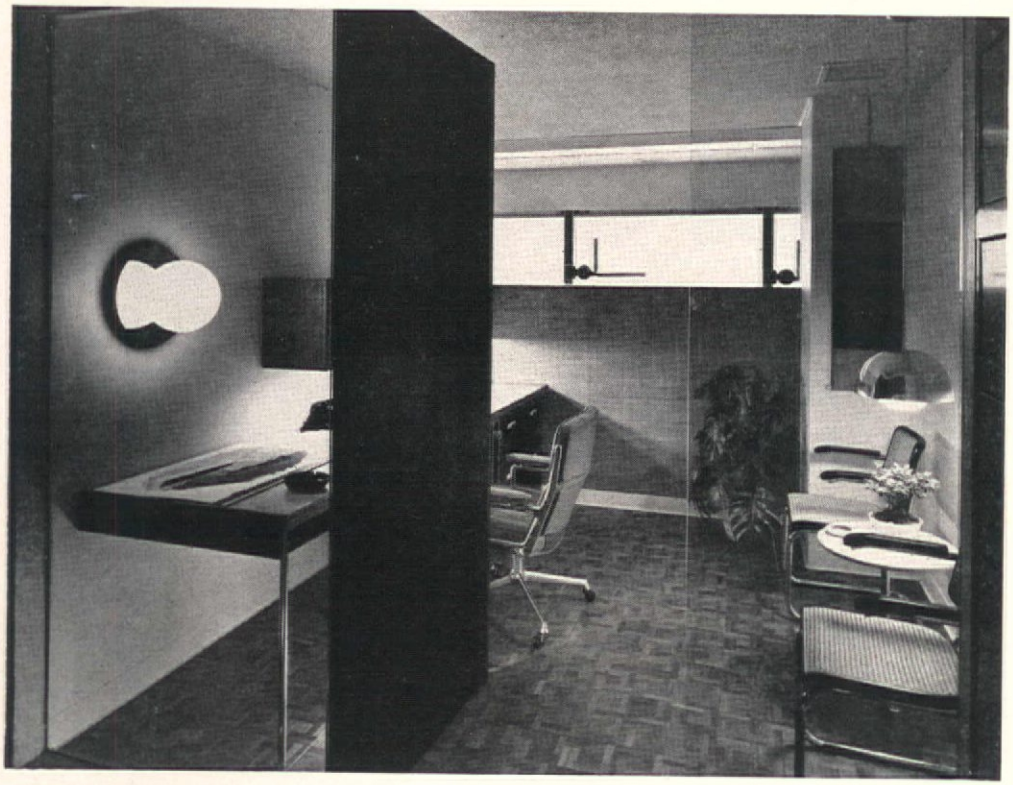
cialized storage spaces. Here again, the area is visually open but glass-enclosed for acoustic privacy.

In the space planning department, a vertical light wall directly lights the work through filtered glass, instead of the conventional overhead lighting that throws light downward onto the work station. An important innovation in the production department are the "pews" incorporated in the secretarial areas. Project directors use these to dictate to the secretaries, who remain at their stations (see cut opposite page).

Although custom-designed furniture is the rule rather than the exception throughout the new SLS offices, it is at its most dramatic in the client presentation and reception areas. A twenty-first century look is deliberately cultivated in the luxurious low-slung seating—individualized, heavily upholstered and equipped with built-in tape recorders and audio-visual controls. The special table in the conference room, its form roughly that of an inverted cone, is built up of strata of carefully matched woods and topped by pie-shaped matched grains (see p. 77). The panels between the reception and presentation areas provide not only a mounting for renderings, photos, and swatches, but act as a room divider as well.

Representing a major investment, the SLS offices reflect a confidence in the present and future of contract design that is hardly misplaced. From a three-man operation in 1948, with smallish commissions in product, exhibit and space design, SLS has grown into an organization with five fully staffed offices in this country. Its clients include major corporations of the "blue-chip" variety, and it specifies millions of dollars worth of contract furnishings and equipment every year—in the past twelve months more than $25 million worth. Its most recent major assignment is the planning and design of the world headquarters of COMSAT in Washington, D.C. These offices will not only house the administrative core of this quasi-governmental agency, but will oversee the control centers where communications satellites are launched and their orbital flights channeled. The firm's new Manhattan offices are, like COMSAT itself, a symbol of the new directions that contract design will take—*B.H.H.*

Since SLS senior VP Bernard Schindler travels extensively, his New York office (below) has been designed to serve as an auxiliary conference room in his absence. The walnut wall (lower right) closes off the actual desk area; when activated by a keyed mechanism, the wall rises and swings back, much like a garage door, to become the ceiling in the work portion of the room. Opposite page: Executive secretarial "island" (top) is framed by glass panels; rosewood battens set at intervals provide a corridor facade. Rear wall of private office (center) is glass from a five-foot height to the ceiling, providing a view of space planning department just beyond. Production secretaries' work stations (lower left) have built-in dictation seating. Conference room (lower right) is used for informal meetings with clients and business associates.



Suppliers: SLS Offices

Furniture: Metwood Office Equipment, Murphy Bed & Kitchen, Business Equipment Sales, Supreme Steel Equipment, Herman Miller, Harvey Probber, Electric Wastebasket, I. V. Chair, Ebco.

Chairs: Kasparins, Brickel Eppinger, Steelcase, Thonet, Stendig, Columbia Unlimited, Cumberland, Richard Draper, Fritz Hansen.

Lighting: Lightolier, Habitat, Philip Enfield.

Wallcoverings: Isabel Scott, Laue Brothers, Gilford Leather, Homespun House.

Woodwork: Pilot, David R. Webb.

Ceiling: U.S. Gypsum, Owens Corning Fiberglas, National Acoustics, Walvogel Brothers.

Partitions: Acme Steel Partition.

Flooring: Circle Floor, Ruberoid, Port Morris Tile & Terrazzo, American Olean Tile, Designed Wood Flooring Center.

Upholstery: American Leather, Jack Lenor Larsen, Clarence House.

Sound System: Musicast Inc.

Glass: Amerada Glass, American St. Gobain.

Faucets: Kohler.

Lettering: Spanjer Sign, Executive Sign.

Carpeting: Shelton Looms, Rugcrofters, Stratton, William Gold.

Tile: Latco Products.

Cork: Congoleum-Nairn.

Cabinet Work: Korngold Brothers.

Draperies: Design Tex Fabrics.

Blinds: Thru-Vu Vertical Blind.

Drafting Equipment: Universal Drafting Machine.

Air Conditioning: Carrier.

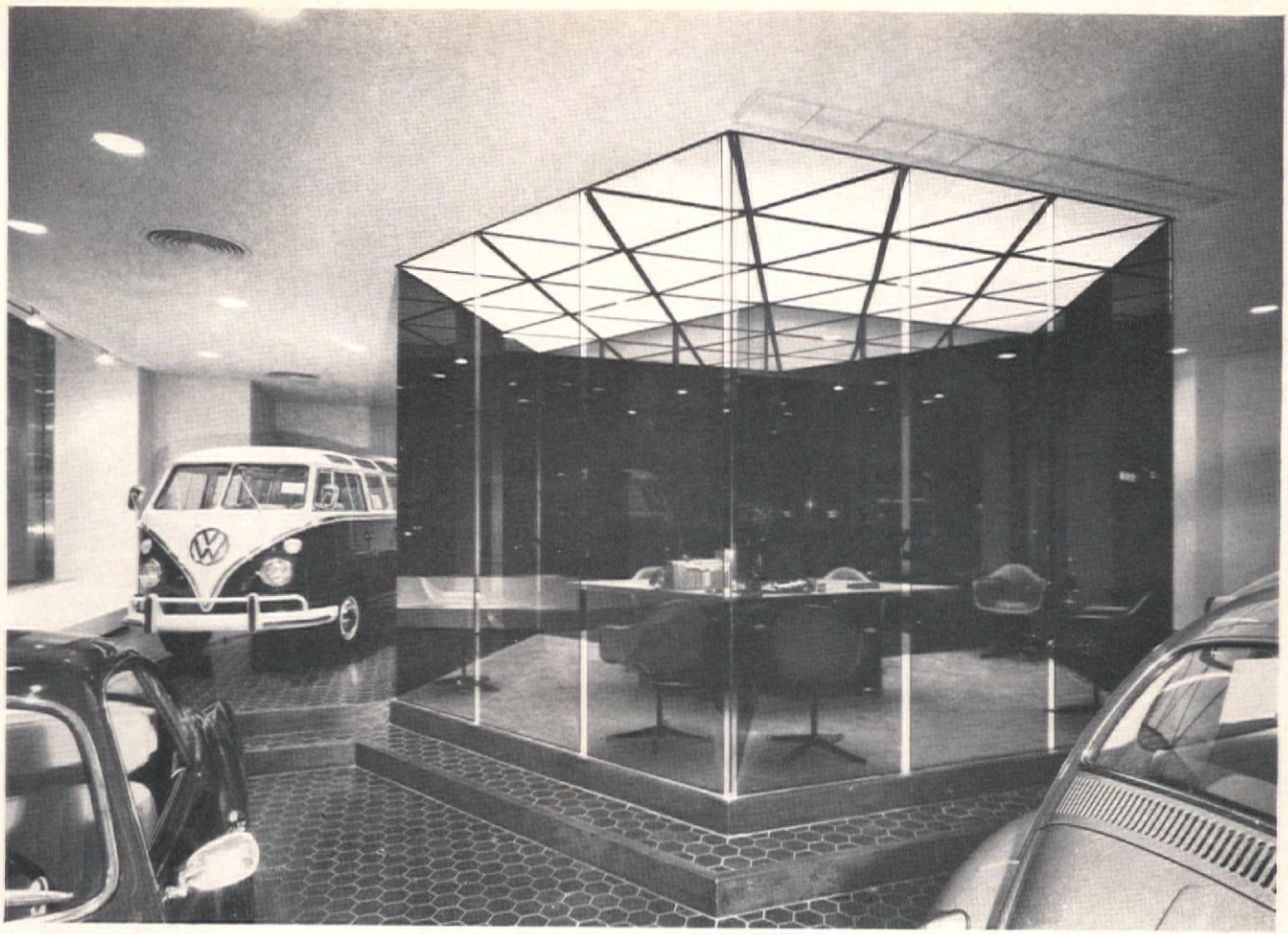
DFB DESIGNS CRISP SHOWROOMS FOR TWO POPULAR AUTOS

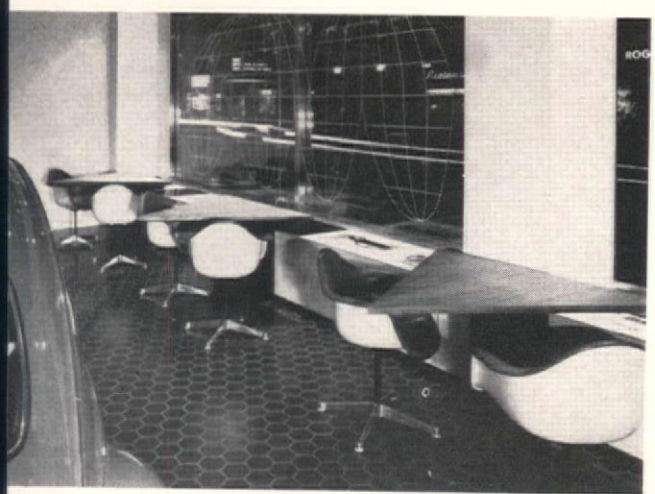
Today's automobiles are comfortable, powerful, and the most accessible forms of transportation in history. Although they contain luxury features, cars are no longer a luxury item, but have become a necessity to most people. An automotive showroom should exhibit these qualities, reflecting the power of the car without letting the customer forget its luxury and comfort features. In its designing of the new showrooms of Luby Chevrolet and Volkswagen Fifth Avenue Motors, Designs for Business, Inc. strikingly conveys these features with soft outdoor details that brighten the showroom and exhibit the cars in their natural settings. The outdoor motif is supplied by numerous plants and trees, extensive tract lighting for a bright sunlit effect in all weather, and striking accent colors on desks and chairs.

Floating islands, tinted glass-enclosed offices which allow the customer a clear view of the cars at all times, give the room an open airy feeling. Smooth surfaces reflect light onto the chrome and mirrors of the cars, heightening the shiny new look that is so popular in today's automobiles.

Although a single theme unites both showrooms, each contains distinctive design details that reflect the public image of each car. At Volkswagen, the room has been kept as trim and spartan as the automobile and its advertising. Since many of the cars sold here are delivered in Europe, an international motif was adopted, highlighted by the stylized maps on the windows and marble-like Italian hexagon unglazed quarry tile. The hexagon shape is repeated in the large floating island in the center of the room that serves as the sales manager's office. The room also features built-in furniture by Ezra Blank Associates, to give the customer a clear, unobstructed view of the vehicles on display.

In the Chevrolet showroom, the floating islands, located along the perimeter of the room in a simple rectangular design, contribute to the long modern look of the cars. The contemporary look is picked up in the Lightolier suspended glass globe lights, and the brightly colored Knoll chairs and Peerless desks. (C)





Floating offices are the dominant design feature of both the new Volkswagen showroom and Luby Chevrolet (opposite page). At Volkswagen, files and telephones are built-in to give salesmen's desks a clean uncluttered appearance at all times. World map, used as decorative motif, reminds customers of Volkswagen's international scope.

LIBRARIES FOR SATELLITE CAMPUSES

THE University of California, reportedly the nation's largest educational facility, continues to spread a network of satellite campuses across the state. With an anticipated total enrollment of 108,300 by 1970, the university is already planning the facilities to contain the flood of students entering the university at an unprecedented rate. At San Diego, it opened its First College of which the new Library-Humanities building holds the key position in the formation of a campus quadrangle still to be built. Eleven more colleges are planned for U.C.S.D. to be erected one every two-and-a-half years for the next 27 years at a development cost of approximately $400 million. Construction of the Second College got underway this year as the second phase in the development of the 1,000-acre campus community.

Architectural firm Deems, Lewis, Martin & Associates of San Diego plotted the Library-Humanities building with the knowledge that its function may someday be changed to a departmental library or to a classroom building. The three-story structure provides for library, study areas, classrooms, staff and administrative offices, and special departmental services rendered by the library, and includes a "temporary" 250-seat lecture hall on the second level. Though it was not anticipated in the original design plans, the architect was able to incorporate additional classrooms and study spaces in the basement area to further increase the building's flexibility. Interior design, furnishings, coordination of color, textures, and graphics on the three story structure was the work of the architect.

Though current enrollment at U.C.S.D. is less than 1,000, its capacity will ultimately reach 27,500 students. In accordance with this long-range view, provision was made for additional floor space over its central library hall on the mezzanine level.

The Irvine campus of the University of California is no less foresighted than its sister branch in San Diego. Planned by architect William Leonard Periera, the campus is the heart of Irvine Ranch, one of the biggest private development projects in the world. It calls for a 1,000-acre campus linked to a university city within a mile of hotels, shops, restaurants, housing on all income levels, churches, and recreation centers that will occupy 93,000 acres of open land adjoining the southern edge of Los Angeles.

At the San Diego library, the central hall is arranged in a series of bookstack groupings that divides the interior spaces into quiet study and work stations immediately adjacent to the shelves. Using segmented table tops on component legs, the tables provide seating for six and eight students at each reading table, while its design allows free access even for students seated at the ends. Study carrels are used singly, back-to-back, and as carousel arrangements by a special rigging of "half legs." Upholstered modular seating provides lounging areas for quiet browsing in the magazine and reference book sections.

At Irvine, segmented and standard tables are used in the general reading area and in private conference and study rooms which line the building's perimeter. Here again, the special study carrels, either singly or grouped, are arranged next to and behind bookstacks and along windows.

Both the San Diego and Irvine library facilities were furnished with

new library group developed by Herman Miller Inc. around a flexibility principle that reiterates that of the architectural planning. Herman Miller Inc. has pioneered in the experimentation of furniture for educational use: it developed the improved seating designs for the Rensselaer Experimental Classroom and adapted the seating for Chicago's Circle Campus. Its new library group includes a basic inventory of library furniture coupled with components that combine to create specialized furniture geared to the individual library layout.

The new library group shows the strong influence of Herman Miller's Action Office series in its design features. The design of the cast aluminum legs, seen also on Action Office pieces, permits easy entry and exit from tables besides being esthetically pleasing. Work surfaces of the study carrels are sloped to a natural writing angle with an 8-inch shelf above to hold books and study materials. Another innovation is the double-shelved card catalog stands that allow both stand-up and sit-down card reference and are equipped with built-in card holders under the table edge. **(C)**

Central hall (above) at U.C.S.D. library is modulated by arrangements of bookshelves that separate the sections and create inner spaces for library tables and seating. Versatility of the furnishings is seen in close-up view of same hall, where standard table holds double shelves placed end-to-end for reference directories, lounge seating is placed adjacent to newspaper and magazine sections, and movable stools provide spot seating. At Irvine, dividers atop library tables (far left) afford convenient surface for note jotting without the need to remove books to another table. Two other examples of specialized furniture are double-atlas stands with sliding drawers (left) and card catalog tables with upper and lower shelves for stand-up and sit-down reference.

INTERIOR ARCHITECTURE

DOOR HARDWARE

UNEVENLY STUDIED, THIS FIELD OF DETAILING IS A MELANGE OF PAINSTAKINGLY DESIGNED CUSTOM WORK AND IMPROPER SPECIFICATIONS.

BY ROBERT MALONE

HARDWARE for the door is possibly the most unevenly studied subject in contemporary architectural and interior design. That is, the amount of attention given to it by different responsible people at different stages is probably more inconsistent than any other. Certain aspects of door hardware (such as the lockset) have been analyzed and reworked until they are remarkably reliable, while certain other aspects (such as hinges) have stayed almost the same for hundreds of years, and only recently have begun to be re-examined.

At the other end of the purchase, some architects and designers have designed their own door handles and coat hooks in order to get exactly what they need; while others pay so little attention to this detail that the fittings may actually arrive late enough to delay occupancy, or have to be installed hastily and without adequate supervision. All too often we find, even in major installations, doors whose throw-bolts just miss the box strike. In others, we find hardware improperly specified in the first place: it is far from unheard of to find heavy 1½ inch or thicker solid-core doors hung on minimum standard 3 inch hinges, or light hollow-core doors used with heavy decorative hardware. This last error is a particularly unnerving one to experience, because the door swings with the wrong momentum and closes with the wrong sound.

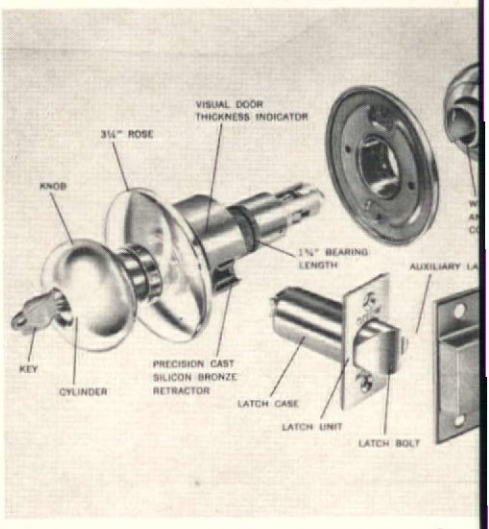
Clearly, a mechanism used as constantly as a door needs to be looked at critically by someone who is aware of more than the style of the hardware. Anyone who has ever hung a door himself develops a respect for the integrity of the hardware and for its proper positioning and securing; the alternative to accuracy is the chronic headache of unbalanced swings, unlatchable latches, squeaking hinges, or warping and jamming. It is up to the architect and the designer to insist that the contractor keep to certain standards of workmanship, in order to assure that whatever door and hardware is chosen will be used to the best effect.

The greatest spacing between door and frame belongs at the bottom: approximately ⅝ inch, depending somewhat on floor and sill conditions. The narrowest space should be on the hinge side: two recessed hinges or butts along a 1/32 inch seam between door and frame is standard for interior doors. Both the top and the latch side of the door should leave 1/16 inch between door and frame, or slightly more on the latch side, measured at the acute angle of the bevel. It might be added at this point that door warpage is often a consequence of bad hinge placement rather than of poor door construction. Three hinges, accurately placed, can act as insurance against most warping problems.

Another set of items to consider early in the design process, before going on to the questions of access, security, and appearance, is the auxiliary hardware. If closers, letter slots, stops, bumpers, holders, or hooks are to be used, now is the time to consider them, not after the door is in use and they have been discovered to be necessary. Spacing and positioning of these items should be part of the whole door design, not applied afterward. Afterthoughts always look it. It should be remembered, especially if a door opens directly against a right-angled wall, that knobs extend from 2½ to 3 inches (or more for highly decorative arrangements) and should not be allowed to strike the wall or to interfere with holding devices, which must be placed with reference to this measurement.

