

# CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING



MID-YEAR PRODUCT REVIEW

LAMPS AND LIGHTING

CHICAGO DESIGN FIRM

August 1967 / A Gralla Publication



## Profiles.

Steel wire shell lounge chair, striking in its copper oxide finish. And on the inside only, luxuriously upholstered.

An inspiration for this custom floor design. Achieved here with standard Armstrong flooring materials suitable for even budget-conscious commercial projects.

Just one example of what you can do when the world's largest flooring selection is at your beck and call.

Here, deceptively rich- and expensive-looking Imperial®

Modern Excelon® (vinyl-asbestos) Tile. Two shades of brown. And in the "comb," Excelon Feature Strips of white, red, and blue.

Your design? Let your Armstrong man take you on a guided tour through Excelon and all Armstrong materials.

He knows the book backward and forward when it comes to the technicalities of floor selection. Call him on your next project. Or write Armstrong, 508 Naylor St., Lancaster, Pa. 17604.

**Armstrong**



## How to make people feel at home at the office.

from the Signers Collection

Today, people spend more waking hours at the office than they do at home. So give them furniture they can live with.

First, select their office furniture from our nine unique collections.

Then add compatible pieces from the famous Drexel Enterprises' household lines.

There are 363 items . . . from chairs and sofas to end tables and bars.

Matter of fact, we make more compatible pieces than any other office furniture manufacturer in the world.


But that's only logical. After all, we were making furniture for the home before we decided to make people feel at home at the office.

For free literature and the name of your nearest office furniture dealer, write Dept. L, Drexel Enterprises, Inc., Drexel, N. C. 28619.

**DE**  
DREXEL®  
ENTERPRISES, INC.  
DREXEL, NORTH CAROLINA

" Really, George, if you're going to put it outdoors, it just has to be Tropitone. I saw it at the Dorado Beach, and at Buckhill Falls, the Illikai, and at Ocean Reef, and the Carousel, and at Sapphire Bay and the Americana, and at Piping Rock, at Lost Tree, Hana Maui, The Field Club, Royal Lahaina, the Dunes Bluebeard's Castle, the El San Juan, Caneel Bay "



 probably the finest

P. S. She sure gets around. On the other hand, so do we. For our new 46 page catalog illustrating over 80 pieces of all weather outdoor furniture, kindly write us, on your letterhead.

**tropitone**

**CONTRACT****The Cover**

The old-fashioned push-plate is used to symbolize turning on the juice. Articles on lighting begin this issue on page 49. Cover was created by Angelo Abbate, partner in newly formed design firm SAI, Inc.

# CONTRACT

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

**VOL. VIII, No. 8****AUGUST, 1967**

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

- 49 THE CONTROL OF LIGHT SOURCES  
BY E. BERGER
- 54 LAMPS AND LIGHTING PRODUCTS
- 60 PUTTING POLARIZED LIGHT TO WORK  
BY MYRON KAHN
- 62 DE HAAN ASSOCIATES BRANCHES OUT  
BY EDITH SIROTO
- 68 MID-YEAR PRODUCT REVIEW
- 76 FENESTRATION WITH PERMANENT-PLEAT DRAPERIES
- 78 VINYL ASBESTOS TILE STUDY
- 80 VERSATILITY OF VINYL FABRICS  
BY PAUL F. JOHNSON
- 6 LETTERS
- 8 CONTRACT BUSINESS: NOTES AND COMMENTS
- 18 NEW SHOWROOMS: BARRY LABOW ASSOCIATES
- 24 PEOPLE
- 26 CONTRACT NEWS
- 30 CALENDAR
- 84 CONTRACT PRODUCTS AND SERVICES
- 94 MANUFACTURERS' LITERATURE
- 96 CLASSIFIED ADVERTISEMENTS
- 98 ADVERTISERS' DIRECTORY

**COMING IN CONTRACT**

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

OCTOBER—Preview of the National Hotel & Motel Exposition, reviewing new products and the Rooms of Tomorrow and Designs for Dining displays. Plus installations of recently completed hotel and motel interiors.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43 St., New York 17, N.Y. Phone MUrray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, \$5.00; two years, \$9.00; three years, \$12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, \$9.00 per year. All Canadian and foreign subscriptions, \$15.00 per year. Single copy of this issue \$1.00. Contents fully restricted. Copyright 1967 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: APARTMENT CONSTRUCTION NEWS, BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING.

- PUBLISHER**  
Ben H. Hellman
- GENERAL MANAGER**  
Lawrence Gralla
- ADVERTISING DIRECTOR**  
Milton Gralla
- ADVERTISING SALES MANAGER**  
Frank A. Rizzo
- MANAGING EDITOR**  
Anne Fallucchi
- ASSOCIATE EDITORS**  
Beverly Peress  
Doyle Peck  
Marita Thomas
- EDITORIAL CONTRIBUTORS**  
Marvin B. Affrime  
Louis S. Bing  
Roland Wm. Jutras  
Irving Leos  
Lawrence Lerner  
Robert Malone  
Edith Sirote
- BUSINESS MANAGER**  
Morton L. Silverman
- SEARCH DIRECTOR**  
Peggy Sholtz
- PRODUCTION MANAGER**  
Ellin A. Delsener
- CIRCULATION**  
Manuel Feris  
Norma Jane Samuels
- ADVERTISING REPRESENTATIVES**

**NEW YORK:** Frank A. Rizzo, Arnold Hoffman, Stanley Berman. Gralla Publications, 7 E. 43 St. MUrray Hill 7-3344

**CHICAGO:** Ross A. Granston, Gregory Ozag. Gralla Publications, 6328 N. Cicero Ave. 736-3367

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

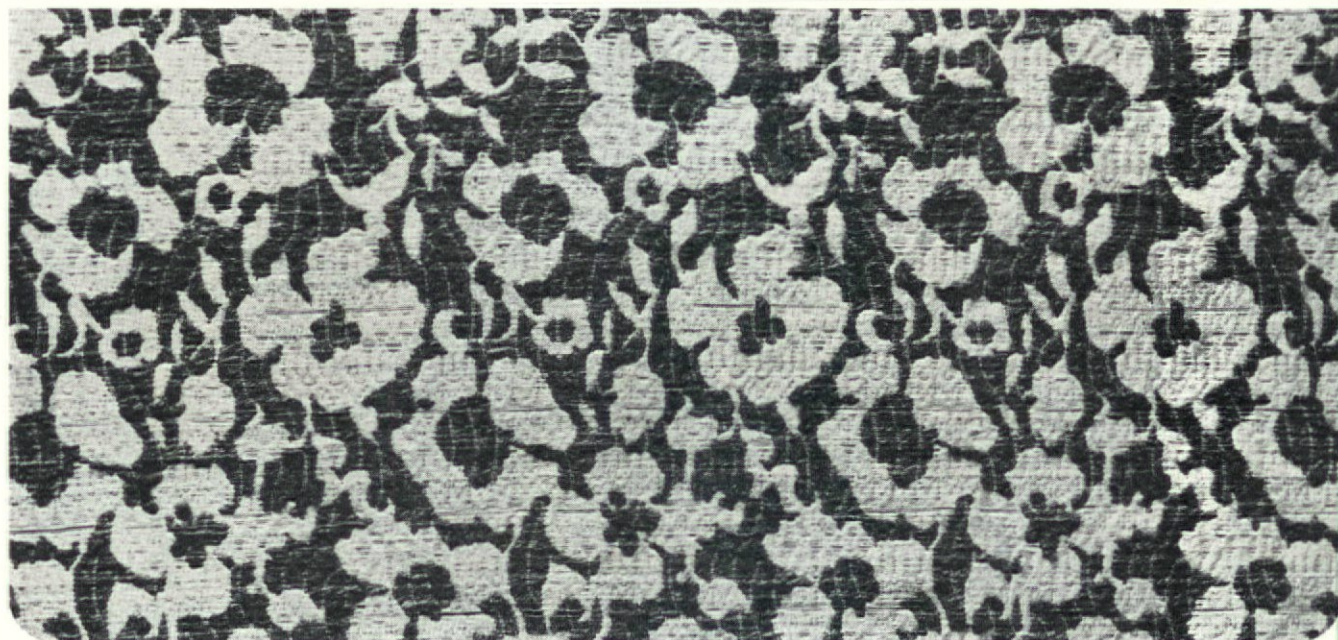
**PACIFIC COAST:** Doyle Peck, Manager; Lou Cuffolo. Gralla Publications, Suite 206, 7071 Ventura Blvd., Encino, Calif. 981-550



Member Business Publications Audit of Circulation, Inc.



illusion...



**Spearhead**

How can something as simple as a flower pattern create an illusion of richness and complexity?

It's all in the weave: a posh, nubbly blend of brilliant colors. Spearhead turns the artless flower into a subtle announcement of luxury. And for contract jobs, this illusion-maker has more than beauty to recommend it: it's stain resistant, strong and durable. Spearhead 54" yarn dyed upholstery fabric, of 76% rayon and 24% cotton. Exclusively from David and Dash.

**DAVID and DASH**

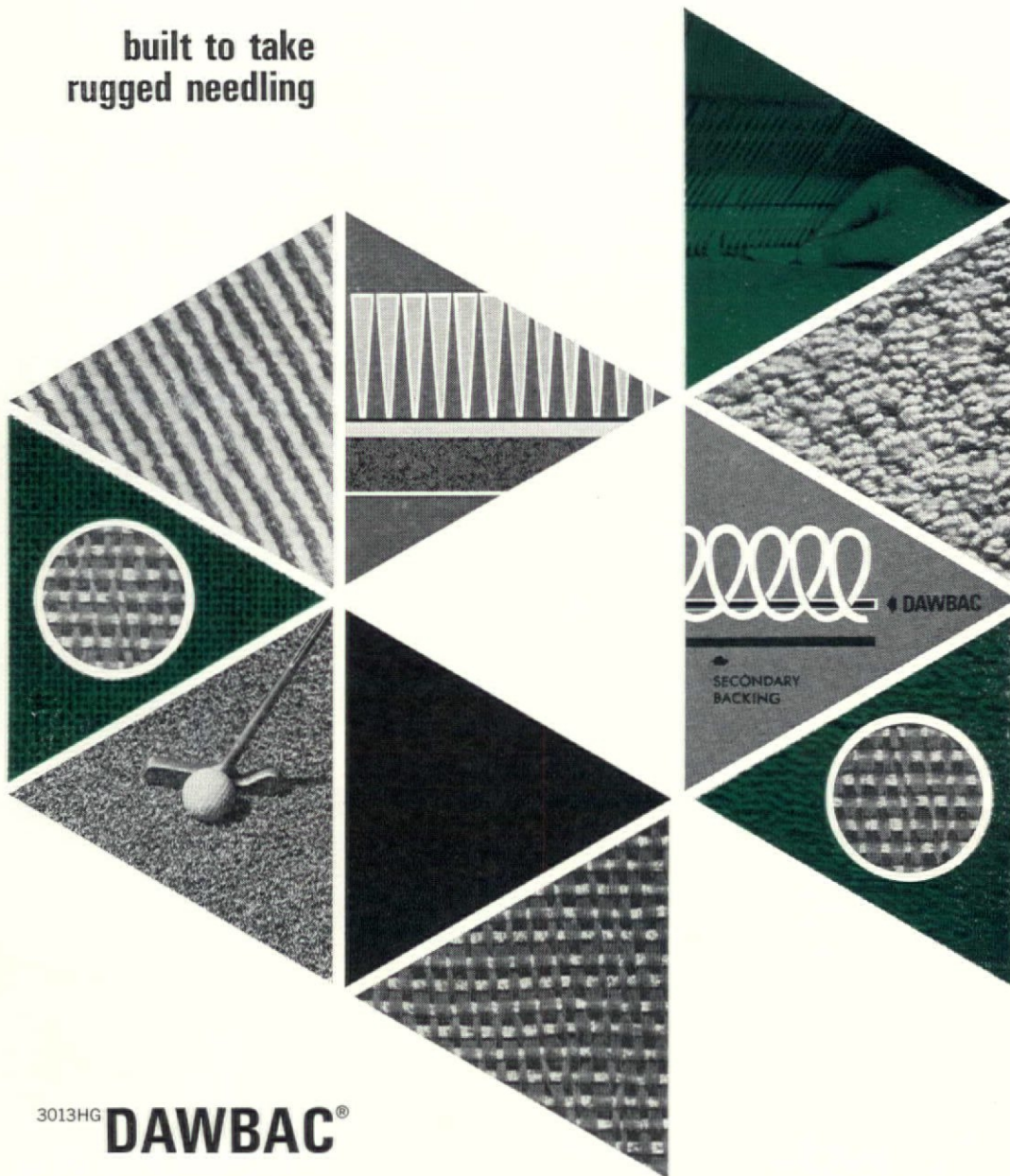
International Headquarters: 2445 North Miami Avenue, Miami, Florida 33137  
Washington, D.C., Philadelphia, Cleveland, Chicago, Dallas, Los Angeles, San Francisco,  
New York, Montreal, London, Boston, Minneapolis, St. Louis, Toronto, Seattle, Portland

All upholstery and drapery fabrics available with



Circle No. 4 on product card facing P. 90

**built to take  
rugged needling**



3013HG **DAWBAC®**

**primary carpet backing that stands up to  
tufting needles, holds yarns firmly!**

Who makes a primary carpet backing that is so superior that it is both tough and tender?

Grace... naturally!

DAWBAC® is the polypropylene backing that is an improvement on nature... because we engineered it that way. It's engineered to stand up under the grueling treatment of tufting needles. Yet it treats face yarns in the gentlest manner... firm, tender, and holding! DAWBAC® 3013HG is a combination of ribbon and multifilament fibers, woven with extra density. It performs brilliantly and is spectacular for the highest quality residential carpet offered today.

For the retailer, DAWBAC® means carpet that behaves better... it's more stable, has better tuft lock, and can be used on locations not previously suitable for carpeting.

Who'd have thought you could improve on nature?

Grace, naturally!

FREE INSTALLATION BROCHURE

Write Installation Department, Dawbarn Division, W. R. Grace & Co., Waynesboro, Virginia

Circle No. 7 on product card facing P. 90



## LETTERS

### Comments on California: Superstate, June Landmark #4

Dear Sir: Congratulations on California: Superstate Landmark edition of CONTRACT for June 1967. It was most interesting throughout. All of our executives and, in fact, the entire staff were very excited, not only with the edition, but with the space given to our company in its various endeavors.

L. B. NELSON  
Assistant to the President  
Parvin/Dohrmann Co.  
Los Angeles, Calif.

Dear Sir: I have just returned to Los Angeles and what a delightful surprise awaited me when I opened the June issue of CONTRACT. Needless to say, I am most pleased with your beautiful presentation of our new offices, and we all want to express our appreciation to you for such a fine job.

ALBERT VAN LUIT, President  
Albert Van Luit & Co.  
Los Angeles, Calif.

Dear Sir: Your Landmark Issue #4—California: Superstate—is the most interesting I have seen of any of the trade magazines.

FREEMAN E. CAMPBELL  
Freeman E. Campbell & Assoc.  
Arcadia, Calif.

Dear Sir: You are to be congratulated on your fine June cover, California: Superstate. However, it seems a very serious omission was made on pages 136-137 where you covered manufacturing sources. Although we have a separate article on page 191, covering our facilities, we are unable to understand why our company was omitted in the major story. Our manufacturing facilities have been on the West Coast for over eight years, and we are considered a prime source for restaurant and institutional seating.

We would appreciate your correcting your records and advising your readership.

MANFRED STEINFELD  
Shelby Williams Industries, Inc.  
Chicago, Ill.

### More on CONTRACT '67

Dear Sir: Let me congratulate you on the fine planning that went into CONTRACT '67 at the New York Coliseum in April.

LEONARD H. DORE  
Director, Engineering & Styling  
Benj. Berman, Inc.  
Moonachie, N.J.

Dear Sir: Thanks. It was a good show and I hope you have many more.

SIDNEY SCHWARTZ  
Trend Mills Contract Div.  
New York City

Dear Sir: This show was a grand success for us in terms of both the quantity and the quality of the interest we received on our products. I trust that this year's success will create an atmosphere of even more of the same next year, with possibly a few more of the major case goods manufacturers exhibiting. A good job well done.

LARIMORE F. PARKER  
Parkwood Laminates, Inc.  
Wakefield, Mass.

# TRI- PAR

## CHAIRS

for every  
good seating  
reason

Model P-25 designed for the University of Cincinnati. Harry Backus, A.I.D., N.S.I.D. Architect, Ryder Martin, A.I.D.

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

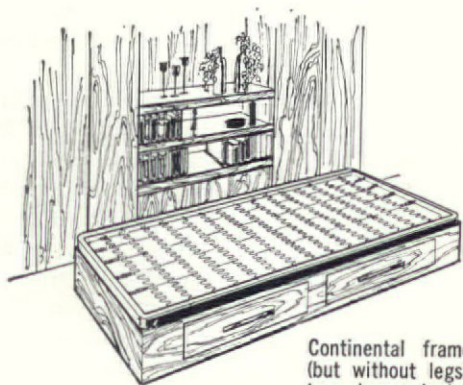
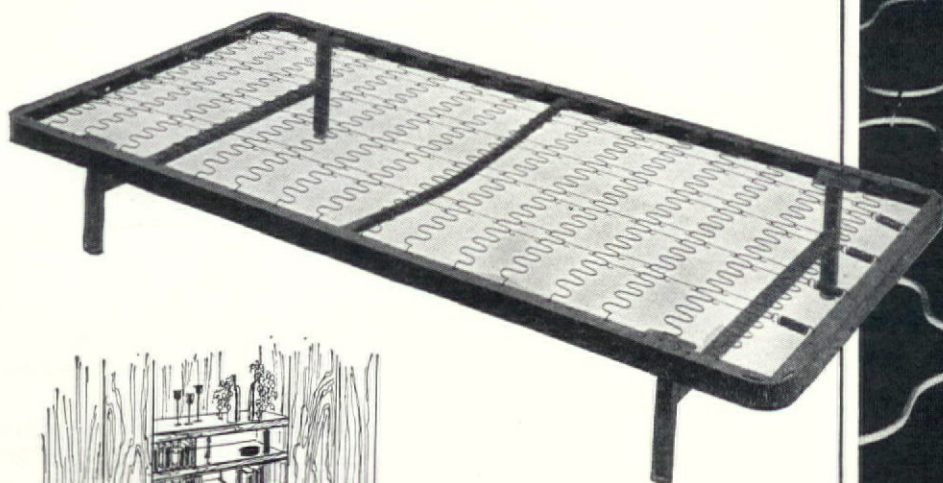
TRI-PAR MANUFACTURING CO.  
1740 N. Pulaski • Chicago 60639



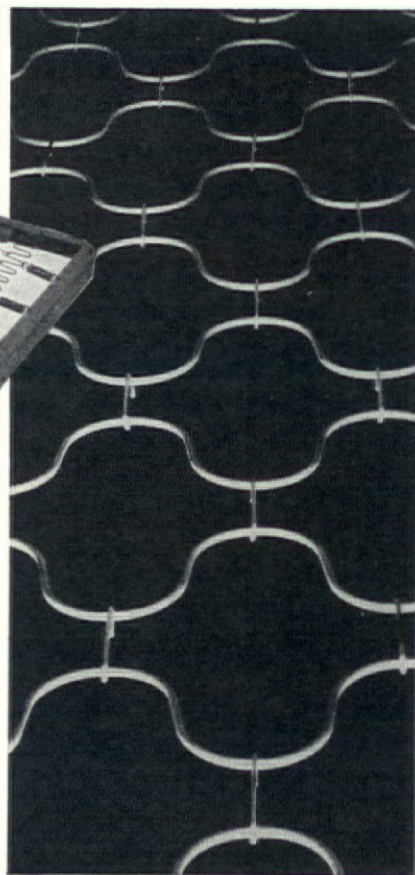
Circle No. 8 on product card facing P. 90



# better by a comfortable margin



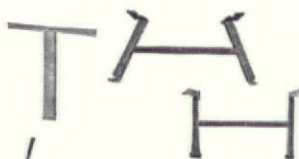
Continental frame with unitized springs (but without legs) works well for storage type dormer beds. Full range of single and double sizes in No-Sag Colors.



THE **continental**® BED was engineered to withstand tremendous abuse and remain maintenance free over the years. The all-welded frame was built with radius corners to eliminate snagging and to provide added resistance to torque. Heavy duty frame cross brace and optional cross-braced leg assemblies provide

tremendous strength to withstand continued rough use. In addition to rugged frame and leg construction, the **Continental** insures proper support and comfort. Inter-tied No-Sag sinuous springs provide exactly the right resiliency. Graded-tension steel coil ends add luxurious "float action" without detracting from needed firmness.

Frames are slotted to accept head and footboards but units can be used without these. If head and footboards are desired, they can be purchased either from No-Sag or from the purchaser's regular cabinet supplier.



All leg styles are engineered for great strength, smart styling and easy cleaning. Self leveling glides assure automatic leg adjustment. Choice of wall-saver, slope-leg assemblies, straight-leg assemblies or straight corner legs is offered for styling variety.

**no-sag**  
SPRING & COMPANY



SUBSIDIARY OF LEAR SIEGLER, INC.

124 W. STATE FAIR • DETROIT, MICHIGAN 48203  
TELEPHONE (313) 366-9210

Circle No. 9 on product card facing P. 90

## CONTRACT BUSINESS: NOTES & COMMENTS

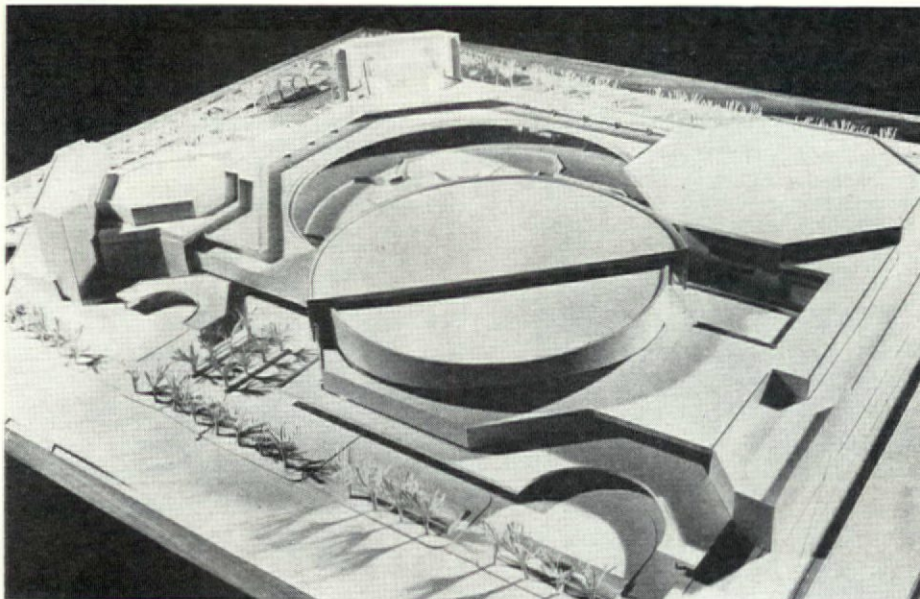
### Competition winner announced

The Birmingham-Jefferson Civic Center Authority, in Birmingham, Ala., under Chairman Alex S. Lacy, announces that Goddes Brecher Qualls Cunningham, Philadelphia architect, is the winning firm that will automatically be awarded the architectural contract for the Center under the terms of the AIA's Class A competition. It is the largest national competition of its kind ever approved by the American Institute of Architects.

The \$25 million Birmingham-Jefferson Civic Center (see cut) consists of a 13,000-seat sports coliseum, a 100,000 sq. ft. exhibition hall, a 3,000-seat concert hall, and a 1,300-seat theater, as well as restaurant, administration offices, and special parking facilities. The Center is now being funded through a special countrywide tax, and land acquisition is about to begin. The entire complex is scheduled to open the Spring of 1971—Birmingham's centennial year.

The judges of the 276 entries were: Max Abramovitz, Gyo Obata, John Carl Warneke, Harold Burris-Meyer, John Fernald. In second place was the entry of Ralph Rapson of Rapson Architects, Inc., Minneapolis. Third place was submitted by Marvin Fitch of Fridstein & Fitch, Chicago.

George Qualls of the winning design team describes his entry: "The four major buildings are grouped around a large outdoor pool that is ringed with terraces and an amphitheater. Here is an inviting but sequestered part of the city to which anyone might come at any time."



### AIA convention activities

The 99th AIA convention held in New York City in May was exceptionally active, what with its products exhibit, special "theme" seminars, and announcements and plans for the coming year. Some of the many activities have been reported in these columns in the past few months; here are additional notes of interest.

- Unveiled was the new design for the \$4 million headquarters building on an expanded site in Washington, D.C. Architect Mitchell/Giurgola Associates, who won the commission through a competition last year, presented models and drawings. AIA's Board of Directors gave unanimous approval, and construction of the new headquarters building is expected to begin in about a year.

- Initiated during the week-long meeting was a study of "interdisciplinary collaboration" between architects and other design professions, such as engineers, landscape architects, and interior designers. The resolution, quickly adopted, called on the Board of Directors to undertake the study and report back during next year's convention.

- Dr. Marshal McLuhan, philosopher and social historian, said in a speech that electronic communications is forcing the Western world to separate itself from a "2500 year devotion to visual space" and rediscover "the characteristics of the spaces generated by the other senses." Dr. McLuhan, director of the Center for Culture & Technology at University of Toronto, Canada, said the characteristic form

of an electronic culture is "auditory space," which has "no center and no margins since we hear from all directions simultaneously." Dr. McLuhan went on to say that in contrast to the recent past when visual or written transmission of information created a "devotion" to visual space, the instant movement of information that takes place by electronic means "creates a configuration of space-time in which no point of view is possible, no single plane perceptible. All at once abolishes uniformity and continuity, and it also demands that the environment will be considered as an art form." Noting that any environment has the property of being mainly invisible, he argued that people should become more aware of the environments they create.

- In another speech, noted educator Dr. Harold Taylor told the 99th AIA convention that because schools treat the creative arts "as something you do after school or in the evenings," the general public is unprepared and unable to judge what is good and what is bad in its environment. The problem, he said, "consists in developing the sensibility of the young, and of everyone not young, toward visual experience, teaching people how to see." He went further: "I would argue that once we introduce theater, music, dance, poetry, painting, sculpture, and design into the school and college curriculum as full-fledged subjects . . . we will be preparing people to pay attention to the ugliness or beauty of what surrounds them."

### New trade center for S.F.

Plans for a \$100,000,000 international trade complex to be built on San Francisco's North waterfront area (between Fisherman's Wharf and the Golden Gate) were announced on June 13th by Henry A. Adams, who simultaneously announced his resignation as general manager of the Western Merchandise Mart. The new complex—eight square blocks—will be developed by North Waterfront Associates, Inc., owners of the land; Adams will affiliate with this San Francisco corporation. Contractor and project managers for the development is Dillingham Corporation, through its Construction and Property Investment subsidiaries. Wurster, Bernardi & Emmons are de-

(Continued on page 10)



# The reason we're introducing The Lobby Carpets.

Every foot that comes into an office has to go through the lobby. That's why we call our new carpets The Lobby Carpets. They can take even the busiest lobby and show less soil, less dirt, less wear than you'd believe possible. So they're not just for lobbies, but for offices, corridors, public rooms—anywhere a carpet has to take real punishment.

The reason The Lobby Carpets can take it is that they're all made with a pile of 100% Antron® nylon by DuPont. Antron is a kind of super-nylon. It's as tough as regular nylon. But far more soil resistant. Which means it shows far less dirt than any carpet fiber around.

And since it doesn't get dirty as fast, it needs cleaning less often. Which makes it more economical.

And because we really believe in The Lobby Carpets, we've introduced a whole line of them. Different pile heights. Different designs. Different colors. But they all have one thing in common. They're all priced right.

The Lobby Carpets by Lees—for places where anything else would be a dirty shame.

Any questions? A Lees contract carpet specialist will be glad to help. Just write Lees Carpets, Section 10G, Bridgeport, Pa. 19405.

**LEES**  
CARPETS

## CONTRACT BUSINESS: NOTES & COMMENTS

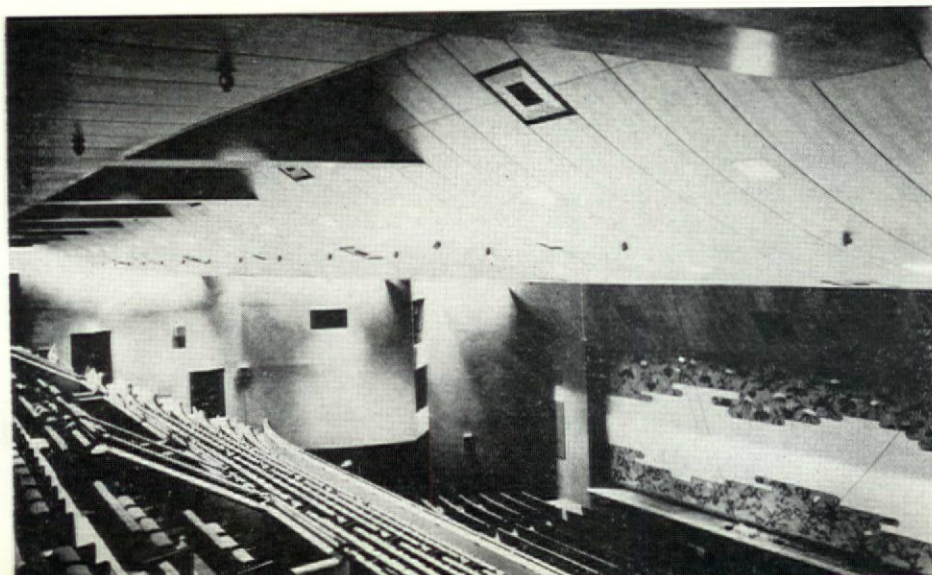
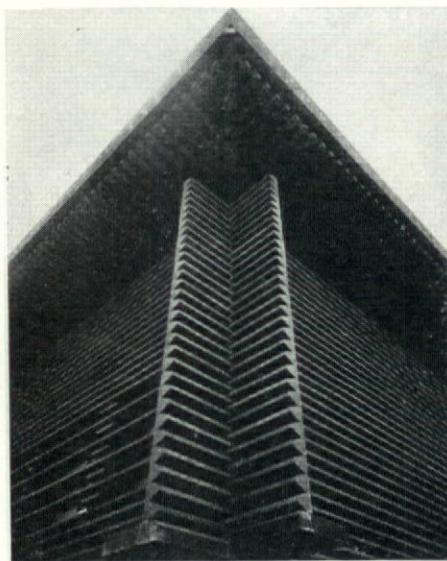
veloping a master plan of the area. Proposed for the complex are: a home furnishing mart; an apparel mart; a decorative, commercial-institutional furnishing mart; transient trade show facilities; an international trade center; a 500-room hotel; and parking and service facilities. Over 250,000 sq. ft. of product display space will be built; some ready for occupancy in late 1969, according to Adams. He said: "The trade center is being designed with great concern for the natural beauty of San Francisco. . . . We are cognizant of the scale, charm, and color of the city, and will contribute to these qualities." Also resigning to join Adams is Robert W. Zinkhon, the Mart's director of public relations, and Idalene Allman, administrative assistant to Adams. Project offices for the new trade center will be located at 1300 Sansome Street.

### National Theater of Japan

Japan's National Theater, located not far from the Imperial Palace in Tokyo, was conceived after the imposing 8th Century Shosoin Treasure Hall in Nara. Exterior precast concrete beams give the appearance of aged lumber, recalling the rich and studied traditions of the *kabuki* theater. This is a specialized theater with facilities for a puppet theater as well as *kubuki*; facilities to train performers, collect and display research material, and stages with special spaces adaptable for the classic theater.

Technical facilities are thoroughly contemporary; air-conditioning system includes separate ceiling ducts for hot or cold air; radiant heat at floor level to warm the usually cold seats in the

first rows; a system in the library to better preserve the theatrical papers and materials. Acoustics meet special requirements of *kabuki*: wall and ceilings prevent flutter echo and achieve optimum sound distribution; cedar



straight-grain ply ceilings are lined with mortar to adjust reverberation of lower register sounds. The ceiling floats on anti-vibration rubber supports to cut out outside noise. Both theaters have live TV and radio broadcasting facilities. Designer is Hiroyuki Iwamoto of Takenaka design department, first prize winner in competition; builder is Takenaka Komute Co., Ltd. Total floor space: 285,956 sq. ft. Production cost: 3,800 million Yen.

### Transportation graphics seminar

A day-long symposium on transportation graphics will be held at the Museum of Modern Art, New York City on October 23. Subtitled: Where am I going? How do I get there? the Museum's program will include such experts as Henry A. Barnes, New York City Commissioner of Traffic; Pro Jock Kinneir, design consultant for the British Airport Authority, and George Nelson, well-known designer who will chair the meeting. The subject of the symposium happens to be precisely the one covered in *CONTRACT* issue of last February, who was headlined "Good Graphics: Efficiency in discovering where we need to be and how to get there have become an urgent necessity."

The morning session of the Museum symposium will explore recent developments in improving traveller information. The afternoon program will be devoted to simultaneous sessions on key developments in transit, pedestrian, highway, airport, and rail terminal travel.

Signs, maps, and symbols in three-dimensional, electronic and printed form, for pedestrian traffic, highway street signs, rapid transit and transportation, which answers travellers' questions "Where and How" will be discussed by designers, planners, architects, and other specialists in the field. Registration, limited to specialists and professionals, will open September 1, when the full program will be available.

### Mart expands 12th floor

The 12th floor of the Merchants Mart in Chicago had a brand new look for this June's International Home Furnishings Market. Eighteen new showrooms, many first-time tenants

(Continued on page 10)

# TRANSITION

Incomparable excellence.



STOWIDAVIS

Stow/Davis Galleries are for your use. For information, write Stow/Davis Furniture Company, Grand Rapids, Michigan 49502

**NEW YORK**

49 E. 53rd Street  
212 688-9410

**CHICAGO**

1181 Merchandise Mart  
312 321-0436

**LOS ANGELES**

8899 Beverly Blvd.  
213 878-3050

**DALLAS**

650 Decorative Center  
214 742-1661

**GRAND RAPIDS**

25 Summer Avenue, N.W.  
616 456-9681

**The Polypropylene SR2™ Chair  
Acclaimed  
A Technological Breakthrough**

**Designed by Robin Day,  
Celebrated British Architect  
Produced in U.S.A.  
by John Stuart International**

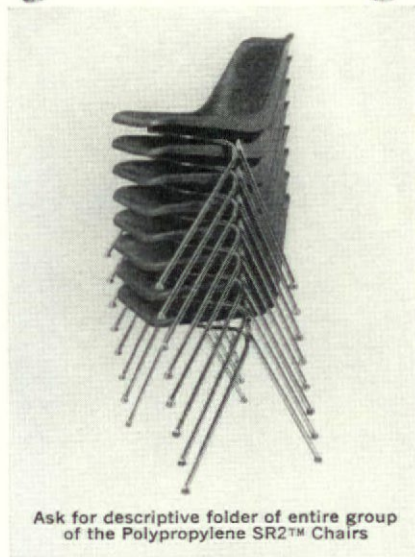
Polypropylene, discovered by the Italian chemist, Prof. Giulio Natta won him the 1963 Nobel Prize. It is the lightest weight plastic known. Despite its light weight it is extremely strong and resilient. (Report of the British Furniture Research Assn. laboratory tests, on request.) Designed to fit a maximum range of human sizes and weights, it adjusts to body weight and shifting positions.

Polypropylene SR2™ will not craze nor crack and is resistant to scratches and stains.

Five standard colors. Stackable.

Legs 14 gauge welded steel tubing.

Unbreakable, everlasting,  
self-adjusting white plastic  
ball-and-socket glides.



Ask for descriptive folder of entire group of the Polypropylene SR2™ Chairs

**JOHN STUART  
INTERNATIONAL**

CONTRACT DIVISION OF JOHN STUART INC.  
PRINCIPAL OFFICE AND SHOWROOMS  
205 EAST 58TH ST., NEW YORK 10022

**CONTRACT BUSINESS:**

as well as moves to the floor by tenants from other 12th floor spaces, combined to create a much greater concentration of interior furnishings. Furniture, mainly in the decorator category, lamps, accessories, and imports were among the home furnishings represented.

New to the Mart and located on the 12th floor are: B. Berger Co./D'Aurora (occasional furniture, wall shelves and correlated accessories), Space 1250; Brite Lite Lamps Corp., Space 1283; Calais Mfg. (furniture), Space 1215; Fairmount Lamp Mfg. Co., Space 1286; Kayess Lamp Co., Space 1281; Medallion Ltd. (decorator furniture, antiques), Space 12-131; Nardini Studio, Inc. (lamps), Space 1227; American Urethane Div., Stauffer Chemical Co., Space 1246; Willow & Reed (casual furniture), Space 1210; Young Mfg. Co. (decorator furniture, accessories, lamps) and Norman Galleries sharing space 1249.

Mart tenants shifting to new showrooms on the 12th floor include: Edward Alden Studios, Space 12-116; Bortin Studios, 12-110; Cochran Chair Co., 12-122; Paul Hanson Co., 1256; Laurel Lamp Mfg., 1262. Medallion Corp. of Florida, 1245; Ralph Morse and Fine Arts Furniture, 1248; Red Lion Table Co., 1251; Stephenson Showrooms, 1260; Wilmar Co. Inc. and Morris Greenspan, Inc., 1255.

