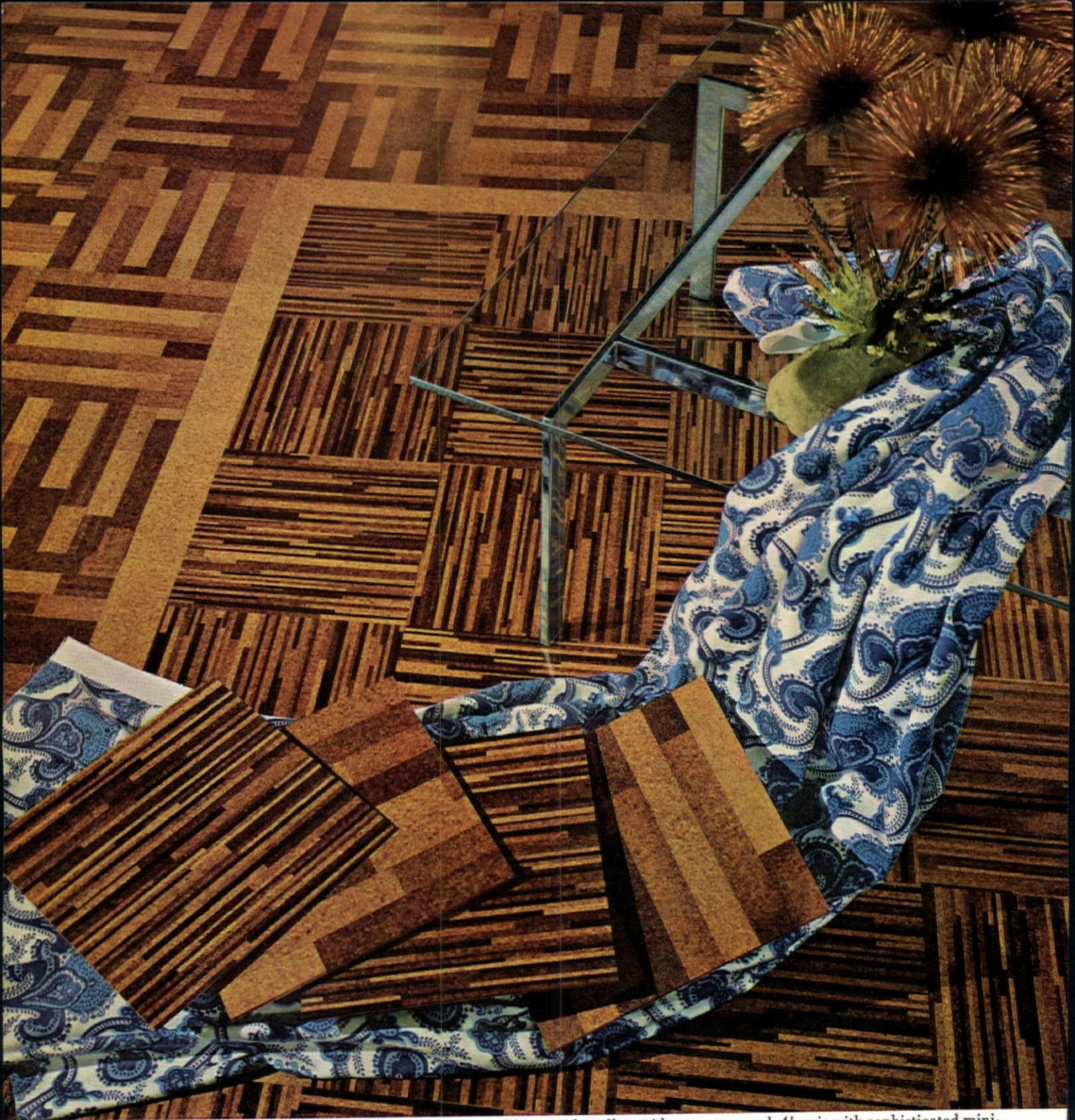


CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



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PORTFOLIO OF NEW OFFICES
INTERIOR ARCHITECTURE: TWO-WAY STORAGE



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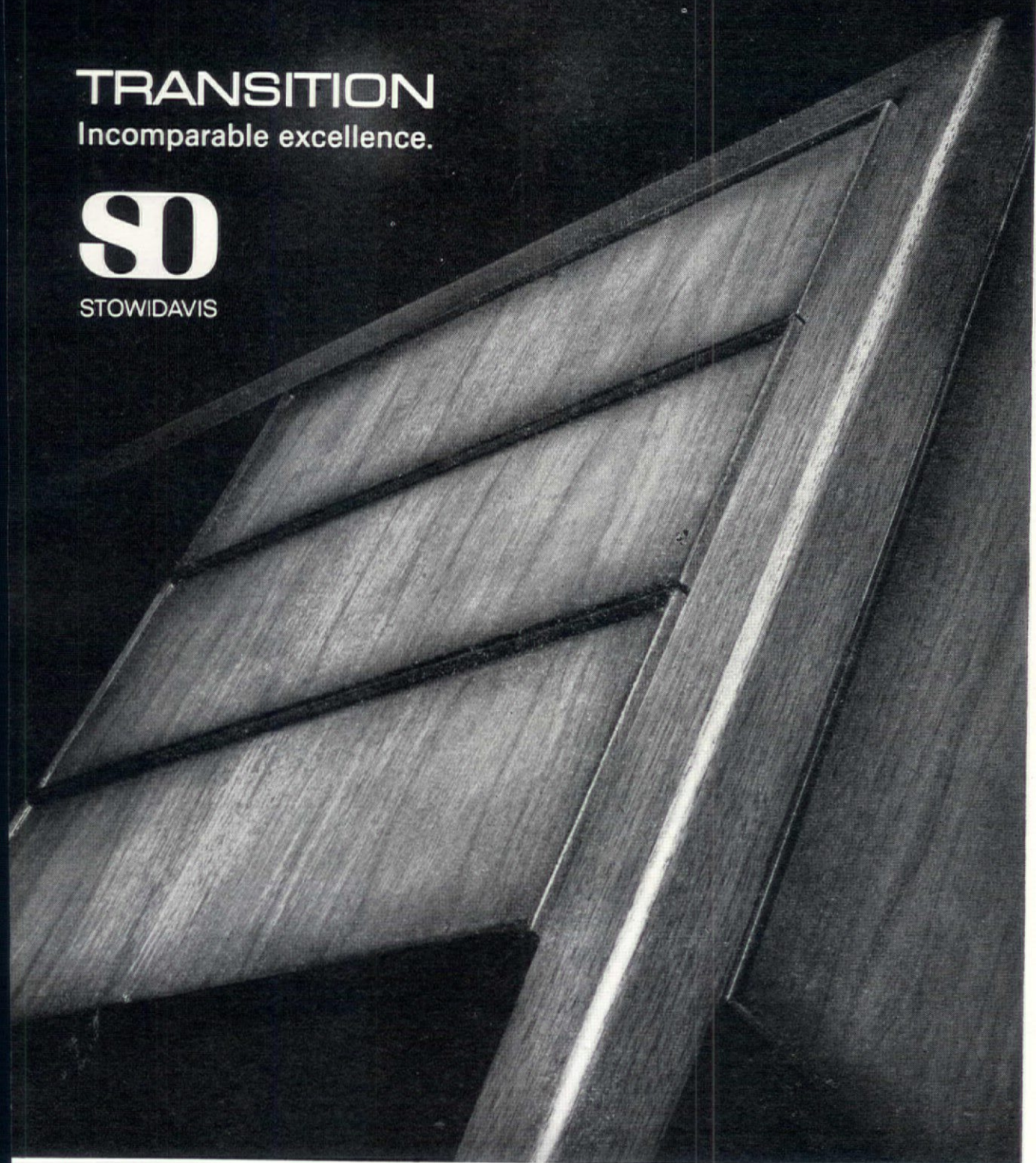
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CONTRACT



The Cover

Lobby of Banco Popular in Puerto Rico keynotes the work of New York-based JFN, Inc.—a fledgling seven years ago, a full-grown specialist today. An account of the firm's spectacular rise starts on page 44.

CONTRACT

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

VOL. VIII, No. 7

JULY, 1967

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

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COMING IN CONTRACT

AUGUST—Lighting—basic facts for the contract designer are covered in two important articles: one on prismatic lighting, the other on polarization. Plus—a guide to new Lamp and Lighting lines; Mid-Year Product Review of contract furniture, furnishings, accessories, and services.

SEPTEMBER—Designer's Notebook—second in our continuing series is devoted to Shop Drawings. Restaurants—a portfolio of new installations.

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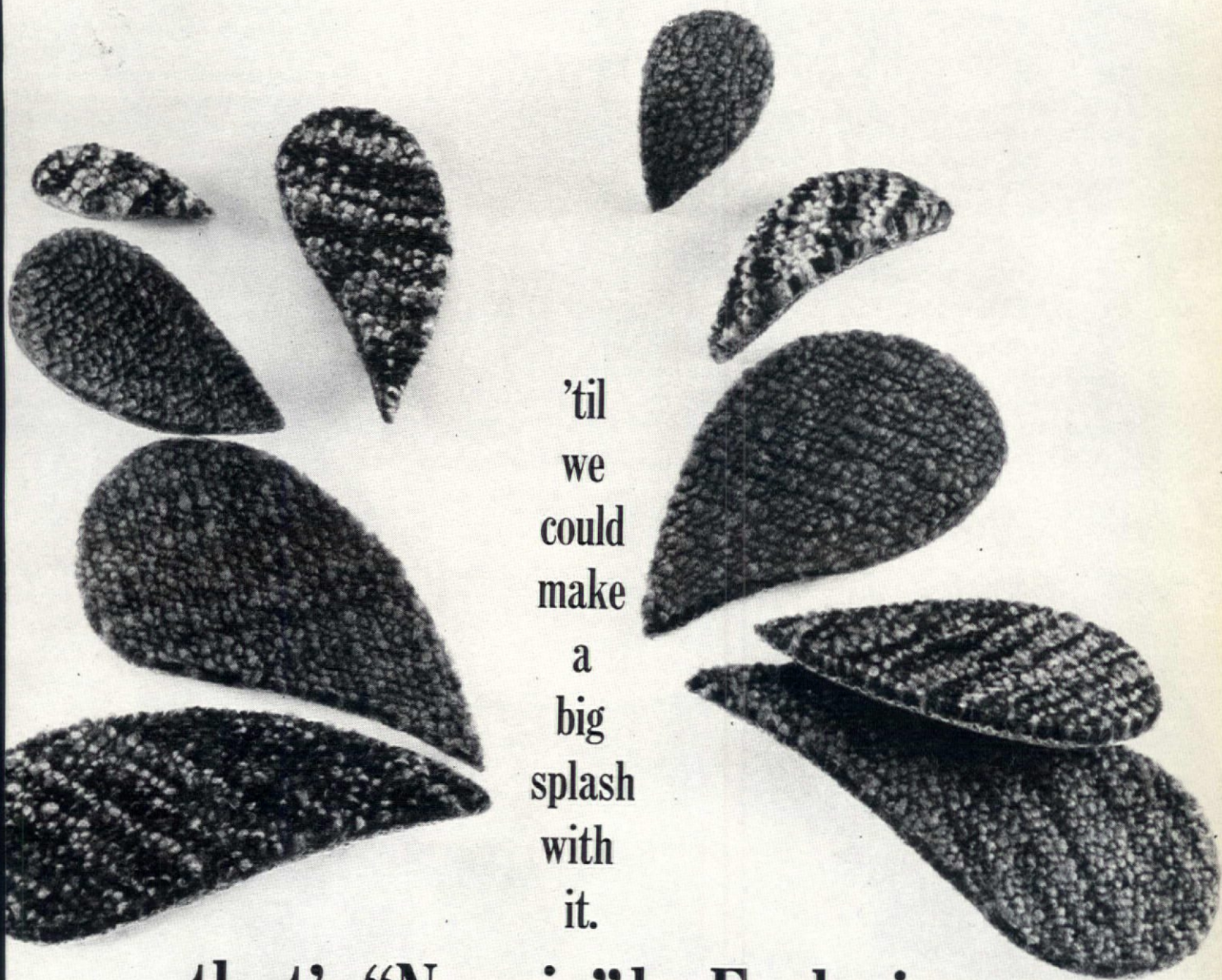
All upholstery and drapery fabrics available with . . .



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Circle No. 4 on product card facing P. 77

Everybody had the fiber for contract, but we waited



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we
could
make
a
big
splash
with
it.

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carpeting that won floor-space for itself in color-hungry homes across the country. Suddenly, Splash! We're in con-
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the man who created an island of carpet color when no-color was all you could see across the big broadlooms. That's
ur new "Navajo" for contract is all about. And, if you can't find your way in our 22 standards, we'll splash on a special
ation for you at lower than average minimum yardage. How about it? That's Exclusive.

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LETTERS

More on CONTRACT '67

Dear Sir: We eagerly anticipated the May issue and are pleased to find the CONTRACT '67 seminars in print. This type of editorial support is the hope of educating the consumer and the professional. As a practicing professional, I want to express my appreciation for your pioneering in publicizing such guidelines.

LORENE ALLISON, President
Lorene Allison Associates
Dallas, Tex.

Dear Sir: Thank you for sponsoring CONTRACT '67 exposition in New York City. Three members of our firm, representing management, sales, and design, attended the seminars and exhibits at the Coliseum.

DUNCAN S. MARTIN
Martin Business Furniture, Inc.
Albany, N.Y.

Dear Sir: I want to thank you very much for your excellent CONTRACT '67 Show that you had in New York during April. It was very delightful

and the seminars were unusually good. I think if you are to continue this next year, your attendance will be even greater, and of course, the show also.

H. E. GLAVE
Executive Vice President
Thalhimer Industrial Sales Corp.
Richmond, Va.

Dear Sir: I am pleased to advise you that we found the attendance at CONTRACT '67 excellent. We also found a sincere interest on the part of all the viewers in the products that were exhibited. I consider this show one of the best of its kind and will consider exhibiting at your next event.

N. M. KREIZELMAN, President
Laminated Veneers Co., Inc.
College Point, N.Y.

Dear Sir: May I say what a successful show you ran at the Coliseum and how pleased we all are with the number of fine inquiries.

MARY S. PARKER, Vice President
Parkwood Laminates, Inc.
Wakefield, Mass.

Important factor

Dear Sir: We believe CONTRACT Magazine is an important factor in the field

of commercial design and we appreciate the contribution it is making further professionalism and high standards in this field.

MICHAEL D. ASNER, AIA,
Director of Design
Koch Associates
Baltimore,

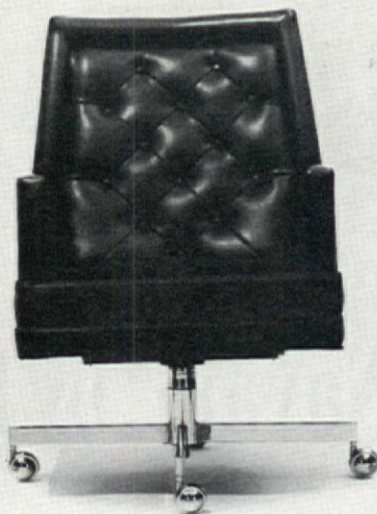
The writing on the wall

Dear Sir: I very much enjoyed your May 1967 issue, particularly the article "Partitions and Wall Systems." The entire subject of interior architecture has received far too little coverage in the architectural and design press.

The partition systems business has undergone enormous changes in the last several years, which Robert Malone carefully analyzed in the article and presented in a very comprehensive and interesting manner. and our clients recognize that the current state of the industry is far from perfect, but we feel that such analytical reporting and the comments derived from it will go a long way toward enabling us to better serve the architectural needs of this era.

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in Dauphine, next to greenish bronze in Fargo, next to greenish gold in Linwood, next to greenish Natural in Tweed, next to greenish gold in Lancia, next to greenish

in Sterling, next to greenish Loden in

Tweed, next to greenish Topaz in Sorrento, next to greenish Oro in Tuscany, next to Moss in Tweed,

next to Lynn Green in Sturbridge, next to Ivy in Pelham, next to greenish Linden in Tweed, next to greenish Lichen in Laramie, next to Avacodo in Pelham, next to sap green in Laramie, next to Sprout in Fargo, next to spring green in Korvel, next to Empire Green in Korveau, next to green in Tanglewood, next to olive in Sterling, next to olive in Super-X, next to a lot more we don't have room to mention.

Now, after you've got the right Koroseal green to go with that red rug, suppose you find your big executive really wants blue upholstery.

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POINT OF VIEW



By Lawrence Lerner
President, Saphier, Lerner, Schindler, Inc.

TECHNIQUES OF PRESENTATIONS AND THEIR ROLE IN THE DESIGN PROGRAM

One of the essential vehicles of design development is the presentation technique. Perhaps we may be accused of using "Madison Avenue" tricks by applying showmanship and staging an elaborate production, but any method that enables us to succeed in conveying our ideas, measured in terms of client needs, is legitimate.

We at SLS start with the premise that an idea is perishable, that it is delicate and sensitive to time changes and personal moods, to general psychological conditions and physical surroundings. We also regard an idea as flexible, tentative, and open to several interpretations. Until the design of an interior is brought forth into the world of spatial reality it is vulnerable. The designer's final concepts, however, have to be crystallized in unequivocal, tangible terms. There must be no room for confusion.

For this reason, license in rendering should be limited. Techniques must be straightforward. The development of a project, from the designer's mind, through the client's eye, to the final execution of an installation, should be in a direct line. This line passes from the designer and his media to the client through the act of presentation. The presentation should require little or no explanation, or be left open to interpretation. It should be precise. It cannot, however, be precise unless the conditions of its viewing are exacting.

The surroundings—aural, visual, tactile—in which the presentations are made must be controlled and all distractions eliminated. It is usually advisable to preface the meeting by laying down the ground rules for the procedure to be followed. The control of the meeting should be an orderly, strong-handed sequence of events. No detail of the occasion should be left to chance.

From the beginning, the location and assignment of seats should be calculated for maximum effect. Put your most important guest in the most comfortable chair and most advantageous location. Make sure that his view will be the best available and that he will not be subjected to your back or to reflective glare. And—here's a neat trick—try to place him in such a position so that his subordinates cannot watch him too closely and parrot his reactions!

State at the outset how long you expect the meeting will take, what you hope to accomplish during that time, what sequence and method you will use, and whether or not you will entertain questions during or after your discourse. Above all, study your material in advance. Know it thoroughly. Present it with confidence and authority. Focus attention when and where you want it.

The presentation rooms in the various SLS offices have all been designed to make the presentation an important and effective tool in our design program. The seating is arranged so as to focus the undivided attention of the viewer directly on the presentation. The technique of presentation of each client program is as deliberate as the room itself, all aimed at delivering a powerful message.

In our main office in New York City, our presentation room is divided into two parts—one where the actual presentation takes place; the other a conference area (see SLS Makes Its Move, *CONTRACT* September 1966). These two sections are divided by a series of panels that can be rotated to face either the presentation area or the conference area.

Prior to the actual client meeting, the project director organizes the presentation so that each of the rotating panels contains materials relevant only to that room which is to be presented and discussed. All boards are turned out of sight or covered with a black presentation board, so that the client, upon entering the room, is aware of nothing other than the black wall and the seating arrangement.

When the presentation starts, the project director reveals the first panel according to a well-rehearsed plan. After this panel is fully presented and explained, it is again rotated out of sight, so that the client's full attention will be directed toward the next panel without distraction. In some cases, it is necessary to expose more than one panel at a time when specific relationships or contrasts are to be illustrated. In general, however, one panel at a time is shown. After each individual panel has been presented to the client, the project director turns the panels, revealing the entire presentation at one time.

The meeting then moves on to the conference portion of the presentation room for the budget review. The panels are then rotated so that all boards can be viewed from the conference table.

We at SLS consider the presentation room an important tool and strive to use it to its fullest effect. A successful presentation is one in which the client is impressed not only with his own project—no matter how small—but also with the efficient and professional manner in which he is treated. (C)

With this issue, CONTRACT inaugurates Point of View, an open forum for practicing designers. We welcome your views on the problems, practices, procedures related to the field of contract space planning and design.

THE LADY'S SET ON MET

The In-Group performs Carousel tonight, and Lady Fairly announces she can't bear the stock park bench...insists on a Metropolitan #15T7AA sofa. Protests fall on unheeding ears. Her finical thespian refuses to park on a lesser prop. The lines of this captivating seven-footer (the sofa) speak eloquently for themselves. And they are charmingly chorused by a troupe of complementary sectionals, settees, and chairs, called as Contract Group K.

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PHOTOGRAPHED AT CIRCLE STAR THEATRE, SAN CARLOS, CALIFORNIA



CONTRACT BUSINESS: NOTES & COMMENTS

IDEC holds annual meeting

A devastating indictment of the status of design in the United States was the theme of the keynote address at the recent annual meeting of Interior Design Educators Council. The address, delivered by Prof. Torben Straandgard of University of California, Berkeley, also underlined the need for improved design education, echoing the main purpose of the IDEC organization. A good part of the three-day conference was devoted to a discussion of IDEC's curriculum study. The project, initiated under outgoing president Prof. Arnold Friedmann of Pratt, is set for a tentative duration of one year. Results of the survey will be published by IDEC at the termination of the project. Prof. Friedmann will continue acting as chairman of the research project.

A new venture started this year involves an exchange of design programs among the various schools. A committee is now at work compiling significant examples of major projects for various universities. These will later be reprinted and distributed to IDEC members.

The group also held extensive discussions regarding the subject of design competitions. Under the chairmanship of James Howell, Parsons School of Design in New York, the committee on competitions is urging all sponsors of national design competitions to obtain the advice and approval of IDEC before announcing such competitions. Under this program, the committee's approval will appear as a statement on competitions. Member

schools will not encourage student participation in contests without this stated approval.

New officers elected for the coming year are: president—Prof. Richard Rankin, Purdue University; vice president—Dr. Anna Brightman, University of Texas; secretary/treasurer—Prof. Lawrence Cindrich, University of Cincinnati. A 12-man board of directors was also elected.

Baa, Baa, Black Sheep?

It was wild and woolly—well, not exactly wild, but certainly woolly—at Rugcrofter's display at CONTRACT '67 last April, where white sheep, brown sheep, and even a black sheep (see cut) captivated visitors. The sheep are



sculptures, created by New York artists Donald Inlette and David Shapiro. Each was covered with "fleeces" made from wool, to dramatize the all-wool natural yarn (undyed) quality carpets that are a hallmark of Rugcrofters. The exhibit also displayed samples of the great variety of carpet

textures and patterns available in natural wool colors.

AIA presents honor awards

The nation's highest professional recognition for architectural excellence—the honor awards of American Institute of Architects—were presented to architects of 20 outstanding projects, ranging all the way from a small church of great dignity to a multi-unit apartment complex. The awards were presented during the 99th AIA convention at an awards luncheon held at the New York Hilton during May. Presentations were made by Charles M. Nes, Jr., FAIA president. Winning projects were selected from 317 entries by a jury of outstanding architects.

Five of the honor awards went to Skidmore, Owings & Merrill for Mauna Kea Beach Hotel, Kanuolu, Hawaii; Banque Lambert in Brussels; Vannevar Bush Center for Material Research, MIT; American Republic National Headquarters, Des Moines, Iowa; Beinecke Rare Book & Manuscript Library, Yale University.

The Architects Collaborative, Inc. received honor awards for two projects: C. Thurston Chase Learning Center at Eaglebrook School, Deerfield, Mass. and Clark University Dormitory & Commons Building Quadrangle (see CONTRACT, January 1966, p. 73), Worcester, Mass.

Other awards: Moore, Lyndon, Turnbull, Whitaker for Sea Ranch Condominium, Sonoma County, Calif. Smith Hinchman & Grylls Associates for Federal Office Building. Neill Smith Associates for Redwood National Bank, Napa, Calif.

I. M. Pei & Partners for University Place high-rise apartment structures, New York City. Vincent G. Kling Associates for City of Philadelphia Municipal Services Building. Edward D. Rell Stone for Museo de Arte de Ponce in Puerto Rico. Pomerance & Breil for amphitheater and plaza for Jarriss Houses. Stickney & Hull for Gatos Civic Center. Toombs, Amis & Wells for John Knox Presbyterian Church, Marietta, Ga.

Hammell Green & Abrahamson for St. Bede's priory in Eau Claire, Wis. Fred Bassetti & Co. for Ridge Men's Dormitories, Western Wash.

(Continued on page

CONTRACT '68 dates set for next year

CONTRACT '68, next year's industry show and convention, will take place June 4, 5, and 6, 1968, at the New York Coliseum, according to an announcement late last month by Jerome Brown, manager of the show.

The largest floor of the Coliseum has been leased for CONTRACT '68, Brown stated, providing 90,000 square feet of exhibit space, or three times the square footage of the 1967 show. Exhibitors, he added, will have much greater freedom in designing their booths because of the expanded space.

Plans are going forward simultaneously for an expanded seminar and panel discussion program at CONTRACT '68, according to Ben Hellman, publisher of CONTRACT Magazine. A large meeting hall, holding up to 1,000 persons, will be available for the general seminars, plus smaller rooms for specialized panels and workshops.

Manufacturers interested in exhibiting at CONTRACT '68 should contact Jerome Brown, National Expositions Co., 14 West 40 Street, New York, N. Y. 10018. Tel: 212/564-8714.



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CONTRACT BUSINESS: NOTES & COMMENTS

ton State College. Caudill Rowlett Scott, for Jesse H. Jones Hall for Performing Arts, Houston. Ian Mackinlay AIA & Associates for Boreal Ridge (recreational development) in Truckee, Calif.

New role for Jackie Gleason

Jackie Gleason's flair for show biz will help shape many of the public rooms at the Statler Hilton Plaza in Miami Beach, newest addition to the fabulous Miami Beach skyline. Gleason was



retained as "creative consultant" for the \$20-million luxury showplace, designed and engineered to house huge conventions as well as individual visitors. With an opening scheduled for mid-December this year, the hotel will have 500 guestrooms and scores of meeting and banquet rooms, including a theater supper club seating 1,000 and an auditorium to accommodate up to 3,300 for special receptions. The supper club (probably with Gleason's Miami Beach-originated TV show in mind) will be equipped with complete color facilities for nationwide network color television shows. Interior design themes for the hotel were developed by W. V. Griffin, AID, design director for Finger Contract, Houston, Texas. Shelby Williams Industries is supplying 4,191 chairs and 1,578 tables, at a cost of approximately \$200,000. Furniture will be of French Provincial design in many of the rooms.

Experts on air pollution

While CONTRACT Magazine is primarily involved with the total environment of interior spaces, the subject of air pollution is of enormous—and indeed immediate—concern to all, right from the control specialists to the man on the smog-shrouded streets. In an important move, experts last May took over in airing the problem before a subcommittee of U.S. senators. Olindo Grossi, dean of Pratt's school of architecture, and Robert A. Djerejian, architect and

Pratt alumnus, spoke before the U.S. Subcommittee on Air and Water Pollution and presented a statement describing the role of architectural and allied professions toward the problem. They told the subcommittee that anticipated growth of this country's metropolitan areas by the year 2000 necessitates long-range planning.

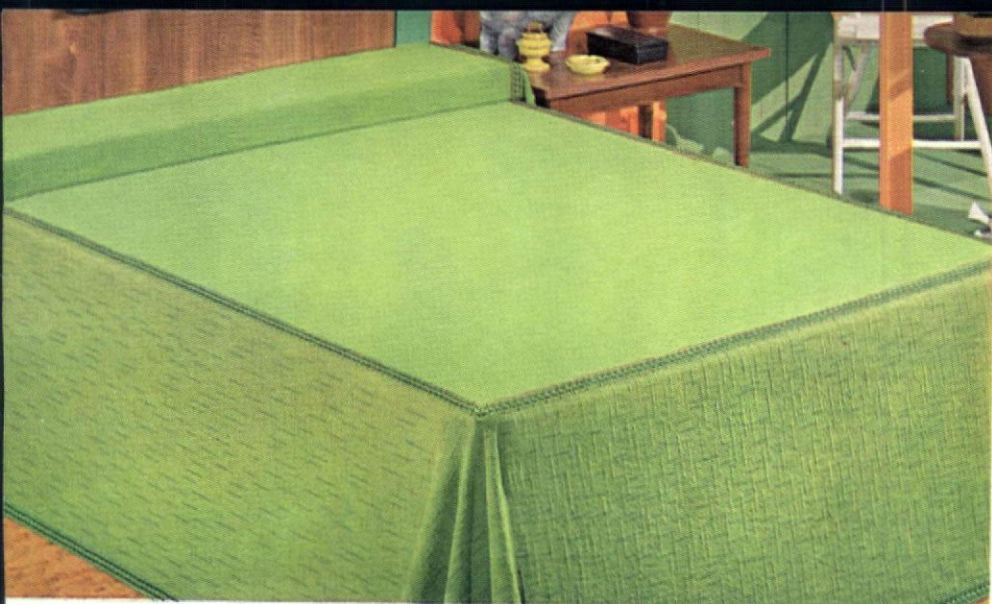
Grossi and Djerejian's talk outlined Pratt's philosophy for a master plan. Current programs, they said, are usually instituted to combat acute pollution episodes rather than based on systematic, planned approach utilizing the professions that are actively engaged in building and planning our cities.

Both Grossi and Djerejian are actively involved in environmental control—Grossi as director of Pratt's environmental research program; Djerejian, in his capacity with the committee on the Natural Environment. Their convictions have led Pratt to work toward the establishment of a four-year research project entitled A Comprehensive Regional Plan to Reduce Air Pollution, aimed at the Tri-State New York-New Jersey-Connecticut metropolitan region. It is considered that the procedures of this plan can serve as a prototype study for other regions.

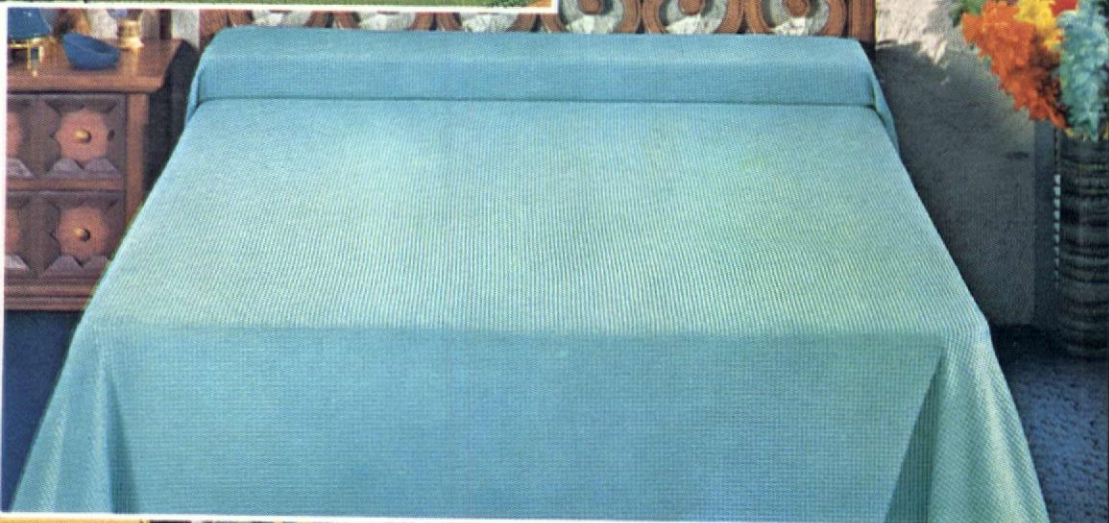
New assignments . . .