Hidden door controls

In regard to door closers, it may be remembered that not so many years ago, the most positively ugly object in the designer's world was the closer control valve. A formidable casting sticking out from the top of the door, it had all the grotesqueness of the gargoyle with none of the charm, and it destroyed many good solutions for interior design. Today, with certain types of doors (metal ones particularly) it is possible to put the control, except for the

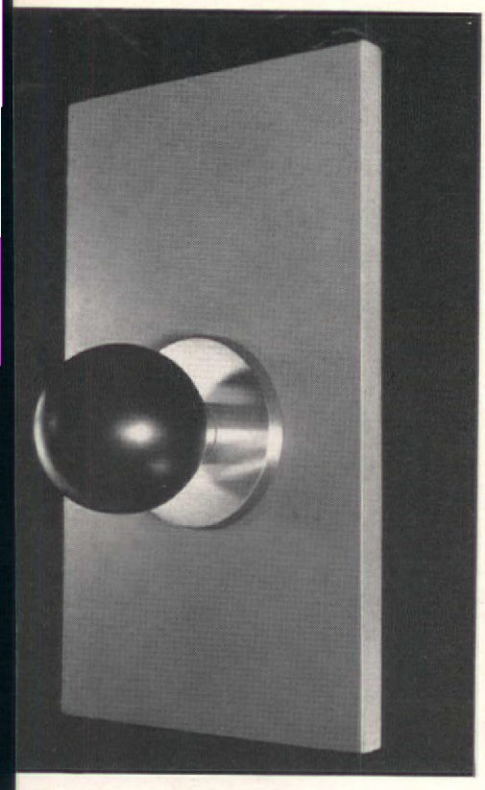


A

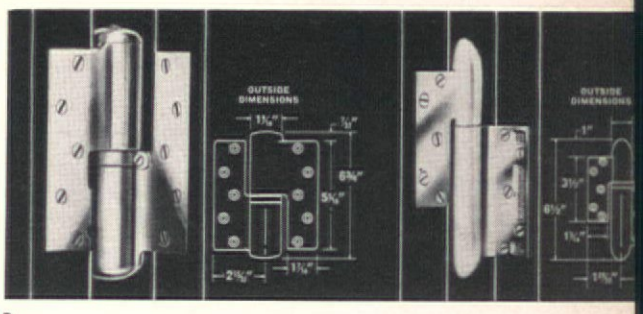
extensor arm, inside the door. Most of the closers that remain outside have been simplified to the point where they are quite acceptable. Of course, in the case of metal and glass doors, engineering has developed a number of solutions for hidden control, opening and closing, and even remote control. Very recently, sliding doors have been made automatic as well. There seems to be a great future in the possibilities of the automatic and controlled door.

Such apparently stable devices as coat hooks should be considered dynamic rather than static. Their shape and structure have an effect not only on the eye of the beholder, but on their capacity for service. Hooks should not twist, sag, or give way from metal fatigue because of improper design. Neither should they deform the garments hung on them, nor allow them to slide off. When specifying such items it is helpful to look at some that have been in service for a time, and see what the effects of use are. White metal hooks will break off short when swung on; and schools, among other places, seem to contain large numbers of swingers.

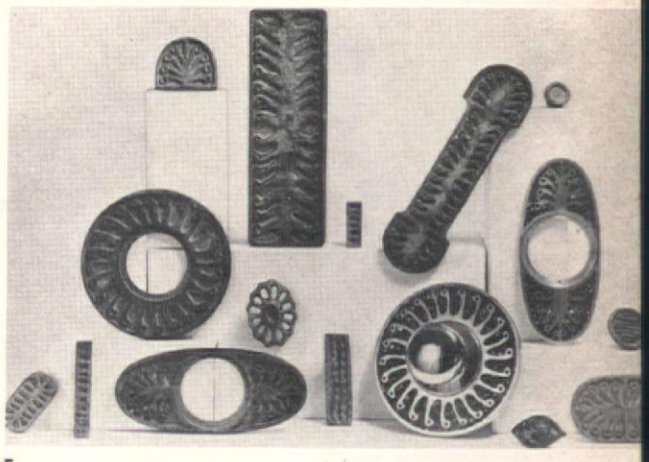
Letter slots are another item to be tried as well as looked at. These also are operating mechanisms, not just styling points. A letter slot that gives off a tinny clink or a jarring clank, rather than a solid clunk, is bad business.



C



D



E

Fortunately, within the engineering of the lockset itself, real progress has been made. It is now possible to get locksets that can be uniformly counted on not to wobble, loosen, and twist. Knobs retain their capacity to function remarkably well nowadays. (For some reason, the loose and rotating rose plate is still a problem here and there; presumably a way will soon be found to install these permanently tight.) The responsible specifier can help to encourage such good engineering by specifying quality hardware, and thus help to discourage, in turn, the makers of substandard fittings, who sell on the basis of first cost alone.

Improvements of inner parts

Most of the internal parts of standard lock and latch sets are now cold rolled and pressed steel, in contrast to the die-cast cases and cylinders of earlier days; this means not only longer service and smoother action, but also greater security, since some die-cast parts are vulnerable to external shock and to compressive forces. A further improvement, as regards both security and durability, is the plating of the steel to resist rust and corrosion, and the use of nylon bearing points to minimize wear. Many of the throw bolts now available throw a full ⅝ inch which not only increases security but extends the life of the mechanism, since the extra length can partly compensate for door warpage and wall settling. Roses and escutcheon plates have been more thoroughly designed so as to prevent tampering from outside or inside a locked door. (Archaeologists of the future may be able to date our period by whether or not there are screws in the rose plates.) In addition to more dust-free and durable internal parts, some manufacturers (Corbin, for instance) offer replaceable lock cylinders, which can be slipped out without totally redoing the lockset. Since door hardware is hardware in motion, it receives significant punishment even when it is properly used; and the amount of improper use increases exponentially over the years. Good engineering of locksets is a basic economy which should be built into the specifications, as it will pay for itself in maintenance-free durability and security over its lifetime.

When considering the type of opening and closing devices for doors, the architect or designer will find a wide range of controls offered by the industry. There are not only knobs, but levers, bars, pulls, push plates, and dummy trim, which does not operate a latch. Each of these devices has an appropriate height on the door face, which is more or less standardized, so that it is a surprise to find one misplaced; but it does happen. Measuring from the center of the control device, it has been found best for knobs and levers to be placed at a height

A *The basic components of a door closing mechanism are outlined in the drawing of Arrow Lock Corp.'s 1000 series lock set. Arrow manufactures a wide variety of door hardware for commercial and institutional uses. Circle No. 115.*

B *New knob design by Russwin features a hand-turned black laminate knob on a stainless steel base. The simple lines and sleek combination of materials provide a decorative accent in addition to the firm grip necessary for easy handling. Circle No. 116.*

C *Schlage's newest design in door hardware is planned around the modern decor. The unit reiterates the contemporary styling of today's furnishings by combining both knob and rose in one continuous contour. Standard finishes of Schlage's units are stainless steel, wrought brass or bronze. Circle No. 117.*

D *Towne's Hydro-Hinge acts as both a door hinge and a door closer. Series 4H (at left) is engineered for heavy duty installations, and series 2H (right) for lighter doors. Circle No. 118.*

E *Antico hardware designed by Jerome Ackerman for Era Industries Inc. is hand cast of solid brass enriched by carved designs in deep relief for a departure from the purely utilitarian in door hardware. The new line of pulls, knobs, and escutcheon plates was selected for its excellence of design by the Pasadena Art Museum. All pieces are oxidized for a softly glowing multi-hued green patina. Circle 119.*

of 34 to 38 inches from the floor, for horizontal push bars to be placed at approximately 45 inches, pull handles and bars at about 42 inches, and push plates at 50 inches. The one control position that hasn't yet been solved is that of the so-called panic bar, which is generally placed at the same height as the latch it is intended to release, and therefore at the same height as a knob. These bars are so often used at school exits that it should be pointed out that a ten-year-old child has been known to go right through a glass plate in a door because he charged it at a height where it is natural to push a heavy door: not at knob level, but a foot higher. Signs about not running in the corridors don't help; but a redesigned panic bar certainly would. The point to remember is that pulling force is exerted best just above waist level, while pushing force is most effective just below shoulder level. As far as the choice of control types is concerned, the standards of the industry have made it possible to choose a control for its function and style alone, without having to worry about relative quality of performance.

Another place where the industry is now making strides is in the number and variety of hinging devices. Available today are not only a wide range of standard single-swing hinges, but also slim silhouette and invisible hinges, double-swing hinges of several kinds, emergency hinges that reverse their swing under pressure such as Hager's 400s, and ingenious double-acting door pivots. There is even a good hinge with a built-in door-closer action by Towne. However, we are a long way from having explored all the possibilities, and a long way from integral, one-piece, weather-tight hinges that get stronger with use as polypropylene does.

As the largest single hardware item, locksets also constitute the widest range in terms of selection. The industry has put a great deal of thought and ingenuity into the problem of providing the exact latching and locking capacities required for a wide variety of uses. In addition to the usual domestic builders' hardware, there are in most manufacturers' lines a full range of hotel, motel, school, and hospital types of lock and latch combinations. However, the range varies somewhat from maker to maker, and in ordering a specific and complex set of capacities it is advisable to work well in advance.

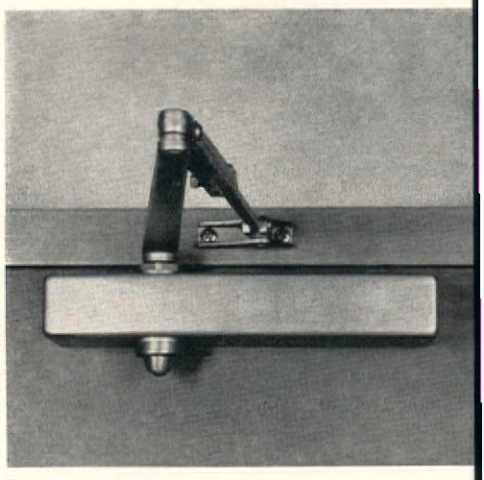
Although there are upwards of thirty possible variations on latching and locking capacity, the basic types break down more or less into two categories: free access latches, such as "passage door" latches, ball latches, and magnetic holders, which are always openable from either side; and limited access latches. These latter range from the familiar "privacy lock," which prevents nothing except the unintentional invasion of privacy, through school "classroom and closet" locks which can lock people out but not in, and "patio" and "non-lockout" locks that unlock themselves automatically if the door is opened and closed, all the way to "asylum" type locksets with rigid knobs on both sides, opened only by key from either side. The problem of maximum security has been dealt with by specially guarded deadlocks and mortise locks, and in the case of Sargent & Company, by a newly patented keying system which prevents the duplication of keys by any usual method. Duplicate keys can be obtained only from the factory itself, and only by authorized persons such as the building owner.

Variations for special needs

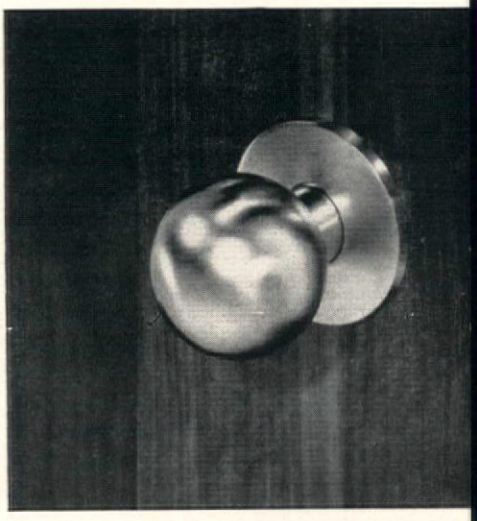
There are refinements and variations to allow for special needs such as occupancy indicators or emergency exits, and the industry has made an effort to standardize the nomenclature of the different capacities in order to reduce confusion. (It is very nearly possible to specify lockset capacities merely by describing the function of the door in question; but not quite. It will be helpful when the names and descriptions are fully standardized.) One might say that the functional problems of latching and locking devices are being met with progressively greater success.

It would be pleasant to be able to say that the esthetic aspects of latch-lock-and-knob sets are being improved with equal success, but that is unfortunately not true. It would be true to say that there is a growing recognition of design in the hardware industry as a whole. The shapes of door knobs and roses are being looked at with a decorator's eye, and altered accordingly. Each year has seen an increased assortment of available finishes and colors, as well as styles, that would have astonished even so

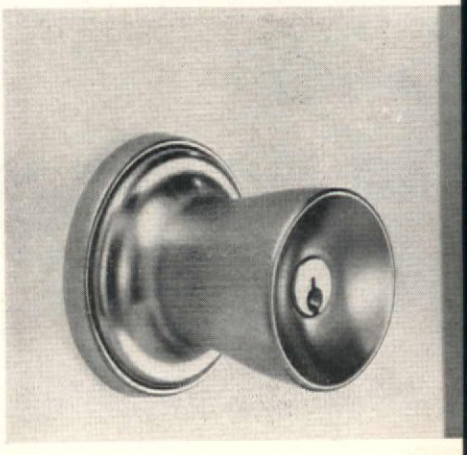
A

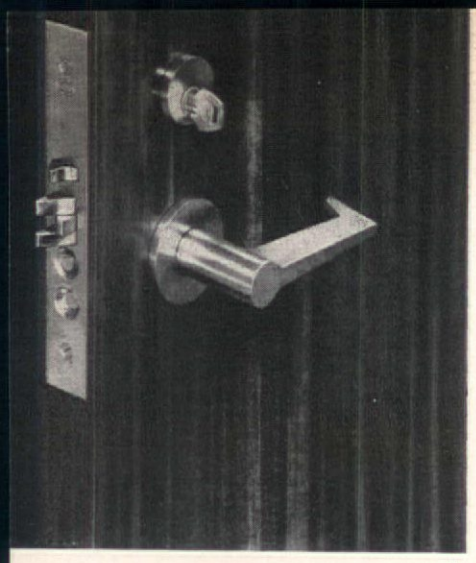


B



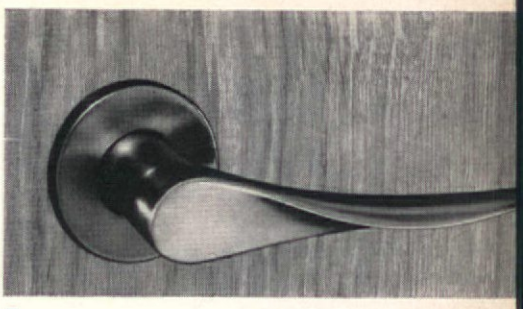
C



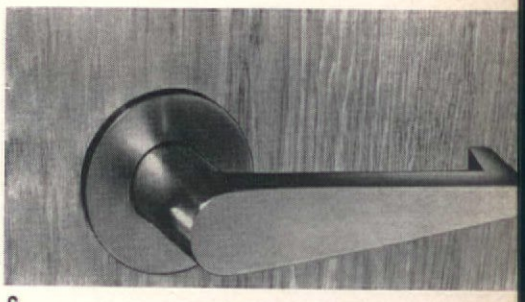


D

E



F



G

A *Automatic door closer by P. & E. Corbin extends below door level yet its slim styling and compact design render it visually unobtrusive. Circle No. 120.*

B *The Continental series, a mortise lock trim in satin chrome finish by P. & E. Corbin is among the popular choices of door hardware for offices because of its simplicity of design and handsome appearance. Circle No. 120.*

C *Schlage's new Trend line combines the rose and knob into a single unit. The continuous contour eliminates dirt-collecting junctures so that it is especially suited for the hospital or medical center. The units are available in a heavy-duty lock series in stainless steel, wrought brass or bronze standard finishes. Circle No. 117.*

D *Mortise lock by P. & E. Corbin is an extra heavy-duty unit engineered to withstand extended use. Shown here with spring mounted cylinder head, lever, and end return detail. Circle No. 120.*

E *Sherle Wagner offers an unusual array of elegant door pulls and knobs ranging from designs of classical origin such as floral, ribbon, and bead motifs through more subtly stylized elements. Circle No. 121.*

F *Two lever handles designed for use with mortise locks by Russwin are Royale (top), a sloping handle molded to the hand's grasp, and a popular standard model, Tornay (bottom). Circle No. 116.*

inventive a designer-architect as Louis Sullivan.

The industry has much to be proud of in its attention to finishing possibilities, to the new use of new materials, and to what seems to be the beginning of a more catholic approach to the question of style. There is not only a greater variety of hardware for modern structures, in simple, bold forms, but also a new and very wide selection of historical reproduction pieces, and some highly individualized patterns with a hand-wrought look, the craft approach.

Plastics are no longer used for bearing alone, but emerge as delrin knobs and vinyl laminates for knob and rose faces. The standard metals, aluminum, steel, bronze, and brass, are offered in bright, rubbed, and satin finishes, and Sargent offers fire-glazed copper. There are, in addition, varieties of wrought iron, brushed chrome, silver, and 24-carat gold plate to satisfy the most unusual taste, and ceramic (by Towne), plastic, glass, mosaic inlay, and pressed wood as well. One can specify door hardware to match nearly every period recognized by the trade, including our own, and keyed to a rather wide range of other interior hardware such as switch plates, towel racks, etc. There seems to be a constant increase of items to choose from; but this has not yet gone so far as to shut off the creative architect who wants to design his own hardware for some particular project.

Many of the knobs and levers offered can be had with a choice of alternate roses or escutcheons, or with none at all; some of the lever and roseless trim combinations give a very clean look to a usually rather cluttered place on a door. It is to the credit of the industry that it can offer this kind of possibility and also offer the ultimate in rococo for those who want it, as well as the standard range of knobs. This range seems to cover a fairly good assortment of styles in each manufacturer's line, but from maker to maker, the standard assortment remains pretty much the same. I think designers and architects would agree that the richness of variation in finish and ornamentation leaves something to be desired in the range of basic forms and structures.

It seems, for instance, that most large manufacturers now have standard knobs with concave front faces (which catch the light and give a decided and clear form definition). This shape has almost reached the proportion of a design cliché, despite the fact that it may have seemed a welcome change from the round or near-round knob, or—if you can remember—the faceted glass knob of yesteryear. Industry spokesmen will point out that there are decided advantages to the concavity on the front of the knob: it sets off the key or latch location, and adds considerable strength along the edge of the indentation. Without wanting to ask for more form variety for its own sake, we have to wonder whether other forms just as suitable aren't equally attractive and functional. There must be a multitude of pos-

sibilities between the lever and the knob (and Yale has introduced a cast design line combining these two forms), and between the ball knob and the cylindrical knob. The lever itself has had a refreshing rejuvenation, and can now be had in a wide variety of styles to suit both the contemporary and the antiquarian taste.

But many of these new designs have been designed first for the eye, and only second for the hand; and since the eye becomes rapidly unconscious of so ubiquitous an object, while the hand encounters it directly many times a day, it might have seemed almost better if the designer had worked blindfolded on the knobs for a while, before being allowed to look at them. The old-fashioned squashed-ball knob is still a reasonable solution to the problem of the graspable turn handle, as far as *feel* goes, and it is the sense of touch which is affected most often and longest by the door knob. Some of the newer solutions, while they have the advantage of looking modern, are not nearly as satisfying to hold and turn.

Since the hardware of a door is so personal to us, the engineering involved in that hardware, as often as not, concerns human engineering. Some of the major problems that exist for hardware engineers affect the user directly, and should, therefore, concern the selector.

Any door pull or knob should, when used, give a sense of actual operation. The mechanism should be felt to turn, as the door should be felt to swing. This is a kinesthetic satisfaction, the recognition by the user, usually subconscious, that he has made an actual event happen. For instance, while the knob should turn easily and smoothly, the user should be able to perceive by feel when the door latch is open, so that turning and opening are two connected efforts, not two indistinguishable ones. Probably one of the main reasons for the renascence of the lever handle, aside from the wish for a variation on the eternal knob, is that the working of a lever is satisfying to the hand. (It has become particularly popular for use with office entrance doors; the Seagram building uses it almost throughout.) The motion of the lever is wide and perceptible, while the effort and type of hand motion is still easy. The resulting sense of action is one of the goals of the designer's work: the feeling of having operated a satisfactory and effective mechanism and achieved a tangible result. Since the act of closing a door has a more definite conclusion than that of opening it, the sense of action is easier to achieve. In spite of all the engineering efforts toward silent operation, it should still be possible to tell, by sound or by feel, that *now* that door is really closed. We all remember, probably with fondness, those old, sturdy refrigerator doors that closed with such a pleasurable snap; and most men still refer to the juicy latching sound of the old high-quality touring cars' doors. It's interesting to note that Detroit has spent a lot of time and money in recent years attempting to recapture that sound and feeling.

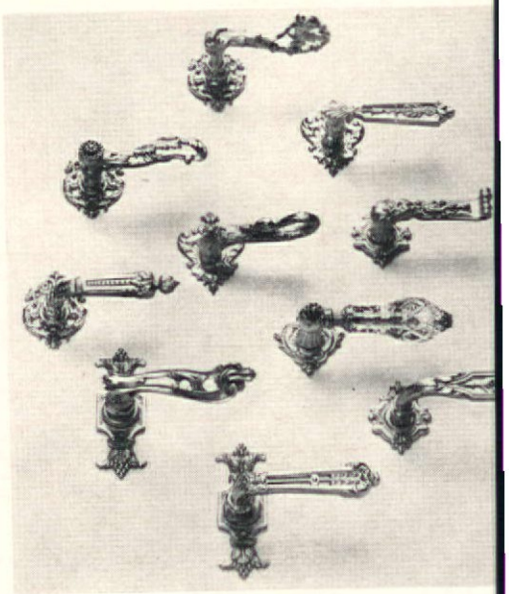
Hardware of the future

Sighting along the trends of today toward the hardware of tomorrow, we can make some wild and not-so-wild guesses as to what can happen next. It is fairly easy to predict that the increased use of movable partition systems will make for a more orderly program of hardware selection. Many more conditions will be pre-set by the use of modular components; and still, through good design, flexibility can be and ought to be a quality of modularity. The number of choices may thus be reduced at some time in the future, but the functional and economic advantages will be considerable. The amount of coordination needed, and the number of items carried in stock, would be sharply reduced. Perhaps locksets and other door hardware will become a rather pure extension of the partition system itself.

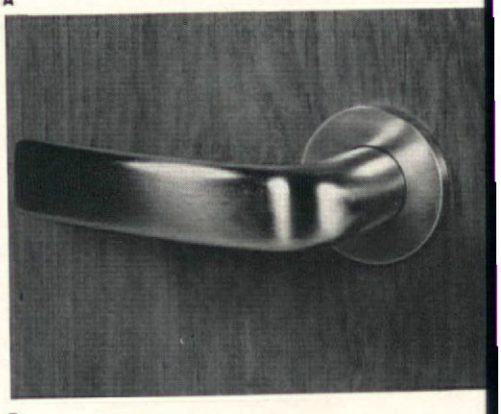
Another highly probable development is the manufacture of entire locksets in high-density plastics with metallic finishes. So much of these could be integrally cast as to make them virtually untamperable, as well as maintenance-free. And eventually doors can be cast with their own integral hardware.

