

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • FEBRUARY 1968

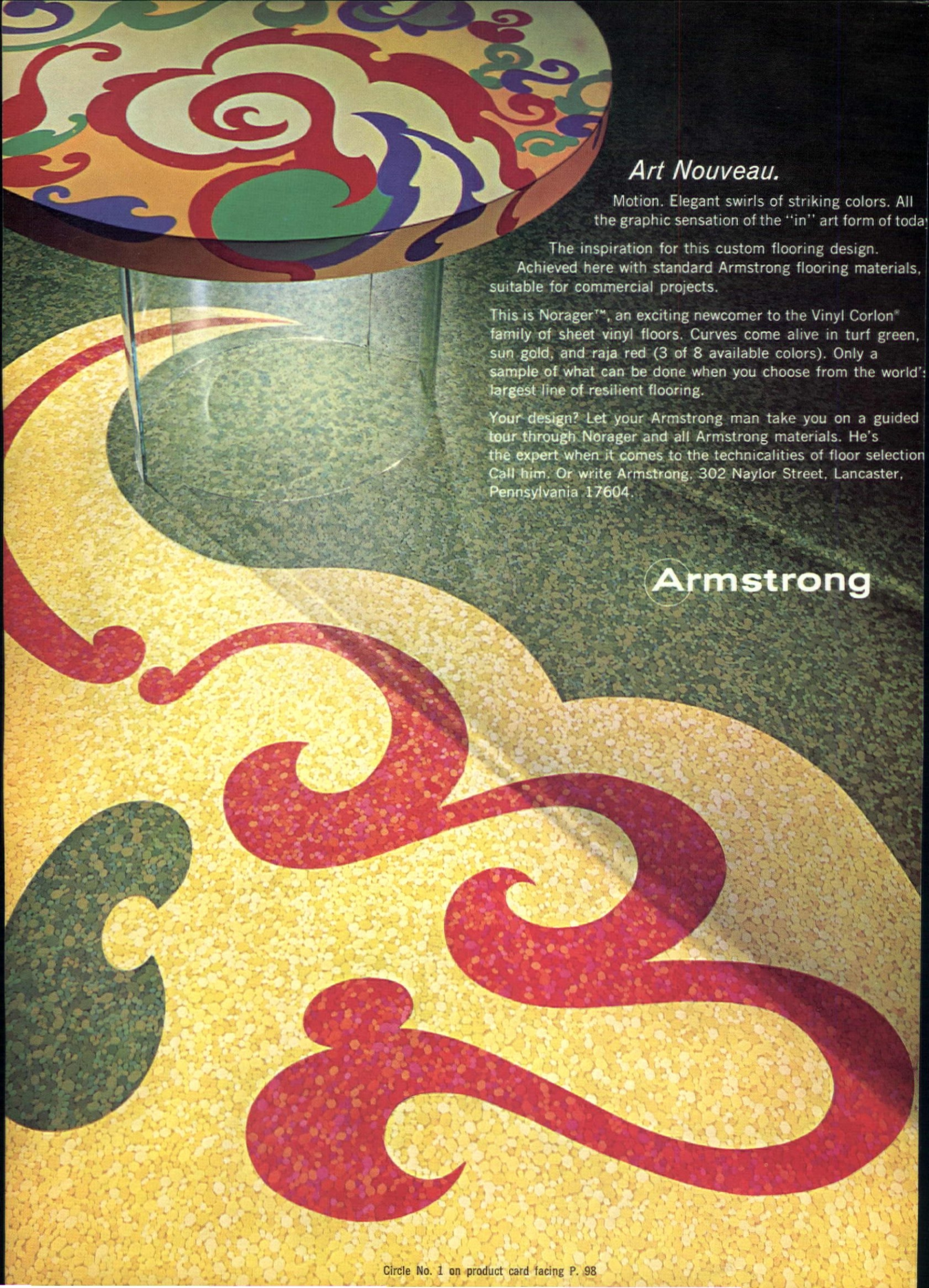
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MARKET PRODUCT REVIEW

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CONTRACT



The Cover

Cantilevered multiple seating is contrasted with desk from the little red school house on our February cover, designed by Stewart Seidman. New developments and trends in the field of school design are explored in a special section starting on page 51.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

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COMING IN CONTRACT

MARCH—How to Specify Carpeting—a comprehensive examination of the terms and details of specifying contract carpeting for a variety of applications and a review of all that is new in carpeting. Also—Hospitals and Their Specialized Requirements.

APRIL—The Computerized Office—Planning, designing, furnishings, and logistics of the new pushbutton, punch-card office installation. Also—a review of Outdoor and Casual Furniture for contract applications.

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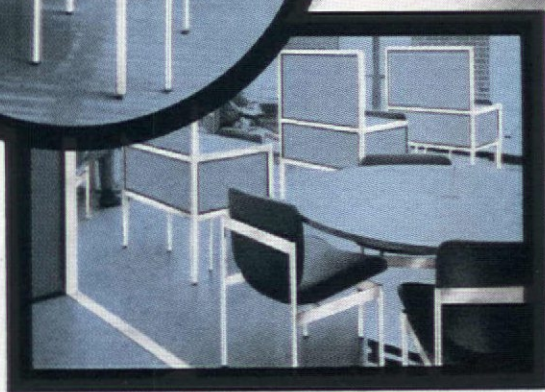
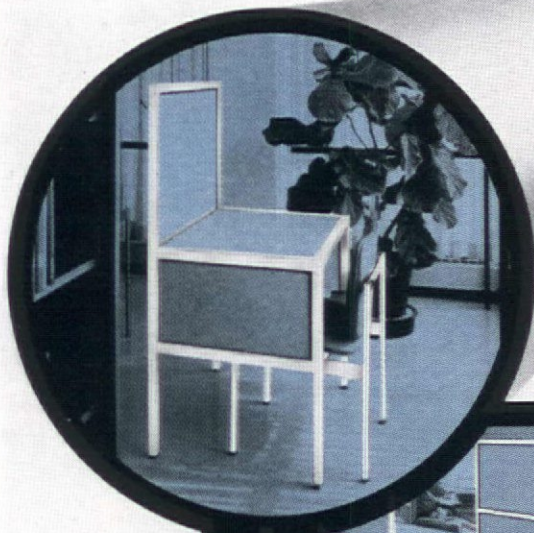


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POINT OF VIEW



*By Guest Editor:
Robert Caigan,
President, Robert Caigan Associates, Inc.*

OFFICES DESIGNED FOR HUMAN ENGINEERING

JUST as four walls do not a prison make neither do they necessarily make an office that allows its occupants to function within it at maximum efficiency. Movable partitions, modern furniture, bright colors, and new carpeting are not enough to create an office environment in which a company's space is utilized both as a sales tool and a vehicle for positively motivating all those who come in contact with it.

Environment must elicit specific reactions

I believe that many companies have substituted pleasant interior decor for offices that are conceived and executed to create definite reactions. The latter reflect the best in human engineering while the former may add nothing to the company's image, the personality of its products, or its employees' efficiency.

The human engineering aspects of space design are aimed at creating an overall environment which attempts to elicit specific reactions from people who come in contact with the space. This approach utilizes all the tools at the space designer's disposal, such as lighting, color, acoustical treatment, sequence of space, operational procedure patterns, and choice of materials and color in relation to corporate objectives. In essence, everything that affects our senses.

This approach has in recent years been used in a wide range of facilities all the way from psychiatric clinics to upper echelon executive offices. When used successfully, it can evoke specific impressions and attitudes on the part of the people visiting or working in the environment.

Accentuate the positive

For example, a purchasing office could be subtly designed to connote economy while a president's office might reflect the prestige and position of the company. The conference room in an advertising agency might be designed to convey the impression of creativity while the reception room in a data processing firm might be an extension of the cold, efficient automated equipment that symbolizes the company.

The offices in which we work affect everyone who comes in contact with them. The point of human engineering is that it should affect us positively and contribute more to the company than simply providing four walls that enclose our business operation.

I contend that the space designer must take into account the overall objectives of the company and treat the space involved not as individual areas but as interlocking pieces in a specific master plan. A

company's offices should be designed to produce a sequence of experiences and reactions.

Wrong: effect for its own sake

A design incorporating a series of different environments can be seen in a well known advertising agency. Its offices are designed to radiate cool efficiency when you enter the reception area. As the visitor is brought back through the complex of executive offices, the atmosphere changes to one of vitality and directed energy. The final effect upon entering the president's office is one of relaxed friendliness. The simple trip from the front desk to the executive chambers has created an indelible impression of the company and its personnel on the mind of the visitor.

A pitfall one must always be wary of is effect simply for the sake of effect. The finished product—the office—must seem to be a natural reflection of the company's personality, not a carefully plotted creation of the space designer's imagination.

I believe that each component in the office must work together to create the desired design impact. The overall office area itself may serve many different functions but the total impression should have a unity and purpose, otherwise you do not have a cohesive whole, but merely a series of interesting parts.

The care of human resources

Not only from the point of view of a company's relationship with its clients and customers, but also for its own internal well being, human engineering is vital. An employee should not be made to feel like an interchangeable part, but an important individual who is making a valuable contribution.

This atmosphere cannot be created by simply setting people behind desks in vast fields of unidentified space that dull the senses. It cannot be created by merely breaking up that space with partitions so that they are isolated in cubicles. It can only be accomplished by designing a total environment that is conducive to the positive morale and conveying to both employees and the public that this is a company that cares about human resources as well as other assets.

Human engineering is not just a matter of positioning furnishings. In many instances, it may be necessary to create new office furniture and equipment that combine a number of functions into one. Design elements must take into consideration the efficient operation of the employee and provide him with equipment to implement his corporate productivity. (C)

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CONTRACT BUSINESS: NOTES & COMMENTS

MERCHANDISE MART CONTRACT SEMINAR SPEAKERS PROJECT MORE RESPONSIBILITY FOR DESIGNERS IN FURNISHINGS DISTRIBUTION

Interior space planners and designers will play an increasingly more important role in contract distribution, according to one participant in a contract distribution seminar conducted for 700 winter marketeers at the Chicago Merchandise Mart, recently.

An audience composed of furnishings manufacturers, retailers, interior space designers and specifiers, and other members of the industry, heard Fred Bell, vice president marketing, Steelcase, Inc.; William Haas, general manager, Marshall Field Contract Division; Jens Risom, president, Jens Risom Design Inc.; and Manfred Steinfeld, president, Shelby Williams Industries, speak on "Can We Define The Channels of Contract Distribution?"

Excluding hospitals, offices, and schools from his remarks, since the channels of distribution already are

formation he would provide would be limited, since the audience was full of competitors, and that his remarks, consequently would be short. He was accurate on both counts. However, he did point out that the contract dealer performs a retail function (storage, selection, financing, service) and that the cost of such retail services will never disappear. Consequently, the distributor who does not make provision for such functions in his markups cannot expect to stay solvent.

Risom, whose company has moved almost exclusively into contract manufacturing, hammered home the point that the dealer cannot be satisfied with being a broker. "The contract business," he said, "no longer can be characterized as low-priced, cut-throat business. It requires a professional approach, a lot of know-how, guts, and luck."

The answer to the question of whether the channels of profitable contract distribution could be defined hardly arose. Apparently no one is telling.

Fewer office vacancies in New York City buildings

Manhattan's major office buildings are virtually filled to capacity, with 1967 having the lowest over-all vacancy rate in nearly a decade, according to a study conducted by the Real Estate Board of New York, which surveyed by questionnaire 343 owners or managers of the city's principal office structures. The survey indicated that of 100,501,542 square feet of rentable space only 533,296 square feet remained vacant, or .005 percent of the total capacity. In 1966, the vacancy rate was 1.8 percent. The 343 buildings in the 1967 survey included 219 structures erected before World War II and 124 completed after 1947, the year the current building boom began.

Pratt offers workshops for professionals

Pratt Institute's School of Continuing Studies will offer three special evening design workshops on 1) Professional and Technical Problems of Space Planning, 2) Design and Planning of Business Interiors, and 3) Advanced Graphics and Freehand Drawing, beginning February 14. The

courses, to be given in cooperation with the Institute's department of interior design and the division of building science, were developed in response to many requests from professional organizations, practicing architects, and interior designers. Each course will provide advanced training for professionals in these fields. For further information, contact Robert L. Klein, Director of Division of Continuing Professional Studies, Pratt Institute, Brooklyn, N.Y.

Furniture Foundation endows two furniture professorships

A \$200,000 trust fund was established by the Furniture Foundation at its recent 20th annual meeting in High Point to endow in perpetuity two professorships in the furniture manufacturing and management course at North Carolina State University School of Engineering. One is a newly created professorship named for the Foundation's president, Henry A. Foscue, also president of Globe Furniture Co. The other, in existence since 1948, bears the name of James T. Ryan, executive vice president emeritus of Southern Furniture Manufacturers Association. In addition to establishing trust funds, the Foundation made grants to the school of interior design at University of North Carolina, Greensboro, and the design course at North Carolina State University.

Architectural critics awarded

Lewis Mumford and George McCue have been named the winners of the American Institute of Architects' newly established awards for architectural critics. Mumford received the Institute's Architectural Critic's Medal, awarded on the basis of a long and distinguished career devoted to architectural criticism. McCue, art and urban critic for the St. Louis Post-Dispatch, received the Architectural Critic's Citation on the basis of excellence in a single work. Awards will be presented during the annual AIA convention in Portland, Oregon, June 23-26.

Mohasco sets up new design service division

Mohasco Interior Design Service, or MID, is the name of a new service division set up by Mohasco Contract Furniture Division. It will be directed by Patrick Raymond, who spent two

(Continued on page 10)



clearly defined for those segments of the market, Steinfeld projected the need for and development of a franchised system of distribution. Many of the traditional distributors of contract furniture for approximately 100 manufacturers doing about \$250,000,000 of wholesale sales are currently out of business, he emphasized.

"The designer and architect will wield the most influence in distribution of contract furniture in the future," Steinfeld concluded.

Bell addressed his remarks to the need for distributors capable of solving problems such as on-time delivery, creating specifications, and developing the ability to bend over backwards to provide needed coordination and service that justifies his participation.

Haas joked that the amount of in-

Manufacturers turn on sales at *Contract '68*

Buyers Attend

CONTRACT '67 was toured by thousands of architects, contract designers, specifiers, furnishers, space planners, school, college and university administrators, government purchasing personnel, and volume commercial/institutional buyers.

A greatly increased CONTRACT '68 attendance will be stimulated by an expanded, provocative seminar program, a dynamic audience promotion campaign, the success of CONTRACT '67, and a substantial increase in the number and variety of exhibits.

Exhibitors Sell

On-the-spot sales and long lists of impressive contacts were reported by CONTRACT '67 exhibitors, many of whom wrote enough business to justify

doubling and tripling their exhibit space in CONTRACT '68.

National Marketplace

Leading manufacturers from all over the nation (*see list at right*) and the Belgian Government have already reserved their exhibit space. These exhibitors and many others will show their contract lines to buyers from virtually every state.

Reserve Your Space Now

CONTRACT '68 will be the major merchandising event of 1968. By reserving your exhibit space today, you can guarantee yourself an advantageous booth location to see and sell the key people who specify and buy millions of dollars of commercial/institutional products yearly.