ASD, Inc. (Architectural Space Design, Inc.) of Atlanta will design all offices for Coca-Cola in the firm's new national headquarters in Atlanta. Last year, ASD conducted an extensive space analysis of all Coca-Cola space needs, both current and future. . . . Koch Associates, Baltimore, numbers the following in-the-works interior design projects: the penthouse office of Rosslyn Construction Co., Arlington, Va.; 13,800 square foot new building for Bank of Charles Town in West Virginia; headquarters of Printing Industries of Maryland in Baltimore's Governors' Club Building; Food Machinery Corp.'s Research & Development executive offices, in a dramatic setting of teak walls, navy blue carpeting, accents of lime and white. . . . Space Planners, Inc., Chicago-based contract office furniture and interior design firm, has been selected to design and furnish N.B.C. (National Broadcasting Co.) enlarged executive office recep-

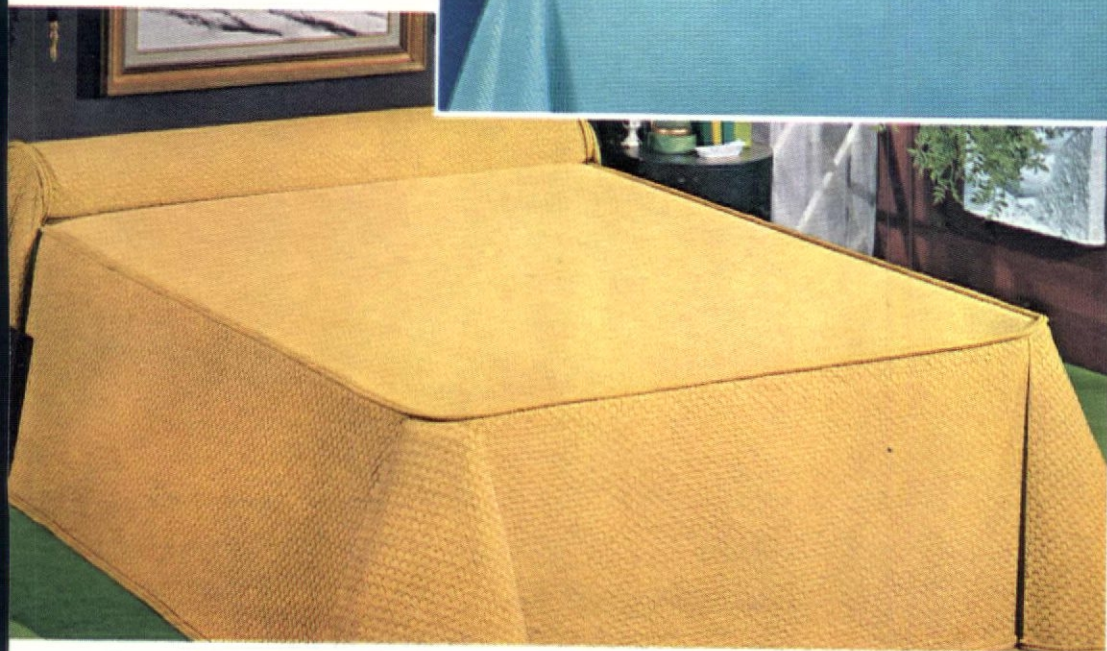
tion area in the Merchandise Mart, another assignment, Space Planners will design and furnish Reuben Donnelley's Official Airline Guides Division offices in Oakbrook, Ill. . . . V. Currie, AID, of Richard Plumer Business Interiors, Inc., Miami, is providing interior design for the new accounts and savings tellers department for First Federal Savings & Loan Association of Miami. Wahl J. Snyder, AIA, is architect of the expansion project. An adjoining building will be designed to the requirements of electronics data processing and advertising departments. . . . Harper George of New York has been named as project design consultants for Bra International's new airport terminal facilities at Love Field, Dallas. Work involves design of all interior areas, including passenger lounges, ticket counters, baggage claim stations, hospital facilities. The building, designed by Jack Corgan & Associates, Dallas architect, is scheduled for completion next year. . . . Western Contract Furnishers, Oakland, Calif., will supply furnishings for the new San Mateo branch of Central Valley National Bank. The bank will feature specially designed "seated" teller stations that both teller and customer can comfortably during transactions. Western also received the interior design contract for the new \$8 million Wood City (Calif.) Kaiser Foundation Hospital. Architecture for the 10-story building was by Kaiser Engineers. Interior spaces include 105 lounges, clinic, patients' waiting, conference and dining room, library, chapel, nursery, and office for doctors, nurses, and clinic personnel. The 204-bed hospital is scheduled for occupancy in April 1968. . . . Walter Ballard Corp. New York City, has been engaged to handle the interior design and field supervision for installation of the Kuwait Hilton Hotel, which will open next fall. Ballard is working in cooperation and consultation with Barton International's Department of Architecture and Interior Design. On other overseas projects, Ballard is supervising the installation of new Inter-Continental Hotels in Rawalpindi and Lahore, both scheduled to open late this summer. Stateside, Ballard has just completed Lakeside Motel at Lake Placid. (C)



SUN VALLEY TAILORED.
A random-weave texture with a hand-crafted look. A decorative star-and-stripe braid outlines mattress and hem. Machine-washable. Tumble-dries. Antique gold, aqua, avocado, cornflower, snow, pumpkin, seaspray, sand, 79" x 110", 94" x 110".



MANDALAY.
A high-low surface effect makes for a unique wicker-like texture. Neat braid trims hem of spread. Machine-washable. Tumble-dries. Aqua, snow, sand, avocado, pumpkin, antique gold, cornflower, seaspray. 79" x 110", 94" x 110".



TAILORED COBBLESTONE.
A deeply sculptured fabric with a matelassé appearance. Meticulously tailored with matching double welting at mattress and hem. Machine-washable. Tumble-dries. Avocado, snow, aqua, pumpkin, antique gold, cornflower, seaspray. 79" x 110", 94" x 110", 120" x 120".

MORGAN-JONES bedspreads are smart, sturdy, make a good—no, a great—first impression. And in the hotel-hotel business first impressions can make or break you. Put Morgan-Jones spreads on your beds today. In decorator colors (all vat-dyed). And fabrics. Just clip this coupon and send for your swatch folder.



SPRINGS MILLS, INC./104 W. 40TH STREET, NEW YORK, N. Y. 10018

Mail this coupon for swatch folders.

Morgan-Jones, Inc., Dept. C.T.7,
104 W. 40th St., N. Y. 10018.

"Sun Valley" "Cobblestone" "Mandalay"

Name _____

Company _____

Address _____

City _____ State _____ Zip code _____

What's come over steel?

The new Lyon concept:

QUIET STRENGTH...WITH FLAIR!

You're looking at the forerunner of what others *may* offer in steel furniture...late. Every inch is *totally* new; freshly designed to provide greater strength, soundproofing and elegance per dollar than ever before!

Lyon desk tops are sturdily constructed of two layers of steel, the lower layer continuously ribbed for maximum strength. We made them the main structural member, from which all other members stem. Result: the greatest beam and torsion strength in the industry.

Back panels are double wall type, with honeycomb filler for complete soundproofing. Lyon pedestals are continuous-welded tubular structures which completely gird the front opening. These too, are *fully* sound proofed. Our exclusive "lock-in-top" feature controls *all* drawers, provides for interchangeability of pedestals.

We've sculptured our steel carefully, for less massive appearance, more leg room. Complete serenity is provided by double-walled drawers, lubric plastic glide and rubber bumpers. To top it all off, there's a choice of 9 lustrous 100% acrylic finishes that will last with the furniture.

Can such features come without a premium price? Certainly! See your Lyon office furniture dealer! Ask him about the "unprecedented 7*" Lyon advantages.

*Patents Pending



LYON OFFICE FURNITURE

Showrooms: New York, Chicago, Los Angeles

LYON METAL PRODUCTS, INC.
732 Monroe Avenue, Aurora, Illinois 60505

- Send my free copy of your full color brochure
- I'd like the name of my nearest dealer

Name _____

Address _____

City _____ State _____ Zip Code _____

Circle No. 10 on product card

If you want carpet that's extremely durable,
easy to maintain, good-looking, and colorful,
you have to pay the price.



It's very small.

Small initially—and extremely economical in the long run. Picot's dense, level-loop weave, with Jute secondary backing or hi-density rubber backing, tolerates an unreasonable amount of abuse. Will not pill, fuzz or shed. Laughs at soil and spillage. Perfect for large-scale, long-term installations in supermarkets, schools, hospitals, apartment houses . . . wherever traffic is heavy and cost a factor.

"PICOT" IS ENGINEERED FROM ENKA CONTINUOUS FILAMENT NYLON FOR YEARS OF HEAVY DUTY USE

In contract carpets
the choice is

PHILADELPHIA

General Offices: Cartersville, Ga. 30120 • Showrooms:
Chicago, New York, Los Angeles, San Francisco,
Dallas • Also Crawford & Thompson in Atlanta,
High Point, No. St. Petersburg

SEND FOR FREE SWATCH AND COMPLETE INFORMATION

PHILADELPHIA Carpet Company, *Contract Division*
Allegheny Avenue and C Street, Philadelphia, Pa. 19134

Yes, I'd like to see this economical, quality carpeting for
myself. Please send Picot swatch and information to:

NAME _____

FIRM _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Circle No. 8 on product card facing P. 76

New Showrooms

MONARCH CARPET MILLS

The main showroom of Monarch Carpet Mills at the Chicago Merchandise Mart is enhanced by myriad colored carpet samples. One wall provides an interesting stained glass effect through the use of nearly 200 squares of various textures and colors. Neutral putty colored walls are offset by vermouth green heavyweight Acrilan carpet which covers the floor. Pictured in the foreground is Cannabis, a custom designed area rug in black, gold, and white. The recessed entrance corridor is also carpeted.



E-LITE CO.

The new showroom and display facilities of E-Lite Co., Inc., 115 Fifth Avenue, New York City, feature imported hand-crafted chandeliers, decorative bulbs, and companion fixtures. Included in the extensive collection of fixtures are hundreds of chandeliers, elegant brackets and lanterns made from cast brass, handcut crystal and wrought iron. Also on display are selected pieces of splendid imported furniture and decorative accessories. E-Lite, a subsidiary of Esquire, Inc., also manufactures components and lighting glassware for other fixture and lamp producers.



SYRACUSE CHINA CORP.

A complete line of commercial china, including the Hospitality line of stock patterns, custom-made ware and Syralite, is on display at the Syracuse China Corp. showroom at 551 Fifth Avenue, New York City. Designed by Kassel Slobodien and Mrs. Florence Pion, under the direction of George F. Miller, the company's director of marketing services, the showroom features early American cherry furniture to provide a practical setting for the china displays. A spot display of some original pieces of Syracuse china and several abstract paintings are added touches.



ORCO

LA COSTA



a new
pattern in

EMBOSSSED

Patent Applied for

SUN & SHADE

INDOOR - OUTDOOR CARPET

with pile of **100% HERCULON***
olefin fiber

selection of
lively colors
to choose from...
also available in
embossed CarvTone
or smooth finish
Contemporary

Contact Your Orcco Distributor



SUN & SHADE DIVISION
4903 Everett Avenue,
Los Angeles, California 90058


New York City
295 Fifth Avenue

Chicago
Space 13-166
Merchandise Mart

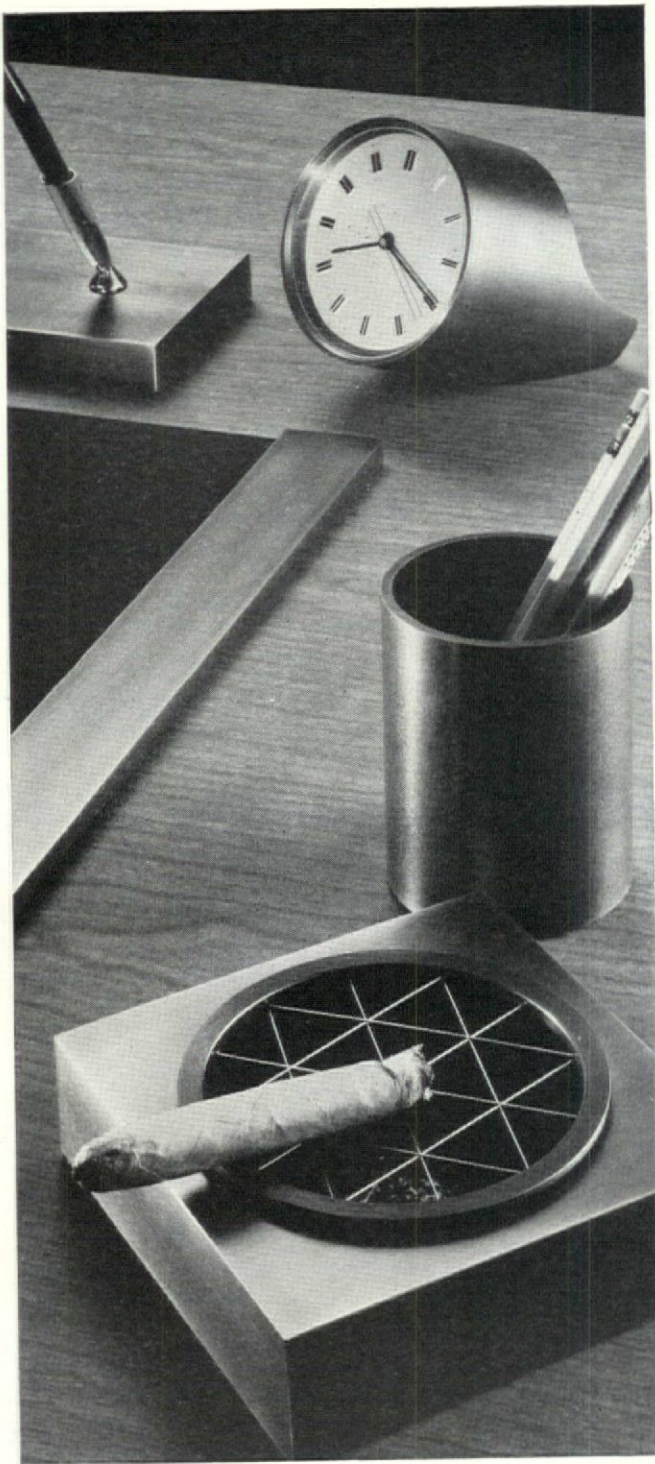
Seattle
Space 610
Northwest Home
Furnishings Mart

San Francisco
Space 383
Western
Merchandise Mart



A Subsidiary of

CORPORATION

* Hercules registered trademark



Your Appointments, Sir

For your clients of stature, who insist on the very best, specify Smith Metal Arts' incomparable desk appointments. Selections from the Statuary Bronze pattern in rich dark bronze with gold highlights are shown above.

Send for our latest catalog.

SMITH METAL ARTS COMPANY, INC.

103 Smith Metal Arts Building, Buffalo, New York 14207

Circle No. 12 on product card facing P. 76

PEOPLE



FRANK A. RIZZO has been promoted to advertising sales manager of *CONTRACT Magazine*, according to Ben Hellman, publisher. Rizzo has been associated with Gralla Publications for the past nine years, previously serving as Eastern advertising manager of *CONTRACT Magazine*. He has developed a wealth of information on the use, application, and marketing of furnishings and architectural products for commercial/institutional interiors. He will assume his new national responsibilities immediately. At the same time, in conjunction with the continued growth and expansion of this magazine, GREGORY OZAG has been added to the Chicago sales office of *CONTRACT* to assist ROSS GRANSTON in serving advertisers, manufacturers, and ad agencies throughout the Midwest.

MAURICE MOORE has been named sales representative covering the Houston area for Franciscan Fabric Inc. and Louma Fabrics, Inc.

DAN STEFANEK has been appointed to the new position of director of contract sales for World Carpets, Inc. He will headquarter in Dalton and will be responsible for the development and expansion of World's sales in the contract/commercial field.

MORTON LASSEF has joined Archi-Tex Fabrics Corp. a division of Dan Ferziger, Inc., as merchandise and sales manager.

MATTHEW A. KUCLAR will head the combined research and development work of The Birge Co., Inc., and parent company, Canadian Wallpaper Manufacturing Ltd.

ED TALLEY has been appointed director of sales for the southeastern states for Formatron Corp., manufacturer of furniture and equipment for beauty and barber salons.

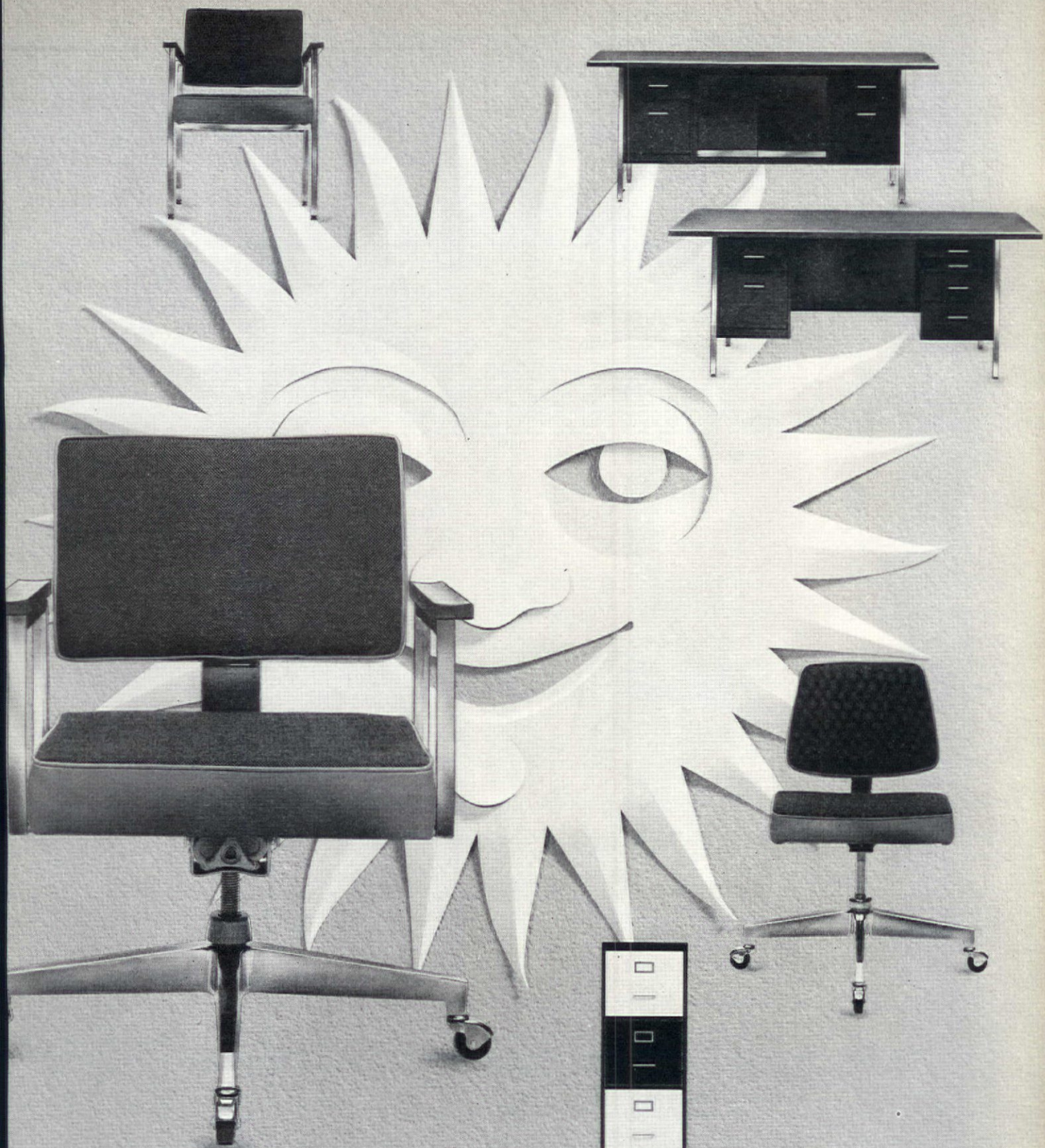
JOHN A. BALL and ALLEN MAC KENZIE have been elected vice presidents of U.S. Plywood Corp. Mr. Ball, vice president-marketing services, is responsible for all marketing activities, including product and market planning. Mr. Mac Kenzie, vice president-public affairs, will continue to direct advertising, sales promotion, and public relations activities.

JAMES LOUNSBERRY and JOE SHERRY have been named sales representatives for Dux Inc., Newport News, Va., with headquarters in Denver and Miami respectively.

WILLIAM L. HAIRSTON, III, was named to the newly created position of vice president-director of sales and marketing, of Stanley Furniture Co., Inc. He was previously sales manager of Dixie Appliance Co., Fife, Va., and Radio Sales Corp., Chattanooga, Knoxville, Tenn.

(Continued on page 19)

Circle No. 13 on product card facing P. 77



Personality...

choose from Cramer's complete line of office furnishings—compatible with any client personality.



CRAMER

CRAMER INDUSTRIES INC. • KANSAS CITY, KANSAS
A Subsidiary of U S M Oil Co.

Cramer—The leader in style and quality.



ARRANGEABLE
 ...and really rugged, too!



**NEW
 MULTIPLE SEATING**

by **Brunswick** 

Head 'n' shoulders above the crowd . . . that's Brunswick's beautiful breakthrough in Multiple Seating. You'll never catch this line sitting around looking dull. Graceful aluminum pedestals . . . colorful, comfort contoured Lifetime Fiberglass seats (side and arm chair styles; luxuriously upholstered, if you desire). Choice of in-line, corner, back-to-back arrangements. Accessories include tables, arm rests, ash tray and tumbler caddies. Go ahead . . . create an imaginative grouping to fit your needs. It'll make the scene.

See your Brunswick dealer or write for information, today.

BRUNSWICK CORPORATION

Commercial Furniture Division
 2605 East Kilgore Road
 Kalamazoo, Michigan 49003

© 1967 Brunswick Corp.

Circle No. 14 on product card facing P. 76

PEOPLE

New appointments at ISD Inc., international interior space design firm: **KENNETH E. JOHNSON**, president; **LOUIS M. S. BEAL**, executive vice president; **JOHN A. DZIUBA**, vice president in charge of the Chicago office; and **LESLIE KICHIN**, vice president in charge of the furnishings group in the Chicago office.

DAVID J. LIVINGSTON was appointed vice president of Designs for Business, Inc. where he will continue as assistant to the president and will direct a new department of research and statistical analysis.

SHANE FRANZ, **JIM MULLIN**, and **L. LOUISE SHORT** have joined L. Anton Maix Inc., New York City. Mr. Franz will act as sales representative for Ohio, Michigan, West Virginia, Kentucky, Indiana, and northwestern New York; Mr. Mullin will cover New England and eastern New York; and Miss Short, as assistant to the president, will coordinate activities of sales representatives and franchised dealers throughout the country.

WALTER G. SHARPE has been appointed sales manager for Seamless Systems, Inc., where he will direct the company's sales representative organization and promote Sancoura seamless floors.

CAROLYN BROWN and **EILENE WALPERT** were named to posts at Koch Associates. Miss Brown is now studio manager and Miss Walpert coordinator of materials in design including drapery, upholstery, carpet, and wallcoverings.

BRIGITTE MILZ has been appointed vice president of Edward Axel Roffman Associates, Inc.

CHARLES GRAHAM has joined Hardwick & Magee Carpet manufacturer as head stylist.

ARNE E. STERBY was named manager of the Scandinavian Floor Covering Div. of Scandinavian Marketing Associates, Inc.

BEATRICE MORRIS has joined the sales staff of Connoisseur Wallcoverings, Inc.

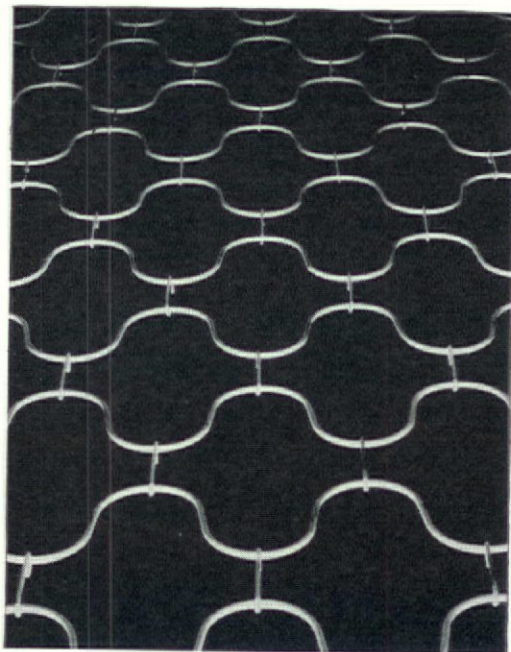
JEFFERSON D. HERRMAN has been appointed sales manager for Lawrence Metal Products, Inc. and will direct advertising and sales promotion activities.

ROBERT J. CRANER has been named sales manager for manufacturers' sales, for Consoweld Corp. in which capacity he will be responsible for direct sales of decorative laminated plastic surfacing to furniture manufacturers.

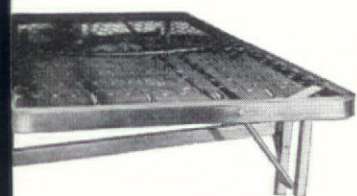
Moses D. Blitzer

Moses D. Blitzer, a founder and chairman of the board of directors of Lightolier Inc., died on May 15 at the age of 77.

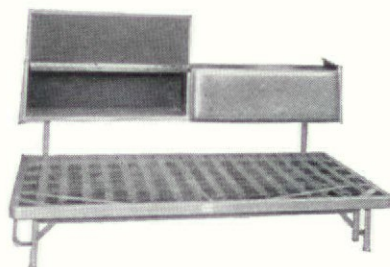
better by a comfortable margin



Sack-King^{TM.} the great, new "split-personality" sofa bed is now available. During the day SACK-KING is an ultra-smart davenport. Design and fabrics compare favorably with custom crafted lounge furniture costing up to four times the SACK-KING list price. Rugged metal framing is neatly concealed. At night, an easy pull instantly converts the SACK-KING to a most comfortable bed. Lasting, luxurious support is assured by unitized NO-SAG sinuous spring construction with ageless built-in memory.



SACK-KING may be ordered in several options. You can buy just the bare mechanism with unitized springs.



2. If you wish, NO-SAG will also supply cabinets with bolsters in your choice of fabrics or vinyl.



3. For those who do not wish to purchase mattresses and coverlets separately, the complete unit is available.

built to last...priced to sell

NO-SAG[®]
SPRING & COMPANY



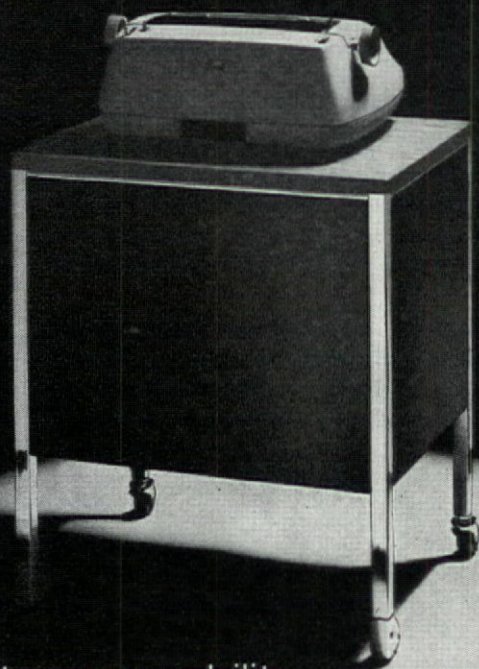
SUBSIDIARY OF LEAR SIEGLER, INC.

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TELEPHONE (313) 366-9210

Circle No. 15 on product card facing P. 76

HARTER/STAND*



handsome mobility
for
the executive
and general office

*T.M., Patents Pending

Clip and send today for free literature and name of your nearest Harter dealer.

HARTER

HARTER CORPORATION, 730 Prairie, Sturgis, Michigan 49091

Briones-Harter, S.A., Lago Iseo 96, Mexico, 17 D.F.

Morrison Industries, Hastings, N.Z. • Also manufactured in Canada

CONTRACT NEWS

WILLIAM HYMAN, JR., manufacturers' representative for office, school, and restaurant furniture and equipment, has become Philadelphia area representative for CONTINENTAL CARPET CORP. and will handle direct shipment of Dupont 501 Duranyl institutional carpet. The firm has also taken on the MORPHY RICHARDS, INC. line of Astral office refrigerators.

LAURENCE CO., Philadelphia, has become trade show room headquarters in the Delaware Valley area for the HERMAN MILLER line.

GRIMMETT-NUNES ASSOCIATES, Philadelphia, and DAVE EDWARDS CO., Baltimore, will display products from KRAVET FABRICS, INC. in their showrooms.

RUBMAN WHOLESALE FURNITURE CENTER, INC., representing furniture, bedding, lighting, carpeting, and fabric firms, has moved to 3232 P. St., N.W., Courtyard, Washington.

A new 10,000 square foot showroom has been opened by GENERAL OFFICE FURNITURE WHOLESALERS, INC. at 2101 Wilson Blvd., Arlington, Va. The firm's former headquarters in Washington, D.C. will be devoted exclusively to floor coverings.

TROY SUNSHADE CO. will distribute the complete line of FLORENTINE FORGE INC. casual furniture under an exclusive national distribution agreement, excluding the southern half of Florida. Troy is currently showing Florentine Forge groupings in its Chicago, New York, Houston, and Troy, Ohio showrooms.

NORMAN'S OF SALISBURY, manufacturer of custom draperies and bedspreads and distributor of cut-order fabrics, has opened a wholesale drapery showroom in space 440 at American Furniture Mart, Chicago.