Automatic control systems for doors serving a large traffic flow may be computerized like the new Barnes system for New York; they might even be iris-type doors, like a camera lens, but with a human profile rather than a circular one.

Laminated structural plastics will eventually become one of the standard materials for doors, for reasons of durability and easy maintenance; and the hardware of that time will be an interesting thing to see. **(C)**

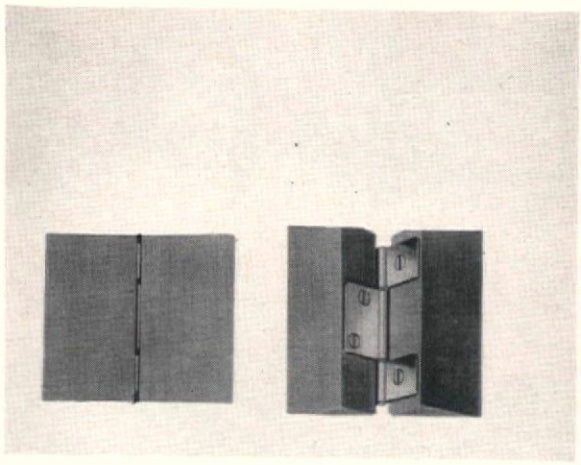


A

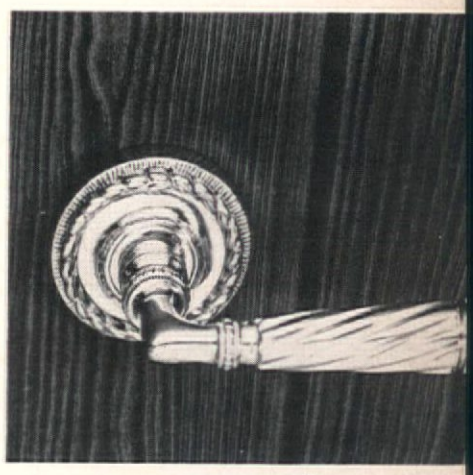


B

C

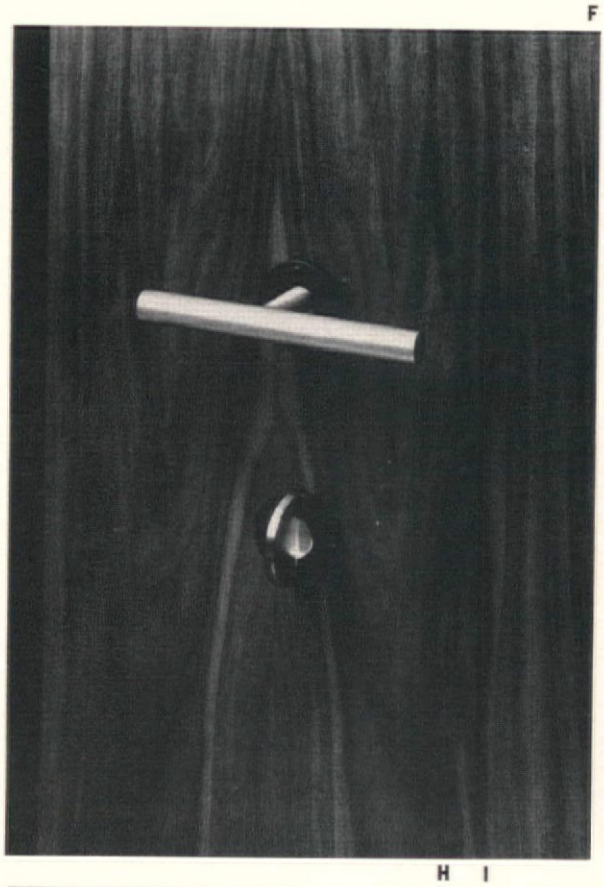


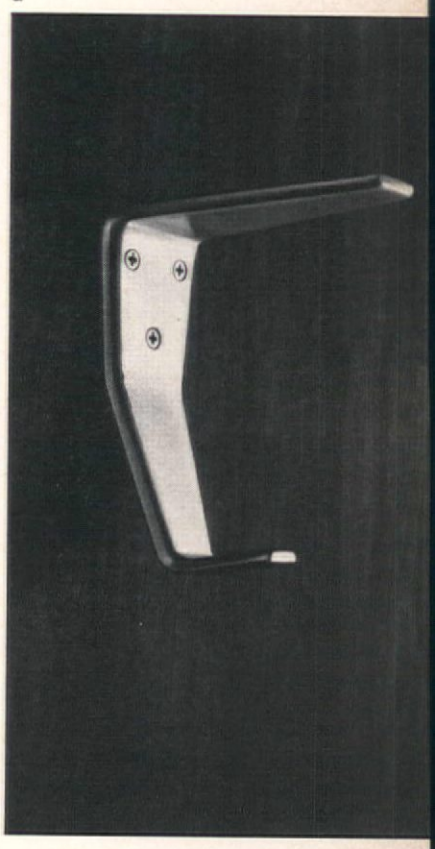
D



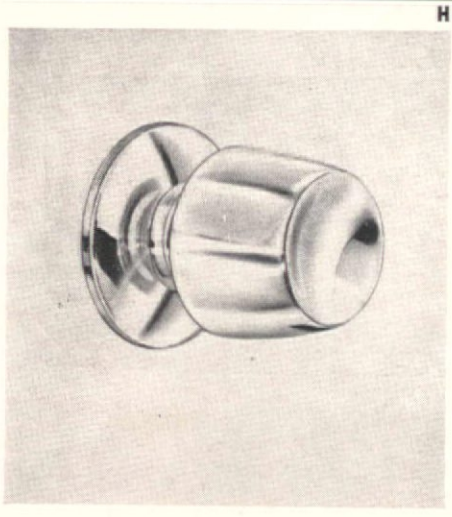
E

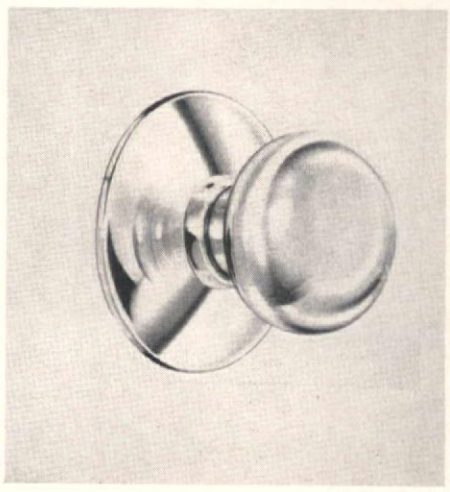
F G





H I





A *Reproduction style levers and ornamental knobs by Sherle Wagner are an elegant door accessory for the traditionally furnished office. The wide selection includes sculptured designs, cut glass levers, and unusual accent handles such as the delicately molded swan's head. Circle No. 121.*

B *Another of Russwin's lever handles for mortise locks is Citation, a softly rounded design in a brushed chrome finish. Circle No. 116.*

C *Ronce lockset series by Russwin features a spherical knob on a flat rose, and coordinating flexible cylinder head. Circle No. 116.*

D *Three-leaf door hinge, which is completely concealed from one side when door is closed and shows only knuckles on the other side, has been developed for folding, swinging, and wardrobe doors by Amerock Corp. Nylon washers in all joints give the plain-tipped hinge strength to withstand heavy use. Circle No. 122.*

E *In keeping with the trend toward greater use of classic hardware, Towne division of Yale & Towne Inc. has expanded its large line of hardware designed to complement varying motifs. New brass levers (shown) are part of the Designer Collection, a series of pieces in traditional treatments. Circle No. 118.*

F *Cylindrical aluminum door handle with centered spindle is said to require lighter springing than offset lever. Designed by Hugh Smallen Associates for Beacon Artisans, Inc. Circle No. 123.*

G *Satin finished aluminum coat hook contains fasteners to secure a name plate on the other side of the door. Neat, functional design is by Hugh Smallen Associates. Circle No. 123.*

H, I *Two basic styles of knobs by Arrow Lock Corp. illustrate the two most popular knob forms in use today. Circle No. 115.*

CONTRACT ANTIQUES

American dealers and decorators have attended the Antique Dealers Fair and Exhibition since its inception in 1934. Held annually at Grosvenor House, Park Lane, in the West End of London for a week in the month of June, this exhibit is the leading antique show in the world. Its attendance of about 27,000 persons includes many professionals in the home furnishing field, of whom approximately fifty percent come from overseas. A substantial amount of selling is done to American buyers, both collectors and also for resale. For the American furnishing trade, there are many potential rewards.

All pieces exhibited must be certified for existence prior to 1830, which automatically makes them duty-free to the United States. There are exhibits of personal jewelry, silverware, china and porcelain, paintings, rugs and other antiques, but principal emphasis and space is devoted to furniture. With the growing scarcity of available pieces, with inflation in many countries, and with an ever-widening appetite for the ownership of antiques, prices have risen substantially in recent years. However, not all types of antiques participate in this increase in price. Most antique pieces have a ready resale demand and value which assures the firmness of price levels. As a result, the trade tends now to fewer transactions on items of better quality.

American buyers represent a varied group: private purchasers buying on own account, museums, decorators buying for their own inventories or for clients, dealers who are often wholesalers who sell to other distributors or to retailers, and a growing group of contract furniture distributors who buy for commercial users. In recent years principal commercial users are the large U.S.A. industrial companies, who often purchase for their board of directors' rooms, top officials' offices, or their public areas for prestige publicity. A definite portion of American business is with entertainment and moving picture companies, who buy or often lease fine pieces. From the point of view of American purchasers, investments in antiques can often be charged off as expense, at a constant depreciation over twelve years, down to ten percent of cost. In this manner, a valuable and marketable asset results.

General display area at world's largest annual antique show.

At the Antique Dealers Fair, discounts of ten per cent are customarily given to commercial customers, although larger discounts are often obtainable on individual pieces, or through bargaining.

Demand in the United States is largely centered in New York City, where large wholesalers buy constantly and redistribute throughout the country. The impact of demand from Houston, Texas, is definitely noticed, undoubtedly to oil magnates for their homes or businesses. Washington, D.C., New England and California are also frequently mentioned as purchasers, as well as the old plantation homes of Virginia and the South. Taste is similar to that of Great Britain, mainly for pieces of best quality and design, infrequently for bad taste in rococo styles, sometimes with no taste at all on the part of consumers who buy through decorators.

The importance of the Antique Furniture Trade in England is the result of the national history. Unlike other European countries, England never concentrated its wealth in a single capital or the courts of nobles, but wealth and ownership have been widespread for centuries, and except for the bombings of World War II, there has been no invasion from war since 1066. As a result, antique furniture still comes on the market, though fewer each year, throughout Britain.

To gather these pieces into the channels of trade, a vast informal network of information, communication and distribution has developed. In every area of Great Britain small local dealers and agents watch every local sale or disposal of home furnishings to "spot" every available item. It is at this level that occasionally a sharp dealer will make a top bid of £10 for a Sheraton chair or table worth £500 in a London shop, and by fortuitous circumstances create a reputation of excessive markup for the entire sellers, often through the large London auction rooms of Sotherby & Company, 34 New Bond Street, or Christie's, 8 King Street. There is also much re-selling from dealer to dealer to balance inventories. For American dealers or decorators, most purchasing is done in London establishments which offer the largest and most varied assortments. Most pieces must be repaired, reconditioned and refinished before reappearing on dealers' floors.

A brief review of the Antique Dealers Fair indicates the wide choice of styles, prices, and resources. In general, Sheraton, Hepplewhite and the other classic 18th century styles hold

Growing number of U. S. Commercial/Institutional Buyers noted at London, England Fair and Exhibit. By Louis S. Bing

Of the numerous individual exhibits: Gerald Kerin Ltd. of London

Every piece is scrutinized by a committee before allowed into the Fair.

A fine example of rococo taste: gilt Chippendale "French elbow chair."

top popularity, often in satinwood veneer which fits all manner of furnishing decor. Another popular trend is to unusual and exotic pieces, to key an entire room and to provide high conversation value.

A list of dealers may be helpful for types of merchandise, but is not intended to be inclusive of all available good resources.

Norman Adams Ltd., 8 Hans Road, Knightsbridge, London, has a small shop and consequently specializes in small scale pieces, suitable for American homes and apartments. Mainly 18th century British antiques are shown in rosewood, tulip wood and amboine wood, emphasizing "charm of character."

H. Blarmann & Sons, 23 Grafton Street, London, specializes in top quality early 18th century French furniture and British furniture which was contemporarily under French influence, with many highly ornamented and decorated designs.

Mallet & Sons Ltd., 40 New Bond Street, London, had the distinction of offering the highest priced furniture treasure in the show, a large original Chippendale cabinet with strong Chinese influence, decorated in gold leaf, selling for £45,000. Other pieces exhibited were in Chinoiserie decor, currently most popular in cream or red lacquer.

M. Harris & Sons, 44 New Oxford Street, London, has a large store and can exhibit many large pieces, always several fine 18th century breakfront cabinets, often the key to an entire room. They handle British pieces made before 1830 exclusively, and are constantly "trading up."

A great conversation piece was shown by Trevor Antiques, 14 Ship Street, Brighton, England—a curved couch in the Egyptian architectural manner, with gold crocodile feet, designed in England after Napoleon's conquest of Egypt.

Harrod's Department Store, Knightsbridge, London, has a general line of medium quality antiques, mainly 18th century British pieces in mahogany.

Similarly, Maples & Company, Tottenham Court Road, London, a leading general home furnishing store, specializes in 18th century British chests, tables, cases and dining pieces in popular priced ranges. Both Harrod's and Maples attend to the crating and shipping from their own workshops.

Two firms which specialize in informal country type furniture are Gilbert Morris & Son, Ffynnongroew, Holywell, North Wales, and C. Toller, 51 High Street, Eton, Windsor, England. Originally cottage furniture, these pieces are in imported mahogany or local oak or fruitwood and are much like American Colonial styles in decor. These pieces are not costly, as they were all made by unsigned artisans, usually the joiner (carpenter) on local country estates. Welsh dressers and cupboards are currently most popular.

Another type of dealer (and there are many such) is The Dower House Ltd. of Cookham Village, Berkshire, England. This attractive display at the Fair is mainly for purchasing by dealers from the owner's large barn where merchandise is stacked as received. From this, and similar shops, items are distributed throughout England, blanket wrapped on common carrier trucks.

Another type of exhibitor is the service industry. Packing and shipping can be ordered through Pitt & Scott Ltd., 1 St. Paul's Church Yard, London, or from Davies Turner & Co. Ltd., 4 Lower Belgrave Street, London, and with branches in many other cities.

For constant information on British and world wide antique furniture trade there are also several publications, including The Connoisseur, 22 Armoury Way, London, Collector's Guide, 167 Fleet Street, London, Antique Collector, 16 Stratton Ground, Victoria Street, London, Apollo, 22 Davies Street, London, and others.

A sophisticated and complex trade, indeed, is the world of furniture antiques, but one in which the impact of American buying has always been important. A trip to the Antique Dealers Fair in June in London is an easy means of investigating the primary market and making valuable contacts. Perhaps there is a place for more antiques in the channels of distribution through American dealers, decorators, or contract furnishers at a good margin of profit on a high unit of sale. (**C**)

SAVINGS ASSOCIATION: A STUDY IN ARTICULATE SPACE AND DESIGN

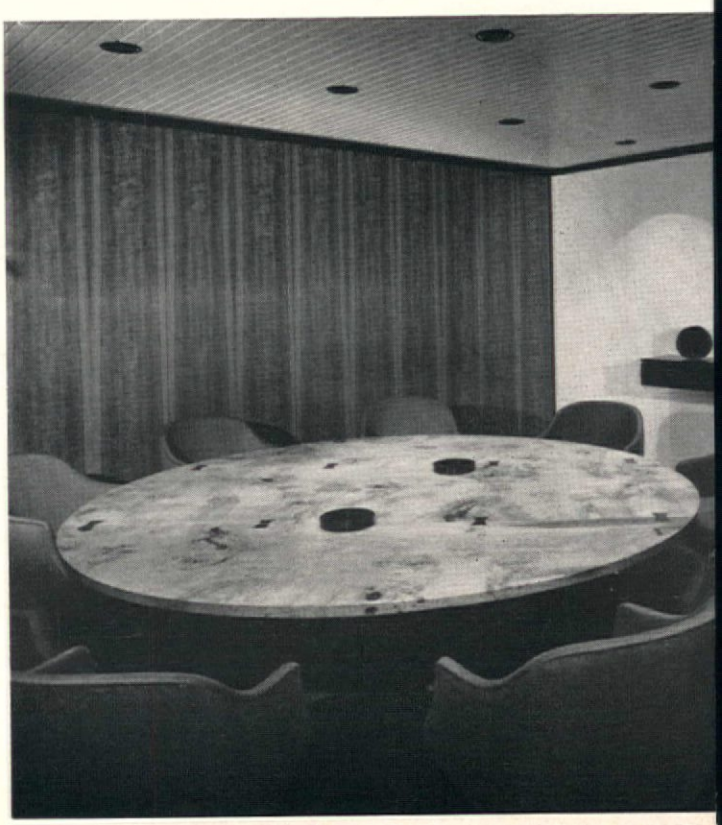
FOR the Cuyahoga Savings Association in Cleveland, Arthur Lawrence Associates relied on a series of related details to produce a unified and lasting impression of refinement and efficiency. Under the direction of Arthur Lawrence Jr., ALA introduced a simple, dignified color scheme to tie together the diverse activities of the bank. Most of the furnishings are extremely simple and are upholstered in rich dark gray, brown, and blue. The off-white drapery and dark gray-brown carpeting repeat the abundant muted and neutral tones used throughout the building.

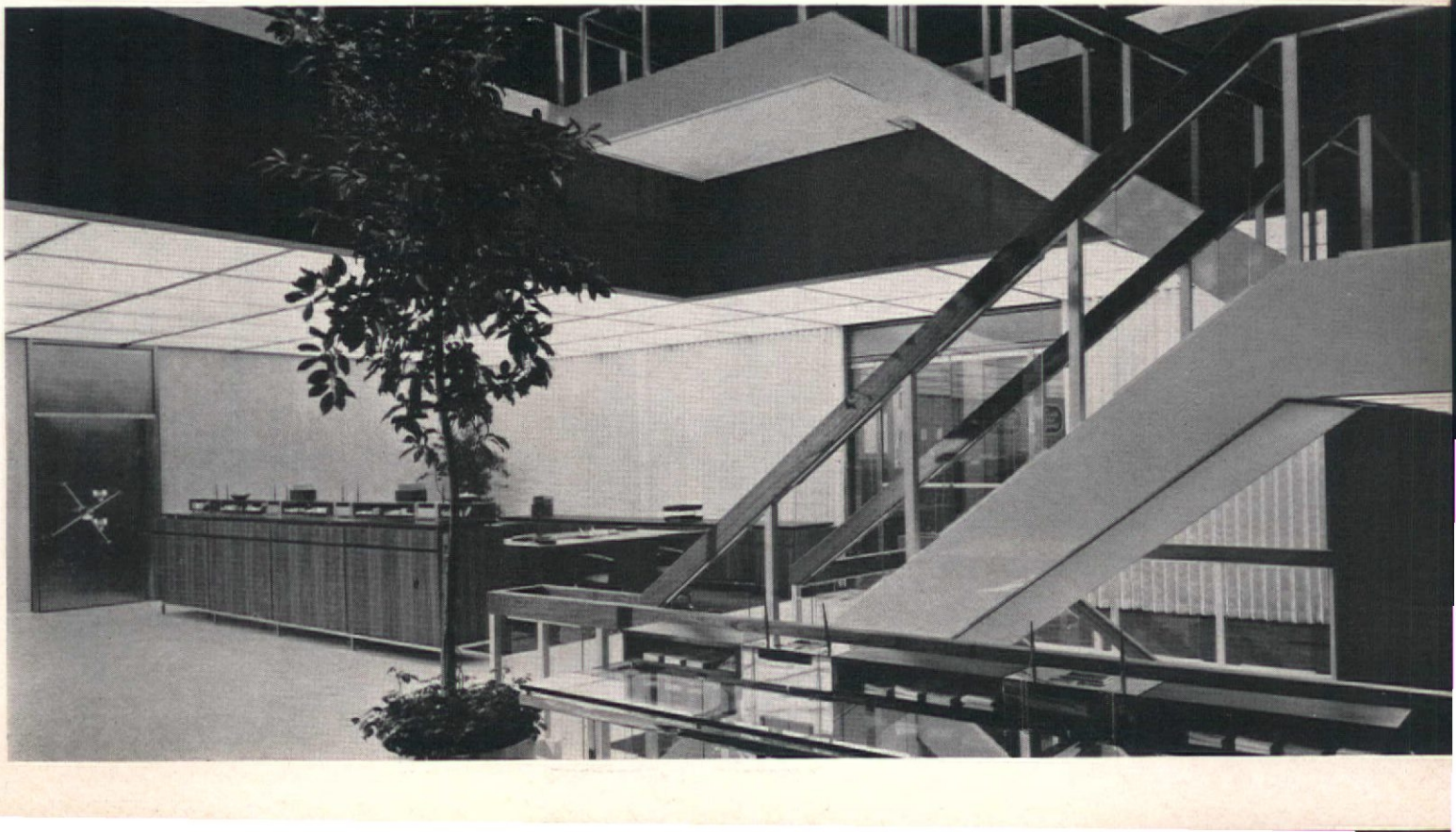
The soft color scheme is contrasted by bright art work supplied by ALA to keep the atmosphere from becoming too somber. These include a stainless steel hanging sculpture with a 12-foot diameter by Harry Bertoia, contemporary paintings from Zao-Wou-Ki, Pierre Soulager, and Peter Sedgeley, as well as a 400-year-old Japanese scroll.

All of these items were included in the plans only after ALA had compiled a 50-page analysis of the needs, work patterns, and traffic flow of the various departments. All of the bank's employees were interviewed before the offices were located and the color schemes and furnishings chosen.