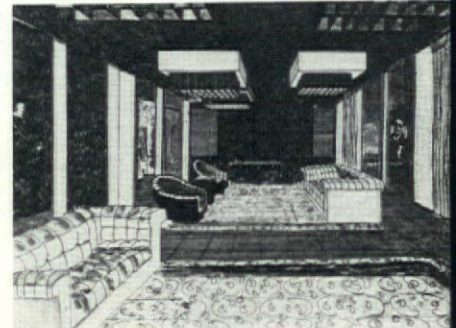
**Church furniture guide**

Designed to give church architects a more complete understanding of the problems facing the church furniture manufacturer is an attractive four-page booklet titled "Church Furniture From Design to Installation." The brochure is being distributed to church architects who are frequently responsible for assisting church buying groups in selection of furniture in keeping with the architectural design of the church structure. The guide was prepared by and is available at no cost through Church Furniture Manufacturers Association, Div. of NAFM, Room 1721, 666 Lake Shore Drive, Chicago.

**DFM student awards**

Two broad categories—residential and non-residential—were subjects of an interior design student competition sponsored by the Decorative Furniture

Manufacturers Association in celebration of its 25th anniversary. An award medal and \$500 scholarship check to the top winners in each category were recently awarded. Recipients were David Thompson, Newark School of Fine & Industrial Art, for a museum membership lounge (see cut) in the



non-residential category; and Sidney Jacobs, Fashion Institute of Technology, for a living room in United Nations Plaza tower apartment. Entries were judged by a 5-man panel for originality, coordination, use of color integration of furniture, fabrics, floor coverings, and accessories; plus adaptation of these factors to the room use. All furniture used was selected from the DFM showrooms of its 1 members.

**Alaska's heritage revisited**

Leon Gordon Miller, well-known interior and industrial designer of Cleveland, Ohio, is co-author with his wife Polly, of a new book called *Lost Heritage of Alaska*. Together, they have produced a fascinating volume devoted to the arts of the Alaskan coastal Indian tribes, in particular the Tlingit and Haida peoples, who inhabit part of Alaska and British Columbia. These are the Indians whose work is familiar to most of us in the totem poles, figure heads, and animal carvings that have been brought to the United States over the years.

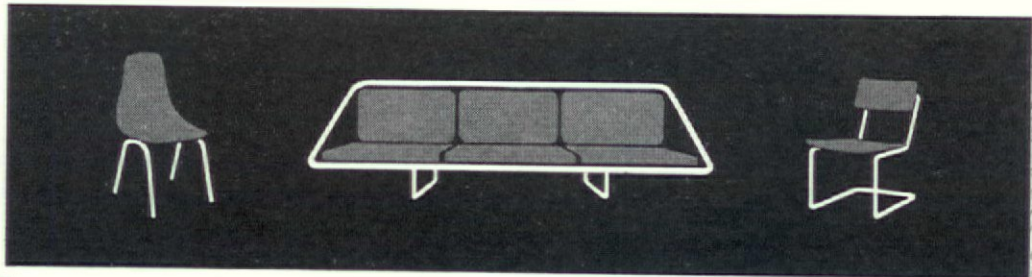
*Lost Heritage of Alaska* is a perceptive and thorough-going record of the artistic accomplishments of the coastal Indians, of their singular contributions to polychrome sculpture, applied to totems, war canoes, masks and even war equipment. "Within the homes," the Millers state, "they transformed structural houseposts into sculpture and room partitions into painting. Every tool and utensil which they used was expertly carved, painted

(Continued on page 1)

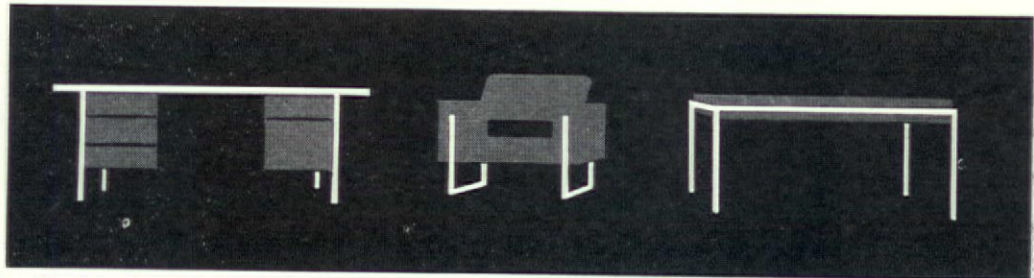
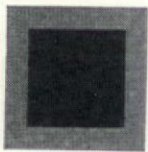
YOUR **STAND-UP** PRODUCTS **STAND OUT** WITH

**WALLINGFORD STAINLESS TUBING**

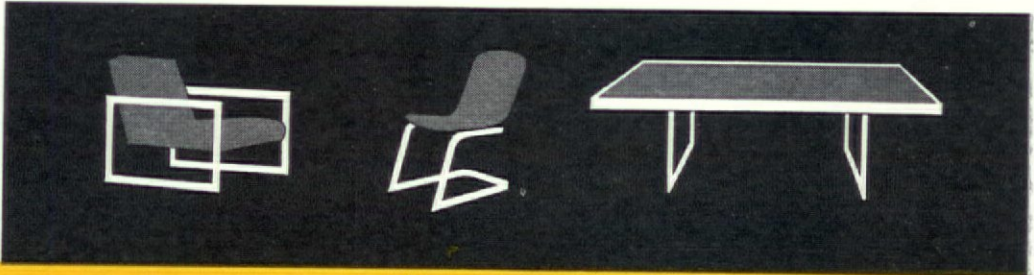
R O U N D



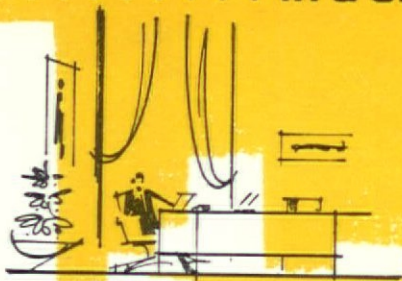
S Q U A R E



R E C T A N G U L A R



in a choice of *designer* finishes



Progress in Metals Since 1922



With Wallingford stainless tubing your product will say "quality"—for Wallingford stainless steel tubing is quality—and beauty—combined with unmatched durability. Remember, in the designing of modern furniture, nothing can match the intrinsic and functional value offered by tubular stainless steel. And Wallingford makes the best.

Circle Reader service card #5 for special manuals on the Bending, Welding and Finishing of stainless steel available to Furniture Manufacturers and Fabricators only.

Circle Reader service card #6 for General Information and Literature.

THE WALLINGFORD STEEL COMPANY • WALLINGFORD, CONNECTICUT

## CONTRACT BUSINESS: NOTES & COMMENTS

or both, to enhance its visual and tactile aspects in forms utilitarian and sculptural."

Copiously illustrated in full color and black-and-white, the book is a marvelous record of the work of these Indian tribes as it progressed from a completely primitive culture through the modifications brought on by contact with the white men, first sailors who touched the northern coastlines and then settlers. One of the most remarkable works of art in the latter period is a totem pole topped by a figure of Abraham Lincoln in a stovepipe hat!

The book, about 300 pages including introduction and index, is priced at \$15 and is published by World Publishing Co., 2231 West 110 Street, Cleveland 2, Ohio.

### New assignments . . .

Western Contract Furnishers, San Francisco, has been awarded the redesign and furnishings contract for Saloman Bros. & Hutzler, national invest-

ment securities firm; Keith White, NSID, will be interior designer. The San Jose Peninsula Area branch of the firm will do interior design and planning for the new Stanford Bank building in Palo Alto, designed by architects Ernest J. Kump Associates. They also announce the completion of California Canadian Bank in San Mateo's Mills Square this June. Letha Greene, of WC, worked with Edward de Wolf of de Wolf Assoc., local architectural firm . . . Spiegel Business Interiors, design firm of Short Hills, N.J., recently completed work for the First National Bank of Butler, N.J. and also an installation for the Caravan Products Company of Passaic, N.J. . . . Henry End Associates, has been retained by American Airlines and its subsidiary company, Sky Chefs, to design interiors and furnishings of new hotels in Rochester and Boston and restaurants in Phoenix, El Paso, and Washington, D.C. The firm is also designing new International Executive Offices in New York City. Hotel Corporation of America has re-

tained the firm for the interiors of hotels in London, Brussels, and rehabilitation of rooms at the Hotel America, Washington, D.C. Work is commencing on Marriott Motor Hotels at St. Louis, Chicago, and Houston. With A. Herbert Mathes, AIA, the firm is designing the Jockey Club, a jet-set yacht and tennis club on the Miami Bay area. . . . Bleemer & Levine, Miami interior design firm, recently completed the Recreation Center at Point East, is now at work on a large hotel on the Island of San Andres, Columbia. Current work includes Merlin's Cocktail Lounge in Miami Shores, 200-unit hotel apartment in West Palm Beach, an apartment/hotel in Honduras, and a yacht and tennis club in Key West. . . . Corco, Inc., Chicago institutional interior design and equipment firm, has been retained by Tudor Hall School, Indianapolis, Ind., for the interior design of a \$200,000 dormitory addition. The firm was also retained by Hebrew Union College, Cincinnati, to develop a space plan for a 100-student dormitory addition. (C)

# TORTURE TEST!

365 days of this kind of treatment might be tough to take . . . for some outdoor furniture, that is . . . but not SurfLine. Even after 3,650 days . . . 10 years . . . SurfLine will still be as good as new. Made of strong nickel stainless steel and vinyl PVC cordwrap SurfLine is virtually maintenance free and the only outdoor furniture that carries a full 10-year warranty.



FREE  
COLOR  
BROCHURE  
AVAILABLE  
ON REQUEST



## SurfLine®

NICKEL STAINLESS STEEL CASUAL FURNITURE



WALL TUBE AND METAL PRODUCTS CO.  
NEWPORT, TENN. 37820

Circle No. 12 on product card facing P. 90





## How to be a cool operator

Hospitality in the grand manner pays off! More and more hotel and motel operators are realizing the value in investing in ASTRAL Compact Refrigerators.

The extra comfort of a snack, a cold drink immediately at hand, brings many a repeat visit. Across the country ASTRAL hospitality has paid

off greatly. Many motel operators have reported the liquidation of their investment in as short a time as six months.

Get the facts today on the compact refrigerators that are guaranteed silent in operation—no radio or TV interference. No moving parts to wear out. Available in sizes and finishes to fit any decor.

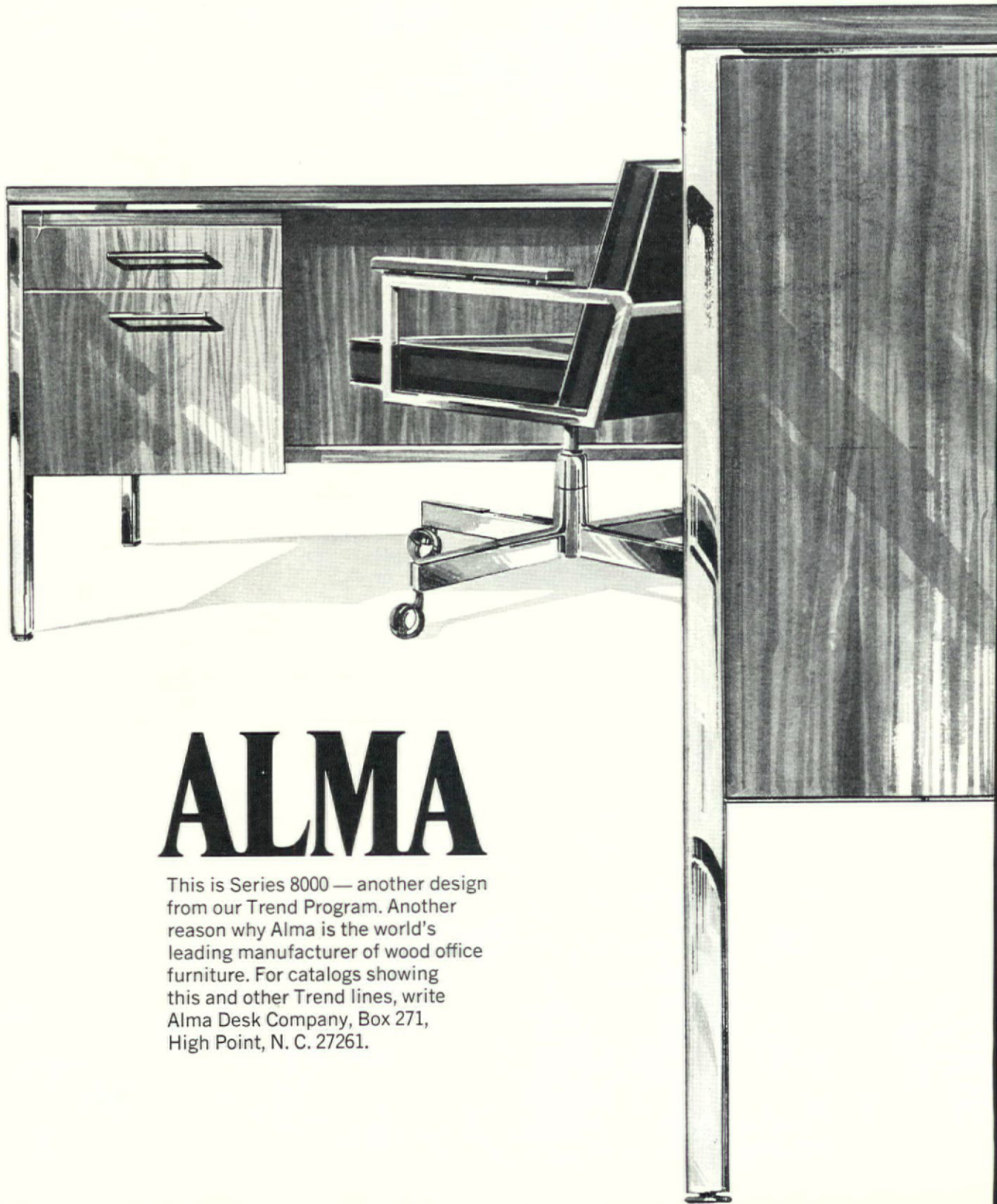
*Over 2,000,000 Astral refrigerators now in use.*

**morphy-richards**

**Astral**

MORPHY-RICHARDS, INC. □ ASTRAL REFRIGERATOR DIVISION  
128 Ludlow Avenue, Northvale, New Jersey 07647, Post Office Box #10

Circle No. 13 on product card facing P. 90



# ALMA

This is Series 8000 — another design from our Trend Program. Another reason why Alma is the world's leading manufacturer of wood office furniture. For catalogs showing this and other Trend lines, write Alma Desk Company, Box 271, High Point, N. C. 27261.

INNOVATORS IN THE DESIGN OF LIGHTING  
**LIGHTOLIER®**

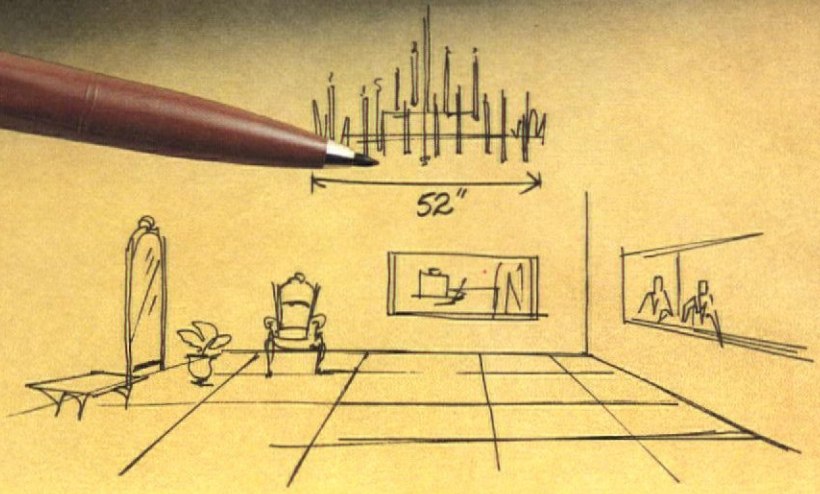
Showrooms: 11 East 36th St., N. Y.; 1267 Merchandise Mart, Chicago; 2515 So. Bway., Los Angeles; 1718 Hi-Line Dr., Dallas; 4935 Bourg St., St. Laurent, Canada.

When you need lighting to create a point of interest in a large public area, consider these designs from Lightolier's Portfolio Collection. These are two from a group of commercially scaled fixtures in current design themes which relieve you of the expense and uncertainty of custom work.

Amber snifters encase mellow candle lights in a spreader of Satin Brass and Matte Black. Available in 3 or 4 tiers. In 39½" and 46½" diameters. #40850 spreader with #40822 pendants.

Flared panels of gunmetal and contrasting polished silver with elegant candle lights, single tier in 26", 36" and 52" diameters. Double tier in 52" diameter.

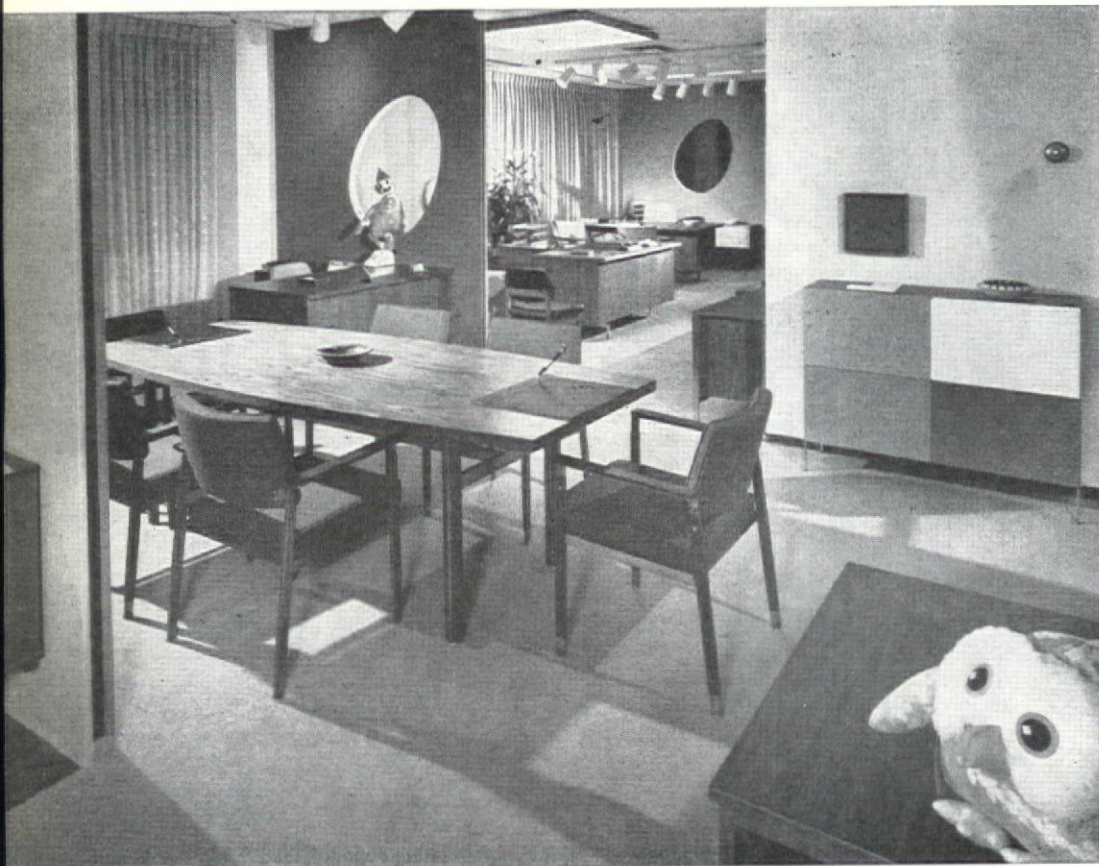
Write for our brochure of custom-fashioned chandeliers: Lightolier, Jersey City, New Jersey 07305.



New Showrooms



**Barry Labow Associates in Los Angeles Design Center**



Robert John contemporary office furniture makes its first appearance in Southern California in the newly designed, spacious Barry Labow Associates Showroom. Located in the Los Angeles Design Center, the Labow showroom is so arranged that the extensive, versatile, and varied Robert John collections are in typical office settings, affording designers and their clients to easily visualize both esthetic effect and practical functioning of the pieces. The Labow organization also represents several non-furniture manufacturers in the Southern California, Southern Nevada, and Hawaii areas. Barry Labow directs client contacts; the showroom is managed by Dee Labow. (C)

Invest in a blind bargain? Not us.

World wants facts, just like you do. Will the fiber resist stains, spills, heels, wheels?

What about surface density, color fastness, construction, backing? Do they meet World's stringent performance and quality control tests?

Rest assured, the answer is a resounding yes. Otherwise, we wouldn't give this 100% continuous filament A.C.E. Nylon® our blessing. Nor would the Fiber Division of Allied Chemical Corporation guarantee it

against excessive surface wear for three whole years.

Know any other fiber producer who'll do that? We don't. That's why we recommend you recommend Rugged 'n Right for banks, offices, apartment houses, schools, hospitals, churches, supermarkets, restaurants, coffee shops and bowling alleys. Rugged 'n Right is great where the traffic's great.

Easy to maintain? Yes. Expensive? No.

Specify Rugged 'n Right in one of twelve heather shades. All out of (this) World.

# We're sticking our neck out (on a sure thing.)



**WORLD CARPETS**

DALTON, GEORGIA 30720



## How to shut out your world and let in Dvorak's New World

It's easy, with Library Bureau's audio visual study carrels. These attractive units are the perfect answer to privacy in the modern library. They enable a student to hear and concentrate far removed from distractions.

Increasing a student's capacity for quietly learning at his own pace is just one of the advantages of Library Bureau's carrels. Their modern design, adaptability to any floor plan and exceptional choice of styles are other features that capture the interest of the architect and library planner.

We offer the most complete selections of highly contemporary library furniture and components. These are some of the attractive surprises your Library Bureau specialist will let you in on. Go quickly to the Yellow Pages, look under Remington Rand, and call him.



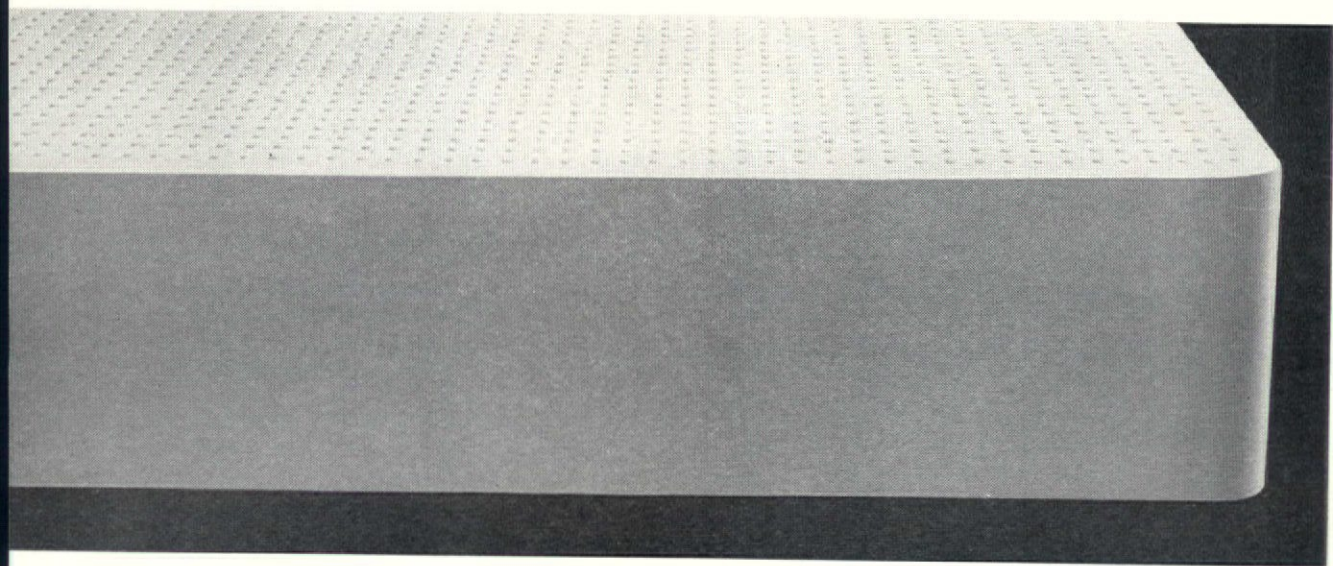
**Library Bureau**

801 PARK AVENUE, HERKIMER, N. Y.

REMINGTON RAND OFFICE SYSTEMS DIVISION  
SPERRY RAND CORPORATION

Circle No. 16 on product card facing P. 90

# Think thick



## B.F. Goodrich 5½-inch-thick Texfoam® mattress is thicker, looks better, sells better.

any foam rubber mattresses look like pads.

But a genuine B.F. Goodrich 5½-inch-thick Texfoam® mattress looks like a mattress.

And acts like a magnet. It'll draw customers who used to pass foam rubber by. BFG still makes a 4-inch-thick mattress. And customers still

like it. But they'll like the 5½-inch-thick mattress even better.

When they sit on it, lie on it, bounce on it, they'll find it pleasantly firm, yet gently yielding. Won't ever lump, break down or sag. Never loses its comfort or its cool. And never has to be turned!

This new BFG Texfoam mat-



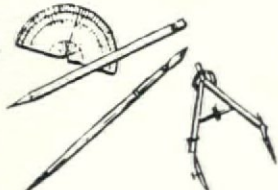



tress is perfectly easy to carry. And to deliver. One driver can roll it up and handle it handily.

Anything more to think about? Order BFG 5½-inch-thick Texfoam mattresses now. Or for even more information write B.F. Goodrich Consumer Products, Akron, Ohio 44318.

**TEXFOAM®**  
GENUINE LATEX FOAM



Circle No. 19 on product card facing p. 90

<h1>YOU</h1> <p><i>choose it</i></p>  <p>Your One-Stop complete drapery source, featuring a vast and economical line of custom draperies made to your client's specific requirements.</p>	<h1>WE</h1> <p><i>measure it</i></p>  <p>We will do your measuring right down to the last detail, if you prefer, including exact yardage and hardware requirements.</p>
<p><i>design it</i></p>  <p>You may avail yourself of the services of a complete custom workroom geared to your individual needs, preferences, sizes, etc.</p>	<p><i>estimate it</i></p>  <p>For your special convenience, a complete "instant estimating" service is offered, based upon qualities, sizes and installation.</p>
<p><i>color select it</i></p>  <p>Choose your own colors from our radiant range of handsome hues — to coordinate with your decor.</p>	<p><i>manufacture it</i></p>  <p>We will complete your entire drapery needs from the drawing board up to and including actual installation, should you so desire.</p>

...who's we?

**DRAPE-IT\***

201 East 56th Street, New York, N. Y. 10022  
Phone 755-8677

Write for literature on your professional letterhead.  
\*Division of Combined Crafts Inc.

Circle No. 20 on product card facing P. 90



ROBERT C. COSTELLO was named general manager, contract division, Simmons Co. with headquarters in Chicago's Merchandise Mart. He was previously manager of the firm's national technological center where research and development is concentrated. The Pace Line of contract furniture was a recent development of the center. PAUL J. DILLON, formerly assistant manager of the center, has been named manager.

RITA BATTISTINE has been elected president of National Home Fashions League. Miss Battistine, who is public relations and advertising director for Scalmandre Silks, New York City, is vice president of Resources Council, Inc., a member of NSID, AID, and The Fashion Group & Decorators Club. Other League officers are: VERNA GEISINGER, Chicago, executive vice president; MARY WILSON, San Francisco, treasurer; and VERA R. COLE, Washington, D.C., secretary.

BERT TONKIN, vice president, Western Exhibitors, Inc., has been appointed general manager of Western Merchandise Mart, San Francisco, succeeding Henry A. Adams, Jr., who is heading up the new San Francisco International Trade Market Center. He will continue managing the major Western gift shows in San Francisco, Portland, Seattle, and Spokane.

A.B. PARVIN, president, Parvin/Dohrmann Co., was awarded an honorary Doctorate in Humane Letters degree by the University of San Fernando College of Law.

MANFRED STEINFELD, president, Shelby Williams Industries, Inc., was named winner of the national small businessman of the year award for the Central region by the National Council for Small Business Management Development. He was cited for building a \$10,000 investment in a small furniture factory 12 years ago into a major factor in contract and residential furniture fields, with expected sales this year of \$20 million.

Changes in Bigelow-Sanford, Inc., sales and marketing divisions are: CLIFFORD B. SEEMAN, director of marketing; JOHN F. BENNETT, director of sales; MASON BELL, general sales manager, contract and custom carpet; WALTER J. DELAHUNTY, contract manager; ANDREW A. MARESCA, supervisor, contract department; WARREN J. KENNEY, district sales manager, Atlanta; WILLIAM COVENY, district sales manager, St. Louis; RICHARD ROGAVIN, sales manager, Great Lakes district; PAUL WILKEN, Minneapolis district sales manager.

T. PAUL WEST has been appointed western regional sales manager and WILLIAM M. LECLAIR his assistant for Globe-Wernicke Systems Co. where they will be responsible for sales and service and will act as liaison between dealer-distributors and the company.



# Pow-Wow



Maybe your client wants an office design of Contemporary Choctaw, Early Iroquois, or Apache Traditional. Or Indian Whatever. But whether he does or not doesn't really matter. Because we have chairs and sofas to fit almost any type of setting.

Or any type of sitting: For exec-

utives. For secretaries. For reception and general all-purpose use. Covered in rich fabrics, vinyls, leathers—even your own buffalo hides.

And when we say our chairs and sofas are big medicine when it comes to construction, looks, and comfort, we don't speak

with a forked tongue. Ask any chief who owns a Myrtle chair or sofa. Or join the council and sit in one yourself.

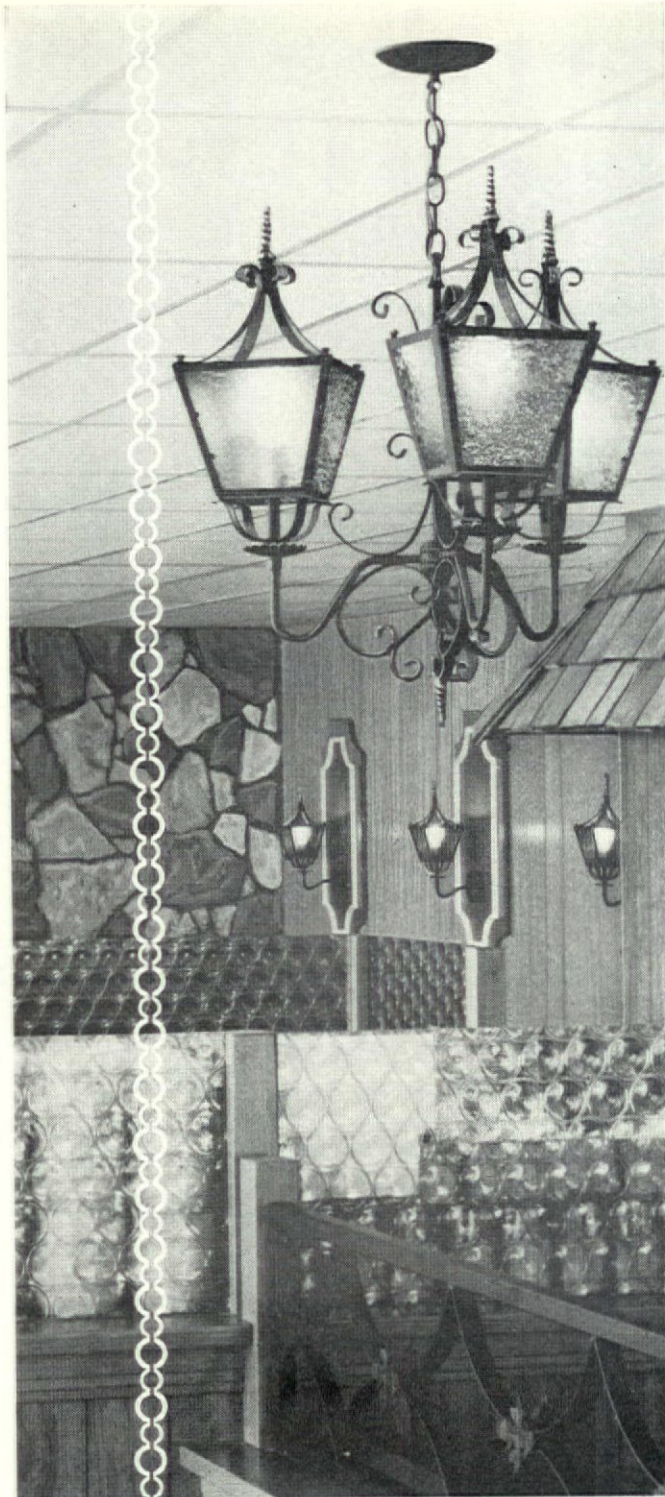
Without reservation, you'll find our chairs and sofas are easy to shoot the bull in. But not about.

**MYRTLE  
DESK!**

*Myrtle Desk has a complete line of office, occasional and lounge chairs and sofas. Write for complete, illustrated catalog: Myrtle Desk Company, Dept. C87, High Point, N.C. 27261.*

**Showrooms: CHICAGO, 1162 Merchandise Mart, Telephone 527-2540 • HIGH POINT, Taylor St., Telephone 885-4021 • Representatives: Pier 50, WATKINS 9-8383, NEW YORK • Wholesale Office Equipment Company: LOS ANGELES, ANgelus 8-6104; SAN FRANCISCO, YUkon 6-6972; SEATTLE, MAine 2-7143; DENVER, TAbor 5-6174.**

Circle No. 21 on product card facing P. 00



Model #HC1457 Chandelier,  
Mr. Steak, national restaurant chain

Custom and stock designs  
manufactured  
to your specification for all  
budget levels.

We welcome an opportunity  
to bid on future projects.

Full color catalog available.

415 Fernando Court  
Glendale, California 91204 — (213) 245-8864  
A subsidiary of *Sunset Lamp Corporation*



**lighting-accessories, inc.**

Circle No. 22 on product card facing P. 90

## CONTRACT NEWS

MICHAEL RABIN ASSOCIATES, INC., interior designer and hospital consultant, is now located at 15 E. 55 St., New York City. Telephone: 688-0942.

A new architectural firm, FREIDIN, KLEIMAN, KELLEHER, has been formed at 342 Madison Ave., New York City. The firm will specialize in industrial and commercial building design. Partners are Jack Freidin, AIA, Joseph Kleinman, AIA, and Daniel Kelleher, AIA.

EDWARD FIELDS has moved to a new showroom designed by William Raiser at 232 E. 59 St., New York City. Telephone: PL 9-2200.

SHELBY WILLIAMS INDUSTRIES, INC. has moved executive offices to the Exhibitors Building at 325 N. Wells St., Chicago. Showroom space in the Merchandise and American Furniture Marts will be maintained.

As part of an expansion move into the office design and furnishing field, HAUSERMAN CORP. has established a wall systems division in Detroit. A full range of modular designed, movable partitions will be marketed nationally in a concept which takes into consideration the problems and hazards of a construction time table.

KIRSCH Co. has opened a 15,905 square foot Seattle branch office which includes expanded facilities for sales, shipping, and warehousing.

3M Co. spokesman Howard J. Miller, general manager of the decorative products department, said that office buildings covered both inside and out with vinyl and furnished with vinyl covered furniture and fixtures are future possibilities. He said vinyls account for 25 percent of annual plastics sales, with 2.25 billion pounds produced last year.

E.T. BARWICK MILLS, INC., has located its new 4,500 square foot showroom in Robertson Plaza, Los Angeles, to service the decorative, architectural, and contract trades.

LAUREL LAMP MFG. CO., INC. has opened a new 1,650 square ft. showroom in Chicago Merchandise Mart. Increasing diversification of the lamp line during the past few years necessitated the move to larger facilities.

SEAMLOC - LOMA - LOOM CARPET CO. has appointed INLAND FLOORING DISTRIBUTORS, INC. as its distributor in northern Illinois and parts of Indiana.

BRUNSWIG & FILS, INC. has added a trimming department in all of its showrooms, complementing its line of fabrics.

A plant with 170,000 square feet of manufacturing space in High Point, N.C., will be occupied this summer by MYRTLE DESK CO. The plant consists of two buildings which adjoin existing property.