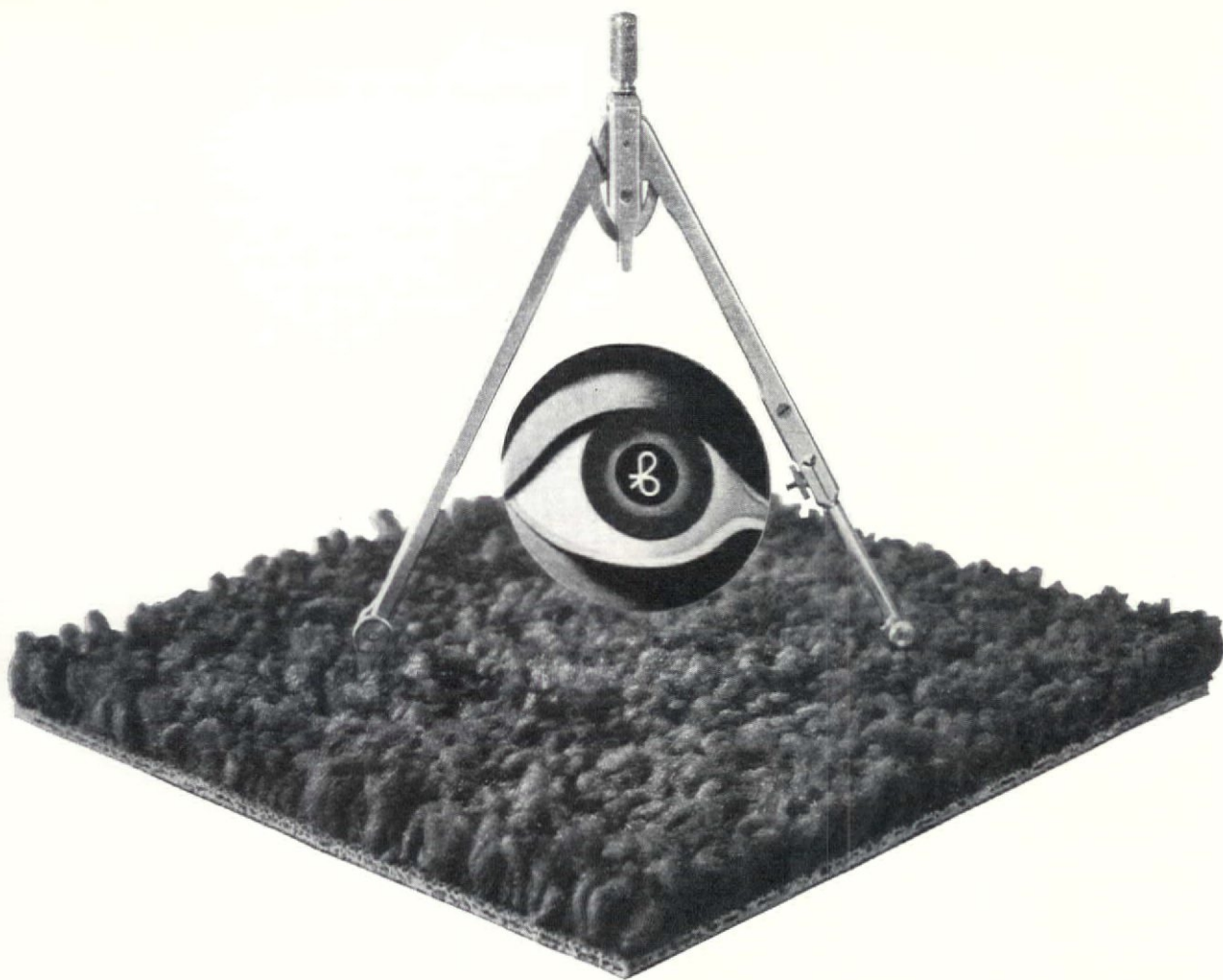
P. W. RESEARCH, INC., Los Angeles, has been named to handle dealership acquisitions for SEAMLESS SYSTEMS INC., subsidiary of CARBOLINE Co. It will assist the seamless flooring firm to enlarge its existing dealership organization and increase present coverage.

SIGNET CARPET Co. has become the fourth carpet manufacturer to become a member of Tufted Textile Manufacturers Association since the first of the year.

CLAPPER'S MANUFACTURING, INC. has named ERIC SON, PITTMAN & ROBBINS, INC. of Los Angeles as West Coast representative. The firm will handle California, Arizona, Nevada, Oregon, and Washington.

Groundbreaking ceremonies for the new BURLINGTON INDUSTRIES building in New York City on the site of the former Ziegfeld Theater were held recently. Appearances by former Ziegfeld personalities highlighted the event.

(Continued on page



you see so much more in carpeting when you call in Berven of California

Would Tufted Broadloom best answer your carpet specifications? The textural, design and color versatility of Berven Tufted Broadloom might prove most interesting... plus its dollars-and-cents practicality. Berven offers you a wide sweep of qualities ranging from acrylic, nylon, polyester and poly-propylene olefin fibers to traditional pure wool. Tufted Broadloom, in turn, is but one of 10 basic lines manufactured or distributed by Berven Of California to offer you one of the widest selections of carpeting and services in the Nation. And behind all of this is a sure sense of color and textural styling that springs from a most knowledgeable Custom Carpet heritage. Perhaps we might be helpful. We'd surely like to try.

THE BERVEN OF CALIFORNIA RANGE
Manufacturers of: *Tufted Broadloom; Custom Tufted Rugs and Carpet; Stock Design and Custom Designed Handmade Rugs and Carpet; Hand-loomed Reversible Chenille; Custom-braided Rugs; Hand-loomed Reversible Broadloom.*

Distributors of: **Roxbury Broadloom (Axminster, Velvet, Knitted, Tufted); *Loma Loom Rubber-backed Carpet; *Ozite Outdoor-Indoor Carpet, Carpet Tile, Rubber and Felted Lining.* *WESTERN STATES

BERVEN OF CALIFORNIA
General and Administrative Offices: 2600 Ventura Avenue, Fresno, California 93717 • (209) 268-0771 • Sales Offices and Showrooms: Chicago • New York • Miami • Minneapolis • Dallas • Houston • Denver • Phoenix • Seattle • Spokane • Portland • Sacramento • Fresno • Los Angeles • National City • San Francisco • Honolulu



E2

Circle No. 17 on product card facing P. 76

Sculptura...

35th FLOOR

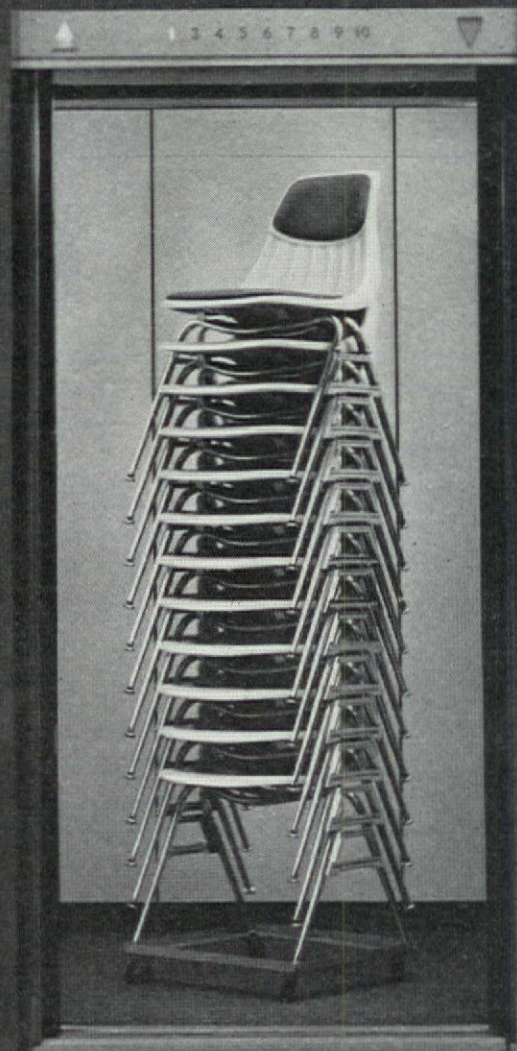
24th FLOOR

17th FLOOR

8th FLOOR

5th FLOOR

From high-level executive meetings to employee dining... Sculptura belongs. Functional seating at its finest... the success story of Clarin Chairs!



STACKS • GANGS • TAKES TABLET ARMS •
COLOR COORDINATES • C.O.M. ACCOMMODATIONS

Wouldn't you like our brochure? Write Dept. C

CLARIN

MANUFACTURING COMPANY

4640 West Harrison Street • Chicago, Illinois 60644

Circle No. 18 on product card facing P. 76

CONTRACT NEWS

CONTINUE

S.A.I. (STEUER-ABBATE INC.) is the new space planning and interior design firm formed by Edward H. Steuer and Angelo Abbate. Steuer, formerly head of Edward Steuer & Associates, will act as projects director; Abbate, formerly with Planned Office Interior Corp., will be director of design. Address is 331 Madison Ave., New York City.

ROYALMETAL CORP. opened a new 3,500 square foot showroom in Plainfield, Conn., increasing the company's ability to offer its entire product line to the New England area.

In an expansion program, M. I. SCHWARTZ CO., INC. Bronx, N.Y., has extended activities in the design and sale of contract furnishings and food and beverage service equipment for hotels, motels, restaurants, and institutions. An executive sales office has been opened at 3 E. 54 St., New York City. Joseph W. Heilbrun has been appointed vice president-sales and Charles Siegler has been named treasurer and controller.

WALLCOVERINGS COUNCIL INC. is the new name for WALLPAPER COUNCIL INC. The Council, which currently includes 11 wallcoverings manufacturers, promotes consumer acceptance of all types of flexible wallcoverings through promotion and advertisements.

SCANDILINE FURNITURE, INC., Scandinavian furniture importer, has opened a 1,200 square foot showroom at Western Merchandise Mart, San Francisco.

GLADWIN PLASTICS, INC. has changed its name to GLADWIN INDUSTRIES, INC. as a result of its entrance into the manufacture of other products, including metal fabrication.

A new chair factory in Morristown, Tenn. has been organized by JAEGER CORP. A popular line of colonial wood chairs will be manufactured.

ATELIER INTERNATIONAL, LTD., a newly formed New York City firm, is exclusive distributor in the U.S. of the furniture of Le Corbusier. The showroom will also carry the entire collection of Flos lighting units from Milan.

WORLD WIDE DESIGN HOUSE, LTD., has moved to new showrooms at 969 Third Ave., New York City.

Sponsoring manufacturers of the 1968 Rooms of Tomorrow are: AMTICO FLOORING DIV., AMERICAN BIRITE RUBBER CO., INC.; ANGELICA UNIFORM CO.; CAP CRAFTS, INC.; CROWN RUBBER CO.; DECOTONE PRODUCTS DIV., LITTON INDUSTRIES; IRON-A-WAY CO. INC.; JOANNA WESTERN MILLS CO.; KIRSCH CO.; LOUMA FABRICS, INC.; JO MEAD DESIGNS; BOB MITCHELL DESIGNS; PARKWOOD LAMINATES, INC.; PHIL-MORRIS CORP.; RCA SERVICE CO.; SHENANGO CERAMICS, INC.; SIMMONS CO.; UNIROYAL; U. S. STEEL CORP.; UNIVERSAL RUNDLE CORP.; WALL TUBE & METAL PRODUCTS and WEST-POINT PEPPERELL, INC.

This is Chuck ("I'm-from-Missouri") Hansen



**He snaps shotgun hammers,
fingers fabrics, holds china to the light
and opens drawers.**

Chuck Hansen believes the buyer should be wary. Instead of looking at something before he buys, he looks *into* it. Which makes a lot of sense—especially if that something is a wood desk.

Unless the surface is baked-on or specially hardened, it will be scratched and stained after a few years of service. Worse yet are splintered and chipped corner posts that snag trousers and ruin stockings. Only corner posts made of Densiwood® are tough enough to prevent splintering (so tough, in fact, they can't be dented by a sharp blow from a club).

And while most drawers open easily when empty, drawers mounted on nylon ball bearing suspensions

open even easier as weight is added. That's one reason to open a drawer and test it.

But there's a more important reason. The name of the only company that includes all these features on every desk it makes is in the drawer (or on the reference shelf). That name is LEOPOLD. It's the best guarantee of lasting value people like Chuck Hansen could look for.

Visit your Leopold dealer and see for yourself. Or write to The Leopold Company, Burlington, Iowa for literature on our contemporary, traditional or conventional style lines.

A DIVISION OF LITTON INDUSTRIES

LEOPOLD 

Circle No. 19 on product card facing P. 76

Kessler

INDUSTRIES INCORPORATED

Fast, flexible production!

INQUIRE NOW . . . KESSLER OFFERS A VAST VARIETY OF CUSTOM DESIGNS IN VOLUME QUANTITIES . . . AT CONTRACT PRICES!

DON'T BYPASS THE BEST! YOUR CLIENT CAN AFFORD KESSLER

Kessler's design genius and Old World craftsmanship give you an installation with a custom look at contract savings! And we modify to suit any requirements: size, color, even choice of materials. Volume orders invited!



Hand cast aluminum legs combined with wrought iron frame "Elegante" group, foremost choice of today's decorators; #5013 Table, #5003 Chairs.



Hand cast aluminum "New Yorker" group: #1126 Arm, #1124 Side Chairs; full swivel pedestal. #1321 Table Base, #42 Table Top.



Forged iron "Malaga" group; the furniture of tomorrow TODAY! #5006 Chairs and #5016 Table with high impact Melamine plastic top.

Visit our nearest showroom . . . Call direct (Area Code 915, 591-1441) . . . or write for Free Catalog!

Kessler

INDUSTRIES INCORPORATED

8600 GATEWAY EAST, EL PASO, TEXAS

Also NEW YORK, 404 NEW YORK FURNITURE EXCHANGE — CHICAGO, 618 AMERICAN FURNITURE MART — SAN FRANCISCO, 710 WESTERN MDSE. MART — DALLAS, 2602 TRADE MART.

Circle No. 20 on product card facing P. 76

CALENDAR

1967

July 16-21. Summer Furniture Market. Los Angeles Home Furnishings Mart, Los Angeles.

July 17-21. Atlanta Furnishings Market. Merchandise Mart, Atlanta, Ga.

July 24-28. Western Furnishings Market. West Merchandise Mart, San Francisco.

July 31-August 4. Twin-City Furniture Market. Minneapolis Auditorium and Midwest Merchandise Mart, Minneapolis, Minn.

August 4-6. 13th Annual Florida Furniture Market. Fontainebleau Hotel, Miami Beach, Fla.

August 13-16. Second All-Industry Home Furnishings Conference. Sheraton-Park Hotel & Motel, Washington, D.C.

August 21-23. Furniture Show. War Memorial Auditorium, Boston, Mass.

September 8-9. Northwestern Hotel-Motel Association Annual Convention. Park Motor Inn, Madison, Wis.

September 13-15. International Council of Societies of Industrial Design (ICSID) Congress. Montreal, Canada.

September 15-20. American Institute of Interior Designers, 36th Annual Conference. Shoreham Hotel, Washington, D.C.

September 17-21. Furniture Market. Jamestown, N.Y.

September 20-23. NSOEA Annual Convention. Conrad Hilton Hotel and International Amphitheatre, Chicago.

September 27-29. Furniture Market. Dallas, Tex.

October 5-6. Pacific Northwest Fall Furniture Market. Seattle, Wash.

October 9-12. National Hardware Show. New York Coliseum, New York City.

October 16-20. Fall Furnishings Market, Summer Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

October 19-21. AH&MA Annual Convention. Statler Hilton, Boston, Mass.

October 20-27. Southern Furniture Market. Raleigh, N.C.

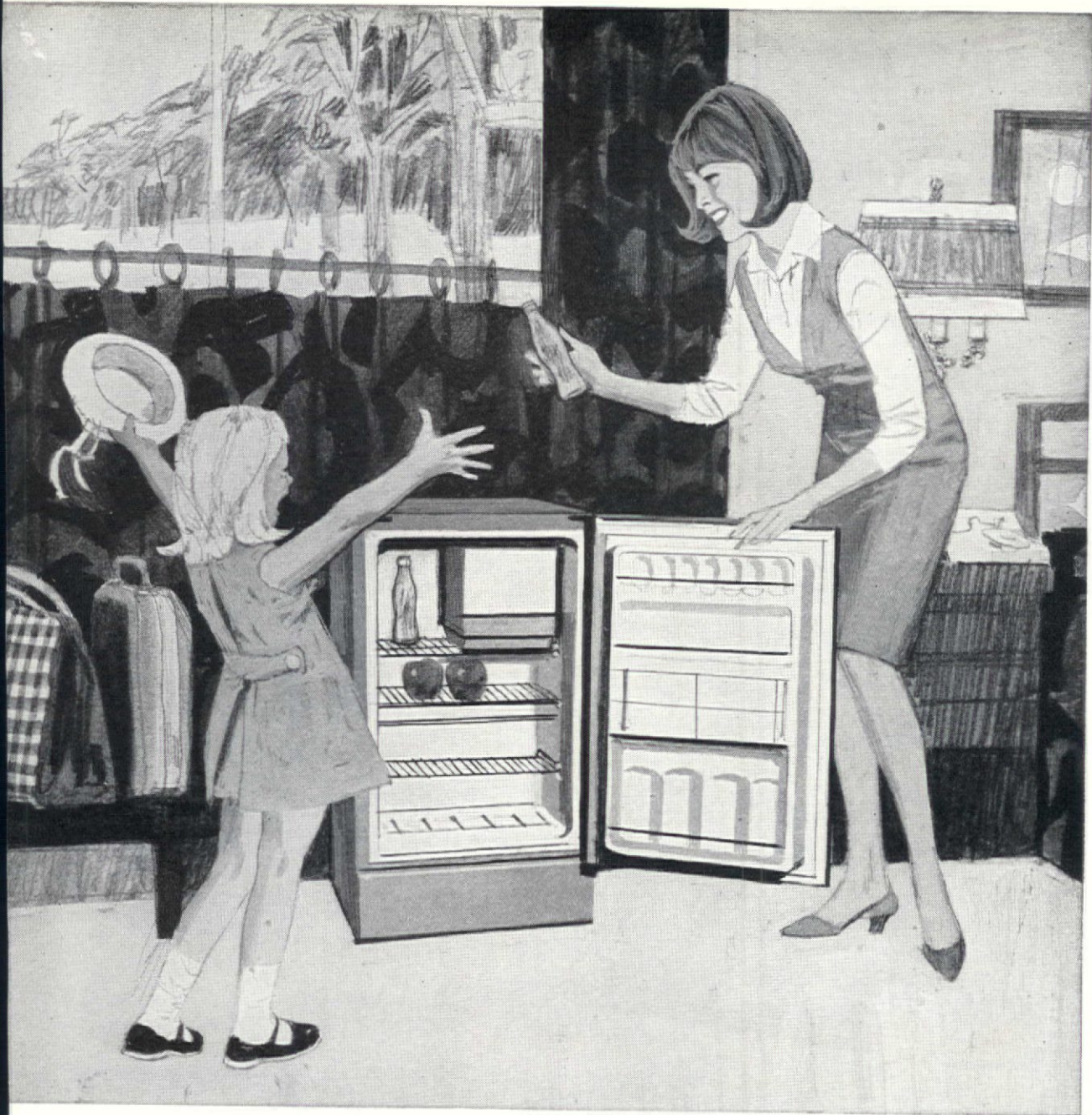
October 30-November 3. Outdoor & Casual Furniture Show. New York City.

November 6-9. National Hotel & Motel Exposition 52nd Annual Convention. New York Coliseum, New York City.

November 9-12. NSOEA Eastern Convention and Exhibit. Statler Hilton Hotel and Trade Show Building, New York City.

1968

June 4-6. CONTRACT '68—The National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Exhibitions Co., 14 West 40 St., New York, N.Y. 10018. Tel.: 212/564-8714.



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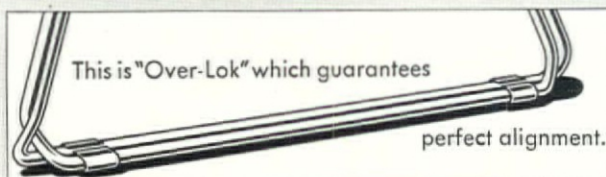
Circle No. 21 on product card facing P. 76

Samsonite introduces the contemporary chair that "Over-Loks."



The #6900 Stacking Chair with its clean chrome-plated steel frame has unique "Over-Lok" tiering. Keeps seating rows in line. Chairs stack compactly. Wheel in and out quickly. Easily. Sit with contoured comfort. Look distinctive.

Anywhere.



This is "Over-Lok" which guarantees

perfect alignment.

Samsonite has created the contemporary look that locks together. Seat after seat. The #6900 is probably the most distinctive Stacking Chair of its kind in the business. And definitely the most convenient. Clamps together in one easy movement. Stacking higher than ever. Handling easier. Reducing maintenance to almost nothing. And its fine slender lines in chrome-plated steel, always give it the distinction of permanent furniture.

The #6900 is constructed entirely with solid chrome-plated steel. The main frame is also reinforced under the seat with $\frac{1}{2}$ " diameter steel rods. The large roomy seat and back are comfort-contoured in rich grained molded plastic. (Colors: Black, Blue, Red and Pearl White.) The base is fitted with plastic glides to keep the chairs firmly locked. And they protect the floor when the chairs are being positioned. Dimension: Height, 31". Width, 21 $\frac{1}{2}$ ". Depth, 20 $\frac{3}{4}$ ".

For price and delivery information, see your Yellow Pages under "Chairs". Or send for free catalog to our address at the right.



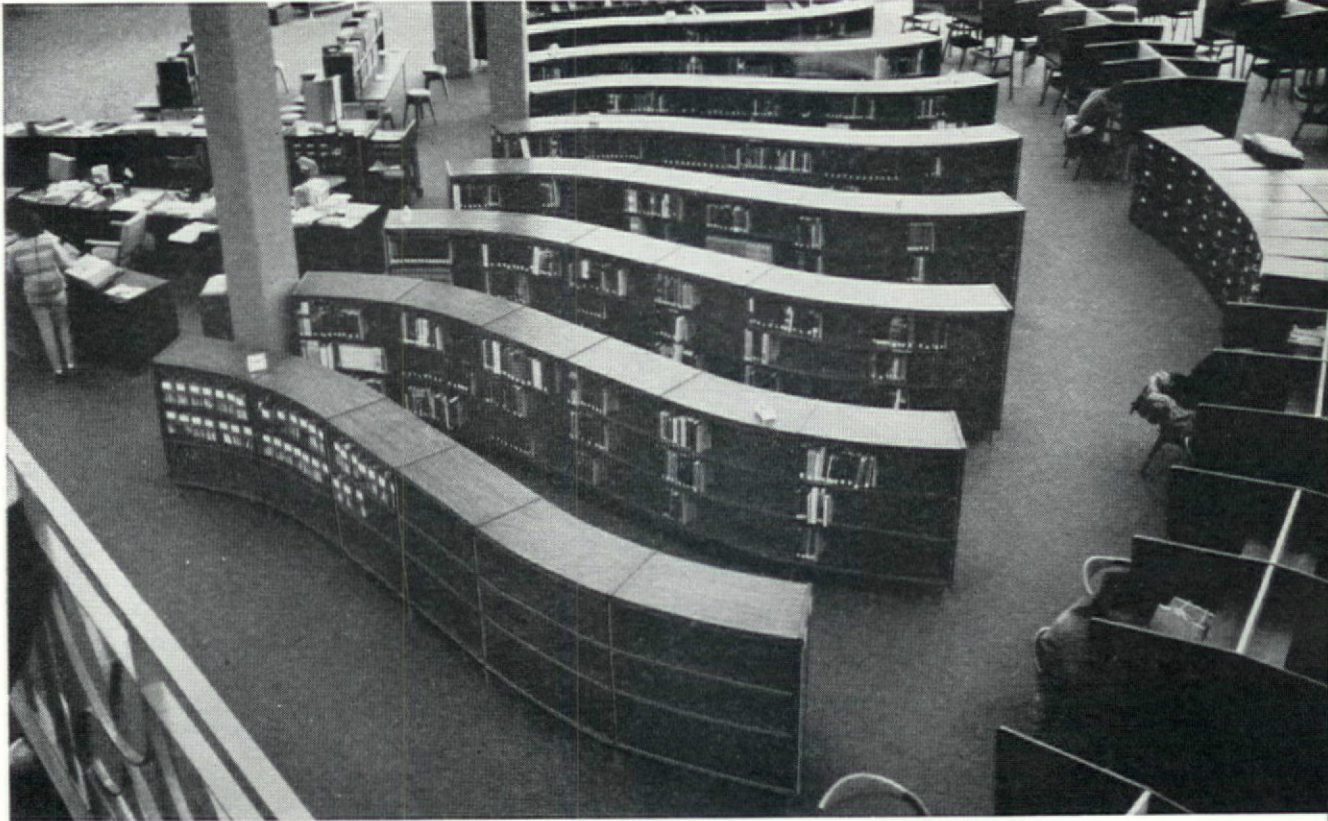
Samsonite #6900

Samsonite Corporation, Institutional Seating
Dept. C-77 Denver, Colorado 802

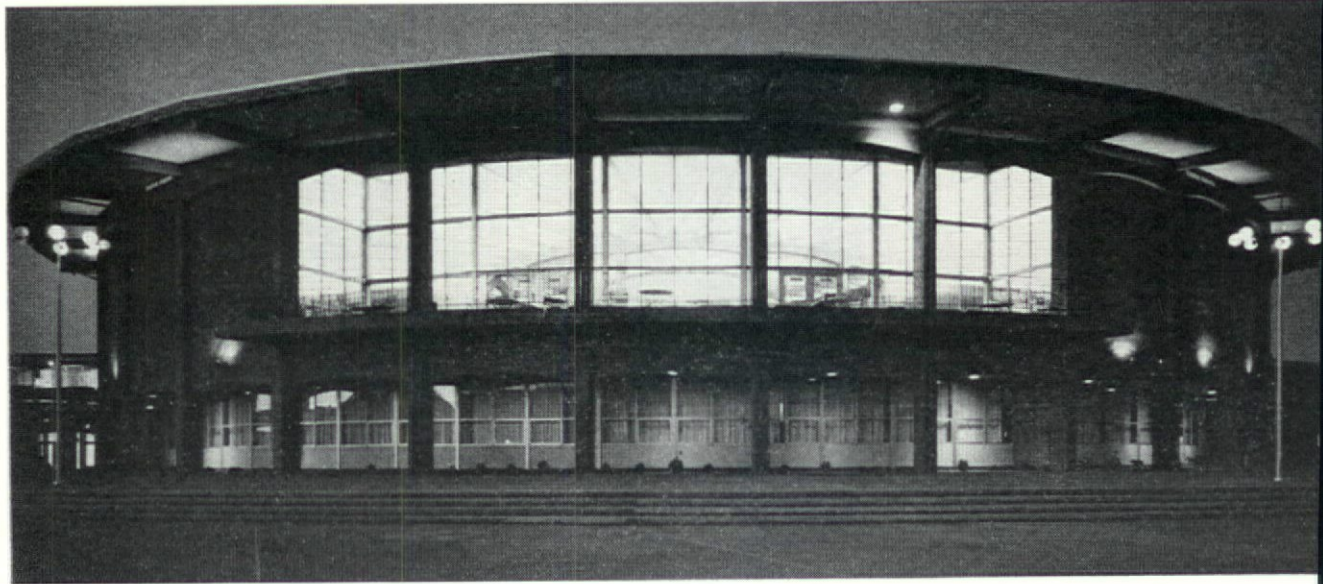


Circle No. 22 on product card facing P. 76

We gave our new book shelving



soft curves for a round library.



Library furnishings don't have to be plain to be practical. Take our serpentine shelving, for example. Its gentle curves complement any attractive building, like the new library at Chabot College in San Leandro, California. Like all of Library Bureau's equipment, it's designed to provide architects and

library planners with the styling—and flexibility—needed to achieve harmony between people and the books they want to read.

Ask your Library Bureau specialist about our complete line of modern library furniture and components.

Chances are he can help give your

Circle No. 23 on product card facing P. 76

next library plan a distinctive and exciting new look. You'll find him listed in your phone book under Remington Rand.



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 *Summitcrest*® CARPETS, INC.
SUMMITVILLE / OHIO



May 2, 1967

Mr. Ben Hellman
Publisher
Contract Magazine
Seven East 43d Street
New York, New York

Dear Mr. Hellman:

I am glad to have had the opportunity to meet you at the Contract '67 Show last week. It was very kind of your Miss Ann Falluchi to introduce me. I want you to know that I feel that Contract magazine makes a very important contribution to what we are trying to do in our area. Your sponsorship of the Contract '67 Show was another step in leading the way. People in the contract interior design business are a very different group as a whole from interior designers who are primarily doing residential work, and it is pleasing to feel that our fast growing field has its very own "house organ" in Contract magazine, which speaks our language. I enjoyed being at a meeting with others who are in the same field. A very good group!

We at Interiors for Business are very proud to have been represented in your magazine by several jobs on two occasions. We hope to have work worthy of publishing in future issues.

Many thanks for Contract '67. May we look forward to Contract '68?

Sincerely,

INTERIORS FOR BUSINESS, INC.

Mary C. Nikas
Mary C. Nikas

mcn/h



Thank you, Mrs. Nikas. We are delighted that you think of CONTRACT Magazine as your "house organ." Yes, you may look forward to CONTRACT '68. It will take place June 4-6, 1968, at the New York Coliseum, and will be three times as big as the 1967 show. We look forward to seeing you and your colleagues again at CONTRACT '68.

Ben Hellman

GO RIGHT TO THE TOP



... in sales volume with a new, quality line of seating for top and middle management from TechFab. The 2000 Series of Executive Seating by TechFab combines engineering excellence with superb craftsmanship for the most comfortable executive chairs ever designed. And all designed with your profit in mind.

Swivel, arm and armless sidechairs are impressively handsome, incorporating your customers' most requested features. Chairs have custom molded, latex foam rubber seats, "Decor" Vinyl and fabric upholstery, contemporary square or gracefully tapered round legs and bases in mirror chrome. Swivel chairs feature 4-inch height adjustment, and your choice of "carpet-saver" or in-line casters. A complementary grouping of conference tables, round, rectangular, boat or wedge-shaped, with co-ordinating bases are also available. Smart dealers know TechFab assures customer satisfaction and repeat sales.

Mail coupon at right for complete information.

2000 SERIES EXECUTIVE SEATING



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 Gentlemen: Please send me the TechFab Catalog.

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 COMPANY _____
 ADDRESS _____
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Circle No. 26 on product card



You deserve a better break.

What happens when the busboy turns out to have two left feet?

Boom. Bang. Crash.

A couple of jumpy women jump. Two more tumblers topple to the floor. So does a bottle of ketchup.

Bad for business? Of course.

After all, who wants to eat with all that din going on? Nobody. And nobody has to. With carpet on the floor.

Carpet puts the *rest* in restaurant. And World puts down the carpet you can well afford. Like Rough 'n Ready made

with 100% Acrilan[®] acrylic fiber in the pile.

Long-wearing? Yes. And, in beautiful colors and unique designs that create an atmosphere of quiet elegance.

Ergo: customers relax. Spend freely.

Spills and stains? There'll be plenty of those. But, if the carpet's Rough 'n Ready, they'll wipe right up.

Maintenance costs? Low. Just a quick vacuuming and your restaurant is ready for royalty.

Liz and Richard Burton, perhaps? A break like that you deserve.



WORLD CARPET
DALTON, GA



Hold on to those sample books!

Even though FABRILITE® is now owned by Stauffer Chemical Company, the sample books you now have are still current. Use them to specify FABRILITE from Stauffer. Pattern names, colors and numbers haven't changed.

The famous FABRILITE quality won't change either. If possible, we'll even improve FABRILITE perform-

ance. For Stauffer is basic in vinyls . . . with extensive research and development facilities geared to bring new concepts to reality.

So keep on using the sample books you now have . . . and specify Stauffer FABRILITE. For more information and samples, write Stauffer Chemical Company, Plastics Division, Newburgh, New York 12550.

STAUFFER CHEMICALS . . . at work everywhere



Circle No. 25 on product card facing P. 76

GLASS textured like FABRIC?

Yes—when it's BURLAP by Mississippi. This striking pattern combining the dramatic texture of fabric with the gleam of glass brings an entirely new light filtering beauty into your plans for settings of lasting freshness—different . . . unusual . . . exciting.

Plan now to capitalize on the many exclusive advantages of Mississippi patterns—the translucent light diffusing glass that adds imagination, utility and variety unmatched by any other glazing medium.

See your nearby Mississippi glass distributor.