Since he had a free hand in planning the entire layout, Arthur Lawrence Jr. was able to coordinate custom-made furniture with standard units. For instance, he had George Nakashima design an eight-foot-round table in English oak for the board room, located on the mezzanine, which also features blue silk upholstered chairs from Zographos and white silk wallcoverings by Isabel Scott. Wood tops were also used for the polished stainless steel desks designed by James Maguire for the mortgage and loan office, also on the mezzanine.

Other suppliers for the Cuyahoga Savings Association: Cabinetwork and paneling: John Langenbacher. Metalwork: Midwest Iron, Handcraft Metals. Furniture: Harvey Probber, Knoll, John D. Williams, General Fireproofing, Globe Wernicke, Hugh Acton, Albano, Charles Stendig, Helikon. Carpeting: Tai Ping, Molina. Upholstery: Unika-Vaev, Lehigh. Accessories: Smith Metal, Ward Bennett, McDonald, Architectural Pottery, Vomar, Habitat, Omni, Nessen, Leif Wessman. Plants: Delbert Smith, Knoble Florists. Kitchenware: Shenango Pottery, Federal Glass, International Silverware. Wallcoverings: Columbus Coated, Gotham Materials, Woolsuede.





slapdashio?

Not on your life.
It's Robert John's calculated answer to the far-fetches: pared-down nowness. Not an ounce of fat or foolery.
All comfort and form on runners of steel. All wrapped up in Robert John fabrics. Very dry cocktail table poured into glass and architectured chrome. Wood tables, cubed, inlaid, densedged.
Our catalog lists all variations and sizes. We'll send it and/or the furniture with all deliberate speed.
How's that for Robert John room service?

ROBERT JOHN

ROBERT JOHN COMPANY ▪ 821 NORTH SECOND ST., PHILADELPHIA, PA.

305 E. 63RD ST., NEW YORK, N.Y. ▪ 1120 MDSE. MART, CHICAGO, ILL. ▪ DESIGN CENTER, 8899 BEVERLY BLVD., LOS ANGELES, CALIF. ▪ 330 DECORATIVE CENTER, DALLAS, TEX. ▪ 611 FERNANDEZ JUNCOS, SANTURCE, PUERTO RICO

CONTRACT '67

CONTRACT '67 PLANS PROGRAM OF FORUMS, SEMINARS AND PANEL DISCUSSIONS AT ALL-INDUSTRY SHOW AND CONVENTION

A three-day program of varied seminars, panel discussions, and forums, covering every phase of contract furnishing, design, and planning, is being developed for CONTRACT '67, the all-industry show and convention which will take place April 25-27, 1967, at the Coliseum in New York City. CONTRACT '67, which will be held under the joint auspices of CONTRACT Magazine and National Expositions Co., will open its exhibits at noon each day to designers, architects, contract furnishers, commercial and institutional buyers, and other specifiers of contract merchandise. The morning sessions, preceding the opening of exhibits, will feature industry leaders in the fields of space planning, furniture design, lighting, store planning, hotel and restaurant design, plus special sessions on new trends and developments in hospitals, nursing homes, educational facilities, Federal government specifying procedures, training and education of contract designers, and other important subjects.

At this writing, 65 percent of the space in CONTRACT '67—which will occupy the entire ground floor of the Coliseum—has been contracted for. Exhibitors include major sources for furniture, fabrics, carpet, wallcoverings, fibers, accessories, and other furnishings. Among the firms that will be represented are: Acco Products; Acme National Refrigeration Co.; Allied Chemical Co.; Bigelow Sanford Carpet Co.; Borden Chemical, Columbus Coated Fabrics Div.; Brite Lite Lamps; B. Brody Seating Co.; Brunswick Corp.; Burwood Products Co.; L. E. Carpenter & Co.; Chemstrand Co.; Chicago Hardware Foundry Co.; Clark Casual Furniture Co.; Classic Draperies; Commercial Carpet Co.; CONTRACT Magazine; Crown Products Co.; Crown Rubber Co.; Crown Wallcovering Corp.; DeLuxe Fabricators Co.; Design-Tex Inc.; duCor Inc.; E. I. duPont; Durawall Inc.; Etchings, Inc.; Excel Mfg. Corp.

Finesse Originals; Gasser Chair Co.; General Drapery Services; General Tire & Rubber Chemical Plastics Div.; Goodyear Tire & Rubber Co.; Hightstown Rug Co.; Holland Shade Co.; H-O-N Co.; I. V. Chair Corp.; *Institutions* Magazine; International Crating & Container Corp.; Jackson China Co.; Jansko Inc.; Kirsch Co.; Laminated Veneers Co.; Maharam Fabrics Corp.; Marden Mfg. Inc.; McCordi Corp; Metropolitan Furniture Co.; Mohasco Industries; Molla Inc.; Murphy Bed & Kitchen Co.; Museum Prints Editions; Norquist Products Inc.; No-Sag Spring Co.

Oxford Mills Inc.; Painter Carpet Mills; Pictures for Business Corp.; Porter Carpet Co., RCA Service Co.; Rockland Mills; Royalmetal Corp.; James Seeman Studios; Segura Studios Inc.; Standard Coated Products; Stanley Furniture Co.; Stauffer Chemical Corp.; Stephen-Leedom Carpet Co.; Stylume Products Inc.; Sweetwater Rug Corp.; Syracuse China Corp.; TechFab; Timbertone Decorative Co.; Tree Time Inc.; Trend Mills; Tri-Mark Designs; Tropitone Furniture Co.; United Chair Co.; Virco Mfg. Corp.; M. G. Wheeler Co.; Ralph Wilson Plastics Co.; Win Anderson Fabrics; Woodall Industries, Conolite Div.; Lee L. Woodard Sons; Yorkraft, Inc. (C)

CONTRACT '67 logo (top of page) will be used on display easels and other merchandising aids, which will be available to manufacturers exhibiting at the show. The three-day event will be held at the New York Coliseum.

Barwick
Beattie
Cabin Crafts
Gulistan
Magee
Masland
Modern
Mand
Monarch
Morgan
Philadelphia
Thomas Pride Mills
Sweetwater
World
and other major mills
are all solidly behind Poly Bac.

(What did we do to deserve such great backing?)

We gave them the best kind of primary backing possible. Poly Bac—a polypropylene tufting back with distinct advantages over conventional backing.

For example, Poly Bac is impervious to humidity, the major cause of carpet shrink and buckle.

Result: More stable carpet; restretching minimized.

And since Poly Bac has no oils or lignins, there is no danger of surface staining.

In addition, Poly Bac is resistant to insects and bacteria. It's also mildew and odor free. Will not rot, even in below grade installations.

That means a more practical application of carpeting in playrooms, nurseries and bathrooms is now possible.

In effect, Poly Bac not only makes better carpeting possible, it broadens the market potential, as well.

Small wonder so many mills are solidly behind it.

Poly Bac®

Patchogue Plymouth Co.
295 Fifth Ave., New York, New York

Circle No. 60 on product information card

Shampoo basin and storage unit

Reception chair with free-form back

Dryer chair with leg rest extension

Mobile service chair in gay vinyl

KAGAN DESIGNS FOR THE BEAUTY SALON

VLADIMIR KAGAN, prize-winning American designer, took into account the specific needs of the beauty salon before designing Beautiline, a new contract group for Gibbs & Co. After an evaluation of salon problems, Kagan provided comfort where it was needed most, beauty instead of bulk, and introduced bright color and harmonious lines to the functional furniture.

The concept behind the design was to reflect the structural lines of modern architecture and still combine it with the warmth and softness of home. To accomplish these aims, designer Kagan kept the ideas separate in specific pieces but made them complementary and interchangeable. The use of steel and plastics to remove the heaviness of over-stuffed chairs and bulbous cabinetry gives the styling and dryer units light, floating features. A combination of curving lines, rosewood graining, and floral upholstery in the reception model and small service chair tempers the stronger lines of the stabile furniture. The reception chair is also available as a styling chair with a hydraulic base that adjusts to a comfortable working height.

The new line is complete, including the two styling models, dryer chairs with a leg rest extension or free-standing ottoman, shampoo basin and storage unit, styling cabinets with ample mirrors, and a portable manicure table with light attachment. Circle No. 114 on product information card. **(C)**

Styling chairs have slim, architectural lines on hydraulic bases. Booth units, incorporating mirror and storage, are faced in rosewood laminate.

CONTRACT PRODUCTS AND SERVICES

Seating and table unit

A new modular seating and table unit by Myrtle Desk Co.'s seating division features latex foam rubber cushions for maximum comfort, and a wide range of finishes for design flexibility. The table top is white plastic, and the exposed wood frame is available in either walnut or walnut stretcher with mirror chrome legs. Variations of the unit come with one, two, or three seats, with different table tops and corner tables.

Circle 124 on product information card

Wall coating by Velvetex

Armored Velvet, a new luxury wall coating by Velvetex Industrial Corp., is manufactured directly at the site and applied by an exclusive electrostatic process. It is constructed from short nylon fibers—300,000 to the square inch—that are embedded in a pre-prepared surface, at a 90 degree angle, to form a smooth, plushlike pile of uniform density. The length of the fiber can be varied for custom effects ranging from a fine velvet finish to one resembling grass. It can be applied to any size area and to all surfaces that can be painted. Available in 17 colors that are blended for a wide variety of textures, shades, and tints. On the practical side, it is mildewproof, glareproof, and dirtproof, and contains high insulating and acoustic qualities. Shown is Armored Velvet in black with applique fleur de lis, used in the new La Parisenne Theatre in Detroit's Garden City suburb.

Circle 125 on product information card

Self-fastening cabinets

Albert Voigt Industries combines a new system of metal components with its Ambassador line of wood shelves and cabinets to produce a unit which needs no fastening; its own weight retains it firmly in position through tension and gravity. This modular system permits a high degree of design and decorating flexibility. Since no mounting hardware is needed, walls are not marred and pieces can be easily rearranged without damage to walls or floors. Built-in lever adjusters compensate for uneven surfaces and numbered arm brackets along the entire height of the unit permit shelf and cabinet location at all desired heights.

Circle 126 on product information card

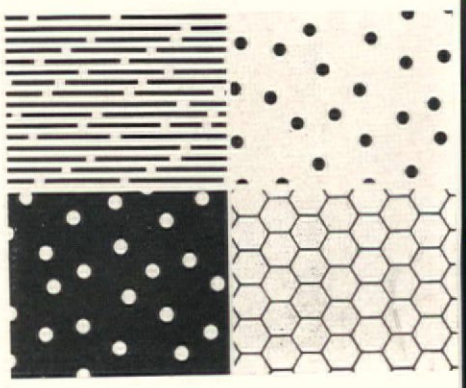
New floor topping

Romalite, a new flexible epoxy terrazzo flooring compound, produces a light weight floor topping suitable for new construction or remodelling. According to the company, Romalite's non-porous surface resists cracking due to floor sub-failure or chemical erosion, and is highly stainproof for easy maintenance. The product is installed at ¼ inch thickness by factory-trained applicators. Available in a wide variety of colors, including combinations of marble or granite chips.

Circle 127 on product information card

Op-art vinyl upholstery

A new op-art collection of vinyl upholstery and wallcoverings that feature the contemporary wet-look, is the latest addition to the extensive line of vinyl designs and textures by J. M. Lynne Co. In addition to the patterns shown, the collection contains black-and-white striped designs and solid black or white patent vinyl coordinates. All are 53/54 inches wide and are backed with sateen for added strength.



Circle 128 on product information card

Posture chair by Emeco

Frederick C. Dyson designed a new aluminum posture chair for the Emeco Division of Standard Furniture Co. that has all the personalized qualities of a custom chair yet offers the savings of a standard piece. The back of the chair adjusts up or down, or tilts for form-fitting ease, and the height of the seat varies from 21 inches to 25 inches from the floor. A one-piece aluminum base enables the chair to withstand rugged use, while foam rubber cushioning on the seat and back insure comfort. Available with foot rung and companion side chair.

Circle 183 on product information card

New Textolite woodgrains

New Textolite surfacing improves the appearance of desks and contract furniture while keeping them extra-wear resistant, according to a company statement. The new line of 51 solid colors by General Electric, are produced in a textured, non-brushed finish with special ingredients that are said to give it extra high durability. The new color line places heavy emphasis on greens, as well as yellows and golds. There are also five new wood grained patterns that feel as well as look like real wood. Because the surface of these laminate finishes are not brushed with pumice the company feels that they will be much easier to keep clean.

Circle No. 129 on product information card

New hand-woven fabrics

Interwoven strands of verel, rayon and flax give Design Tex Inc.'s new casement material the softness of hand-woven natural fiber fabrics, though they are

completely fire-retardant. Shown is Verel Square, a sturdy material with a criss-cross pattern that blends with all modern furniture. The material was supplied for the Swiss Government Tourist Offices in New York City.

Circle No. 130 on product information card

New steel office furniture

New steel office furniture by Lyon Metal Products, Inc., is designed to make versatile combinations of basic components possible. The furniture features slim

straight lines which are accented by the clean angles of legs, drawers, and shelves. A lock in the top controls all desk drawers and insures safety.

Circle No. 131 on product information card

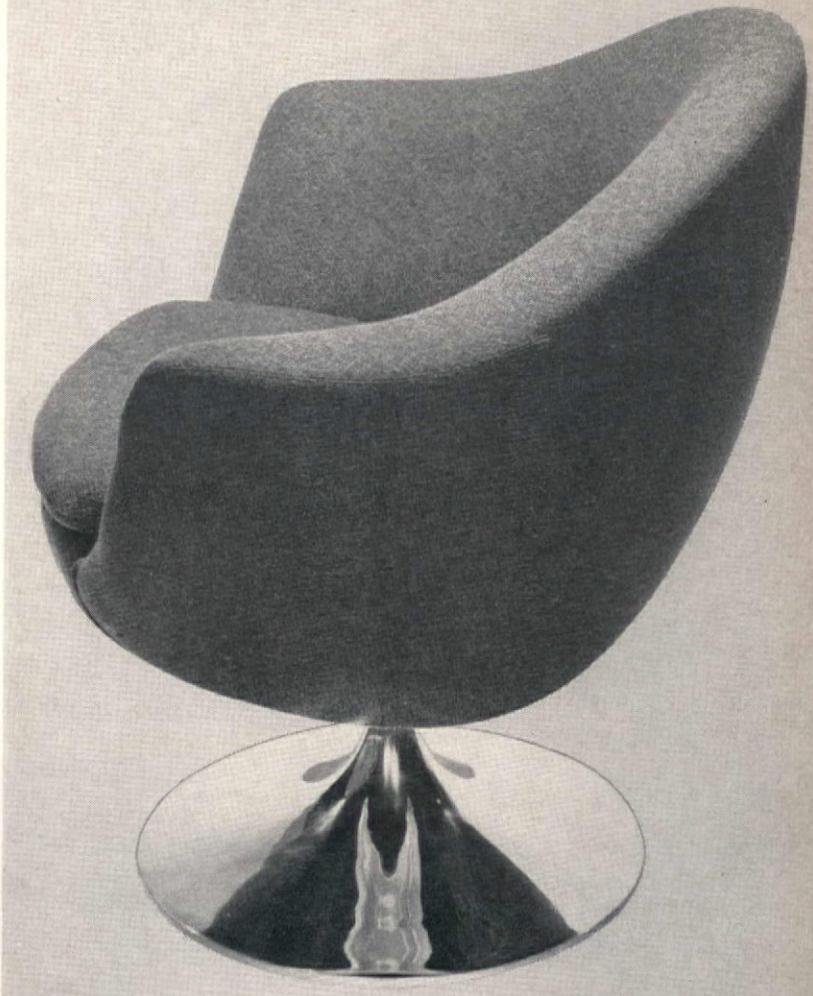
Circle No. 61 on product information card →

THE BALLOON

Comfort with eye-pleasing form and proportion is provided by this fine three dimensional design for multi-purpose seating.

Available with four different standard bases.

Write for literature on business letterhead.



scandix
DESIGNS, INC.

Hunt Country Furniture Inc.
Wingdale, New York 12594

[PLEASE CLIP COUPON TO, OR WRITE DIRECTLY ON, YOUR BUSINESS LETTERHEAD.]

Dear Hunts: Rush me your complete folio showing furniture and custom installations in restaurants, bars and other public places . . . along with price list, terms and other helpful sales information.

MY NAME _____

MY COMPANY _____

ADDRESS _____

(Have you seen Hunt advertising before? ____ If so, where? ____)

Contract furnishers love our Hunt folio

It pictures Hunt Country Furniture installations and gives a list so that nearby ones may be visited. Succinctly it tells the unique Hunt story, why Hunt Country Furniture is ideal for commercial use — provides a helpful selling assist to the contract designer. And it reveals the profitable price picture.

HUNT
Country Furniture
INC

WINGDALE, N.Y. 12594. Phone: (914) 832-3661

The early-American furniture that gets more glowingly good-looking with years of use!

BRANCH SHOWROOMS: (Big inventory, big on helpfulness) Rte 202, Chadds Ford, Pa.; 172 E. Main St., Huntington, L.I.; Schoosett St., North Pembroke, Mass. (Photo below:) Installation at Lake Minnewaska Mountain Houses, N.Y.

PRODUCTS & SERVICES

CONTINUED

Luxury fabrics at medium price range

Collins & Aikman's Home Fabrics Division presents high price boucle, damask, and matelasse fabric at a

medium price range. The new collection highlights multi-colored painted warp fabric and multi-color textured clothskin tweeds and bold modern patterns.

Circle No. 132 on product information card

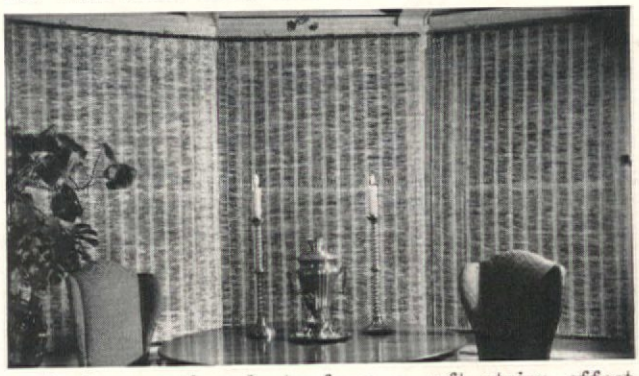
Cement coating to protect masonry

A new sealed in cement coating for spray on use in all construction operations is guaranteed for 10 years by Constructo Chemical Industries, Inc. The manufacturer claims that in addition to beautifying exterior and interior masonry, the new glaze is fireproof, waterproof, chip and peelproof, stain and chemical resistant, and extremely hard.

Circle No. 133 on product information card

Japanese sun shades come to the U.S.

New sun shades by Conrad Imports are designed in Japan to diffuse strong summer sunlight without obstructing the view of the Japanese gardens; they are now available in the U.S. to add an exotic touch to the office. Constructed from Japanese flax, sedge or fine strips of banana leaves, they are tied together when wet with small knots and held by delicately woven



vertical warp threads to form a soft stripe effect. Sun shades come with smooth, hand-rubbed bamboo dowels, in dark brown or medium finish, and brass rings for hanging to ceiling or wall. They can be woven to any desired width.

Circle No. 134 on product information card

← **Circle No. 62 on product information card**

Wrought iron chandelier

The semi-translucent candles in this new four light wrought iron chandelier by Lite Trend division of Halo Lighting, Inc. look and feel like real candles. Other

design features are wrought iron scrollwork, twisted ring and fluted bobeches. Finishes available are old olive, old red and matte black.

Circle No. 135 on product information card

Patterned vinyl upholstery

Oriental-inspired vinyl upholstery from Masland Duraleather Co. has an abstract leafy design on a tex-

tured grass cloth background. It is available in four color combinations in fabric-backed Zephyr, or unsupported.

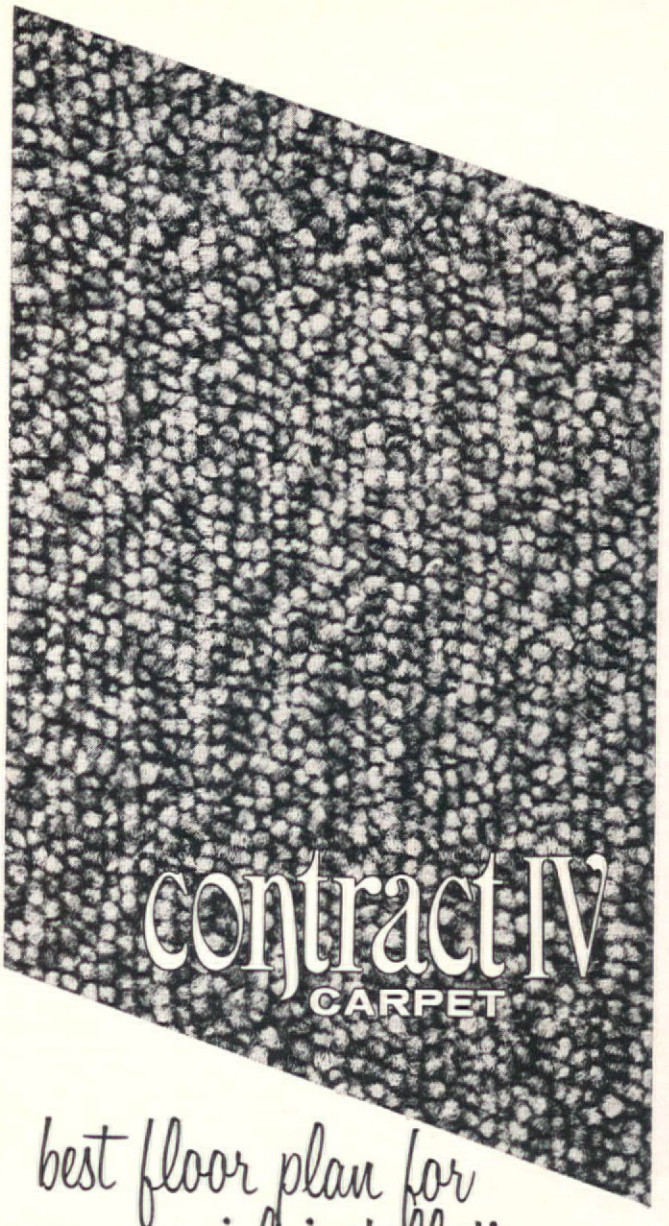
Circle No. 136 on product information card

New commercial clock

Seth Thomas' Acrotyne electric tuning fork movement is incorporated, for the first time, in a commercial wall clock. The new clock features magnetic transmission for chronometer accuracy, and is bat-

tery powered for substantial savings in electrical installations. Available in a 12 inch dial in bronze or chrome finish.