Circle No. 23 on product card facing P. 90



**You shape  
color, texture, form  
in the most  
exciting ways...  
with patterned  
glass by ASG**

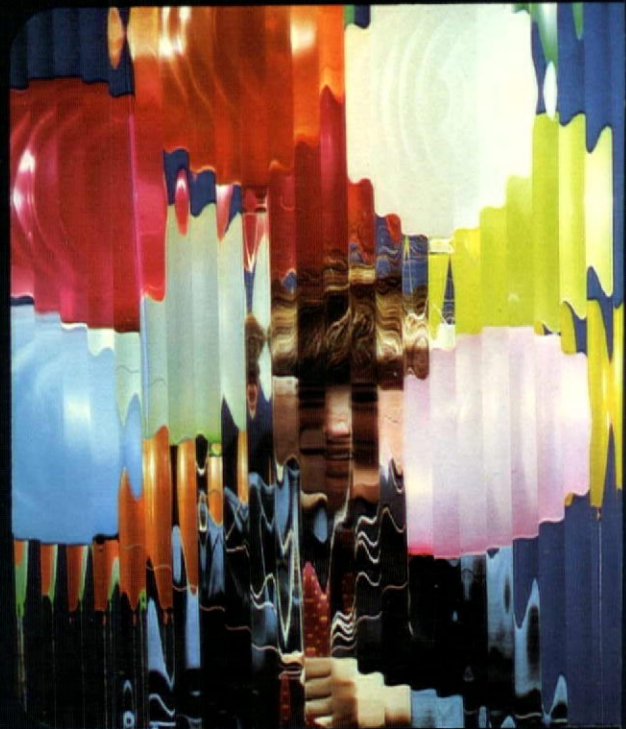
# Look how these linear patterns from



**SKYTEX®.** Regular linear pattern of eight parallel ribs per inch.



**LINEX®.** Sharply defined pattern of half-inch concave flutes on one surface.

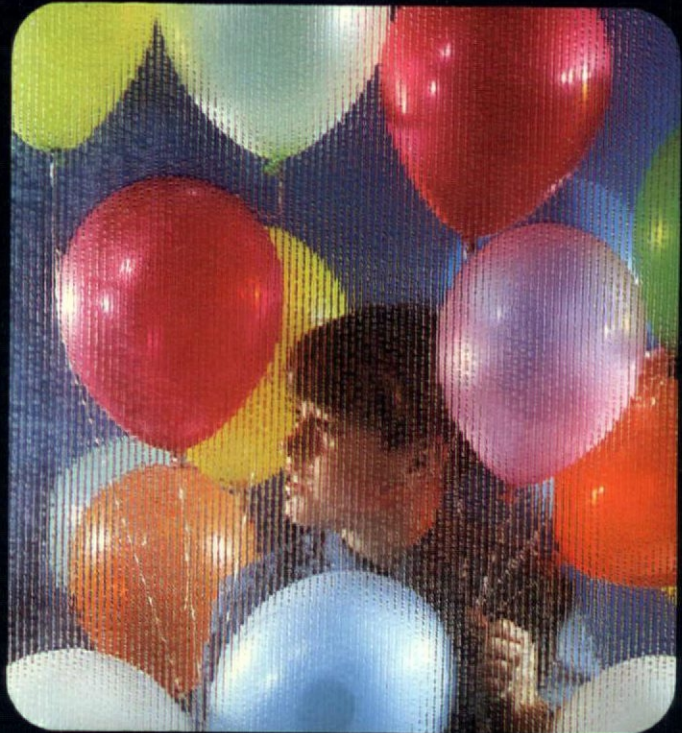


**FLUTEX®.** Sharply defined pattern of one-inch convex flutes on one surface.

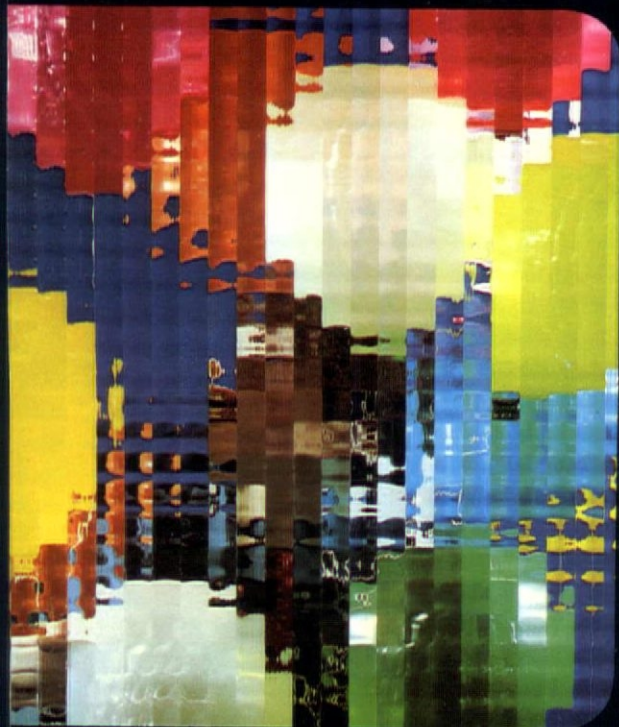
# ASG bring bright new drama to design



**RANDEX®.** Linear pattern of random sized and spaced ribs on one surface, matte finish on other.



**BEADEX®.** Linear raindrop pattern on one surface.



**DOUBLEX®.** Checkered pattern created by vertical flutes on one surface, horizontal corrugations on other.

**You get the crisp, linear look** so popular in contemporary design when you specify these stunning patterned glasses from ASG. Each has a distinctively different linear pattern. Each shapes light in a unique way to create design drama all its own. And each offers a different degree of privacy and light transmission to satisfy specific design needs. Write today for full information on these popular members of ASG's broad patterned glass family. Dept. X-8, American Saint Gobain Corporation, P.O. Box 929, Kingsport, Tennessee 37662.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

© American Saint Gobain 1967



# PHIL-MAR



*...rare elegance and beauty  
from the Mediterranean Collection*

No. 1707 Dramatic heritage of the Old Spanish Main ...  
a buccaneer's treasure ...

the twisted candelabrum of genuine Castilian fruitwood. One  
of over thirty arresting styles in the new Phil-Mar Mediterranean  
Collection. Send for new catalog SP-1158.

Permanent Showrooms

CHICAGO • NEW YORK • HIGH POINT • LOS ANGELES  
DALLAS • SEATTLE • SAN FRANCISCO • JAMESTOWN  
PHIL-MAR CORPORATION • 1100 E. 222nd ST. • CLEVELAND, OHIO 44117

Circle No. 24 on product card facing P. 90

## CALENDAR

1967

**August 12.** National Association of Furniture Manufacturers, 39th Annual Convention. Sheraton Park Hotel, Washington, D.C.

**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 12-14.** Southern Hotel-Motel Restaurant Exposition. Atlanta, Ga.

**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 Amphitheater, Chicago.

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

**October 1-3.** Western Bedding & Furniture Manufacturers Supplies & Equipment Show. Ambassador Hotel, Los Angeles.

**October 5-6.** Pacific Northwest Fall Furnishings 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.** AII&MA Annual Convention. Statler Hilton, Boston, Mass.

**October 20-27.** Southern Furniture Market. High Point, N.C.

**October 23-27.** BEMA Business Equipment Exposition. Coliseum, New York City.

**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 Expositions Co., 14 West 40 St., New York, N.Y. 10018. Tel.: 212/564-8714.

Circle No. 25 on product card facing



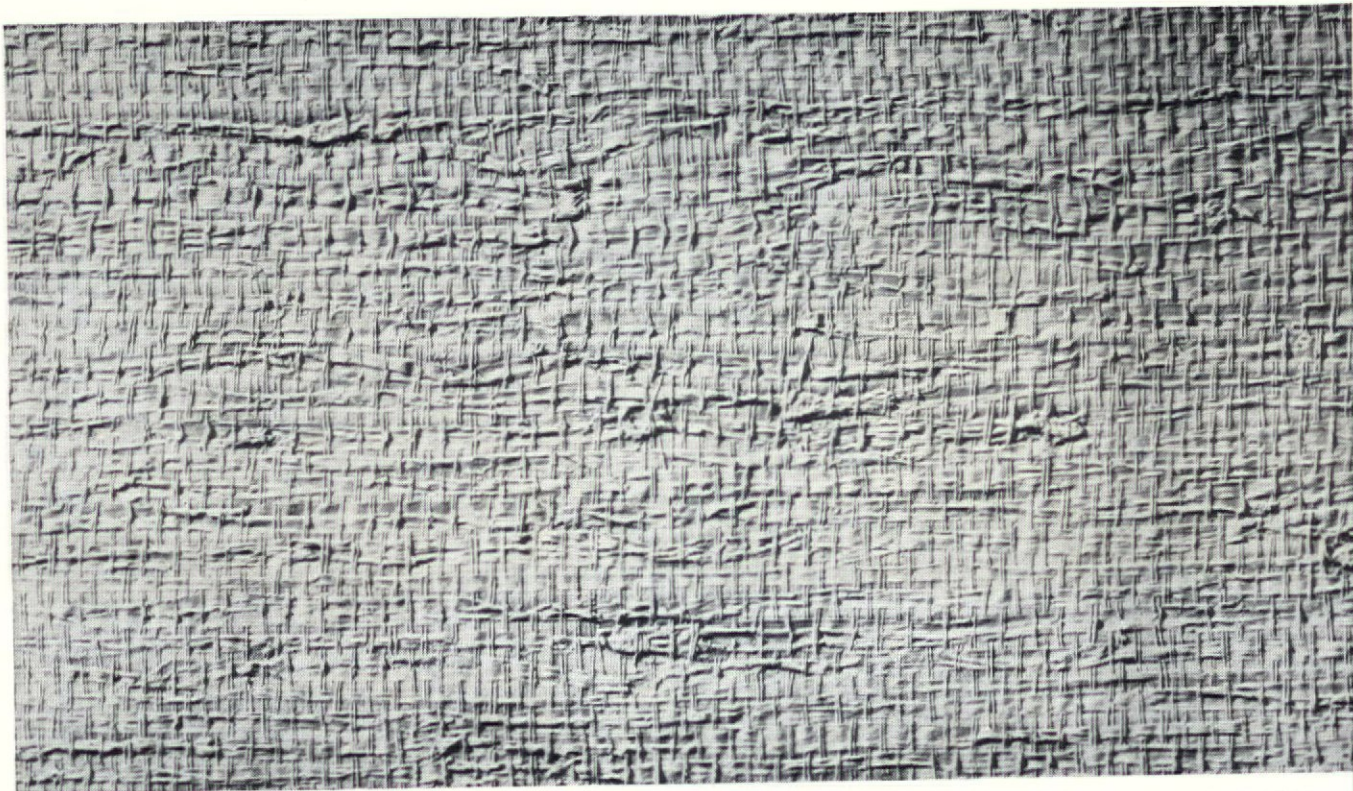
**See American first.**

See that your rooms glow with furniture as rich and warm as this. And you'll see your guests come back time after time. It's a beautiful way to do business. People will love you for it. And they'll remember you to their friends.  Send for our brochure and see our entire line. Enclose 25c to Carolyn Langley, American of Martinsville, Martinsville, Va. Or visit our showrooms: New York, Chicago, San Francisco, Dallas, Atlanta, Martinsville, Va.

 **AMERICAN OF MARTINSVILLE**

From our 16-piece King's English group.

# We've improved grass cloth.



We call ours Tamara. It's a Koroseal vinyl wall covering.

It gives you the same expensive look of natural grass cloth, but there the similarity ends.

Koroseal is economical.

It resists smudges, scratches, stains and all the other perils that ruin the real thing. It won't shred, chip, flake, yellow, fade or crumble.

It's easy to hang, too. To keep clean. It's washable, over and over again. Even flame-resistant.

Koroseal grass cloth comes in Pure White, Bone White, Tea Leaf Green, Eggshell, Ivory, Opal, Oriental Blue, Bamboo, Limed White, Natural, Hemp (a few

shades darker than natural), Olive, Ming Red, Taiwan Tan, and Char Brown.

We've improved other natural wall coverings as well. Burlap. Split cork bark. Silk. Linen. Handwoven straw. Tapestry.

If you like the real thing, you'll like our improved version of it even more.

So next time, use Koroseal vinyl wall covering

30 patterns. 500 colors. Write B.F. Goodrich Consumer Products, Akron, Ohio 44318.

*Koroseal—T.M. Reg. U.S. Pat. Off.*

**B.F. Goodrich**

Circle No. 26 on product card facing P. 90





### Woodard In Contract

How long will it last? Would 20 years be too long?

We wanted it to have a lengthy, useful life so the frame is steel, all parts welded in.

We wanted it to look well all of that time, but fabric wears out so we planned easily replaced covers and cushions.

We wanted it to be beautiful so a wide range of colorful fabrics are available, or send your own.

All of these features are in Woodard's Embassy and Consular contract furniture groups.

Contract Division

# Woodard

Write for our new catalogue.

LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO  
320 DECORATIVE CENTER, DALLAS 8921 BEVERLY BOULEVARD, LOS ANGELES



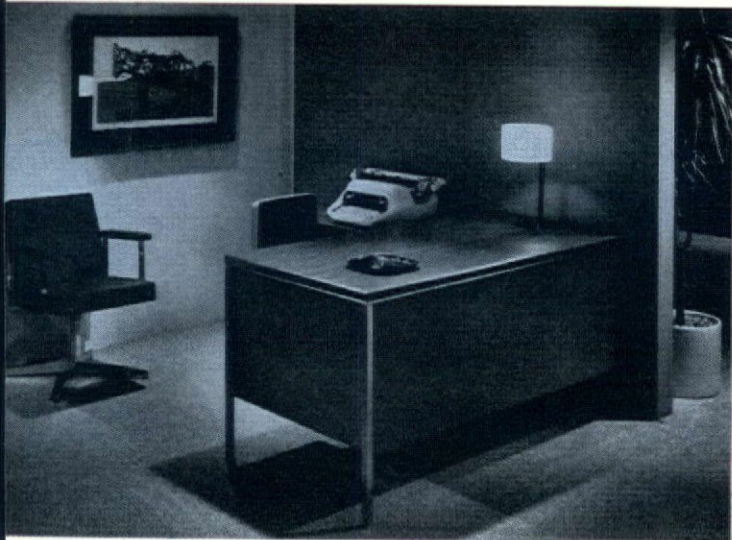
**WALLWEAVE** a universally decorative wallcovering, constructed to offer the most wear and functional versatility; suited for home or contract work.  
**THE NEW "DESIGNS OF TODAY COLLECTION" Vol. IX** by THIBAUT a complete range of exceptionally beautiful murals and wallpapers, many with matching fabrics, for the contemporary and traditional markets.  
**TIARA** foils in vinyl colors simulating natural marble and stone... practically impregnable.  
**GRANADA** unusual hand made vinyl foils and nylon flocks. You will find just the design for your most discriminating clientele.  
**IMPORTED WALLCOVERINGS**—corks, grasscloth, and burlap.  
**MURALS** by THIBAUT and PIEDMONT in a wide variety of contemporary, traditional or oriental styles suitable for any decorative application.  
**PRINTS CHARMING** handprints on vinyl with companion fabrics.

**RICHARD E. THIBAUT INC., (SHOWROOMS) 204-206 E. 58th ST., NEW YORK 10022 • YU 9-9800**

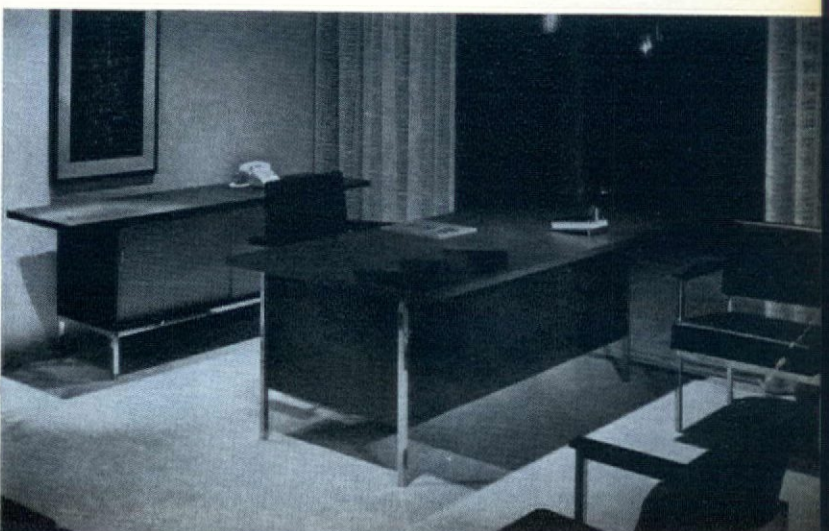
Circle No. 28 on product card facing P. 90



*We don't build budget furniture, but we do build furniture for every budget.*



*Choose from five series of contemporary desks, eight series of complementary chairs.*



*Each has superb design and construction features...priced to fit your client's budget.*

**STEELCASE**

SHOWROOMS AND OFFICES: GRAND RAPIDS • NEW YORK  
 CHICAGO • LOS ANGELES • ST. LOUIS • CLEVELAND • HARTFORD  
 PORTLAND, ORE. • PHILADELPHIA • DALLAS • ATLANTA • DETROIT

Circle No. 26 on product card facing P. 60

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

*the answer is Risom*



**R**  
*Risom*

Jens Risom  
Design  
Inc.

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

Also:  
Atlanta  
Chicago  
Dallas  
Detroit  
Los Angeles  
Minneapolis  
San Francisco



What heels will your carpets meet?

Philadelphia has the contract grade  
to take them in stride.



Not everybody runs up against the same heels (and the things they track in). That's why Philadelphia has so many in-stock lines—so varied in construction, color and style ranges—to meet every contract requirement. And the specialized counseling that makes sure the right carpet goes in the right place.

Take GLENCOVE carpet (shown), for example. It is true luxury, has the remarkable resilience and texture retention of lavishly used Acrilan® acrylic—with a tight pile that repels dirt so it has no place to go but up into the vacuum.



Nine decorative 3-color moresque effects—priced lower than you think for fine quality.

**Send for Free Swatch and Information**

PHILADELPHIA Carpet Company  
Contract Division  
P.O. Box 2225, Philadelphia, Pa. 19103  
Please send "Glencove" Acrilan® swatch, and information to:

NAME \_\_\_\_\_  
ORGANIZATION \_\_\_\_\_  
TITLE \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY, STATE, ZIP \_\_\_\_\_

In contract carpets, the choice is

**PHILADELPHIA**  
Carpet Company

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

Circle No. 31 on product card facing P. 90

*Luxury without bulk. Scaled to today's architecture. Deep, lasting comfort for the executive office and lounge areas. By Harter, the seating specialists.*

## FOCUS GROUP



*For complete information, write:*

**HARTER CORPORATION**

830 Prairie, Sturgis, Michigan 49091.

Harter Metal Furniture, Ltd., 139 Cardigan, Guelph, Ontario  
Briones-Harter, S. A., Lago Iseo 96, Mexico 17, D. F.



Circle No. 32 on product card facing P. 90



**SPECIFY**  
the elegance of  
**COHYDE<sup>®</sup>**  
vinyl wall covering  
costs so little...  
so easy to maintain

When specifying interior vertical wall surfaces, consider the many advantages of COHYDE. Its life-time cost is but a fraction of most decorative wall surfacings. It requires a very minimum of maintenance. U/L rated, COHYDE's physical properties equal or exceed Federal Specifications.

With all that, COHYDE is beautiful. Choose from the wide variety of textures, patterns and colors styled to coordinate with any decor or motif. Write for our color brochure. (Most Cohyde patterns available with Tedlar finish.)

**Interchem**

Coated Fabrics

Interchemical Corporation, Coated Fabrics Division,  
Toledo, Ohio 43601

Circle No. 33 on product card facing P. 90



*“Just leave 'em out here. They're J. R. Clark  
— guaranteed five years anywhere!”*

*It's true!* Once these casuals by Clark are out of the carton they're the most care-free furniture that ever graced a patio in any climate — or a profit statement either! A fearless guaranty assures rust resistance for at least 5 years. Zinc plated, chromated, and epoxy-lated (how about *that!*). And finished with a durable baked enamel.

One of the most important selling values you can offer your customers is this “no nonsense” guaranty coverage of the *Ames Aire* and *Rid-Jid* lines. Plus features including the sturdy stainless steel or cadmium-plated hardware . . . the weather-defying finishes . . . the resil-

ient vinyl cord that laughs at rain, stain, and fading . . . the safety-tempered glass on table tops.

Here are casuals designed in good taste for year round use. Whatever the weather, the climate, the country. Write for the full-color brochures on both of these great Clark collections. We're a member of the Contract Manufacturers Center Association, with permanent display space, 1174, Merchandise Mart, Chicago, Ill.

## **The J. R. Clark Company**

Spring Park, Minnesota 55384

ARM CHAIRS • OCCASIONAL CHAIRS • STACKING CHAIRS • CHAISES • SUN LOUNGERS • COFFEE TABLES • UMBRELLA TABLES • PEDESTAL TABLES • SETTEES • SERVING CARTS

Circle No. 34 on product card facing P. 90



## The Chair Recognizes Mobility



Shelby Williams goes mobile ...on strong, silent ball casters. Move a Shelby Williams seating arrangement to meet any seating need...instantly, effortlessly, without lifting. Shift a Shelby Williams chair without tell-tale floor marks...or carpet indentations to betray where it's been.

Now arrangement ease and convenience join the long list of features you've come to expect from one of the world's leading suppliers of contract furnishings. Just another reason why Shelby Williams has the perfect answer for perfect interior designs.

And best of all, Shelby Williams is your *one great contract source* for contract furnishings. Through Shelby Williams and its subsidiaries, Madison and Duo Bed, the designer, specifier, architect and contract dealer can fill virtually every need in the total concept planning and coordination of today's business-institutional-commercial interiors. Why not write for our catalogs today?

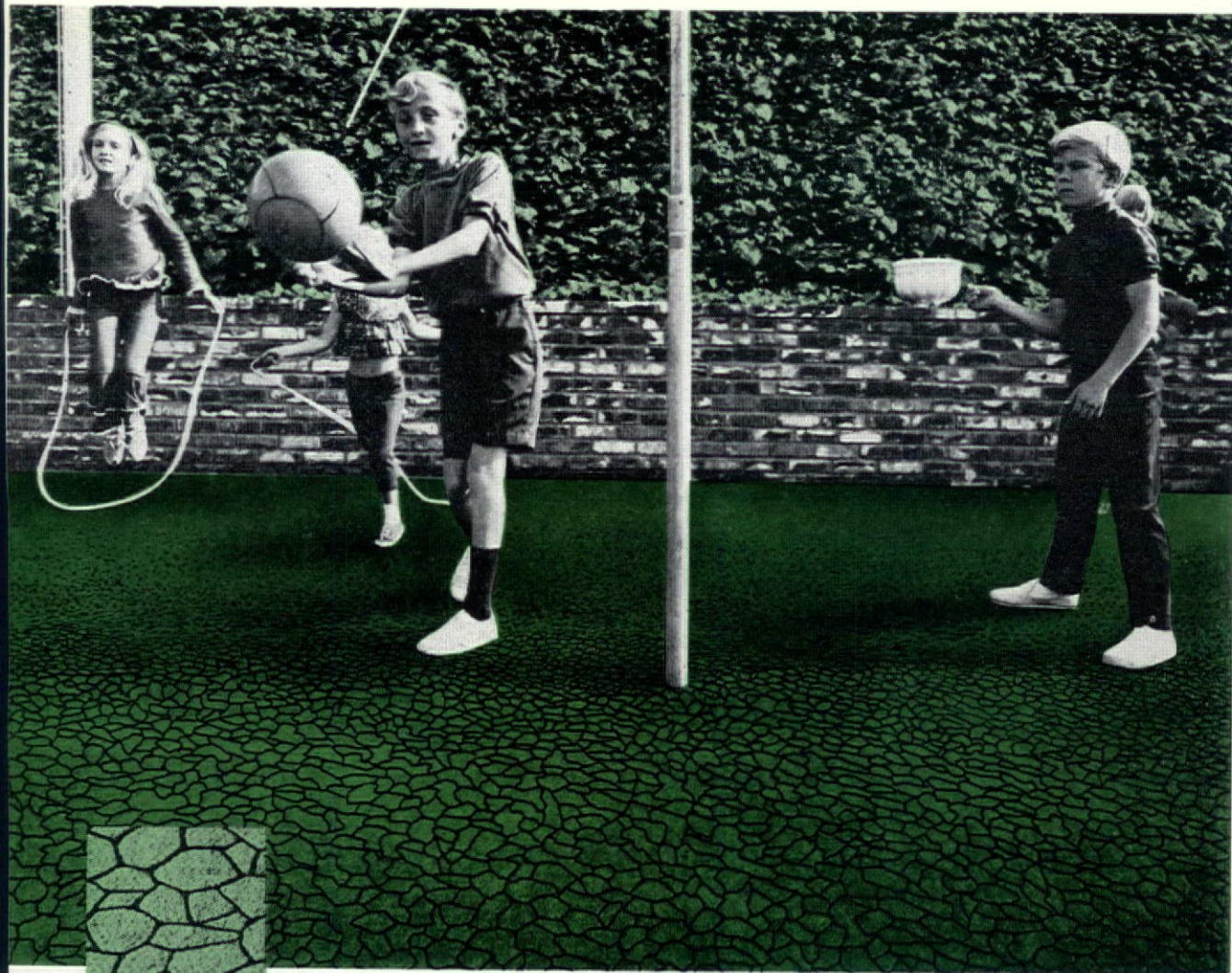


*Shelby Williams*

MERCHANDISE MART, CHICAGO, ILLINOIS

Subsidiaries:  
MADISON FURNITURE INDUSTRIES, Canton, Ohio  
DUO BED CORPORATION, Wichita, Kansas





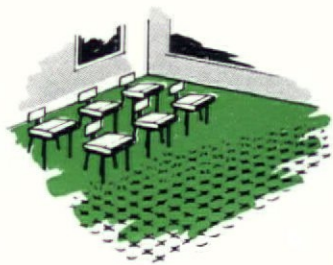
CarvTone



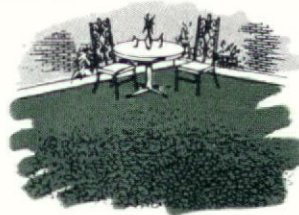
La Costa

*Carpet the action areas wherever they are*

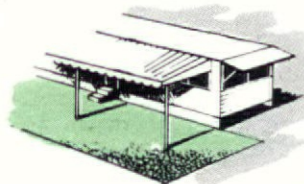
... in and around



Schools  
Motels



Homes  
Apartments



Mobile Homes  
Shops  
Supermarkets



Clubs  
Hotels

Use Orcco  
**EMBOSSSED**  
Patent Applied For  
**SUN &  
SHADE**  
**OUTDOOR-INDOOR**  
**CARPET**

of 100% HERCULON\*  
olefin fiber pile



\* Hercules registered trademark

Contact Your Orcco Distributor



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

A Subsidiary of



CORPORATION

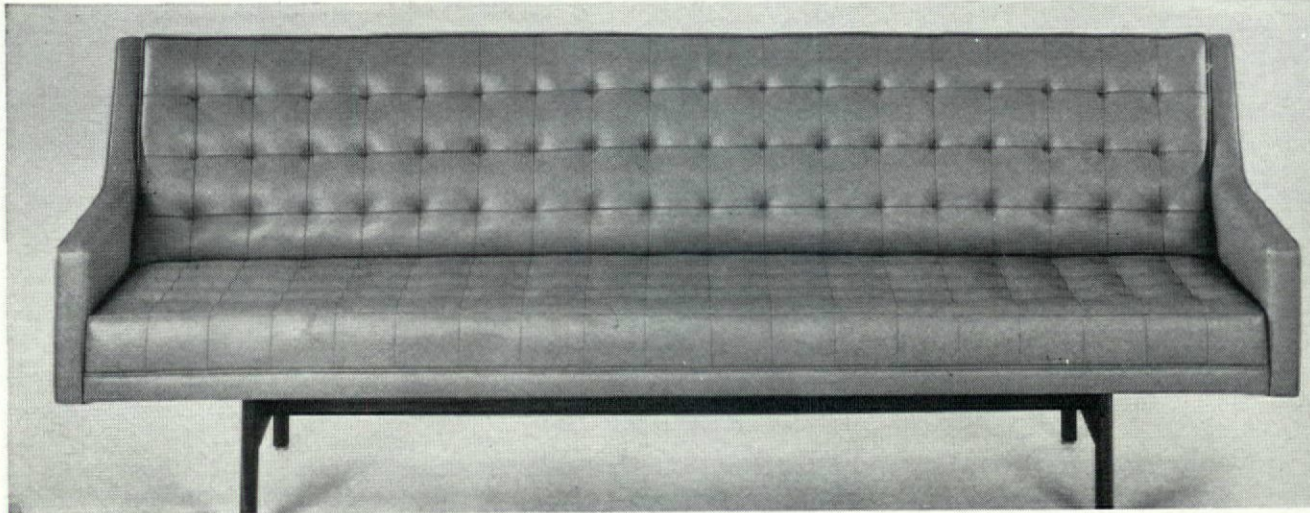
Circle No. 36 on product card facing P. 90

Circle No. 35 on product card facing P. 90

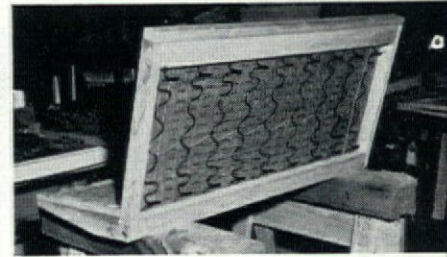
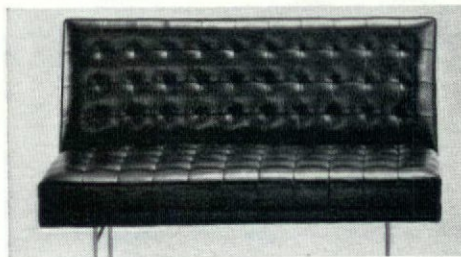
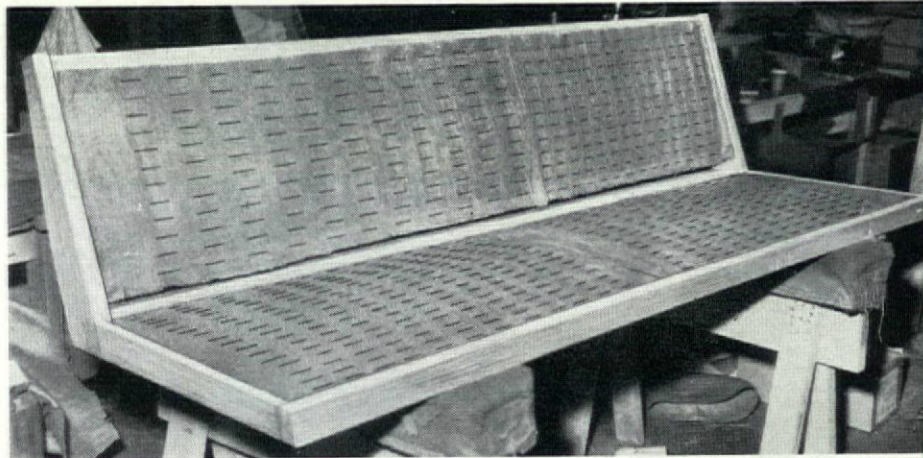
# “BLUE PRINT”

Collection by MONARCH

MANUFACTURERS OF FINE OFFICE AND INSTITUTIONAL FURNITURE



Built with PERM-A-LATOR® Wire Insulators

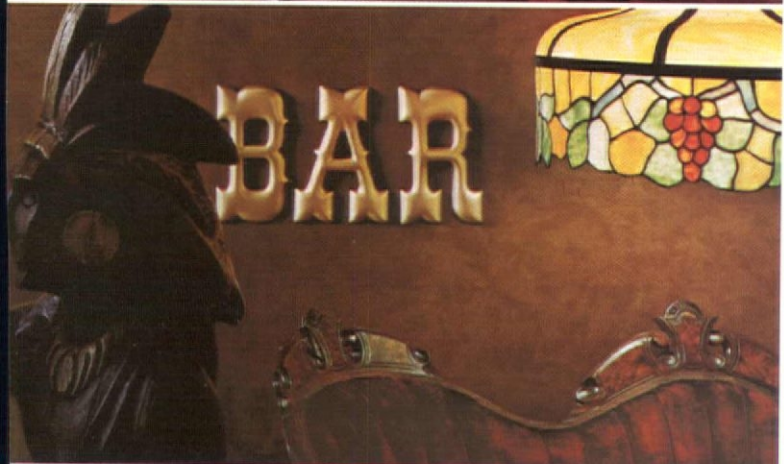
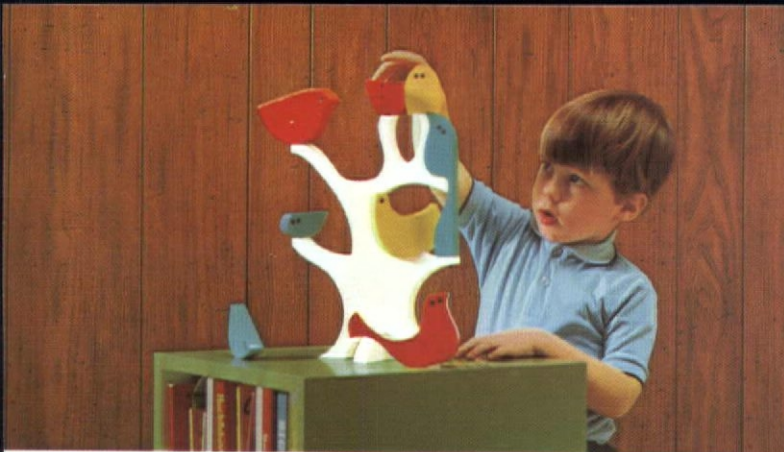


Fine furniture by MONARCH—built with Perm-A-Lator Wire Insulators to make sure padding never cups into spring openings. Note light scaled, architectural simplicity so desirable in today's business furniture.

**PERM-A-LATOR®**  
WIRE INSULATORS

**FLEX-O-LATORS, INC.**  
Carthage, Mo.  
Plants in Carthage, Mo.,  
High Point, N.C.

Circle No. 37 on product card facing P. 90



# Five ways to add the Marlite touch.

Start with any room—in any building. Then select a Marlite Decorator Paneling with the touch that brings your interior plan to life. Wide choice? No one offers more than Marlite. Select from rich new textures, bold or muted colors, exciting patterns and designs.

Maintenance? Hardly worth mentioning. Marlite plastic-finished hardboard is the original wash-and-wear paneling. Its durable baked finish shrugs off heat, moisture, stains and dents—wipes clean with a damp cloth.

If you haven't seen Marlite's 1967 Decorator Paneling line, look in Sweet's File or write Marlite Division of Masonite Corporation, Dover, Ohio 44622.

1. TEXTURED WORMY CHESTNUT reproduces every surface detail of a rare, costly wood. You can feel the texture!
2. TEXTURED TAPESTRY captures the look and feel of hand-woven fabric.
3. TEXTURED TRAVERTINE duplicates the characteristic texture of Italian limestone.
4. TEXTURED LEATHER has all the masculine good looks of real cowhide.
5. RIVIERA TILE features a classic pattern in gold, set apart by score lines.

## Marlite<sup>®</sup> PLASTIC-FINISHED DECORATOR PANELING

ANOTHER QUALITY PRODUCT OF MASONITE<sup>®</sup> RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES:  
1721 Marietta Blvd. N. W., Atlanta, Georgia 30318 •  
57 Smith Place, Cambridge, Mass. 02138 • 4545  
James Place, Melrose Park, Illinois 60160 • 39 Wind-  
sor Avenue, Mineola, L. I. (New York) 11501 • 777-  
139th Avenue, San Leandro, California 94578 • 2440  
Sixth Avenue So., Seattle, Washington 98134 • 1199  
Great Southwest Parkway, Grand Prairie (Dallas),  
Texas 75050 • Branch Plant: 16222 Phoebe Avenue,  
La Mirada (Los Angeles), Cal. 90638





209-1

Opaline column, antique polished gold and black marble mountings.  
Height 42"

*Paul Hanson*

15 East 26th Street  
New York 10  
1256 Merchandise Mart  
Chicago 54

Circle No. 39 on product card facing P. 90

Here's a stack chair with a new, exclusive feature. It stacks straight up—as high as you want to go—without tilting!

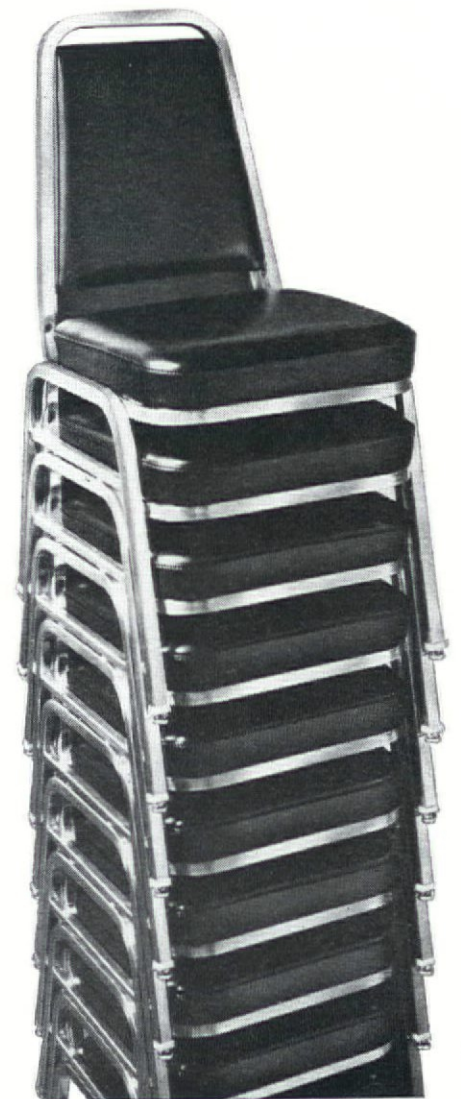
Eliminates need for special chair dolly. This chair also features: a newly designed leveling glide that won't snag fabrics when chairs are stacked; screw-on bumpers that are virtually impossible to dislodge; standard wrap-around frames also include crossbars to provide extra strength, make it easy to stack and unstack chairs . . . guarantee years of rugged use.