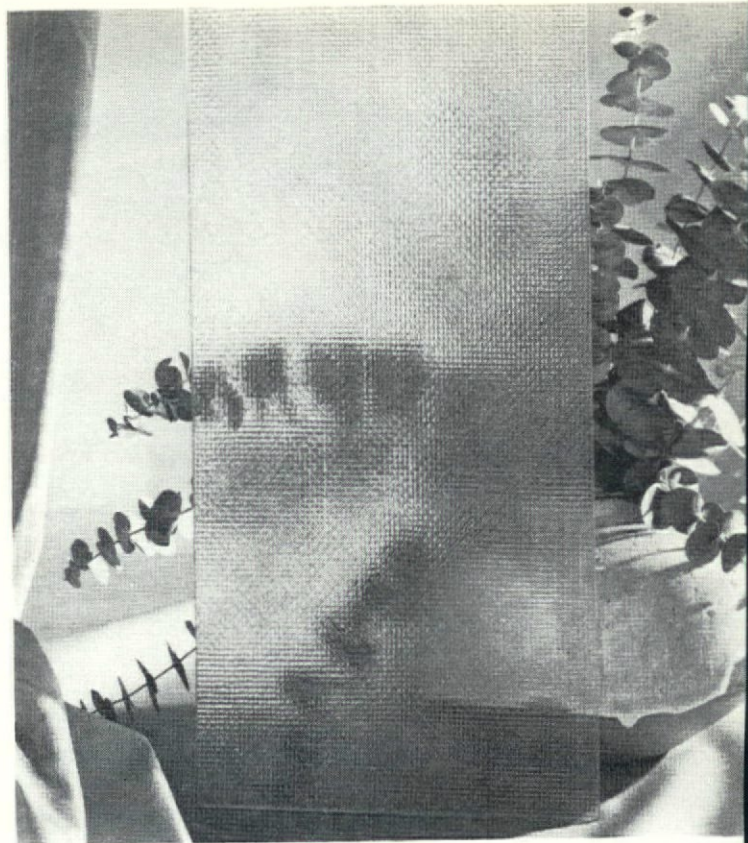
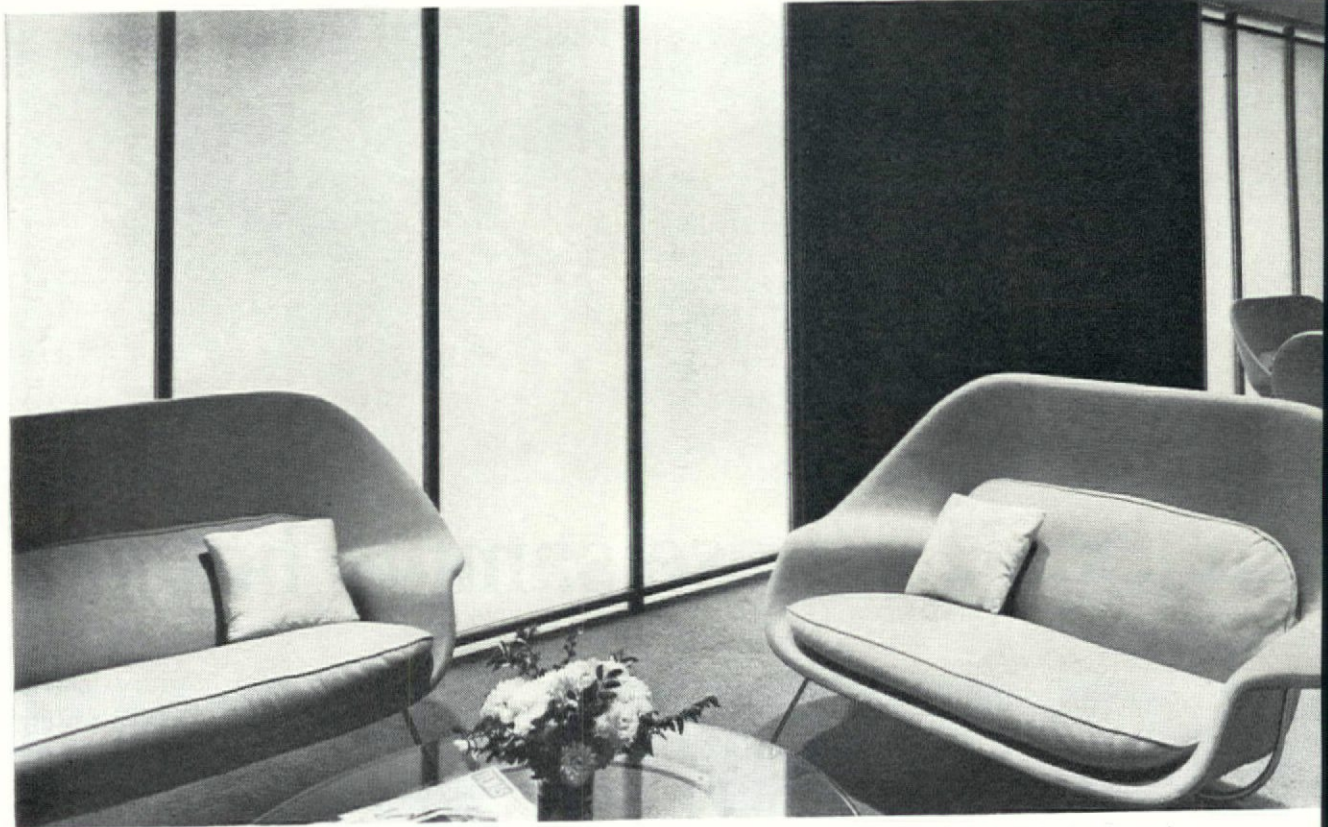


Photo by Wesley Balz Courtesy of House Beautiful Magazine



BURLAP patterned glass in reception room, Pan American Building, New York City. Architect: Space Design Group, Inc.




MISSISSIPPI GLASS COMPANY

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LARGEST DOMESTIC MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Circle No. 28 on product card facing P. 76



When Umberto
Marcucci, A.I.D.,
specifies 150 folding tables
for the University of
West Virginia...

he has to be sure.

"Student union installations must stand the test of time — aesthetically and functionally. And that goes especially for folding tables." So says Umberto Marcucci, Director of Design at Chandler Cudlipp Assoc., college planning specialists, New York City.

For his recent installation at the University of West Virginia, he specified Howe tables because they meet all qualifications.

Talented professionals like Mr. Marcucci have found that Howe tables solve all sorts of multi-purpose area problems.

Why not get our catalog? As he did. Your next multi-purpose room could show off *your* talents.

Howe

FOLDING FURNITURE, INC., 360 LEXINGTON AVE., NEW YORK, N.Y. 10017

purchased by
people paid to know
the difference

6800



Handsome, mirror finish, **stainless steel** desk accessories by Duk-It. This 6800 series is truly distinctive in its elegance and simplicity of design. A complement to any executive office setting.

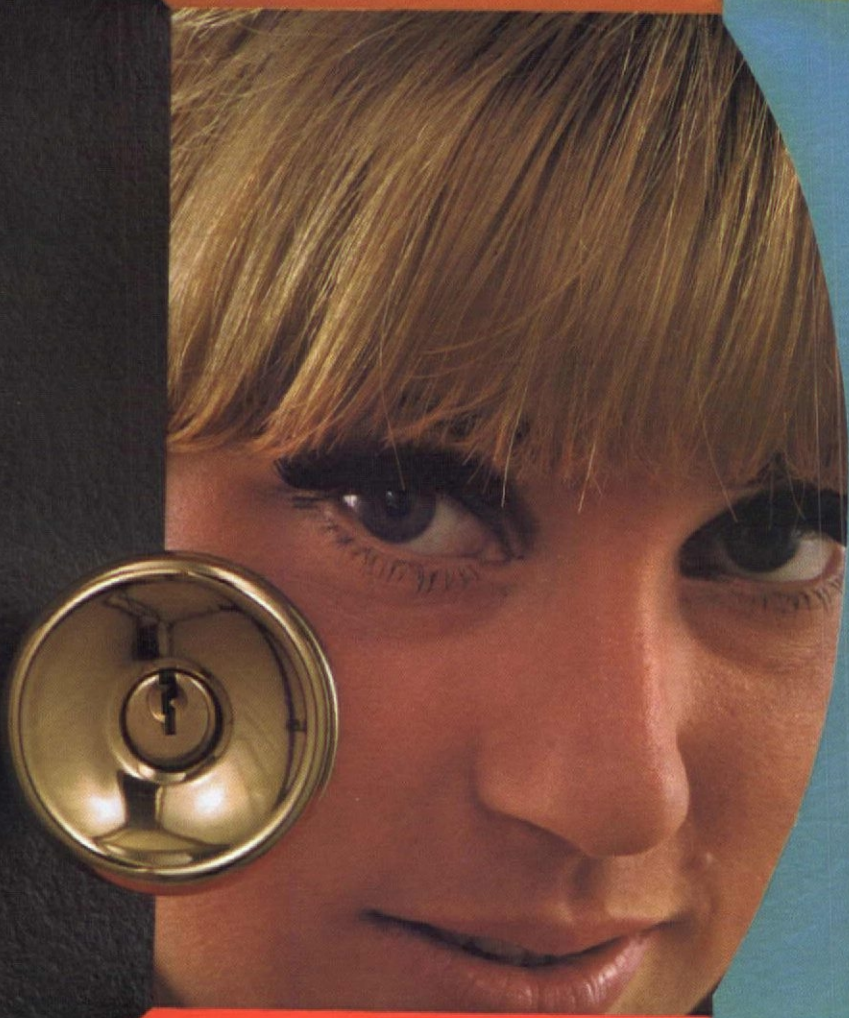


DUK-IT

McDonald Products Corp.

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Circle No. 30 on product card facing P. 76



Specify Nevamar Intaglio

A deep, dimensional-grained high pressure laminate in 32 decorator solids. Think of it! (every other laminator is)

*You can't afford to just think about it, can you?
You specify from the materials at hand.
Nevamar knows this. That's why Intaglio is here now.
The only honest, three-dimensional solid color laminate
in the industry. Suddenly all those surfaces
that usually get short changed have a new champion.
Doors come alive with interesting color.
Non-writing surfaces take on rich new dimension.
Cabinets and headboards blend into the scheme of things.
Nevamar Intaglio does it all, and does it
with a talent for stain and scratch resistance
that's unrivaled. Maybe some year other laminators
will stop just thinking about three-dimensional
solid color laminate and do it. (By then
we'll have something else for them to think about.)*

SEND FOR
SAMPLES

NEVAMAR
newest look in Laminates

You can carpet offices without worrying about butterfingereed secretaries like Suzie Lamm.



Since when? Since Herculon.[®]

If you know Suzie like we know Suzie, you'll realize that offices require special carpet. Carpet that finds gum, make-up, cigarette butts, ashes, mayonnaise, typewriter ribbons, coffee and all the other things that secretaries manage to spill on it most resistible.

In other words, carpet of HERCULON* olefin fiber. HERCULON is chemically inert and moisture

resistant. So stains and soil stay right on top. And because it's the easiest of all fibers to clean, you'll cut way down on your professional cleaning bills.

And is HERCULON strong. It matches nylon and outperforms acrylics and wool in abrasion resistance.

You can save as much as \$3 a square yard below similar type carpets. And you get a big choice

of colors and patterns. From the best carpet mills.

So think about carpet of HERCULON. Better yet, get it. That's the only worry you'll have and Suzie is her slow shorthand.

For more information, simply write, call or visit Fibers & Textiles Dept., Hercules Incorporated, 380 Madison Avenue, N.Y. 10017. OX 7-0010.

*Hercules registered trademark. PT 67-31.



Circle No. 32 on product card facing P. 76



GOLD CREST ELM*

Want a beautiful way to lick fire and sound control problems?

You're looking at it!

Georgia-Pacific has put beauty, sound and fire control into one wall. The G-P Gold Crest* paneling is just the first layer of a great new idea in wall construction. Underneath, there's a layer of G-P Bestwall® Sound Deadening Board. It's earned an STC rating of 45. Then, there's a layer of G-P Bestwall Firestop* to earn you the best fire rating. Together, these three G-P products give you a wall with beauty, sound and fire control all in one! About the Gold Crest paneling. The vertical channels are one-half inch wide. Just insert colored tape, fabric or even tiles to match any decor. Cost? Less than you think. About \$90 for an 8' x 12' wall. Not bad for such a beautiful cover up.

* A GEORGIA-PACIFIC CORPORATION TRADEMARK

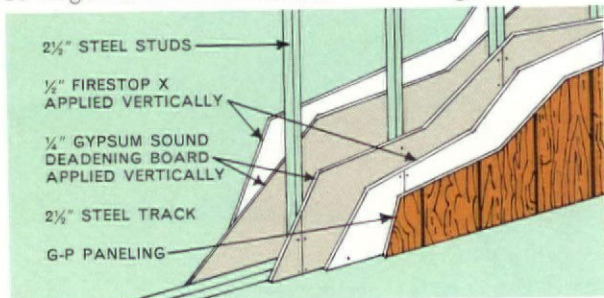
 **GEORGIA-PACIFIC** / THE GROWTH COMPANY

MORE



8 common sense reasons to use G-P wall components!

3-Way Benefits. There's G-P paneling with warm beauty that really impresses clients. G-P Bestwall® Sound Deadening Board gives you sound control without combustible materials that hinder fire ratings. In addition, G-P Bestwall Firestop* is reinforced with glass fibers for strength and an excellent fire rating.



Durable. G-P hardwood panels are all protected with our famous Acryglas® finish that takes 17 individual steps to apply. It looks like a hand-rubbed oil finish, but is so tough you can't faze it with fingernail polish remover or alcohol. Smudges from dirt, grease, hair oil, food and crayons whisk away with a damp cloth.

Beauty. You can offer your clients the authentic beauty of real wood for a very low price. Prices start at just \$11.20 for a 4' x 8' panel.

Easy Installation. Hardwood plywood panels, G-P Bestwall Sound Deadening Board and Firestop all come in large easy-to-handle panels. Just fasten them in place, step by step.

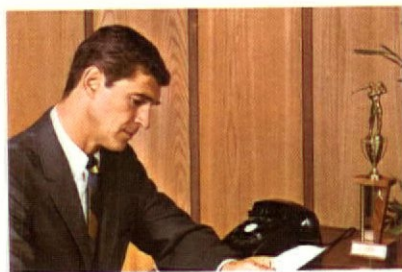
Selection. G-P has the biggest selection of styles and finishes in the business for you and your clients. Over 115 different hardwood panels in all!

Versatile. The selection of grains, colors, textures, styles and price range enables you to fit virtually every taste, decor and budget.

Minimum Maintenance. G-P paneling requires very little attention. It resists scuffs, stains and abrasions. This means less maintenance costs for your commercial clients.

Atmosphere. G-P Hardwood paneling lends dignity, warmth and charm to a room . . . gives offices, reception rooms and apartments an atmosphere of elegance.

3 more beautiful paneling lines from G-P!



INLAID, ELM WITH WALNUT



STYLE IV WALNUT



CHATEAU KNOTTY

- Send me the 1967 G-P Paneling Catalog!
- Send more information about G-P Bestwall Firestop!
- Send more information about G-P Bestwall Sound Deadening Board!

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FIRM _____

PHONE _____

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CITY _____

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

Inlaid*: Looks like the work of a master craftsman. You have a choice of four hardwood combinations . . . all inlaid by hand! **Style IV*:** new paneling designed especially for men! The grooves are 4 inches apart. This effect usually calls for custom carpentry. **Chateau*:** Wide grooves give the wall a deeper, more solid look. Choice of 32 beautiful hardwood plywood panels . . . prices start at just \$11.20 for a 4' x 8' panel.

* Registered Trademark—Georgia-Pacific Corporation
*A Georgia-Pacific Trademark



GEORGIA-PACIFIC
THE GROWTH COMPANY



Florsheim Shoe Shop, St. Louis, Missouri • Designer: Harry Koepke, Florsheim Shoe Shops

*What did the
Shoe People
say to the
Chair People?*



**"Give us a chair that
reflects the quality of our shoes."**

Enough said. Those Chair people huddled with the store designers. And this is what they came up with.

Turning out designs that meet the exacting eye and approval of interior designers and specifiers is the specialty of Charlotte Chair Company. Fifty-five years of chair designing and manufacturing provides a bank of experience unmatched in this highly specialized skill.

Charlotte chairs, while giving the impression of ultimate luxury are surprisingly reasonable . . . very probably within your seating budget. Write today.

C
charlotte chair company
C
 CHARLOTTE, MICHIGAN



Circle No. 34 on product card facing P. 76

CONTRACT

July 1967



A subdued elegance with tropical motif marks corridor on the executive floor of JFN-designed Puerto Rico Telephone Building. Chrome columns and buffed stones add to a unique textural quality.

JFN COMES OF AGE

own educator, this space planning/design firm, fledgling seven years ago, has developed into leading organization in the field, with a distinctive style and a well-systematized set of procedures.

H. L. Van Brunt

Starting with a hunch that has developed into a firm, workable philosophy, JFN Associates, Inc., has emerged as one of the giants of the space planning profession in a matter of seven short years. The founders of New York City-based JFN believed that planning was, in itself, a valid professional field, and that design was only one of the space planner's many tools. Briefly, JFN's basic premise was and is: First comes the plan and the program, then the design.

Created in 1960 by Douglas W. Nicholson, Salvatore P. Fili, and a partner named Johnson who never actually entered the firm, JFN has been blessed with management stability. Douglas Nicholson is still president, Salvatore Fili executive vice president, and Johnson's brother, Malcolm, who entered the firm shortly after its founding, is now vice president.

Basically, JFN came into being because its principals sensed a big gap in the design field—a blank area between the "design-oriented" and the "functionally oriented." Lacking, in their opinion, was a good blend of business practice and quality planning of interior design, a blend that would aim at optimum practical use of high-rental space, at the same time that it would create congenial work environment for the occupants of such space.

Those three men, presiding over an organization that began with six employees, travelled in seven years from

a time when they were pulling anyone who could sit at a drafting board off the street (in the words of Mac Nicholson), to their present position as one of the leaders in the contract planning and design field. JFN now has more than 60 employees in New York and San Juan, Puerto Rico, plus a substantial number of associates in Boston, Chicago, San Francisco, and London, England.

San Juan, by the way, is the site of the job that JFN considers its best to date—not only a culmination of the work it has done for the past several years, but a commission that bears an authentic and distinctive signature. This is the Telephone Company of Puerto Rico, a high-rise office building which is the utility's command post for the entire island.

The Pan Am ordeal

Until 1962, JFN was engaged in assignments that contributed to its steady growth, but did not provide an all-out test of its space planning philosophy. In that year, the firm found itself suddenly in the big league. On the basis of performance and word-of-mouth from past clients, it found itself immersed in planning no less than 170,000 square feet of space for no less than eight different clients in the Pan Am Building, New York City, which was then about to be erected. (See: *From the Ground Up*, CONTRACT, July 1962.)

Working with these clients—Foote



Surrounding JFN's logo are:
Douglas W. Nicholson,
Salvatore P. Fili,
Malcolm W. Nicholson.



Cone & Belding, advertising agency; Royall, Koegel & Rogers, attorneys; British Iron & Steel Corp., Hayes, Sklar & Herzberg, attorneys; Pittston Co., mining; Lee Nashen Agency, Ltd.; Centrade Mayer Ltd.; and Universal American Corp.—meant harassment and great pressure for more than two years, but JFN emerged from the ordeal with a liberal education. By the time the building was completed and its clients installed, the space planning firm had grown from a babe in the woods to a man of the world, capable not only of handling complex problems of planning and design, but also and equally important, of coping with the capricious demands of its clients, the pressures of building schedules, the exigencies of working with unions, sub-contractors, craftsmen, and dozens of other trades. Fortunately for JFN, it emerged from this supreme test with eight satisfied clients, plus as we have intimated, a far more sophisticated approach to the business world and to its own business.

The knowledge derived from Pan Am contributed to a research program that the firm consciously launched with the goal of developing procedures and techniques for the efficient planning and progression of any given assignment that comes its way. Much of this

program is embodied in Job Sequence Manuals that have been very expertly set down on paper and are in constant use by the JFN staff. The thoroughness and originality of its Job Sequence Manuals go a long way toward explaining not only JFN's swift advance in the space planning field, but also its unusual consistency in controlling its own and its clients' costs and schedules. In short, JFN has learned the crucial lesson of how to run a design business internally and to reflect its efficiency externally in its work for its corporate and institutional clients.

How JFN handled recent jobs

In the assignments discussed in this article—Banco Popular, Telephone Company of Puerto Rico, Clark, Dodge & Co., et al—this systematizing of space planning and design experience have yielded work of the first order. Referring to Banco Popular, Malcolm Nicholson stated recently: "We created a team and we were given the responsibility not only for the bank itself as the major tenant, but also for the interior standards for the balance of space in the building." The building that went up was 20 stories high (a skyscraper by San Juan standards), with 400,000 square feet of interior

"Office planning is a new field there are many definitions within the field concerning responsibility, job scope, and resultant job procedures. Most of the personnel in JFN have come from other firms and differing backgrounds, but JFN has its own ideas concerning the purpose and responsibility of the office planner and enforces certain procedures to insure that clients receive the intelligent direction they have been led to expect. Every step in the Job Sequence has a purpose and no step in the sequence may be deleted."

—From JFN Job Sequence Manual



JFN: The Pan Am—a liberal education



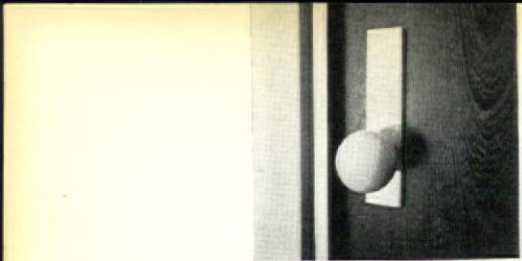
Photos: Alexandre Georges



Puerto Rico Telephone Co.

12-story penthouse structure of Telephone building (opposite, up photo) perfectly complements the Juan skyscape. Lobby entrance to executive area (opposite, bottom) immediately establishes tone of severe elegance with keynote colors of white and black. White vinyl-clad walls, tiled ceiling, marble floor, and dark-brown carpet combine to produce an atmosphere of lightness and expansive space. Shot of lobby area (above) shows reception desk and lobby separated by a glass wall divider. Striking banner on left wall in yellow-green and strong vermilion is work of Niles Krushenick. Glass tables in foreground are by Mies van der Rohe. Executive corridor (above, far right) designed with a large traffic flow in mind. Bronze-tone Herculite glass doors with polished chrome bars create an illusion of free access and space. Extensive use of chrome on doors and frames (in other areas) was the inspiration of planner Geraldine Sakall. The office is quietly spectacular. Secretarial area on executive floor (center, right) is not just a work place. A key component, from ashtray to typewriter, was worked into a color scheme which allows for interchange. Planners Sakall and George Orfila set to work on the president's office (center, near right, and bottom). A sanctuary and a working and meeting area, the office was planned for rearrangement and changing of furniture whenever and wherever desired. A highly sensitized communication system is housed in the unit behind the president's desk.





Puerto Rico Telephone—cont

"Museum Elegance" might characterize this Carrara-type marble door (upper left detail) on a polished chrome strike plate. Note the chrome door frame and wenge-wood lacquered finished door. The conference room (left) of Puerto Rico Telephone Co. features a board table of four units held together by clip fasteners. Legs of chairs and table would seem to indicate the people who sit here are "stars." One of thirteen offices for managers and department heads (near left), each achieves its individuality in the interchange of colors. Black and white statements vie with earth tones to produce harmonious and relaxing surroundings. Board room (center photograph) is backdropped by a Larry Zox painting, in keeping with the firm's futuristic outlook. Storage units (bottom far left) in board room are ingeniously concealed, such as this one with stacked chairs for lectures, demonstrations, large conferences.

SUPPLIERS

GENERAL

Carpets & rugs: V'Soske.

Draperies: Isabel Scott.

Vinyl wallcoverings: Vicrtex Sales Corp.

Secretarial desks: Jens Risom, with JFN-designed tops.

Files: Conserva-File, Inc.

Stacking chairs: Knoll Associates.

Lighting: Lightolier.

Office partitions: manufactured by Virginia

Glass Co., with glass by Pittsburgh Plate

Glass doors: Herculite Glass Co.

Cabinetwork, wood doors, storage walls: JFN Woodworking.

Hardware: Sargent Co.

Concealed door closers: Corbin Cabinet

Lock Div., American Hardware Corp.

Desk accessories: Knoll Associates

Plants: Linc, Inc.

RECEPTION ROOM

Desk: custom-designed, produced by

Spanish Arts, Inc., and Stendig, Inc.

Desk chair: Pollack chair by Knoll.

Lounge seating: Atlas by Stendig, Inc.

Coffee tables: Mies van der Rohe design by Knoll Associates.

PRESIDENT'S OFFICE

Desk: Laverne Originals.

Chairs: black leather Mies van der Rohe

design and Tugendhat lounge chairs of natural pigskin by Knoll.

Table: Knoll.

Sofa: Metropolitan Furniture.

Upholstery fabric: Jack Lenor Larsen.

CONFERENCE ROOM

Table: JFN-designed top; bottom by Fritz Hansen, Inc.

Chairs: Fritz Hansen.

MANAGER'S OFFICE

Desk: JFN-designed top on standard leg

BOARD ROOM

Conference table: JFN-designed Formica base by Hugh Acton.

space, of which 100,000 would be occupied by the bank.

Besides having a cooperative client, another advantage JFN enjoyed was that it started work on the Banco Popular Building at the very beginning: with the architects, Toro & Ferrer of San Juan and Kahn & Jacobs of New York, with the realtor, Cushman & Wakefield, and with the mechanical engineer, W. A. DiGiacommo.

Banco Popular did a lot for JFN. "It started us off in doing what we wanted to do in 1960," Nicholson said recently. "And we began at that point to develop not only the techniques that we share with others in our profession, but to elaborate some of these techniques to a much greater extent than others have."

One of the techniques that JFN de-

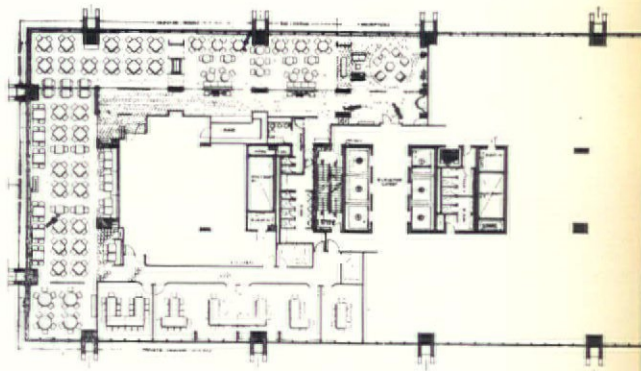
veloped and refined on the Banco Popular job was what it calls the "Standards Approach." Nicholson explained: "Take an entire project and you will find out what the people do, who they are, why they are, what they feel about themselves, what their standing is in the economic and business community. Then you are able to establish planning standards, work place standards, and design standards. The actual production of the job, afterwards, is actually just a matter of applying standards."

Phases of P. R. Telephone study

Formed in 1914 by a merger of Puerto Rico General Telephone Co. and South Puerto Rico Telephone Co., the Puerto Rico Telephone Co. holds official franchise of the island's wide system of



JFN: The "standards approach"



Bankers' Club

The Bankers' Club, atop the Banco Popular building in San Juan, is a designer's dream. Neville Lewis and Marlene Purcell of JFN retained the Spanish motifs and colors of the island. In two upper photos, entrance and service bar corridor leads to the dining area. Floor is of terra cotta native tiles while bar face tiles are of antique Spanish pattern. Entrance lounge combines the contemporary and Spanish Classic. The large oval rug is by V'Soske. Dining area (left), where food is good, the view is spectacular, and the locally made chandeliers are masterpieces.



communications. It is estimated that by 1970 telephone installations in Puerto Rico will exceed 350,000. In 1963, when JFN was first contacted, telephone company facilities were scattered throughout San Juan. The need for a central office facility was obvious and pressing.

JFN was retained to perform a multi-phase study incorporating the following objectives:

Phase I: Prepare end-product specifications outlining interior construction requirements in order to obtain comparable proposals from builders. Evaluate the site and architectural plans as to their suitability for the telephone company.

Phase II (The Space Requirements Report): Survey and inventory of the existing and future requirements in terms of personnel, furniture, equipment, functions, traffic, and adjacencies. Tabulate and analyze this information and translate it into square footage requirements.

Phase III: Prepare area allocation layout and detailed furniture and equipment plans.

Phase IV: Recommend design and decorative treatment of all areas. Prepare graphic design and decorating presentations with detailed budgets.

Phase V: Prepare all necessary construction drawings and details. Supervise the construction and the move-in.

After completing Phase I, JFN submitted its space requirements report on June 19, 1964. Construction of a 12-story penthouse office building was begun shortly after approval of the report. In a letter accompanying the report, JFN president Doug Nicholson emphasized to telephone company president K. Woodrow Benckert that "... since the telephone company shows every indication of continued,

rapid growth and is planning extensive reorganization, the future requirements as outlined cannot be regarded as static, but should be periodically reviewed and, if necessary, revised in the light of developments between now and completion of the new building, so that the planning, design, and construction will at all times reflect the most current information."

On April 19, 1967, Benckert officially opened the ninth floor executive area of the new building. JFN officials, justifiably proud, led parties of VIP's and reporters on tours of the new quarters that elicited more than the usual "oohs and aahs." By the end of this summer, JFN will have supervised the moving of more than 800 employees and tons of equipment and furnishings into the new building.

Expediting Clark, Dodge move

Another job JFN completed recently is Clark, Dodge & Company, Inc., an old-line Wall Street brokerage firm that JFN will move from its present quarters at 61 Wall Street into a sleek new building 140 Broadway. First contacted in December, 1966 by Clark, Dodge, JFN will move the firm into its new quarters by September, 1967.

With its experienced staff and accumulated, finely honed techniques, it took JFN only a month and a half to do all the work that went into the 60-page space requirements report submitted to Clark, Dodge on January 27, 1967. By May 1967, all the construction drawings and design specifications had been made and approved.

JFN vice president and account executive, Richard Wilson, explained some of the unique problems of the Clark, Dodge job. "Clark, Dodge is peculiar in the way they work. They insist on complete communication be-

"To produce square footage figures from estimated personnel projections, it is necessary to apply a work station standard to all personnel, office equipment, conference rooms, etc.; in short, to any space requirement of sufficient number. For 'non-standard' areas, i.e., reception rooms, lounges, etc., where neither sufficient number of such areas nor similarity to other work stations exist, square footage figures are developed based on reasonable estimates of size. All non-standard square footage estimates are modular, that is to say, they fit within a module system that applies to the whole job. . . . The space standards, developed through interviews with the staff and through observation of working habits, apply to all personnel, existing and projected. Adjustments or changes should be made in terms of this report, and only where essential, since changes made after layouts have been initiated will be costly and time-consuming."

—From Preliminary Report by
JFN on new Great Lakes
Carbon Corporation offices.



JFN: The basic multi-phase study



Banco Popular

The elevator core of Banco Popular building (above) sets the design tone. Modular lighting, tropical plant settings, and the expansive tile floor coalesce into a feeling of sleekness and natural texture. The dimensional wall facing is also used in the elevator cores. Banco Popular's reception room (above, far right), serving as an entrance to the executive offices, was designed to reflect the bank's preference for a friendly, informal atmosphere, and to underscore the island's tropical color and dominant Spanish influence. The chairs, influenced by the island's lush vegetation, are carried out in the deep olive green acrylic carpet, burnt orange upholstery fabric, with subdued beige and white accents. President's office (center) was designed to receive high-ranking visitors, such as State Department officials who come to study the Bank's financial procedures. Custom-designed furnishings were called for here. Wall panels are complemented by convertors to conceal air conditioning units, as well as box tables flanking the sofa. The bank's board room (lower right) is dominated by a bust of its founder, Manuel Carrion. The enormous and beautiful table custom-made by Ted Terner will probably have to be moved by crane, if it is ever moved. Design emphasis was on clean, contemporary lines. The marble wall panel, the deep olive carpet, and the brass chandeliers reflect the Spanish influence, though.