Circle No. 137 on product information card



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

This tough new ⅛-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 15 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.

CM

COLUMBUS MILLS INC.

Fine Carpets... Since 1920

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

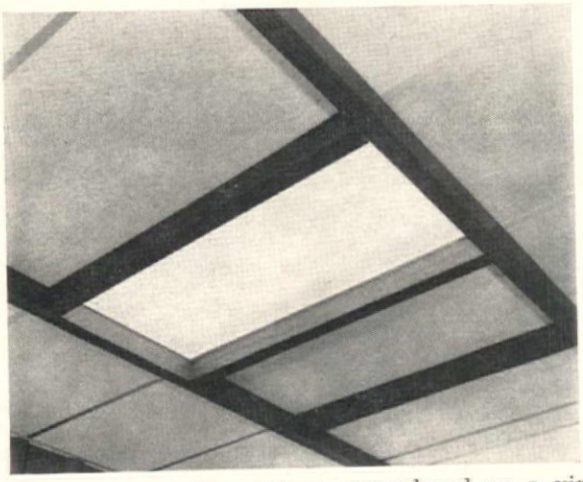
Circle No. 63 on product information card

PRODUCTS & SERVICES

CONTINUED

Woodgrained beams for ceilings or walls

Dark walnut woodgrained beams by General Ceilings Corp. add an attractive design detail to ceilings or walls. Made of hollow steel, the beams feature an au-



thentic walnut grain pattern, reproduced on a vinyl film laminated to the exterior. Available in standard and custom lengths.

Circle No. 138 on product information card

Decorator finish for mirrors

A new decorator finish, old world gold, enhances this recent addition to the complete line of wall mirrors

and sconces offered by LaBarge Mirrors, Inc. Available in 30 inch by 42 inch size or 22 inch by 30 inch.

Circle No. 139 on product information card

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

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

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

A few more facts. We offer you a greater selection of patterns, colors, fibres and weaves of *contract* carpet than you can find anywhere . . . including some exclusive Alexander Smith carpet made to our own specifications.

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

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

N.T.S. National THEATRE SUPPLY COMPANY

Subsidiary of General Precision Equipment Corporation

BRANCHES COAST TO COAST • HOME OFFICE: 411 SETTE DRIVE, PARAMUS, NEW JERSEY 07652 • PHONE (201) 265-2700

Circle No. 64 on product information card

Circle No. 65 on product information card

Monarch presents Image... a transitional collection of fine office and luxury lounge furniture.

See the Image Collection at the NSOEA Show Sept. 29-Oct. 2, McCormick Place, Space 543-545-547.

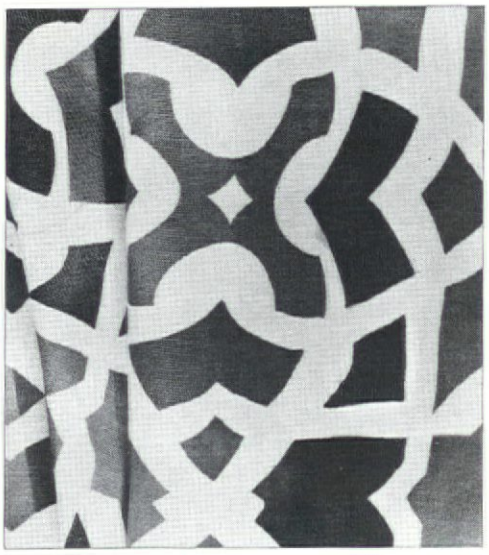
MONARCH
MONARCH FURNITURE COMPANY
HIGH POINT, NORTH CAROLINA

PRODUCTS & SERVICES

CONTINUED

Cotton prints in new color combinations

Rich combinations of offbeat tones and bright fresh colors characterize the new cotton prints by Winn



Anderson. Shown is Lattice, a cotton Brigantine designed for contemporary decorative schemes, and now being exhibited at the new Ja-el Fabrics showroom in New York City. Available in four color combinations.

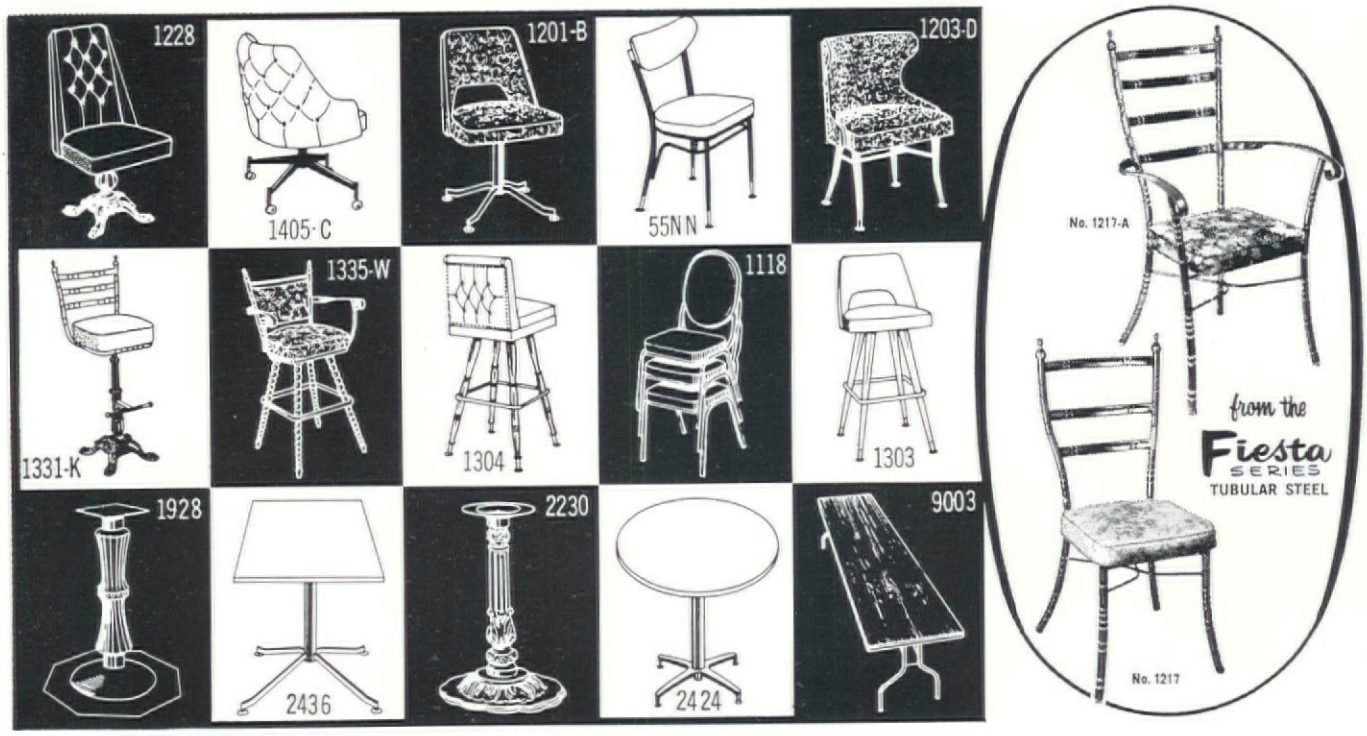
Circle No. 140 on product information card

Vertical cabinet houses electrical equipment

The Toujay tower is a new space-saving design for housing all types of audio and record equipment. Colated by Jerry Joseph for Toujay Designs, the cabinet

features a pull-out tray for recorders, adjustable shelves, and record dividers. Available in teak or walnut finish with ebony or polished brass frames.

Circle No. 141 on product information card



Largest in the West

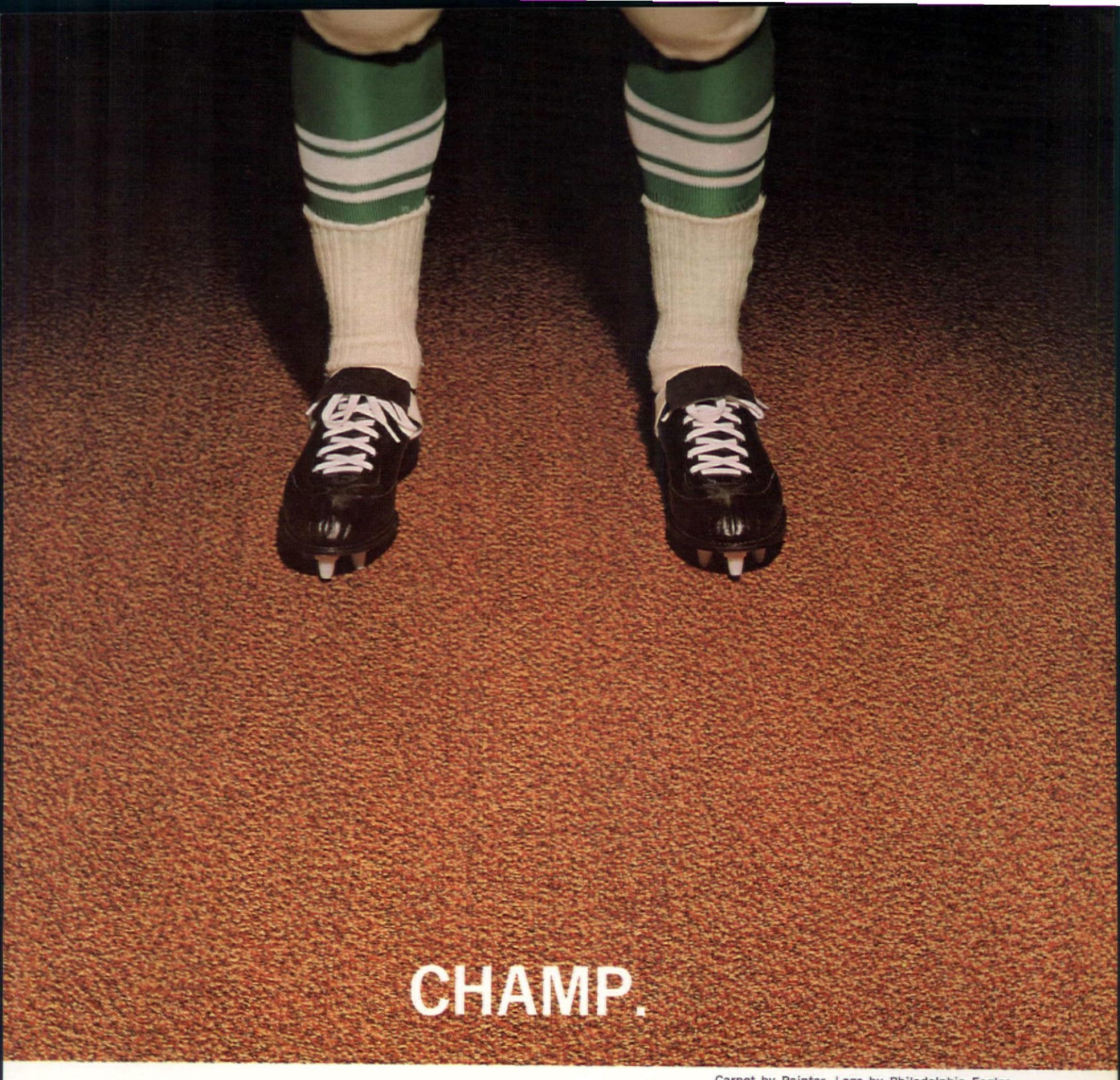
CHROMODERN

MANUFACTURERS OF COMMERCIAL, INSTITUTIONAL AND CONTRACT FURNITURE

4920 S. SOTO ST., LOS ANGELES, CALIF. 90058 • P.O. BOX 58347 • PHONE 583-2323

Circle No. 66 on product information card

Circle No. 67 on product information card →



Carpet by Painter. Legs by Philadelphia Eagles

Five hundred yards of Mariah, Painter Carpets' handsome, brawny, continuous filament nylon tweed, grace the executive offices of the Philadelphia Eagles Football Club.

It seems particularly appropriate.

While Mariah's great good looks soothe frazzled executive nerves, her amazing wearing qualities withstand what may be the ultimate torture test: Enormous linebackers.

But Mariah's a champion in her own right: Probably the most frequently specified commercial nylon carpet in America today. Lots of imitators. All second team.

This highly practical design by Painter Carpets is available in ten gorgeous tweed colors (we'll also custom-dye) and will outwear woven wool qualities selling for two or three times its price. It comes on either JuteWeld double back or high density foam backing.

Send coupon for free sample portfolio of actual swatches in all ten colors, and name of your nearest Painter contract supplier.

And remember. Mariah isn't the only champ on the Painter squad.

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

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

Name_____

Address_____

City_____ State_____ Zip_____

Type of Business_____

painter PC carpets

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. 68 on product information card

PRODUCTS & SERVICES

CONTINUED

Syralite—delicate and durable

Though it looks as delicate as fine china, Syralite from Syracuse China Co. is durable enough for the most commercial establishment. A new body material, called Syralite gives a delicate, thin appearance yet is strong enough for any use. The pattern shown is

Versaille, a continental floral design that enhances the appeal of this almost translucent china whose basic color seems to change with its surroundings.

Circle No. 142 on product information card

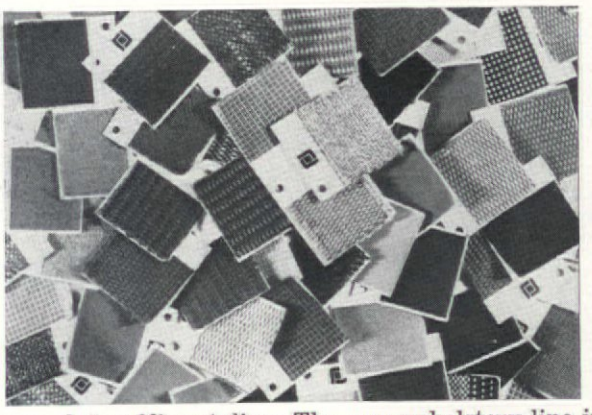
New Polycrest fiber for carpeting

A new type of Polycrest olefin yarn developed by United States Rubber Co. is being used in carpets by Mohawk Carpet Mills and by Alexander Smith. The yarn has been treated for differential dyeing and will give tone-on-tone coloration when the carpet is piece-dyed in a single dye bath. Piece-dying of Polycrest with conventional dyestuffs and procedures allows the carpet producer to pattern his carpet and color lines according to the newest styling trends, according to U.S. Rubber.

Circle No. 143 on product information card

Robert John expands upholstery collection

Robert John Co. has created new color combinations in upholstery fabrics to expand its functional, appealing



approach to office styling. The new upholstery line includes homespuns blended with stripes, overall dots or unusual colors, or fine leather in a range of fully coordinated colors.

Circle No. 144 on product information card

Circle No. 69 on product information card

THE SPANISH INFLUENCE

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

Showrooms—New York and Dallas.

Gasser CHAIR CO.
4136 LOGANWAY
YOUNGSTOWN, OHIO
44504

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

The West Indies Chair

Nassau. St. Thomas. Guadaloupe. San Juan. At hotels, clubs and private estates throughout the Caribbean, you'll find the famous Tropitone West Indies Chair.

The Caribbean is its natural habitat. Hot Humid. Salt Spray. Sunshine and showers.

Where other chairs rot, rust, fade and fall apart, the West Indies Chair keeps its new look year after year.

Why?

First of all, we start with an electronically welded rustproof aluminum frame. Then the entire frame is submerged in an acid bath to etch the metal so the enamel will adhere tightly to reduce chipping. Naturally, we use the new electrostatic spraying system for two complete even coats of satin-finished acrylic enamel. Then, into the oven for 35 minutes at 400° where the finish is baked-on. After that, we lace the frame tightly with over 80 feet of 5/8" extruded vinyl. Then we inspect it carefully, wrap it, box it and ship it. Just think, all this in just 6 to 10 days after we get the order!

If you would like to sell the West Indies Chair too, write us. We'll send you our new brochure describing it and over 60 other coordinated pieces in five distinctive styles.

tropitone

Furniture Co., Incorporated, P. O. Box 3197
6031 General Tinker Ave. • Sarasota, Florida 33578

Circle No. 70 on product information card

RO-AMES CUSTOM WROUGHT IRON LIGHTING

Now you can get the flexibility in wrought iron to fill any design problem. Ro-Ames, specialist in quality wrought iron lighting fixtures can custom design for your every furnishing style... or specialized needs.

Write for a free catalog or the name of your nearest Ro-Ames Distributor.

RO-AMES INDUSTRIES, INC.

RO-AMES INDUSTRIES, INC. CONTRACT/DESIGN DIVISION
1010 Fulton Street, Farmingdale, L.I., N.Y. 11735

☐ Send me a copy of your Catalog
☐ Have your representative call

Name_____
Title_____
Firm Name_____
Address_____

PRODUCTS & SERVICES

CONTINUED

New vinyl has leather luxury

By unique embossing and coloring techniques Airco Plastics Products Division gives Raphael vinyl the elegant look of fine leather while preserving all of the easy-care features of vinyl upholstery. Superim-

posing two colors creates the light and dark pattern and grain of leather and makes the vinyl suitable for use on high-quality furniture. Raphael was the featured fabric on the Thayer Coggin chair that won the AID award at the Chicago January '66 show. It is shown here on Dunbar's elegant new sofa.

Circle No. 147 on product information card

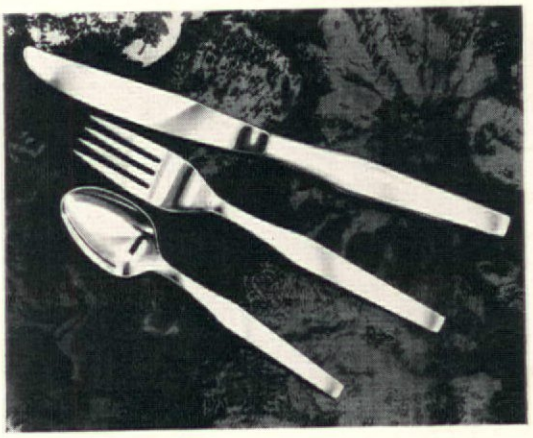
Retractable wheels for wall partitions

Retractable wheels permit Kwik-Wall Co.'s wall panels to be easily rolled into place so that a room can be quickly adjusted to serve different purposes. When in position the wheels can be retracted and the panel locked against the ceiling to appear permanent.

Circle No. 148 on product information card

Utensils for strength and beauty

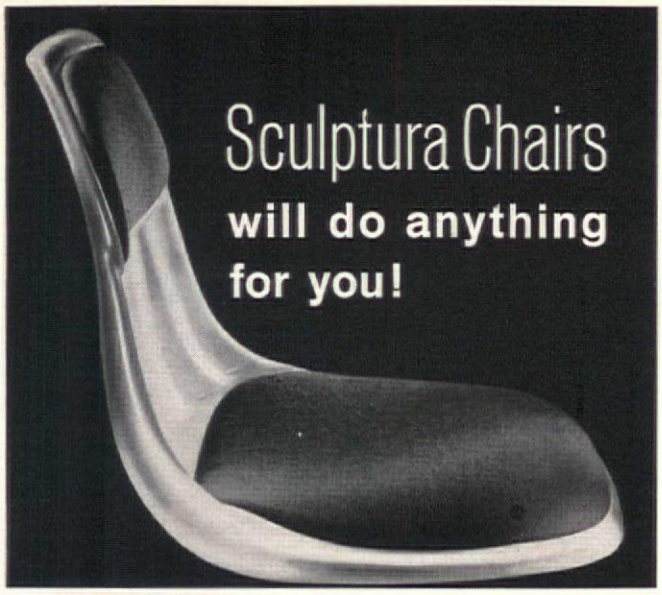
An extra silver overlay on points of greatest wear, gives utensils by Oneida Silversmiths extra strength for contract use, while maintaining the attractive appearance of fine silver. Smooth modern handles



are designed for stamping with name crest of hotel or restaurant. Fork tines are heat-tempered to resist bending and knives have mirror stainless blades.

Circle No. 149 on product information card

← **Circle No. 71 on product information card**

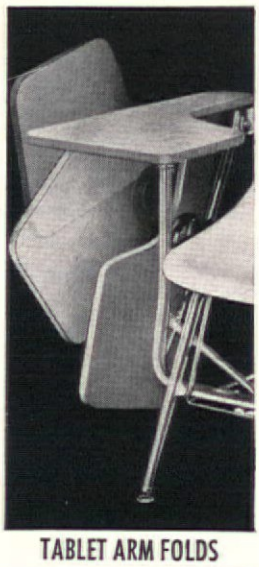


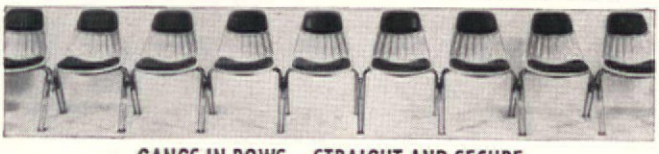
Fiber glass reinforced molded polyester resin shell is sculptured to give beauty, strength, ventilation, comfort, correct posture, and . . .

STACKS

STORES

BEARS ARMS


TABLET ARM FOLDS


GANGS IN ROWS – STRAIGHT AND SECURE

BECOMES MODULAR

MOVES ON PEDESTALS

WRITE FOR FREE CATALOG!
MORE!

Takes On Your Colors
in plush nylons and expanded vinyls . . . in contemporary fiber glass colors . . . or your own upholstery material.