Square tube frame in polished chrome, satin chrome and painted finishes. Foam filled seat, fully upholstered back.

**Brody\***

B. Brody Seating Company  
5921 West Dickens • Chicago, Illinois

**Stacks straight up!**



No. 405  
STACKING  
CHAIR

Circle No. 40 on product card facing P. 90

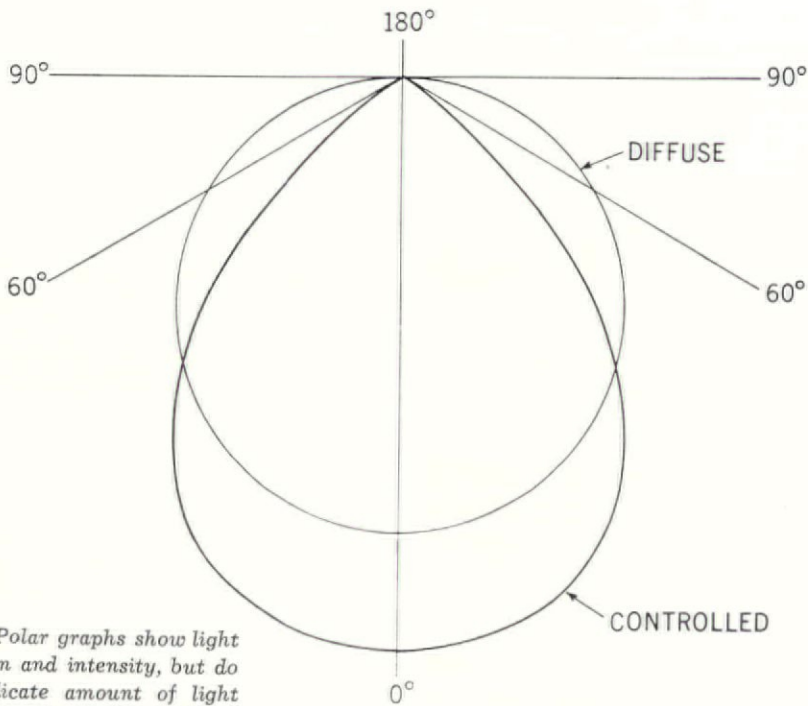


Fig. 1. Polar graphs show light direction and intensity, but do not indicate amount of light from the luminaire. Diffuse illumination distributes light equally in all directions. The lens is equally bright from all viewing angles, shadows are destroyed, walls are overly bright near the ceiling, and at light levels above 50 footcandles visual discomfort results. Controlled distribution directs light to where it is most needed. It reduces or eliminates high angle light emission which causes glare while producing sufficient shadow to reveal form and texture.

## THE CONTROL OF LIGHT SOURCES

ACHIEVING THE PROPER BALANCE BETWEEN DIFFUSED AND CONCENTRATED LIGHT CALLS FOR HIGHLY ENGINEERED AND SPECIALIZED EQUIPMENT  
BY E. BERGER

Lighting is a major element in the success or failure of interior design. Poor lighting dilutes, even destroys, the comfort, beauty, and practicality that the designer has created. Contract designers usually have the responsibility for lighting. They should be prepared to accept this responsibility and exercise their specifying power to insure proper lighting for vision and esthetics.

All lighting problems are caused by poor distribution. If light from a luminaire is too widespread, it destroys all shadows and textures and erases refinements. Walls lose their color in splashing glares, become offensively bright, and possess no tonal quality.

For example, a white glass or plastic diffuser is sometimes specified for its relatively unobtrusive appearance and low level of brightness. However, its distribution curve (Fig. 1) is almost a perfect circle, dispensing light equally in all directions. Surface tex-

ture is flattened out and the room is uncomfortable because of insufficient shadow.

One "solution" for poor distribution is selection of units such as downlights, which concentrate light vertically from the luminaire. Such lighting certainly has a place in design. But it creates intense shadows and conceals detail. Concentrated light may detract from the overall decor by calling attention to itself, rather than to surrounding walls and furniture. Proper illumination for work areas should provide perfect visibility without intruding on the worker's consciousness.

Both concentrated light and diffused light may produce irritating effects. Light coming from a ceiling unit at high angles frequently enters the eye straight from the luminaire without performing any other function. Too much high-angle light makes the fixtures bright and glary. Light emerg-

Berger is director of Lighting & Vision Institute, Holophane Co., Inc., New York

## THE CONTROL OF LIGHT SOURCES

ing from a luminaire at a 60 to 90 degree angle from the vertical reference strikes directly on the eyes causing distraction, discomfort, and headaches (Fig. 2). Such direct light

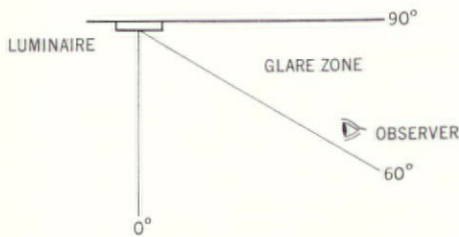


Fig. 2. Direct glare comes from light leaving the luminaire between 60 and 90 degrees. It is most noticeable when person is looking straight ahead.

can be tolerated comfortably only if the background is sufficiently illuminated. The eye is very sensitive to contrast. A rather dramatic illustration is the case of high-beam headlights on a car. Coming at you at night, particularly on a dark road, they are blinding and painful. In broad daylight, the same headlights are barely noticeable.

So if the walls and ceiling are properly illuminated, and not too much light is directed between the critical angles, the lighting will be comfortable.

Another common problem is reflected glare: the light bouncing off a surface such as a glossy sheet of paper. Because the reflection is brighter than the surrounding area, the page is visually blanked out. One obvious answer to this problem is to coordinate the lighting plan with the work areas to eliminate reflecting angles. The critical area can be determined by using a rule of physics: the angle of incidence equals the angle of reflection.

The average worker at a desk views the task in front of him at a 25 to 30 degree angle. This means, then, that reflected glare occurs when light strikes the desk at the same angle and in the same plane (Fig. 3). Ideally,

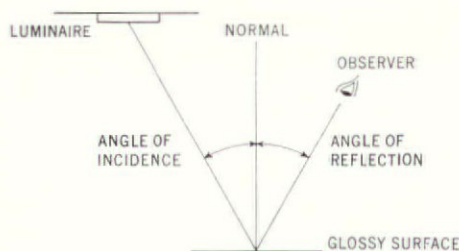


Fig. 3. Reflected glare occurs when the angle of incidence equals the angle of reflection, and when luminaire, reading surfaces, and line of vision are all in the same plane.

compromise between lighting and furniture layout obviously should be made during the planning stage.

Prismatic lenses help reduce reflected glare by eliminating the light-streak images of individual lamps (Fig. 4). This solution for glare is

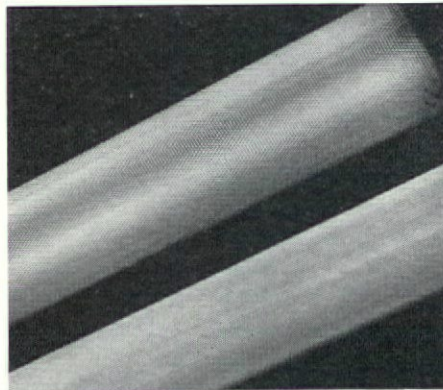


Fig. 4. Prismatic lenses help reduce reflected glare by obscuring lamp images, spreading light evenly throughout the luminaire, and diffusing light at preferred angles. In poor quality lens (uppermost) lamp images are easily visible and will be reflected as bright streaks.

called "lamp obscuration." An ordinary textured glass or white plastic cover on the luminaire subdues the light, eliminating bright spots. The softer, diffused light produces a duller reflection. Though these diffusers are effective for lamp obscuration, they reduce performance so much they become economically impractical. Prismatic lenses provide the optimum balance between adequate obscuration of lamp images and maximum performance in illumination.

### Coefficient of utilization

While dealing with lighting's distribution problems, the designer must remember lighting's primary function: to supply adequate amounts of light at the work level. Usually, a particular level of illumination is specified for a particular interior. It is the task of the engineer to achieve the specified level at the lowest overall cost. He seeks efficient, durable, and maintenance-free luminaires, and only as many as are necessary.

He wants each luminaire to direct as much light as possible onto the working surface. The measure of this characteristic is described as the coefficient of utilization. Broadly speaking, it is the amount of lamp-generated light which finds its way directly and indirectly to the work plane. Coefficients vary between zero

and one, and are a combined expression of luminaire efficiency and distribution. Most manufacturers publish tables of coefficients of utilization to assist the designer in calculating the number of units needed to attain a desired illumination at a given work level; or conversely, the light level produced on a specific area by a given number of luminaires. Obviously, the higher the coefficient of utilization, the fewer units will be needed. The designer, therefore generally should choose the fixture with the highest coefficient.

But further considerations come into play. The available luminous energy must be used efficiently. High concentration units that put most of their output on small areas of the floor may have a very high coefficient, but the light will be in pools with relative darkness in between. Efficiency may be high, but distribution is poor. A possible remedy is to bring the units closer together, but then you need more units to cover the area. An unintended result may then be a much higher footcandle level than planned. A better solution is for each unit to distribute light over a wider area and fill in the dark spaces.

### Spacing-to-mounting-height ratio

Here, another calculation called the "spacing-to-mounting-height ratio" is applied. Suppose the ratio given by the manufacturer is 1/1.5. This means that for every 1.5 feet in mounting height the units can be spaced one foot apart and still maintain a certain level of light uniformity on the work plane (Fig. 5).

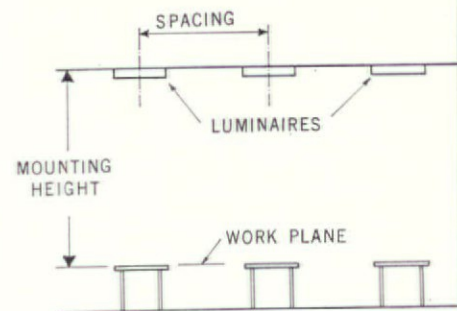


Fig. 5. One mark of a well-designed luminaire is a high spacing-to-mounting-height ratio, meaning that at a given height the luminaires may be widely spaced and still yield a uniform level of lighting with low glare. Maximum illumination should be no more than 1.3 times the minimum level.

The standard set by the Illuminating Engineering Society states that light level shall not vary more than

one and a half times the minimum value. In the case of an installation of rows of fluorescent luminaires, light level directly *under* a row shall not be greater than one and a half times the level *between* the rows. This standard is rather liberal. A more realistic variation is one and a third. Above that figure, the average person can detect a level variation.

#### Maximum-to-average brightness ratio

Any interior designer who has coped with lighting knows that illumination problems seem to compound themselves. A luminaire may meet all of the requirements we have mentioned and still be glinty or uneven at certain angles. The eye is sensitive to at least two qualities of light—*average* brightness and *maximum* brightness. In regard to a luminaire, average brightness relates to overall appearance, and maximum brightness to the brightest spot on the luminaire. If these qualities are equal, then the luminous area looks uniform; if they are not equal, there is an uneven appearance. We express this quality as "maximum-to-average brightness ratio." It is a means of detecting a visually offensive lens or luminaire design. The Illuminating Engineering Society prefers a 3/1 ratio but allows 5/1 as acceptable.

The importance of this factor can be illustrated through an extreme example. Suppose a one foot square luminaire has one square inch of luminous area with an intensity of 10,000 candles, the rest at very low brightness. Average brightness looking straight at the unit is 10,000 divided by 144 square inches, or about 70 candles per square inch. The maximum brightness is approximately 10,000 candles per square inch, the intensity of the brightest point. The maximum to average brightness ratio is 143/1 which tells us this would be a very unpleasant luminaire to look at, since 5/1 is considered a maximum allowable value.

#### Visual comfort probability

The effectiveness of a particular lighting design can be accurately predicted by a mathematical formula known as the Visual Comfort Probability. Adopted by the Illuminating Engineering Society, the VCP estimates the percentage of occupants who will be visually comfortable in a room with a given number and layout of luminaires. The system can compare lumi-

naires and luminaire arrangements and determine which combinations offer the greatest comfort.

The VCP takes into account size, brightness, position and number of luminaires, and brightness of the total surrounding area. These are the factors regulating glare and illumination, both of which are vital to the observer's sense of well being and good vision. This formula is now being programmed for computer use and soon will be available for quick, inexpensive evaluations of illumination systems. Most reputable manufacturers make this method available to designers who have visual comfort problems that require evaluation.

#### Judging the cost of lighting

The realistic way to judge expense is to calculate both installation and operation costs of a system. It is a fallacy to judge a system on the basis of initial cost alone. Invariably, operating expenses of a cheaper lighting system are higher due to excessive power consumption and frequent and difficult maintenance.

Besides reducing service charges, quality equipment can decrease electrical costs by using light more efficiently. Fewer units are needed if specified luminaires have high coefficient-of-utilization levels and spacing-to-mounting height ratios. Fewer units lower the cost of installation, and since there is less heat output, less air conditioning capacity is required.

Lighting expenses can be determined by using studies supplied by any quality manufacturer. They enable the designer to compare different types and brands of luminaires. These studies are done according to a standard format, and can be followed easily since they use only simple business arithmetic (Fig. 6).

#### Prismatic lighting

Prismatic lighting provides interior designers with realistic solutions to virtually all the problems described. Precision manufacture of prismatic equipment has been one of the most important advances in commercial interior lighting in the past 20 years.

Prismatic lighting avoids these extremes. It delivers a balanced blend of directional and diffused light—controlled light that produces good highlights and just the right amount of shadow to bring out all the character and detail of the materials you design with.

Strictly directional light obscures form by overdefining it—lighted areas are too bright and shadows too dense to convey the shape and feel of an object. Completely diffused light, on the other hand, produces insufficient contrast and creates an uninteresting, one-dimensional uniformity.

Prismatic lenses deliver enough directional light to achieve shadow and definition, and enough diffused light to avoid harsh contrast. The forms in your design emerge fully modeled and defined.

This same careful combining of directional and diffused light enables prismatic lenses to reduce the color-veiling effects of glare to a minimum. The result is balanced illumination that calls forth all the richness and drama of the colors you specify.

#### How prismatic lenses work

Well-designed, well-constructed prisms eliminate glare by refracting light. When light passes through a prismatic lens, it is bent at least twice: once upon entering the prism from the light fixture, and again upon leaving. Some light also reflects off the inner surface of the lens one or more times before it goes through.

Prisms are made of glass or plastic. Acrylic's high light transmission, colorlessness, and clarity make it the ideal plastic. A high pressure, injection-molding process forms the plastic into perfect prisms. Glass prisms are formed by forcing molten glass into precision molds under extremely high pressure. The finely detailed lens is annealed to relieve any internal stresses (Fig. 6).

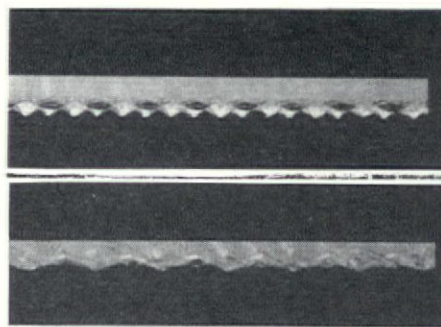


Fig. 6. These are plastic lenses. The upper sample produced by high-pressure injection molding remains true to the original prismatic design. The lower sample is formed by extrusion embossing and has lost much of the prismatic design. This loss will affect its performance.

By applying the principles of optics to light distribution, prismatic lenses achieve a high degree of efficiency

## THE CONTROL OF LIGHT SOURCES

through reflection and refraction. They can reshape distribution according to needs, and brighten or darken areas as necessary. Individual prisms can be small, and a large number of them can be incorporated into a sheet of material. They then act in concert and multiply the overall effect. By controlling light distribution and direction, specific areas along the floor, walls, and ceiling can be illuminated (Fig. 7).

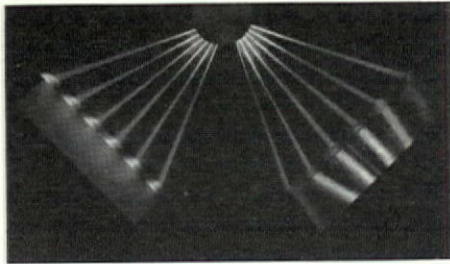


Fig. 7. A prismatic lens is shown at right. Incorporating refracting prisms in a surface may cause a diverging beam of light to become converging and vice versa. Left: a milk-white diffusing material that spreads light in all directions while absorbing a high proportion, thus losing it for further use.

Prismatic lenses put light where it is needed, delivering 25 to 40 percent more useful light than an ordinary diffuser, and 10 to 20 percent more than a typical louver.

Prisms direct light rays where they work most effectively to reveal texture, define form, and enhance color.

A textured surface consists of peaks and valleys. Excessively directional illumination floods peaks with light, leaves valleys in dense shadow. Totally diffused light illuminates peaks and valleys equally. Definition is lost, appearance is bland and lifeless.

Finely shaped prisms rigidly control the direction of light emission, enabling a maximum amount of useful light to enter the work area. Potential glare is turned back by the prisms and redirected into more useful zones (Fig. 8). The prismatic lens also con-

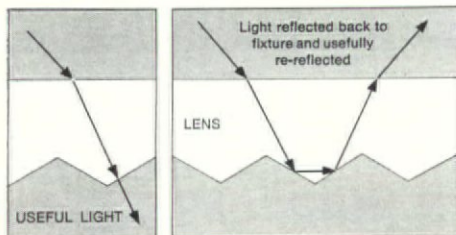
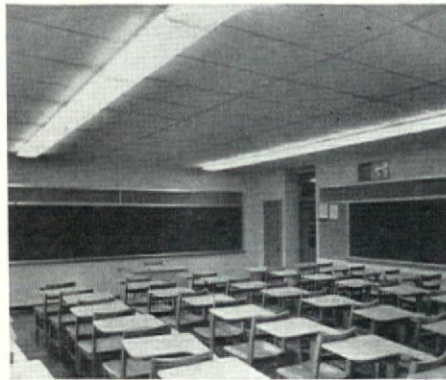


Fig. 8. Prismatic action. Light is refracted into useful zones (left) or reflected back into luminaire for another opportunity to emerge at a working angle. Light at angles likely to cause glare is minimized.

ceals the image of the lamp so that it is practically undiscernible. Prisms make maximum use of light with little absorption or loss.

Only through high-pressure injection molding can lenses be shaped into a variety of forms that combine design flexibility with prismatic lighting. The development of more varied and precise molds has enabled manufacturers to produce prismatic lenses that are as distinct as the size and shape of the rooms they light. Prismatic lenses now are molded into standard rectangular, circular, and cubic shapes to suit design and lighting requirements.

Depending on the size of the work areas, the ceiling mounted luminaire can be employed individually or massed into groups of four or eight (Figs. 9, 10). Units can be mounted



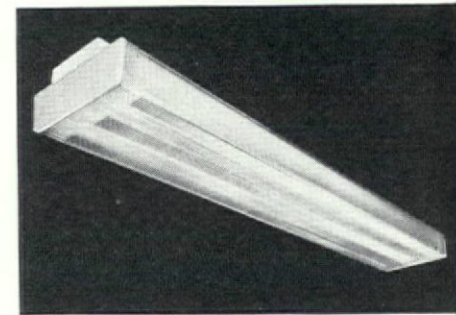
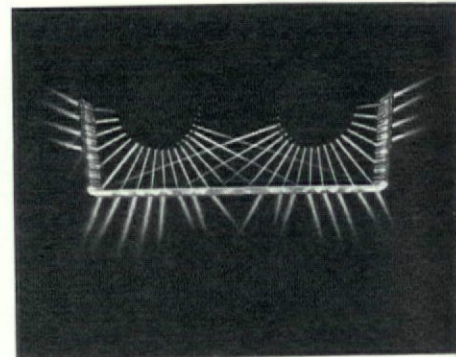
Figs. 9, 10. Massed or single-unit prismatic luminaires diffuse some light across ceilings to eliminate extreme contrasts and direct prescribed quantities of useful light to the occupant's viewing level. Desks and display items are comfortably illuminated, show form and texture.

flush with the ceiling, dropped or recessed. Hidden mountings contribute to modern, clean lines. Ceiling mounted units can be arranged to run around corners or around projections enabling designers to use one luminaire throughout the entire structure.

### Wrap-around prismatics

Wrap-around lenses that possess all the qualities of prismatic lighting can be produced only through the accuracy of injection moldings: the variety of shapes in the wrap-around lens makes it necessary for prisms to be arranged exactly for proper direction and intensity of light. Since the lens must work as a unit to produce required quantities of light, it cannot be a random combination of sides molded together. Instead, it must be planned and manufactured as a whole so that the effect of one side can be predicted on the action of another.

Fine injection molding produces a wrap-around lens that incorporates precise prismatic patterns into a slender new shape. It directs required amounts of light across the work plane and casts sufficient illumination upward to brighten the ceiling and eliminate ceiling-to-luminaire contrasts. The slim silhouettes are sleek and modern (Figs. 11, 12).



Figs. 11, 12. One of the new, slim wrap-around fixtures is shown in cross-section. The prismatic lens is designed to direct light upwards for ceiling illumination downwards for work surface. Note that the lens is designed to eliminate light emission at the critical glare angles.



**Variety of prismatic forms**

Injection molded prismatic lenses also can be designed to perform specific tasks that are decorative as well as functional. They can splash a wall in "blotch"-free, even illumination. The precise, injection-molded prisms bathe the wall in a coherent brightness that accentuates textures and color (Fig. 13).

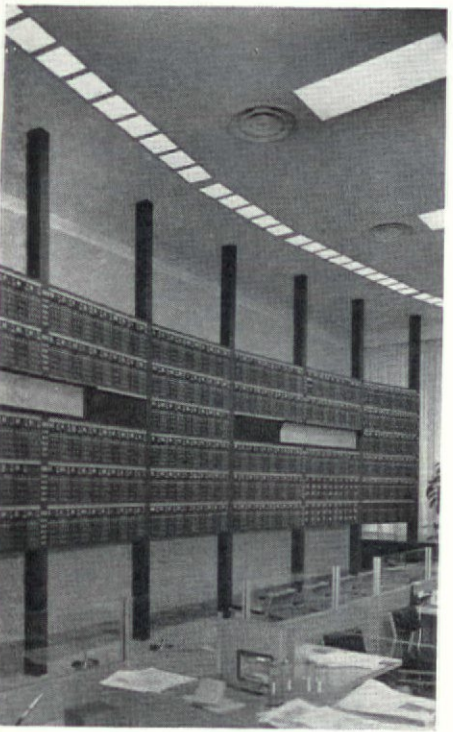
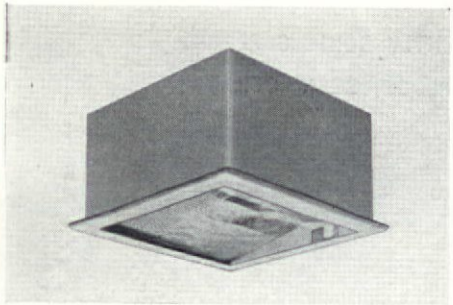


Fig. 13. Illuminating or "washing" a wall is one of the more difficult lighting tasks. The prismatic lens in this unit is designed to light a wall evenly without bright or dark spots. In the installation, a group of these fixtures produces vital illumination for a teleregister in a stock brokerage.

An intricate lens with a concave bottom and vertical side walls has been developed to meet the challenge of illuminating both small and large areas to exact levels of surrounding rooms and offices (Fig. 15). A broad

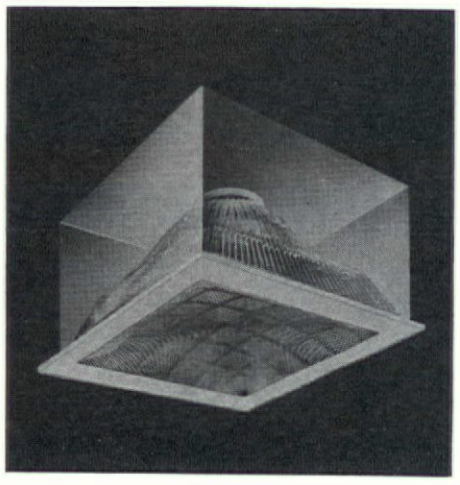


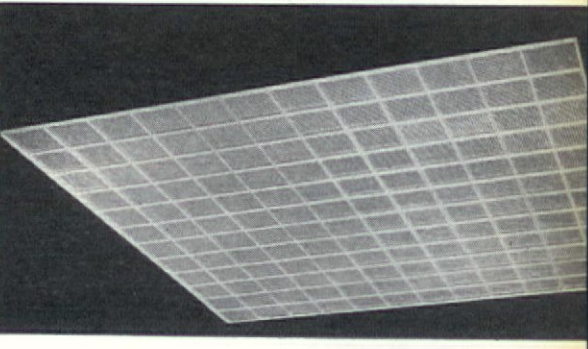
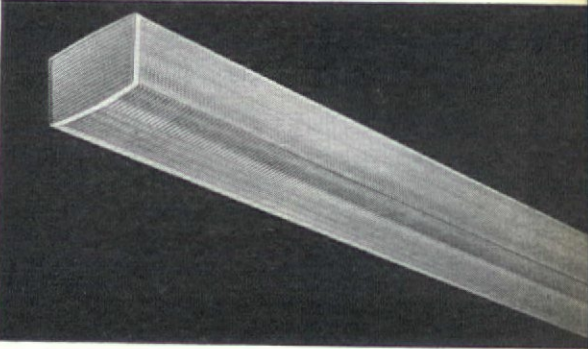
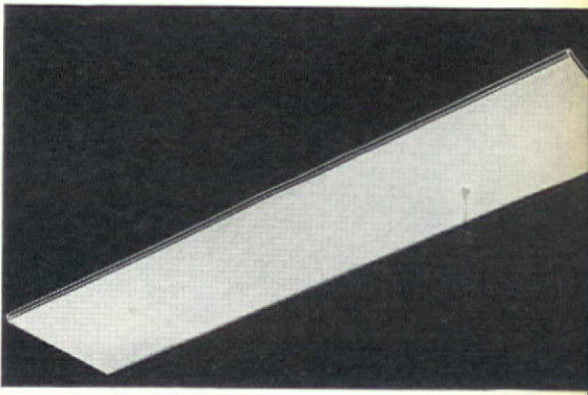
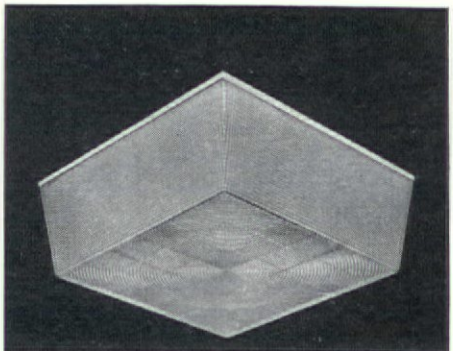
Fig. 14. Intricately designed concave prismatic lenses are made in many sizes. They are used to illuminate general areas with high or low levels with maximum uniformity.

line of these lenses in differing lengths and degrees of concavity meets varying lighting demands.

**Your approach to good lighting**

Commerical lighting design then can be a highly predictable effort on the part of the contract designer. He should avail himself of the science and art that have developed. 1. With your client, decide on the light level to be achieved in the space. Keep in mind the basic IES estimate that 100 footcandles are required for the normal working area. 2. Select a type of luminaire which best conforms to your room design. 3. Within this family of luminaires, choose the particular unit and lens which will achieve the established light level most efficiently. With the help of a reputable lighting company, you should consider the coefficient of utilization, spacing-to-mounting-height ratio, and initial and operating costs. (C)

At right are some of the many forms of prismatic lenses. Topmost is an incandescent prismatic unit for surface mounting. Made of acrylic plastic, it combines a high spacing-to-mounting-height ratio with low glare and pleasing appearance. Next is a "frameless" lens for fluorescent fixtures with its own plastic hinges. Third, a new, slender wrap-around lens for use with surface-attached luminaires. Its precise distribution permits wide, economical spacing with little direct glare. Fourth is a grid-type that was recently developed for fluorescent control. The grid structure develops additional glare prevention and lamp obscuration. Last is a round, recessed incandescent unit, featuring a low brightness prismatic lens, clean appearance, and low-cost operation. The fixture can be serviced from the floor with a pole lamp-changer. For more information on Holo-hane's prismatic lenses, circle No. 88.

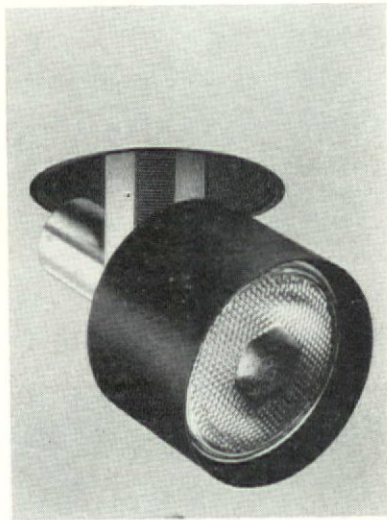




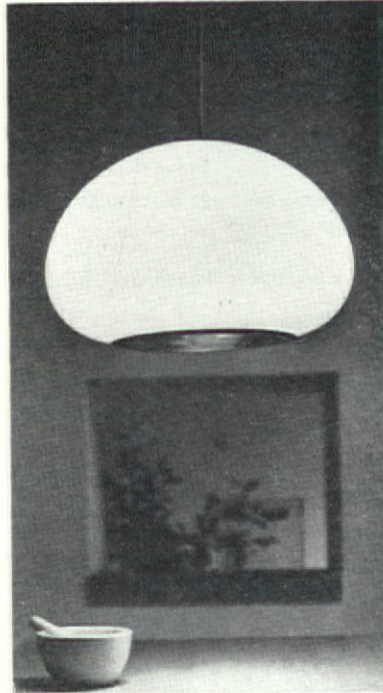
A

# LAMPS and LIGHTING

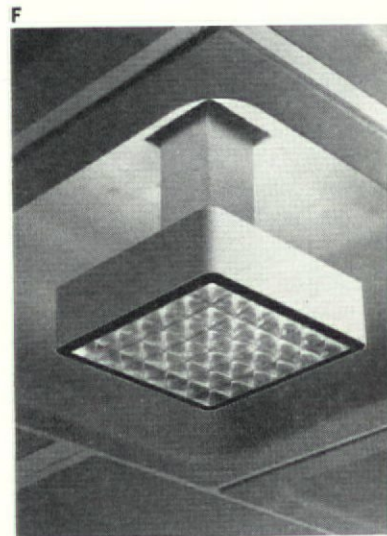
FOCUS ON NEW LIGHT MOTIFS THAT ARE CURRENTLY BEING OFFERED  
BY CONTRACT MANUFACTURERS — FOR WALL, FLOOR, DESK, CEILING



B



D



F



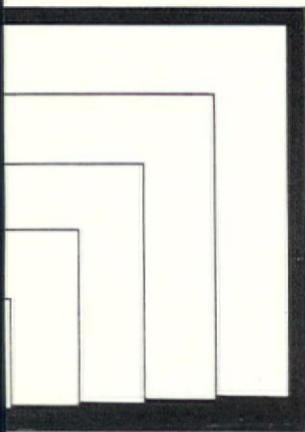
C



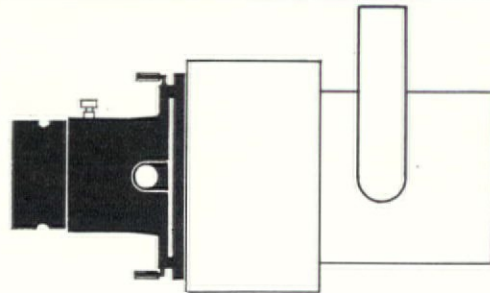
E



G



H



**A** From Howard Miller Clock Co.'s newly acquired Grand Prix Lumiere designs. Hand-blown glass fixture is usable alone or in clusters; features interchangeable components. Group offers over 12 smoke-black glass shapes in soot black, eggshell, and copper housings. Designer: Tapio Wirkkala, a Milan Triennale Grand Prix winner. His Airam bulb (shown) is also distributed by Miller; it needs no diffuser or shade, gives even distribution of light, is "long life" type. Circle No. 89.

**B** Prescolite Mfg. Corp.'s retractable Milano recessed floodlight. When adjustable shield is lowered, the lamp has 358 degree horizontal and 180 degree vertical adjustment. Circle No. 91.

**C** Neal Small Designs. Two table lamps 24-inches high (No. 1013) and 34-inches (No. 1030) have base and shade of Plexiglas. Circle No. 92.

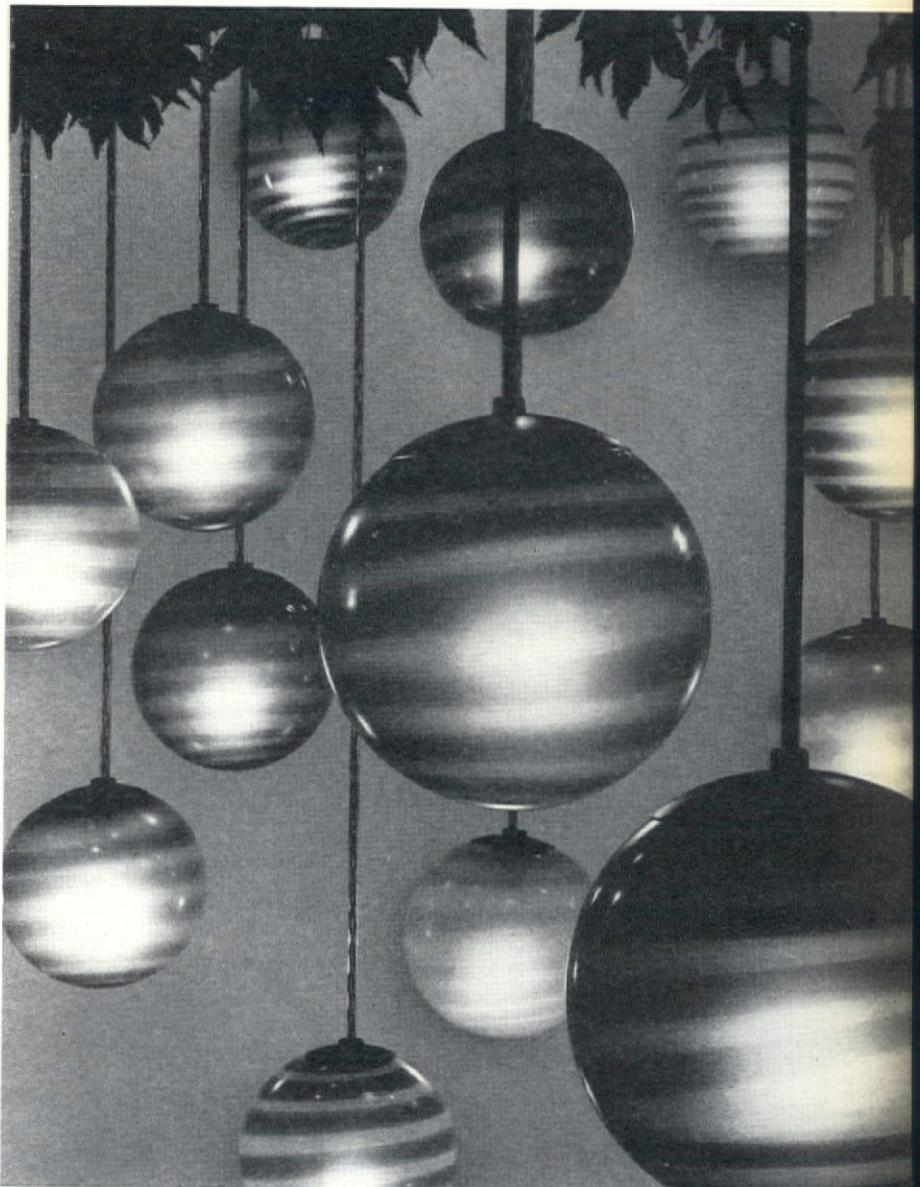
**D, E** Atelier International, Ltd., is exclusive U.S. distributor for Black and White (D) of glass with aluminum reflector; Taccia table lamp (E) glass dome with black and chrome base, white aluminum cover. Both designed by Achille and Pier Giacomo Castiglioni. Circle No. 93.

**F** Litecontrol Corp.'s Panelist fixture designed for square Panel F fluorescent lamp features injection-molded parabolic louver. Stick sizes: 15 $\frac{3}{4}$ " (with vertical ballast) and 8" (with horizontal ballast); additional adjustment comes by varying height of outlet box recess. Plus downlight, unit has indirect component for ceiling illumination. Circle No. 94.

**G** Laurel Lamp's 20-inch oval metal bullet desk lamp comes with finishes in black, white, sand, green, blue, mustard with Swedish brass or black/latin chrome; 100 w bulb. Circle No. 95.

**H** Lighting Services, Inc.'s Q-lens Beamshaper is an optical accessory providing complete adjustment of size and shape of a light beam; is used with LSI Q-flood quartz floodlight. The Beamshaper will precisely frame paintings, signs, with no overspill. Both soft- or hard-edge images. Circle No. 96.

Morrison Imports, Inc., Pirouette lights with choice of frosted or clear glass globes gives 24 2-color variations. Assembly consists of canopy (the -footer taking up to 26 lights), wiring on graduated -foot drop, candelabra sockets. Circle No. 97.