Banco Popular—contd.

Reception area for clients and depositors (center, far left) reflects the bank's projected image of informal and easy accessibility to the people. Wall is of gray-blue uncut marble. Secretarial pool and executive corridor (center near left) is an example of JFN's concern with space planning translated into terms of industrial awareness of human needs. One of the many executive offices (top) was kept deliberately neutral in tone to allow the tea wall paneling, partition insets, and wood furniture to create the desired effect. A statement of dignity and confidence is apparent in office of the executive vice president (bottom).

SUPPLIERS

LOBBY, RECEPTION ROOM

Sculptured ceramic walls: Design-Technics.
Cabinetwork: William Somerville.
Tables: Zographos Designs, Ltd.
Sofa: Harvey Probbler, with Thaibok Fabric upholstery.
Upholstered chairs: Harvey Probbler, with Jack Lenor Larsen upholstery.
Desk: Harvey Probbler.
Aluminum chairs: Stendig, Inc.
Carpet: Alexander Smith.

PRESIDENT'S OFFICE

Sofa, chairs: Harvey Probbler.
Marble table: Knoll Associates.
Desk chair, side chair: Stow/Davis.
Lighting: Lightolier.

BOARD ROOM

Table, chairs: custom-made by Ted Sauer.
Carpet: V'Soske.
Draperies: sheers by Anton L. Maix; end panels by Boris Kroll.
Chandeliers: Lightolier.

RECEPTION AREA

Chairs, tables: Eero Saarinen designs by Knoll.
Sofa: Harvey Probbler, with Jack Lenor Larsen upholstery.
Desk: Art Metal, Inc.
Carpet: Alexander Smith.
Uncut marble wall: Port Morris Tile & Terrazzo Corp.

SECRETARIAL POOLS

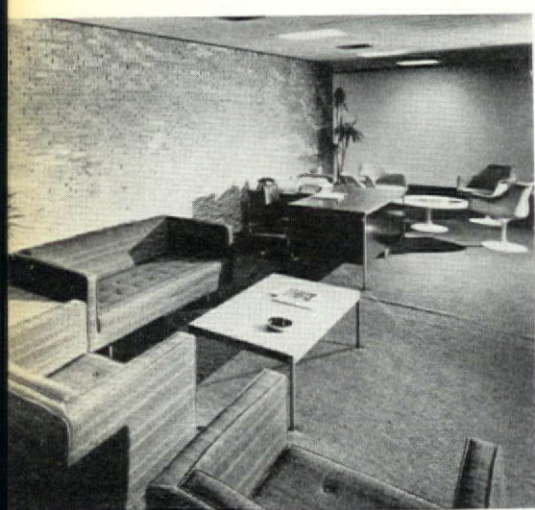
Desks: Art Metal.
Visitor chairs: Stendig, Inc.
Carpet: Alexander Smith.
Vinyl flooring: Kentile.
Partitions: Curtis Partition Co.
Lighting: Lightolier.

EXECUTIVE OFFICE

Furniture: Orbit Furniture Co., Puerto Rico.
Draperies: Herman Miller.
Walls: Somerville.

VICE PRESIDENT'S OFFICE

Desk, sofa, club chairs: Harvey Probbler.
Visitor chairs: Dux.
Pedestal table: Knoll.
Draperies: Herman Miller.
Upholstery: Jack Lenor Larsen; sofa by Thaibok Fabrics.
Cork wallcovering: Maharam Fabric Corp.
Carpet: V'Soske.



tween senior management and the sales or board room. In reading their background, they stress over and over again the desirability of communicating the substance of the customer's portfolio (or whatever it may be) between executive and production areas. So we felt that following up this concept with completely open areas really stressed this point. The problem then was how to keep the open areas from becoming just a sea of desks. I think we managed to create privacy and still develop open space work areas."

Keeping the Clark, Dodge's old-line, conservative image in a modern building was another design problem JFN faced. Designer Sig Udstad managed to keep this image without violating the architecture of the building. (See floor plan below.)

JFN has reached the stage now where it can be very selective about the jobs it takes and major evolution

of its planning and design philosophy is in the works.

"It has taken us years," said Malcolm Nicholson, "to develop and formulate the very specific steps of what we actually do. Each one of these steps has come from the jobs we have done, and what we have now is a very sophisticated, very specific job outline detailing job procedures, each item of which must be religiously followed."

"We're on the threshold now," he continued, "of solving to our satisfaction our ideas about landscape planning, cluster planning, and the ultimates in workplace design. We know this will affect furniture manufacturers, architects, and designers of buildings. We're ready to use this latest system of ours on a major project that we have selected and you may be certain that it will be something very new and different from what's around today. (C)



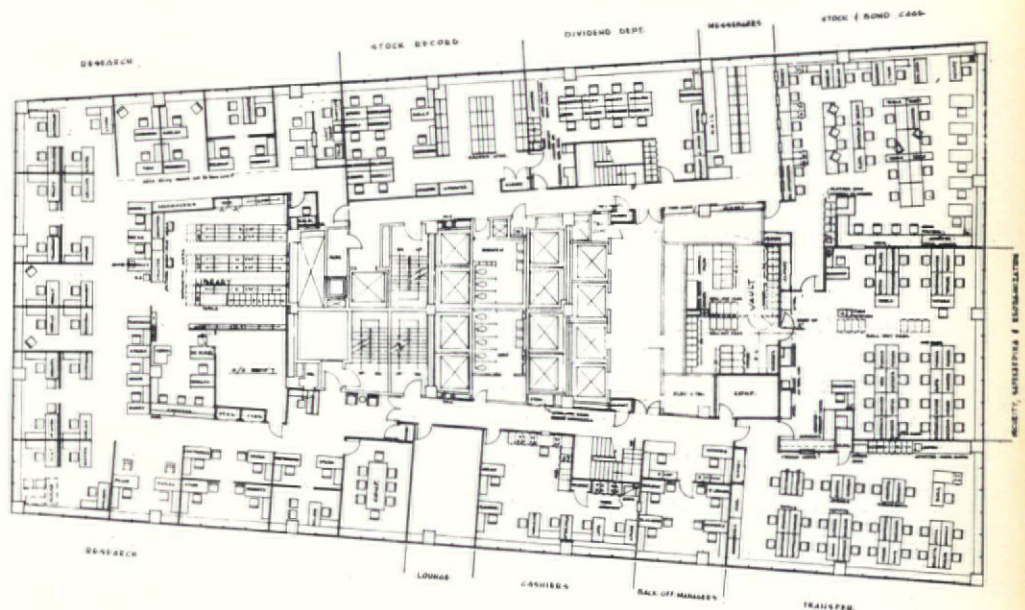
JFN: Charting new directions

The space under negotiation by Clark, Dodge for rental at 140 Broadway comprises floors 29, 30, 31, and 32. Floor 32 will be subleased by Clark, Dodge back to the 140 Broadway Co., 50 percent for a 5-year term and the balance for a 10-year term. At the termination of the noted periods these areas are to be delivered to Clark, Dodge. It is further understood that effective the end of the 5th year of the term, upon one year's prior written notice, Clark, Dodge shall have the right to cancel the lease with respect to the 31st and 32nd floors.

"The consideration of this clause affected our decisions especially in regard to department stacking plans. 'Hard areas' such as vault and telephone equipment have been specified for installation on the 30th floor to prevent the expensive relocation in regard to the future decision concerning floors 31 and 32. Also, the compressors for a peripheral air conditioning system required by IBM and DC areas will be located on the 30th floor. Ducts will be then provided directly to the adjacent floor locations of these areas.

"Should a future move of these departments be required, a relatively minimal change of ducting would accomplish the conditioning requirements."

—From Survey Report by JFN on new Clark, Dodge & Co. offices



A typical floor plan (above) and statement in Survey Report (box at left) demonstrate the elaborate planning that is going into the new Clark, Dodge & Co. offices in New York City. The project is still in the works, with completion expected shortly.



- KEY TO FLOOR PLAN
- 1 Partners' Offices
 - 2 Inactive File Storage
 - 3 Executive Corridor
 - 4 Conference
 - 5 Library
 - 6 Waiting/Reception
 - 7 Secretarial Pool
 - 8 Lounge/Conference
 - 9 Air Conditioning
 - 10 Telephone Equipment
 - 11 Client's Suite
 - 12 Executive Shower
 - 13 Ladies Lounge/Restroom

CUSTOM DETAILING OF LAW OFFICE

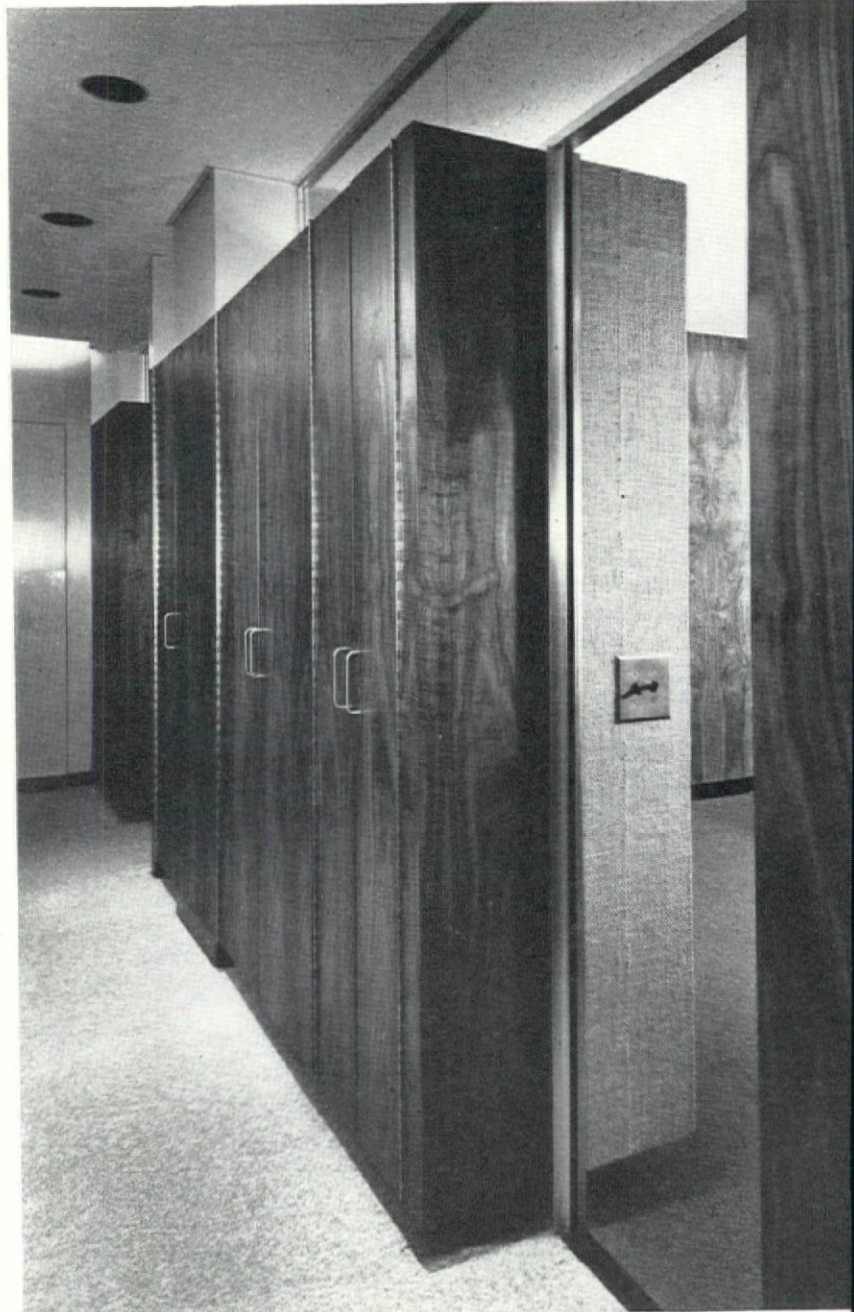
EDWARD STEUER USES TWO-WAY STORAGE, DRY-WALL PARTITIONS,
AND BUILT-INS TO CREATE PRESTIGE LOOK ON LIMITED BUDGET

The architecture of the space is primary, states Edward Steuer, New York space planner/designer specializing in architectural interiors. Steuer's goal is to integrate and interrelate simultaneously all phases of the entire planning/design program, based of course on client needs. From this, he continues, emerges a new interior architecture, affording clients total and functional design.

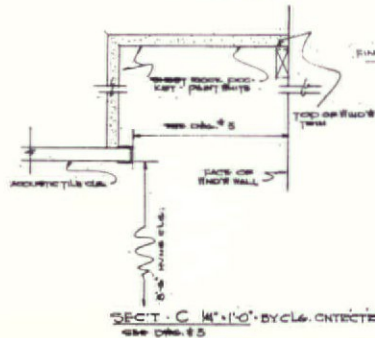
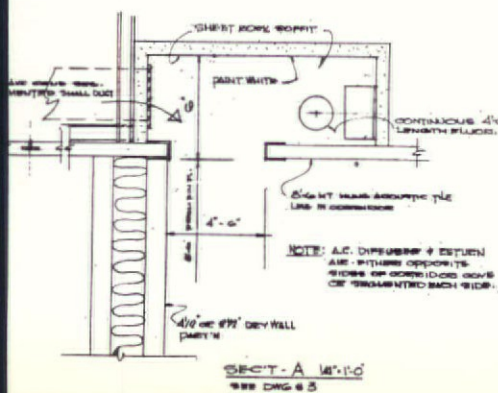
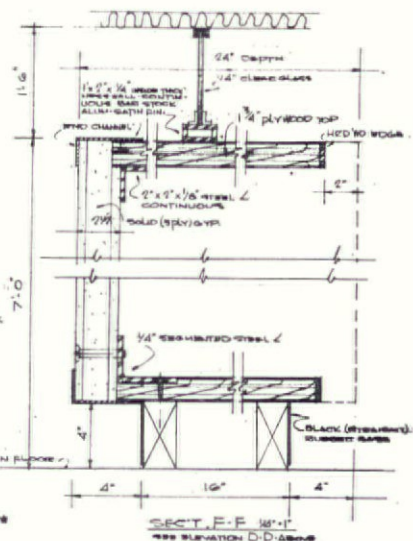
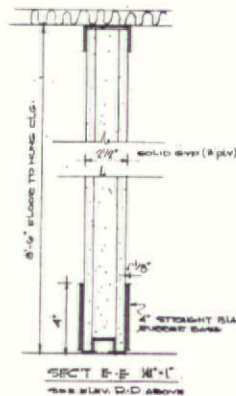
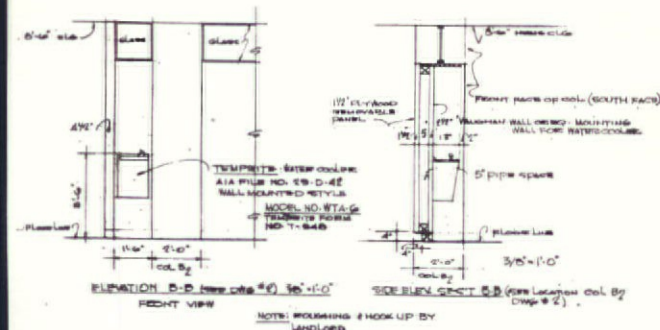
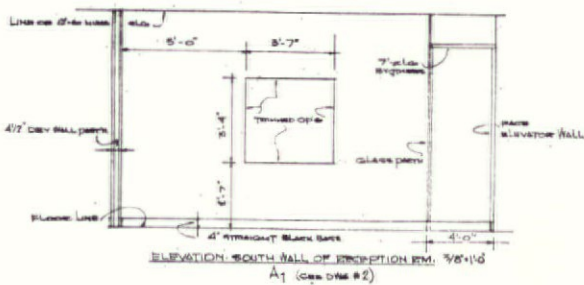
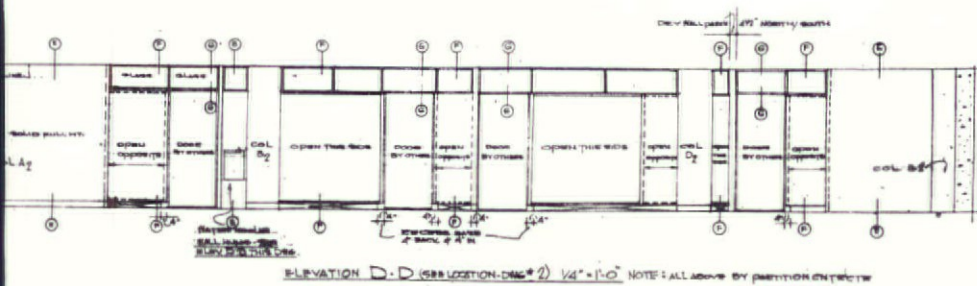
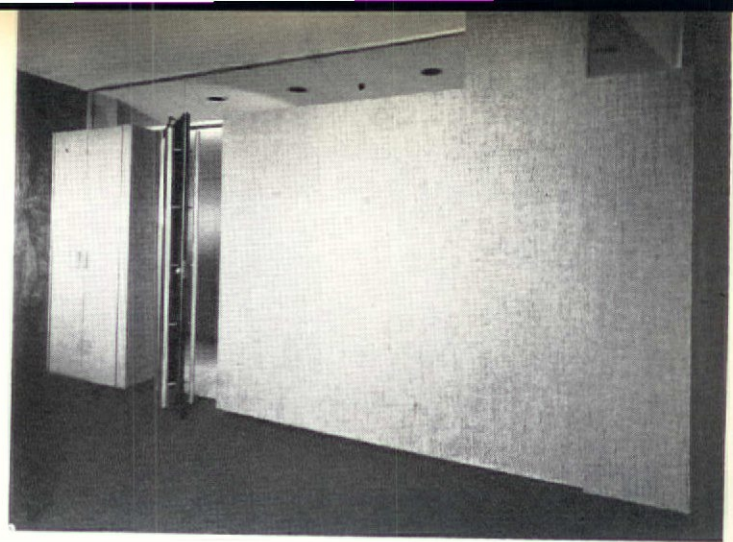
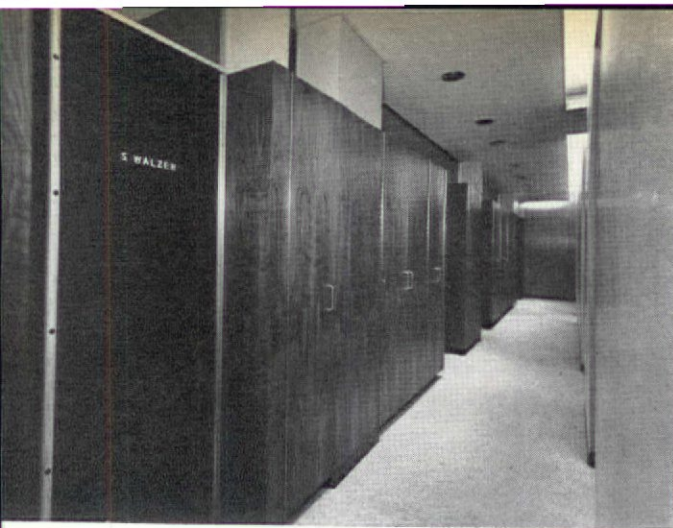
This was the approach applied to the law offices of Levy, Heller, Kessler & Walzer. Located in an old Brooklyn building, the new space—an entire floor—was irregularly shaped. To add to the planning problem, the office of J. Rae, Inc., the law firm's major realty client, was to be incorporated on the same floor, but separate and apart and with its own design characteristics (see page 58).

After completely gutting the existing interiors—ripping up floors, tearing down ceilings and walls—Steuer proceeded to invest the bare shell with a distinctive and prestigious suite of offices. The four partners are located in a row of offices separated from the corridor by a specially designed and constructed storage partition system (see details opposite). Immediately off the elevator lobby is the glass enclosed (client stipulated) reception/waiting room (see page 57), custom constructed and studiously articulated with function in mind, right down to the engineered dimensions of the glass partition opening for package delivery.

Custom detailing, illustrated on these pages, made maximum use of all spaces. And, contrary to its luxurious appearance, the entire installation proved economical. (C)



Photos: Louis Reens

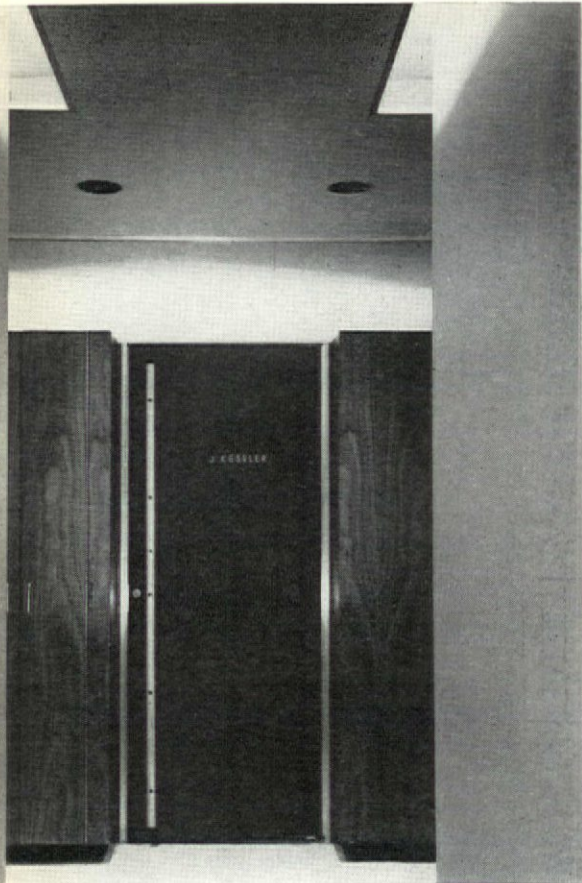


The need for functional and maximum use of corridor space led Steuer to design a special partition storage system in place of a regular wall to enclose the four executive offices. Affording storage access on both sides, the system adds enormous visual interest to what would have been a bland, commonplace wall and provides a strong architectural design statement—all custom-made at a savings to the client.

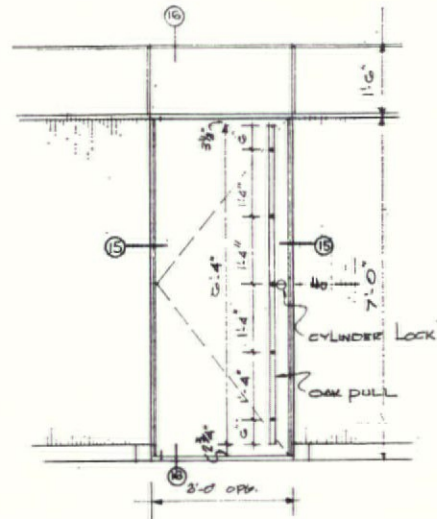
Steuer kept the storage portion of the wall to a height of 6 ft. 6 in. (see elevation), so that a continuous full clerestory, up to the 8 ft. 6 in. hung ceiling, spans the entire length of the corridor, supplementing the ceiling spots and cove lighting.

The entire wall system was created out of standard dry wall partitioning, wrapped with highly grained walnut Flexwood. Cabinet doors (see photo opposite) contain files on the corridor side. The inner wall in each of the four executive offices was covered in a heavy natural burlap (shown above before furnishings were installed). Each office also contains its own closet. The dry wall partition and glass clerestory were installed by Partitions by Industry. Partition doors were fabricated by Ebner Woodworking; Flexwood and Gilford burlap wallcovering installed by Byron Painting Corp.

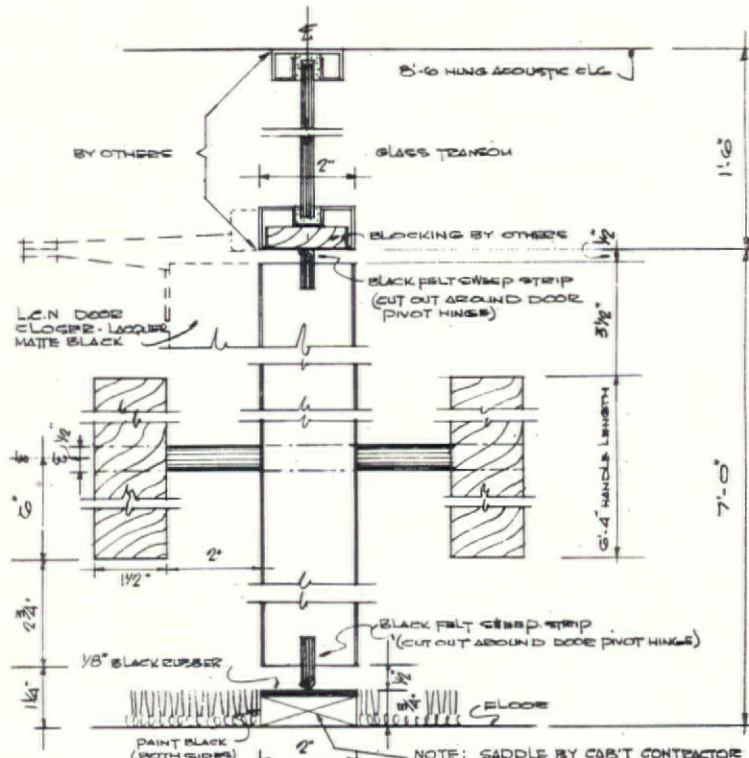
CUSTOM DETAILING OF LAW OFFICE



At one end of the T-shaped corridor (see floor plan p. 54) is one of the executive doors, custom designed by Steuer and fabricated by Ebner Woodwork. Standard door bucks were eliminated. Instead, the door is pivoted top and bottom, drilled into the transom rail at top and into the floor saddle at bottom. The door itself is clad with black vinyl Kalflex, contrasting with the long, almost full-length oak pull. These strong vertical lines are further dramatized by the floating effect of the central corridor ceiling. Each of the four executive doors is identical in detail.



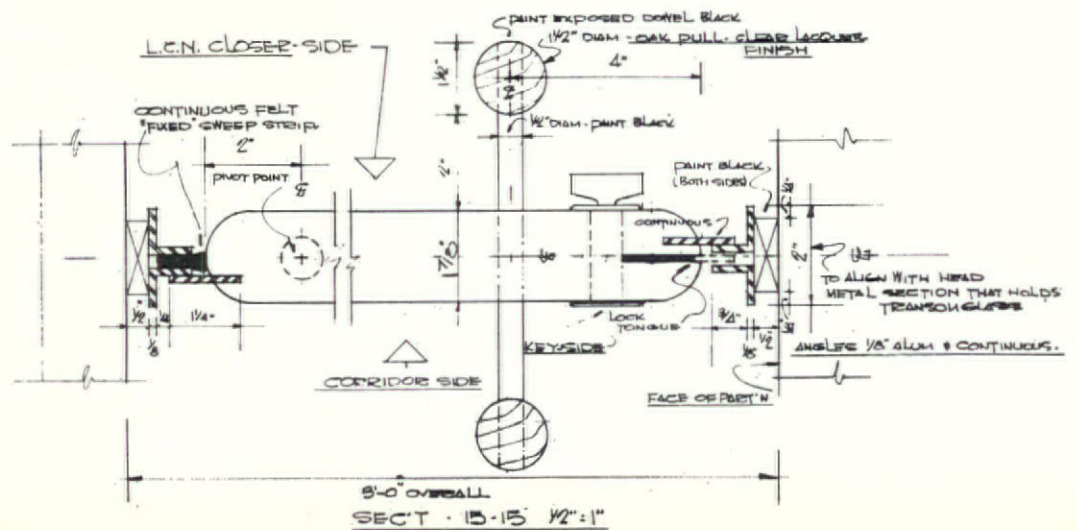
ELEVATION EXEC. WALL CUSTOM DOOR
1/2" = 1'-0"



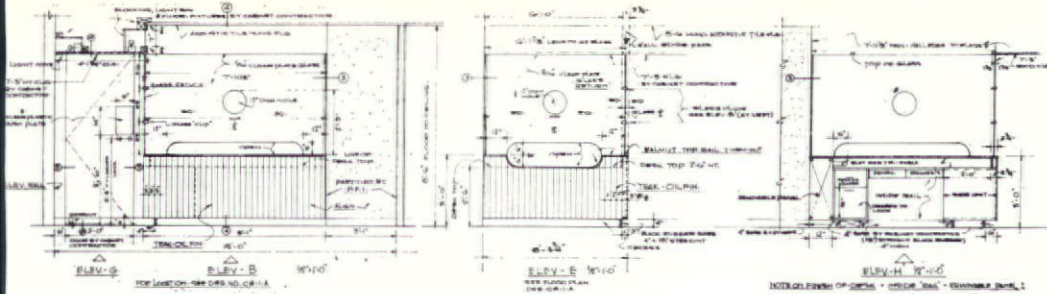
SECT. 16-16 1/2" = 1"

NOTE: ON PIVOT HINGE
DOOR TO BE NYLON PIVOT HINGED TOP & BOTTOM. DRILL INTO TRANSOM RAIL FOR TOP PIVOT. DRILL INTO FLOOR SADDLE FOR BOTTOM PIVOT.

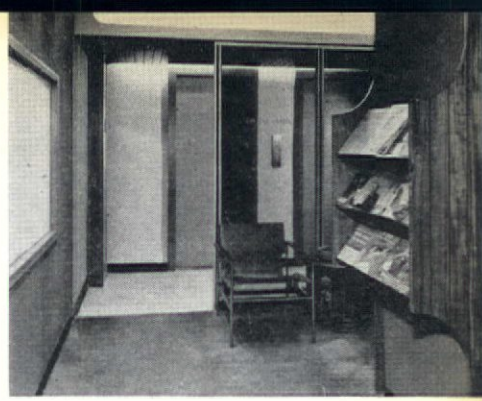
NOTE ON DOOR VINYL COVERING
CABINET CONTRACTOR TO PURCHASE KALFLEX 66-189 PITCH BLACK VINYL & COVER ENTIRE DOOR (WRAP AROUND RADIUS ENDS)



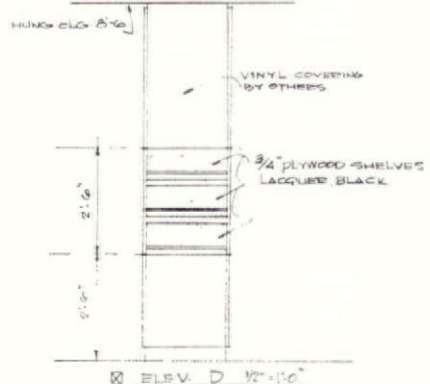
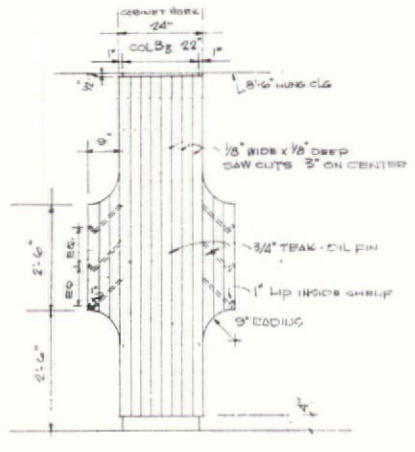
SECT. 15-15 1/2" = 1"



NOTE: ALL FINISHES OF DESKS - OFFICE, RECEPTION, CONFERENCE ROOMS, 1
 1. OAK TOP & SIDING - FLEXWOOD TRIMMED (GRAIN & SIZES)
 2. DESK BODY (ALL INTERIORS) - WALNUT OIL STAINED (GRAIN & SIZES)
 3. ALL OFFICE SURFACES OF DESKS SUCH AS TELEPHONE BENCH, SLUIT AREA - (PANELS) - UNPAINTED (GRAIN & SIZES) - WALNUT OIL STAINED (GRAIN & SIZES)
 4. ALL DESK WALLS - UNPAINTED (GRAIN & SIZES) - WALNUT OIL STAINED (GRAIN & SIZES)
 5. ALL THE BENCH, GLASS, LAMP, PHONE, ETC.