VISIT SPACE NO. 127-129 AT THE N.S.O.E.A. SHOW
Wouldn't you like all the information? Write today. Dept. C9

CLARIN
MANUFACTURING COMPANY
4640 West Harrison Street • Chicago, Illinois 60644

Circle No. 72 on product information card

No. 444

SWIVEL

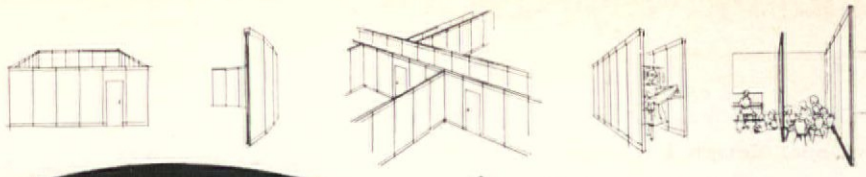
COMFORT, TOO.
Only Brody's superior tailoring know-how can produce swivel chairs with such deep-seated foam luxury.
Examine these outstanding chairs. Pay particular attention to the extra-fine upholstery stitching . . . the comfort-crafted foam seats and backs . . . the flawless finishes of our pedestal bases.
You'll see why only Brody can offer you "Swivel and Comfort" in one chair . . . a real value in seating.

No. 443 No. 442 No. 440

Brody*
B. BRODY SEATING COMPANY
5921 W. Dickens, Chicago Illinois 60639
Area Code 312 889-6000

Circle No. 73 on product information card

Circle No. 74 on product information card



Air Wall PATENTED PNEUMATIC PARTITIONS

LOOK what can be done with AIR WALL pneumatic partitions

AIR WALL'S ... *provide unlimited design flexibility for meeting & dining rooms or educational and assembly areas.*

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

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

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

AIR WALL'S tight seal at the floor and ceiling levels and unique construction features offer a sound control quality never before possible in a portable wall. Available in a wide range of facing finishes to provide fresh and dramatic interior decorations. AIR WALLS are economical – require no installation or erection costs. Ideal for Hotels, Restaurants, Offices, Funeral Parlors, Schools, Churches, Commercial Buildings, etc.

HUPP CORPORATION
AIRWALL DIVISION 8141 E. ROSECRANS AVE., PARAMOUNT, CALIF. 90724

• **Write today for complete information and name of your local AIR WALL Sales Engineer.**

A NEW CONCEPT BY **THONET**

Torso's bold new sculptured look is simplicity itself—just two molded plywood shells joined vertically, turning the conventional horizontal structure of chair design on end. The result? New torsional flexibility, and strength engineered to increase under stress. Torso is simply the latest reason to see Thonet's unmatched diversity in the contract furniture field. For the convenience of single-source buying, Thonet's large selection is *your* answer. Visit Thonet showrooms in New York, Chicago, Los Angeles, San Francisco, Dallas, Miami and Atlanta.

THONET INDUSTRIES, INC. One Park Ave., New York 10016 • (212) MU 3-1230

U.S. Pat. #D203168.
Patent applied for.

Circle No. 75 on product information card

PRODUCTS & SERVICES

CONTINUED

Dimensional design in Amtico vinyl

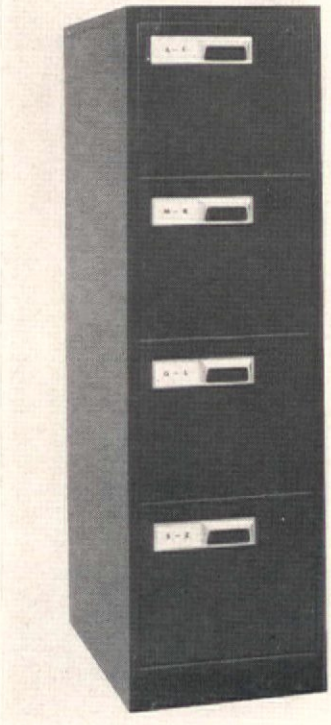
Amtico's new vinyl floor coverings with built-in borders make cutting and installation of separate

strips unnecessary. Shown is the petite pebble pattern that has a three-dimensional look which is said to make scuffs or scratches almost invisible. All of the Amtico floor coverings come in a wide variety of colors to match any color scheme.

Circle No. 145 on product information card

Contemporary styled file cabinets

The trend towards contemporary office styling is extended to filing cabinets in the smooth sleek lines of



this new 280 Series file from H-O-N's VS line. Easy, quiet drawer operation is assured by a 10 nylon-roller cradle hidden in each drawer. Available in several models and colors.

Circle No. 146 on product information card

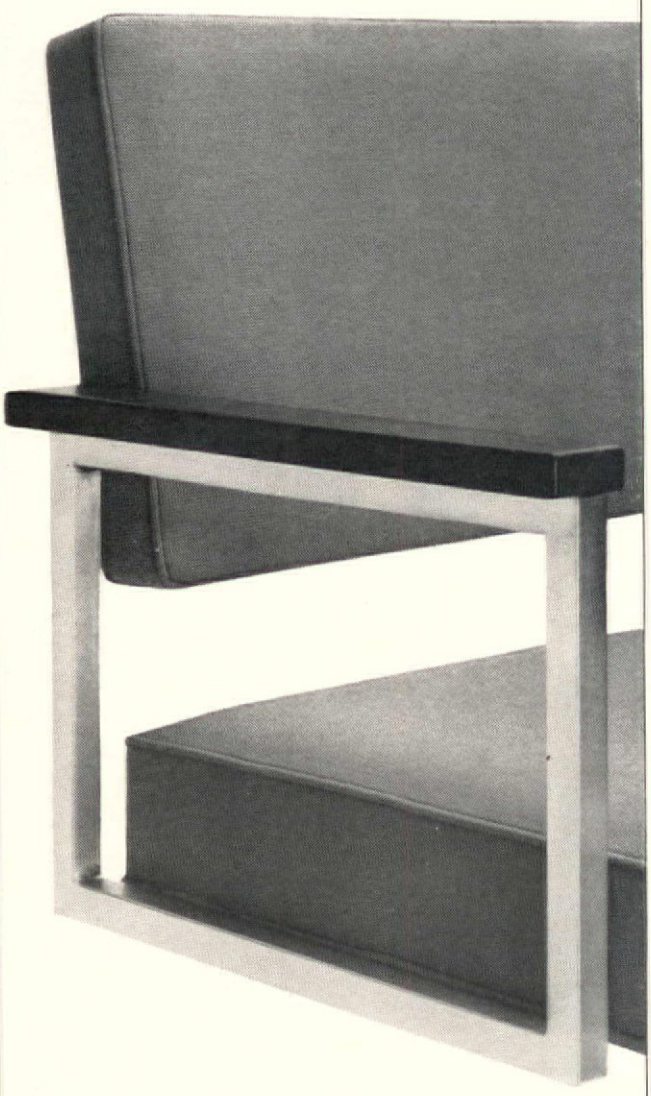
Circle No. 76 on product information card →

Smooth, silent, dependable drapery hardware is ma
describes drapery hardware factured to give last
from MARSHALL McMURRAY, service and quiet, e
quality-designed with every- operation. You'll not
one in mind from architect the difference and yo
to installer. Need com- find yourself looking
mercial, institutional or resi- to MARSHALL McMURRAY fo
dential? This complete line of your drapery hardware nee

1238 WEST FIRST STREET LOS ANGELES, CALIFORNIA 90

EVERYONE'S LOOKING UP TO MARSHALL McMURRAY

The upholstery on our chairs is more than nip and tuck



Carefully tailored upholstery in Sturgis 700 Line chairs is a detail that keeps them showroom-new even after long use. We cut the fabric precisely, then seam and welt it with care for custom-tailored fit. It won't ripple or sag.

Extra care in upholstering is one way we make Sturgis chairs look better, last longer. Deep comfort, precision-made frames and bases and flawless finishes complete the picture. Get to know the look of Sturgis chairs. Write today for a full-color brochure to Department CM-104, The Sturgis Company, Sturgis, Michigan 49091.

STURGIS 700 LINE

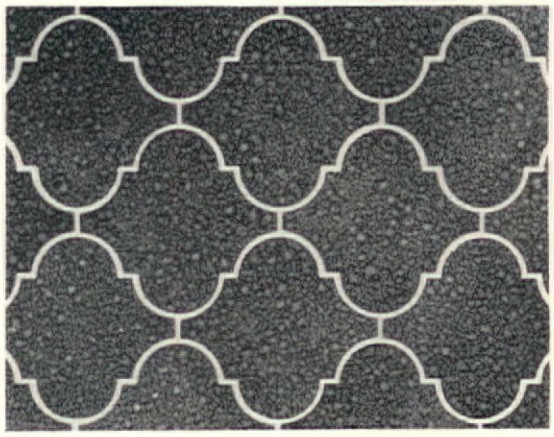
Circle No. 77 on product information card

PRODUCTS & SERVICES

CONTINUED

Textured tiles by Cambridge

New contoured shape Granada ceramic tile by Cambridge Tile Co. gives interesting pattern and an ap-



pearance of depth to floors. Durable glazed surface won't scratch or scuff and never needs waxing, according to the manufacturer. Available in five colors.

Circle No. 150 on product information card

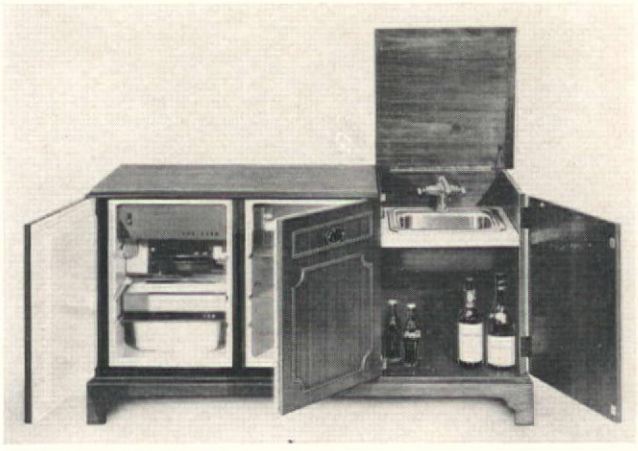
Woodgrained finishes by Formica

Three new laminated plastic woodgrains from Formica, look and feel hand rubbed and come with matched moldings. The highly styled Mediterranean finishes come in either boldly grained or delicate patterns and can be used in either casual or elaborate settings. The addition of these new patterns make almost 200 styles for furniture manufacturers to choose from.

Circle No. 151 on product information card

Refrigerated executive furniture

Sub-Zero Freezer Co., Inc. designed refrigerated furniture for the executive who wants a complete entertainment facility within his office. The model shown is



made of walnut veneer and equipped with a special flip-top and stainless steel sink; optional plastic serving tops are provided with the unit.

Circle No. 152 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

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. 153 on product information card

Hand-Carved Look in bedroom furniture

Basic-Witz Furniture Industries Inc. recalls the day when furniture was hand-carved for true elegance, in their new Spanish - influenced Bosque grouping. Panel headboard has the look of grillework to contrast

with the solid dresser, chest and night table. Pecan veneers in lightly distressed fruitwood finish set off the strong design elements.

Circle No. 154 on product information card

Circle No. 78 on product information card →

When you order fabrics from Boussac, you get delivery of yards

and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards
and yards and yards and yards and yards

before you can say VIVE BOUSSAC

FOR ALL CONTRACT INSTALLATIONS

Boussac of France, inc.

Decoration and Design Building, 979 Third Ave., New York, New York 10022—Tel. No. 421-0534

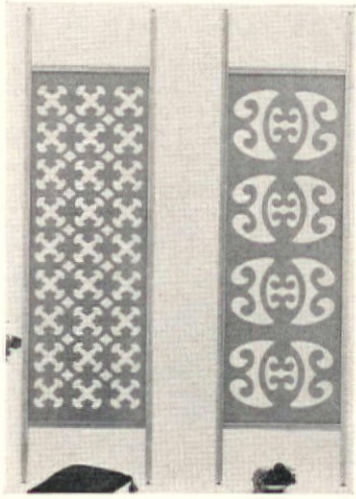
Chicago: Adornment's, Inc., 226 W. Kinzie Street ■ Dallas: Castlebury-Held, 2416 Maple Avenue ■ Los Angeles: Bob Mitchell Assoc., 8844 Beverly Blvd. ■ Miami: Robert A. Schoen Assoc., 108-112 N.E. 39th Street ■ Philadelphia: Joseph B. Croce, 1616 Walnut Street ■ San Francisco: Zuckerman Fabrics, Inc., 445 Jackson Street.

PRODUCTS & SERVICES

CONTINUED

Area divider panels

Mastercarved area divider panels in two new designs are available from Angelus Consolidated Industries.

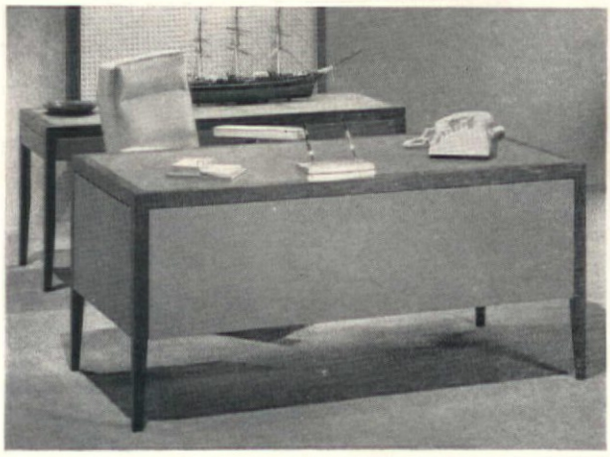


They are 25½ inches wide and 8 feet high with adjustable hardware top and bottom, and come finished in gold on white. Edges are covered on both sides of the panels. Shown are the multiple small patterned Riviera, and the larger design, Monte Carlo.

Circle No. 155 on product information card

Presidential suite by Peerless

A new series of executive furniture by Peerless Steel Equipment Co. puts a rich wood top on a sturdy steel



base for furniture that is appealing yet strong enough for all contract uses. Shown is the Presidential Suite, a new line that is available in a wide variety of colors, patterns and arrangements.

Circle No. 156 on product information card

Attention Sales Representatives: We require representation in many areas—write or call: N. M. Kreizelman, Pres.

GUARANTEE
Full 5 Years
(upholstery, 1 year)
Against Manufacturer's Defects.

completely plastic-surfaced chairs

(Entire frame same grade as table tops)

by

lami-lok®

Write for our latest catalog.

LAMINATED VENEERS COMPANY, INC., 115-02 15th AVENUE, COLLEGE POINT, N.Y.

Folded

...this table stores in just 5".

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

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

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

Solid-as-a-rock, too.

Ideal for multi-purpose rooms and training areas.

For literature, write today.

Howe Folding Furniture, Inc.
360 Lexington Avenue, New York, N.Y. 10017

If it folds, ask HOWE

REGIONAL SALES OFFICES AND SHOWROOMS IN MAJOR CITIES

Circle No. 80 on product information card

Speaking of contract... one word can make the difference between an ordinary and an unusual installation... "related".

Have you seen Greeff's "related" fabrics, wallpapers and floorcoverings?

Greeff
CONTRACT DIVISION

FABRICS / WALLPAPERS / CARPETS

For further details contact
Robert H. Hamilton, Vice-President, Contract Division, Greeff Fabrics, Inc.
155 E. 56th St., New York, N. Y. 10022
Tel.: (212) PL. 1-0200

← Circle No. 79 on product information card

PRODUCTS & SERVICES

CONTINUED

Expanded chair selection

American Chair Co. offers more than 100 chair patterns with complimentary tables to match all design specifications. Available in 14 finishes, the collection includes Italian Provincial, Spanish, Early American, Scandinavian, and Modern designs.

Circle No. 157 on product information card

Executive furniture by Risom

Jens Risom Design Inc. developed this new line of furniture for the business executive accustomed to dignity and prestige. Big bold clean lines form a geometrically solid look and plush cushions and back provide soft comfortable seating. The two base sections are constructed of 4 3/4 inch by 1 3/8 inch walnut panels and may be finished in any of Rison's five standard finishes.

Circle No. 158 on product information card

Coordinated Contract Furniture

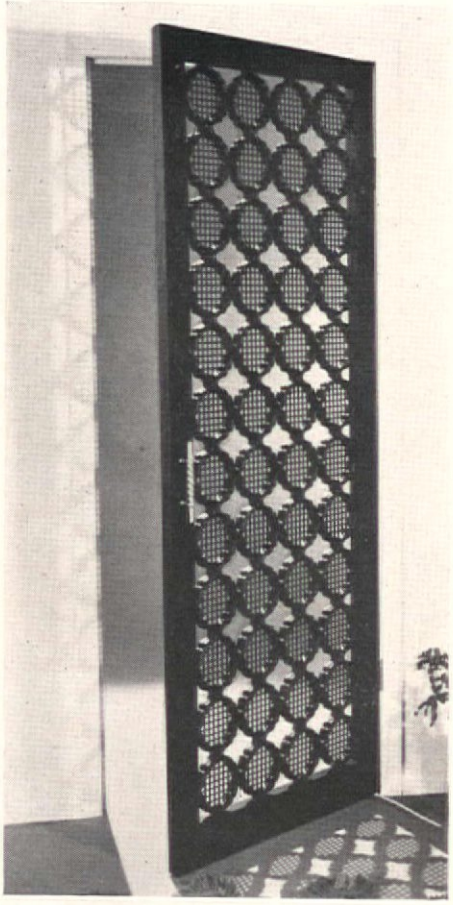
A new contract group of commercial and institutional chairs and module lounges by Star Industries coordinates with the companies extensive line of desks,

tables, and credenzas, for study and comfortable arrangements. Constructed of square steel tubing and finished in chrome or quality baked enamel, the chairs are deeply cushioned and upholstered in a choice of standard vinyl or nylon.

Circle No. 159 on product information card

New Grille Door

Harvey Design Workshop Inc. set deeply sculptured panels into hardwood frames to create a new decora-

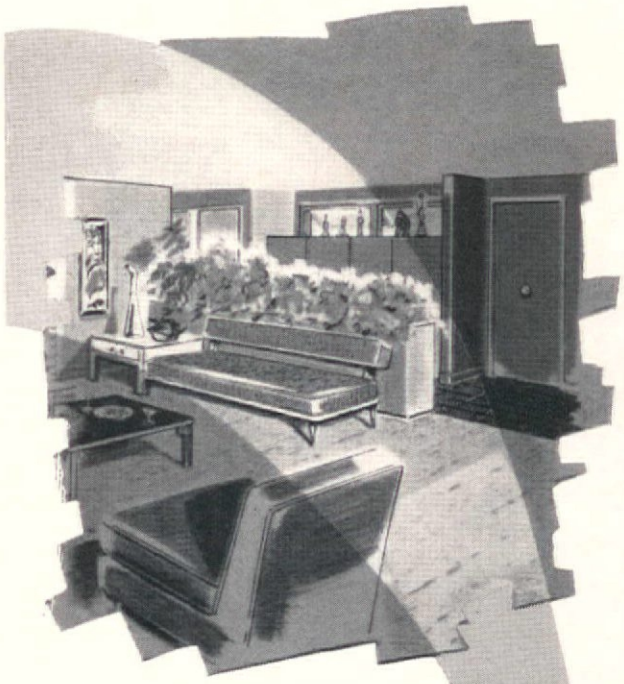


tive grille door. Produced from hand wrought molds, the panels are constructed of durable plastic and sculptured on both sides. Available in open grille or with fiberglass inserts for added privacy.

Circle No. 160 on product information card

OLD

TODAY



NEW

TOMORROW!

with a

"FLEXLIFE"

Over-Night Beauty Treatment

Color your lobby lively, your rooms radiant, your furnishings fabulous with **Flexlife!** No need to shut-down to paint up! **Flexlife** works fast. Colors, covers and conditions all items of leather, vinyl and Naugahyde to brand new beauty OVER NIGHT. **Flexlife** dips deep into materials, leaving them soft and pliant. Never chips, flakes or peels. Surfaces are permanently guarded against acids, alkalis, alcohol, mildew and dry rot. Usually the **Flexlife** treated furnishing can't be told from new. **Flexlife's** uses stretch as far as your imagination. Scratched and scarred sofas are revived to show-room sparkle. Faded folding doors are restored to original beauty. Rips in materials can be patched and color-covered to perfection beyond detection. Change the shade of your vinyl wall paper or create stunning murals that won't wash away. Add new charm to old chairs with distinctive hand-painted designs. You name it! **Flexlife** does it . . . easily, expertly economically. Comes in 26 fabulous high-fashion shades and clear that brush on, roll on or spray on. Why spend a fortune to re-furnish? Give your premises a colorful, new, guest-winning personality with **Flexlife.** See your local supplier or decorating contractor today, or write for further information and color card.

C A H *Another quality product from* industries. inc.

10283 Pacific Ave. • Franklin Park, Ill. 312-678-7975

Circle No. 83 on product information card

← Circle No. 82 on product information card

Circle No. 84 on product information card

In Cleveland America's Newest

Mart

Now Open and Leasing

Permanent Display Space
Trade Show Facilities

The Mart package includes:

Air-Conditioning	Carpeting/Cleaning
Heat/Power	Restaurant
Conference Rooms	In/Out Freight

Uniformed Mart hostesses are in attendance on each floor to show lines when tenant is absent from the Mart display space.

Located in the heart of industrial America, the Merchandise Mart of Cleveland serves a five-state area in the Great Lakes Region. Write or call today for information. Dennie A. Barnes, president.

John Betonte, leasing director
420 Prospect Ave., Cleveland, Ohio 44115
Telephone: 216-771-5566

THE MART IN CLEVELAND

HAND CRAFTED BEAUTY FOR AN UNDYING NATURAL LOOK

The dewy freshness of Barrier Royal Garden foliage lets you bring natural warmth and color to every room you create. Each individual leaf is an original with natural coloration of veining and shape.