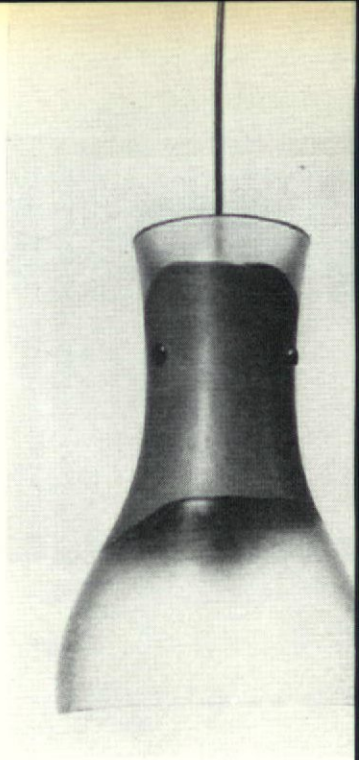




A  
C



B



J



D

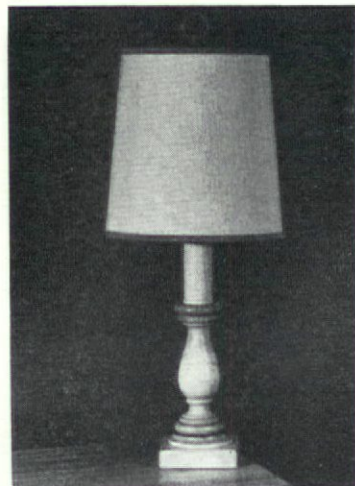
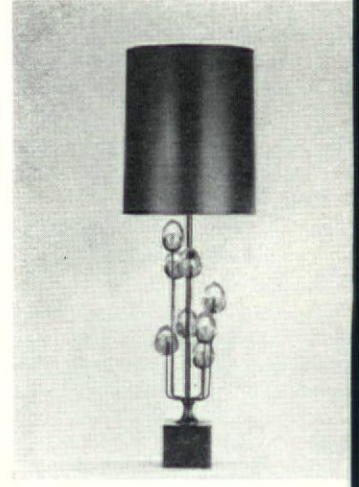


G

E



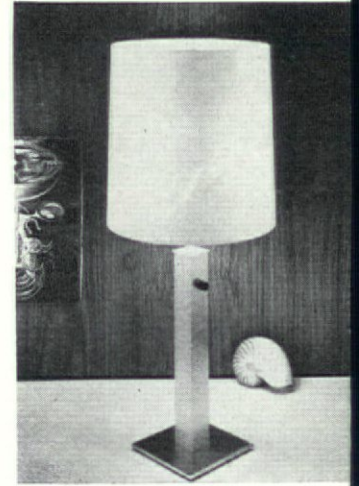
F

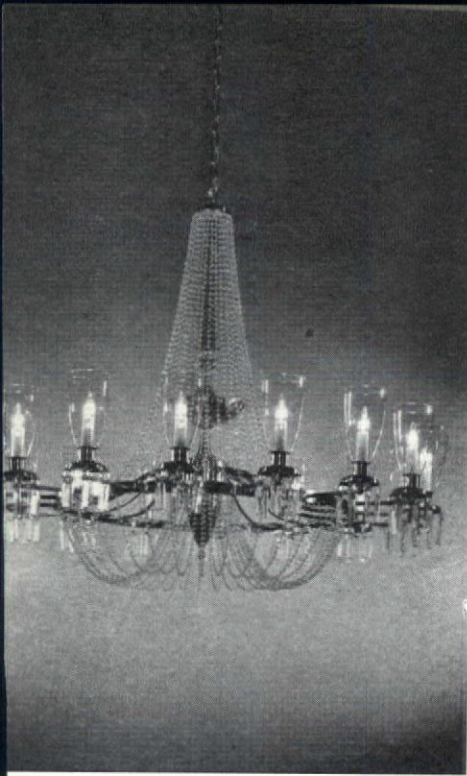


H

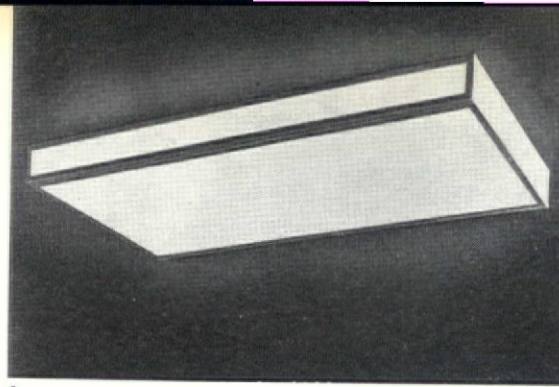


I





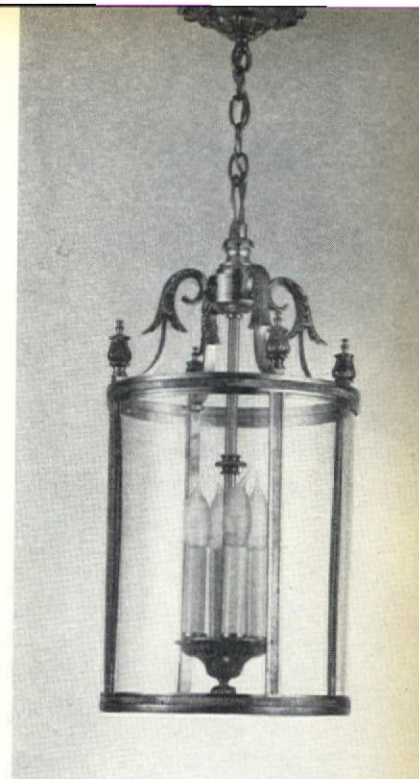
K



L



M



N

LAMPS AND LIGHTING

A American Lantern's Cage unit (No. 1190) also comes hanging and post mounted. Circle No. 98.

B Progress Lighting's Town & Country collection. Unit comes antiqued solid brass or antiqued copper. Circle No. 99.

C Artolier's Princess Meg coach lantern No. 5135 in cast aluminum. Height: 27½. Circle No. 100.

D Haeger's group of Classic lamps include a Far East collection. Shown is reproduction of hexagonal bottle, No. 6457-X. Circle No. 101.

E Herman Kashins' Tole lamp, one of 200 styles, all hand-painted gilt. Circle No. 102.

F J. B. Hirsch Co. shows contemporary collection of wrought iron and imported glass. Circle No. 103.

G Tyndale by MC Inc. lamp (No. 74A) is wood in antique white finish with mustard and orange trim; 12-inch shade on 29-inch lamp. Circle No. 104.

H Phil-Mar Corp.'s Cotillion, No. 107, ceramic textured base, has 44" height. Belgian linen shade. One of many from extensive collections. Circle No. 105.

I Nessen Lamps, Inc.: NS 1024 table lamp with 2-inch square brass column, 33" high. Dimmer control knob on shaft gives two sockets 100W-150W maximum each. Circle No. 106.

J Venini, Ltd., imports fine, hand-blown Italian glass fixtures. Shown (No. 802.1) is a drop light 10½"

across and 16" high in clear acid-etched, blown globe with colored, free-shaped, stripe. Circle No. 107.

K R. A. Manning Co., Inc., Natchez hanging chandelier of crystal is authentic reproduction. Circle No. 108.

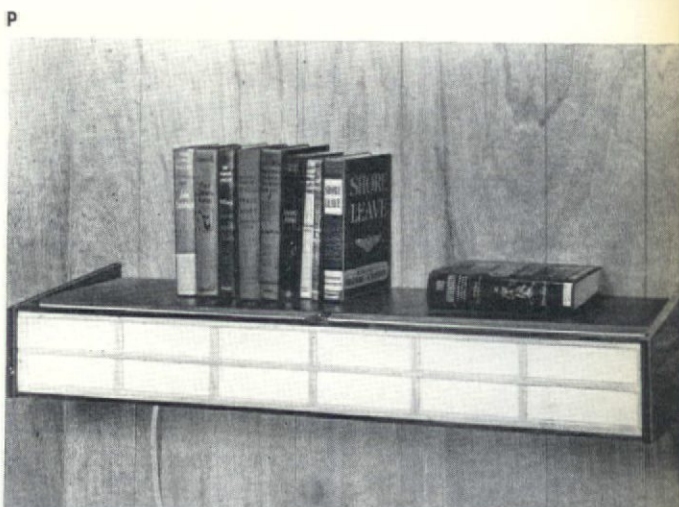
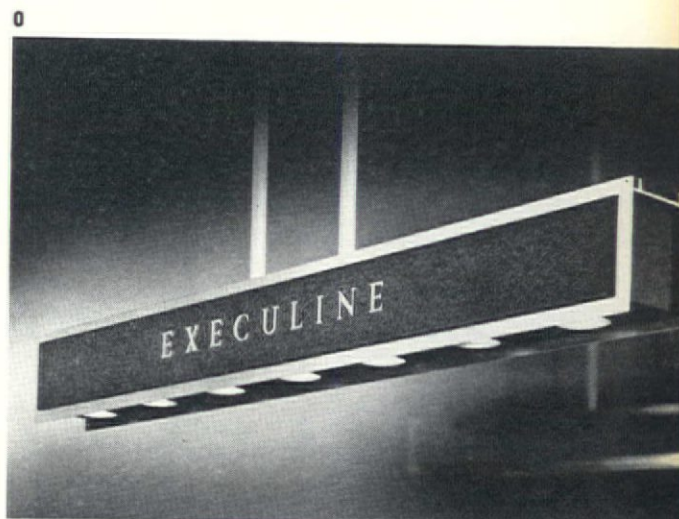
L Sylvania Electric Products, Inc., Apache fluorescent fixture is shallow unit for low ceiling construction. The 6-inch module conforms to standard ceiling tile sizes. Circle No. 109.

M Safran & Glucksman, Inc., imported cut-crystal chandelier, No. 503, with 2½-foot span. Of gold-leaf Florentine wrought iron, lead-crystal prisms, has canopy and 3-foot chain. Circle No. 110.

N Greene Brothers, Inc., 4-light lantern in antique gold is 10" wide, 22" high. Circle No. 111.

O Dorner Products, custom division of Lightolier, shows Execuline incandescent (also fluorescent) strip lighting in 4 lengths from 38¾ to 98¾ inches. Finishes: matte black ends and bottom, satin anodized aluminum sides (others available: black Naugahyde and wood vinyl). Can be mounted alone, in tandem; stem suspension, wall-to-wall, or surface mount. Circle No. 112.

P Lamar Lighting Co., Inc., walnut bookshelf is lit with one or two 30 or 40W fluorescent tubes; 10" deep, 7" high, with lengths 38 and 50". Circle No. 113.





A

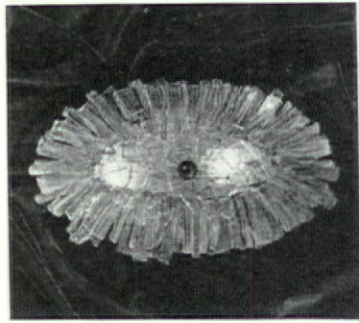


J

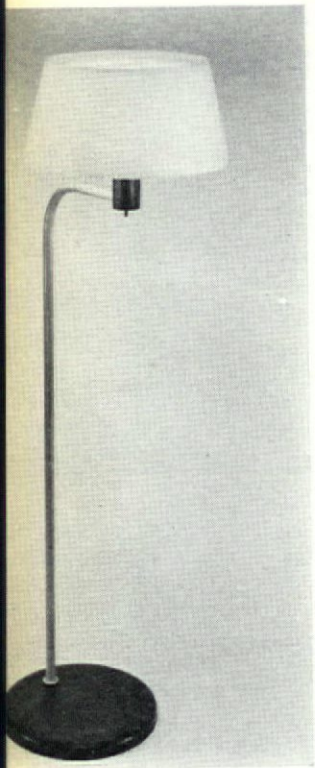
B



C



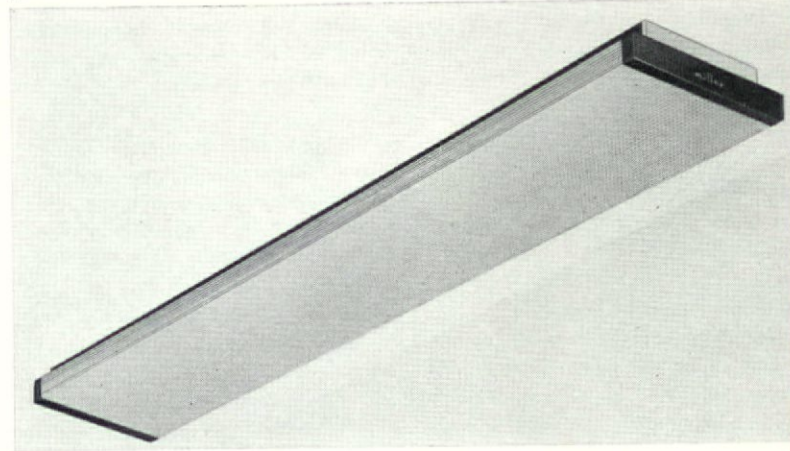
D



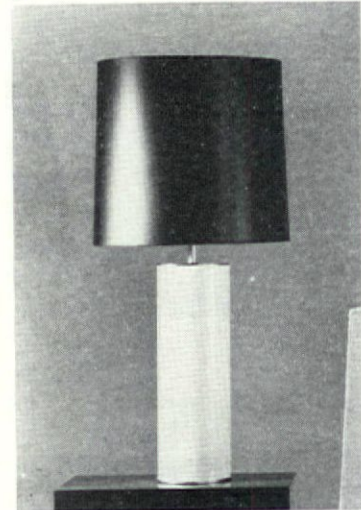
E



F



G



H



I





K



L



M

## LAMPS AND LIGHTING

**A** AvisLites are self-controlled garden system using sun switch control. 12-volt area lights, spotlights, wall light, and patio light come with bulbs in 5-unit combinations with green and amber lenses, transformer, 100 ft. wire, brackets. Circle No. 114.

**B** Lutron's Dim-Liter is solid state control, 2 by 3½ in. across. Handles up to 600 in. incandescent lighting, requires no wiring. Has cork bottom, built-in glow light, styled in walnut and gold-tone metal. Circle No. 115.

**C** Revere Lighting's crystal fixtures are original, handmade, handcut sculptured crystal. Circle No. 116.

**D** Lightolier's Lumilon II floor lamp features the engineered illumination of its Better Light Better Sight desk lamp. 200W of well-diffused, glare-free light. 52 in. high; polypropylene shade; white, black, brown/beige finishes. Circle No. 117.

**E** Cannon Products' Pamper-Lite as appliance outlet, vent behind adjustable shade pulls heat away from head, throwing light on upper wall. Two finishes. Circle No. 118.

**F** Miller Lighting's Indigo 1, 2, and 4 fluorescent luminaires feature slim, shallow profile suitable for surface (or stem) mounting. Prismatic plastic lenses minimize side-wall brightness, direct most of light downward. Circle No. 119.

**G** Sundial Lamps' new Milo Baughman designs: shown, No. 67-304, is white cylinder base topped with black tole shade. All lamps have two

light clusters. Circle No. 120.

**H** Schiller Brothers' 21 in. high table lamp is polished chrome with two lights, 3-way switch. Also in black. Circle No. 121.

**I** Feldman's teak lamp is 44 in. high, comes in 4 antiqued finishes: olive, mist, red, and fruitwood. Circle No. 122.

**J** Georgian Art's chandelier is authentic French Tole with solid antique brass arms and trim. Width: 25 in.; height: 24 in. Circle No. 123.

**K** Hadco's lantern chandeliers are available in 30 styles (shown is HB-15), bases hold 4 to 18 units. 12 finishes. Circle No. 124.

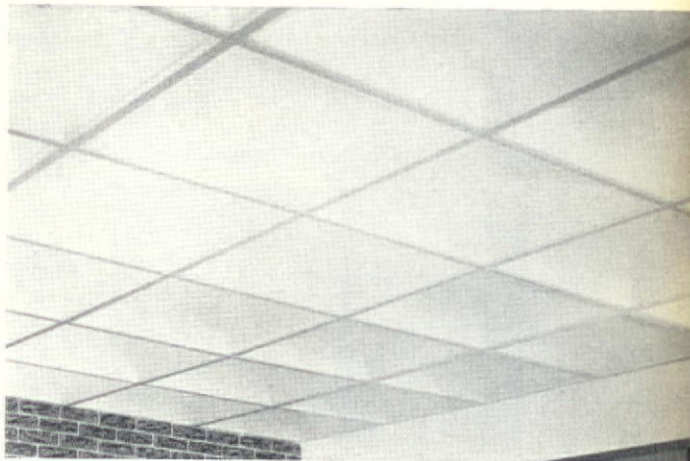
**L** Chapman chandelier #6801 from a recently introduced line. Antique brass finish; pleated linen shades available. Circle No. 125.

**M** EJS Lighting Corp's No. 5355 has 22 in. spread, 20 in. length, 40 in. over-all drop; 60W lights, satin triplex glass. Circle No. 126.

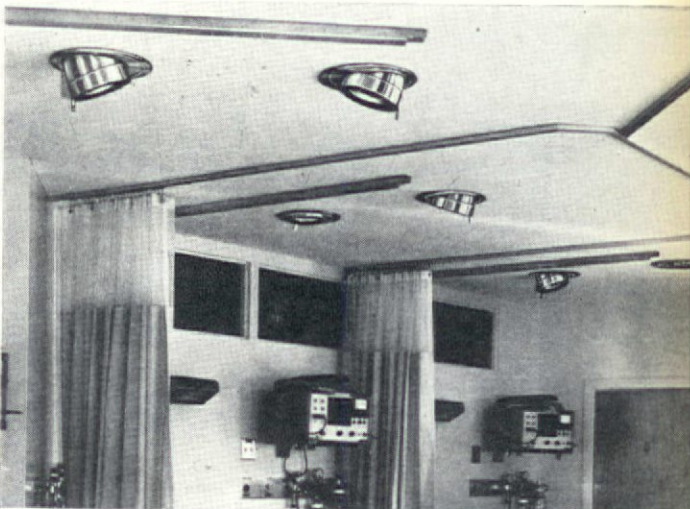
**N** Leigh's light diffusers include formed vinyl translucent panels (shown) and clear or frost-white polystyrene; vinyl-covered steel or extruded rigid vinyl grid systems. Circle No. 127.

**O** Swivelier's Cool Lamps shown in coronary intensive care room. Housings available in adjustable recessed with canopy shade units. Light positioned without wing nuts or set screws. Are lamped with 150W PAR-38 and 300W PAR-56 sizes. Circle No. 128.

N



O



# PUTTING POLARIZED LIGHT TO WORK

*A natural phenomenon that is being exploited to create glare-free light sources*

*By Myron Kahn*

No one invented it and no one owns it: light polarization is a natural phenomenon. Polarization has been known for several hundreds of years, but it was only forty years ago that a practical, commercial use was discovered. This of course refers to the absorption-type linear polarizing materials commonly used today for sun-glasses, camera filters, 3-dimensional projections, etc. However, these light polarizing materials are not efficient transmitters of light since they absorb a high percentage of visible light and are directional.

In more recent years, the concept of polarizing light at the source by means of multi-layer polarizers was developed. These polarized panels as now used in luminaires or translucent ceilings increase task contrast by the reduction of reflected and direct glare, thus improving visibility and visual acuity.

## The principle of polarization

When a polarizing panel is placed over a light fixture, certain undesirable components are internally reflected and converted to usable light. Any light source emits two kinds of glare that interfere with the ability to see: direct glare, which comes from looking directly at a light source, and reflected or specular glare, which comes from reflections of the surroundings.

The polarizing of light reduces glare by converting much of the light that vibrates in a horizontal plane. Light that contributes both reflected and direct glare is now transmitted vertically and is better able to penetrate the surroundings (Fig. 1).

Multi-layer light polarizing panels provide both a high light transmission and also produce radial distribution of plane-polarized light (Fig. 2).

Light fixtures incorporating polarized panels thus transmit a high degree of polarized light by reflection and re-

fraction. The conversion of the internally directed horizontal light vibration is known as the reflux principle.

This results in the additive effect of both initial components for a practical and efficient light shielding medium for use in direct-distribution type or recessed luminaires.

## Vision engineering

To cope with the problems of reflected glare and other factors affecting lighting's effect upon vision, a new technology called vision engineering has been developed in recent years. This concept is based on the premise that evaluating the effectiveness of lighting in stimulating human vision must become the function of vision research specialists, not of the illuminating engineers responsible for the development of lighting equipment. This concept was pioneered by H. Richard Blackwell, Ph.D., professor and director of Institute for Research in Vision at Ohio State University.

In 1958, Dr. Blackwell reported the results of an 8-year study to determine the amount of illumination required for the eye to perform various seeing tasks. These findings served as a basis for the Illuminating Engineering Society's official recommended footcandle levels for all types of visual tasks.

In this original report, Dr. Blackwell indicated that his work has been performed under ideal glare-free conditions. Several years later, a second report by Dr. Blackwell specifically on the subject of reflected glare was presented to the National Technical Conference of the Illuminating Engineering Society.

Covering several years of research, this report emphasized the importance of increasing task contrast by reducing reflected glare and the effect of this action on visual efficiency. It also included a recommended method of evaluating quantitatively the effectiveness of lighting for visual tasks, taking into consideration the reflected glare on the task as well as the quantity of illumination required.

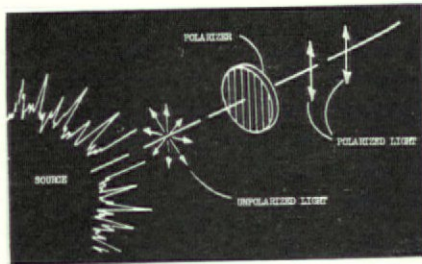


Fig. 1. A cross-section of unpolarized light is vibrant in many planes as represented by the eight-spoked wheel. Light is absorbed by the plane polarizer except for vibrations in the vertical plane which pass through.

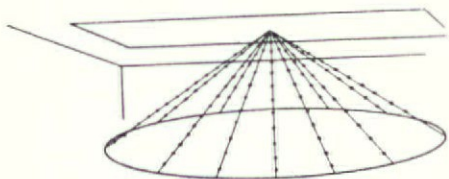


Fig. 2. This sketch shows how each pinpoint of light is polarized in every direction around the fixture. This radial distribution of plane polarization is emitted from each point on the surface of Polrized panel.

*Myron Kahn is president of Polrized Corporation of America, Beverly Hills, Calif.*



Dr. Blackwell's research also showed that, through the use of efficient multi-layer light polarizing panels, reflected glare can be reduced considerably. As a result of increasing task contrast by reducing this reflected glare through polarized light, the visual efficiency of light is greatly increased.

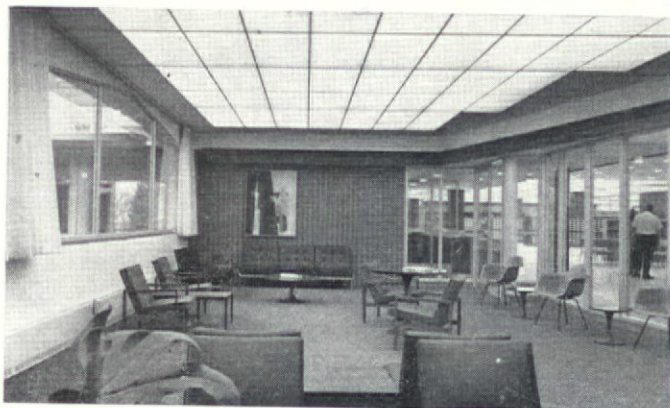
Dr. Blackwell's findings and the development of polarized panels together represent a significant breakthrough in the field of lighting. No longer will footcandle levels be the only measured criterion of good lighting. Reflected glare and its effect on task contrast and visual acuity must be considered when evaluating and designing lighting requirements.

#### Glare-free benefits

This proves that polarization of the light source always improves vision. It makes seeing easier by eliminating "veiling" or reflected glare. Obviously this improvement in seeing conditions means more comfortable and practical lighting and results in higher working efficiency and accuracy. Visual mistakes and eye fatigue are reduced considerably.

The studies further show that polarization enhances colors as well as improving vision, and that the benefits of polarization are more fully realized when used in a medium-to-large area and where the directions and angles of the seeing tasks vary. Thus, polarized illumination is especially beneficial to general offices, schools, stores, banks, and other commercial interiors.

With the development of polarized lighting panels, higher footcandle levels for precision tasks can now be obtained with direct lighting without the corresponding increase in direct and reflected glare. All the elements of interior design appear to their best advantage: colors are sharp and true; textures are deep and rich; contrast of forms and shapes are well defined; annoying shadows and excessive brightness are reduced. (C)

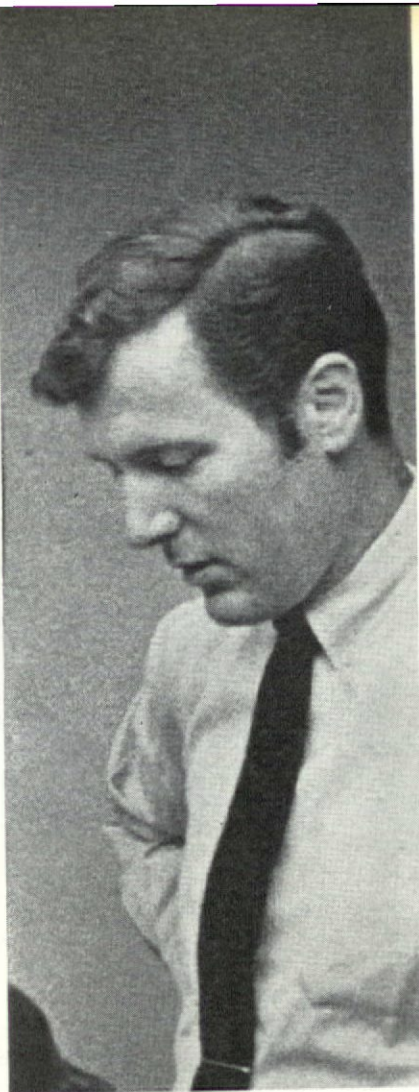


Before and after photos (above) show dramatic change in renovated operators' room at Pacific Tel & Tel, Los Angeles. Two lighting levels were incorporated: central desk area required 75 footcandles; only 30 footcandles were needed at switchboards. The lower level provides adequate illumination for operators to read and mark IBM cards and also provides an intensity and brightness at a level that would not cancel out the small pinhole indicator lights on the vertical board.

In Woodland Hills Savings & Loan in California (left), an integrated troffer and bay layout maintains about 70 footcandles of polarized light. The Acoustic-Polrized translucent panels have a slight cutoff above 60 degrees from the normal, thereby controlling both reflected and direct glare.

Acoustic-Polrized panels at library at State College of Iowa (lower left) offers uniform low-brightness and reduced glare plus a high degree of visual comfort and efficiency. All systems are by Polrized Corp. of America. For further information circle No. 129.

Chicago design firm branches out: relatively new NORMAN DE HAAN ASSOCIATES has achieved a record of a variety of assignments in a variety of places.  
By Edith Sirote



Photos: Philip A. Turner

Norman DeHaan (top), dynamic head of Norman DeHaan Associates, has guided his staff of 12 in the design and completion of several award winning interiors. Jeanne Hartnett, NSID, and Andrew Heard, AIA (above), staff members, discuss scale model of project in the works.

THE measurement of time, like the measurement of space, is purely relative; so much depends on what you do with it. Two years is the life span to date of Norman DeHaan Associates. Yet, within this brief period, DeHaan and a staff of twelve have completed interiors for American Dental Association's national headquarters building (CONTRACT, July 1966), served as architect and interior designer for Original Pancake restaurant, Joseph's Boutique, and Allied Products' corporate offices, all of which are located in Chicago, and have designed tourist and office facilities for the Commonwealth of Puerto Rico.

Not only has the young firm satisfactorily completed assignments, but it has also won architectural awards, urban renewal competitions, and editorial accolades. All this is not surprising in light of DeHaan's background and his association with a strong staff of gifted designers and architects.

Norman DeHaan has spent at least half of his 38 years working in the field of design and architecture. Store design, public housing, offices, restaurants, hotels, motels, and shopping centers figure prominently in his work experience.

Two years of military service provided no respite from this total involvement with architecture. He was

with the U.S. Army Engineers in Korea, and later worked with the housing division of the United Nations Korean Construction Agency. He was then appointed architectural advisor to the office of the president of the Republic of Korea, and in this capacity served as advisor on government projects. A citation from Syngman Rhee attests to his effectiveness in these undertakings. This association may well account for the recently completed design and installation of all exhibition in the Korean Pavilion at Expo '67.

When he returned to the U.S., DeHaan worked with Container Corporation of America, where his duties included exploration of new structural forms and architectural concepts utilizing company products. He also served as architectural director for the company's extensive building program and was responsible for architectural continuity in design in plants and offices in the U.S., Germany, and Mexico.

The DeHaan organization is somewhat unique in that it brings all the enthusiasm, artistic idealism, and total commitment found in the very young, but is tempered with a realistic approach to design, budgets, and schedules that mark the seasoned, mature professional. Too often talent alone is used as a basis for establishing a business, and the problems



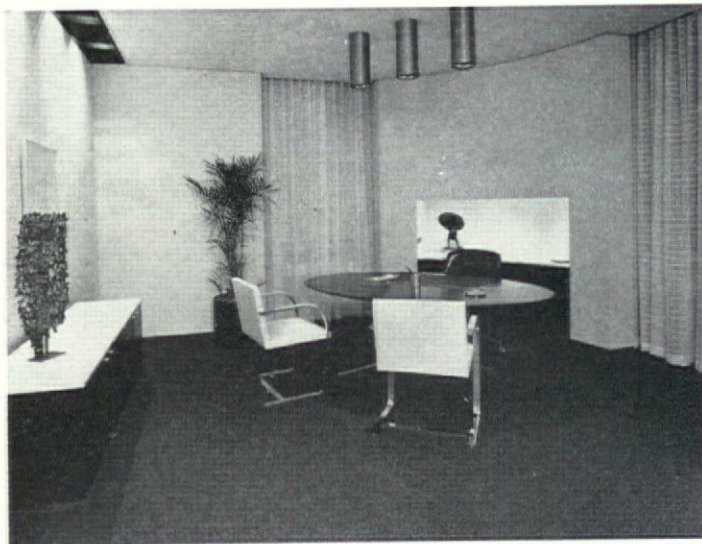
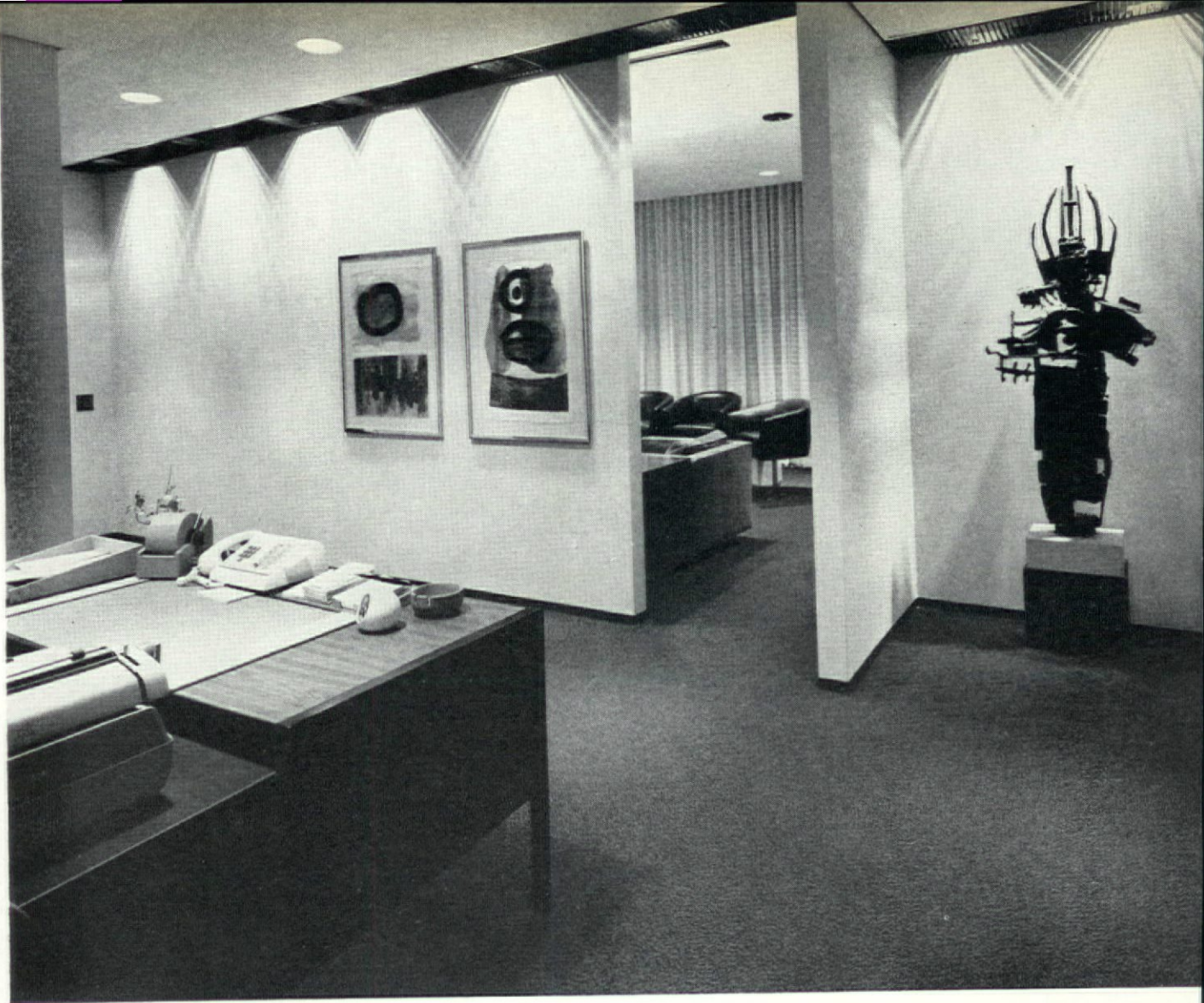
**Original Pancake Restaurant.** Both the architectural and interior design departments of Norman DeHaan Associates were involved in this project in which a graceful transition from the concrete and brick exterior of a contemporary apartment building to a warm early American interior was achieved. Perimeter walls were formed by an old, gray barn siding; hand-crafted tiles were used for flooring and wallcovering; laminated oiled oak table tops set on oak and steel bases added atmosphere. Hand hewn pine box beams create ceiling interest and serve as structural supports for lift-out ceiling panels.

Suppliers: cabinetry, Modern Store Fixture Co.; banquettes, Richard Williams; table bases, Chicago Hardware Foundry; chairs, Conant Ball, Bent & Bros.; chandeliers, New Metal Craft; lanterns, Edward Alden; antique accessories; The Collectors Nook.

**American Dental Association.** A prime example of the interworkings of architecture to interior spaces characteristic of this 23-story building is in the lounge area (right) which boasts camellia-like ceiling which is a series of suspended precast plaster cast in a sculptured curve descending below horizon of the ceiling. Each module contains recessed light fixtures and conceals air conditioning ducts. Walls are finished with precast plaster and rosewood paneling. Furnishings are simple. (For complete description of building, see CONTRACT, July 1966).



Photo: Robert Nonnell Ward



Photos: David R. Phillips

**Allied Products Corp.** Housed in an office building dating back to the twenties, the interior office space was completely gutted. A new suspended ceiling was added, concealing interior air conditioning ducts, beams, and recessed lighting. So effective was the transformation that the project was awarded a 1966 citation of merit by the Chicago chapter of AIA and the Chicago Association of Commerce and Industry. Line and form are emphasized with the depth of surface-mounted lighting fixtures equaling the break in corridor and office ceiling lines. Hardware, which is in a handsome bronze finished metal, is also installed on line. Contemporary paintings and sculpture complete interior decor. A circular wall, developed from the need to sheath existing pipes and mechanical runs, distinguishes the president's private office. Rosewood and white cream marble lend elegance.

Suppliers: furniture, Jens Risom Knoll; custom pieces, John Straus cabinetry. Modern Store Fixture Company, Gotham & Moldcast; carpeting, Watson-Smith.



management, sales, and financing become so burdensome that creative abilities are all but lost.

In this age of specialization, Norman DeHaan Associates has no desire to specialize. The role of the office space planner, store designer, or hotel and motel interior designer is a valid one, and DeHaan readily admits his firm has considerable knowledge to offer respective clients. Nonetheless, he feels there is much to be said for the stimulation of a variety of projects, each demanding a different solution to a different set of problems. By non-specialization one can avoid the stereotype and develop a fresh approach to each assignment. One is less inclined to do things "en route" or follow pre-conceived design traditions.