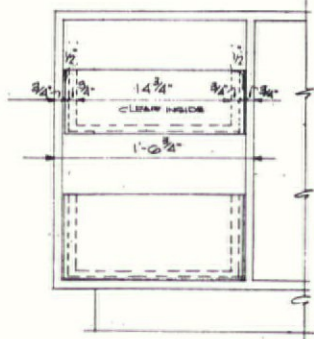
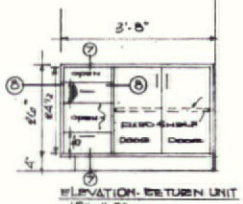
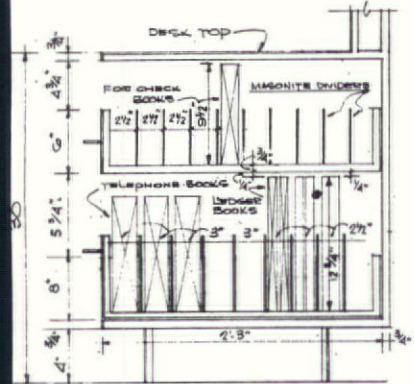


For the reception/waiting room, it was essential to have a glass enclosed reception area on one side and a window leading to the secretarial pool on the opposite (see elevations above). That, however, left a column smack in the middle. Rather than ignore it or make it a recessive element in the room, Steuer emphasized the column by transforming it into a sculptural magazine rack, and enclosing it with scored walnut paneling (see center details). To give unity to the space, Steuer also custom designed an efficiently compartmentalized reception desk (detailed below). An inviting warmth was achieved by use of natural rosewood, oak, and walnut woods, and five lighting effects—cove, fascia, flush fluorescent, incandescent downlight, and pendant globe. Except for the installation of the partitions, Ebner Woodworking custom fabricated the entire reception room woodwork and cabinetwork. Suppliers are: partitions by Westinghouse, installed by Partitions for Industry; leather sling chairs by Knoll; vinyl wallcoverings by Gilford; Flexwood paneling by U.S. Plywood.



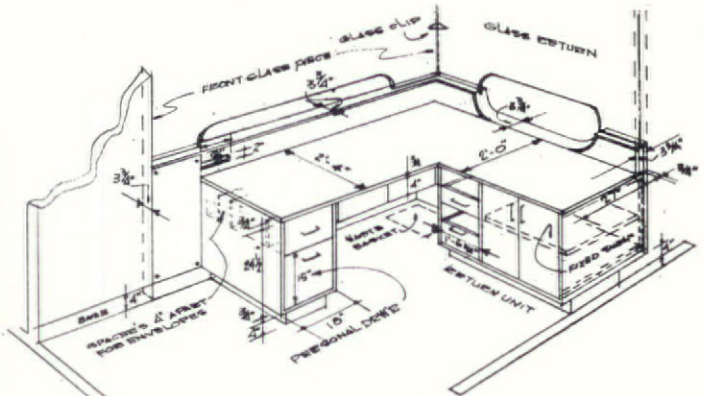
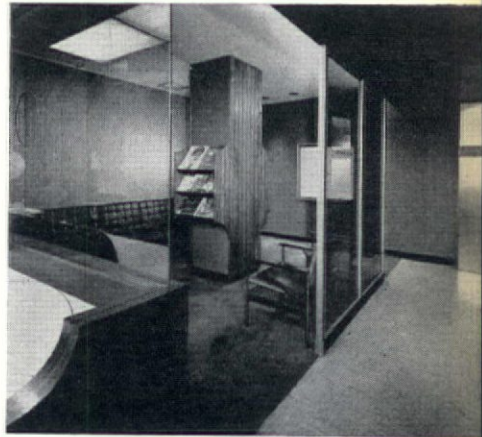
ELEV. C 1/2 x 1-0

ELEV. D 1/2 x 1-0



SECT 7-7 1/2 x 1-0

SECT 8-8 1/2 x 1-0 FRONT ELEVATION



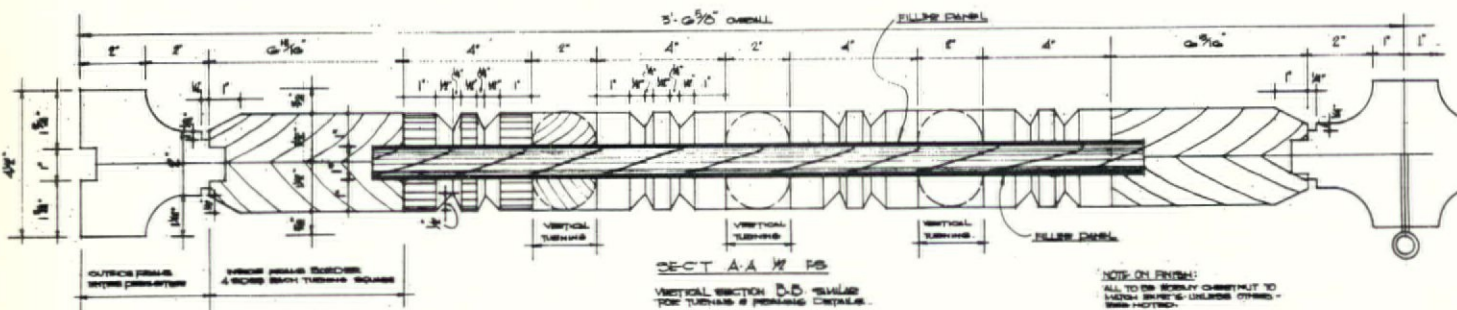
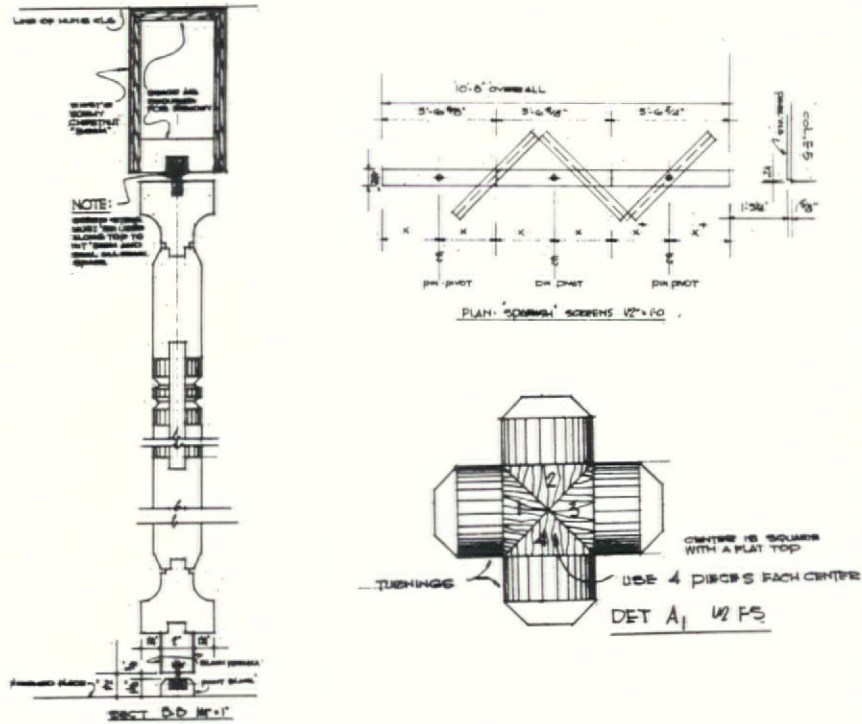
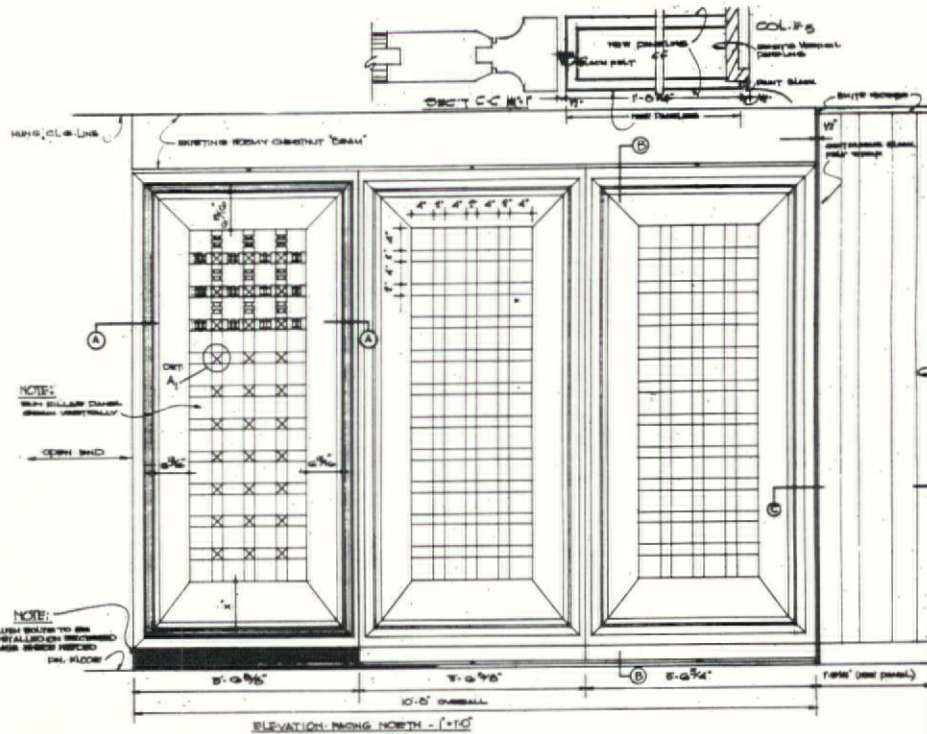
NOTE ON DRAWER HARDWARE:
 1. POLISHED CHROME WIRE PULLS
 2. ALL DRAWERS TO HAVE FULL EXTENSION ROLLER GLIDES.



CUSTOM DETAILING OF LAW OFFICE



At the far end of the floor leased by the law firm is the office of one of its major clients, realtor J. Rae, Inc., which occupies about 30 percent of the space (see floor plan, p. 54). In sharp contrast to law offices, a heavier, Spanish feeling pervades. Rae's main office can be divided into two sections by a movable divider screen. Custom designed by Steuer, the Spanish screen (see details) folds flat against the wall when not needed and becomes a decorative wall panel. It pivots across the room to separate the office on one side, and the bar/lounge on the other. To complete the setting, Steuer specified oak plank floor by Heywood Berk; custom area rugs from Contract Floor Covering Co.; woodwork (ceiling light beams, Spanish screen, bar and wall paneling) by Ebner Woodworking. Furniture includes armchairs, octagonal tables, and bar stools by Rees & Orr; black leather tufted couch and lounge chairs by Lehigh; glass-topped cocktail table by John Stuart.



OFFICE PLANNING & DESIGN

SPLIT LEVEL PROBLEM

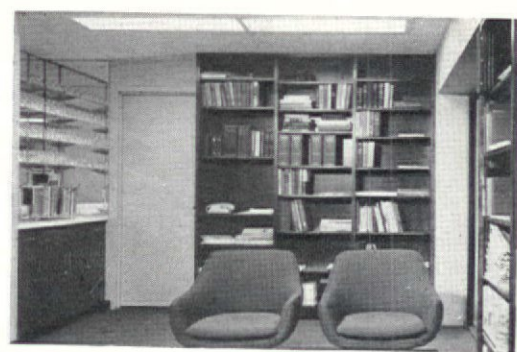
Heitman Mortgage Co.: Emphasis on Design, Interior Designer

Heitman Mortgage Co. offices in the heart of Chicago's financial district, designed by 22-year-old Richard Feldman, head of Emphasis on Design, are unusual since they occupy adjoining buildings. The reception and secretarial areas, private executive offices, accountant's office, and relaxation room for secretaries are located on one level. A half flight of stairs leading to offices in the other building is located at the end of the main corridor.

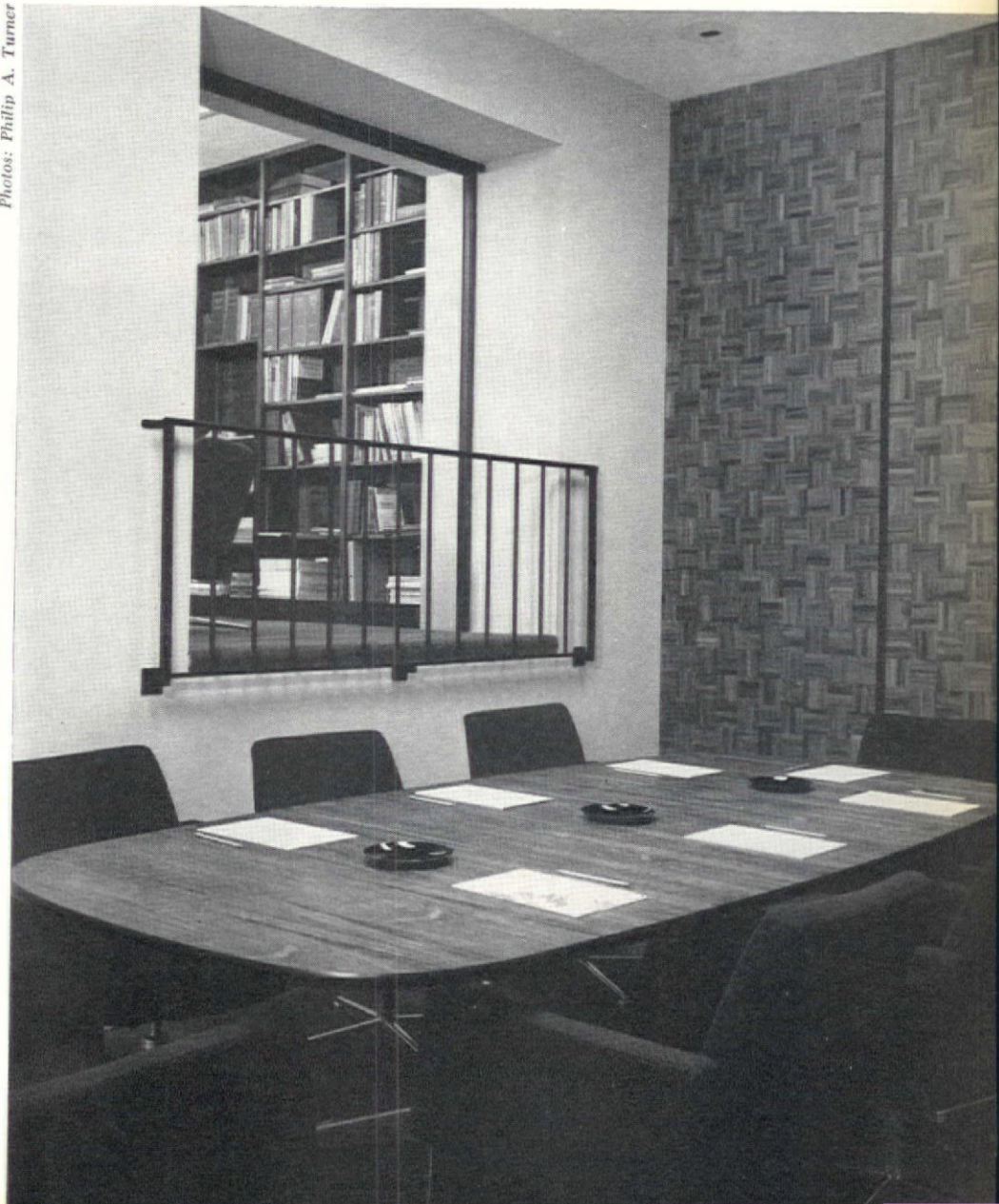
The annex contains the main conference room, private executive offices, and a smaller room overlooking the main conference room through glass doors which slide behind a custom designed bookcase. Dramatic touches in the main conference room include a Karpawood wall and wrought iron balcony railing in front of the sliding glass door.

In the main office, a corridor separates the secretarial and private offices. Alternating solid partitions and frosted glass panels provide an opening. Muted citron yellow is the basic color of the main office area, on all desks and cabinet chassis in muted yellow tones and teak tops.

Suppliers: desks by Baker, Royalmetal; chairs by Baker, Oxford-Kent, Royalmetal, Stow/Davis; credenza by Baker; sofas by Summit, Jack Wright; tables by Herman Miller, Mark; carpeting by Renard, Barlow; drapery by Maharam; Karpawood parquet wallcovering by Thailand Teak; ashtrays by McDonald Products; custom door hardware by M. Witt & Co.; files by Royalmetal; bar, bookcases custom-designed by Richard Feldman; plastic tree by Designed Trees, Inc. (C)



Photos: Philip A. Turner

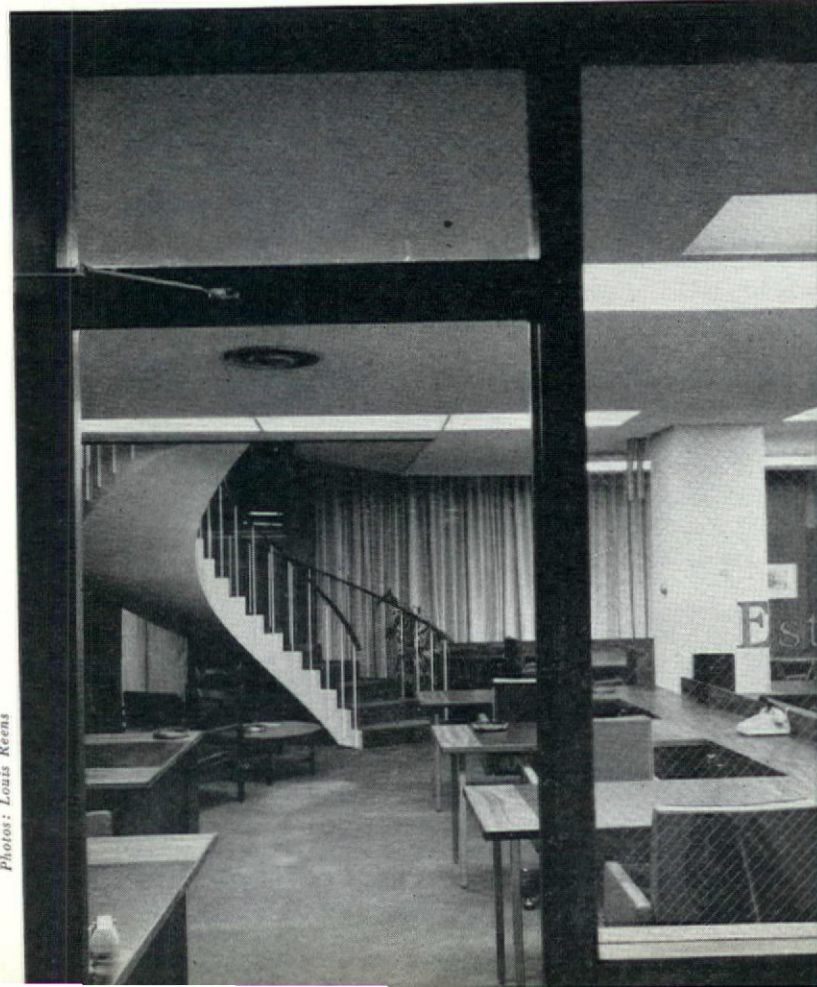


PINWHEEL PLAN OPENS UP SPACE

Estabrook & Co.: Gilbert M. Garte Associates, Interior Designer

Outmoded offices, inefficient space layout, and a possible move from a long-established address in Boston's financial district were problems solved for the investment firm of Estabrook & Co. by Gilbert M. Garte Associates as the result of an eight-month feasibility study. Garte's five-stage renovation proposal, showing economic and expansion figures for increasing personnel and desk space in the existing premises, was eagerly accepted. Recently completed Phase One involves the "banking" floor and the basement area for stockbrokers, secretaries, and cashiers. On the upper level, four ubiquitous structural columns, which created spatial breakups, were capitalized upon and effectively utilized. They not only serve as the hub of a pinwheel arrangement of specially designed desks, but also provide a certain degree of privacy. As another space saver, Garte also designed built-in desks with a storage shelf along one wall. Thus, floor personnel has been increased by 25 percent, additional desk space by 52 percent. Throughout the renovated areas, wood paneling in heavily varnished African ribbon-stripe mahogany establishes the conservative yet progressive image desired by Estabrook. Custom-designed cabinetwork and desks are in handsome rosewood, upholstery in blue, carpeting in plush red and blue tweed, resilient poured flooring in white, and full-length casements in gray and white stripe blend. Unity between the main floor and lower level was developed by a circular, fully carpeted staircase.

Suppliers: Rosewood desks, cabinetwork custom-designed by Gilbert M. Garte; chairs by Johnson Chair Co.; other furniture by Edward Axel Roffman. Office equipment, files by Yawman-Erbe and Harter Corp. Fabrics, Design Tex. Carpeting, Roxbury. Poured flooring, Torginol. Lighting, Garco. Accessories, McDonald Products. (C)



Photos: Louis Reens



BROKERAGE OFFICE USES NEW DESK SYSTEM

E. F. Hutton & Co.: J. P. Maggio Design Associates, Interior Designer

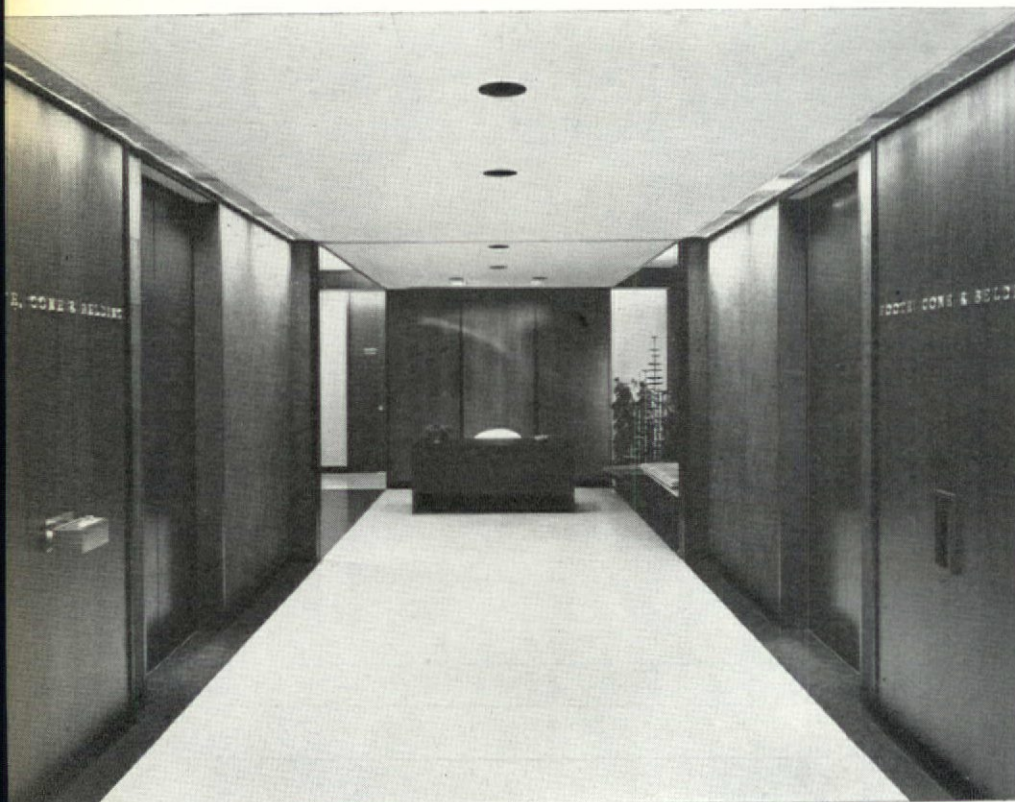
In comparison with the Estabrook offices (opposite), a totally different approach was devised by J. P. Maggio Design Associates for a new branch brokerage of E. F. Hutton & Co. in New York City. Maggio, which has handled Hutton's office planning for the past three years, planned the board room of the brokerage with a new desk system that may well serve as a prototype not only for other Hutton branches, but also for brokerages in general. The system centers upon an adaptation of Herman Miller's new Work Organizer line. Designed by George Nelson, its L-shape combines a table supported on one side by a pair of polished chrome H-legs, and on the other by a two-tier storage unit that is organized with horizontal and vertical open compartments, file drawers, shelves, pull-out writing surfaces, and a concealed waste basket. In place of the standard built-in panel telephone and dictating machine sliding shelf, Maggio modified the space to hold a small 12 by 18-inch Telequote unit. Since two rows of desks are placed side by side, the Telequote is simply pivoted around in the open area to face either desk. Then, to visually unify the very workable scheme, Herman Miller's craftsmen recommended that, instead of two sets of standard desks that fasten together, they fabricate one continuous unit, thereby matching all rosewood veneers. In this manner, the board room comfortably accommodates 16 broker account executives, providing fingertip access to countless books of information and visual access to a stock ticker. (C)





INTERIOR VARIATIONS IN A GLASS CUBE

Foote, Cone & Belding Co.: Harper Richards Associates, Interior Designer



With a growth pattern zooming far beyond the projected rate and space falling way below minimal needs, the Chicago branch of Foote, Cone & Belding Advertising Co. several years ago faced its problem of success—move to larger quarters. Relying on the space studies of Harper Richards Associates, Chicago architect/engineer/industrial design firm, Foote Cone leased space in the new Equitable Building while plans were still on the drafting boards. As the first tenant Foote, Cone leased five floors—more than enough room to accommodate not only immediate space requirements but those of the future as well.

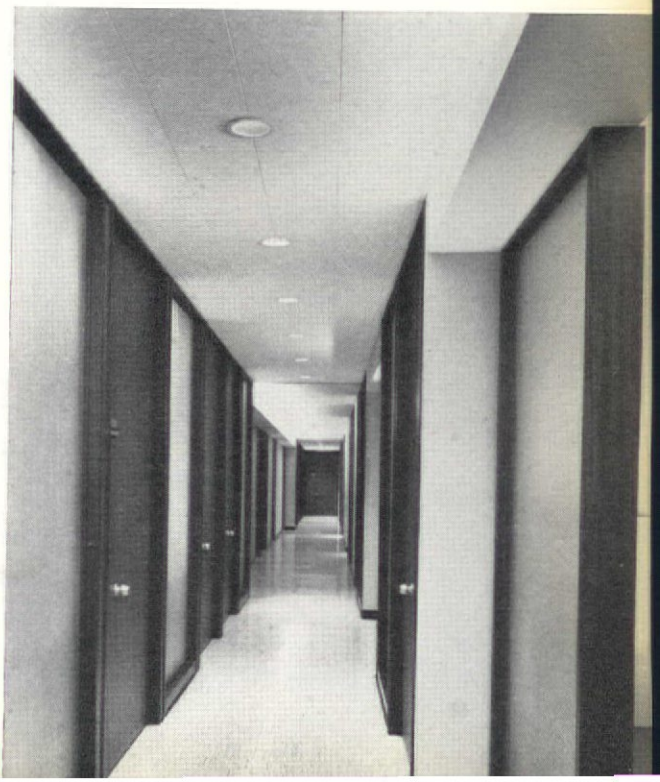
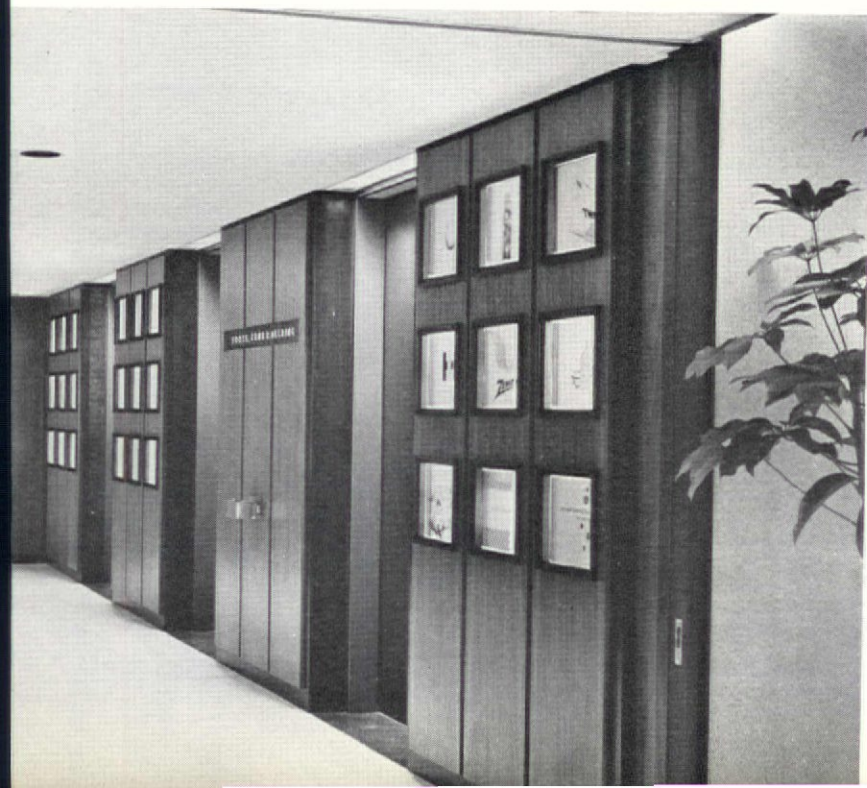
In order to dispel the severe glass cube architecture of the building and to reflect the warm personal approach of the agency, Harper Richards used bold colors, structural interior variations, textured materials, and different lighting patterns. Each of the five floors has a special accent color, yet all relate to the over-all palette. Long corridors are broken by set-back color panels, and cove lighting. Ceiling-high doors are natural oil walnut, with jambs of African mahogany stained dark for accent. Burlap pattern glass panels give light and add further interest; corridor floors are covered in travertine vinyl asbestos. Walls are clad in plastic materials.

Suppliers: Desks, custom-designed by Harper Richards, fabricated by Stow/Davis. Swivel chairs, Stow/Davis; pull-up chairs, Directional J. G. Furniture, John Stuart, Warren Bennett; sofas, Directional, Dunbar Occasional furniture by Kittinger Steelcase, B. L. Marble, Milwaukee Chair, Baker, Shaw Mfg., Lehigh, Maiden Mfg. Wallcoverings by B. F. Goodrich Koroseal, Vinco Vinyl, Katzebach & Warren, Gilford, Kneidel Fauchere, Vicrtex, Isabel Scott, Scalmandre, Warner. Flooring by Armstrong Cork, Kentile, Flintkote, A rock. Carpeting by Gulistan. Glass Mississippi Plate. Architectural woodwork by Woodwork Corp., General Cabinet Mfg., J. H. Oster. (C)



Photos: Warren Meyer; Idaka

Color, textures, woods, and lighting take the chill off the new Foote, Cone & Belding offices in Chicago's glass-clad Equitable Building. And as an added grace note, the ad agency has started an original art program for executive offices and public areas, with works from Matisse, Calder, Bertoia, among others.