Skillfully crafted of non-fading vinyl, Barrier architectural foliage may be used in outdoor arrangements as well as interior settings of unbelievable realism. All are fire-safe meeting every fire code for non-inflammability.

Write today for your Barrier foliage catalogue. Over half a hundred plants and arrangements in natural color.

BARRIER
products division

P. O. Box 430
Mineral Wells, Texas 76067 FAirfax 5-2536

Representatives in principal cities of the United States.
Showrooms in most markets.

Circle No. 85 on product information card

PRODUCTS & SERVICES

CONTINUED

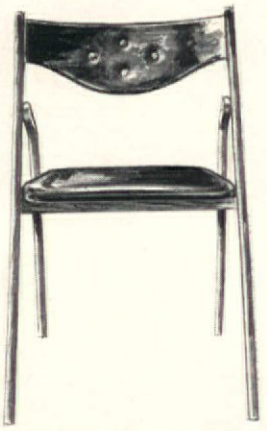
Original art for contract customers

Etchings International, a new gallery/showroom in the Decoration & Design Building, 979 Third Avenue, New York City, offers a varied selection of original etchings and lithographs framed for hanging in a wide

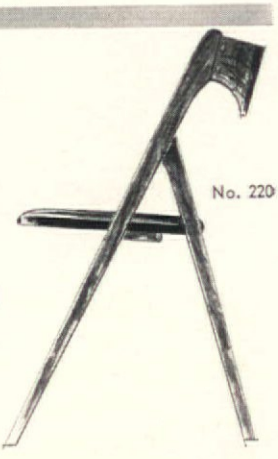
range of settings. All prints are limited edition, signed and numbered originals by artists of high quality among whom may be found Picasso, Dali, and Hogarth.

Circle No. 161 on product information card

IT FOLDS



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



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

Circle No. 86 on product information card

Contract chairs from Hickory

Among the numerous contract chair models from Hickory Chair Co. is this model for hotel/motel

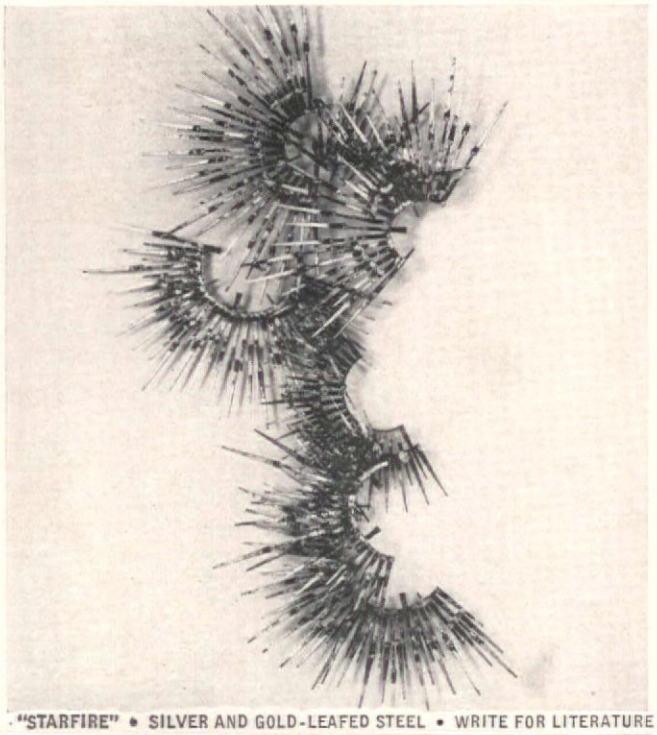
and restaurant installations. Constructed of fine hardwoods with exposed wood of solid mahogany, the chair has a fully webbed base with hand-tied coil springs. A wide selection of top grain leathers and vinyls is available for all models.

Circle No. 162 on product information card

New fabric collection

Decor Loom Fabrics, in a blend of cotton, fiberglass linen, Rovanna and Verel, are available in more than 45 colors and styles for contract use as draperies, bedspreads or upholstery. The vertical multi-stripe fabrics show no match marks, are flame proofed, and Scotchgarded. An extensive collection of samples is available in a large new swatch book.

Circle No. 163 on product information card



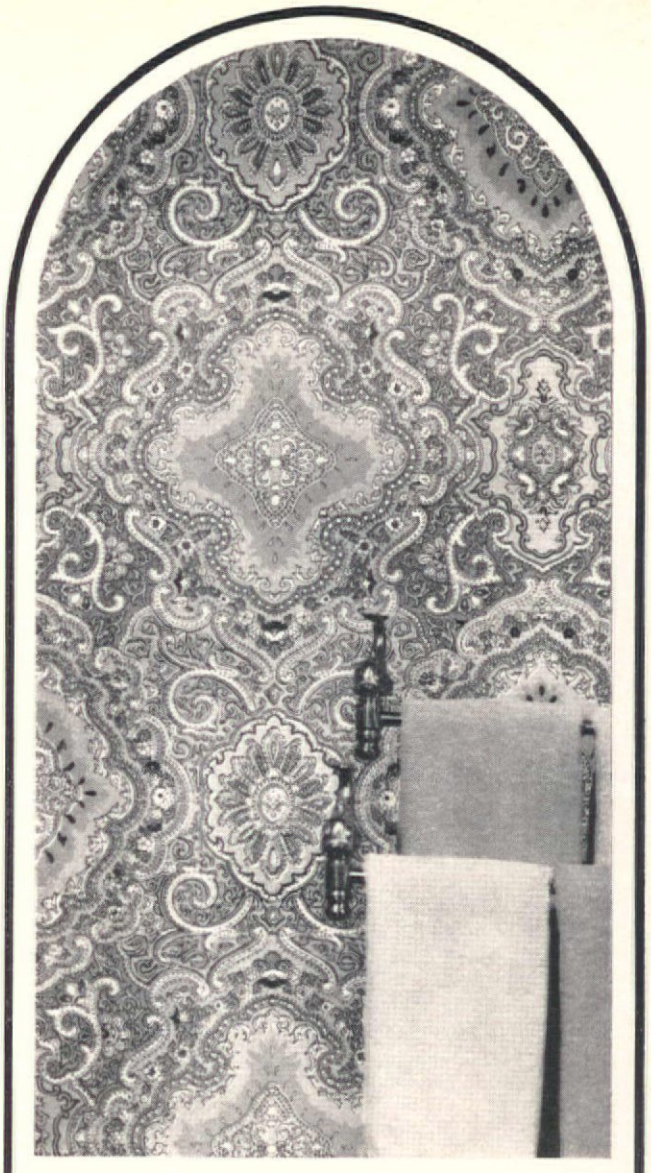
"STARFIRE" • SILVER AND GOLD-LEAFED STEEL • WRITE FOR LITERATURE

WILLIAM Bowie

THE SCULPTURE STUDIO INC.

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

Circle No. 113 on product information card



This is Aladdin

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

THE WARNER COMPANY
DEPT. C-66
CHICAGO: *108 South Desplaines St.*
DALLAS: *470 Decorative Center*

DISTRIBUTORS
NEW HYDE PARK, N.Y. • *Colonial Wallpaper*
LOS ANGELES • *Stockwell* ATLANTA • *Dwoskin*

Warner

wallcoverings

Circle No. 87 on product information card

Circle No. 88 on product information card

New fabric collection

The new Fall '66 line of Stroheim & Romann Fabrics feature attractive traditional prints and soft textures.

The collection includes liseres, textured damasks, cut velvets, and imported prints. Shown is a textured damask with stried ground suitable for modern or traditional decor.

Circle No. 164 on product information card

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

Want to make something of it?
Write: Athol Manufacturing, Butner, North Carolina
A division of Emhart Corporation

Circle No. 89 on product information card

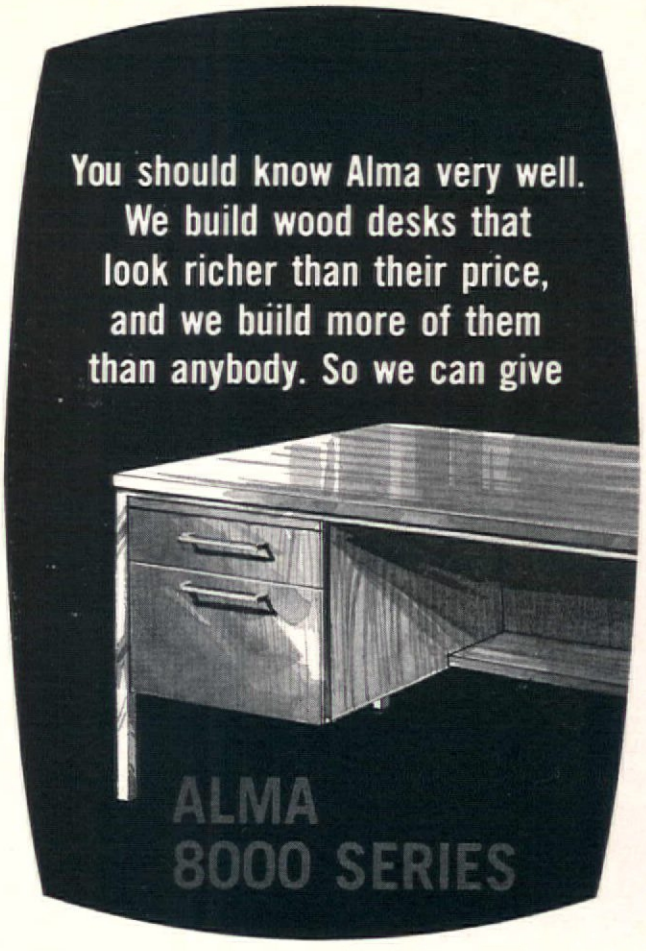
Swivel chair by Brody

A new deeply cushioned swivel barrel chair by B. Brody Seating Co. is designed to meet the needs of the luxury restaurant and cocktail lounge. The

chair is mounted on a polished cast aluminum base with optional ball-type swivel casters or standard nickel and rubber cushion glides. Available with plain back or a sewn channel inside back, both in a wide range of coverings.

Circle No. 165 on product information card

Circle No. 91 on product information card



beautifully proportioned
FLOOR-TRAY LAMP
with
removable
MAGAZINE or
HI-FI RECORD ALBUM
HOLDER

DISTRESSED
and
WEATHERED
WOOD

Write for Complete
Illustrated
Catalog

(On Your Own Business
Stationery Please)

LONDON LAMPS

2651 Manhattan Beach Blvd.
Redondo Beach, Calif. 90278

SHOWROOMS
SAN FRANCISCO:
590 Western Mdse. Mart
LOS ANGELES:
1156 Home Furn. Mart
NEW YORK:
705 Home Furn. Mart
CHICAGO:
1585 Merchandise Mart
ATLANTA:
607 Mdse. Mart
SEATTLE:
643 Pac. N.W. Mdse. Mart
DALLAS:
1030 Dallas Trade Mart

Circle No. 90 on product information card

designs
for
contract

FORMULA TT
designed by
Lawrence Peabody A.I.D.

Send for our catalog . . . a complete line of contemporary lounge and office seating, wood and metal, with complimentary tables.

RN CONTRACT
NEMSCHOFF CHAIRS, INC.
SHEBOYGAN, WISCONSIN

Circle No. 92 on product information card

Humbug! These are the good days. Queen Ann Chairs were never made so good. Interior people have long looked for chairs of different types, *like the Queen Ann above,* that gave attention to design details and yet were built to institutional demands.

Charlotte Chair uses today's technology and over fifty years of yesterdays' experience to build chairs . . . of many moods and designs. If you're looking for a particular chair to capture the character of the room you're designing, look to Charlotte . . . specialists in the fine art of chair making. Just for a start send in for the new Charlotte Catalog today.

charlotte chair company
CHARLOTTE, MICHIGAN

Circle No. 93 on product information card

PRODUCTS & SERVICES

CONTINUED

Modern office chair

Scandix's new Balloon chair features a highly versatile three-dimensional design that makes it suitable for

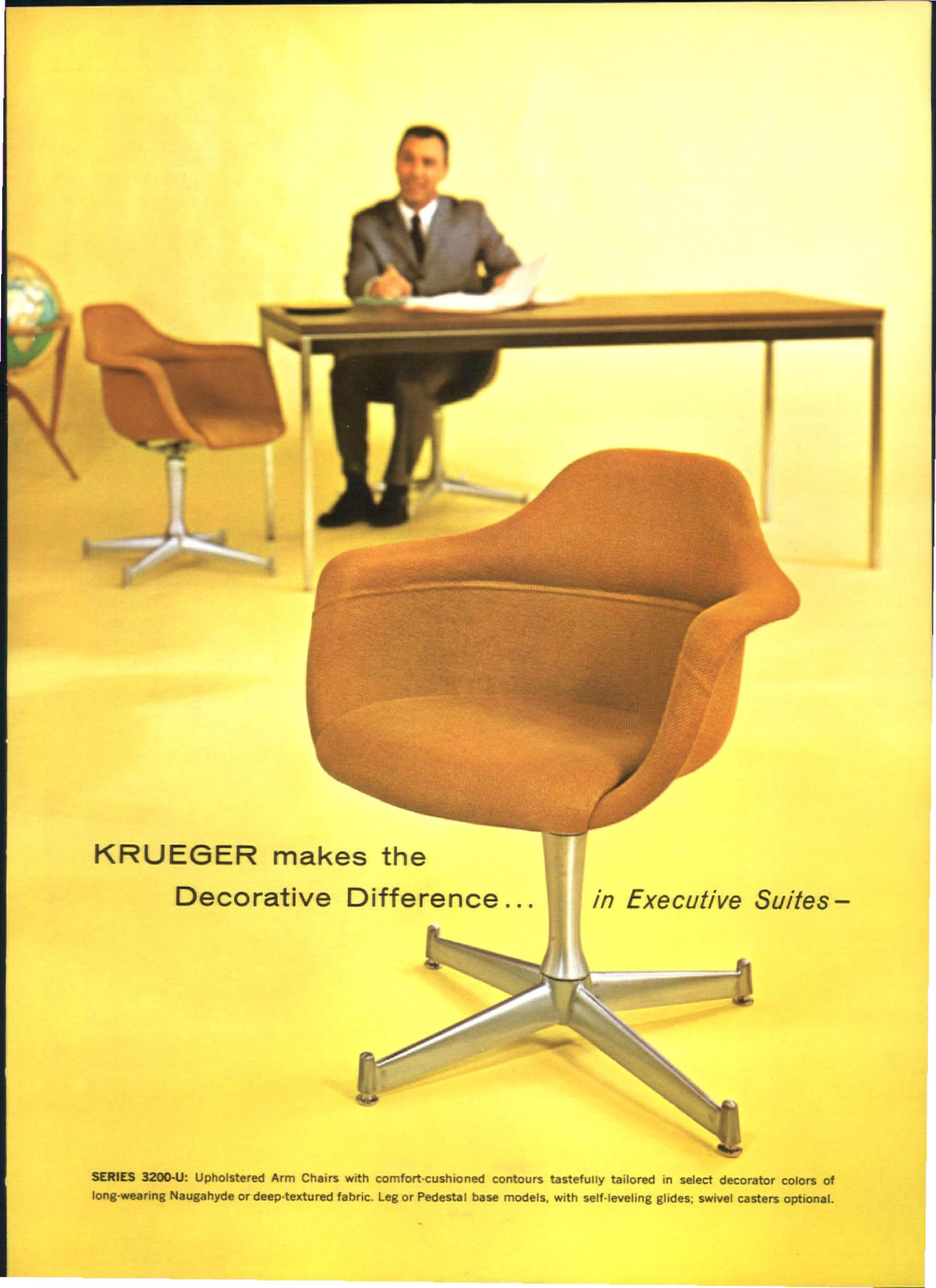
all contract use in a modern setting. Available with four different standard bases and a wide choice of fabric or vinyl upholstery.

Circle No. 166 on product information card

DOWAGER EMPRESS
a Justerna Wallpattern ©

book available through
Stamford Wallpaper Co.
66 Dodd Street
Bloomfield, New Jersey

Circle No. 94 on product information card



SERIES 3200-U: Upholstered Arm Chairs with comfort-cushioned contours tastefully tailored in select decorator colors of long-wearing Naugahyde or deep-textured fabric. Leg or Pedestal base models, with self-leveling glides; swivel casters optional.

MODULAR SEATING — Contemporary designs, flexible in arrangement . . . a most comfortable idea wherever people sit and wait. Colorful contoured fiberglass or upholstered shells plus plastic-top table units, are mounted on smartly-styled cast iron bases in 2, 3 or 4-unit variations—free-standing, ganged in-line or back-to-back.

HOSTESS DECORATOR — Perfect choice wherever acoustics are a problem. Foam cushioned seat and backrest effectively absorb sounds and provide unusual comfort. Sturdy, slim-line tubular steel X-frame folds flat for easy storage. 14 Mix-or-match Naugahyde and textured fabric colors, 5 frame finishes for decorator versatility.

504 STACK CHAIR — Handsome, heavy-duty design of square-tube steel to withstand daily hard use, and stacks compactly away. Seat and backrest are foam cushioned and Naugahyde upholstered in six mix-or-match decorator colors.

6000 STACK CHAIR — Clean, contemporary contours of fiberglass shells, cushioned in foam and upholstered in colorful covers of easy-care, long-wear Naugahyde or Spot-Shed treated, textured fabric. Wide-stance, square-tube legs, in Brushed Brass or Chrome, insure seating stability and compact non-tip stacking for storage.

For a complete look at the Krueger line, use this coupon to request your copy of the new, 38-page full color Catalog.

KRUEGER METAL PRODUCTS CO.
Box 2097, Green Bay, Wis. 54306

NAME.....

TITLE.....

FIRM.....

ADDRESS.....

CITY.....STATE.....ZIP.....

SEE OUR CONDENSED FULL COLOR CATALOG IN SWEETS! (S)

KRUEGER
METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

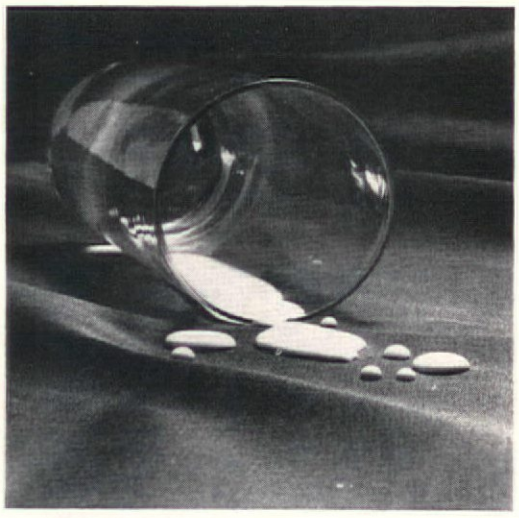
CHICAGO: 1184 Merchandise Mart • LOS ANGELES: 8815 Beverly Boulevard

PRODUCTS & SERVICES

CONTINUED

Fabric protection by Scotchgard

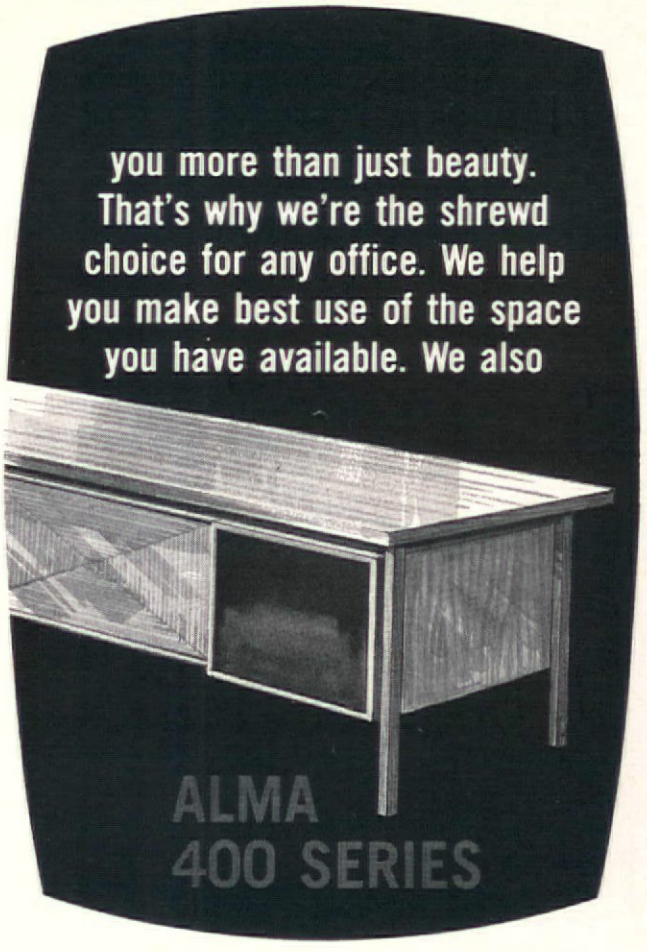
Scotchgard stain repeller protects nearly all fabrics against oil and water. The repeller is ideal for contract



use, especially in areas where furniture must take a lot of punishment. To assist in applying the finish, the manufacturer, 3M Co., now produces a special spraying machine so furniture can be protected easily and rapidly.

Circle No. 167 on product information card

Circle No. 91 on product information card



Circle No. 96 on product information card

Circle No. 95 on product information card

Circle No. 97 on product information card

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

CC CF CLARK CASUAL CONTRACT FURNITURE GREENSBURG, KENTUCKY

Contract Sales Representative and showroom:
Cavallon Associates, Inc.
425 East 53rd Street
New York, N. Y.
Plaza 3-3377

No. 21DT Director's Table—No. 97 Barrel Chairs

SCERBO BOARDROOM FURNITURE

Just one of several director's tables in the distinguished Scerbo DT Series featuring functional beauty and design individuality for the conference room. Crafted in the finest woods, in a variety of shapes and sizes.

Catalog upon request

Frank Scerbo & Sons, Inc. 140 PLYMOUTH ST., BROOKLYN, N. Y.