Contract '68

New York Coliseum

June 4-6, 1968

*the national show and convention
sponsored by CONTRACT Magazine*

*space reservations, information: Jerry Brown, National
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EXHIBITORS TO DATE

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Aldon/Contract Carpet	Jansko
Allied Chemical	Kirsch
American Cyanamid	H. W. Knight
American Mat	Jack Lenor Larsen
Art Steel	La Chaise
Belgian Government	Lava-Simplex-Scribe
Berkshire Hathaway	Lawrence Metals
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Bolen Int'l	Lewittes Furniture
Borden Chemical Co. (Columbus Coated Fabrics Div.)	Luxo Lamp
Brody Seating	3M Co.
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Brunswick Corp.	Masland Duraleather
Buckstaff Co.	Charles Mayer Studios
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Burwood	Menell
Cabin-Crafts	Middletown
California Woven Fabrics	Mitten Letters
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Carnegie Textiles	Molla
Carolina Forge	Monsanto
L. E. Carpenter	Multicolor
Cavrok	No-Sag Spring
Celanese Fibers	Noxon Carpet Div., Amtico
Charlton	Oneida Silversmiths
Chicago Hardware	Parkwood Laminates
Children's Workbench	Patterson Furniture
Columbus Mills	Philadelphia Carpet
Commercial Carpet	Pioneer Plastics
Connoisseur Wallcovering	Porter Carpet
Contract Magazine	Protasil
Creative Metal	Replogle Globes
Crown Products	Rockaway Metal Prods.
Crown Rubber	Rockland Industries
Customwood	Royalmetal
Decorative Micarta Div., Westinghouse	Rugcrofters
Design-Tex	Scroll
Dimensional Plastics	Seamloc-Loma Loom
Dow Badische	James Seeman Studios
duCor	Shenango Ceramics
Durkan Carpet	SICO International
Dylan Carpet	Siesta
Enjay Fibers and Laminates	Springs Mills
Excel	Stacor
Fiberesin	Stanley Furniture
Edward Fields	Stauffer Chemical
Fima	Stratton Industries
Finer Chrome	John Stuart
Fixtures Mfg.	Sunburst Aluminum
Ford Fabrics	Sure-Fit Products
Formica	Syracuse China
Franciscan Fabrics	Techfab
General Tire	Telescope Folding Furniture
Georgia-Pacific	Trend Mills
Otto Gerdau	Tropitone Furniture
Glenoit-Dobbie	Uniline
Goodall Fabrics	United Chair
Hercules	U.S. Plywood
Hillside House	U.S. Vinyl
Hope Picture	Universal Carpets
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Interchemical	Vogue Rattan
International Board	Wall Tube & Metal
International Crating	Noel Walter
	Williams Office Furniture
	Lee L. Woodard
	Wunda Weve

'68

Circle No. 7 on product card facing P. 98

CONTRACT BUSINESS: NOTES & COMMENTS

years developing the program. Raymond describes the service "as comprehensive as design consultation, to a complete design service, including architectural layouts, renderings and specification scheduling, depending on dealer requirements. It will be offered on an operational cost basis to our dealers and their clients."

Restaurant Show plans exhibits

Roland William Jutras of Boston has been selected to design Guest Rooms '68, one of the leading exhibits planned for the 49th annual National Restaurant-Hotel-Motel Convention & Educational Exposition, May 20-23, International Amphitheatre, Chicago. The exhibit will present a hotel guestroom, a motel guestroom, and a pavilion terrace, with stress on practicality, ease of maintenance, pricing appeal, and merchandise that is available on a prompt delivery basis. Jutras is president of Roland William Jutras Associates, Inc., a firm architects, planners, and interior designers specializing exclusively in the hotel and restaurant

field. Guest Rooms '68 will be the second edition of a series started at last year's National Restaurant Show.

Another feature exhibit at the show will be Designs for Dining, created by Chandler Cudlipp Associates, New York City, under the supervision of Umberto Marcucci, AID. Designs for Dining was originally displayed at the National Hotel & Motel Exposition in New York City last November.

Himmel to create dining exhibit for National Hotel/Motel Show

Richard Himmel, AID, has been selected to design the 10th Anniversary edition of Designs for Dining, to be premiered at the National Hotel & Motel Exposition November 11-14 at the New York Coliseum. Himmel plans four interiors, all in a Napoleonic decorative theme: Napoleon I cocktail lounge; Napoleon II buffet room; Napoleon III gourmet dining room; Campaign Tent coffee shop. In addition to showing new products by sponsoring manufacturers, Himmel will accessor-

ize the settings with authentic Napoleona from his personal collection.

New assignments . . .

In what may be the largest budget—\$6 million—ever allocated to furnish any hostelry has been awarded to The Maxwell Co., Miami contract furnishing firm, for the complete furnishing of the \$40 million, 1,500-room International Hotel in Las Vegas. A number of the 35 Maxwell designers and decorators for the project will spend months on a world-wide search for objets d'art, furniture and furnishings, chandeliers and exotic fabrics for the International. . . . Saphier, Lerner, Schindler, Inc., New York City based space planning/design firm, is currently doing work abroad, in Paris, Geneva, and Caracas. Two newest projects are offices for Union Carbide Corp. in Geneva and a headquarters building for Price Waterhouse, Inc., in Caracas. Recently completed, 30,000 square-foot office for W.R. Grace Co.

(Continued on page 14)

We'll stack our new stacking tablet arm chair up against anyone's.



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Lenox Crystal

Lenox Incorporated, Commercial Division, Trenton, N.J. 08605

Circle No. 11 on product card facing P. 98

CONTRACT BUSINESS: NOTES & COMMENTS

in Paris, in the city's first air-conditioned building. . . . Albert Parvin & Co., Los Angeles design/furnishing firm, has been awarded the interior design/furnishing contract for the new 4,500 square foot administrative and executive offices for Price Pfister Brass Mfg. Co. in its new building in Los Angeles. Parvin is also planning a Mexican motif for the new quarters of Jules Berman & Associates, liquor importer, in recently leased space at Robertson Plaza. . . . Bank Building & Equipment Corp. of America, financial planning and building firm, will serve as consultant and interior work contractor for the new 25-story American Bank & Trust Co. building in downtown South Bend, Ind. The \$5.5 million project will have American Bank & Trust and Pick Hotel Corp. as principal tenants—the bank occupying space on the lower level, main floor, terrace level, and 17th floor. Nine full stories and lobby space on the main floor will house the Albert Pick Motor Inn. Remainder of the space is designated as business and professional office rental. . . . Charles Luckman Associates, Los

Angeles architectural firm, will design the proposed 18-acre, \$30 million Columbus Square in Glendale, Calif. The multi-story development will include several major department stores and shops, restaurants, hotel and convention center, as well as an enclosed air-conditioned mall, underground parking garage, and possibly a heliport. Groundbreaking is slated for this spring; construction to be completed late 1970. The Luckman office is now completing Phase III addition to Valley Presbyterian Hospital in Van Nuys. The \$6 million facility will be completed by late fall of 1969. . . . Howell Design Corp., industrial and interior design firm of New York City, has been retained by Vision Associates, Inc., to design new offices in New York City. . . . Brand-Worth & Associates, Los Angeles interior planning/design firm, is completely redesigning the Castagnola seafood restaurant at San Francisco's Fisherman's Wharf. Under direction of project architect Alfred E. Guevara, AIA, of Brand-Worth, the exterior of the building will be natural brick and redwood boarding with a

tile roof. Two glass walls face the harbor. The 13,000, \$500,000 facility will seat 400 persons in a cocktail lounge, two dining rooms, banquet and meeting room facilities. Brand-Worth recently completed the remodeling of the 150,000 square foot Bargain Town store, Carolina, Puerto Rico. . . . B. Brody Seating Co., Chicago manufacturer of commercial and residential dining furniture, will supply seating equipment for 11 installations in eight states. Brody will be working closely with the interior designers and furnishers for each project. . . . Western Contract Furnishers, San Francisco, will undertake a \$100,000 furnishings contract for the Manila Electric Co., which will occupy the entire top floor of a 13-story building now under construction in Manila. Interior design firm for the building is Pacific House, Ltd., of Hong Kong. Western has also been assigned the interior color and furnishing specification and coordination contract for a new 7-building residence hall complex at Fresno State College. The new coed living center will house 634 students. (C)



The Beauty's Free What you buy is the rugged Provincial Elm construction, extra bracing, gluing and doweling, and the durable finishes that make Country Contemporary almost indestructible . . . tough enough to stand the abuse it gets in dormitories, lodges, and troop installations. We don't charge extra for Country Contemporary's casual, relaxed, elegant air . . . its special beauty that sets a whole new mood in interior decor. Over fifty perfectly coordinated pieces, available in a choice of dark or light antique finish. Our catalog's available on request . . . why not write for it?

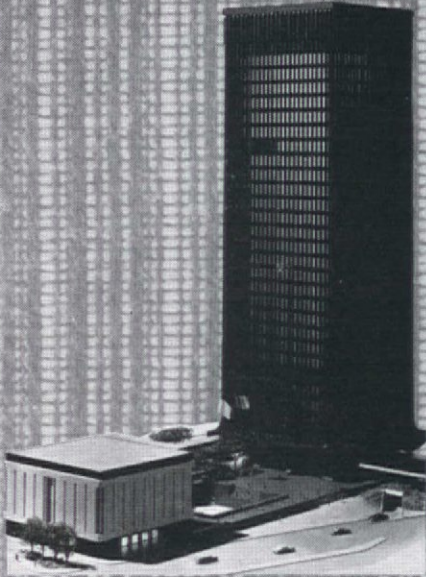
Circle No. 12 on product card facing P. 98

Country Contemporary is in use at:
 Fine Homes • University Lounges, Dormitories, Dining Halls • Clubs • Fraternal Halls • Hunting and Skiing Lodges • Hospitals • Executive Offices • Armed Forces Installations • Hotels • Motels • Golf Clubs • Nurses Homes • Senior Citizen Facilities • Restaurants • Banks • Religious Retreats • Churches • Prep Schools • Resorts

SPARTA FURNITURE SHOPS, INC.
 Sparta • Michigan

DISPLAY • 1222 MERCHANDISE MART • CHICAGO

6-2



for
XEROX
square

Maharam Fabric Corporation developed an entirely new fabric which met not only prime safety requirements, but also the esthetic and light-control requirements of Xerox's manager of interior design, Mr. George Baio. Woven to a 72" width, the fabric consists of 80% Verel, 20% wool, and provides 100% fullness when used in conjunction with the architectural pleating system for the building's 36' wide window openings. May we assist YOU with your design problems and requirements?



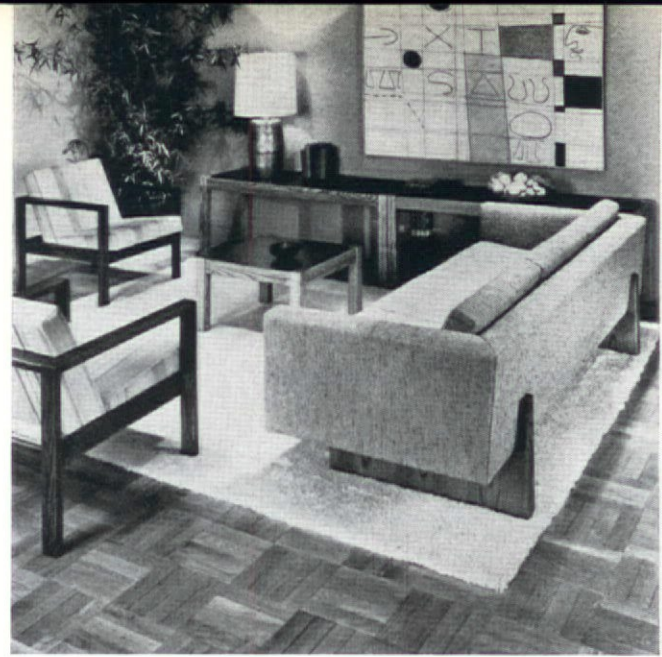
maharam
FABRIC CORPORATION

Los Angeles: 147 No. Robertson Blvd., L.A. 90048

New York: 130 West 46th Street, N.Y. 10036

Circle No. 13 on product card facing P. 98

**HARVEY PROBBER SHOWROOMS
AT D & D ANNEX
FEATURE SPACIOUS GROUPINGS**



The new Harvey Probber showroom in the Decoration & Design building at 979 Third Ave., New York City, comprises 12,000 square feet divided into distinctive sections for the residential and contract and educational lines. Executive and sales office areas are situated between the sections as well, along the outside walls, further dividing the showroom space. The contract

and educational areas are architectural in character. Desks, credenzas, and other office furniture are integrated in individual settings. The educational portion, to the rear, is light and open, to complement the solid oak furniture that is shown. Chain-Mail, the metal mesh drapery fabric distributed by Probber, is shown throughout in the patterns and finishes available. (C)



*Beauty and Strength Distinguish
the New 1200 Series by*

COSCO

THE **NORCOR** LINE



odel 1245

These new stacking and folding chairs were conceived especially for designers. Some of the "plus" features are:

- Same modern design concept in both stacking and folding chairs.
- Sturdy solid steel frames with durable chrome-plated finish.
- Comfortable molded fiberglass seats and backs with textured finish in seven decorator colors.
- Designed for compact storage, both chairs have "built-in" nesting feature.

For complete information and specifications write Dept. C-IF.

COUNT ON
COSCO / where
the new
ideas are

Hamilton Cosco, Inc., Institutional Furniture Division, Gallatin, Tennessee



odel 1205

PEOPLE

LEE B. DONNER has joined Clapper's Manufacturing Inc., Meyersdale, Pa., as national sales manager. Changes within the organization include the appointments of RAY LAUGHERY as director of manufacturing; THOMAS LINDEMAN as production engineer; and LEROY YUTZEY as plant manager.

RICHARD A. BECK has been named general sales manager of Consoweld Corp. DAVID E. MILES has joined the firm as planning manager.

CHARLES J. BURNS has joined Scalamandre in New York as showroom manager. VINCENT CONNOLLY continues as New York area sales manager.

BYRON ROCKWELL has been appointed general manager of Albert Parvin & Co.'s Trade Sales Division, succeeding DAVID SINGER. Rockwell has also taken office as president of Robertson Center Association, an organization of wholesale furnishings showroom executives. PAUL BISCHOFF has been promoted to executive vice president, succeeding NORRIS J. GOLDMAN, who recently became president of the organization. HARRY MCCAGUE has been named administrative vice president of design.

HARRY J. SCHOEWE has been appointed district manager, northern Illinois, of Office Furniture Division of All-Steel Equipment Inc.

C. J. BACKSTRAND, chairman of the board, and C. N. PAINTER, executive vice president, of Armstrong Cork Co., have retired from active service. M. J. WARNOCK will succeed Backstrand; J. H. BINNS will succeed Warnock as president of the firm. H. A. JENSEN and J. V. JONES were elected executive vice presidents. RICHARD A. GRAFF was named to head Armstrong's new carpet division. ROBERT H. CALDWELL will be general sales manager of the division. A. B. STRICKLER, JR. will succeed Caldwell as marketing manager for resilient tiles. R. W. RUSSELL, JR. replaces Strickler as manager of national accounts sales.

American Hotel and Motel Association has appointed GILBERT E. ROSENBRIER, general manager of O'Hare Inn, to head its new Airport Motels Committee.

CHARLES GREENE has been named general sales manager of Trend Mills of Georgia Division, of Trend Mills, Inc.

JAMES B. CHAGNON has joined Troy Sunshade Co. Div., of Hobart Mfg. Co., as northeastern sales manager.

WILLIAM B. BALL, JR. has been appointed Director, Toledo operations, for the Coated Fabrics Division of Interchemical Corp. LEON R. GOOLSBY has been named wallcovering factory manager for the firm.

when Janey's as old as Joan . . .



*the SurfLine warranty
will expire !*

By then your SurfLine Casual furniture will have outlasted 4, 5, even 6 ordinary sets of casual furniture. Actually, you can expose SurfLine to the elements all year long and the warranty still holds! Maintenance-free nickel stainless steel and PVC vinyl cordwrap make SurfLine the casual furniture designed for tomorrow . . . available today!

Free color brochure
available on request



SurfLine®

NICKEL STAINLESS STEEL CASUAL FURNITURE



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

Circle No. 15 on product card facing P. 98

CARPET DROP-OUT?



Not Downs New "Cara Point." Woven Wilton Construction. Acrilan® Acrylic Pile. Period. (Almost.)

"Almost," because we couldn't stop there without telling you why. "Cara Point"—we repeat—is a wilton woven through to the back, then latexed. (Nothing surpasses woven carpet for performance.) It is non-allergenic, among other fine things, of 3-ply moresque Acrilan® acrylic yarns. That makes it ideal for schools as well as other public area installations. It is a velvet-textured tweed in nine handsome 3-tone colorations. And it meets approved FHA specifications. Now you know why we didn't stop sooner. Or why it is important for you to . . .