OFFICE PLANNING & DESIGN



TRADITIONAL IN AN ULTRA-CONTEMPORARY BUILDING

Price Waterhouse & Co.: Executive Interiors, Inc., Interior Designer

The move to the ultra-contemporary Rohm & Haas building facing Independence Hall Square in Philadelphia by Price Waterhouse & Co. provided the impetus for retaining a strong traditional feeling in the public areas. To achieve the desired effect, designer Suzanne H. Binswanger, head of Executive Interiors, Inc., Jenkintown, Pa., worked with authentic antiques and warm color schemes.

Individual offices of the accounting firm's executives display both modern and period themes. A typical modern decor, for example, might provide the executive with three work surfaces within arm's reach, a desk, return, and credenza. Bright touches such as fabrics or wallcoverings, and window areas covered by exotic hand print Roman blind over textured casement add personal quality.

The impressive doorway entrance to Price Waterhouse extends the width of the elevator lobby. Fabricated of walnut and tinted glass, it conveys a feeling of the blending of old and new. The reception area was kept simple to give added drama to the 18th century reception room just be-

yond. Highlights of the area are a seven and one-half foot high operating grandfathers clock and the receptionist counter with white wood base featuring rectangular carved panels.

Colors used in the public rooms and offices include olive, rust, curry, navy, indigo, copper, and slate for upholstery materials. Carpeting ranges from solid color to subtle pattern to a bold oriental.

Suppliers: chairs by Authentic Shop, Kittinger, Alfred Bullard, P. Nathan, Robert John, Knoll, and Stow Davis; desks by Robert John and Baker; tables by Doris Dessauer, R. Shourds, Leather Bucket, and Kittinger; carpeting by Rugcrofters and Fritz & LaRue; woodwork by Alexander Woodworking Co.; fixtures by Virginia Metalcrafters; lamps by Doris Dessauer; candlestand, settee by Saybolt & Cleland; fabrics by Greeff, Katzenbach & Warren, Jack Lenor Larsen, Knoll, Herschell vinyl, Henry Calvin, Myron Paul, Boris Kroll, Maurice Frank, and Gilford leather; wallcoverings by Viertex, Scalaman-dre, and Louis Bowen; paintings by Antique Fair. (C)



Photos: Lawrence S. Williams, Inc.



BEER IMPORTER SEEKS ELITE IMAGE

Hans Holterbosch Inc.: Saphier, Lerner, Schindler, Inc., Interior Designer

The new executive offices of Hans Holterbosch Inc. general importers of Lowenbrau, world's most expensive beer, located in New York City's Seagram Building, are classic examples of three factors which challenge or assist the designer's skill. First is the firm's image and product it sells; secondly, the client's knowledge of his utilitarian problems; third, a preselected prime site into which the design had to be worked.

Product tradition was paramount. Since Lowenbrau is identified with an old world image, it was necessary for the designer, Saphier, Lerner, Schindler, Inc., to carry over this opulence into a contemporary theme without losing any of the European implication of elegance. Space limitations also faced the designer. Although the firm did not require a large suite, they had to convey an impression of grandeur and size because of its position in the industry.

A feeling of richness is evidenced throughout. No budget was set, giving the designer wide latitude in selection of materials. All executive office desks are rosewood as are specially crafted and matched floor-to-ceiling doors. Tinted glass was liberally used for partitioning and walls, while stainless steel and nickel were utilized to complement the overall tempo.

The space utilization problem was solved by renting a full front office in the corridor facing the elevators. The space thus gave the impression that the firm occupied the entire floor. The front of the office was designed to dominate the floor. Looking in from the outside corridor, the interior gives the impression of great depth because the main reception room extends all the way back to the windows.

Suppliers: cabinets, doors by Kornblum Bros. Interiors; desks by John Deere, Inc., and Knoll; chairs by Business Equipment, Inc.; drapery by Mel Fabric Corp. and J. H. Thorpe; carpets by Frischer; office fixtures by Metwood Office Equipment; executive desk clocks by Gubelin. (C)



Photos: John V. Dunigan



NEW FURNITURE COLLECTIONS



A
D



B



C



E **F**



A Designed for Herman Miller, Inc., by Alexander Girard, AIA, collection uses system of clearly defined, separate molded plywood shell components. Shells and seat cushions may be covered in choice or combinations of fabrics or specially embossed Naugahydes of different colors. Chair and table supports are of sculptured cast metal parts of chrome steel and polished aluminum. Table tops are of marble, granite, clear or grey glass. The group includes 25 chairs, sofas, ottomans, coffee, end, and dining tables. Circle No. 75.

B Stacking chairs, with or without arms, from Harvey Propper are made of triple plated chrome steel; seat and back are covered in black vinyl and are also available in ebonized moulded plywood. Circle No. 71.

C Marnay Sales & Mfg. Co., Inc., chair

and settee collection features backs with contoured polyurethane foam rubber set, interchangeable components, wall stained arms, and choice of 13 colors. Circle No. 77.

D,E,F Selections from Janet Rosenberg, Inc. collection include multiple seat unit (D) with molded plywood shells, seats with foam rubber upholstery on steel base which can be assembled straight or curved units; drop front cabinet (E) with walnut case and lacquered white interior sitting on square steel base which has been sandblasted, chrome coated and lacquered or with satin polished chrome finish; and end table with plastic laminate, walnut veneer, marble top, base of steel bar, satin polished chrome finish on walnut X base. Both tables were designed by Alan Goetz. Circle No. 78.

Mobile drawer units combined with table form the Tesk line from Uniline Corp. Caster equipped drawer pedestals roll out when unit is used as work table and credenza. Construction is aluminum and steel framework and high pressure plastic laminates. Circle No. 79.

Multiple seating line from Brunswick Corp. includes fiber glass and upholstered side and arm chair seats, accessory tables and armrests in 100 different groupings including in-line, corner, and back-to-back arrangements. Five-place corner group is one of many variations. Circle No. 80.

Double pedestal desk and swivel chair from Thonet Industries are samples of firm's large selection of office furniture. Desk with walnut legs measures 30 by 60 by 29½ inches. Chair has polished aluminum base, spherical casters. Circle No.

Typewriter table by Steelcase offers a convenience shelf that extends 15 inches right or left and is clad with steel panels on three sides. Square tubular steel leg rights are in polished or brushed chrome finish. Circle 82.

Stephens chair, designed for Knoll Associates by Bill Stephens, has frame and back of moulded laminated oak, shell of moulded, high impact styrene, and nylon sides. Process for fastening shell to frame eliminates need for stretchers. Circle No.



G



H



I



J



K

NEW FURNITURE COLLECTIONS



A



B



D



C



E

A Nesting tables imported by Atelier International, Ltd., were designed by Tobia and Afra Scarpa, manufactured by the Italian firm Figli di Amedeo Cassina. Available with tinted finish, elm, walnut, or rosewood, the tables measure 14 by 18 by 14 inches, 18 by 20 by 16 inches, and 20 by 24 by 18 inches. Circle No. 84.

B Radius boat conference table is one style in the Robert John collection that includes a variety of shapes, sizes, and leg structures and that can be specified in 3,000 different combinations. Tops are available in walnut, teak, rosewood, or 11 plastic patterns. Coordinated Ultra 5 chairs surround table. Circle No. 85.

C Judges chair manufactured by Alma Desk Co. features posture pillow back, back adjustment. Available in a metal

base with mirror chrome finish, chair be covered in wide range of decorative fabrics, vinyls, and top-grain leather, with gros point seat with balance in vinyl or top-grain leather. Circle No. 86.

D HON work center has 60 by 30-inch top, 47 by 18-inch return, return height of 26½ inches. Top is available in teak, gunstock walnut; metal finishes are ebony or tropic sand. Anodized aluminum have adjustable, plated glides. Secretariat posture chair is also pictured. Circle No. 87.

E Complete line of executive conference tables from Davis Furniture Industries, Inc., are available with five different styles. Tops come in multitude of sizes up to 12 feet in a one-piece top. Chairs are from the 400 series. Circle No. 88.

F American walnut and natural cane texture are combined in this unit from the Valnod grouping by Northwest Chair Co. Desks, tables, shelves, sliding door units, magazine shelves, swinging door units, and file drawer units can be arranged in varying schemes. Circle No. 89.

G Oak credenza designed for Contemporary American Furniture, Inc., by Daniel G. Miller, measures 20 by 64 by 25 inches. It is part of office and institutional collection designed by company owner. Circle No. 90.

H Heavily grained teakwood desk from Scandia Craft Import, Inc. contains locked drawer sections which are available on either left or right side and cabinet section with built-in lock. Durable desk is 70 inches long, 28 inches at its widest part. Circle No. 91.

I Cherry top conference table from Directional Contract Furniture Corp. with two panel pedestals, measures 120 by 42 by 30 inches. Armchairs also have cherry frame. The use of cherry is intended to create softer, warmer interior. Circle No. 92.

J Tech Furniture sofa, available with hardwood upholstery frame, has brushed chrome finish steel base, foam rubber padding, measures 83 by 31 by 31 inches. Design is also available as chair, bench, or loveseat. Circle No. 93.



F



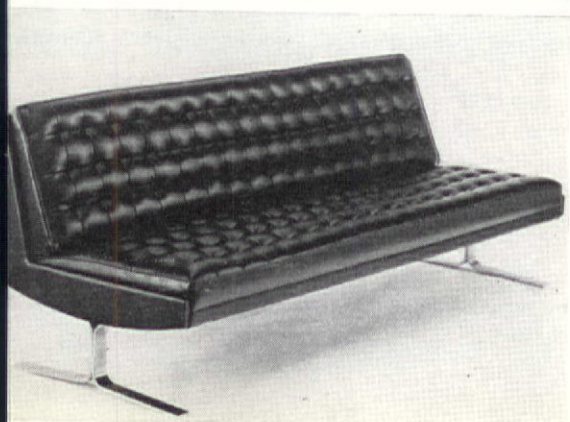
G



Additional office furniture included in regular Products and Services column, p. 74.



H



J

RENTING, LEASING GROW IN IMPORTANCE

Specialized firms are now offering rentals in office furniture and equipment, hotel and motel furnishings, apartments; franchising by IFR, Philadelphia, offered to contract furnishers.

By Louis S. Bing

RENTING, rather than owning, has become an established feature of American life. Railroads have leased much of their equipment for many years; industrial plants often lease productive machinery; consumers have become acquainted with the rental of television sets and automobiles. A new trend in rental of furniture has recently evolved. International Furniture Rentals, Inc. (IFR), Philadelphia, is on the ground floor with opportunities for others to participate in this rental industry.

As the contract furniture business becomes more competitive, and especially in view of the ebb and flow of underlying economic factors which produce "boom and bust" in construction, the furniture rental business has a special attractiveness for those in the industry.

Offices and waiting rooms for businesses and professional men are two growing areas for rentals. In some instances, furnishings of hotels and motels are rented, but this business must be on a sound credit foundation, and competition with outright purchasing and financing is very keen. Rental however, does provide a better program of replacements, and hotels and motels can maintain a steady program of refurbishing with rentals.

Apartment owners have become captive customers of the furniture rental business. Under usual mortgage requirements, an apartment owner must maintain almost 95 percent occupancy to carry his finance charges. When suites do not rent quickly unfurnished, there is always an additional market for furnished suites. An example is the large-scale Alcoa Properties investment, Society Hill Towers, in Phil-

adelphia, a huge redevelopment project where the building managers provide a constant flow of business to IFR as new tenants arrive. The leasing of the furniture is contracted either with the owner-managers, or the tenants.

The furniture is offered in standard packages with a limited selection of styles in complete groupings. Danish modern is most popular, followed by Spanish. Stanley Furniture Co., Coleman Furniture Corp., and Basic-Witz Furniture Industries, Inc., provide most of the furniture. Purchases are often made at close-out prices, or from special out-of-season cuttings.

Since all franchises purchase together at one time, a large volume of merchandise is needed, and IFR stocks 100 complete packages at all times plus the 1,800 suites in customers' homes on rental agreement. Mark H. Lubber, president of IFR, manufactures his own living room furniture in Philadelphia, and bedding is obtained locally.

The lifetime of the merchandise is a known factor, and rental charges are assessed accordingly. Case pieces tend to endure five years of rental life; upholstered furniture 18 to 24 months; good bedding 36 months. Rugs and draperies change from "new" to "used" immediately and are charged off at once. Monthly rental charges vary, in some instances as high as eight percent of retail value per month. IFR refuses to sell rental packages to tenant *under any circumstances*. Pieces are either sold to second-hand furniture dealers or are rehabilitated.

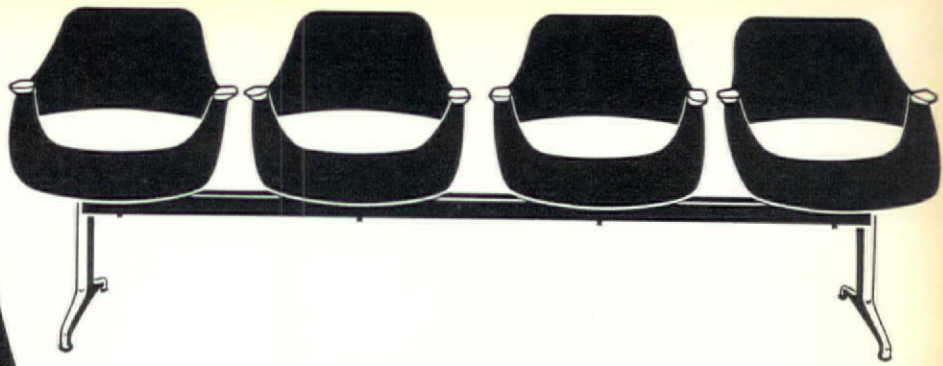
IFR is currently engaged in developing a national identity through franchising. Investment for newcomers is estimated at \$200,000, but approximate-

ly \$30,000 is needed for those already established in the furniture field. Contract selling companies, furniture factories and warehouses, etc., have the basic storage facilities, trucks, furniture expertise, and the salesmen needed to meet the challenge of a new profitable method of furniture distribution.

The natural rental market lies in metropolitan centers where there is a normal transient movement of population in such areas as airport terminals, teaching hospitals, colleges, industrial plants and offices, educational training centers, etc.

The IFR franchise is valuable for two reasons: Lubber and William I. Dely, vice president, plan to build up a national furniture rental chain with references and identification from city to city; an IFR franchise entitles franchisees to full knowledge of operation both physical and financial. It is necessary to keep expenses and overhead low, and many of the practices of furniture retailing are contrary to good rental operations. Special problems arise in financing, especially in the balance between obsolescence of furniture and the depreciation allowance the Internal Revenue Service. Joint advertising is possible through IFR and Lubber is spending ahead of the market to secure national identification.

The IFR program is actually the sale of a service rather than the leasing of merchandise. Deliveries are made on 24-hour notice after a contract is signed, and contracts can be terminated at any agreed period of time, usually a three month minimum. If pieces are damaged or worn, they are replaced immediately. (C)



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effortless elegance

Dignity and warmth is emphasized in the renowned ESSEX HOUSE, Central Park South in New York City. Nothing but the best would do, so Raymond Loewy/William Snaith, Inc. was given the decor assignment.

The hotel's lobby would be the most characteristic expression of its charm and hospitality — all 600 square

yards of it. What more natural than all wool Hardwick Carpet?

Interior Designer William Raiser chose rich tones of Seal Brown and Radiant Red. The former as background—the latter as accent in a geometric figure. Depending on their direction, guests walk on "diamonds" or across

HARDWICK CARPETS

"squares". The hushed comfort and easy breeding is all HARDWICK contract carpet. The good looks, long wear and easy care is all for ESSEX HOUSE.

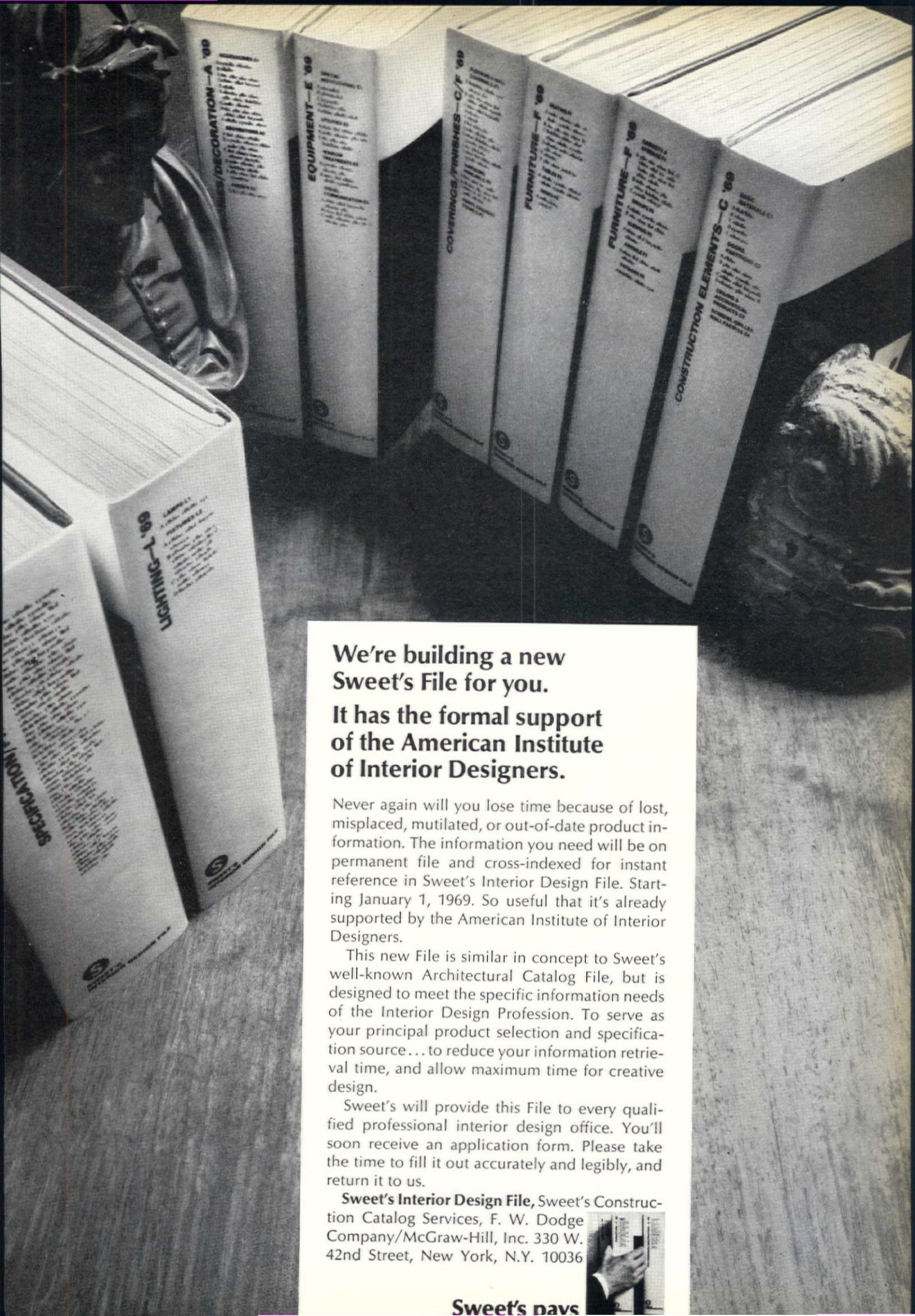
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Circle No. 36 on product card facing P. 76



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To make the interior decorator really happy, institutional seating must be beautiful—comfortable—simple-flexible functional-versatile and economical. Add them all up and the sum total

IS



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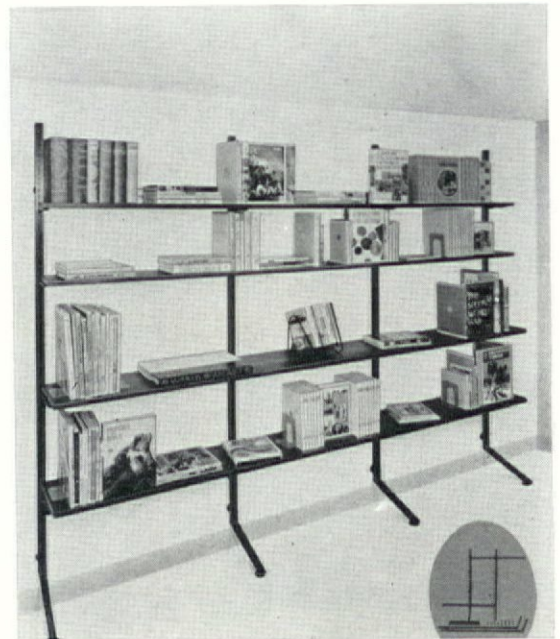
Gregson / A Half Century of Fine Chairs
 MANUFACTURING CO.
 LIBERTY, NORTH CAROLINA

Circle No. 38 on product card facing P. 76

PRODUCTS & SERVICES

Rest-on-wall library system

Rest-on-wall instant library system from Alber Voigt Industries, Inc., does not have to be fastened to the ceiling or floor because of metal upright with cantilevered footpiece which directs center of gravity to vertical surface of the wall. Hardware



uprights are satin black finished steel with tempered aluminum extrusion in clear or black anodized finish. Support arms, available in graduated lengths to accommodate eight, ten, or twelve inch straight shelves are in satin black finish. Shelves are Formica laminated on all sides. System is modular, permitting unlimited shelving arrangements.

Circle No. 94 on product card facing P. 76

Four hundred series

The Four Hundred Series from High Point Furniture Industries, Inc. includes complete line of desks and modular units, including secretarial L's, executive and U combinations, roll top desk, credenzas, and w

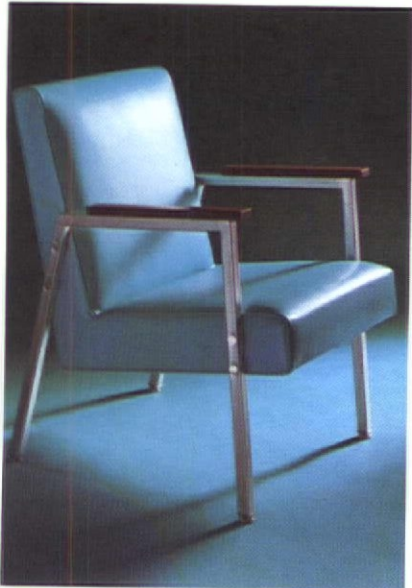


cabinets. All exposed surfaces, including legs other than chrome, are covered in Formica laminated plastic. File drawers are on Grant full-extension, full suspension slides; box drawers are on metal suspension guides. Hardware is bright mirror chrome.

Circle No. 95 on product card facing P. 76

Circle No. 39 on product card facing

BRODY SETTEES... STRONG ON COMFORT AND DESIGN!



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Exciting contemporary styling . . . the prestige look of quality . . . easy-to-maintain design . . . here is Brody craftsmanship at its best! This group's luxurious, comfortable lines create a superb new decorator trend in functional commercial seating. Used singly or in a variety of groupings, the harmonious blend of chrome, walnut and no-sag construction produces seating that provides the perfect design accent for offices, reception rooms, other area seating. Best of all, Brody settees are built to last . . . and stay beautiful. That's why we say . . . to build customer confidence and your reputation, buy Brody.

PRODUCTS & SERVICES

CONTINUED

Durable stainless stack chair

The 22SS Astro stack chair from Fixtures Mfg. Corp. has a stainless steel frame combined with durable thermoplastic flexible seat. Available in four seat col-



ors, charcoal, tangerine, white, and turquoise, this outdoor chair is impervious to weather conditions, and safely stacks 20 high.

Circle No. 96 on product card

Modular desk variation

A new variation on the status modular desk by Williams Office Furniture Co. incorporates a return unit that is available with three drawers or a closed stationery cabinet. Standard features include G.E., tex-



tured plastic tops, ballbearing suspension on all drawers, three-quarters inch walnut outside H legs, and handy shelf between pedestals.

Circle No. 97 on product card

Art rugs for charity

A collection of 12 different art rugs distributed by Synanon, a charitable California corporation composed of former drug addicts, is being displayed at the New York showroom of Metropolitan Furniture Corp. All sales are made by Synanon, and all profits applied to its charitable purposes. The rugs, which are four feet by six feet, are made in Bhadohi, India, of 100 percent hand washed, scoured, spun, and dyed virgin wool.

Circle No. 98 on product card

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handsome walnut chairs

complete new line of wood chairs, designed to complement the Crestwood series of desks, credenzas, and



bles by Cole Steel Equipment Co., is constructed of solid walnut and cushioned with foam over spring seats. A choice of heavyweight vinyl or woven fabric is standard for upholstery, or a combination of both may be ordered.

Circle No. 99 on product card

oak back cabinet

oak back cabinet from Trouvailles Inc. is available in 64 and 85 inch lengths. Standard specifications include dictation slide, small drawer and file

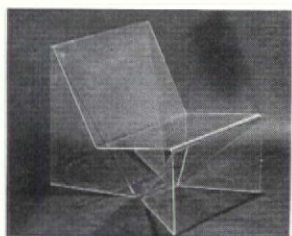
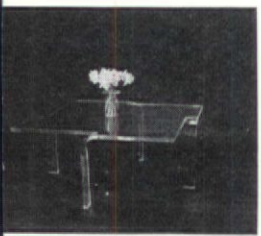


drawer on left side, two small and one file drawer on right side, shelves in center section. Files, which are on full extension slides, will accommodate legal size Pendaflex.

Circle No. 100 on product card

plexiglas furniture line

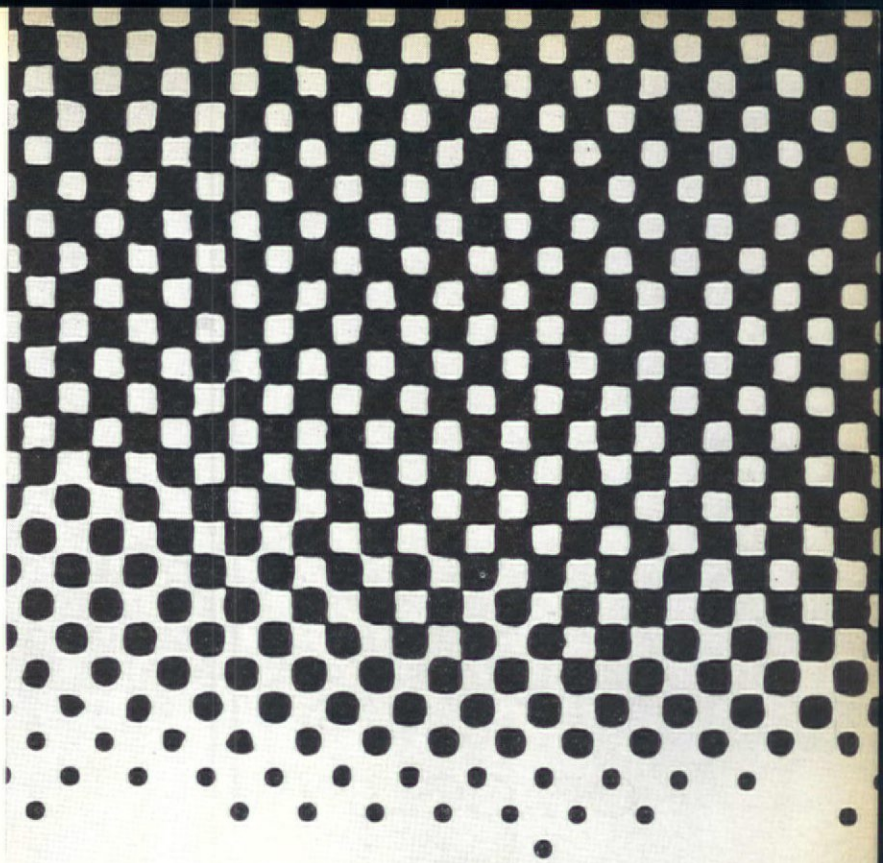
two selections from Neal Small Designs line of plexiglas furniture are table available in clear, white, or black, and chair in clear or smoke tones. Table can



ordered in two sizes—36 inches by 36 inches, or 48 inches by 48 inches.

Circle No. 101 on product card

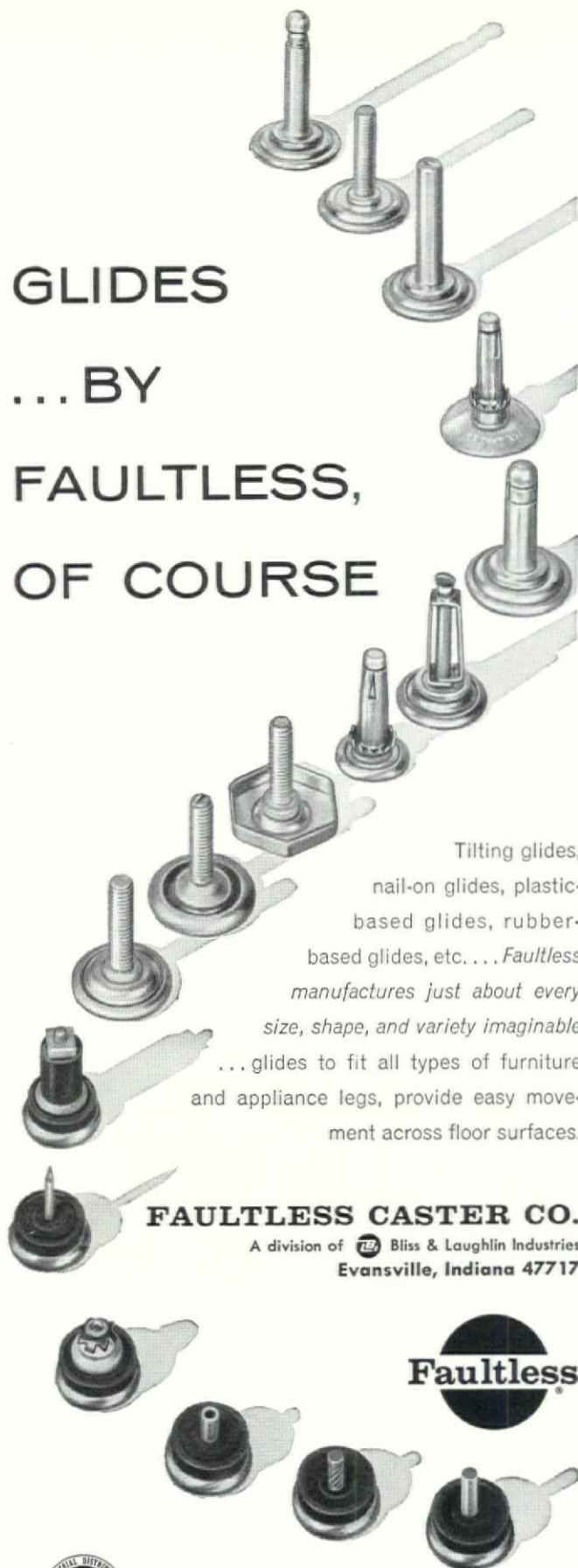
Circle No. 40 on product card →



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Circle No. 41 on product card facing P. 76

PRODUCTS & SERVICES

CONTINU

Arm/side chair

RN Contract chair from Nemschoff Chairs, Inc. available with or without arms. Back of grained solid walnut chair is contoured, and foam seat is supported by high quality interlaced rubber webbing. Armchair measures 21 inches by 31 inches by 22



inches with seat height of 18 inches and arm height of 25½ inches. Side chair, with 18-inch seat height measures 19 inches by 31 inches by 20½ inches.