MAKERS OF FINE MODERN AND TRADITIONAL OFFICE FURNITURE

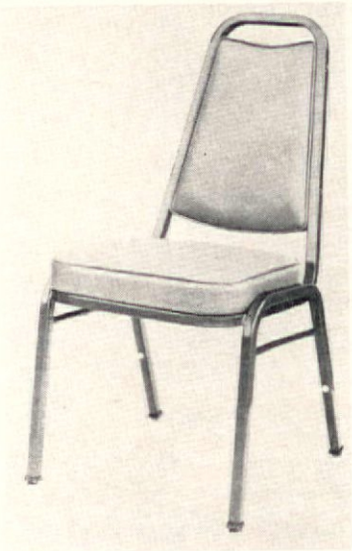
Circle No. 98 on product information card

PRODUCTS & SERVICES

CONTINUED

New stacking chairs

Sturdy construction and high-back styling are features of Virco Mfg. Corp.'s new stacking chair. Easily stored in high stacks, front and rear bumpers insure



non-tipping. Available in chrome or non-electrostatically applied enamel finish in a variety of colors.

Circle No. 168 on product information card

© 1965 V.P. Co.

HAT and COAT RACKS

Combining beauty and quality construction these coat racks are the choice of discriminating users. Attractively finished in Colonial Blue, Fawn Beige, Forest Green and Charcoal Grey with black accents. Available in single, double-face, wall mounted, and add-on units, as well as both hook and hanger styles to accommodate your space and capacity requirements. Pat. Pend.

For complete information send for Catalog V-855

VOGEL-PETERSON CO. *"The Coat Rack People"* ELMHURST ILL.

See us at the NSOEA Show . . . Spaces 525 through 531
September 29—October 2nd

Circle No. 99 on product information card

MANUFACTURERS'

LITERATURE

Herman Kashins explains the history and origin of tole, and describes the firm's more than 200 styles of tole lamps in a new illustrated catalog.

Circle No. 169 on product information card

A new 8-page brochure from Brown-Morse Co. offers color and black and white diagrams of the new Montisa companion cabinets and side files. Illustrations show the most efficient methods to utilize office space.

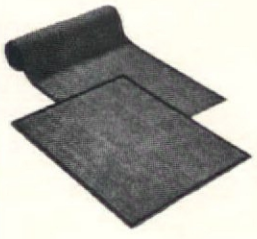
Circle No. 170 on product information card

Complete information on Uniline Corporation's line of dormitory furniture is presented in a handy file form. Individual sheets inserted into the folder show typical unit arrangement possibilities, with dimensioned perspective drawings. There are also construction detail sheets in blueprint form for use by architects and school administrators in specification work, detailed data sheets, and views of typical installations.

Circle No. 171 on product information card

Carpet Cover / stops dirt at the door!

RUNNERS—20-yd. runners 3', 4', 6' widths



MATS—3' x 4', 3' x 5', 3' x 6', 4' x 6', 4' x 8'

VINYL-BACKED NYLON
Mats and Runners

Carpet-Cover at building entryways traps tracked-in dirt, mud, slush, water, and snow. Rugged nylon pile dislodges dirt off boots and shoes . . . reduces floor maintenance cost to an all time low. Permanently fused to a durable, anti-slip vinyl backing. Holds a gallon of water per square yard! Easily cleaned by vacuum or water hose!

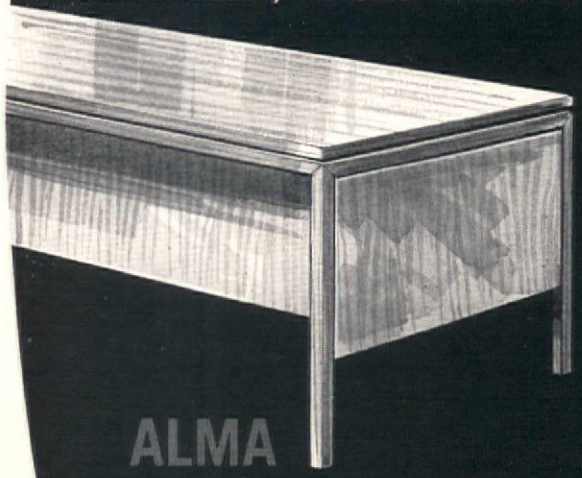
MATTING A PROBLEM? Ask your maintenance supplier about Crown's sponge and solid vinyl, nylon/vinyl, and rayon/vinyl mats, matting and carpeting.

Crown RUBBER COMPANY
FREMONT, OHIO 43420
Phone: 419-332-5531
The Originator of New Ideas in Floor Coverings

Circle No. 100 on product information card

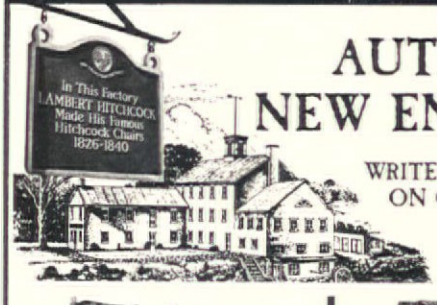
Circle No. 91 on product information card

shape a rim . . . magnificently miter a corner. Luxurious when we should be . . . economical when you want us to be. Modular or conventional, we offer furniture



ALMA
4000 SERIES

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



AUTHENTIC NEW ENGLAND

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

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

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

Circle No. 101 on product information card

Circle No. 102 on product information card

TOLE LAMPS

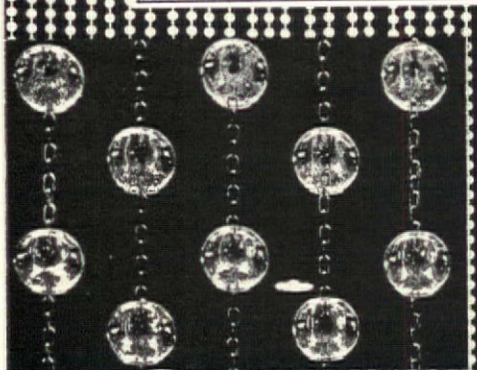
200 Styles

Table lamps, Floor lamps, Ceiling fixtures. All our lamps have metal shades —they are functional and durable for commercial purposes.
Wide spread selections to suit almost every need.

Catalog Available

MAISON TOLE
by
HERMAN KASHINS
Space 518
225 Fifth Avenue, New York, N.Y. 10010

Bead Curtains



Decorative Glass Balls on Chains, all Bead Curtains in Colors and Crystal, Glass, Plastic, Wood, Cork, Custom Made.
Write on your letterhead for brochure.

BEAD ART BY KENBURY
205 WEST 19th STREET • NEW YORK 11, N. Y.

MANUFACTURERS'

CONTINUED

LITERATURE

Philadelphia Carpet Co. emphasises the sturdiness and versatility of its new spike-proof carpet, in a new four-page brochure.

Circle No. 172 on product information card

Two new repeat wallcovering collections by Donald K. Soderlund, and Style Index, Volume Two, are presented in fully illustrated four page brochures by James Seeman Studios, Inc.

Circle No. 173 on product information card

The features and specifications of Sculptura fiber glass chairs and settees are described in an 8 page color catalog from Clarin Manufacturing Co. Illustrated are high stacking chairs, chairs with folding tablet arms and settees with tables in between.

Circle No. 174 on product information card

A new brochure from Moderncote, Inc., a subsidiary of New Castle Products, Inc. uses 13 samples to show flexibility of the company's more than 50 real wood veneer wallcoverings.

Circle No. 175 on product information card

Fully indexed, alphabetically and numerically, for easy ordering, the new 80 page catalog from Hardware Design, Ltd., provides information and illustrations on a complete selection of accessories.

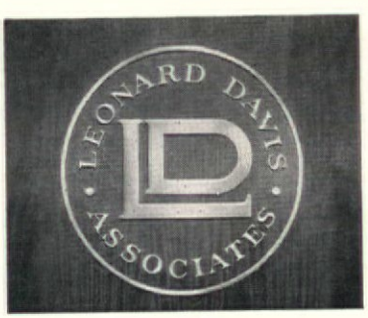
Circle No. 176 on product information card

A new general information booklet by American Cyanamid Co. answers questions concerning carpeting for schools.

Circle No. 177 on product information card

A 20-page catalog from Dusting & Hunt, Inc. carries all series of the D & H line of full flush swinging and sliding metal doors.

Circle No. 178 on product information card



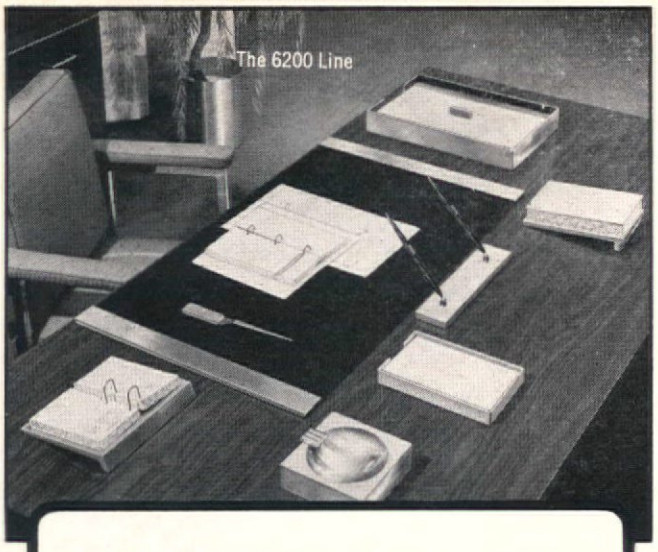
For Identity Plus

Here are the signs, letters, numerals, plaques . . . any size . . . in all metals and plastics . . . flat, bas relief, sculptured . . . mounted on any surface. Stock or custom. Ask for quotations, free Catalog.

USB **UNITED STATES BRONZE Sign Co., Inc.**
Dept. CO, 101 W. 31st St., New York, N. Y. 10001
Serving America's leading Decorators for 40 years

Circle No. 103 on product information card

Circle No. 104 on product information card



High Finish Desk Aids

Skill of the jeweler was required to bring to you the bright mirror chrome finish or the fine glow of satin brass — statuary bronze. A fine desk deserves these pieces.

Write for complete catalog.

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

Circle No. 91 on product information card

to suit the job, including chairs, but only one kind of quality— the finest. And one kind of service— dependable. Only a few of the reasons Alma belongs in your planning right from

ALMA 610 CHAIR

® *Thinwall* PARTITIONS

CHOOSE FROM 32 DISTINCTIVE SERIES

Design with the complete Thinwall modular concept, of unlimited adaptability . . . twenty-one standard decorator colors. Engineered for easy installation and portability.

EXECUTIVE OFFICES
GENERAL OFFICES
INDUSTRIAL AREAS
CONTRACT DESIGN

Write or call for details:

Adanlock-Jamestown Corporation
Jamestown, N. Y. 14701 716 • 483-1551
Chicago Showroom: 1167 Merchandise Mart 312 • 527-0430

Circle No. 105 on product information card

AMERICAN CHAIR COMPANY
SINCE 1887

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

MANUFACTURERS OF CONTRACT FURNITURE, SHEBOYGAN, WISCONSIN
PERMANENT DISPLAYS: Atlanta • Chicago • Dallas • Miami • New York • San Francisco • Sheboygan

Circle No. 106 on product information card

Circle No. 107 on product information card

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

design / construction / installation

DISPLAYCRAFT

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

ESTABLISHED 1872 • IMPORTERS • EXPORTERS

THE OTTO GERDAU CO.

192 Lexington Avenue • New York, N. Y. 10016

HIGH POINT • CHICAGO • CANADA

Otto Gerdau has the styles most wanted by HOTEL • MOTEL • INSTITUTION and HOME fields

Write for new catalog 'C'

Circle No. 108 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

A new Standard Solari publication describes 7 models of direct reading clocks, including 2 fully automated clocks capable of indicating time and date without any adjustment.

Circle No. 179 on product information card

A folder by Barnard & Simmonds Co., Inc. offers illustrations of its custom-designed furniture for contract use.

Circle No. 180 on product information card

Tab indexed for quick reference, the new RCA Full House Line brochure covers the wide range of hotel and motel TV and electronic systems offered by RCA Service Co.

Circle No. 181 on porduct information card

A new 24 page booklet from Customwood Manufacturing Co. offers black and white and tinted illustrations of their complete line of wood grilles, doors and panels for interior use. Booklet contains instructions for simple installation and placing of items, as well as construction details.

Circle No. 182 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.

QUALITY LEATHER PRODUCTS

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. 109 on product information card

CLASSIFIED ADVERTISEMENTS

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

MANUFACTURERS REPRESENTATIVE AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky and West Virginia assured by our successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-351, CONTRACT.

CONTEMPORARY FURNITURE SHOWROOMS, 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-350, CONTRACT.

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-349, CONTRACT.

INTERIOR DESIGNER: We need a highly creative, competent individual with ability to translate clients' requirements into meaningful, appropriate and exciting design concepts. This person must be of proven ability with desire to take part in the growth of an established, progressive office planning and design firm. Our people know of this ad. All replies confidential. Send resume to Box A-348, CONTRACT.

INTERIOR DESIGN-CONTRACT FURNISHINGS business for sale. Established, thriving concern in large mid-western city. Owner will consider management contract and lease of beautiful premises. Grossing near a million with substantial profit. Write: Box A-347, CONTRACT.

Long established bedding manufacturer desires representative to call on hotels, institutions and other contract areas within New York, New Jersey, and Connecticut. Call 212-MA 5-3410, Philip Greenberg.

POSITIONS AVAILABLE: Top design New York manufacturer, heavily specified by architects, has several territories available to manufacturers' representatives giving thorough coverage to contract market. In reply, list lines carried and type of accounts called on. Write: Box A-346, CONTRACT.

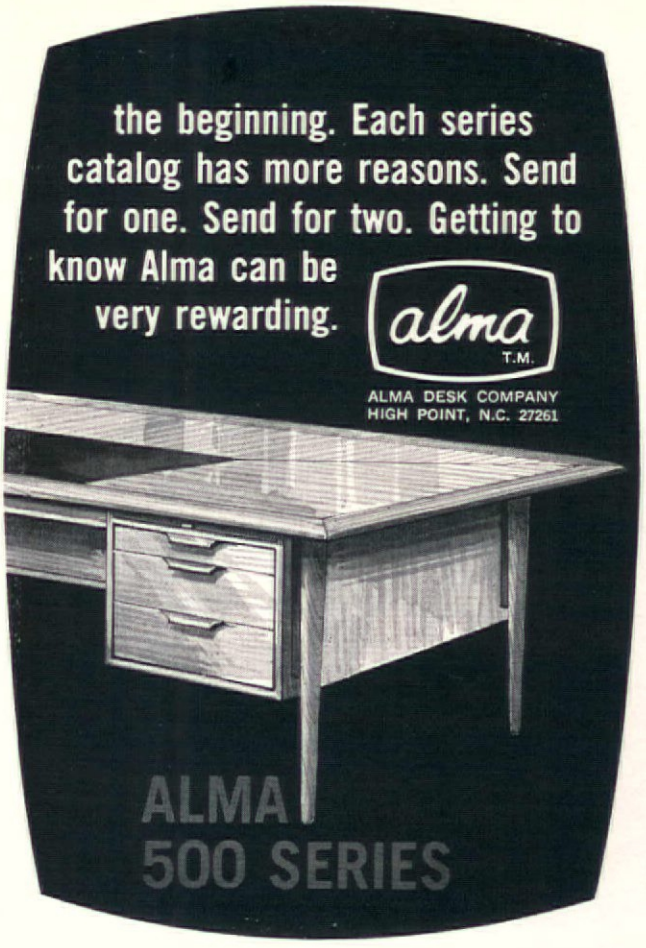
CONTEMPORARY DRAPERY & UPHOLSTERY FABRIC FIRM: Would like to become a division of a larger company. Importer, converter and jobber, volume over $300,000 annually, national sales representatives and distribution, New York showroom D & D Bldg., offices and warehouse NYC, a complete organization, one active principal. Write: Box A-345, CONTRACT.

ADDITIONAL LINES WANTED: Fabric showroom, D & D Bldg., New York City, catering to contract field, interior designers and office furniture firms, seeks additional lines not represented in NYC, preferably wallcovering. Write: Box A-344, CONTRACT.

SALES REPRESENTATIVE WANTED: For distinguished line of decorative lighting and accessories in all areas except New York City. Call on architects, interior designers, specifiers. Showroom not essential. Write: Box A-343, CONTRACT.

MANUFACTURERS' REPRESENTATIVE AVAILABLE: For commercial and institutional furniture lines. Calling on architects, interior designers, as well as dealers in office, college, restaurant, and institutional fields in metropolitan New York City. Write: Box A-342, CONTRACT.

Circle No. 91 on product information card



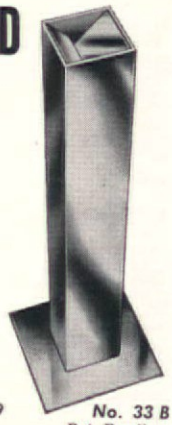
Circle No. 110 on product information card

SQUARE SMOKE STAND

In Hi-Polished Aluminum, Satin Aluminum or Anodized Black. Concealed weighted base. Can be mounted to floor. 3" x 3" x 22" high.

Catalog on Request

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



No. 33

LOUMAC SUPPLY CORP.
Manufacturers and Distributors
327 E. 103rd St. (Dept. C) N.Y., N.Y. 10029
(212) AT 9-5374

No. 33 B
Pat. Pending

Salesmen!

Dynamic sales representatives wanted. Must qualify by experience or otherwise to call on architects, interior designers, and contractors for institutional and government furnishings. Send complete resume to H. I. Tilles c/o John Stuart Inc., 205 E. 58th Street, New York City. Please write, do not phone. All applications will be kept confidential.

ADVERTISERS' DIRECTORY

	Page
Adanlock-Jamestown Corp.	131
All-Steel Equipment, Inc.	5
Alma Desk Co.	123, 127, 129, 131, 133
American Chair Co.	131
American Cyanamid Co.	13, 66, 67
American Lantern	20
American of Martinsville	30, 31
American St. Gobain Corp.	11
Athol Mfg. Co.	122
Azrock Floor Products	16
The Barrier Corp.	120
Berkshire-Hathaway, Inc.	72
Bigelow-Sanford, Inc.	47
Julius Blum & Co.	25
B. Brody Seating Co.	111
Boussac of France	115
Burkart Mfg. Co.	54
Burke Div., Brunswick Corp.	44
CAH Industries, Inc.	119
Cavallon Associates, Inc.	119
Charlotte Chair Co.	124
Chicago Hardware Foundry Co.	50
Chromodern Chair Co.	106
Clarin Mfg. Co.	111
Clark Casual Furniture Co.	128
Columbus Mills	103
Commercial Carpet Corp.	19
Contract '67	45
Crown Rubber Co.	129
Directional Contract Furniture	38, 39
Displaycraft	132
Dow Chemical Co.	34, 35
Downs Carpet Co., Inc.	68
Eastman Chemical Products	27, 28
Englander Co.	17
Fibre-Metal Products Co.	108
Fixtures Mfg. Corp.	26
Flex-O-Lators, Inc.	42
Gasser Chair Co.	109

	Page
Otto Gerdau Co.	132
General Tire & Rubber Co.	40, 41
B. F. Goodrich Co.	70
Greeff Fabrics, Inc.	117
Gregson Mfg. Co.	127
Gulistan Carpet Co., Div. J. P. Stevens Corp.	2
Paul Hanson, Inc.	122
Hardwick & Magee Co.	63
E. F. Hauserman Co.	51, 52
Hercules, Inc.	6, 7
Hitchcock Chair Co.	129
Home Leather Products	132
The H-O-N Company	53
Howe Folding Furniture Co., Inc.	117
Howell Modern Metal Furniture	56
Hunt Country Furniture	102
Hupp Corp., Air Wall Div.	112
International Contract Furnishings, Inc.	21
Jute Carpet Backing Council, Inc.	32
Justema Wallpatterns	124
Herman Kashins	130
Kenbury Glass Works	130
Kentile Floors	2nd Cover
Kirsch Co., Inc.	29
Knoll Associates	69
H. W. Knight & Son, Inc.	4
Krueger Metal Products Co.	125, 126
LaFrance Industries	36
Laminated Veneers Co.	116
London Lamps	123
Los Angeles Period Furniture Mfg. Co.	12
Loumac Supply Corp.	133
Madison Furniture Industries	59
Marlite Div. of Masonite Corp.	24
Marshall-McMurray Drapery Hardware	113
McDonald Products	131
Merchandise Mart	71
Merchandise Mart of Cleveland	120

	Page
Metropolitan Furniture Mfg.	1
Midwest Folding Products	20
Howard Miller Clock Co.	60
Monarch Furniture Co.	105
Myrtle Desk Co.	46
National Design Center	57
National Theatre Supply	104
Norquist Products, Inc.	120
No-Sag Spring Co.	58
Owens-Corning	22
Painter Carpet Mills	107
Patchogue Plymouth Co.	98
Philadelphia Carpet Co.	55
Richardson-Nemschoff	123
Jens Risom	62
Ro-Ames	110
Robert John Co.	96
Scandix Designs	101
Frank Scerbo & Sons, Inc.	128
Sculpture Studio	121
Shelby Williams Industries, Inc.	64
Smith Metal Arts	118
Simmons Co.	48, 49
Standard Electric Time Co.	65
Steelcase, Inc.	33
John Stuart, Inc.	133
Sturgis Co.	114
Synthetics Finishing Corp.	4th Cover
Thonet Industries, Inc.	112
Trend Contract	37
Tri-Par Mfg. Co.	14
Tropitone Furniture Co., Inc.	109
Troy Sunshade Co.	61
U. S. Bronze Sign Co., Inc.	130
U. S. Rubber Co.	15
Vogel-Peterson Co.	128
V'Soske	10
Wallingford Steel Co.	43
Warner Co.	121
Winzeler Stamping Co.	9
World Carpet Mill	3rd Cover

Circle No. 111 on product information ca