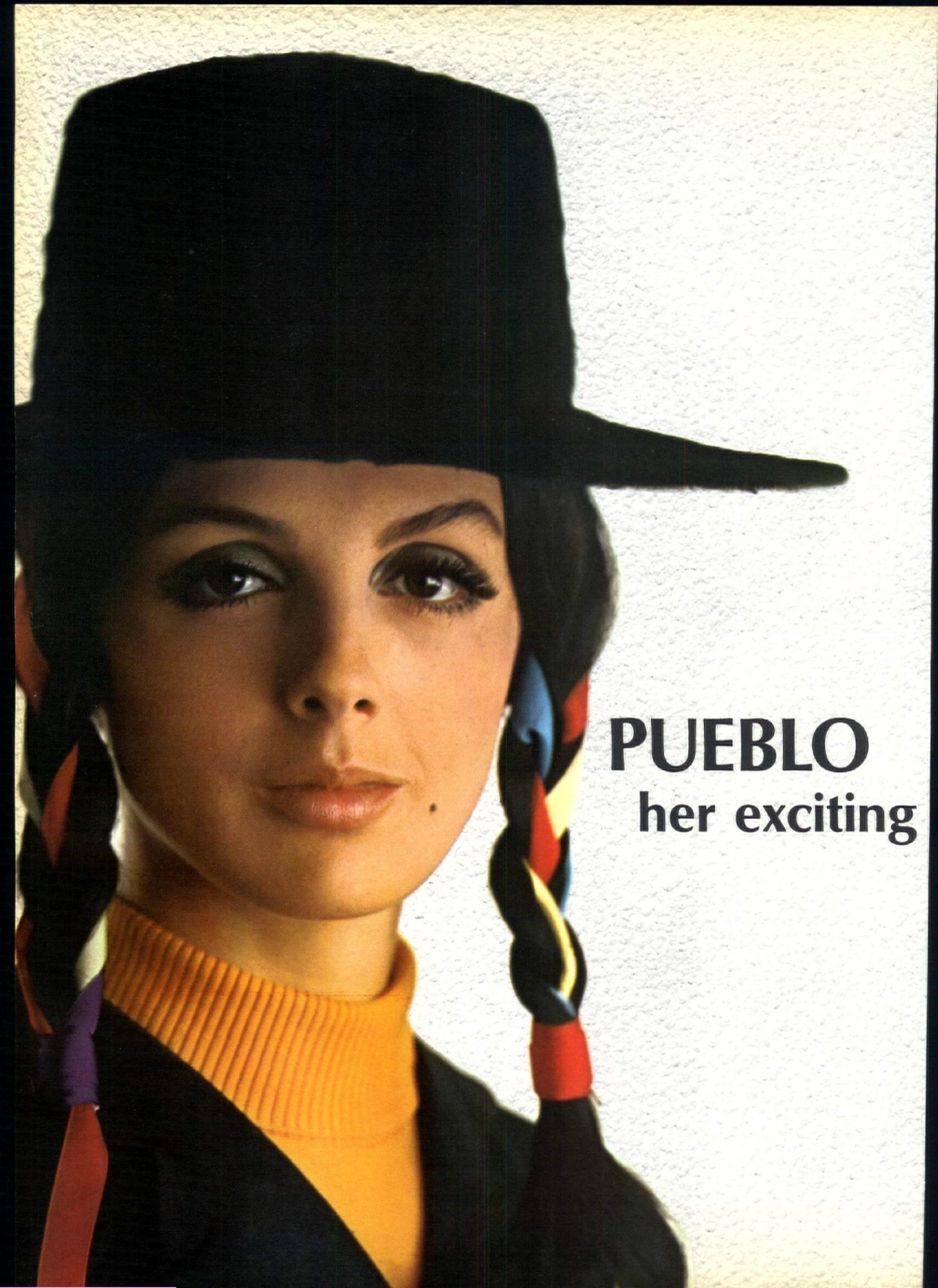


WRITE FOR FREE NEW "CARA POINT" SWATCH BOOK and FULL-COLOR CONTRACT BROCHURE.

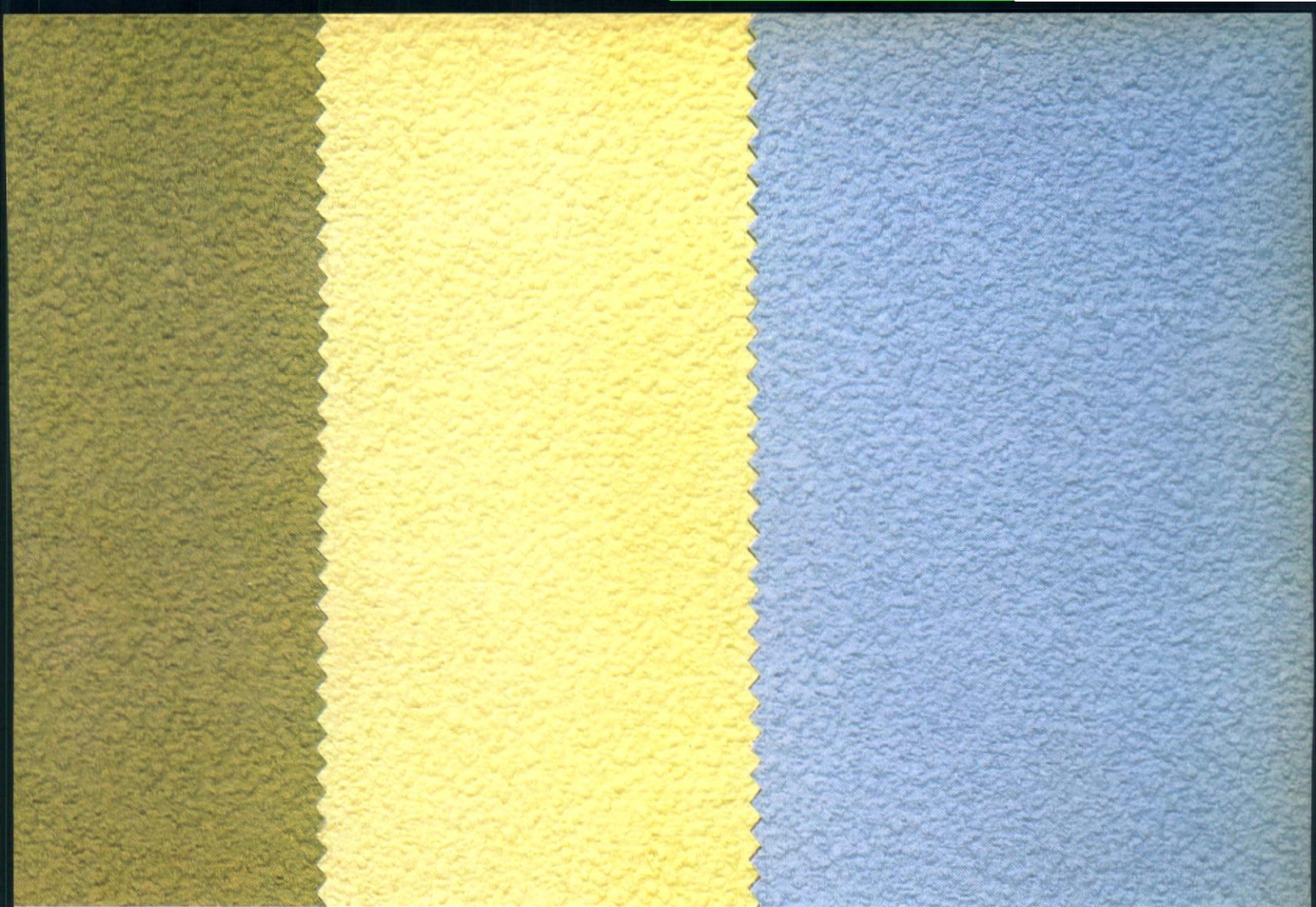
DOWNSQALITY CARPETS

DOWNSCARPET COMPANY, INC., Philadelphia, Pa. 19134 • Since 1865

Circle No. 16 on product card facing P. 98



PUEBLO
her exciting



new Pueblo vinyl wallcovering . . . in the now texture of simple stucco. Creatively tinted in the sun-kissed colors of the great Southwest. Pueblo takes its place in the industry's most complete selection of vinyl wallcoverings. Four big lines, offering the finest quality vinyls in both coated and ply construction. As only Stauffer can do it, because our production is completely integrated . . . beginning with our own raw materials and continuing on

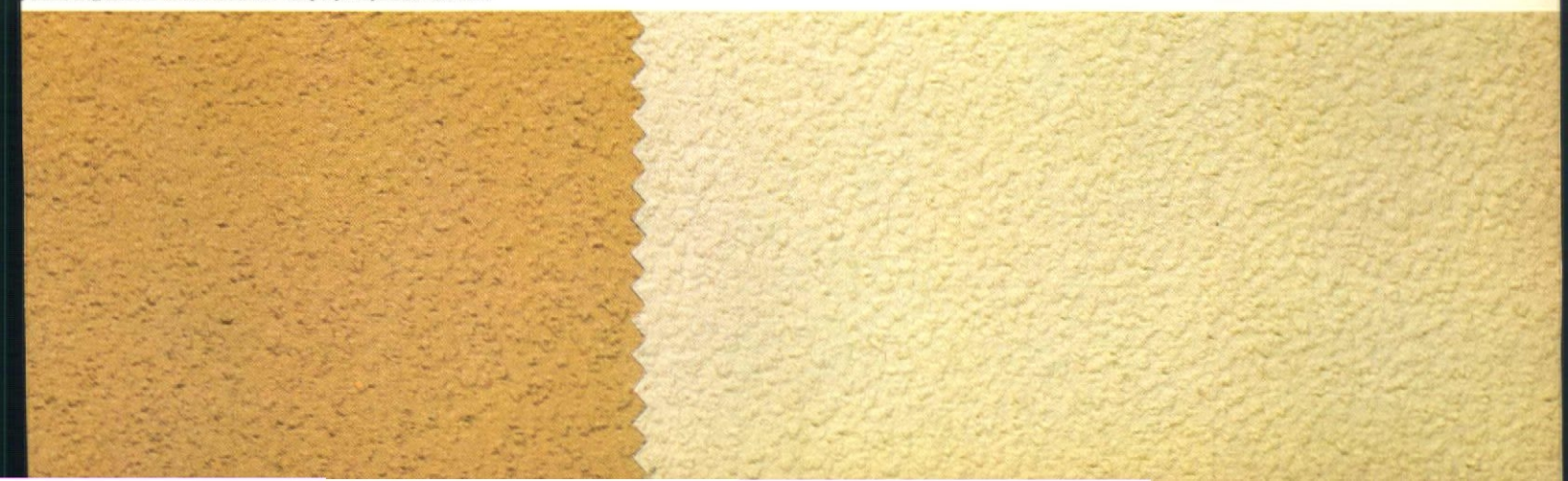
through to the finished wallcoverings.

Pueblo, like all Stauffer vinyl wallcoverings, is available on order with a top-bonded film of super stain-resistant TEDLAR*. See Pueblo soon, in all 23 muted colors. For samples, and the name of your nearest distributor, drop by our new showroom (new wing, Room 707), 979 Third Avenue, New York, N.Y. 10022. Or write to Stauffer Chemical Company, Wallcovering Sales, at the same address.

permon® / fabron® / detron® / vinco™
vinyl wallcoverings



DuPont's registered trademark for its polyvinyl fluoride film.



CONTRACT NEWS

Lynn D. Montgomery and Charles H. Winecoff have formed a new organization, MONTGOMERY, WINECOFF & ASSOCIATES, INC., 175 Fifth Avenue, New York City. The new firm will be involved with interior architecture, industrial design, and corporate graphics.

KENTILE FLOORS INC., manufacturer of resilient floor coverings, has acquired HIGHSTOWN RUG Co., Hightstown, N. J. Expansion plans call for development of a full line of carpet to complement Kentile products.

GENERAL THERMATICS, INC., Farmingdale, N.Y., manufacturer of refrigerated equipment for pleasure boats, has been acquired by SPRINGER-PENGUIN, INC. S-P, Inc., manufacturer of refrigerated cabinets, will maintain the addition as an independent subsidiary.

THOMAS INDUSTRIES INC., and PHIL-MAR CORP. recently announced that an agreement had been reached for merger. With the addition of Phil-Mar's Cleveland facility, Thomas Industries will have eleven plants in the U.S. and Canada, with corporate headquarters to remain in Louisville, Ky.

B. BRODY SEATING CO., manufacturer of commercial and residential dining furniture, is doubling the size of its contract space in Chicago's Merchandise Mart.

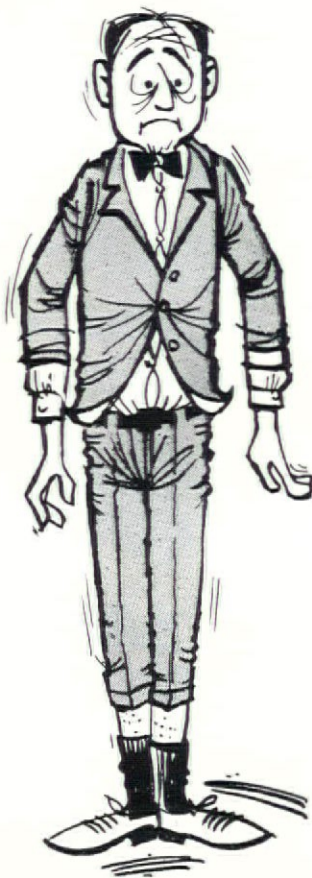
AMERICAN HOSPITAL SUPPLY CORP. and HAMILTON MANUFACTURING Co., have announced an agreement in principle to a combination of both companies. The agreement, approved by the boards of directors of each company, is subject to approval of Hamilton stockholders.

Four affiliated companies, ORCCO INDUSTRIES, INC., CAPISTRANO RUBBER Co., NEWARK CORP., and NEWTH RUBBER CORP., have been combined to create a new floor covering division of LUDLOW CORP. The division will produce and market indoor-outdoor carpeting and a full line of carpet underlays.

Major expansion of GEORGIA-PACIFIC's hardboard production facilities at Conway, N.C., has doubled the plant's capacity to 200 million square feet. Expansion has begun on a new corrugated container plant in Ashboro, N.C., and plans have been set for 200-ton capacity paper mill near Halifax, N.C.

UNITED STATES GYPSUM Co., has announced plans to build a multi-million dollar acoustical products plant near Mons, Belgium.

ROBERT JOHN Co., Upper Merion Township, Pa., has recently completed construction of a new factory engineered by Gunter Geiger, industrial engineer. The plant, 120,000 square-feet, is expected to be one of the most highly mechanized furniture manufacturing operations in the country.



SHRINKAGE?

NOT WITH **VPI** SOLID
VINYL WALL BASE!

You can depend on the "fit" of VPI cove and straight base. Its dimensional stability is guaranteed. (See VPI's installation instructions.) VPI offers a wide selection: Ten beautifully clear decorator colors . . . cove base $\frac{1}{8}$ " and .080" gauges . . . 2 $\frac{1}{2}$ ", 4" and 6" heights . . . straight base 4" height . . . 48" lengths and 120' rolls . . . plus preformed cove and straight base outside corners and stringer material.

Play it safe. See Sweets Architectural file or write for samples and specifications.

51-187



VINYL PLASTICS INC.
SHEBOYGAN, WISCONSIN 53081

One of the nation's pioneer producers of solid vinyl flooring

Circle No. 18 on product card facing P. 98



Now Reineman brings you basic Burke color. Choose charcoal, beige or white butyrate fluidized finishes, or stick with the standard—polished aluminum. A wide range of Burke upholstery materials are available with any color base you select. Color coordinate your next assignment with the furniture designed by Richard Reineman, and bask in the glow of colorful compliments from your client.

B
BURKE

DIVISION, BRUNSWICK CORPORATION

SHOWROOMS:
CHICAGO • LOS ANGELES • SAN FRANCISCO • DALLAS •
NEW YORK • MIAMI • ATLANTA • SEATTLE • NEW ORLEANS • BOSTON • MINNEAPOLIS • ST. LOUIS

HARTER
MSH
900 SERIES



New MSH seating by Harter. Superbly crafted yet modestly priced. (And even more comfortable than they look!) Available in 6 swivel and conference models. Now on display at Harter showrooms in New York, Chicago, Denver and Los Angeles. Send today for MSH brochure.