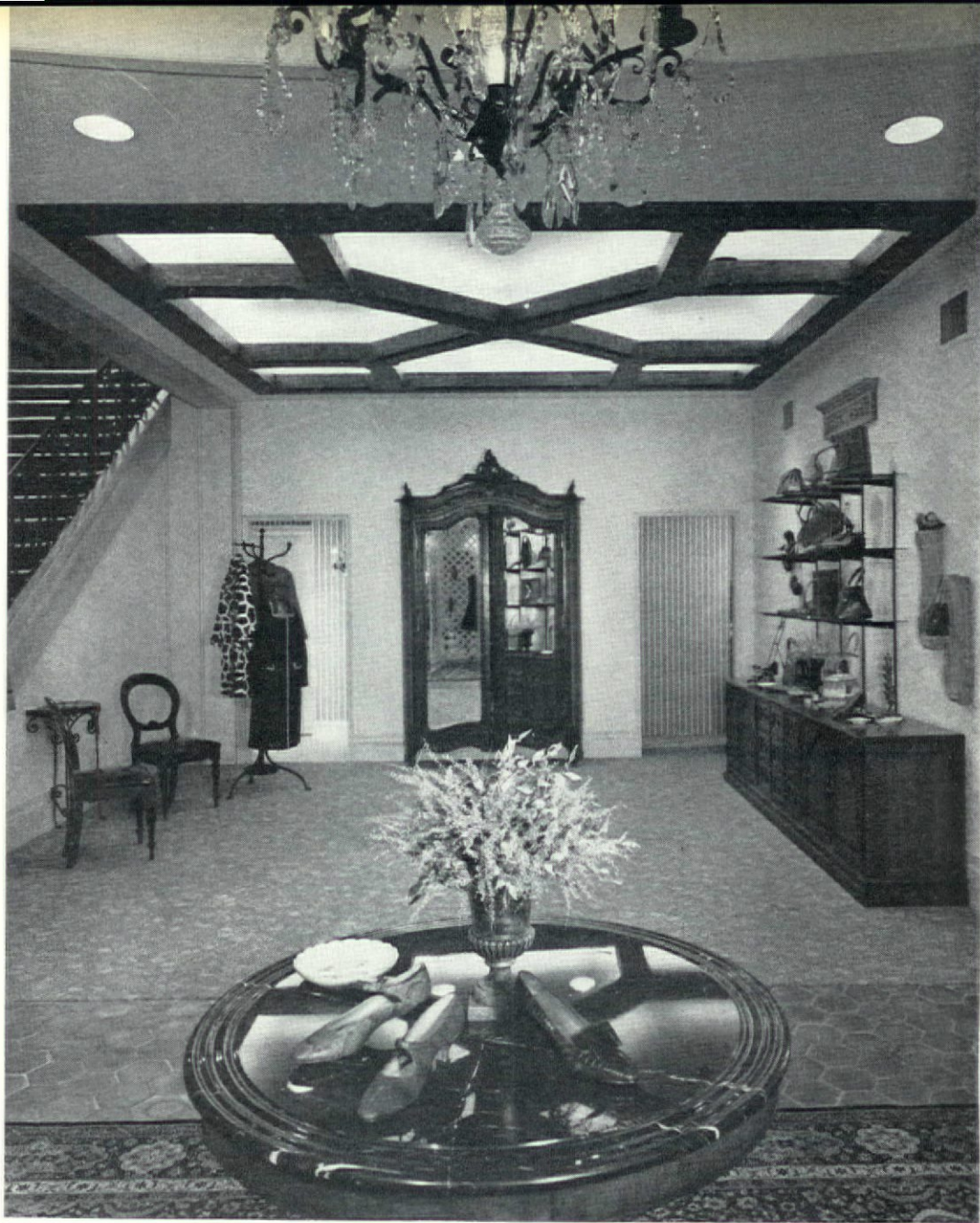
DeHaan has found that knowledge gained from one industry can, with modifications and interpolations, be applied advantageously to others. A medical library's filing system may furnish the key to substantial space saving for insurance brokers. By accepting assignments to design exhibits and displays, the DeHaan organization can also avail itself of the rare opportunity to experiment — try out new materials, ideas, and products; test unusual color pallettes, lighting devices, and hitherto untried construction techniques.

A surprising development has been the successful collaboration with major architectural firms, with Norman DeHaan Associates being retained as interior design consultant. DeHaan's architectural background is not a handicap in these instances, but rather proves to be an asset. The architect knows he can talk to DeHaan on his own level and will find respect for esthetic goals and will be able to achieve a cohesive entity.

The American Dental Association building is an outstanding case in point. The relationship between Norman DeHaan Associates and the architectural firm Graham, Anderson, Probst & White was so satisfactory that they are working together on another major project, a new office building for Modern Woodmen of America, an insurance firm with a staff of 400.

The varied abilities of the principals within the DeHaan organization contribute greatly to the ease with which a variety of assignments can be handled. Working closely with Norman DeHaan is Jeanne Hartnett, whose interior design background in-





**Joseph's Boutique.** This chic salon on Chicago's Michigan Boulevard stresses fine antiques, shimmering crystal, and glistening wood. A muted color scheme is effected with natural wool floral patterned carpeting, white hand-finished plaster walls, and white glazed rough wood paneling. Antique armoires and neutral background complement display of various colors and textures of clothes, accessories, furs, and shoes.

Suppliers: carpeting, Magee; tile-work, Caretti; cabinetry, Modern Store Fixtures; light fixtures, Lightolier; chandeliers, New Metal Craft; shoe seating, credenza, Milling Road.

## NORMAN DE HAAN ASSOCIATES

cludes work with Knoll Associates, Business Interiors, and Latham, Tyler & Jensen, industrial designer firm.

The organization set-up is not based on rigid departmentalization, but Miss Hartnett has become head of the interior design department. She is concerned with selection of colors, fabrics, textures, wall and floor coverings and all interior furnishings. She meets with clients for in-depth interviewing to determine needs and preferences as a preliminary to writing specifications. DeHaan involves himself with the custom work, special design, details of construction and overall supervision.

The other major department within the organization is architecture, headed by Andrew Heard, an associate architect. The architectural division is also concerned with urban renewal planning and is currently engaged in two such pilot projects consisting of town houses and apartment buildings. Designs for a Chicago high school won second place in a Mid-West competition held by the research council of the great cities program for school improvement and may develop into an actual assignment.

Norman DeHaan has a strong sense of civic responsibility and is involved in local and national cultural affairs. He is a member of the Illinois Arts Council and a delegate to the Lake Michigan regional planning council. He is active in the AIA planning commission and is on the board of the Chicago founders group of the nation-

al repertory theatre. In addition, he is a member of the national accessions committee of the art in embassy program sponsored by the U.S. state department, and is on the board of the international hospitality center.

DeHaan, who feels it is the obligation of the design profession to encourage students and to give them the opportunity to realistically experience and appraise the profession, increases his staff each summer by employing three students: one foreign, one architectural, and one studying interior design. The experience, although stimulating, may not be characteristic of what is found in the industry. For instance, DeHaan encourages his staff to participate (even during working hours) in the affairs of professional, civic, and cultural organizations. He believes an interest in the arts will develop greater creativity on the work level.

Home base for Norman DeHaan Associates consists of several large apartments incorporating two floors of an old brownstone off Michigan Boulevard. Apparently the correct atmosphere for sustained work and steady growth has been created since architects and clients with whom the firm has worked return with new projects. Referrals from business acquaintances and associates enlist their specialized help. The organization has yet to solicit new job assignments. Its members find the field for design and architecture unlimited and match this with their enthusiasm. (C)



# MID-YEAR PRODUCT REVIEW

RECENT SUMMER MARKETS REVEALED A NUMBER OF NEW LINES IN JUST ABOUT EVERY MERCHANDISE CATEGORY FOR THE CONTRACT SPECIFIER AND USER: HIGHLIGHTS ARE CATALOGUED HERE FOR QUICK REFERENCE



A



B

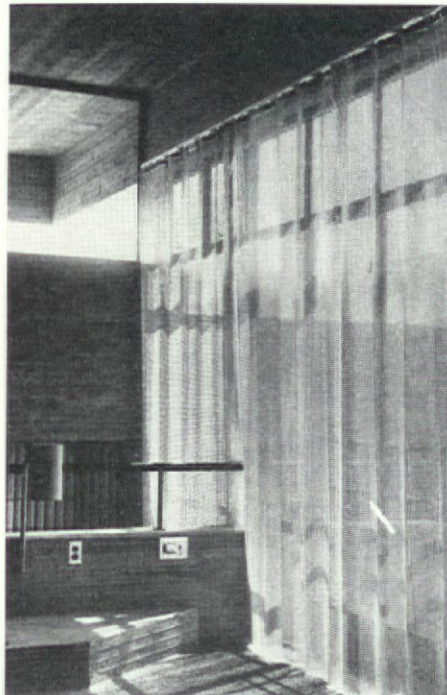
D



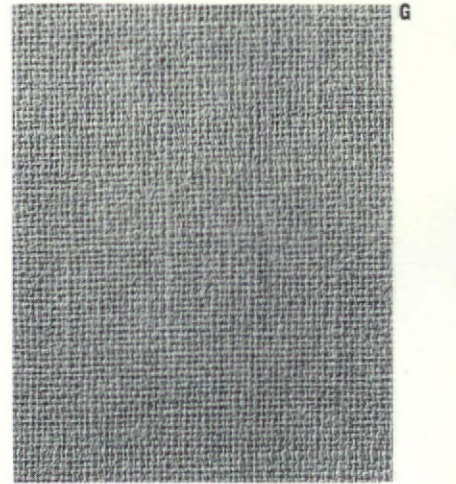
F



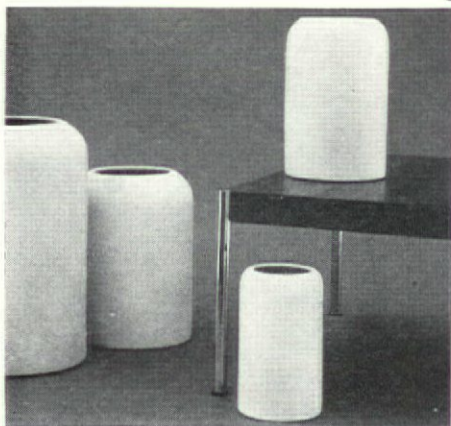
C



E



G



C

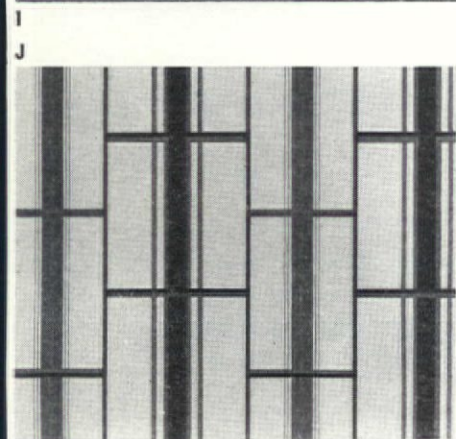


H





M



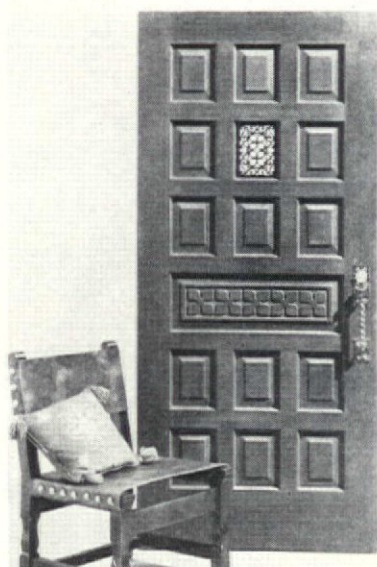
L



N



O



**A** Baghdad, an exotic upholstery fabric with a formal horizontal stripe, comes from Thaibok Fabrics in a mixture of rayon/cotton/acetate, in teal blue and natural, 54-in. width. Circle No. 130.

**B** Soft profile, superb tailoring, tension spring back, molded urethane framework, and lots of foam rubber are hallmarks of Designcraft's 9000 series side-swivel chair. Circle No. 131.

**C** Group 1030, just one of many planter styles from Clay Design, comes in several heights, from 11 in. to 20 in., in a blaze of many glaze colors. Circle No. 132.

**D** Neatly trim, finely detailed, Helikon's TRA table is based with mirror polished-chrome plated steel, topped with smoked or clear plate glass, or imported Italian Crema marble. Circle No. 133.

**E** Architect Paul Rudolph cloaked this window at Southeastern Mass. Tech with satin aluminum chain-mail Feudal Plate, one of Harvey Probbler's new interlinked

metal mesh "fabrics." Circle No. 134.

**F** Heavy padding offers deep-seated comfort in this club chair designed by Wilke/Davis for Edward Axel Roffman Assoc. It is supported by stainless steel, brushed or polished, frame. Circle No. 135.

**G** Japanese matting is simulated in McCordi's Tatami, a deeply textured and fabric-backed vinyl wallcovering, in 12 new colors. Circle No. 136.

**H** Optional upholstered insert panel adds stature to Director swivel chair, part of Corry Jamestown's new 2100 series. Torque-type tilt mechanism moves seat and back as a unit. Circle No. 137.

**I** Designed by Ray Lang for the new Regency Hyatt House, Atlanta, case pieces have Far East overtones in rich patina ebonized walnut, made by American of Martinsville. Circle No. 138.

**J** On paper or vinyl, and with Gordon Winslow coordinated fabric, Plaid Ette wallcovering was designed by Patricia

Harvey, AID, for Peacock Wallpaper Collection. Circle No. 139.

**K** John Stuart adds the elegance of Italian statuary marble to a stainless steel base. The 2-in. top can be had in olive burl as well. Circle No. 140.

**L** Flamenco door motif is from a Spanish villa. It's made of vertical grain Douglas fir or hemlock in 3 ft. and 3 ft. 6 in. widths by Simpson Timber Co. Circle No. 141.

**M** Mobility Chair, designed by William Paul Taylor for Shelby Williams, has an exclusive back design to take a club symbol and trapunto. Circle No. 142.

**N** An early Elizabethan embroidery was adapted for this scenic wallpaper called Essex, in 3 panels and 4 colorways, part of Albert Van Luit's new Signature Collection. Circle No. 143.

**O** Crystal Mart, noted for elegant chandeliers, also offers this imported parquetry French desk, of mahogany with bronze decor. Circle No. 144.



A



C

D



B



E



G

H



F



## MID-YEAR PRODUCT REVIEW

**A** It's the actual fabric that is incorporated in the high-pressure laminate, Numaplast, new with Parkwood Laminates. This fabric is a handsome green and white floral that can also be used for draperies, upholstery in restaurants or cocktail lounges. Since it applies also to vertical surfaces, Numaplast can add more color and pattern to such unusual areas as elevator cabs or department store fixtures. Circle No. 145.

**B** Plush Cover nylon-on-vinyl floor mat is of high-low cut pile that scrubs dirt and moisture from footwear. One of Crown Rubber Co.'s new versions, Plush Cover is ideal for heavy traffic areas. The pile is permanently embedded in a heavy vinyl

backing and will not curl or crack with age. The solid vinyl prevents moisture from seeping through to the underfloor. In mat sizes from 3 ft. by 5 ft. up to 6 ft. by 10 ft., it also comes in 3, 4 and 6 ft. widths in continuous lengths. Colors are avocado-gold, beige-green, and red-black combinations. Circle No. 146.

**C** Designed primarily for upholstery use, the 56 in. linen/cotton screen prints in Greeff's new Belgravia collection are printed in monochromatic colors. This print, Wellington, was taken from an Edwardian flock printed wallpaper. It comes in gold on natural, black on oyster, olive on turquoise. Repeat is about 14 in. Circle No. 147.

**D** With a matching side chair,

this new executive model by Art Steel Co. has fully upholstered back and arms, aluminum base with ball casters, and a tilt-swivel mechanism. The back comes in two heights: 26½ in. or 18¼ in. Upholstery choices, 58 in all, include vinyls, woven fabrics, and Gros Point. Circle No. 148.

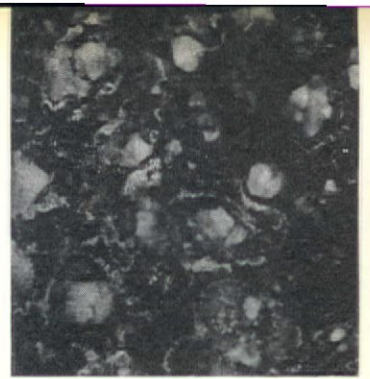
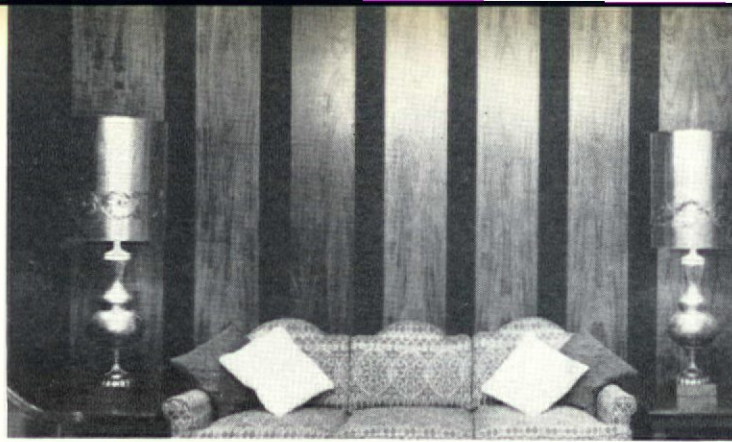
**E** Hia Brown, a dark printed grain, is the new color addition to Nevamar's Leather finish line of high-pressure plastic laminates that can be applied to horizontal or vertical surfaces with equal ease. Circle No. 149.

**F** For those open areas where privacy is needed, Centriform by Lehigh Furniture provides one solution. Centriform, shown here in the recently completed Ex-

change National Bank of Chicago planned by ISD, Inc., permits four bank officers to confer with customers, back-to-back, without intrusion on each other's privacy. The unit stands 62 in. high, occupies less space than 4 standard desks and chairs. A key element in the scheme is the use of a round table, where customer faces directly into the unit, unaware of activity around him. Circle No. 150.

**G** Large Demask features a 17½ in. repeat on 54 in. vinyl fabric in one or two color combinations. It is suitable for both upholstery and walls, and is just one of 40 new designs from Adams Vinyls. Circle No. 151.

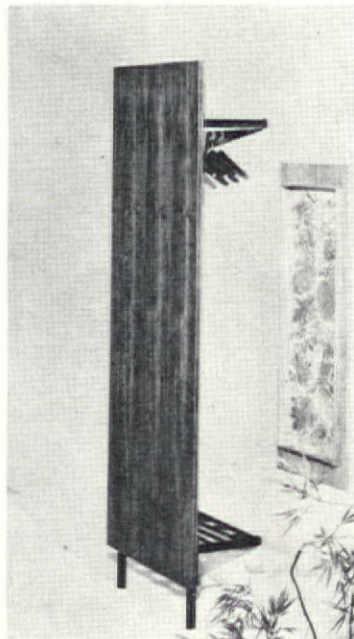
**H** An unusual wall piece from Everthine, Wall Lion comes in



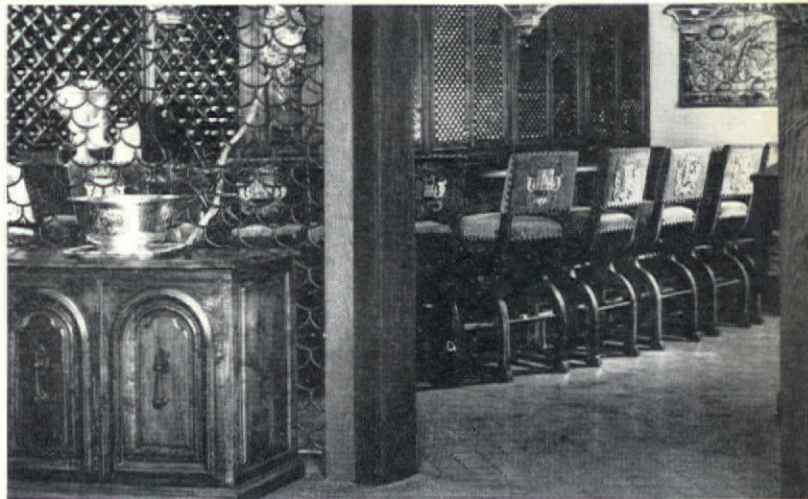
N  
O



K  
L



M



many finishes, measures 17 in. wide by 21 in. high. Circle No. 152.

I More than 100 styles of Oriental rugs—machine loomed reproductions that are near perfect—are carried exclusively by Dylan Carpet, Inc. All are hand-somely woven of fine wools in authentic patterns from all over Asia. Some patterns come in as many as 26 sizes. Circle No. 153.

J Formold Contemporary Seating by TechFab has been installed on the campus of Belleville (Ill.) Junior College. This tandem Fiberglass shell and laminated table is assembled with a T-bar and spider unit which bolts shell to hub for balanced seating. The shells can be specified from a wide range

of colors, or fully upholstered in Chromata or Decor Naugahyde, or in fade-free nylon Rugby. Circle No. 154.

K Like Quaker Oats, it's shot from a gun—the wallcovering, that is. An entirely new concept by Velvetex Industrial Corp. that is called Armored Velvet, the process consists of two basic steps. First, a specially formulated epoxy adhesive is applied to the surface. Next, minute nylon fibers, as many as 300,000 per square inch, are propelled or "shot" onto the treated surface, providing a permanent bond. The density can be controlled to create many effects, from a soft velvet, suedelike finish, to a plush, furry coating. With excellent acoustical properties, Arm-

ored Velvet requires little maintenance, is stain-resistant and fire-retardant. Shown here is a wall in one of the private rooms at the Astrodome. Circle No. 155.

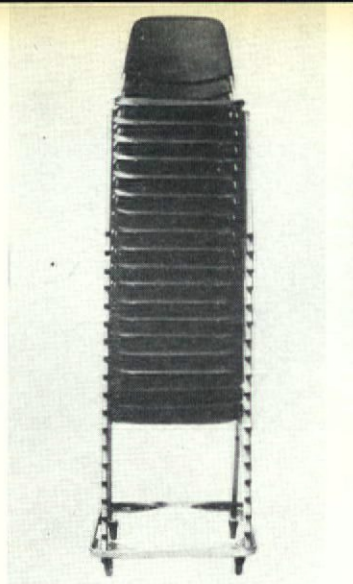
L For the office or reception room with little closet space, Vogel-Peterson has designed Office Valet, wall-mounted with two screws at top, and with most of the weight carried to the floor legs. The panel is oil-finished 30 by 72 in. walnut. Brackets are cast aluminum in a black finish with walnut inlays. Circle No. 156.

M House of Spain, Inc., both designed and furnished Toledo Restaurant. The bar is paved with terra cotta tiles, on floor and bar top. Stools are based on a 17th century Conquistador

chair, upholstered in rust and red stripe velvet and studded with large nailheads. Back of stools carry crests, each of a different Spanish province. Circle No. 157.

N Gallerie is a hand-decorated, foil wallcovering collection that has a 46-pattern range in a full color spectrum produced by Polyplastex. Several of the foils have a 3-dimensional, textured tortoise-shell pattern. The 30-in. wide rolls have metallic base to assure easy maintenance. Circle No. 158.

O For the traditional executive office or reception room is a new coffee table by Kittinger that measures 48 in. in diameter and 28 in. high. It has blind-tooled leather top and mahogany banded top and edge. Circle No. 159.



A



B

C D



#### MID-YEAR PRODUCT REVIEW

**A** Maintenance-free Samsonite Series 6100 stacking chairs feature clean lines: molded plastic contoured seat and back and welded tubular steel legs finished in chip-resistant baked enamel. Self-interlocking clamps form seat rows quickly and keep alignment. 16 chairs stack in 6 ft. 8 in. space. Colors: black, blue, red, and pearl white. Circle No. 160.

**B** Glazing to left of the entry is not mullioned: but Profilite, channel-shaped glass made and distributed under exclusive franchise by Mississippi Glass from Europe's Moosbrunner glass works. Advantages include speed of installation, strength, uncluttered appearance through elimination of mullions—there's no limit on horizontal length of glazing area because intermediate construction is unnecessary. Circle No. 161.

**C** New pattern glass from American St. Gobain, Flax, has nubby, irregular design. Attractive diffuser is available in  $\frac{1}{8}$  and  $\frac{7}{32}$ -in. thicknesses up to 60x114 in. Circle No. 162.

**D** The Decimal series by Gregson features three basic seating designs: plain, channeled, or blocked (shown). They are offered with upholstered, wood, metal, or no arms; wood and metal bases; one to three seats; in fabric, vinyls, or leather. Circle No. 163.

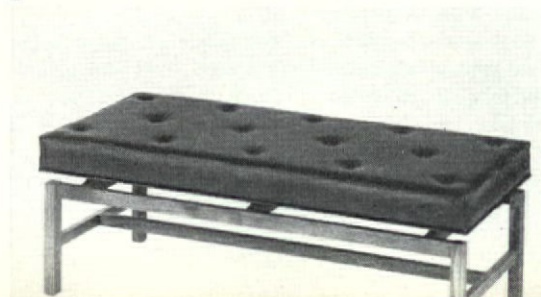
**E** Recently acquired by Dictaphone Corp. are B. L. Marble Furniture Co. and Imperial Desk Co., now merged as the Marble/Imperial Office Furniture Division of Dictaphone. Shown is fan-shaped desk or conference table surrounded with tub chairs in tufted Belles leather. Circle No. 164.

**F** Classic medallion pattern is from a group of lighter-weight vinyl wall-coverings from Fabrovin. Tweeded textures are also shown. Circle No. 165.



E

F G





H I



**G** Solid walnut bases are featured throughout Lapine-Snyder's contract series. Shown is 48-in. bench (No. 816) in oiled walnut finish; it's also made 60-in. wide. Both have 3-in. polyfoam cushioning. Circle No. 166.

**H** New Kipp Stewart designs for Directional feature cherry wood—all executed with elegant, small-scale details, and obviously suited for contemporary as well as traditional interiors. 54-in. roll-top desk rests on bronze-plated base. Circle No. 167.

**I** Plastic-surfaced table tops can now be made to round off on all four sides. Using Westinghouse Micarta, Tripuro, Inc., is making machines to be leased to manufacturers. Tops are distributed by Fixtures Mfg. Corp., and Shelby Williams. The plastic finish is pre-stamped for "mitered" corners, heat-glued to Novoply core. Complete production details are still a guarded secret. Circle No. 168.

**J** Contemporary floral pattern seen on hand-printed velvet for upholstery and drapery use. Seven stock colors in this 100% cotton batik. From Westgate of Reese B. Davis. Circle No. 169.

**K** Four-way adjustable chaise features tough epoxy polyester finish, heavy-duty, 1-in. vinyl straps. 11 colors. From Siesta Mfg. Co. Circle No. 170.

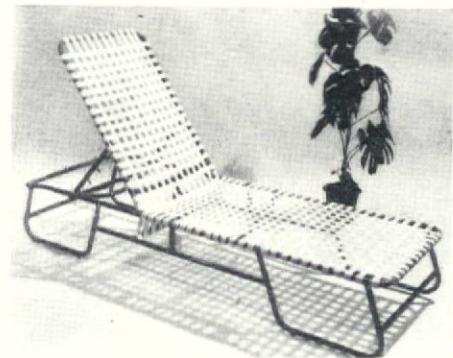
**L** Jansko shows new sofa (#7010) and matching side chair. Sofa is 6-ft. long, tufted and buttoned, rests on polished chrome frame. Circle No. 171.

**M** Direct reading clocks from Peter Pepper Products by Caslon are made of same tough material in telephones; offered in 10 colors. Numerals are black on white plastic flip cards. 5½-in. wide. Circle No. 172.

**N** Pedestal ash tray from Smokador Products Co. is heavy, stamped aluminum, highly polished outside, choice of four inside colors. Circle No. 173.



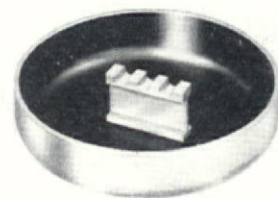
J K



L



M N

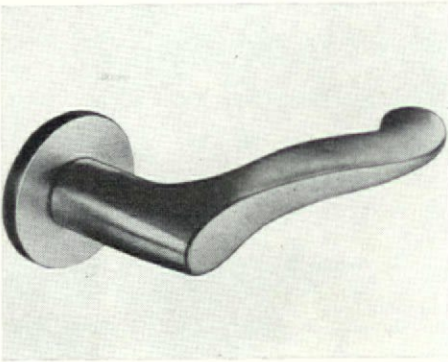




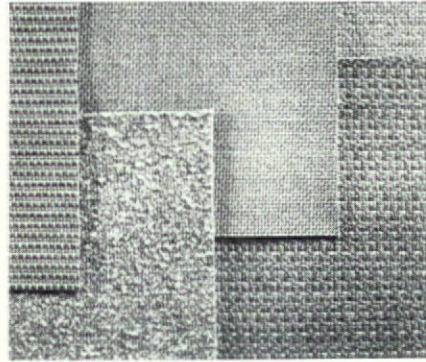
A



B



C

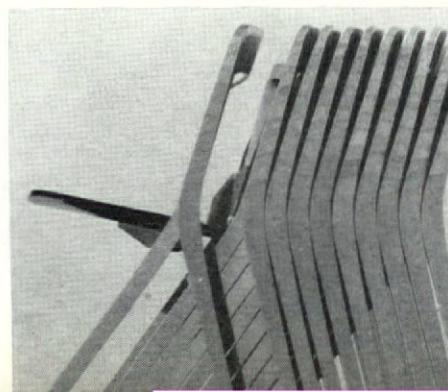


D



F

G



## MID-YEAR PRODUCT REVIEW

**A** Periwinkle silk-screened wallcovering in Jack Denst's Pinch of Salt collection prints on paper, canvas, or vinyl in unusual colors. Circle No. 174.  
**B** Chrome and black vinyl blend handsomely in Otto Gerda's new armchair. Circle No. 175.

**C** Free-flowing Nordic lever handle for architectural locksets are cast by Sargent & Co. in brass, bronze, aluminum, stainless steel. Circle No. 176.

**D** For the first time, Vectra polypropylene fiber is used for upholstery fabrics. Vectra's natural stain resistance lends itself well to the Quorum line, made by Quaker Fabrics. Circle No. 177.

**E** Walnut with glass reception desk is typical of the boldly sweeping lines that mark the entire Group 68 collection designed by Vladimir Kagan of Kagan-Dreyfuss, Inc. Circle No. 178.

**F** Imported from Finland, these folding/stacking chairs accent natural lacquered birch plywood frames with black plastic-finished seats. Exclusive with Hank Lowenstein. Circle No. 179.

**G** Marco Polo collection borrows the Far East bamboo look, reproduces it in solid aluminum to frame this lounge chair, designed by Robert Barnes, NSID, for Scroll, Inc. Circle No. 180.

**H** Credenza/refrigerator was custom made by Cervitor for the Century Plaza Hotel in Los Angeles. Unit is 52-in. wide, has special Antique Vertigris wood finish, Parkwood black leather top. Circle No. 181.

**I** Interstate's Masco metal portable photocopy stand is mounted on large hooded casters, has open storage area and walnut-grained door compartment. Circle No. 182.

**J** Connoisseur's hand-made foil wallcovering orients itself handsomely to any surrounding. It is called Edo, original name of Tokyo. Circle No. 183.

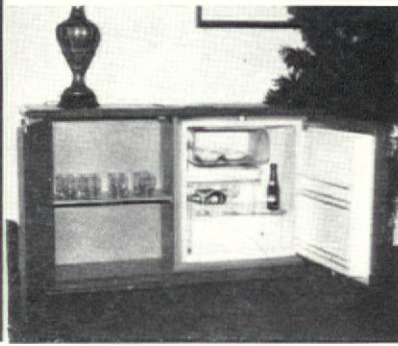
**K** James Seeman Studios' boldly scaled Alexandrine has a graceful intricate design with a sand textured overlay on varied grounds. Circle No. 184.

**L** New silhouettes appear in a new Dux collection: Ari chairs in black channeled water buffalo, brilliant orange sofa with slim frame, plump cushions, and smoke-glass table tops with mirror-finished steel bases. Circle No. 185.

**M** Scaled for student use in library or dining area, Architectural Modern by American Chair Co. has welt detailing, crisp upholstery, range of frame finishes. Circle No. 186.

**N** T-Motif of the West Coast maple frame is accented by upholstery with a double welt in this dining chair by Schafer Bros. Circle No. 187.

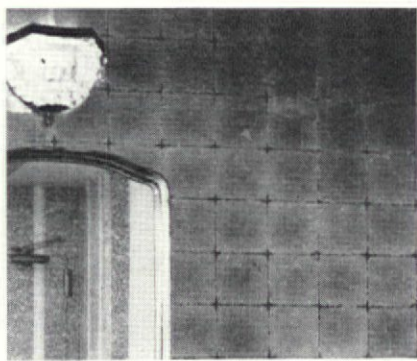
**O** Metal finials top Norquist's Westwood chairs, thickly padded on seat and back. They coordinate with an oval Duramica dining table. Circle No. 188.



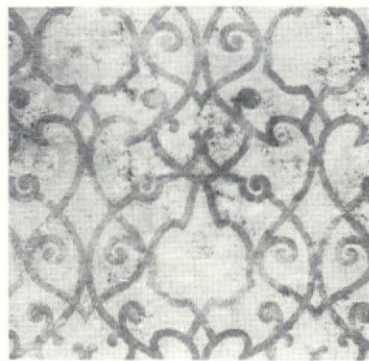
H  
J



I



J



K



L



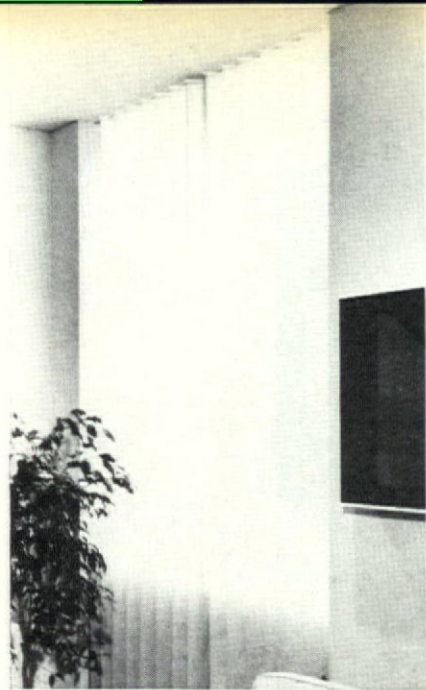
M



N



O



First installation of Isabel Scott's Permaneat at Northwestern National Life in Minneapolis (right) provides visual unity from exterior, controlled folds resembling vertical blinds within board room. Detail (top) shows pocket into which accordion folds are recessed in Robert Sarnoff's office at RCA.



### New fenestration system uses permanent-pleat draperies

The huge expanses of window walls in today's vastly popular architectural idiom has opened up the problem of enclosing the interior space when needed. Yet until recently, fenestration technology lagged behind advances in building construction.

One solution that has since proved itself time again was arrived at about five years ago when noted architect Minoru Yamasaki searched for a fenestration system that would be compatible with the architecture of Northwestern National Insurance Co. Consulting with Yamasaki, Carl Benkert of Ford & Earl Design Associates, interior designer for Northwestern, and Louis Roberts, president of Isabel Scott Fabrics Corp., together worked on the development of a special sys-

tem. After two years of experimentation, they arrived at a solution that provides visual unity from the exterior.

The result is Permaneat, which offers a highly flexible choice among window covering systems. Permaneat provides a kind of automated wall of light fabrics which can compactly stack in a small area when opened. The exclusive Ford & Earl carrier with changeable track components permits complete control of hanging and returning spaces. The carrier was transferred to Isabel Scott and has become part of the patent pending system to be integrated with Permaneat.

The system can be installed in window pockets directly from the ceiling and between walls, allowing the fabric, which hangs straight in 4-inch pleated

panels, to return into a narrow pocket. It thus consumes a minimum of wall hanging space.

The Scott system as a unit for entire buildings is worked out according to individual specifications with a window high limit of 24 feet. Permaneat can be installed as an architectural component during building construction. It has, however, been successfully installed in existing structures.

In a wide choice, the fabrics include a variety of textures, weights, and colors. Though originally developed with wool, the Permaneat process is obtainable in Verel plus other modacrylics, plus polyesters and acrylics in about 30 weaves, with thermal and knitted backs for rigidity and opacity where required. (C)



It was a juicy contract. And for a fatter profit, you bought a cut-rate finish. What happened? Well, the finish shrank the fabric, the finisher delivered when he got around to it, and the client discovered his new decor was irresistibly attractive (to every stain in the book). He screamed. And all you could do was cluck at the size of the egg you laid. Next time call Kiesling-Hess. We handle you, your order, and your schedule with king-size understanding. Only K-H has complete finishing facilities on both coasts; send your goods to either and get one day service. On any finish, from Scotchgard\* Stain Repeller or Ze Pel® to Flameproofing. Choose the fastest, and fastest-growing, finisher in the country. Call Kiesling-Hess. They're the eggs-perts.

# LAI an EGG?



**PERMA-DRY DIVISION of  
KIESLING-HESS FINISHING COMPANY, INC.**

Custom Finishers to the decorative trade: Flameproofing, Scotchgard\*, Ze Pel®, FAB-BAC Fabric Backing  
519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif.



©Du Pont Trademark \*a 3-M Product

## Cost and maintenance study on vinyl asbestos tile

Comparative discussions as to various floor coverings generate more heat than light, all too often. The best course for the contract specifier seems to be one of gathering all the information he can, sifting through it, and basing his decision on those factors most pertinent to the demands of the installation being planned.

In the case of United Fuel Gas Co., Charleston, West Virginia, a 139,000 square foot installation of  $\frac{1}{8}$ -inch vinyl asbestos tile in its headquarters building served as the source of data on which to base the choice of floor covering for more than 50 branch offices.