Circle No. 102 on product card facing P. 76

Three-man conference desk

The executive conference desk from Jofco's Architect series is designed with three knee wells, give an executive and two associates enough leg room to sit comfortably. Designed by Interior Space Design, Inc., space division of Perkins & Will, for the meeting room too small for a conference room, but needing more work space than the ordinary desk provides, the Architect series desk provides room for working papers, drawings, blueprints, etc. Emphasis is on the natural use of wood and metal; pecan veneers acc



the nearly free-standing legs, which are joined to the unit by exposed metal pins, and metal drawer pulls add to the architectural feel. Other units in the series include a single pedestal executive desk, credenza with top opening file units, tables, chairs, and free-standing storage pieces.

Circle No. 103 on product card facing P. 76

Oneida holloware

Oneida Silversmiths has introduced a complete line of commercial holloware consisting of over 300 pieces ranging from cheese tongs and wine coolers to vegetable dishes, serving trays, and candlesticks. Most pieces are available in either 18/8 stainless



steel, silverplated 18/8 stainless steel, or extra heavy silverplate on 18 percent nickel silver. Oneida will have sole distribution rights in the U.S. and Canada for the next 10 years of the line which is produced by Sambonet S.p.a. of Vercelli, Italy.

Circle No. 104 on product card facing P. 76

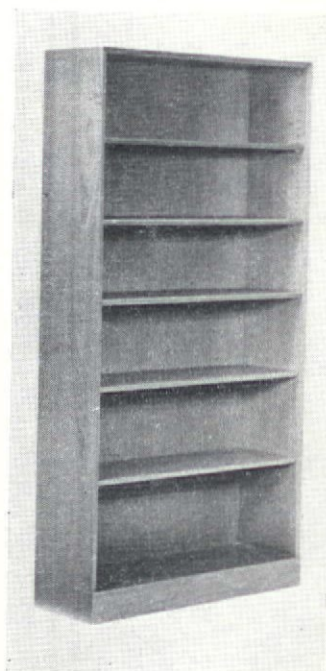
New Design Idiom

The new Design Idiom, a modestly priced furniture collection designed by Milo Baughman, is now available from Thayer Coggin, Inc. Included in the group are four sofas, one of which doubles for sleeping, five chairs, two of which can be used at a dining table, ottomans, ottomans and tables that can be combined in a number of ways. Lacquered plywood, grained figured gum woods, bold and bright fabrics, and see-through Plexiglas are employed.

Circle No. 105 on product card facing P. 76

Walnut bookcase

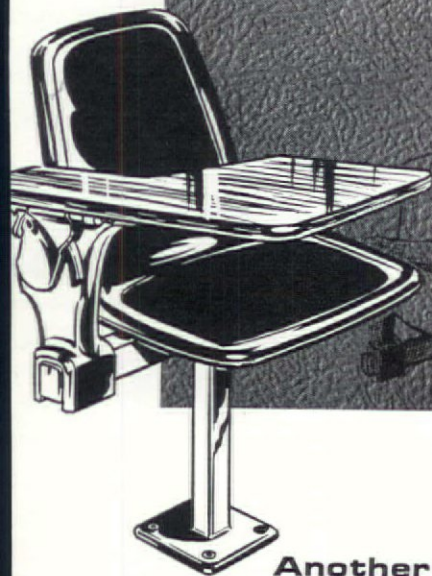
Walnut bookcase measuring 72 inches high and 36 inches wide from Hale Industries, Inc., is one of



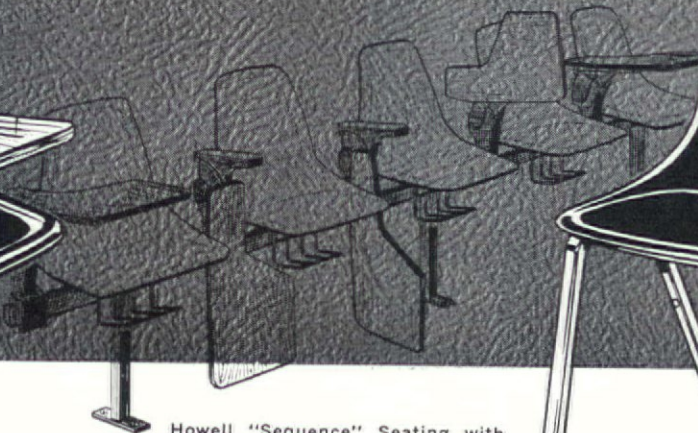
eight standard sizes available in this style. Complete series is now also available in birch.

Circle No. 106 on product card facing P. 76

NEW "HOWELLTEX" EMBOSSSED-GRAIN FIBERGLAS



Single unit classroom seating unit with folding tablet arm.



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



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HOWELL Modern Metal Furniture

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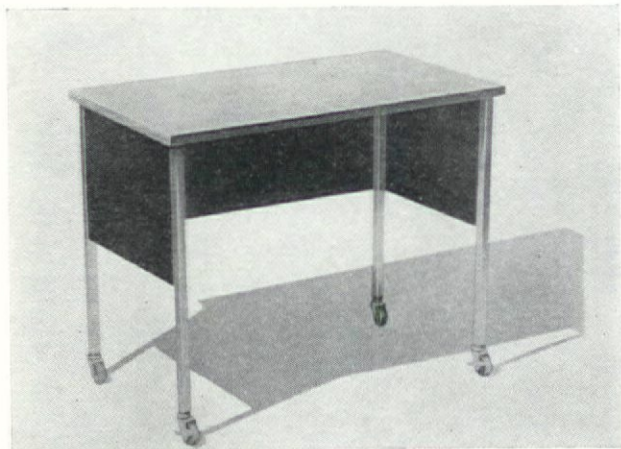
Circle No. 42 on product card facing P. 76

PRODUCTS & SERVICES

CONTINUED

Bentson mobile unit

PorTable from Bentson Mfg. Co. is versatile mobile unit designed as all-purpose machine table which can double as sales desk, book stand, coffee cart, etc. Modesty shield and side panels are finished in ebony



black; legs are satin chrome; top is laminated plastic in textured grained walnut; two of the two-inch ball-bearing casters lock. Table measures 18 by 32 by 26 inches, including casters.

Circle No. 107 on product card facing P. 76

Prestige setting

Prestige setting from the 700 traditional series Myrtle Desk Co. includes 60-inch desk with sm utility ledge beneath, used with 50-inch return to fo



an L unit. Bale pulls are antique brass. Black pat leather chairs, jade leather high back chair and g colored nylon sofa, which co-ordinate with desk return, are from Myrtle Seating Division.

Circle No. 108 on product card facing P. 76

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Circle No. 43 on product card facing P. 76

upholstered sofa

Sofa from John D. Williams is available with stainless steel, mirror, or satin finish with glides. It has seat height of 16 inches, back height of 13 inches,



It can be covered with ten yards of fabric or vinyl covering 160 square feet, or with leather.

Circle No. 109 on product card facing P. 76

Swiveling swivel armchair

Swiveling Chair Co. swivel armchair has custom designed scuff plates in brass, chrome, or bronze, ball-bearing casters with two-inch soft rubber tread wheels, back posts, rubber cushioned glides, and can

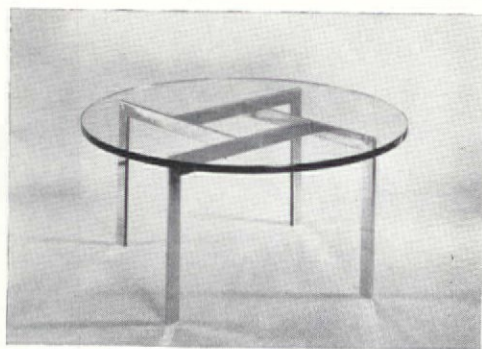


It is upholstered in top grain leather, vinyl, or fabrics. Chair back is 16½ inches above seat, sitting depth is 18½ inches; seat is 19 inches wide; width between arms is 20½ inches; seat height is adjustable 18 inches; overall width and depth is 24 inches; overall height is adjustable to 33¾ inches.

Circle No. 110 on product card facing P. 76

Glass top tables

Levis Furniture Industries, Inc., has introduced its new Fust collection of glass top tables. The tables, available in six sizes, have mirror chrome base of



It features chrome steel, electrically welded joints, and triple chrome finish.

Circle No. 111 on product card facing P. 76

Circle No. 44 on product card facing P. 76 →

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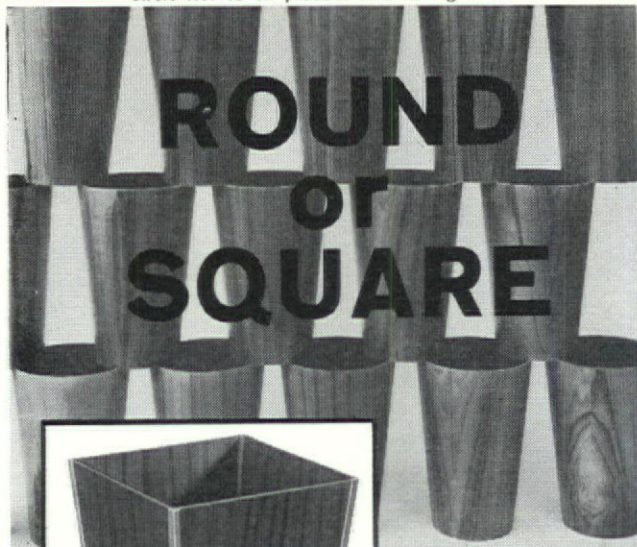
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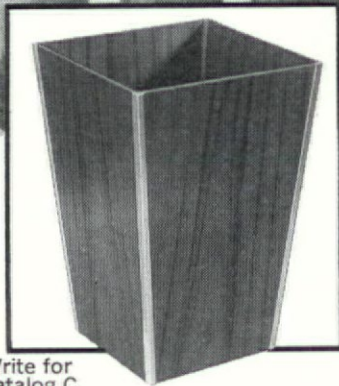
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Circle No. 45 on product card facing P. 76



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PRODUCTS & SERVICES

CONTINU

Wall-hung bar

Convenient wall-hung bar is part of group of movable storage cabinets and shelves from Royal System, Inc. Components are suspended on wall by ingenious method of rails and brackets. Bar can be concealed



by closing drop front of cabinet. Liquor supply, bucket, and extra glasses are stored in adjacent sliding door cabinet; napkins and bar utensils are kept in sliding drawers on right. Book shelves, magazine shelves, and op art painting complete teakwood wall

Circle No. 112 on product card facing P. 76



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Circle No. 46 on product card facing P. 76

Double pedestal desk

Double pedestal desk from Jasper Desk Co. has top, front, and panels of Fiberesin with walnut grain pattern. Drawer pulls and legs have durable black finish, and all legs have adjustable levelers. Locking



mechanism in each pedestal locks all drawers. File drawer has full extension suspension. Desk is from Armada series 12 line of modular desks and accessories.

Circle No. 113 on product card facing P. 76

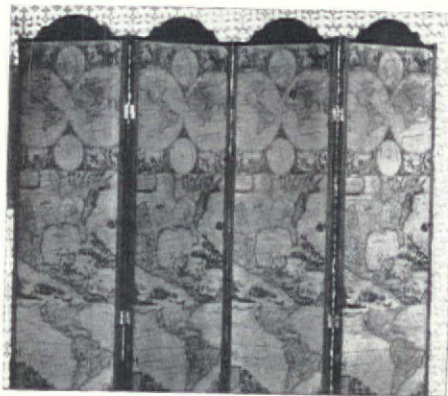
Oriental carpet reproductions

New program of custom-designed reproductions of oriental carpets woven to order has been initiated by Broadloom Imports. A choice of more than 500 designs is available for the carpets made especially for large areas such as hotels, motels, and restaurants.

Circle No. 114 on product card facing P. 76

Heirloom screens

Antique Italian map reproductions decorate a novelty screen by Crown Decorative Products. The maps are laminated to durable panels and are surrounded by



heavy distressed hardwood frames. Brass plated reversible hinges permit full folding in any direction.

Circle No. 115 on product card facing P. 76

Rattan furniture

Bradston Rattan Products, Inc., has manufactured thousands of pieces of rattan furniture for hotels, motels, and restaurants. The furniture has proved particularly applicable where a Polynesian or resort motif is desired. Hanalei Hotel, San Diego, is one of the firm's recent installations.

Circle No. 116 on product card facing P. 76

TRIPAR

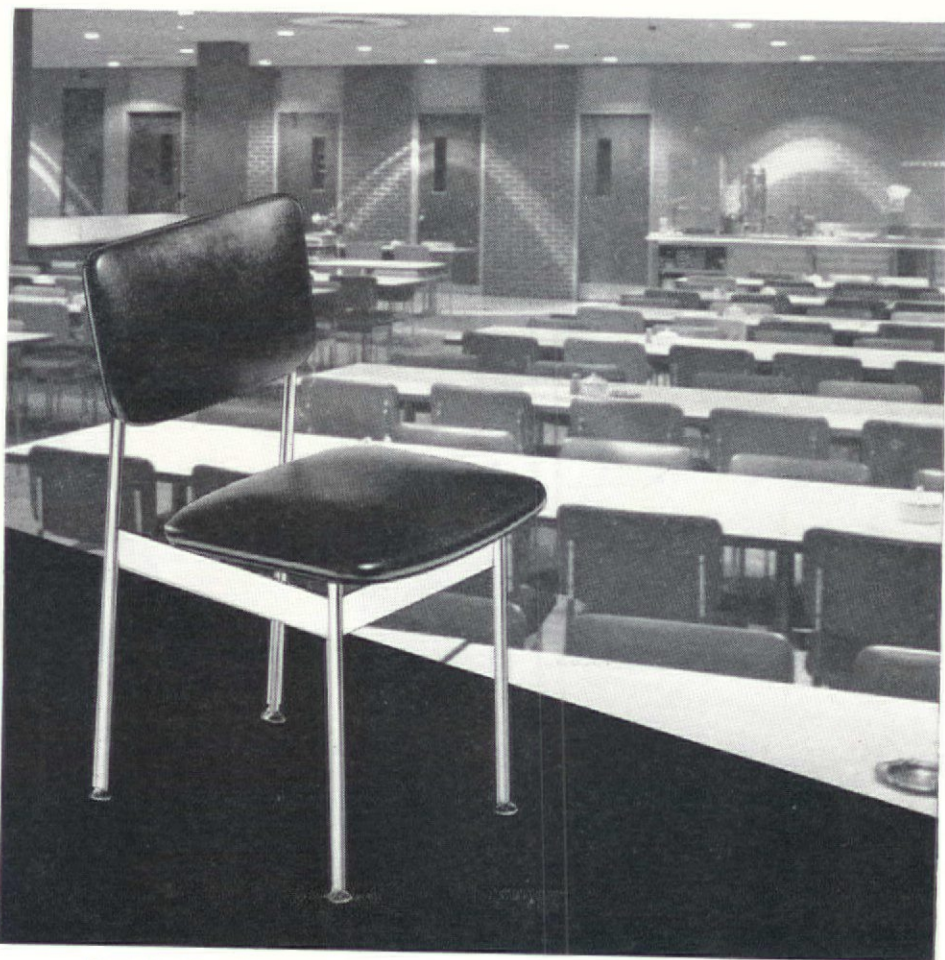
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Circle No. 47 on product card facing P. 76



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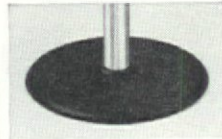
Discerning restaurant managers know customer comfort is just as important as fine cuisine. That's why Krueger's new Pedestal Base Tables and 504 Stack Chairs are seen in discriminating restaurants. Here is elegant comfort, combined with lasting durability, promising years of impressive service. Serve your customers a generous helping of Krueger comfort—it just could become the specialty of the house.



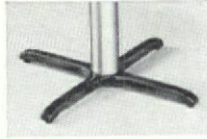
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Circle No. 48 on product card facing P. 76

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Circle No. 49 on product card facing P. 76

PRODUCTS & SERVICES

CONTINUED

Executive chairs

TechFab has introduced a new line of seating units including executive chairs shown. All models have deep molded latex foam seats, are available in variety of self-expanded vinyl or fabric upholstery, with or



without arms, with contemporary square tube or tapered round tube legs or bases. Swivel chairs come with chrome ball caster, two-inch thinline casters, or glides on memory return pedestal.

Circle No. 117 on product card facing P. 76

Modular components

Byron Metal Products, Inc., modular components can be arranged and combined to form individual credenzas or desk returns. Tops, legs, end and back panels, drawer and stationery pedestals, and bookcases are



included in modular component line. Modulares are available in full desk and typing heights in choice of nine 100 percent acrylic finishes.

Circle No. 118 on product card facing P. 76

Woven fabrics, textiles

California Woven Fabrics Corp., noted for its high quality Kamola and Alomak fabrics, Menlo textiles, and Gattina products is represented in banks, hotels, companies, and office buildings.

Circle No. 119 on product card facing P. 76

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Circle No. 50 on product card facing P. 76

PRODUCTS & SERVICES

CONTINUED

Stain-resistant Herculon fabric

Upholstery fabrics made of 100 percent Herculon fibers have been introduced with a new designer group of furniture from State of Newburgh. The polypropylene fabric has a built-in resistance to spots created by ink, grease, lipstick, coffee, and ketchup—and all can be removed with a sponge

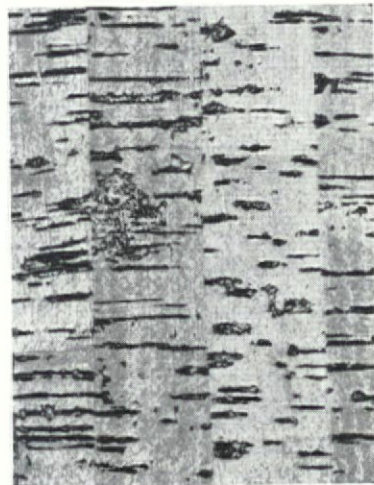


dipped in mild detergent and warm water. The Herculon fabrics are available in five patterns, a random width stripe, two-tone heavy textured fabric in crystal clear colors including white, self-tone solid color, and small houndstooth or herringbone effect. The new fabrics are shown with a furniture group consisting of five sofas, two love seats, and six chairs.

Circle No. 120 on product card facing P. 76

Native American laminates

Five new furniture laminates have been added to the Formica Corp. Native American Design collection. Now available are pecan, a woodgrain distressed for a mood of Mediterranean antiquity; burl, a Carpathian elm which blends with natural woods or other laminate wood-grains; cork, a natural ma-



terial reproduction with deep brown tone shading in the cork fissure pattern; Sienna travertine, reproduced from an Italian marble slab and containing accurate definition of the natural stone's mineral layering; and planked birch, giving a spicely colored random width planked effect.

Circle No. 121 on product card facing P. 76

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CHF Florentine Series No. 999



Design by Denzler Dresser Design, Inc.

Circle No. 51 on product card facing P. 76

Management posture chair

A management posture chair featuring synchronized back-seat movement and four comfort adjustments has been introduced by Steelcase Inc. Arm rests can be either plastic or fabric upholstered. Completely en-

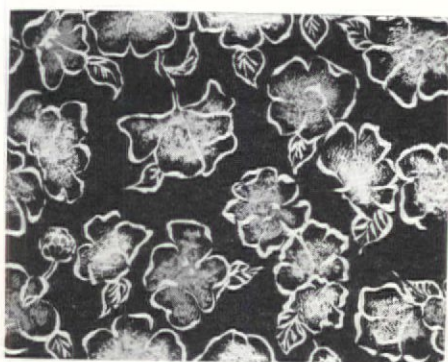


closed back rests are generously cushioned; wear-resistant vinyl chafing pads prolong chair life; bases are of cast aluminum, and chairs move on ballbearing caster with two-inch rubber wheels.

Circle No. 122 on product card facing P. 76

Repeat wallcovering from Connoisseur

Large-scale, free-form and freely flowing poppies accented by splashes of color are evident in Papaveri, a new repeat wallcovering designed by Connoisseur Wallcoverings, Inc. Shown on a dramatic black



ground, the design is also available in a range of basic tones and with matching fabrics, and may also be special ordered in almost any color combination on any type of background.

Circle No. 123 on product card facing P. 76

Dinette and lounge furniture

A combination of high style, sturdy materials such as steel, vinyl, and high-pressure laminate, and medium price structure has led to contracts for Landes Mfg. Co. for hotel/motel dinette and lounge furniture.



The Ramona seating group illustrated, designed by Perry Johnson, features hand-glazed metal in bamboo Spanish green. Upholstery print has Scotchgard finish.

Circle No. 124 on product card facing P. 76

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Circle No. 52 on product card facing P. 76

Circle No. 53 on product card facing P. 76



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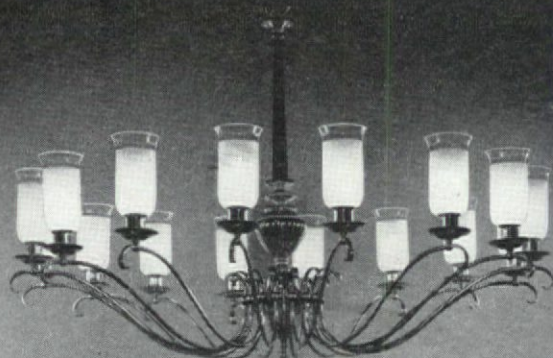
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Circle No. 54 on product card facing P. 76

MANUFACTURERS'

LITERATURE

The 1967 Hauserman Operable Wall catalog features full-color installation photos of the sliding acoustic barrier in use in meeting rooms, schools, and offices. Detailed engineering drawings and cross sections demonstrate the use of single and multiple systems. Complete suggested guide specifications for the system are also included.

Circle No. 125 on product card facing P. 76

The 128-page Mid-Atlantic Interiors Source Directory is composed of ten major product sections: furniture; accessories; decorative fabrics; wall coverings; window coverings; floor coverings; art and fine art services; lamps and lighting; craftsmen; and architectural interior products. Featured in the issue are leading representatives, producers, distributors, and services for decorative interiors from Philadelphia, Washington, and Baltimore. The directory also offers at no charge an inquiry service to locate any product, service, or source anywhere in the U.S. Distribution area for the reference book includes eastern Pennsylvania, southern New Jersey, Delaware, Maryland, Baltimore, Washington, D.C., and eastern Virginia.

Circle No. 126 on product card facing P. 76

Lighting Fabricators Inc. has published an illustrated catalog of its first collection of contract lighting, representing the company's initial effort to create a contract source for supply of cleanly designed, quality constructed, and moderately priced lighting appliances. In addition to descriptions of the lamps illustrated, the booklet contains specifications for wiring, sockets and switches, wattages, tubing, bases, and shades.

Circle No. 127 on product card facing P. 76

A 48-page catalog on lounge and office seating from Schafer Bros. Inc. includes close-up shots of individual chairs, sofas, and ottomans with detailed specifications, installation pictures, specifications on frames, finishes, seats, backs, seams, and materials used. A separate price list including special pricing information on the various coverings and finishes used is also enclosed.

Circle No. 128 on product card facing P. 76

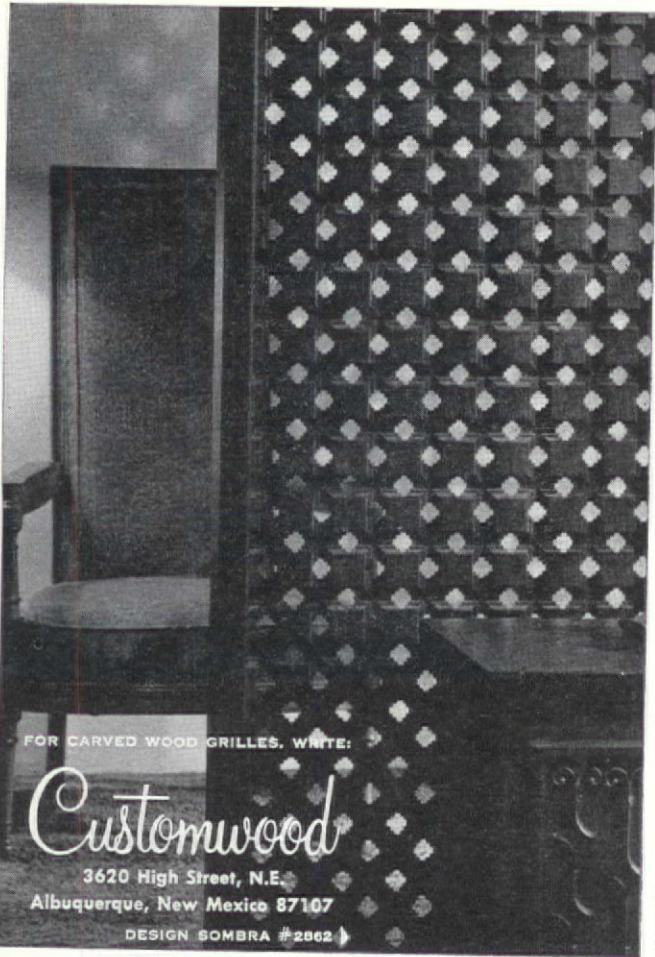
A manual on prefabricated cabinets from Storage wall includes suggestions on basic principles for flexibility in design, structure, and details of the Storage wall system, suggested unit arrangements including low, high, intermediary, wall and movable units, and data files for storage walls use in classroom, arts, crafts and music rooms, laboratory, institutions, dormitory, office, and library. Detailed photographs and diagrams are employed throughout the manual.

Circle No. 129 on product card facing P. 76

Now available from the H-O-N Co., free of charge is a color and swatch selector showing desk top, metal colors, vinyl and chair fabrics.

Circle No. 130 on product card facing P. 76

Circle No. 55 on product card facing P. 76



Circle No. 58 on product card facing P. 76

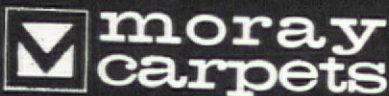
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Circle No. 56 on product card facing P. 76

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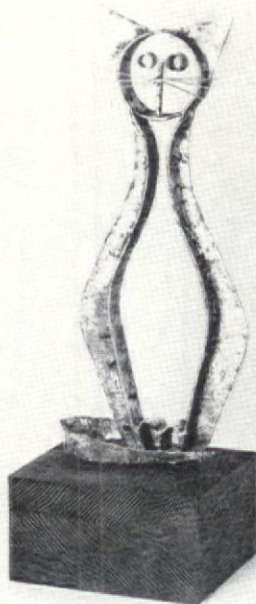
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Circle No. 57 on product card facing P. 76

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Circle No. 59 on product card facing P. 76

Circle No. 60 on product card facing P. 76

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

Circle No. 61 on product card facing P. 76

MANUFACTURERS' LITERATURE

Gotham Lighting Corp. describes its recessed silvered bowl downlite in a fold-out brochure. Included are dimensional information, photometric data with illustrative charts, descriptions of various accessories available for various lighting effects.

Circle No. 131 on product card facing P. 76

The complete collection of Syroco's decorative wall accessories is displayed in a new 63-page, full-color catalog. Full descriptions, dimensions, available colors and materials are included. A separate price list pamphlet with the history of the company and the hand-applied color finishes available is included.

Circle No. 132 on product card facing P. 76

Six door bed cabinets—symphone, avante, patrician provinciale, regina, and horizon—are described in a pamphlet circulated by Murphy Door Bed Co. Specifications on the counterbalancing mechanism, platform top coil springs and automatic legs at the foot are outlined. Sample room settings with each of the styles are illustrated, and finishes and mattress specifications are discussed.

Circle No. 133 on product card facing P. 76

Sub-Zero Freezer Co., Inc., has distributed a brochure and price list covering its line of refrigerated furniture. Detailed descriptions of each model accompany the photos. A list of the company's representative and their respective territories is included.

Circle No. 134 on product card facing P. 76

A 62-page fully illustrated catalog from Yorkra shows its full array of wall decorations and accessories in American Colonial style. Included are sign wall plaques, candelabra, lanterns, and decorative waste baskets.

Circle No. 135 on product card facing P. 76

Everthine has just released its 1967-68 fully illustrated catalog. The 32-page booklet contains the latest in handcrafted plants, trees, flower and fruit arrangements, and an extensive line of decorative accessories.

Circle No. 136 on product card facing P. 76

Crown Rubber Co. has compiled a brochure of sample swatches of its various grades, thicknesses, and types of foam latex, chemically blown sponge, vinyl foam and vinyl sponge cushioning. The file folder brochure contains 32 samples offering a wide selection of colors and fabrics. Backings include vinyl-coated paper, unbleached sheeting, and tobacco cloth.

Circle No. 137 on product card facing P. 76

Davis Furniture Industries, Inc. has published a new 16-page full color brochure featuring the 4000 Contemporary series which combines the beauty of fine walnut and the luxury of fabrics and leathers.

Circle No. 138 on product card facing P. 76

CLASSIFIED ADVERTISEMENTS

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

CONTRACT SALESMAN WANTED: Major contract carpet producer seeks man experienced in dealing with wholesalers, architects, contract dealers, for eastern New York State, including metropolitan area of New York and north Jersey. Will also consider suitable sales representatives. All replies will be held in strict confidence. Write: Box A-408, CONTRACT, 7 E. 43 St., NYC 10017.

INTERIORS DESIGNER-DECORATOR: Unusual opportunity for top-grade designer and decorator for management position in an interior design firm that works closely with national architectural firm in doing interiors of churches, schools, apartment, office and industrial buildings. Send complete resume of educational background, experience, and personal qualifications to Box A-409, CONTRACT, 7 E. 43 St., NYC 10017.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our 15 successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-410, CONTRACT, 7 E. 43 St., NYC 10017.

SALESMEN OR REPS WANTED: Contemporary drapery & upholstery fabrics New York firm desires sales representative full or part time, to call on architects, specifiers, interior designers, office furniture manufacturers and dealers, stores and upholsterers. Outstanding line, excellent opportunity. Showroom not essential. Write: Box A-411, CONTRACT, 7 E. 43 St., NYC 10017.

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SALES REPRESENTATIVE WANTED: For major institutional manufacturer. Must have experience. References required. Territory New Mexico, Colorado, Nevada, Arizona and Utah. Reply to P.O. Box 1768, High Point, N. C. 27261.

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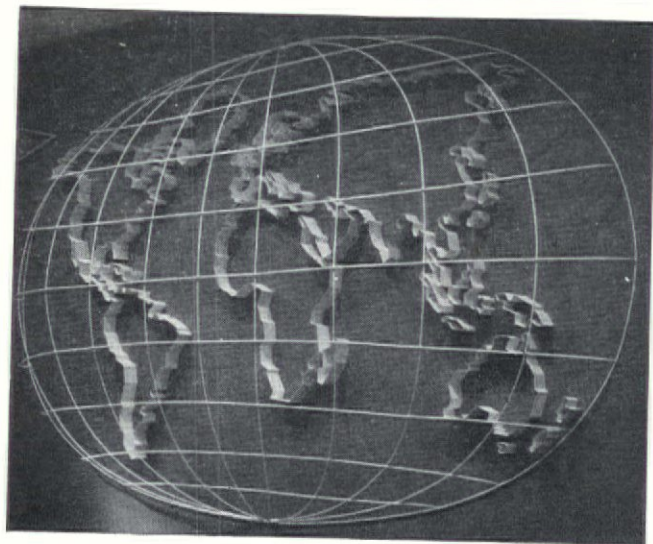
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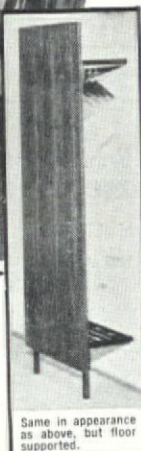
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