HARTER CORPORATION

230 Prairie Avenue
Sturgis, Michigan 49091

Please send me the MSH 900 Series seating brochure.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

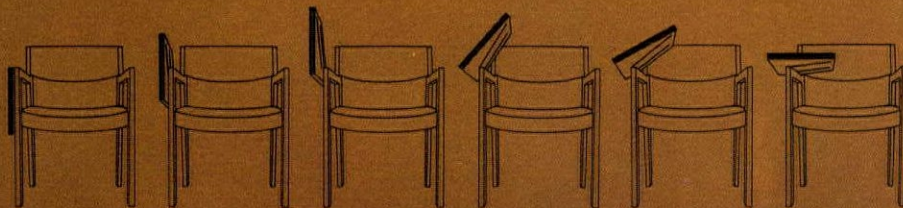
Circle No. 20 on product card facing P. 98

CALENDAR

1968

- February 17-21.** American Association of School Administrators, Convention and Exhibit. Atlantic City, N.J.
- March 9-11.** National Association of Bedding Manufacturers, Annual Convention & Supply Show. Conrad Hilton Hotel, Chicago.
- March 6-9.** NOPA (National Office Products Association) Spring Convention & Exhibit. San Francisco Hilton, San Francisco.
- April 2-4.** Northern Ohio Business Equipment Show. Cleveland Public Auditorium, Cleveland, Ohio.
- April 6-October 6.** Hemisfair, 1968 World's Fair. San Antonio, Tex.
- April 19-26.** Southern Furniture Market. High Point, N.C.
- April 30-May 4.** American Industrial Arts Association. Minneapolis.
- May 1-14.** NSID Conference. Palm Springs, Calif.
- May 8-11.** National Association of Educational Buyers. St. Louis, Mo.
- May 8-12.** National Home Fashions League Annual Conference. Ambassador Hotel, Los Angeles, Calif.
- May 20-23.** National Restaurant - Hotel - Motel Convention & Educational Exposition, including special exhibit Guest Room '68. International Amphitheater, Chicago.
- 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.
- June 16-22.** International Furnishings Markets. American Furniture Mart and Merchandise Mart, Chicago.
- June 24-29.** American Institute of Architects, Annual Convention. Memorial Coliseum, Portland, Ore., and Ilikai Hotel, Honolulu.
- July 7-11.** Pacific Northwest Furnishings Market. Seattle.
- July 7-12.** Dallas Furnishings Market. Dallas Market Center, Dallas, Tex.
- July 14-19.** Los Angeles Furnishings Market. Home Furnishings Mart, Los Angeles.
- July 15-19.** Atlanta Furnishings Market. Merchandise Mart, Atlanta, Ga.
- July 22-26.** Western Furnishings Market. Western Merchandise Mart and International Market Center, San Francisco.
- September 7-13.** American Institute of Interior Designers, 37th Annual Conference. Beverly Hills, Calif.
- September 16-19.** American Hospital Association. Convention Hall, Atlantic City.
- October 31-November 3.** NOPA Annual Convention. Americana Hotel, N.Y. Hilton, Coliseum, New York City.
- November 11-14.** National Hotel & Motel Exposition. New York Coliseum, New York City.

Circle No. 21 on product card facing P. 98 →



OUR OWN LITTLE SWINGER

William Sullivan's new swing-away tablet arm, sliding effortlessly on steel tracks, works easily in close proximity to other chairs. When lifted into *writing* position, it automatically moves forward.

May we send you additional information featuring the Swinger* and other Marble/Imperial designs?

*Patents applied for.

Marble/Imperial Furniture Company, Bedford, Ohio 44146

 **Marble/Imperial**
A DIVISION OF DICTAPHONE CORPORATION





You deserve a better break.

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

Boom. Bang. Crash.

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

Bad for business? Of course.

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

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

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

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

Ergo: customers relax. Spend freely.

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

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

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



WORLD CARPET
DALTON, GEORGIA



—in the classic
 Scotch plaid tradition,
 for one upholstered chair
 or sofa or a thousand rooms.
 A proper skirl of fabric design
 brings the highland flavor alive.
 And, it's exclusive from

Coordination of solids, stripes and plaids

All upholstery and drapery fabrics available with



DAVID and DASH

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Philadelphia, Cleveland, Chicago, Dallas, Los Angeles, San Francisco, Honolulu,
 Washington, D.C., Toronto, Minneapolis, Portland, Seattle, Atlanta, St. Louis

Circle No. 23 on product card facing P. 98

“LET THERE BE LIGHT!”





Levolor Riviera blinds help shed light on the subject.

Any subject. Anywhere.

As in this research institute, for example.

Their slender slats (25 mm) and narrow, braided slat supports diffuse sunlight into a soft, infinitely controllable invitation to learning.

And, seen from the outside, Rivas blend so unobtrusively



with the facade, they seem to disappear.

Whichever way you look at them, Levolor Riviera blinds are for men of vision.

LEVOLOR RIVIERA BLINDS
WITH THE MAGIC WAND TILTER

ALDEN B. DOW ASSOCIATES, INC., ARCHITECTS, THE INSTITUTE FOR SOCIAL RESEARCH, THE UNIVERSITY OF MICHIGAN, ANN ARBOR. FOR DETAILS WRITE TO LEVOLOR LORENTZEN, INC., 717 MONROE ST., HOBOKEN, N.J. 07030

START A DECORATING
REVOLUTION WITH

“Petitpoint”
Luxurious
100%
Pure Wool
Pile
Carpet

from
**HARDWICK
CARPETS**

Classic design in vibrant, living colors. Precisely woven to bring out all the room-warming beauty of this delightful re-creation. As an added distinction this carpet bears the wool mark label . . . the mark of the world's best . . . pure wool pile. Introduce your area rug shoppers to Petitpoint and watch Petitpoint do the rest. Stocked in 27" widths . . . also available in area rugs. Send for FREE color cards on other decorating patterns.

The wool mark is
your assurance of quality tested
carpets made of pure wool pile.



PURE WOOL PILE

HARDWICK & MAGEE COMPANY . . . *the compact mill*

Lehigh Ave. at 7th St., Phila., Pa. 19133 □ Chicago □ Dallas □ Denver □ Detroit □ Louisville □ New York □ San Francisco □ Los Angeles

Circle No. 25 on product card facing P. 98

magnificent

**this is the finest chair
you can recommend.**



CRAMER INDUSTRIES INC.

A Subsidiary of USM Oil Co.

Cramer — The leader in style and quality

The place:



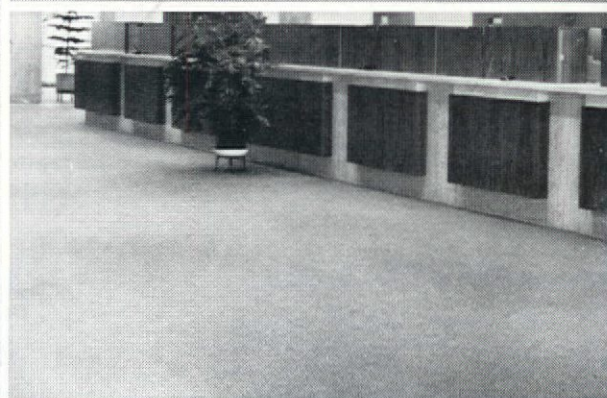
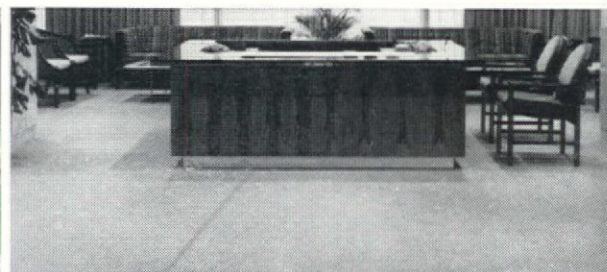
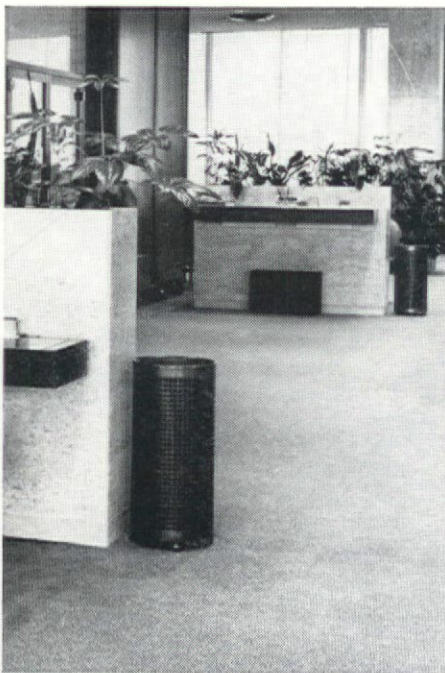
The impressive
Citizens National Bank,
Orlando, Florida

The man:

William F. Maler, AID,
Richard Plumer Business Interiors, Inc.,
Miami, Florida



The carpets:



Bigelows: The exceptional beauty of the gold and the emerald green carpeting is matched only by its durability.

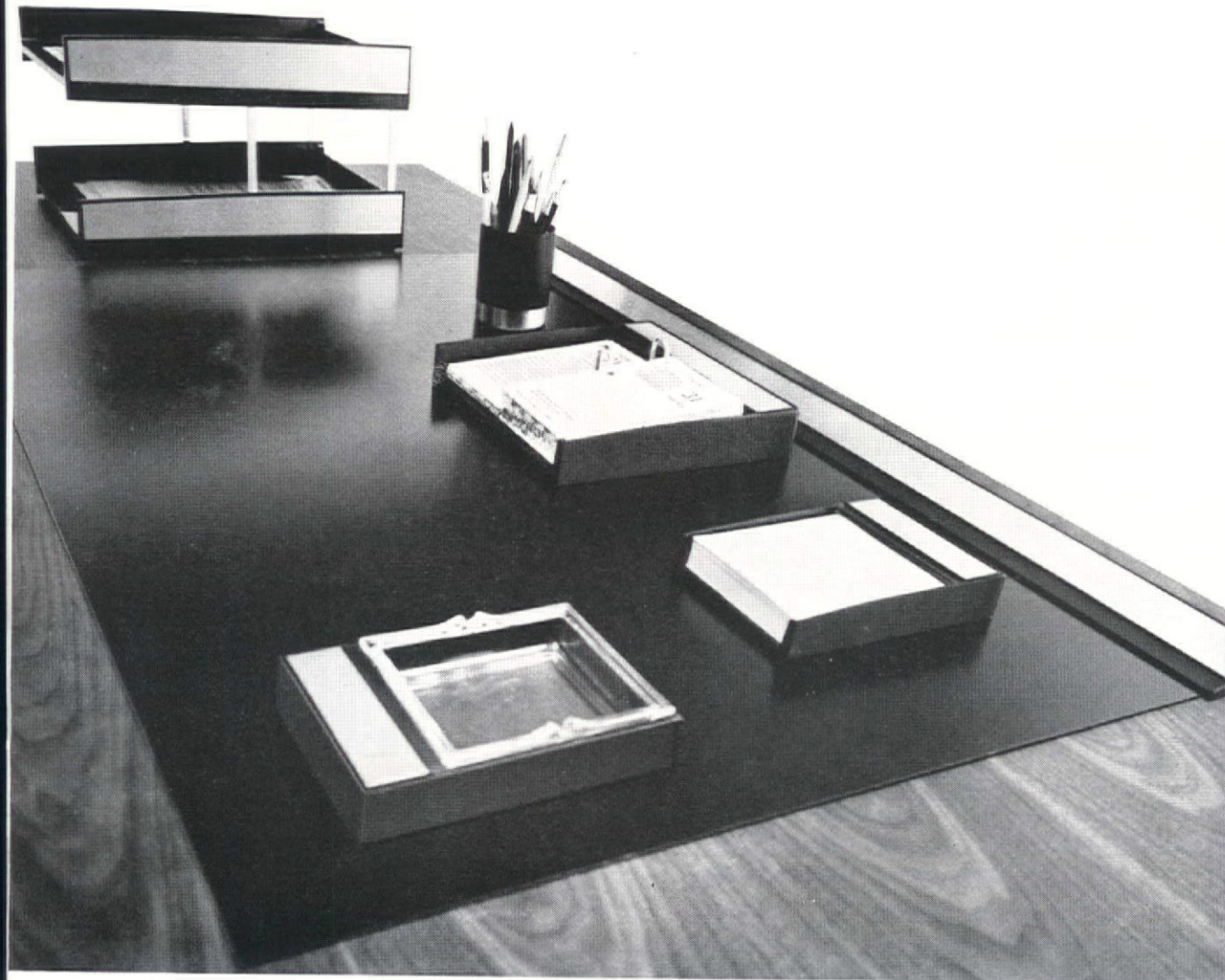
Why do designers like William F. Maler specify Bigelow? Because they know that for every bank, hospital, hotel, motel or other commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving

any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful, free brochure on commercial carpets write Dept. A, 140 Madison Avenue, New York N.Y. 10016. Find out for yourself why **people who know buy Bigelow** ➤

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

Circle No. 27 on product card facing P. 98

**Each set in our new desk accessory line retails for under \$25.
But looks like a million bucks.**



Up until now, most coordinated desk sets that looked expensive *were* expensive.

There was a real need for a well-designed, attractive desk accessory line in a popular price range.

And this is just what Eldon Industries has come up with.

Eldon's new line is handsomely designed. The kind of accessories that look at home on the most expensive desk.

Yet, with all this beautiful design, a set that includes a letter tray, a desk pad, a calendar pad holder, a memo holder, an ashtray, and a pencil cup retails for under \$25.

This new line comes in six custom colors: Ebony, Sahara Beige, Driftwood Grey, Sierra Green, Turquoise, and Persimmon.

And it comes with three different trims: brushed silver aluminum, brushed golden brass, and walnut.

If you would like to find out more about these new desk accessory sets, just fill out the coupon below.

Eldon Industries, Inc. *Office Equipment Division*
2701 West El Segundo Blvd. • Hawthorne, Calif. 90250
(area code 213) 757-2151

Please rush catalog and pricing information
 Have your salesman phone for an appointment

Company _____
Name _____
Title _____
Address _____
City _____ State _____

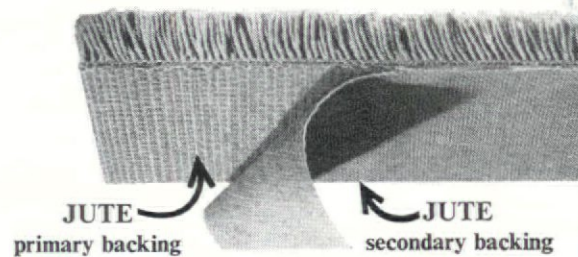
Circle No. 28 on product card facing P. 98

Don't handicap your carpet installer.

When he installs your client's carpet, don't give him less than

Jute-on-Jute double backing.

Your client relies on you for the final result on the floor... not just for rolls of carpet. So it's important to set the installer's skill off to full advantage. Provide him with carpets with Jute primary and secondary backings. Installers strongly *prefer working with it because it gives the best result. How do you make sure it's Jute-on-Jute? Turn the carpet over to see the secondary backing. Then flex the carpet to check the primary backing through the pile.



- Unequaled all-directional strength for full tension power-stretching (avoids re-stretching).
- Seaming virtually invisible, because Jute can take and hold smaller seams.
- Easy tailorability, for better shaping on stairs and to irregular contours.
- Proven safety in high spillage risk areas.
- Tested reliability for cleaning.
- Extra "body" that keeps rugs lying flat.

**Write for folder stating opinions of leading professional installers on Jute's advantages, based on nation-wide survey*

JUTE CARPET BACKING COUNCIL, INC.

25 Broadway, New York, N. Y. 10004 • American Industries, Inc. • Bemis Co., Inc. • C. G. Trading Corp. • Delca International Corp. • A. De Swaan, Inc. • Robert F. Fitzpatrick & Co. • Gillespie & Co. of New York, Inc. • Hanson & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer Co. • Pak-Am Inc. • William E. Peck & Co. of N. Y. Inc. • R. L. Pritchard & Co. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Willcox Enterprises, Inc.