Approximately five years after completion of the Charleston installation, the firm decided to conduct its own wear-test and maintenance-cost study. Sample tiles were removed from a representative cross-section of the various floor areas. These were compared to new tile by micrometer measurement. The used tile averaged .113-inch thickness, compared to .127 for new tile, a difference of 11 percent.

While part of this difference was understood to be due to compression from traffic, it was assumed that abrasion from traffic caused the bulk of

the wear. On this basis, the life expectancy of the tile could be projected at 45 years. Since the study sample was limited, this estimate was revised downward to allow for accelerated wear of tiles covering high spots in the subfloor, for example, or those installed at extra-wear points, such as in front of doors. Therefore, the study report concluded, "we could expect the majority of our vinyl asbestos tile to give service for a period of 25 to 30 years before replacement should be necessary."

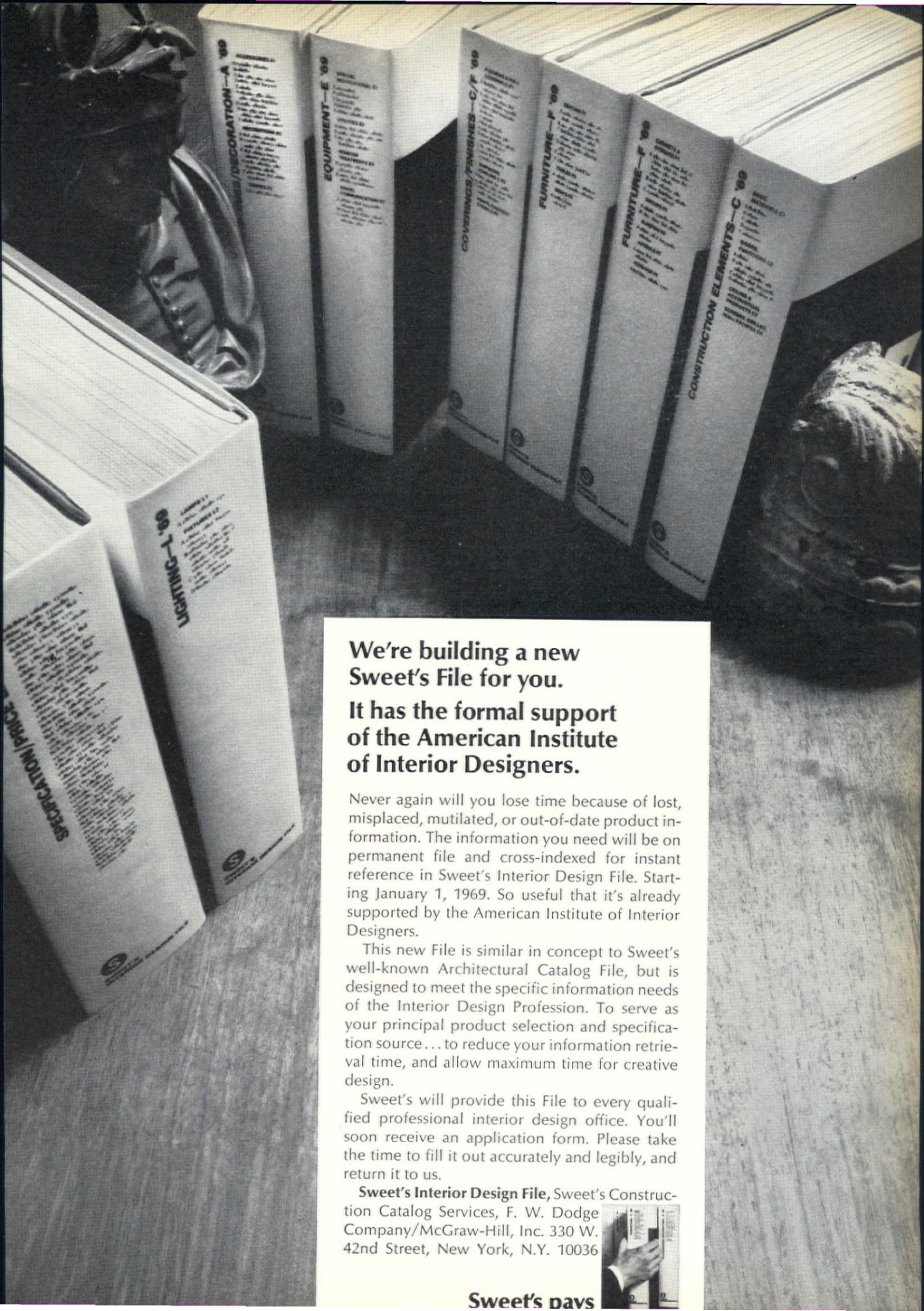
Regarding maintenance, UFG requires the floors to be kept attractive in appearance, because of its interest in an image bearing out the cleanliness of gas as a fuel. Maintenance consisted of daily sweeping, damp mopping twice weekly, and buffing once every two weeks. Per-year cost of this regimen is estimated at less than three cents per square foot. The floors have not been waxed or treated with any finish in the more than 10 years since installation.

On the basis of this over-all performance UFG has specified vinyl asbestos tile for more than 50 branch offices. (C)



*Wear tests at United Fuel Gas Co. were made in such heavy traffic areas as in cafeteria (right) and in elevator lobby (above). Estimating the life of vinyl asbestos tile, based on these studies, to be 25-30 years, United Fuel specified the floor covering for more than 50 branch offices.*





**We're building a new  
Sweet's File for you.**

**It has the formal support  
of the American Institute  
of Interior Designers.**

Never again will you lose time because of lost, misplaced, mutilated, or out-of-date product information. The information you need will be on permanent file and cross-indexed for instant reference in Sweet's Interior Design File. Starting January 1, 1969. So useful that it's already supported by the American Institute of Interior Designers.

This new File is similar in concept to Sweet's well-known Architectural Catalog File, but is designed to meet the specific information needs of the Interior Design Profession. To serve as your principal product selection and specification source... to reduce your information retrieval time, and allow maximum time for creative design.

Sweet's will provide this File to every qualified professional interior design office. You'll soon receive an application form. Please take the time to fill it out accurately and legibly, and return it to us.

**Sweet's Interior Design File**, Sweet's Construction Catalog Services, F. W. Dodge Company/McGraw-Hill, Inc. 330 W. 42nd Street, New York, N.Y. 10036



**Sweet's says**

## Vinyl fabrics are growing in versatility

By Paul F. Johnson



*Vinyl upholstery in a lounge area at United Nations has proved esthetically and functionally durable—even in the middle of hot debates.*

For the contract designer, vinyl fabrics first appeared as a product to be specified in the early 50's, moved into prominence as an item of eminent practicality in the late 50's, and only started to take hold as a fashion material in the mid-60's.

Today, vinyls have become one of the most versatile fabrics available for both wallcovering and upholstery. A major factor in this versatility has been the increasing technical expertise demonstrated by the producers. The skills acquired in designing and producing for a 9-million car market, for example, now add up to a formidable technological know-how. Whatever the end-use demand, the laboratories are confident of structuring atoms and molecules in such a way that the desired product can be formulated to specification.

The contract designer today may select from leatherlike upholstery finishes for executive suites to fabric simulations, including bouclés matelasses, slub weaves, silk and stripe effects for reception areas, lobbies, showrooms, and board rooms.

There are special vinyl fabrics designed for wallcoverings—and within this category differences between the fabrics for heavy-use areas and those where color and design are the only criteria.

Light-weight vinyls for ceiling, medium-weight vinyls for walls, and heavy-weight vinyls for heavily trafficked corridors can be specified in matching or coordinated colors—and these colors may in turn be integrated with an overall design scheme where knit-back grades of the same colors are specified for upholstery purposes.

National building codes prescribe strict fire resistance qualities for architectural and interior materials. New vinyl fabrics have, in effect, released the contract designer from adherence to plaster and given him a freedom to design in color and pattern, for today vinyl fabrics are being produced and tested to meet the most rigorous of these codes.

Location no longer rules out the specification of a wide range of effects—from dull, low-gloss effects and matte finishes to smooth and elegant shadings. Mildew-resistance and easy cleanability with detergents have been declared perfectly compatible with luxurious materials in subtle shades,

such as off-white putty, and ivory.

In the contract area, practicality is a major consideration. Vinyls of quality should outwear most leather and woven fabrics. The pristine pattern and shades of vinyl fabrics will not recede into dullness and a tired appearance after long wear and use. Thanks to continuous chemical research and development, vinyls can be specified in terms of end use, rather than in terms of limitations.

The chemical basis for vinyl is a thermoplastic resin known as polyvinyl chloride, which, in the form of a white crystalline powder, is turned into a workable compound by the addition of plasticizers, stabilizers, color pigments, and other chemicals. It is the combination of these ingredients that make vinyls soft, flexible, resistant to light, and impervious to water.

To make the vinyl compound into a fabric, heat and pressure are applied. Forced through a "calender" composed of heated, revolving rollers, the compound emerges as an unsupported vinyl fabrics sheet. If the vinyl is to be used for spring upholstery purposes (to take just one example), then it will be of the "supported" type, in which a woven or non-woven fabric is used as the base on which the vinyl compound is "calendered" or laminated. The fabric then becomes an integral part of the material.

Because different fabric backings are used for different purposes, the contract designer can frequently specify the same color and pattern of vinyl but with an entirely different backing. Supported vinyl fabrics are generally specified for hard-use or contract purposes.

Expanded vinyls are one of the more recent developments which have been translated into immediate use by the contract designers, while the trend to breathable vinyls, opening up new horizons of comfort and pattern flexibility, has found acceptance among the furniture, automotive, and boating manufacturers.

In 1966, vinyl fabrics experienced their sixth consecutive year of growth. The ever-growing versatility of the product, its increasing fashion acceptance by the consumer, and the continued specification of vinyl fabrics by the contract designer are expected to maintain this trend for the coming years. (C)

---

*Paul F. Johnson is executive secretary of Vinyl Fabrics Institute, New York*



io—Mediterranean with a very subtle modern touch.

Country Oak—Provincial design, Brittany finish.



ort—Modern design properly scaled for smaller rooms.



## You do better when you do business with Kroehler

**re's Why:** For one thing, your specific problems are quickly understood because Kroehler has been furnishing commercial installations for 75 years.

And since Kroehler is the world's largest furniture manufacturer, you have more styles, sizes, and colors from which to choose. Also, Kroehler's volume production results in low initial cost. Get further savings due to the low transportation costs of Kroehler's own fleet of trucks and Kroehler's famous quality standards. So doesn't it make good business sense to see your Kroehler contract dealer? As a starter, send the coupon for a brochure of the various Kroehler design award groupings.



**KROEHLER**  
CONTRACT DIVISION

World's Largest Furniture Manufacturer

**KROEHLER MFG. CO.**  
Contract Division, Dept. C-8  
666 Lake Shore Drive, Chicago, Ill. 60611

Please send me the Kroehler contract brochure.

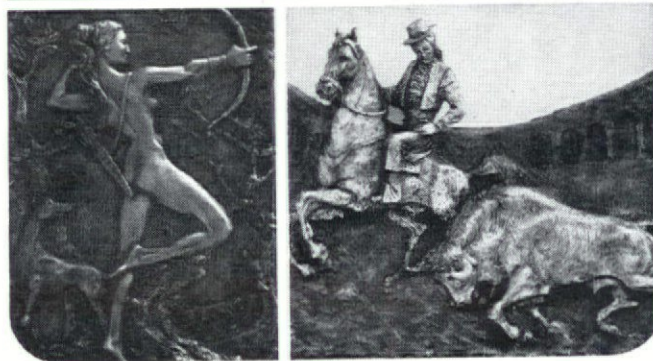
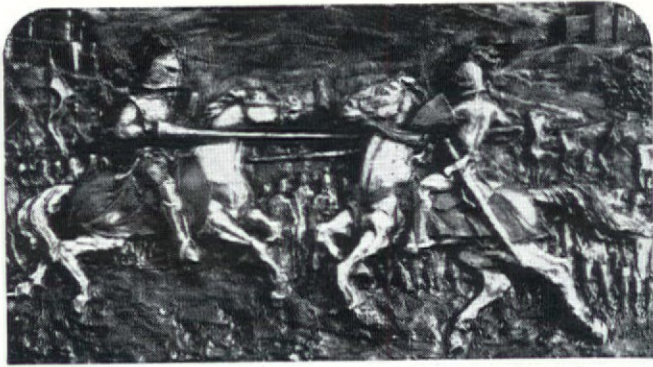
- New installation       Refurnishing.  
 Also include information on financing plans.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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



the **Extraordinary** in  
Wall Plaques

Made of durable lifetime fiberglass, exquisitely designed and painted for lasting beauty.



Individually custom designed, High Dimension Wall Murals and sculpture to suit your taste

Free Illustrated catalog available upon request on professional letterhead

**Segura Studios** Inc.

- SHOWROOMS**
- Gorman & Associates
  - 1933 S. Broadway
  - Los Angeles, California 9007
  - Richard R. Cook
  - 15-106 Merchandise Mart
  - Chicago, Illinois 60654
  - Max & Marge Zelden
  - 1735 Dallas Trade Mart
  - Dallas, Texas 75207

610 West 18th St. • Hialeah, Florida 33010 • Ph: 887-1011

Circle No. 49 on product card facing P. 90

# HAND PRINTS BY DE SOTO

## HAND PRINTS BY DE SOTO A COMPREHENSIVE NEW SOURCE FOR DECORATORS

The dream of every artist designer of wallcoverings is complete freedom of personal expression . . . even to working with the artisan in final production.

Under such conditions design finesse is no longer merely verbal. The highly personal esthetics of color control are no longer a mechanical matching process.

Deliberate underplay to achieve subtle effects becomes a reality. Elaborate designs become a possibility. The purity and clarity of color in the artist's visualization are truly expressed in the final product.

In Hand Prints by DeSoto, the decorator will find exactly what the artist designer has conceived . . . uniquely unusual designs and color combinations which will inspire the decorator and please the client.

The designers' imaginations and agents have roamed the world for design sources and color applications. Included in the collection are also contemporary adaptations of originals from the Smithsonian Institution, and both early American and Victorian-based designs.

Practicality has not been overlooked. Hand Prints by DeSoto are screened on vinyl grounds. They are easy to apply, durable and strippable. Decor may be changed without difficulty or undue mess.

Hand Prints by DeSoto include foils, gravure silks, pearlescents and flocks.

They are available through exclusive decorator channels, and may be seen at leading showrooms.

The artistic and technical skills of DeSoto are available to interior designers for custom designs and documentary reproductions.

Also available are special colorings of this collection. Production and pricing information on request.

We welcome inquiries.



**United-DeSoto**

3101 South Kedzie Ave., Chicago, Illinois 60623

Shown by

**DECORATORS WALK**  
New York • Chicago • Boston  
Philadelphia • Washington

**SEABROOK WALLCOVERINGS**  
Memphis • Charlotte  
Miami • Dallas

**SINCLAIR WALLCOVERINGS**  
Los Angeles • Santa Ana  
San Diego • Fresno • Tucson

**WALLPAPERS INC.**  
San Francisco • Oakland  
Portland • Seattle • Honolulu

Circle No. 50 on product card facing P. 90



**Don Albinson designed his Stacking Chair for sitting in. Anywhere.**

To provide immediate comfortable seating. Easily.

A single chair is nine pounds light. It's the lightest! Yet each chair has withstood the equivalent of a six hundred pound man sitting on it fifty thousand times in succession.

Seats and backs are made of injection-molded textured plastic to defy chips and nicks. Frames are aluminum with a brushed finish. They cannot rust or peel. An optional plastic interlocking device permits simple couplings, solid and squeak-free.

Chairs are available in your choice of nine colors. Double and triple units enable you to set up an auditorium two or three times faster. For more information and brochure, contact Knoll Associates, Inc., Furniture and Textiles, 320 Park Avenue, New York, New York 10022. Knoll International operates in 28 countries.



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

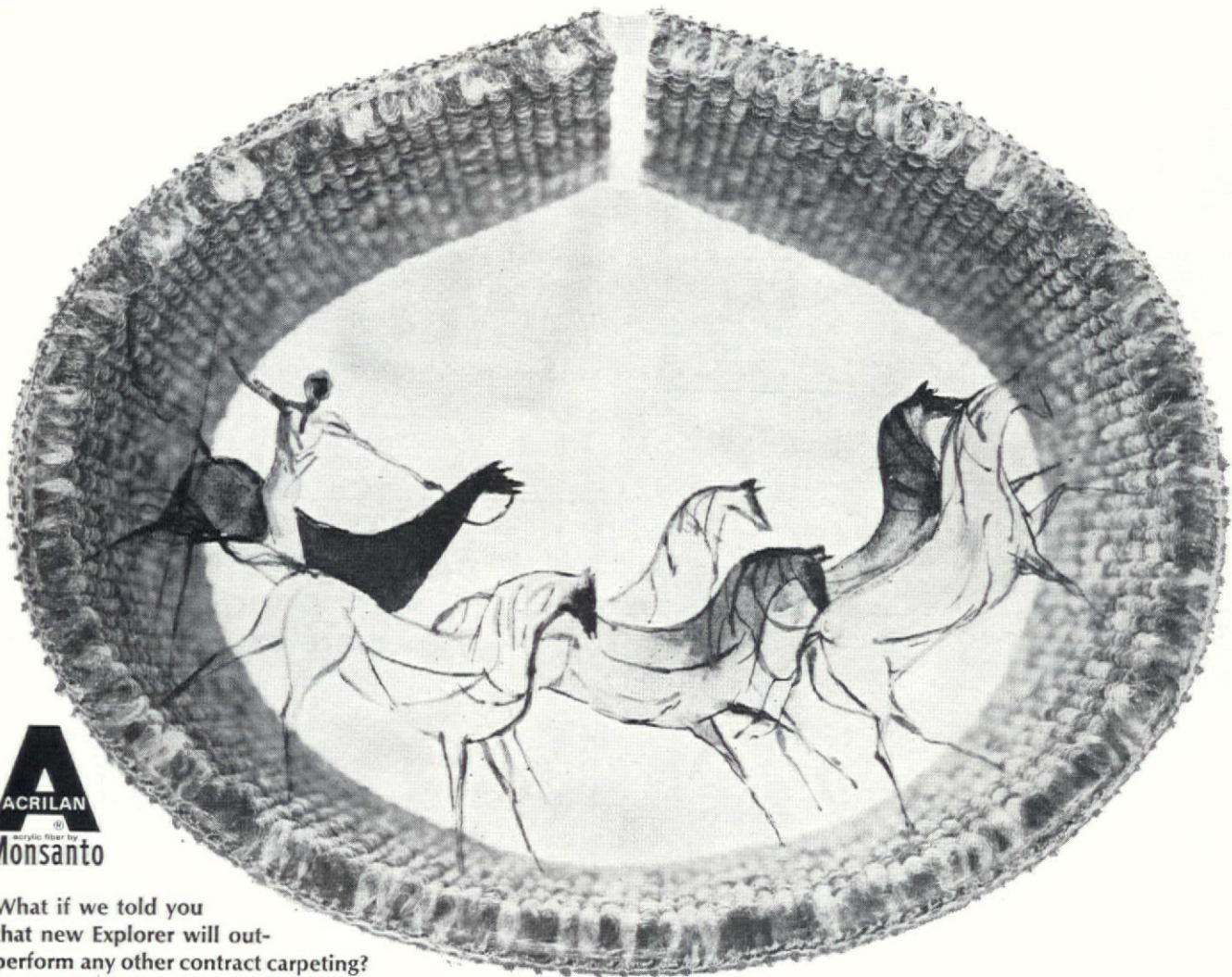


Thank you, Mrs. Nikas. We are delighted that you think of CONTRACT Magazine as your "house organ." Yes, you may look forward to CONTRACT '68. It will take place June 4-6, 1968, at the New York Coliseum, and will be three times as big as the 1967 show. We look forward to seeing you and your colleagues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

*Ben Hellman*



# DISCOVER EXPLORER: THE BARWICK EXCLUSIVE THAT'S CHANGING INDUSTRY STANDARDS.



**A**  
ACRILAN  
(R)  
Acrylic fiber by  
Monsanto

What if we told you that new Explorer will outperform any other contract carpeting? It's true. And here's why. It has 80 tufts per square inch, thanks to the development of a new 1/10 gauge (270 pitch) tufting process. And it's made with Acrilan® acrylic fibers.

In short, Explorer combines unique density with the superior wearability of Acrilan for easier upkeep and reduced replacement costs. Yet it undersells every competitor. Available in a color range created especially to meet the esthetic demands of today's contract installations. Tufted on a Spun Bond man-made back for dimensional stability. Your choice of Rubber Loc or Dual Loc jute secondary back. Sound good? It is.

If you would like to see and feel Explorer, write for a 3" x 5" sample. For further information and Sweet's File Catalogue, #28E, contact: E.T. Barwick Mills, Inc., Contract Division, Chamblee, Georgia.

E. T. BARWICK MILLS, INC., CHAMBLEE, GEORGIA  
World's largest maker of tufted carpets and rugs

Circle No. 51 on product card facing P. 90

## ALL-NEW KRUEGER HAT AND COAT RACKS

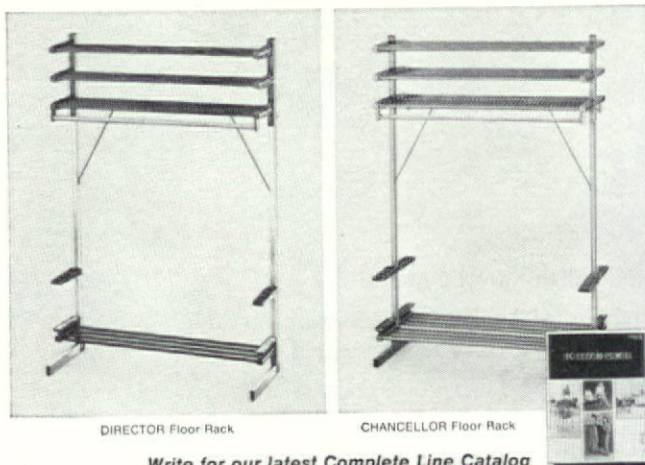


### Solve every hanging need distinctively!

Nothing conveys hospitality more admirably than our newly designed line of Hat and Coat Racks (only four of our 94 new models are illustrated) Nor could a welcome be extended more efficiently.

Versatile Krueger Hat and Coat Racks present the styling smartness to make a lasting impression, plus the practical economy to shelve hat and coat hanging worries, permanently.

Why not employ this splendid new Krueger service in your offices? It's a consideration that makes as many friends as a warm handshake.



DIRECTOR Floor Rack

CHANCELLOR Floor Rack

Write for our latest Complete Line Catalog

# KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

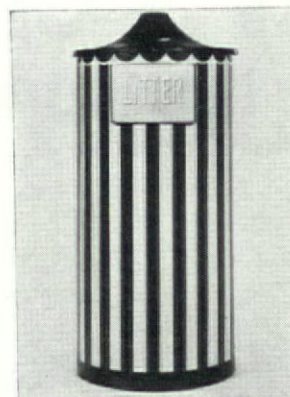
Chicago—1184 Merchandise Mart; Los Angeles—8815 Beverly Boulevard

Circle No. 52 on product card facing P. 90

## PRODUCTS & SERVICES

### Candy stripe litter container

One of the newest, brightest litter containers, the decorative candy stripe from Jackson Co., is available in pole, wall-mounted or sidewalk models. Made of



finest aluminum alloy, the receptacle has positive self-closing litter door, swing-away service door, optional ash tray on top. Candy stripe model is also available with special top that lights Thank You when inlet door is pushed.

Circle No. 189 on product card facing P. 90

## MATES CHAIRS CAPTAINS CHAIRS BAR STOOLS IMMEDIATE DELIVERY!



#6000 Tufted Seat. Uph. Back

#2000 Full Uphol.

Hand wiped and hand rubbed wood decorator finishes

All chairs can be made swivel

Any Furniture Finish desired

Upholstered in any vinyls Specified.

Free Color Brochure upon request

### KING ARTHUR CHAIR CO., INC.

Largest On Hand Chair Stock in the South!

5501 N.W. 36th Ave., Miami, Florida 33142. 305 635-6650; 635-3066

Circle No. 78 on product card facing P. 90

### Aluminum framed mirror

Gold anodized aluminum framed mirror from LaBarge Mirrors, is 30 by 40 inches and is supplied with either



beveled or plain glass. Mirror is also available in 36 by 60 inches, 18 by 40 inches, and a diamond shape 22 by 50 inches. It is classic in simplicity, but modern in clean lines devoid of ornamentation.

Circle No. 192 on product card facing P. 90

### Rattan chairs and tables

A complete line of rattan chairs and tables for occasional and dining, bar stools, sectionals, and sofas is available from Calif-Asia Co., Ltd. One special group is available in pecan wood grain finish or one of five antique finishes. Cushions are available in 45 patterns in 102 colors; table tops come in Parkwood's slate, travertine, rustic pecan, palomino, persian and green leather, classic black, and white, and in Formica's green-olive, bittersweet, and Caribbean blue.

Circle No. 193 on product card facing P. 90

### Nylon surface wear guarantee

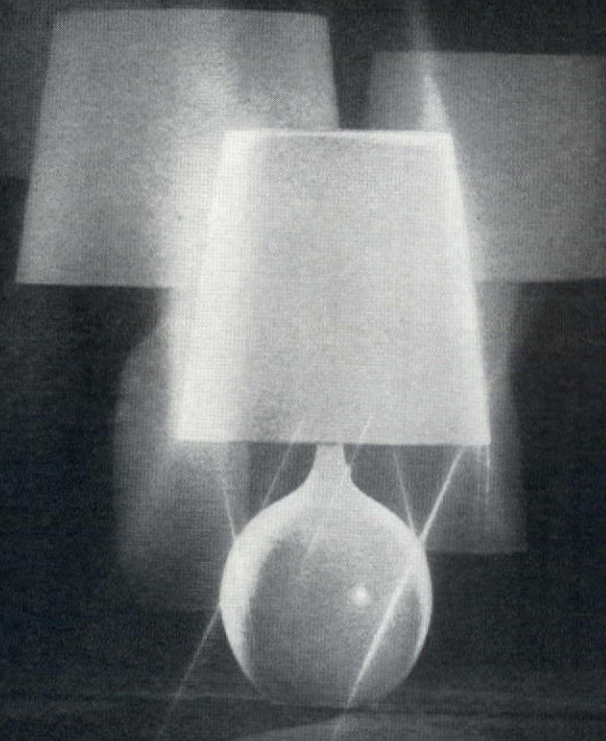
Tri-Squares, a new carpet quality from Monarch



Carpet Mills, carries new three year A.C.E. nylon surface wear guarantee from Allied Chemical. The level loop construction, available in 12 and 15 foot widths in five colors with non-woven backing, is made on 1/10 gauge machines.

Circle No. 194 on product card facing P. 90

Circle No. 53 on product card facing P. 90 →



**switched on!**

Bedazzling splashes of color, glaze, texture and sensuous shape float into focus.

Not psychedelic, but ceramic artfully realized in our new **SERIES 4300** table lamps.


See them in a handsomely illustrated brochure, complete with full color chart,

no further away than your request . . . or at our showroom.  
160 East 56th Street, N.Y.C. (EL 5-3183)

**design-technics**

lamps, ashtrays, planters, sand urns, wall surfacing, murals, sculpture.

*The Source*  
FOR FINE ART TO THE TRADE



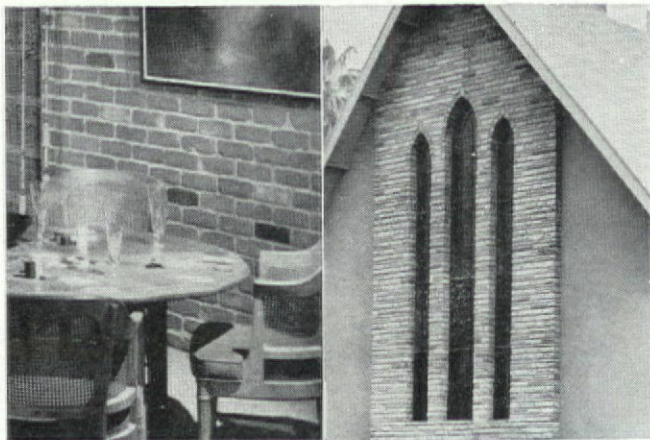
JEAN RIGAUD : LESCONIL (Bretagne)

JEAN RIGAUD  
RAFAEL ORTEGA  
HENRY d'ANTY  
MAURICE BOITEL  
JORDI BONAS  
CARLOS CARDELLA  
& OTHERS

**adamo** *Gallerie d'Arte Ltd.*

244 FIFTH AVENUE • NEW YORK, N.Y. 10001 • MU 5-1337

## INDOORS OR OUT...



### CAVROK® IS SENSATIONAL

Cavrok brings the realism and beauty of brick, stone and wood in 4' X 8' reinforced fiberglass panels. Easy to apply over new or existing walls, with hammer and nails or Cavbond, the interior/exterior adhesive.



On display at fine lumber dealers, or write...

**CAVROK SALES INC.**  
55 High St., Hartford, Conn.

Circle No. 55 on product card facing P. 90

## PRODUCTS & SERVICES

CONTINUED

### Caribe chair line

United Chair Co. introduces its Caribe line of chairs, an innovation in steel seating. The chair, featuring curved back and seat design for executive and secre-



tarial use, can also be utilized for multiple seating lounge and reception room units. Frames are available in seven bounded enamel finishes or brushed or polished chrome; upholstery may be selected from a choice of 60 fabrics and colors combined. Matching occasional tables are also available.

Circle No. 195 on product card facing P. 90

### Textured travertine paneling

New paneling from Marlite, which resists heat, moisture and stains, is made to simulate the unique surface characteristics of real travertine marble. With satin-stone finish, this washable paneling provides a



practical and decorative accent for contract installations. It is 1/4-inch thick, and is available in 4-foot by 8-foot square-edged panels or tongue-and-grooved 16-inch by 8-foot planks. Matching moldings are also available.

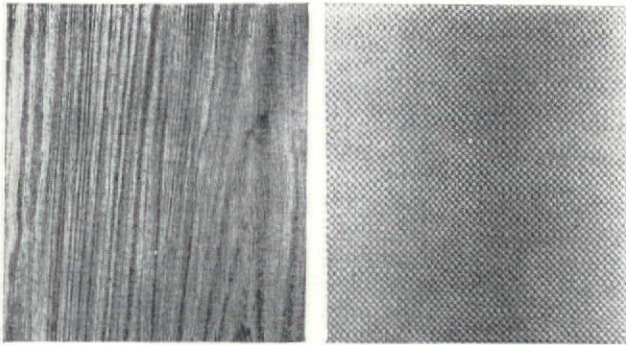
Circle No. 196 on product card facing P. 90

### Decorative drapery rods

A new cut-to-measure, brass traverse beaded aluminum drapery track offered by Marshall McMurray Co. is made of non-tarnishing, heavy-duty anodized aluminum. The decorative finials and deep fluting offer a classic touch to the overall design, which is available in both satin brass and antique brass finishes. The carrier rings are plastic coated and are self-lubricating, and the rod has concealed supports.

Circle No. 197 on product card facing P. 90

**New vinyl wallcoverings**



simulates genuine teakwood in seven hues. Burlap features a textured pattern, available in 14 colors. Pattu, a solid-colored embossed effect shows straw weave texturing in 8 colors. Silk, simulating shantung, is formal in mood, in 9 colors, and the Stipple pattern, available in 10 colors, employs an embossing technique.

Circle No. 198 on product card facing P. 90

**New Syracuse China pattern**

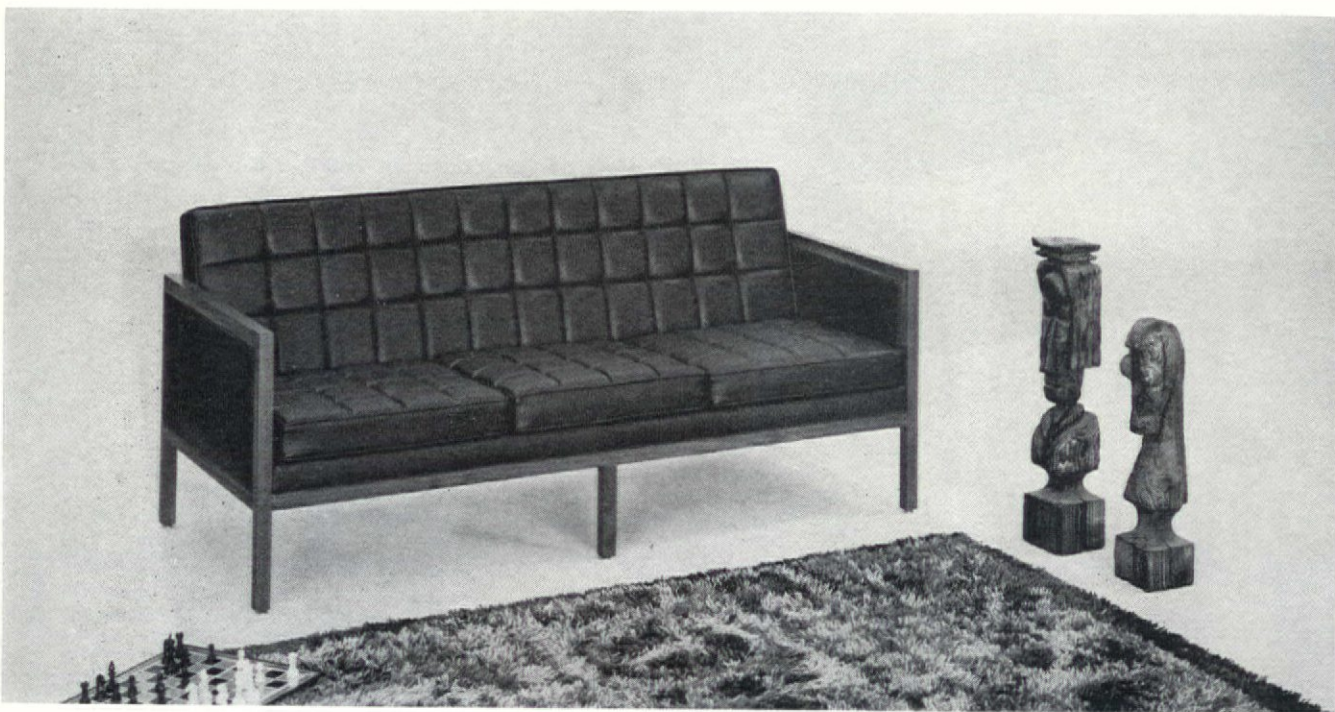
Syracuse China's newest Hospitality pattern on Syralite is Sea Swept. Hand painted aqua sweeps follow



the contour of the Tudor shape's scalloped edge, accenting the pure white body. The Syralite body facilitates more compact stacking and storage.

Circle No. 199 on product card facing P. 90

Six new vinyl wallcovering patterns from Masland Duralather Co. include two wood grain interpretations, a burlap, a straw weave, a silk inspiration, and a stipple effect. Rosewood has the look of authentic rosewood graining. Offered in seven colorations, the pattern is available in Danish walnut, rosewood, driftwood, pecan, birch, antique, and black walnut. Teak



Crisp clean lines define Davis Furniture's new 4000 series. A complete line of sofas, chairs and tables are available in a multitude of handsome leathers, vinyls and luxurious fabrics.

**DAVIS**



DAVIS FURNITURE INDUSTRIES, INC. • HIGH POINT, N. C. 27261

Circle No. 56 on product card facing P. 90

Circle No. 57 on product card facing P. 90

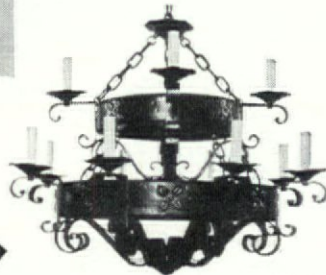


## contract & custom designs

#R3H

Lantern of French origin pictured in Copper Antiqua finish, a new original from Roland. Width is 11", height 28", overall length 42". Other sizes available.

Spanish copper or wrought black. Width is 32", height 27", overall depth 39".



#99X12

PROFESSIONAL INQUIRIES INVITED

**Roland Associates Inc.**

2914-20 Hall Street Dallas, Texas 75204  
(214) Lakeside 1-5333

NEW from  
TRI-MARK DESIGNS



ARMCHAIR #AC-21  
SADDLE LEATHER  
and STEEL

Write for Catalog

## TRI-MARK DESIGNS

1006 ARCH STREET, PHILADELPHIA, PENNA. 19107

Showrooms: NEW YORK, PHILADELPHIA, CHICAGO, LOS ANGELES,  
ATLANTA, DALLAS, MIAMI, BOSTON, DENVER, SAN FRANCISCO

Circle No. 58 on product card facing P. 90

## PRODUCTS & SERVICES

CONTINUED

### Small scale fabric pattern

A new, small scale over-all floral design has been added to the Bassett McNab line. The pattern has a



7-inch repeat and is hand screened on a natural background linen/cotton blend. The design is available in red, blue, gold, black, green, or bronze, and comes in a 54-inch width.

Circle No. 200 on product card facing P. 90

### Rain or Shine olefin carpet

Rain or Shine, a durable and easy-to-clean indoor-outdoor carpet from Chris Craft Industries, has a 100 percent Herculon olefin fiber face and woven monofilament backing. Easy to install, the carpet offers all the advantages of olefin fiber—excellent dirt and stain resistance, low moisture pickup, resistance to mildew and rot, and shrink resistance. It is available in widths of 12, 9, 6 and 3 feet, in standard roll lengths of 120 feet.