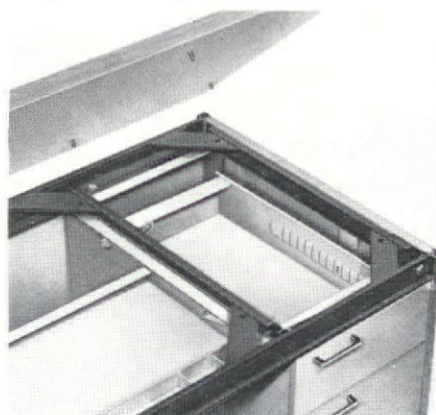
Circle No. 29 on product card



accent' from Invincible is not only beautiful—it's the most *practical* furniture you can buy!



complete—Accent' offers basic desks and add-on units to meet *any* office situation. Bookcases. Chairs. Credenzas. L-returns. Tables. And more... in a wide variety of sizes, styles and colors.



strong—I-Beam construction provides a framework of built-in strength... does not rely on top for primary support. Makes every Accent' desk firm and solid... and a solid investment, too.

convenient—Cross-file drawer suspends papers at finger-tip reach. One of many ideas to make your job easier. For your Accent' color brochure, write to: **Invincible Metal Furniture Co., Dept. C1, Manitowoc, Wisconsin 54220.**



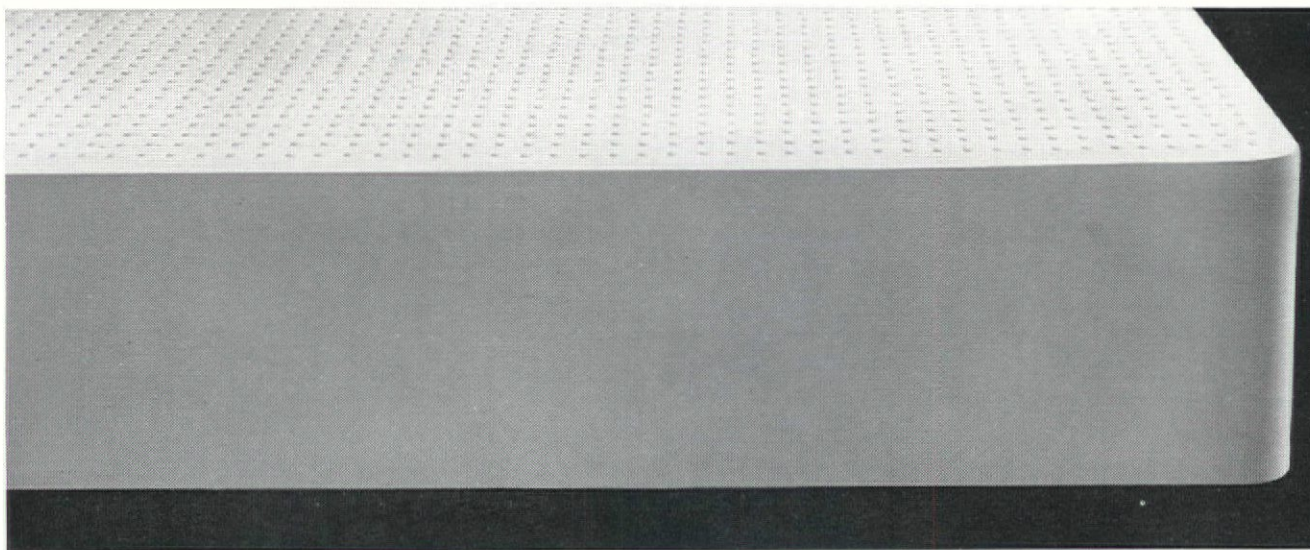
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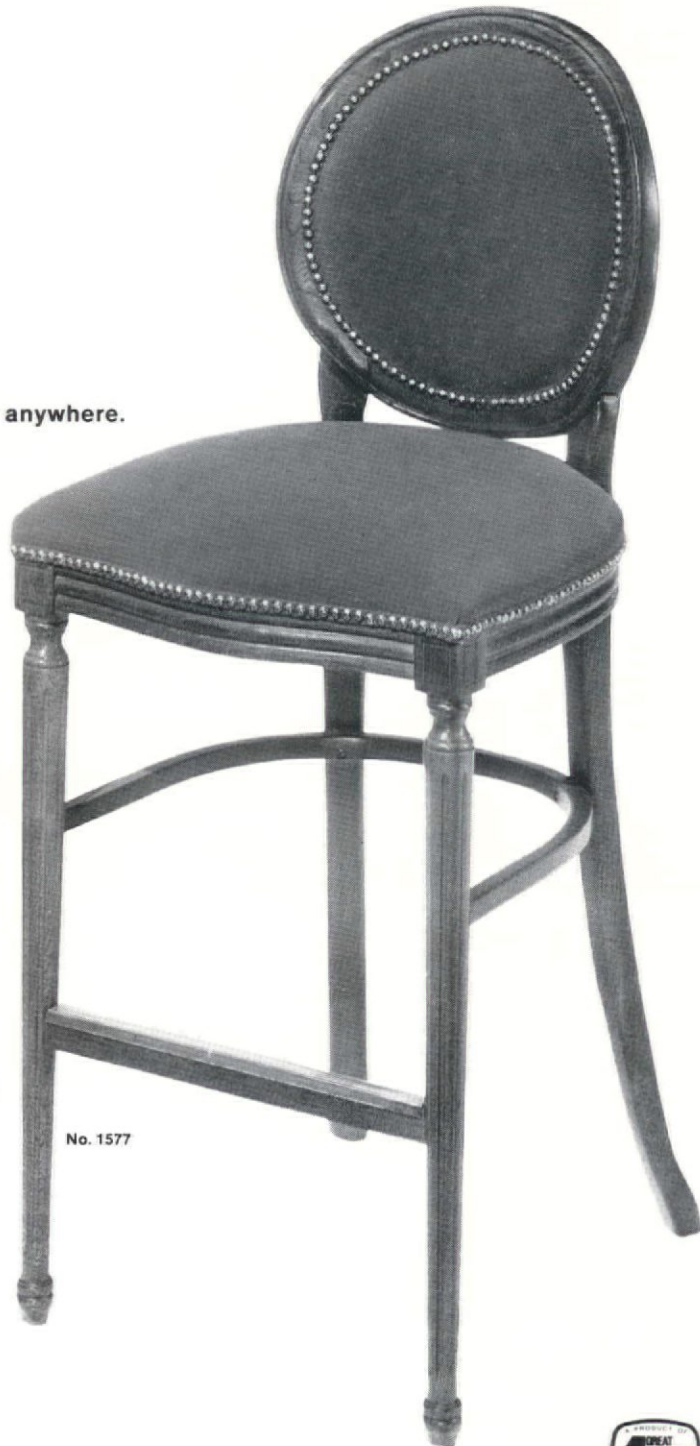
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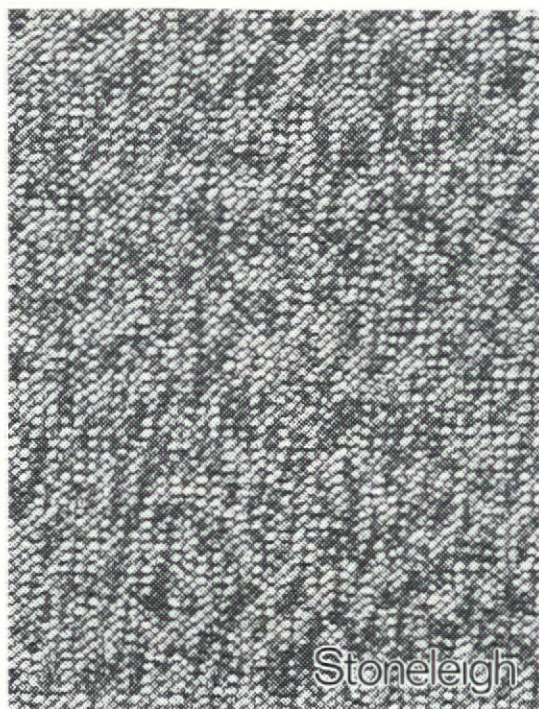
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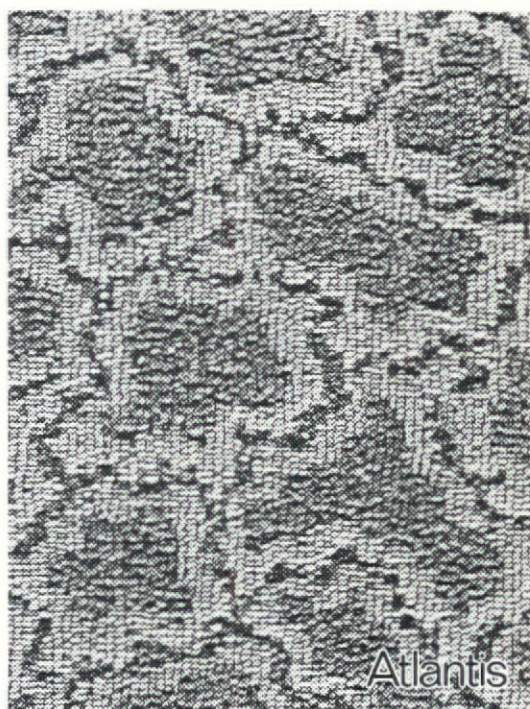
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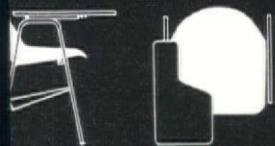
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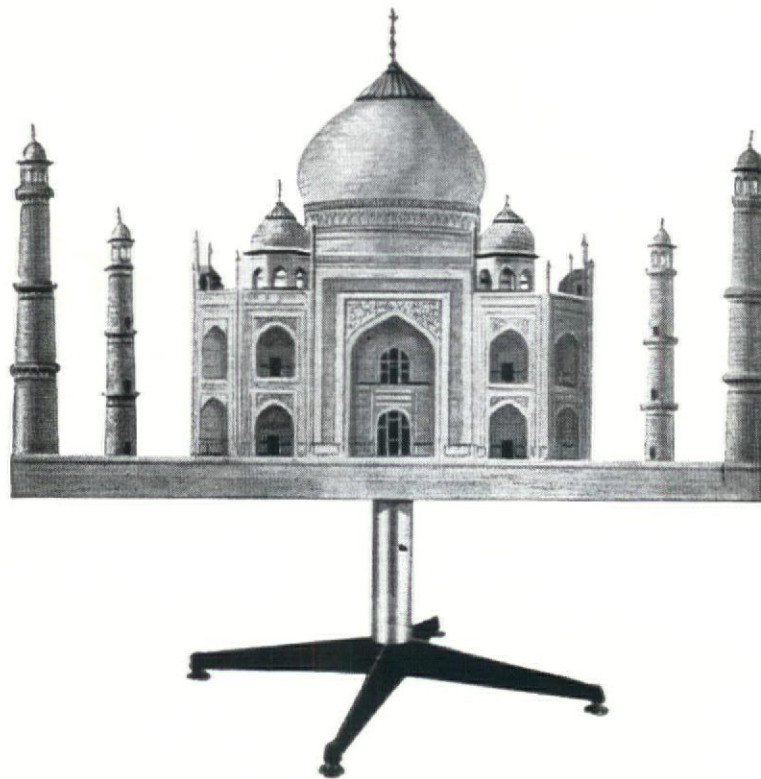
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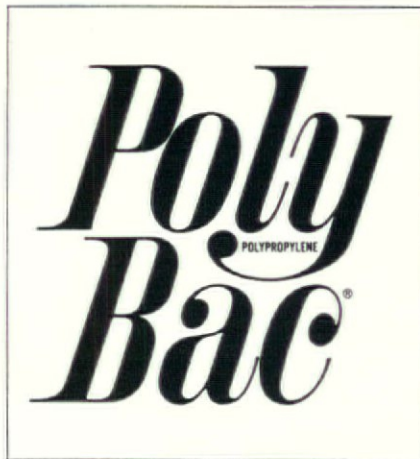
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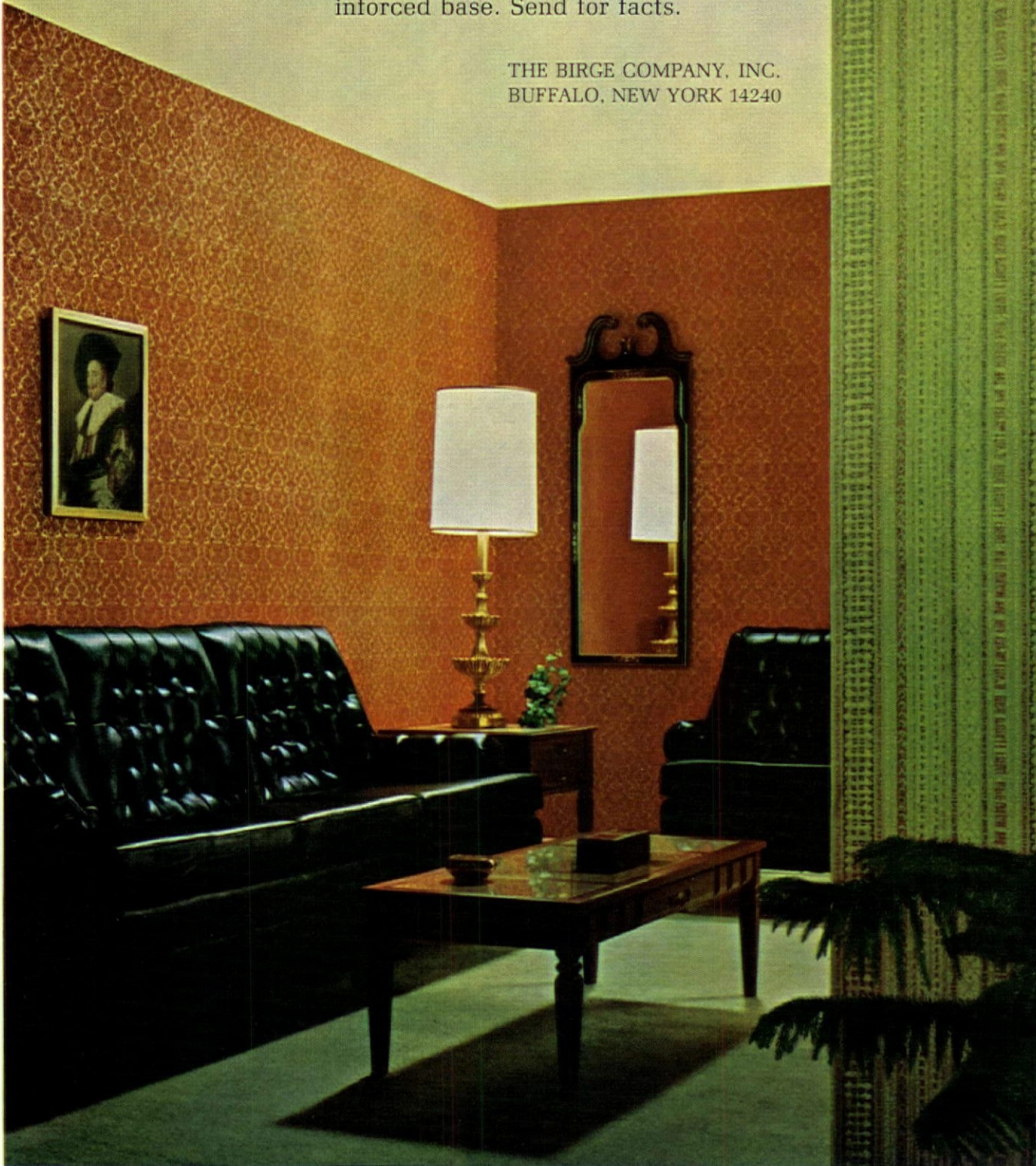
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EDUCATION: THE MULTI-BILLION DOLLAR MARKET

In 1968, New York State alone will spend two billion dollars—\$2,000,000,000—on schools and educational resources. That sum, according to one recent CONTRACT seminar speaker, is an amount greater than the entire budget of several small countries. As long as per capita population continues to increase, so will the appropriations needed to advance education. Community involvement, too, will sharpen, since the source of educational expenditures is the tax dollar.

A substantial proportion of this money is being devoted to the physical plant and equipment needed to carry out an increasingly complex educational process. The latter is demanding that traditional, narrow, fettered, and unimaginative techniques be scrapped, and that bold and creative concepts be adopted and implemented as rapidly as possible.

The result is what appears to be a headlong and welcome plunge into the educational technology of the 21st century, which must affect the thinking, ideas, and designs that flow from the planner, designer, and furnisher of educational facilities.

These ideas are more than evolutionary, since they deal with concepts as different as the interior of the little red school house is from today's "school without walls." Expose yourself to the new math and the new reading techniques of the first and second grader and the import of the educational revolution must impress you indelibly.

Of course, school buildings are erected initially not with the hope but with the insistence that they last for many years, lest the taxpayer be tapped once too often, once too hard, and with enough irritation to depose the existing school board. Consequently, it is the new facility, not the renovated one, that will reflect most substantially the new thinking of the educational innovators.

Only to the extent that walls can be knocked down without seriously weakening the structural integrity of a building can any of the new space concepts be introduced to old schools. And this, too, is questionable, considering that these are all-pervasive concepts that require a comprehensive approach, rather than a piecemeal and ineffectual attempt to treat only part of a problem, rather than the whole.

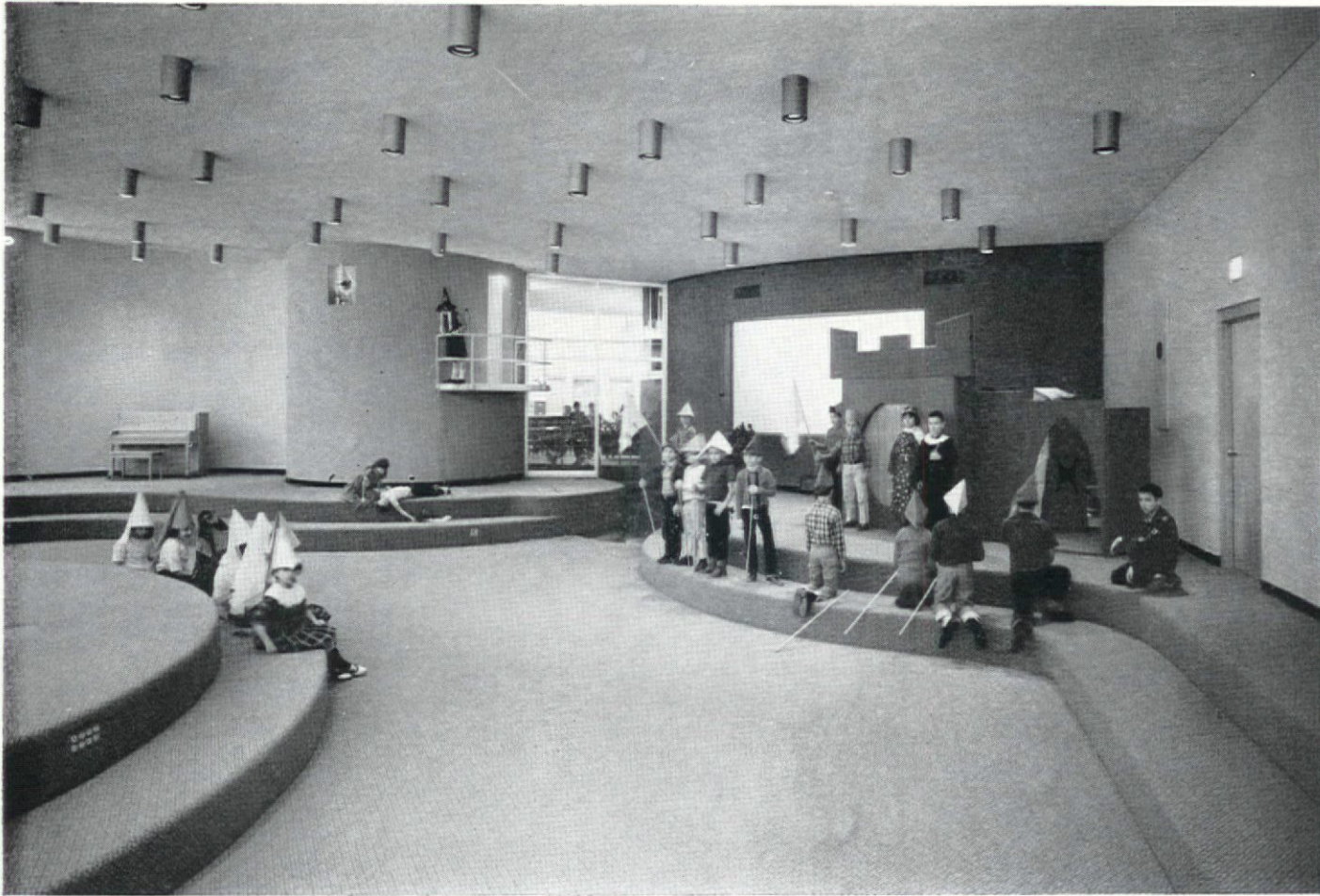
What this augurs for the architect and designer/planner of school interiors is much closer coordination with school administrators to achieve a harmonious blending of space and equipment needs that properly carry out the revolutionary changes in teaching methods.

In this issue, we present a summary of the ideas that are emerging and governing the design of tomorrow's schools, as also elaborated on in the program of the upcoming American Association of School Administrators Convention.

Also presented in this issue is a far-reaching and comprehensive community approach to education—the Educational Park, integrating educational, social, and recreational functions for the community at all age levels into one, all-encompassing complex.

These ideas will command more and more of the billions of dollars being appropriated by school planners every year. Only those who keep up with all that is new in educational theory and accommodate their designs to the emerging concepts will be able to command a portion of the funds being allocated to school design and construction. That portion, by virtue of the pressing need for new educational facilities, can be a rewarding one to designers willing to reorient their thinking toward the sophisticated needs of tomorrow's schools.

Len Corlin

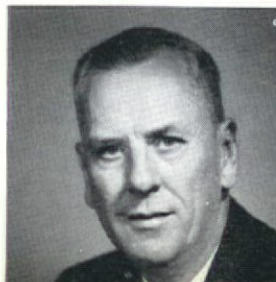


NEW EDUCATION CONCEPTS FORCING DESIGN CHANGES

By Dr. Harold B. Gores

*Flexible use of space for a variety of
educational and community purposes
is a firmly developing trend in school design*

*Dr. Gores is president of
Educational Facilities Laboratories,
Ford Foundation, New York City.*



FOR years flexibility has been sought and achieved in commercial office buildings and the research laboratories of industry. It is understandable that business and industry, being unsure of future products and processes, would seek to minimize the cost of altering facilities to accommodate unknown but certain change.

In contrast, education has assumed until recently that the century-old uniform teacher-taught groups would prevail throughout the life of the building, and that whatever change occurred in education would be confined to its content and not to its arrangement.

For the last dozen years education has been less sure of its future practices. This uncertainty has resulted in the demand for flexibility of space. No longer do we see the new school designed as a chambered nautilus with immovable calcium partitions dictating how teachers and children shall ever after meet each other. No longer do



Little theater (acrosspage) in Valley Winds Elementary School, St. Louis County, also doubles as teaching space. Lees' carpeting adds to comfort, safety, versatility of area. John A. Shaver, AIA, Salina, Kans., architect.

A place to enjoy, rather than a forbidding fortress, is the character of the modern school. Indoor courtyard at Whitesboro Senior High School (left and above), Whitesboro, N.Y., serves students before, between, and after classes as a social meeting center. Architect: The Perkins & Will Partnership; Frank Delle Cese, associate architect.

we see change of interior dependent on municipal willingness to destroy the walls.

Schools without walls

Today's classroom, small or large, is breaking up. In its place is emerging zones of space thousands of feet in area, the equivalent of four or five classrooms, great regions of mutable, malleable, universal loft space. These great spaces, divisible at will in terms of what the teachers and the children have planned to do together at each moment in time, serve: the individual in independent study; the seminar group when a teacher and a dozen children discuss important matters together; the standard classroom; and the larger groups assembled for a common experience—a demonstration, a film, a wise visitor.

This is universal space; schools without walls. It ends the ancient custom of locking a teacher and 25 or 35 children in 780 square feet of space

from September to June, there to work out alone a year's education. The emerging arrangement ungroups the children and groups the teachers.

Such dispositions of people and space are more than straws in the wind. California's Reed and Cupertino school districts are already designing space for each hundred pupils, believing this will be more sensitive than the customary four teachers, each working alone. Indeed, 20 percent of all the schools now on the drawing boards in that state are designed in the so-called "open plan."

New York City has just opened a school for the "early childhood cycle," kindergarten, grades one and two, which will be 7,850 square feet of uninterrupted freewheeling space for 150 freewheeling youngsters. Aspen, Colorado, has built a high school where 50 percent of academic space is library-type.

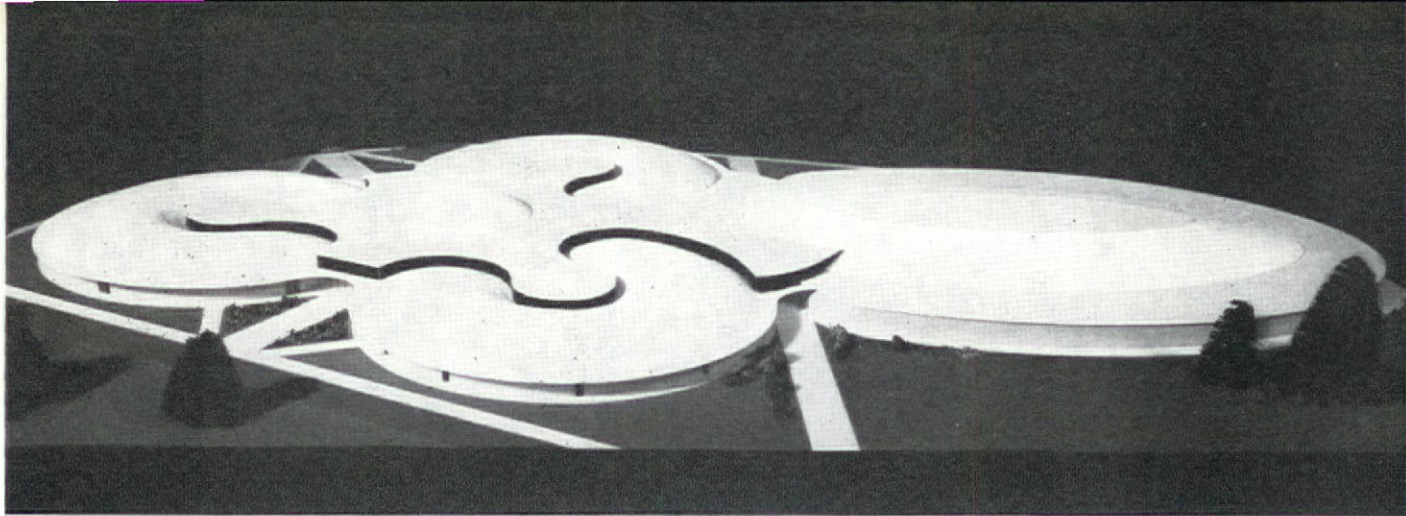
All of these are schools with a vision of the self-educating child escaping

his indenture to the group. Teachers will be members of a team and they will plot and accommodate the academic paths of individual students. The schools will be the gathering places of individuals proceeding at their own rates of learning.

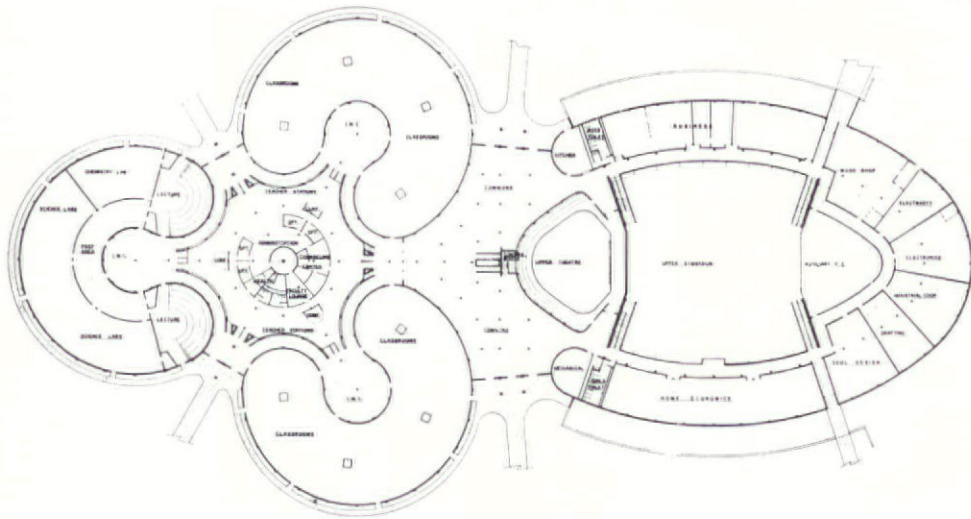
And just as the individual classroom is melting into a larger zone of space, so are other special areas of the school moving toward generalized, combined-use space.

Don't bury the library

More often than not a school library has been some multiple of a classroom, depending upon enrollment—if there was a library, that is. But where a library did exist, most often it was tucked away in dusty corner of the building where it would not interfere with the orderly day-to-day operations of the school. Or, in the fewer but more sophisticated centers where school-men held with the notion that the library should be "the heart of



At Clarksville High School, Clarksville, Tenn., architect John A. Shaver created separate IMC's—Instruction Materials Centers, the libraries of the modern school—for each major study area with related classroom spaces surrounding them. Maximum accessibility and potential expandability into original classroom areas as the latter are expanded outward are among the benefits of this concept. Carpet plays a functional acoustical role.



NEW EDUCATION CONCEPTS

Auditoriums convert to classroom spaces

the school," it was literally buried in the heart of the school—in its very center. And this was the logical place for it in the simpler days when the school library was to serve only during the academic day.

But now this is changing. In Parma, Ohio, for example, the high school library is placed on the periphery of the building. It is practically on its front lawn, so as to be most accessible to students who desire access in the evening, on weekends, and during school vacations.

In Clarksville, Tennessee, the library is a multi-armed organism, each arm extending into an amoeba-shaped zone of classroom space. Thus, in the places where work is carried on, be it in science-mathematics, in the humanities, or in the language arts, the relevant library resources are on hand, an integral part of the activities in that subject. If access to materials is the criterion for the location of a school library, Parma and Clarksville are right and conventional practice is wrong.

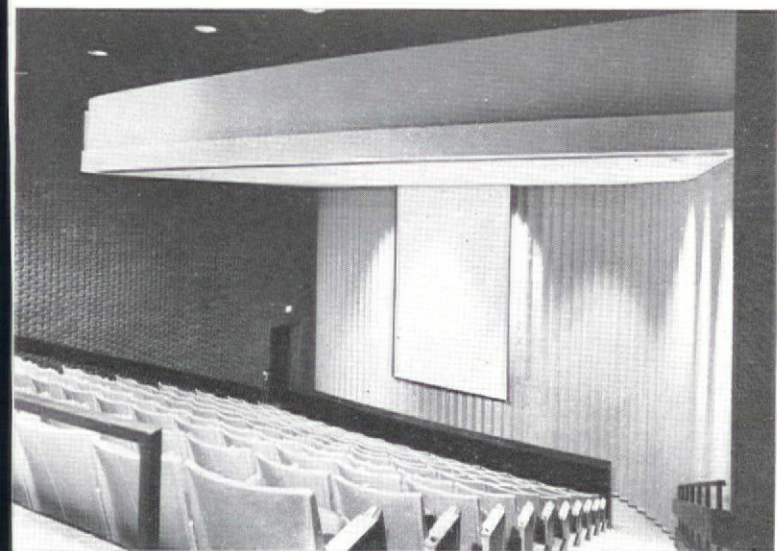
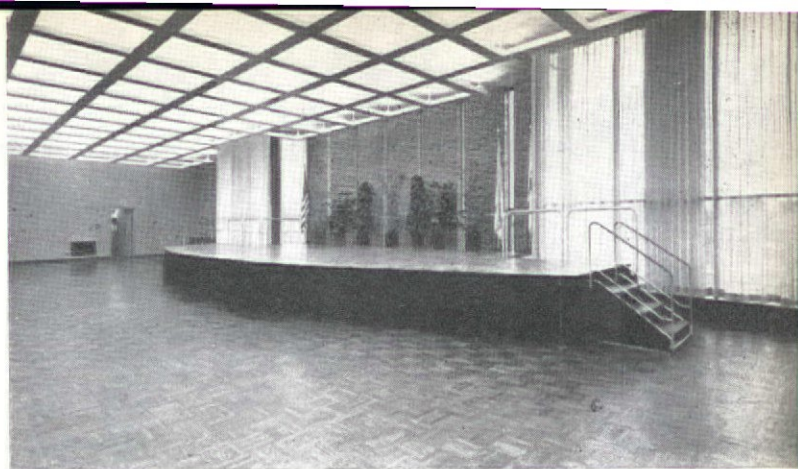
Anticipating that the need for library services will grow as schools

(and colleges) diminish the number of group-contact hours and free their more avid scholars for independent study, schools are today placing the library so that it may absorb surrounding classrooms as it grows inevitably through the years. If designers possess a sense of trusteeship, realizing that the building built today will be only at mid-life in the year 2000, they will contrive to help the library to grow organically by absorbing surrounding cells. They will anticipate an unceasing expansion of the body of material for learning and the continual refinement of the different carriers of information, for both of which the library will continue to be the natural repository.