Circle No. 201 on product card facing P. 90

### New design doors on refrigerator display cases

A self-closing door and track design that makes cleaning easier and seal more positive has been added to the Visicold line of refrigerated display cases by Leitner Equipment Co. The system, called Sim-Pull,



allows easy removal of doors and track for cleaning because doors glide along the bottom of the case on a pitched-design track. There are no springs, bumper plates, or other attachments to accumulate grime. Another plus is the self-closing door action, which reduces loss of refrigeration through forgetfulness.

Circle No. 202 on product card facing P. 90

### Executive posture chair

Executive posture chair with arms and combination tilting seat and tilting back is new item from Cramer

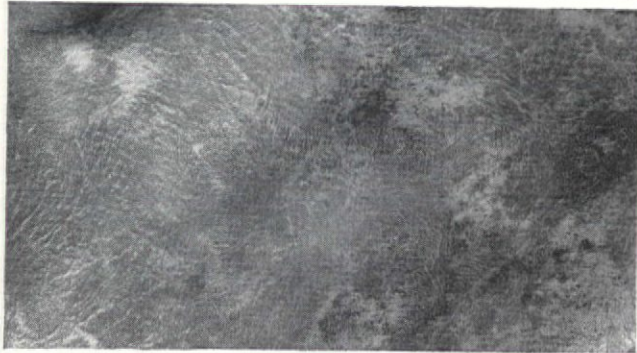


Industries, Inc. This model, and all models in the 1900 contemporary series chairs, is available in either mirror chrome or brushed chrome finish.

Circle No. 203 on product card facing P. 90

### Leather-grained vinyl upholstery

El Toro, newest addition to the Colovin vinyl upholstery line from Columbus Coated Fabrics, features a variable crush grain and brilliant colorings in earthy



brown, bold orange, gold, blue, and green. It readily adapts to modern, contemporary, and Early American themes, and is available in 32-ounce expanded elastic and 21-ounce trim weight.

Circle No. 204 on product card facing P. 90

### Hamilton Cosco folding chair

A modern folding chair with sturdy solid steel rod frame has been introduced by the institutional furni-



ture division of Hamilton Cosco, Inc. Seat and back are molded fiber glass with textured finish in choice of seven colors. Chair folds to one and three eights inches thin and nests for compact storage.

Circle No. 205 on product card facing P. 90

Circle No. 59 on product card facing P. 90 →



Chandelier No. 832

# CHAPMAN

FACTORY AND OFFICES: Chapman Manufacturing Company, Avon, Mass. 02322

### SHOW ROOMS

Chapman, 225 Fifth Ave., N.Y.C.;  
1260 Merchandise Mart, Chicago;  
300 Decorative Center, Dallas;  
1194 Logan Circle N.W., Atlanta;  
236 N.E. 60th Street, Miami; 251  
Front St., at Sacramento, San  
Francisco; 144 North Robertson,  
Los Angeles; 420 Boylston St.,  
Boston



N.S.I.D. TRADE MEMBER

Mirror No. M3938

Lamp No. 6396



Circle No. 60 on product card

Only **JUTE**  
behaves as  
**JUTE**  
*...and as well!*

So make sure both primary and secondary backings in your tufted carpets are JUTE, for perfect compatibility between backings, and top performance.

Jute Carpet Backing Council, Inc.



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

*design / construction / installation*

WRITE FOR  
FREE LITERATURE  
**DISPLAYCRAFT**  
56 West 45th Street/New York, N.Y. 10036/YU6-4955  
Circle No. 61 on product card

**Want Information Fast?**

**READER SERVICE  
RUSHED TO YOU  
VIA COMPUTER**

CONTRACT will help you get full information on any of the products and services shown in this issue. Use this postage-paid air mail card to request more information on all advertised products, services and literature. At the heart of our recently installed processing system is a new hi-speed computer printer. This advanced system enables us to speed your inquiries direct to the manufacturers on a regular weekly basis. A number identifies all advertisements and product items. Circle the corresponding numbers on the cards at the right, fill in your name and address and other requested information, and mail. Each company will send you full information. There is no charge or obligation for this service.

TO KEEP INFORMED AND UP-TO-DATE,  
USE THIS CONVENIENT  
**FREE AIR MAIL INQUIRY SERVICE**  
WITH EACH ISSUE OF CONTRACT.



## PRODUCTS & SERVICES

CONTINUED

### Rococo style chair

A new group of chairs from Bianco Mfg. Co. offers a delicate, lighter-looking design with heavy-duty construction features. Styled around one-piece circular

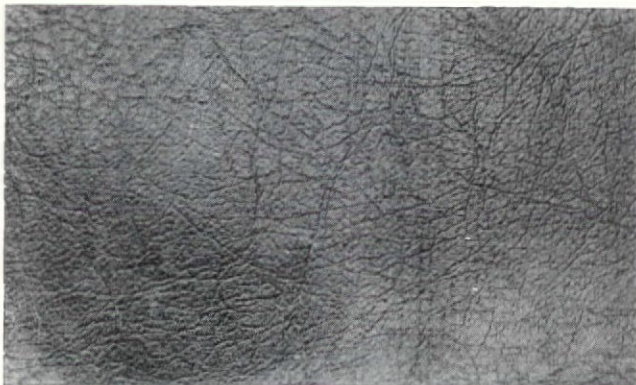


seats, bentwood curves, and circular carvings, the Delicio group is available in a choice of eight wood finishes, with a choice of vinyl and textured material upholstery.

Circle No. 206 on product card

### Tough, attractive wallcovering

New Duotone Vicrtex vinyl wallcovering, developed by L. E. Carpenter & Co., is an attractive and durable way to cover walls in heavy-traffic areas. Available in



50 two-tone combinations, with more than 60 standard patterns and handprints over standard patterns, Duotone is permanently fused to assure easy, economical maintenance.

Circle No. 207 on product card

### Stage I, new Tontine line

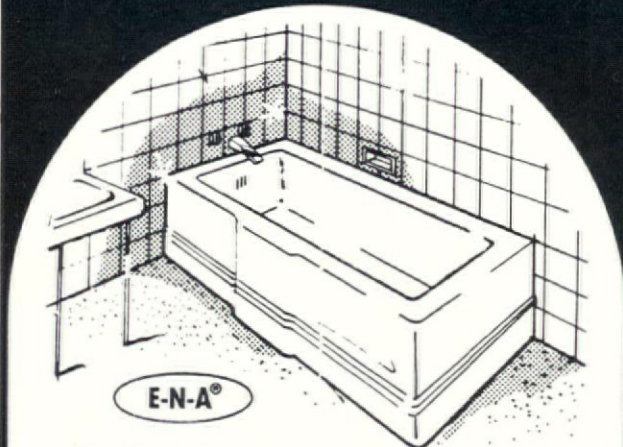
A new pattern has been added to the Tontine line of flame-resistant vinyl-coated fabrics produced by Stauffer Chemical Co. Called Stage I, the new design is a diamond-embossed material of heavy, durable quality, but possessing an excellent hand. It is suitable for stage curtains, among other heavy-duty uses. Stage I is available in small red diamonds on gold, green on gold, blue on bronze, gold on blue, gold on red and gold on black.

Circle No. 208 on product card

Circle No. 62 on product card

## PORCELAIN BATHTUB REFINISHING

SAVE UP TO 80%  
OVER REPLACEMENT

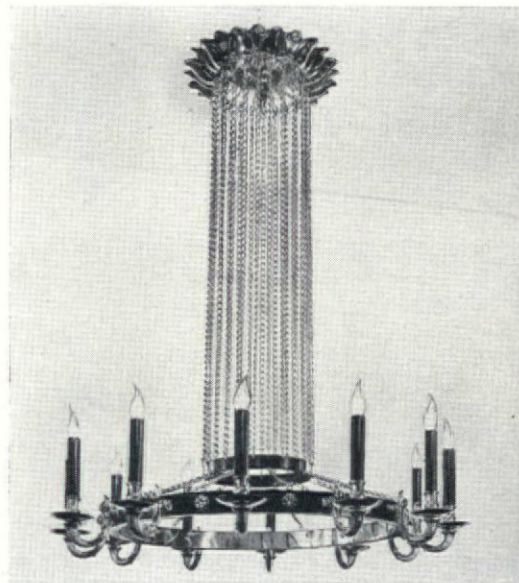


### PORCELAIN SERVICE

On location "thermal-fusion" restores bathtubs to glossy smooth...and they last like new... more chemical and acid resistant than original porcelain. Crews of skilled technicians coast-to-coast. Even bathtub manufacturers use E-N-A SERVICE. SEND TODAY FOR FREE BROCHURE

## ark laboratory

1717 East 75th Street / Chicago, Illinois 60649 / Area Code 312-684-5300



Quality Custom Designing. Created to your specifications.

# Coronet Chandelier Originals

3RD GENERATION OF LIGHTING CRAFTSMEN

1156 SUFFOLK AVE.

BRENTWOOD, L. I., N. Y. 11717

PHONE 516-273-1177

Circle No. 63 on product card

*Greeff*

**the name to  
remember  
for distinctive contract**

**FABRICS  
WALLPAPERS  
CARPETS**

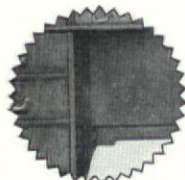
**Special attention to  
individual requirements.**

*Greeff* FABRICS, INC.

155 E. 56th ST.  
NEW YORK, N. Y. 10022  
Tel. 212 PLaza 1-0200

**Durability  
where it counts ...  
thanks to**

**DENSIWOOD®**



Desk by Mount Airy

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

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

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

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

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

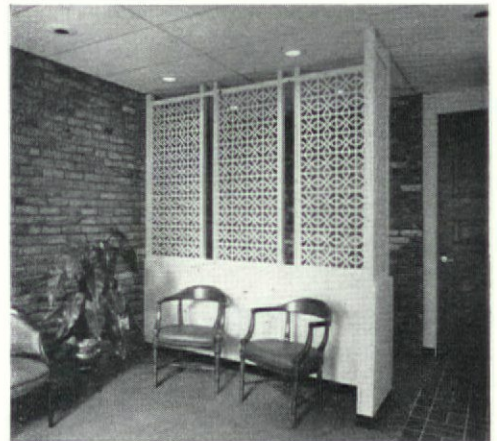
Circle No. 64 on product card facing P. 90

## PRODUCTS & SERVICES

CONTINUED

### Arabesque Sculpta-Grille

Arabesque design Sculpta-Grille from Harvey Design Workshop, Inc., is used effectively as area divider in lobby, can also be used for window treatments, rail-



ings, or facade screening. Grille and matching lacquered framing in antique white were fabricated and framed to specifications.

Circle No. 209 on product card facing P. 90

### Swivel rockers

Stone & Phillips produces thousands of upholstered swivel rockers for convalescent homes and other institutions. Quality features of the chairs include Marflex seats, hardwood frames, and adjustable swivel tension.

Circle No. 210 on product card facing P. 90

### Metal furniture

Continental Metal Furniture Co., has an outstanding line of benches, chairs, and tables made of wrought



iron, tubular steel, and aluminum. Aluminum chair shown is available in 20 paint colors and many vinyl cushion colors. Overall chair height is 32¾ inches; seat size is 18½ inches by 16 inches.

Circle No. 211 on product card facing P. 90

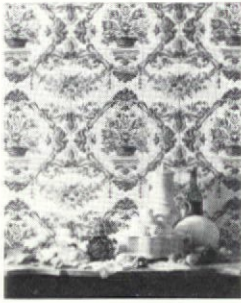
### Vinyl coating finish

Boussac of France, Inc. has added a vinyl coating finish to its collection of cotton prints. A special ultraviolet treatment has been applied so that fabrics will remain colorfast indoors and out. Coating is sunfast, stainproof, and stays pliable but firm.

Circle No. 212 on product card facing P. 90

### Glazed tile wallcoverings

Kneedler-Fauchere recently introduced Flower Basket, a new design in its imported Portuguese tile wallcover-



ing line. The pattern is available in glazed shadings of five colorways. Glazed surface has depth and lustre reminiscent of original faience tiles.

Circle No. 213 on product card facing P. 90

### HON file floor glide

HON is now installing a "torque plate" on the base of its files and bookcases for easier moving and elimina-



tion of scraping and marking of floors. The tumbled smooth formed metal glide has a slightly raised area that keeps the base of the file off the floor.

Circle No. 214 on product card facing P. 90

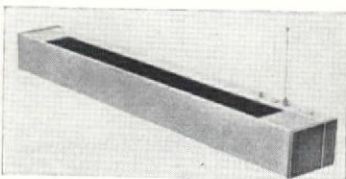
### Anti-static compound

Phillips Scientific Laboratories has developed a new organo-metallic compound for use as an anti-static product on carpets and draperies. It is applied with a moistened sponge mop after the carpet or drapery has been cleaned.

Circle No. 215 on product card facing P. 90

### Optically designed hospital light

One of the numerous lighting fixtures available from Prescolite Mfg. Corp., the optically designed hospital light solves 10 prime requirements for patient room



illumination. Heavy die-cast and extruded aluminum fixture features general room illumination, louver controlled reading light, examination light, night safety light, grounded outlets, and easily cleaned surfaces.

Circle No. 216 on product card facing P. 90

Circle No. 65 on product card facing P. 90

For banks,  
hotels,  
schools,  
churches,  
offices



Chandeliers, Lighting Fixtures  
*custom-made*  
to your specifications  
by famous Virginia Metalcrafters

All work from casting to final finishing done in our own plants by the same skilled wood and metal craftsmen famous for authentic 18th century reproductions from America's historic restorations. Our experience in working from original designs is now available to designers and architects. Submit your inquiries with prints or specifications to:

Mrs. L. Busic or Mr. J. McGann, Contract Department



VIRGINIA  
METALCRAFTERS

1010 East Main Street, Waynesboro, Va. 22980  
Telephone (703) 942-8205

## Keep Plans Organized at Your Desk



### Plan Hold® Desk High Square Tube Cabinet

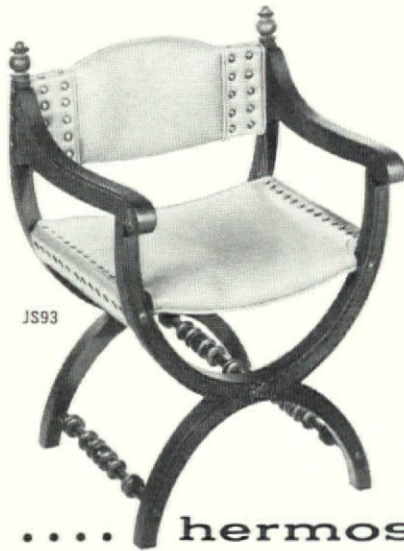
Designed to attractively complement your office decor, this unit files your active plans and drawings within arm's reach. Desk height adds work space when laying out plans. The 80 Square Tubes hold drawings up to 29½" wide and any length. Index card on inside of door identifies each drawing. Door is reversible: lock provides security. Send for 16 Page Catalog showing other Plan Hold Filing Systems. Write Dept. H63, Box 3458, Torrance, California 90510.



® PLAN HOLD CORP. • World's Largest Manufacturer of Plan Filing Systems  
Torrance, Calif. & Aurora, Ill. • Plan Hold Company of Canada, Toronto 18

Circle No. 66 on product card facing P. 90

Circle No. 67 on product card facing P. 90



.... hermosa!

Sculptured ogee styling heralds 5 new museum-inspired designs of our "moresque" seating line. Heavy bentwood, intricate turnings, fine carving, inset rosettes, and a big, foam-padded sling seat add ageless charm to refreshing new decor ideas.



Write for Catalog Supplement A

BIANCO MANUFACTURING COMPANY 2736 VICTOR ST. ST. LOUIS MO. 63108

MAKE  
FIRST  
IMPRESSIONS  
COUNT



with **PLUSH COVER** ENTRY MATS!

Luxurious, sculptured Plush Cover mats and matting establish a mood of elegance, where it counts, at your entryways. Doubly useful, the deep nylon pile catches and holds sight unseen tracked-in street dirt or grime. Reduces floor maintenance costs. Solid vinyl back keeps moisture and dirt from ruining your flooring. Mats: 3' x 5', 3' x 7', 4' x 6', 4' x 8', 6' x 10'. Runners: 3', 4', 6' widths in rolls up to 60 lineal feet.

FREE 4-COLOR BROCHURE—Choose the mats you need from Bulletin 9030.

Originator of  
carpet-top and  
cushioned entry  
and anti-fatigue  
mats and matting.



Phone: 419-332-5531  
**RUBBER COMPANY**  
Fremont, Ohio 43420

Circle No. 68 on product card facing P. 90

## MANUFACTURERS'

### LITERATURE

A 48-page, quick reference catalog from Royal Haeger Lamp Co. depicts each lamp in highly visible detail complete with height, shading, and glaze availability statistics. Also included are lamps from Dahlgren Originals division of Royal Haeger. A complete wholesale price list with information on packing charges, terms, shipments, claims, and breakage is included.

Circle No. 217 on product card facing P. 90

Coleman Furniture Corp. has available a full-color booklet on its five groupings of motel and hotel guest-room furniture. Represented are Espana of selected pecan veneers and overlays; Oriental with the deeply carved look featured on the drawers; Le Beau in a transitional flavor; Samurai, a Far-East selection with custom designed hardware and simple base treatment; and Danish Modern with top surfaces of matched plastic.

Circle No. 218 on product card facing P. 90

A colorful 14-page easy-to-follow brochure from Oxford Filing Supply Co., "How Pendaflex Speed Filing Helps You Organize Your Files," illustrates how any file can be reorganized to insure neatness, easy accessibility, and prompt retrieval of information. Following the clearly explained steps in the manual, a file drawer can be converted to Pendaflex in 15 minutes. Basic procedures for subject, name, and numeric filing are outlined, with illustrations for each.

Circle No. 219 on product card facing P. 90

The 1967 King Arthur catalog is now available from Institutional Products, Inc. Departing from previous issues, this edition is divided into two sections: function room furniture and institutional furniture. Included in the 54-page catalog are over 1,000 items for hotels, motels, restaurants, and institutions requiring flexible equipment for business functions. The catalog, featuring tables of all shapes, folding and non-folding, modular, portable, knockdown and permanent equipment, shows furniture and arrangements by illustration, description, and specification.

Circle No. 220 on product card facing P. 90

A brochure containing step-by-step instructions for installing carpeting tufted into woven polypropylene backing has been issued by the Dawbarn Division of W. R. Grace & Co., manufacturer of Dawbac. Dawbac poly backing won't absorb moisture, won't mildew, is odorless, and eliminates restretching. The booklet was designed to aid carpet installer unfamiliar with polypropylene.

Circle No. 221 on product card facing P. 90

The Building Products Div., American Cyanamid Co. has published a 12-page catalog promoting its Acrylite cast acrylic sheet. Specifications data, available colors and patterns are included.

Circle No. 222 on product card facing P. 90

## MANUFACTURERS'

### LITERATURE

A 100-page loose-leaf catalog is available from Cumberland Furniture Corp. with over 170 halftones and an illustrated price list. The furniture is divided into five categories: upholstered seating; occasional chairs; benches and ottomans; tables; desks and cabinets. As new pieces are included in the Cumberland collection, additional pages will be sent to catalog holders. Catalogs are \$20 each.

Circle No. 223 on product card facing P. 90

A guide on Basic Data for Lighting System Design is available from Lightolier. Included are: zonal cavity method for determining average illumination, watts per square foot for footcandle levels, spacing ratio, lamp data, IES recommended levels of illumination, maintenance factors, and illumination at a point from point, line, and area sources.

Circle No. 224 on product card facing P. 90

Krueger Metal Products Co. has introduced a 52-page full-color illustrated catalog with detailed coverage of its entire line of industrial and institutional furnishings. Six new product lines are also shown.

Circle No. 225 on product card facing P. 90

A new catalog from Penberthy Architectural Products features Sculpturewood's new petite series with reversible patterns. Architectural specifications and a visual presentation of the four designs available is presented.

Circle No. 226 on product card facing P. 90

An 80-page catalog with illustrations of 250 pieces of furniture and library/resource center equipment is available from Buckstaff Co. Complete descriptions accompany each photo. Entire line is constructed from solid hard white maple and selected maple veneers in choice of six bases and wide selection of varnish wood finishes.

Circle No. 227 on product card facing P. 90

Seven groups of hotel-motel furniture from American of Martinsville are detailed in a fold-out brochure which includes four room settings photographed in color at the 1966 National Hotel & Motel Show. Contract showrooms and district sales managers are also listed.

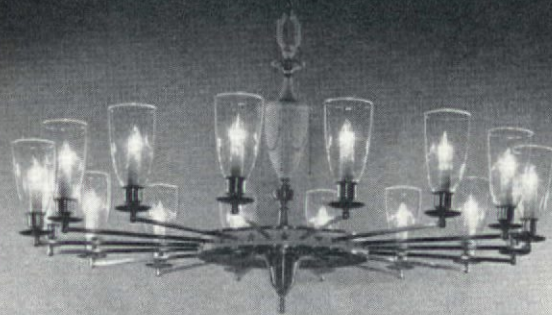
Circle No. 228 on product card facing P. 90

Bank Building & Equipment Corp. of America has published a 16-page brochure, "The Truth About New Quarters Costs," which outlines the facts to be considered before signing any contract. The booklet explains how to save on construction, difference between price and cost, how projects are planned, and the importance of a guaranteed cost estimate.

Circle No. 229 on product card facing P. 90

Circle No. 69 on product card facing P. 90

## Americana Colonial Lighting for Contract Applications

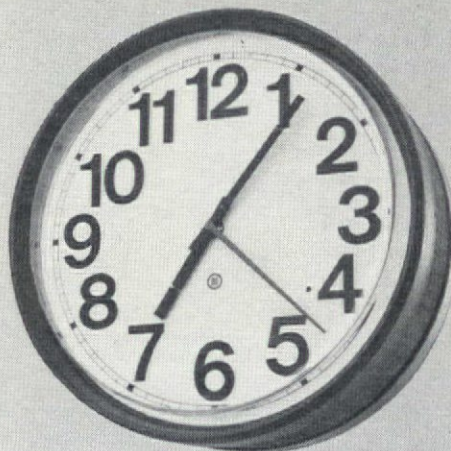


36 TO 56 INCH DIAMETER

REQUEST CATALOG DC ON YOUR LETTERHEAD

R.A. MANNING COMPANY INC.  
SHEBOYGAN, WISCONSIN

## INSTITUTIONAL CLOCKS



Electric or battery. Wall surface mounted or with ceiling and wall brackets. Clocks will house any manufacturers' time systems secondary mechanisms.



PETER PEPPER PRODUCTS, INC.  
22422 S. AVALON BOULEVARD  
WILMINGTON, CALIFORNIA 90745

Circle No. 70 on product card facing P. 90

## CLASSIFIED ADVERTISEMENTS

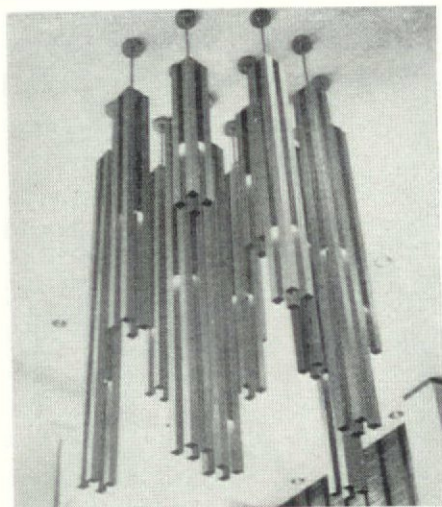
Rates: \$12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offerings not accepted.

**MANAGER WANTED:** Experienced all-around manager wanted for new venture in institutional seating being started by well known manufacturer in an allied field. Must be experienced in sales, distribution, upholstery, and assembly operations of institutional stack chairs. Excellent opportunity for the right man to take full responsibility for an exciting venture. Write Box A-414, CONTRACT, 7 E. 43 St., NYC 10017.

**SALESMEN OR REPS WANTED:** Contemporary drapery and 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-415, CONTRACT, 7 E. 43 St., NYC 10017.

**GREAT OPPORTUNITY AVAILABLE** to live-wire, aggressive contract salesman. We supply leads, financing, design service, buying power and reputation. You sell. Salary (open) plus commission. Leading Philadelphia department store. If you qualify, write for interview to Box A-416, CONTRACT, 7 E. 43 St., NYC 10017.

**LINES WANTED:** Manufacturers representative carrying established lines in Ohio, Indiana, Michigan, and Kentucky desires wood desk line and accessories. Write: Box A-418, CONTRACT, 7 E. 43 St., NYC 10017.



Architect/John H. Summer/Executive Park Motel  
Fixture Designed by Betty Smulian

*Creative Designers and Manufacturers of  
Fine Lighting Fixtures*

COMMERCIAL AND RESIDENTIAL

**TRIMBLE  
HOUSE**  
CORPORATION

3832 GREEN INDUSTRIAL WAY, Atlanta, Georgia 30005  
Telephone: Area Code 404 457-3548

*Send us your specifications - commercial or residential*

Circle No. 71 on product card facing P. 90

**CONTRACT MANAGER WANTED:** Nationally known upholstery company looking for experienced contract sales manager to introduce new division to commercial contract field. Sales and design development background essential. Write: Box A-417, 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-419, 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-420, CONTRACT, 7 E. 43 St., NYC 10017.

**SALESMAN:** Outstanding growth opportunity with nationwide cleaning service for Manhattan territory. Experienced selling contract furnishings, office equipment or service contracts to large commercial accounts. \$600.00 monthly to start. This is a repeat business with high earnings potential. Resume to ServiceMaster of Greater New York, Inc., 32-08 38th Ave., Long Island City, N.Y. 11101.

**REPRESENTATIVES AND SALES AGENTS WANTED:** New York importer of new leather-like fabric from Europe has all territories open. Must have following among manufacturers, architects, interior designers, and specifiers. Advise lines carried and areas travelled. Liberal commission. Submit references. JERIE & COMPANY, 1001 Ave. of the Americas, New York, N.Y. 10018.

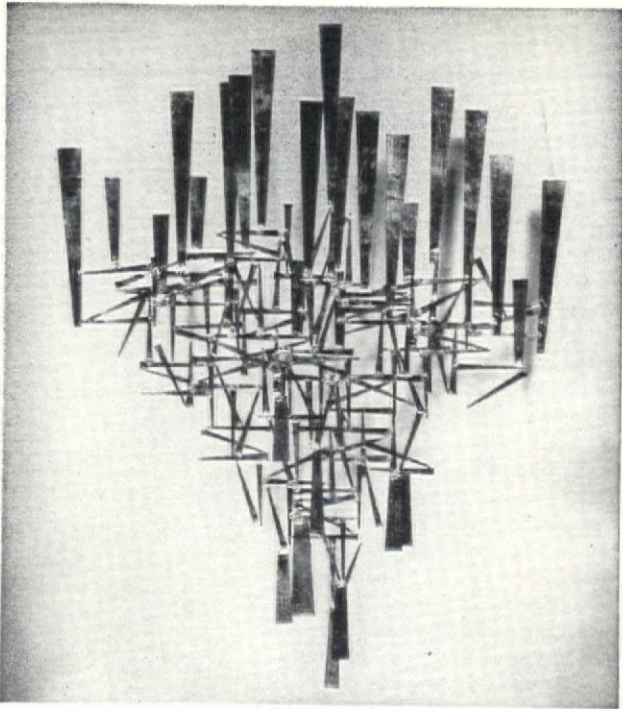
**INTERIOR DESIGNER—CONTRACT POSITION PREFERRED:** Fifteen years designing and sales experience in commercial field. 8 years staff leader and head of firm. Specializing in offices, banks, motels, hotels, public areas, restaurants, cocktail lounges, retail stores and mortuaries. Will handle all details from client contract through planning and installation. Male, will relocate in any potential area. Very good references. Write: P.O. Box 7137, Lexington, Ky. 40502.

**CONTRACT SALESMEN AND EXECUTIVES WANTED:** Leading contract product manufacturers from time to time ask the assistance of CONTRACT Magazine in providing the names of qualified salesmen and sales executives in New York and other areas. If you have a background in this field and feel you qualify, send your resume to me in complete confidence. You will be consulted before we will show it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

ATTENTION: REPS  
REGISTER WITH US!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 7 East 43 St., New York, N.Y. 10017.

Circle No. 72 on product card facing P. 90



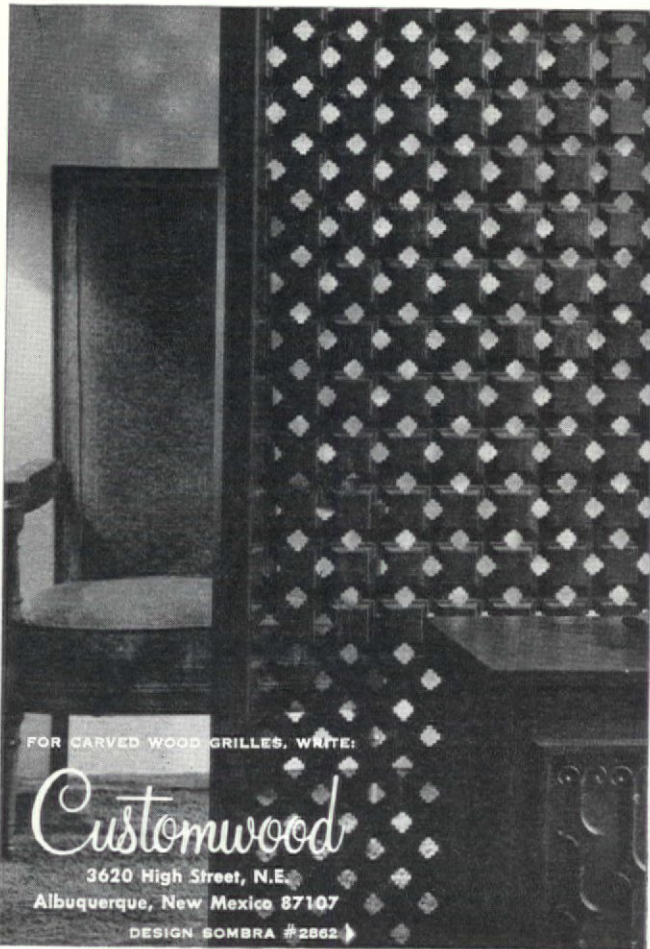
© "HIVARO" Height 32", Width 29", Depth 6"  
Gold and Silver Leafed Steel Wall Sculpture • Write for Literature

*Bowie*

WILLIAM

THE SCULPTURE STUDIO INC.

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



FOR CARVED WOOD GRILLES, WRITE:

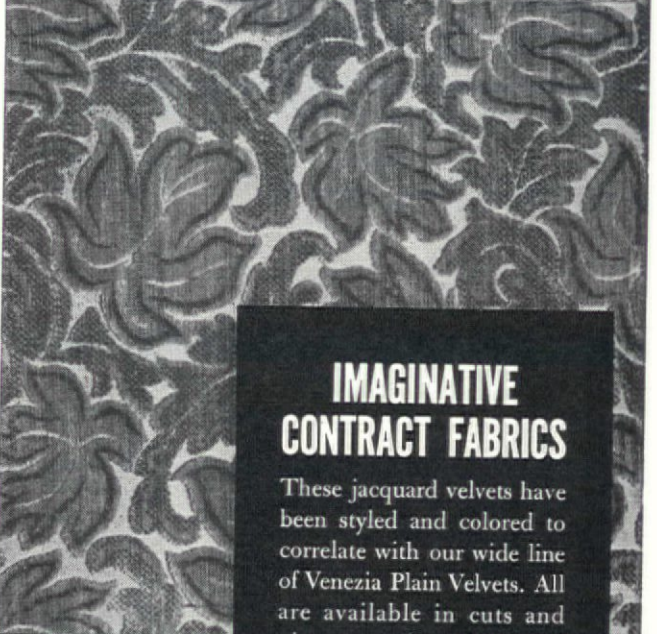
*Customwood*

3620 High Street, N.E.

Albuquerque, New Mexico 87107

DESIGN SOMBRA #2862

Circle No. 73 on product card facing P. 90



## IMAGINATIVE CONTRACT FABRICS

These jacquard velvets have been styled and colored to correlate with our wide line of Venezia Plain Velvets. All are available in cuts and pieces... and stocked in all principal cities. Our reputation as a distinguished mill source for imaginative contract fabrics is well known. Get to know us! Samples? Of course, just write.

**LA FRANCE** FABRICS

145 E. 32 ST., NEW YORK, 10016

division of **Riegel** TEXTILE CORP.

Sales Service Centers in 23 Principal Cities



Circle No. 77 on product card facing P. 90

# ADVERTISERS' DIRECTORY

ADVERTISER	PAGE
Adamo Gallery	86
Alamo Industries, Inc.	21
Alma Desk Co.	16
American of Martinsville	31
American Sa'nt Gobain Corp.	27-29
Armstrong Cork Co.	2nd Cover
Ark Laboratory	91
E. T. Barwick Mills, Inc.	83
Bassick Co.	22
Bianco Mfg. Co.	94
B. Brody Seating Co.	44
Cavrok Sales, Inc.	86
Chapman Mfg. Co.	89
J. R. Clark Co.	39

ADVERTISER	PAGE
Coronet Chandelier Originals	91
Crown Rubber Co.	94
Customwood Mfg. Co.	97
David & Dash	4
Davis Upholstery	87
Design Technics	85
Displaycraft	90
Drape-It	24
Drexel Enterprises, Inc.	1
Flex-O-Lators, Inc.	42
Flintkote	47
B. F. Goodrich Co.	23, 32
W. R. Grace & Co.	5
Greeff Fabrics, Inc.	92
Paul Hanson, Inc.	44
Hardwick & Magee Co.	48
Harter Corp.	38
Interchemical Corp.	38
Jute Carpet Backing Council, Inc.	90
Kenbury Glass Works	98
Kiesling-Hess Finishing Co.	77
King Arthur Chair	84
Knoll Associates	82A
Kreuger Metal Products Co.	84
Kroehler Mfg. Co.	81
LaFrance Industries, Inc.	97
James Lees & Sons	9
Library Bureau, Remington Office Systems Div., Sperry Rand Corp.	20
Lighting Accessories	26
Lightolier, Inc.	17
Loumac Supply Corp.	98
Lundstrom Laboratories, Inc.	92
R. A. Manning, Inc.	95
Marlite Div. of Masonite Corp.	43
The Miller Co.	45
Herman Miller, Inc.	3rd Cover
Morphy-Richards, Inc.	15
Myrtle Desk Co.	25
No-Sag Spring Co.	7
Orcco Industries, Inc.	41
Peter Pepper Products	95
Philadelphia Carpet Co.	37
Phil-Mar Corp.	30
Plan Hold Corp.	93
Remington Rand Library Div.	20
Jens Risom	36
Roland, Inc.	88
Sculpture Studio	97
Segura Studios, Inc.	82
Shelby Williams Industries, Inc.	40
Siesta Mfg. Co.	46
Smith Metal Arts Co., Inc.	46
Steelcase, Inc.	35
Stow/Davis	11
John Stuart, Inc.	12
Sweet's Architectural Service	79
Synthetics Finishing Corp.	4th Cover
Richard E. Thibaut, Inc.	3
Tri-Mark Designs	8
Trimble House	9
Tri-Par Mfg. Co.	9
Tropitone Furniture Co.	8
United DeSoto Corp.	9
Virginia Metalcrafters	1
Wallingford Steel Co.	1
Wall Tube & Metal Products	1
Lee L. Woodard Sons, Inc.	3
World Carpet Mill	1

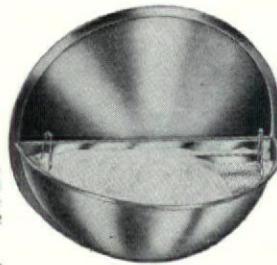
Circle No. 74 on product card facing P. 90

## WALL SAND URN # 250

Solid brass construction. Available in satin brass, satin chrome or satin aluminum (solid).

Diameter of wall plate 13 1/4"  
Depth of quarter sphere 6"

- Sand Urns
- Smoking Stands
- Waste Baskets
- Umbrella Stands
- Desk Appointments
- Costumers
- Waste Receptacles
- Planters
- Ash Trays
- Wardrobe Racks



also featuring the pyrex glass sand urn selected for good design by the Museum of Modern Art of New York.

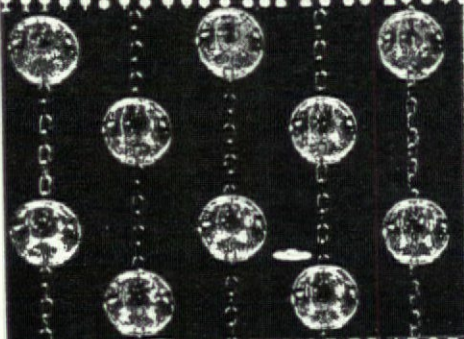
Free Catalog on Request

## LOUMAC SUPPLY CORP.

MANUFACTURERS AND DISTRIBUTORS

327 East 103rd St., Dept. C, N.Y., N.Y. 10029 (212) AT 9-5374-5

## Bead Curtains



Decorative Glass Balls on Chains, all Bead Curtains in Colors and Crystal, Glass, Plastic, Wood, Cork, Custom Made.

Write on your letterhead for brochure.

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