The double-duty auditorium

Even the auditorium isn't what it used to be. Historically, it has been a great coffin-shaped hall occupied by Friday morning assemblies and occasional public performances in the evening. For the remaining 90 percent of the time, it stood idle or misused.

In reaction to this conspicuous consumption of space, economy-minded



Flexibility is a keyword in new school design. At Whitesboro (N.Y.) Senior High School, the auditorium is no white elephant (two photos left). Dropping a curtain in front of upper section closes it off for lectures, films for small groups, while the forward section remains available for dramatics, dance, etc.

At the new Chicago Circle Campus of the University of Illinois (above), portable stages are used to convert student rooms to concert halls or lecture platforms, gymnasiums into auditoriums, cafeterias into banquet halls. Made by Sico, Inc., the portable stages offer the required flexibility, mobility, appearance, and strength. Decking in the stages is $\frac{3}{4}$ -inch thick particleboard, covered by $\frac{1}{16}$ -inch floor surfacing of hardwood parquet. Frame is 14-gauge steel.

Schools designed it as a multi-use facility: auditorium cum gymnasium cum cafeteria cum town hall—a solution alluring enough but inefficient, if not hazardous. Aside from the cost in staff time throughout the life of the building, because the room had to be set up anew for each different use, a lunchtime grease spot on the floor could break a leg at gym time. Nor did the space serve its separate purposes well, since the combination inevitably involved compromises in acoustics, floor shape, room shape, and other details.

Today, there is a new, sensible way for auditoriums to earn their keep: that is, as instructional space. Thanks to the development of operable partitions, which immediately can divide space into acoustically private subspaces, a thousand-seat auditorium can at any time in the day simultaneously be a little theater plus studio-demonstration-lecture rooms for several smaller groups. Thus divisibility has saved the auditorium, restoring it from the extremes of its white elephant status and its everything-nothing disrepute, by rendering it useful

for instruction hour by hour throughout the school day.

Comfort without guilt

Schools are just now coming out of the era of design for indestructibility. With a premium placed on how well the school performs its task of helping children to learn, and acknowledging at long last what business and industry have known for a generation—that quality of environment influences productivity—educators and their architects are specifying surfaces and materials which increase the chances that the child will learn. For example:

a) *Quieting the school.* Everyone has always known that learning is impeded if one does not hear well. Yet we have thousands of schools whose interiors are made of kitchen materials—hard, reverberative kitchen floors, steel and plastic furniture, plaster or painted cement block walls and suspended factory lighting, with only token relief in this echoing chamber supplied by acoustic tile in the ceiling. As the day wears on amid rising ambient noise, communication among

children and teachers becomes increasingly strained. Add to this the steady hum of ventilator fans and the sum total is noise that creates fatigue and inhibits learning.

Schools today are seeking quiet. The scraping of chairs and reverberation from the floor are being subdued by carpeting. Because household carpeting has been sold to the American public as a status symbol—indeed, anything wall-to-wall smacks of the good life—there has been resistance in some quarters to the use of carpeting for quieting the school. Yet school libraries can now be carpeted without reprisal at the polls, and the floors of other equally important areas of the school are gradually receiving acoustic treatment—frequently after noisy public battle.

b) *Cooling the school.* As long as schools served an agrarian calendar, the thermal requirements of design were simple: supply heat. In a primitive sort of way this dealt with fundamentals: a child's natural right not to be cold.

A child's natural right not to be hot was less clear, especially if everyone



Lounge areas at Greylock Residential Houses at Williams College, Williams-town, Mass., provide students with versatility of space, and relaxing comfort. By The Architects Collaborative, Benjamin Thompson, partner-in-charge.

NEW EDUCATION CONCEPTS

Multi-billion dollar volume-buying office

else was likewise "suffering from the heat." But with the coming of summer schools, the breezes of July and August were found wanting, even when assisted by mechanical ventilation. Strangely enough the very oldest buildings, the fortresslike structures left over from the 19th Century, turned out to be best for summer use. Least effective against the sun's heat are the relatively new glass-box schools whose greenhouse effect on a hot summer's day make teaching and learning a difficult experience.

Though the rapidly mounting acceptance of air conditioning is attributable principally to the desire to run schools the year round, there is ample reason in most communities to cool as well as heat the school.

If educational opportunity for all children is to be maximized, comfort is a necessary condition. If the child (and his teacher) is forced to expend energy to protect himself against environmental irritations, whether thermal, sonic, visual, olfactory, or esthetic, his total capacity to respond is lessened. Business and industry know

this. Education is fast learning it.

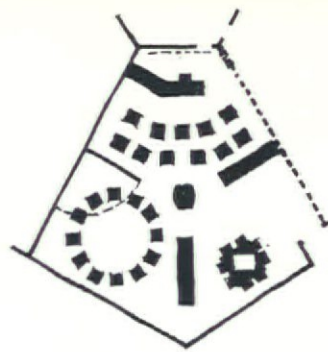
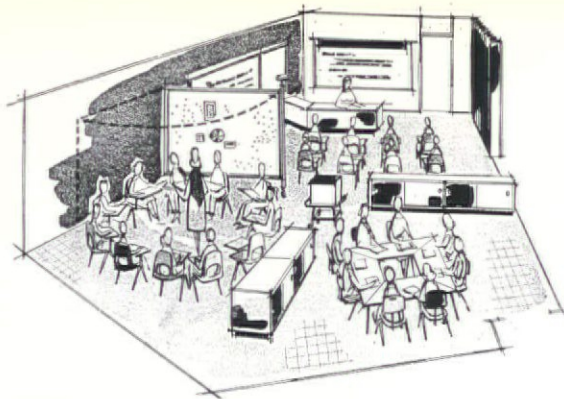
And it is not inconceivable that some day in our industrial cities the case for climate control will rest as much on cleaning the air the child breathes as on controlling temperature and humidity.

Consortiums and components

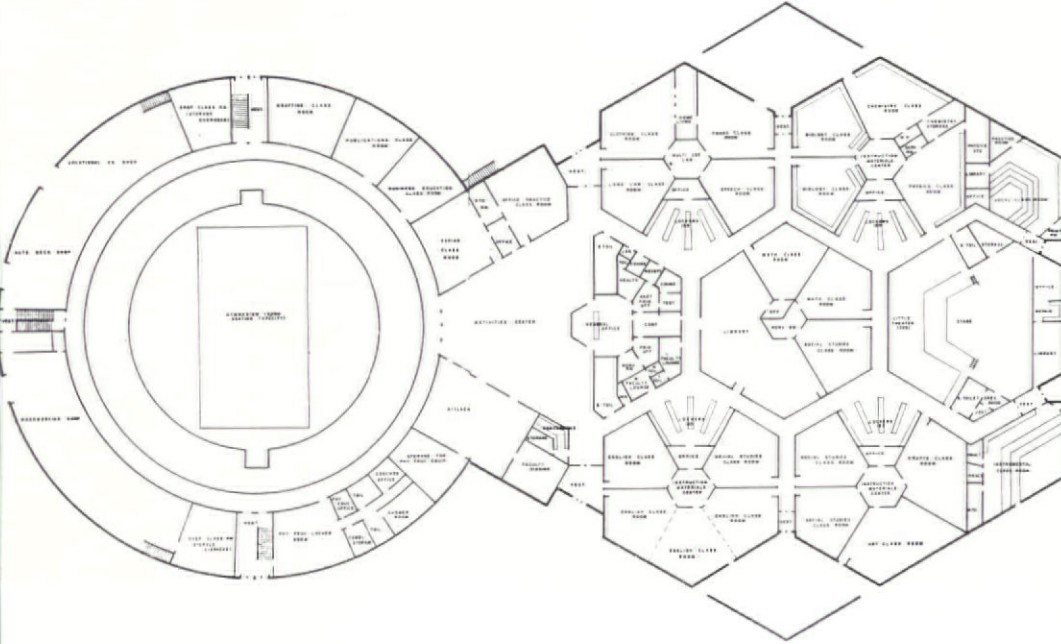
Under our one-at-a-time system of building, a school is inevitably a small project. Even a \$5 million school is hardly worth special attention from the industries which make its parts and pieces. Schools are bought one at a time and at retail price.

Just emerging now in school design and construction is the consortium of neighboring districts, each maintaining its rightful and precious autonomy, yet pooling its requirements to secure the benefits of volume-purchase.

The first American consortium to construct schools—\$30 million worth—was in California, where 13 school districts needing 22 schools at approximately the same time, planned together bid together, and have constructed together. These are not stock pla



"If the design solution moves toward a new or non-rectilinear geometry, the decision can be defended—if the design solution is organically conceived," says architect John A. Shaver. At McPherson High School (Kansas), Shaver used a circle, the most economical form for enclosing space, with a hexagon, an economical and easily expandable form. Because there is no supporting wall in any of the interior hexagons, changes in room design can be made at nominal cost. Note versatility of the classroom space.



Schools and no two of them look alike. Only 54 percent of each building consists of the modular components created by industry to meet the performance specifications imposed by the 13 school districts and their cooperating architects.

The components—a structural system, heating-ventilating-air conditioning system, ceiling-lighting system, demountable partitions, and two types of operable walls — are pieced together to meet any set of functional requirements. And they provide freedom of exterior design broad enough to satisfy anybody's esthetic. The sleek, machine-age interior workings can be sheathed in anything from Victorian gingerbread to Greek revival to the primitive precision of a Mies van der Rohe.

Once pieced together, the interior spaces can be rearranged at minimum effort and expense. The walls can be moved by the custodial staff overnight, over a weekend, over a summer, between terms or between classes, because no major overhaul of the lighting and air-handling systems is re-

quired. In other words, the components provide a level of interior flexibility or mutability of space hitherto unobtainable.

This adaptability is possible because the structural system permits clear spans of loft space up to 75 feet by 30 feet without obstructing walls or columns, because all of the components are designed to be compatible and to permit rearrangements of partitions on a four-inch module.

The system, developed by the School Construction Systems Development Project (SCSD) with financial support from EFL, makes possible speedier erection of the school. And it means that better educational space can be created at costs equal to and often lower than those obtainable under conventional construction methods.

Benefits of the California project have already started to flow to other school districts. Barrington, Illinois, has adapted the SCSD system in the construction of its new Middle School, and the Clark County, Nevada, schools has constructed a new school using a companion system developed in the Cali-

fornia project's competition. The Toronto, Canada, Metropolitan school district and the Montreal Catholic schools are currently at work on devising a system for the building, in total, of nearly \$1 billion worth of schools.

After a century of essentially standard design, dictated by standard specifications, the schoolhouse has broken out of its boxes. Educational change has brought architectural consequences. Indestructibility, isolation, and economy are no longer the first conditions.

The man in the street senses the change and more and more has come to expect and is willing to pay for function and beauty. For the first time he is connecting the nation's future prosperity with the present condition of his local schoolhouse. He will now consent to schools which provide comfort and amenity. If the new school proposes to nourish the child's spirit and dignity, the man in the street no longer suffers from cultural guilt, for he has come to accept the schoolhouse as more than shelter for the young. He sees it now as a basic instrument for keeping a free society free. (C)

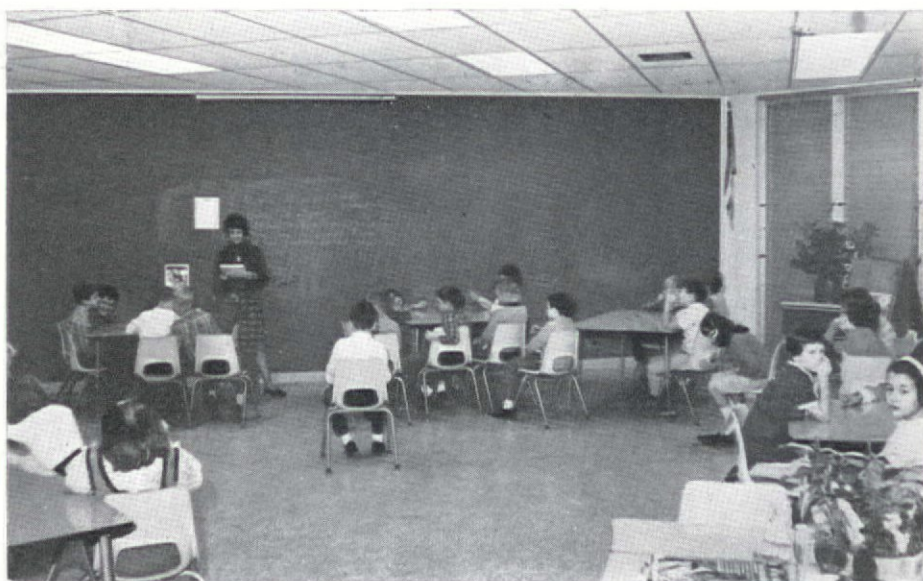
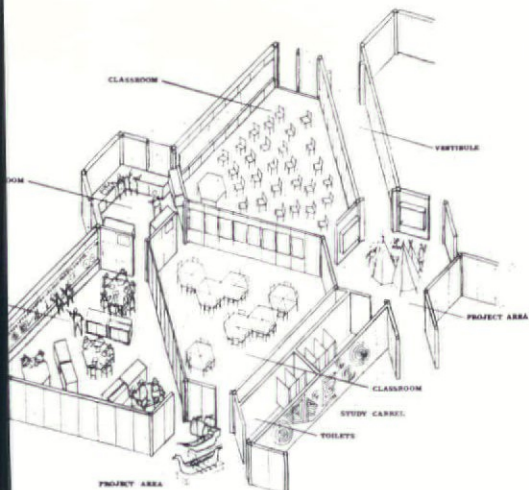


FLEXIBILITY IN CLUSTERED CLASSROOMS

Hexagonal teaching centers increase usable space 16 percent while providing better learning environment for children

Classroom shapes that can be altered easily as desired are made possible with an unusual, many-sided building that divides itself into three central hexagonal cores at Marbrook Elementary School of Marshallton, Del. Lightweight movable furniture, sliding walls and partitions, and carpeting throughout provide internal flexibility that, according to school authorities, increases a child's ability to educate himself by promoting his capacity to make wise choices.

Designed by the architectural firm of Dollar, Bonner, Blake & Manning, the school features three central cores: an instructional materials center, cultural arts center, and physical education shelter. Interior specifications:



Dramatic use of natural wood support pillars and radiating beams is focus of Instructional Materials Center (across-page). Lighting is provided by individual hanging fixtures plus recessed units; carpeted floor aids sound control. The radiating design of each hexagon (above) virtually eliminates long corridors, thus increasing usable space. Aerial view of Marbrook school (above right), designed by architects Dollar, Bonner, Blake & Manning, of Wilmington, Del., shows three main areas: Instructional Materials Center (left), Physical Education Shelter (center), and Cultural Arts Center (right). Lower grade classroom (right) has chalkwalls, light to ceiling jalousie type windows, lightweight chairs and tables.

were the responsibility of LeFort Design Associates, Philadelphia.

According to William F. Bonner, Jr., AIA, "Marbrook has much more openness in the design, as well as opportunities for variable size groupings, and an atmosphere conducive to group interaction. Different parts of the building are equipped to accommodate unique functions."

Interior space was made flexible and sound was controlled to carry out the Marbrook concept. Walls and partitions are metal clad, both sliding and demountable. They are used as floor-to-ceiling chalkboards and magnetic tack boards. Furniture, cabinets, and storage units are all movable and can be rearranged to adapt to the number of children using them and

to their activity of the moment, thus contributing to more meaningful groupings in the education process.

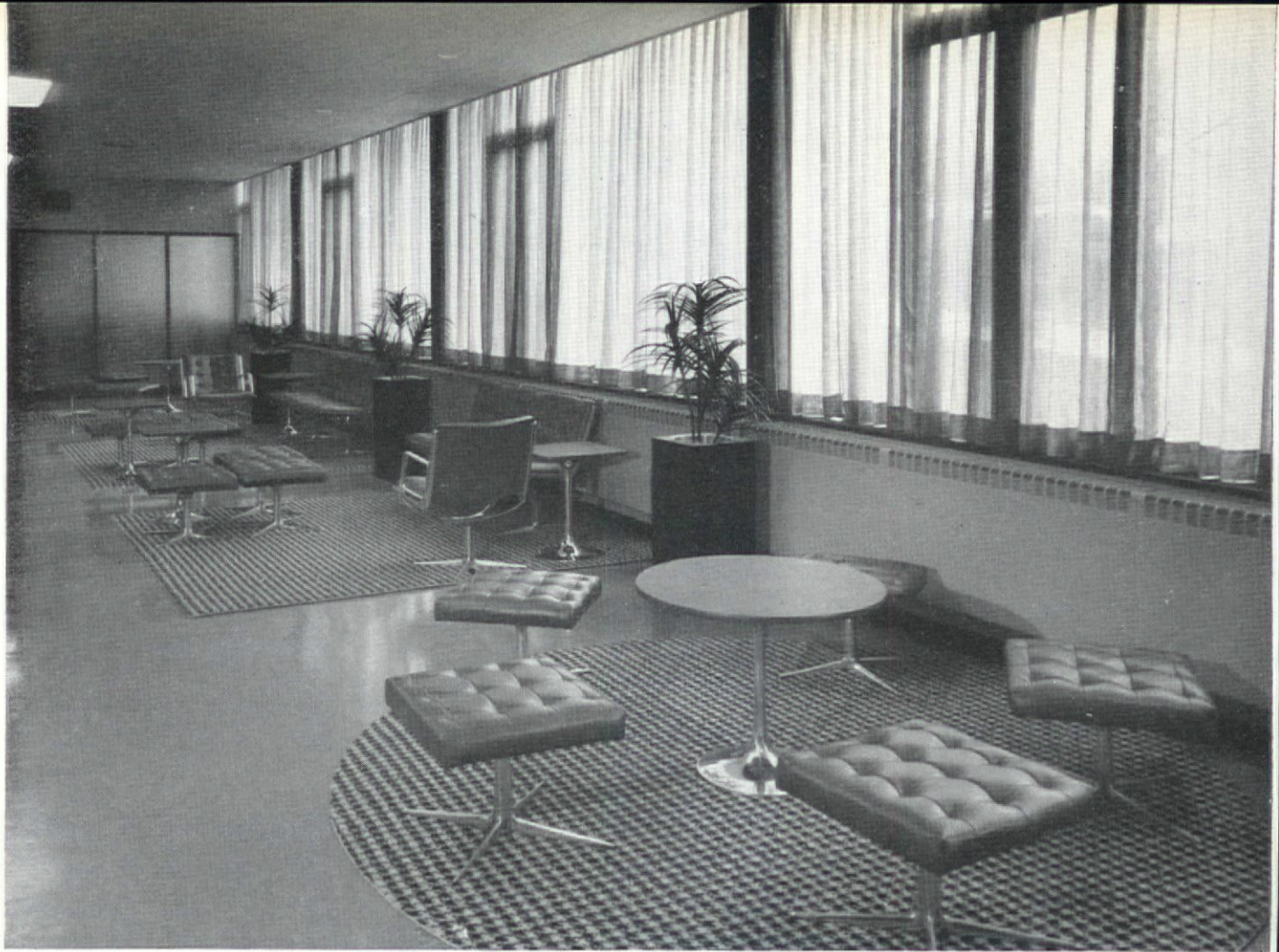
Because open spaces normally pose sound control problems, especially when several groups are functioning in close proximity to one another, nearly 45,000 square feet of Fortress carpeting from Aldon/Contract were used to control acoustics. Carpeting is constructed of three-ply, triple-twisted DuPont nylon yarn.

The result of this sound control has been to multiply the number of activities that can occur concurrently in an area like the instructional materials center. That area is about four times the size of a conventional school library, and houses books, audio visual materials, and communications equipment,

including an educational TV studio. It provides open cubicles, called carrels, for individual study. Up to six different verbal activities by as many groups have been carried on at one time without interference or distraction from group to group.

The totally air conditioned building accommodates 840 pupils and is color coordinated throughout. Brown hues dominated the classroom and corridor areas, with gold in administrative areas.

Suppliers: Carpeting by Aldon/Contract Carpet Engineering. Classroom chairs and desks by Brunswick. Library furniture by American Seating. Operable walls made by E. F. Hauserman Co. Lighting by Miller Lighting (fluorescent); Progress Lighting (stem fixtures); McPhilbin (exterior). (C)



FUN, FORMALITY, AND FUNCTIONAL FURNITURE

Mt. Aloysius Junior College, located on a mountain in Cresson, Pa., combines esthetics with functionality in its new all-girl Student Union building

The fairer sex is the frailer sex, so that both esthetics and the practical aspects of furniture manipulation by "lightweights" had to be designed into Mt. Aloysius Junior College's new Student Union in Cresson, Pa.

That is what Michael Barbush, Jr., NSID, design director, and Robert Gustafson, NSID, both of Eichenlaubs Contract Furniture, Pittsburgh, kept in mind when designing and specifying furnishings for this newest building of this all-girl, small college.

"Our design objective," says Barbush, "was to incorporate both beautiful and functional furnishings that invite fun and relaxation, are flexible in application, and stand out against a background of appealing interior architectural detailing and design." The objective was superbly met, as pictures on these pages attest.

The school's new dining hall in the Student Union building is a case in point. It is a multi-purpose area—dining, dancing, convocation — with ca-





Lounge area (acrosspage) delineates conversational groups with houndstooth area rugs, some circular, some square. Dining hall (left) is a multi-purpose room that takes advantage of the wooded hillsides with large window areas and an outside balcony. Formal lounge (above) has strong architectural lines—in furniture and wood rectilinear planes.

thedral-type ceiling and balconies overlooking wooded hillsides. A first glance, particularly because of the architectural details, gives the viewer a feeling of strength and rigidity. Closer inspection reveals that the furniture in the 500-plus-seat room is foldable, stackable, and light enough to be handled by even the merest whisp of a girl. Even the trucks for transporting the tables and chairs are easily maneuverable to facilitate handling by students.

Edging was designed into tables to provide easy, no snagging grips; glides were selected for chairs for easy movement; storage space was planned by Hunter, Campbell & Rea, architects of Altoona, Pa., to accommodate the efforts of a 110-pound girl. The color scheme is a tasteful blending of chrome and black seating, teak architectural details, and tan-toned floors and wall areas, highlighted by chandeliers, wall fixtures, and spotlights.

A formal lounge in the building gets

that way both from the furnishings, a grouping of architectural seating, table, and related accessories, and a series of wood and glass rectilinear planes. For the male visitor who comes a-courtin' and is already ill at ease, this room lends itself to his complete disintegration, despite its comfort. It is meant to be formal, as meetings between young men and young ladies should be at a respectable school.

On the other end of the fun and games spectrum, the Commons area provides informal seating, executed in a fantasylike "fun area." The designer cautions that it is not a "hippie-type" lounge, yet neither is it the norm for this type of space. The area is basically circles and squares of houndstooth carpets, with Burke's Reineman stools and seating pieces in polished chrome and lime green upholstery. The room has proved to be extremely popular with the younger girls.

A TV room, called a "miniamphitheater," is furnished with enough

easy-to-maintain furniture for TV viewing, with the look of a room designed for lounging, rather than one where chairs are simply lined up for watching the tube. The cushions are fabric covered, so that new textures and colors can be introduced at a future date when the fabric has worn. The rest of the furniture is Naugahyde-covered for permanence and easy maintenance.

Other fun touches in the building include colorful draperies and planters that make the mountain greenery more urbanly rustic.

Suppliers: Commons—Burke furniture, Bigelow-Sanford area rugs, Design-Tex draperies. Dining hall—Howe folding tables, Thonet stacking chairs, Walter Fabrics draperies. Main lounge—Davis lounge seating, American Chair side chairs, Intrex tables, Nessen lamps, Maharam upholstery, Magee carpet. Entrance planters and planter-bench by Architectural Fiberglass. All plants by The Greenery. (C)

The space designer/planner today is being recognized increasingly as a creator of environments. His concern is as broad as the definition of environment.

We are seeing more and more examples of corporate and other organizational settings being created from the inside out. The designer first helps the organization to develop its own set of environmental goals as real and tangible and individual as its space requirements measured in square or cubic feet. He then works in close collaboration with the architect and other specialists in the achievement of these goals.

It is this entrance into full and equal inter-disciplinary collaboration with other professionals which marks the coming of age of environmental design. For this reason, the role now being played by Marvin B. Affrime, Director of The Space Design Group, in the design of a prototype Educational Park is a notable achievement, not only for Affrime and his Group, but for the field in which they practice.

In the planning and design of this significant new setting for education, it is good to know that the environmental designer is collaborating on full and equal terms with educator, educational administrator, sociologist, city planner, educational materials specialist, and transportation specialist, as well as architect.

We hope that, as this existing educational innovation is applied in cities across the country, the inclusion of the space designer/planner in the collaborative effort will become a trend.



Environmental Design And Tomorrow's Schools

by MARVIN B. AFFRIME

The Educational Park: A totally new concept involving the newest techniques of environmental planning and design and the combined explorations of everyone, including the space designer, architect, psychologist, sociologist, educational theoretician, are explored in this presentation of a concept without precedent.

ENVIRONMENT—*The Aggregate of all the External Conditions and influences affecting the life and development of an organism.*—Webster

With the advent of a totally new scheme in education—the Educational Park—has come an unprecedented opportunity to set aside preconceived ideas of what the school environment should be, and, utilizing the new techniques of environmental planning and design, to set new goals and new standards for the educational habitat of the future. This is an opportunity to create facilities around the newest teaching techniques and equipment, rather than merely having to accommodate them, to reflect all that is known today about the processes of teaching and learning and how the environment affects them, and beyond this, to help “sell” this educational advance by creating an environment and a facility so obviously superior that communities will not merely accept the Educational Park, but will demand its advantages.

While it is true that there has been a surge of interest in school facilities and school design since World War II, the concern has been more with technological factors than with environmental. Such developments as the study carrel, teaching machines and closed-circuit television and other audio-visual equipment are new additions to the classroom, but that is precisely what they are: new additions to the same old classroom—better lighted, more brightly colored, air conditioned, perhaps even carpeted—but essentially the same basic schoolroom environment that existed in the one-room schoolhouse.

The Educational Park is an exciting concept. It envisions all the educational facilities of the community, either all of a smaller city or a segment of a metropolis, being brought into a central complex



where they can be shared by all the students, from nursery through secondary school. Rather than being assigned to classes and run through a more-or-less rigid and standard educational program year after year, each child would be guided through a highly individual and flexible program based on an assessment of his abilities and limitations and his plans for the future. Beyond this, the Educational Park will be a center of teacher preparation, of educational research, of adult education, and of community cultural and recreational life.

This is no mere grouping of neighborhood schools into a central campus. It is a whole new approach to child development—a new attempt to bring both quality and individuality into the educational process—to fit the education to the individual's needs, rather than to force the individual's educational growth into the mold of the group.

Beyond this, the Educational Park will have profound and lasting effects on the community which adopts it. It will change the shapes of neighborhoods and influence the surrounding areas. It will place new demands on transportation systems and even force the establishment of whole new transit schemes, both approaching it and within its bounds. Certainly it will have an effect on intergroup relations. Coming at a time when cities are embroiled in crisis after crisis, it cannot be treated lightly. Its planning calls for the participation of all the disciplines which have a contribution to make.

The Educational Park concept was proposed about five years ago by the eminent sociologist Dr. Max Wolff as a means of providing the type of education which can produce generations of highly literate, technically advanced men and women to meet the needs of modern society.

As senior research sociologist of the Center for Urban Education, a private, non-profit research corporation in New York funded by governmental and foundation grants, Dr. Wolff has played a principal role in the growth and development of the Educational Park concept to a point where it is under active consideration in cities in every part of the country. A recent survey conducted by Dr. Wolff found 85 American cities, including two in Puerto Rico, where some kind of Educational Park development is taking place. Most of the cities considering Educational Parks are currently working on feasibility studies to determine how the concept can best be applied locally.

Dr. Wolff reports that each of the five largest cities in the U.S.—New York, Chicago, Los Angeles, Philadelphia, Detroit—is now considering the Educational Park concept as a means of meeting the crisis in education which is typical of large urban centers: dwindling funds, aging school plant, widespread and growing *de facto* segregation in schools and declining educational achievement.

Dr. Wolff concludes: "What is clear from this Survey is that the concept has found an audience in every section of the country and in every type of city and town. For the largest cities, it provides a new and promising road to achieving a high quality of integrated education; for the smaller cities, it pro-

motes better quality of educational and regional development through consolidation, or solves the problem of finding the most economical method of rebuilding obsolescent school systems."

A prototype in a real setting

This is the background against which the Center for Urban Education, under Dr. Wolff's leadership, has undertaken to design a prototype Educational Park for the guidance of those who now are approaching the same task in more than ninety American cities. This prototype Park may never be built. But it is being planned in a real situation—an actual location in a section of a large city—and the problems being solved are real, not imaginary. The solution, to be published as an illustrated volume, will not be a blueprint for an Educational Park. Rather, it will present one solution of the special problems—from site selection through design—inherent in one real situation.

Participating in this prototype project are representatives of several disciplines—education, school administration, sociology, learning materials design, city planning, transportation, architecture, and environmental planning and design. The excitement and challenge of this collaboration lies in the realization that, to perhaps an unprecedented degree, the outcome of this project could influence the thinking of educational planners and designers for many years.

The environmental program for the Educational Park must be based on the educational program. The uniqueness of our present collaboration lies in the fact that while the educational principles of the Educational Park have been established, we entered the planning process at a point where the program for this specific situation was still under development.

The designers, we would like to believe, have been able to contribute to this development. Not only have we been able to listen and learn from the educators' deliberations. We have tried to bring to the educators' planning a comprehension of the potentials of environmental design, and to prod them into thinking beyond the concept of the educational setting as it is known today: to dream freely of what they would like to have happen in the educational process if there were no limitations imposed by the physical setting. Our challenge, then, is to create a setting, no matter how unorthodox or revolutionary it may have to be which will let this dream come true.

Program's goals for pupil, parent, public

For what they may be worth to other designers, these are the goals of the environment program for the prototype Educational Park—factors we believe to be essential if it is to achieve its full potential in terms of learning at all levels of age and achievement, in terms of faculty and staff recruitment and retention, in terms of parent and public participation, and in terms of community acceptance and support:

1. It must be *dynamic* for students, faculty, staff, and community. It must stimulate curiosity, participation, involvement, inquiry, experimentation, creativity, growth and advancement.

2. It must be *human*, designed to foster the individual's identity and his freedom to grow and develop at his own pace.

3. It must be *flexible*, providing the variety of

settings and facilities which will foster the variety of programs and learning strategies envisioned in the educational plan.

4. It must be *educational in its totality*, since all experiences in the Park, whether recreational, therapeutic or formally educational, will be learning experiences.

5. It must be *current*, in pace with the present and flexible enough to adapt to new technological advances and other changing factors which will affect the world students are being prepared for.

6. It must be *inviting* to students of all ages and levels of achievement, to parents of all levels of education and socioeconomic status, to the most desirable faculty and staff, and to the total community.

7. It must be *functional*, in terms of accommodating the necessary number of students, faculty, staff and visitors, and providing for their shelter, feeding, movement and control, as well as incorporating the many special facilities of the educational plan.

8. It must be *inspirational*, symbolizing the quest of excellence through education and reflecting pride on its students, faculty, staff, and on the community.

9. It must be *practical* within the realities of a tax-supported facility.

In developing a program aimed at meeting these goals, we, as the environmental designers, now must be concerned with such questions as the overall "look" of the Park, the size and scale of various units and exterior spaces and how they will interrelate, the number and placement of entry points, the scheme for moving people into and through the space, the placement of common facilities and the like. For beyond their functional importance, all of these factors will have a psychological and emotional effect on the Park's populace, its visitors, and the community. For example, the way in which children of one age group are exposed to the mystery and excitement of the next higher level of education may help offset the drop-out problem. These all are "external conditions and influences affecting the life and development of the organism."

Emphasis on the individual

In our set of goals, there is obviously tremendous concern with making the Educational Park warm and human rather than cold and institutional. While this may well be considered a goal for any school, several facts about the Educational Park demand additional emphasis in this direction. The first factor is one of sheer numbers. The prototype Educational Park is being planned for a student population of 38,700—16,200 in the nursery, kindergarten, and primary school, 10,500 in the middle school, and 12,000 in the secondary. This is more students than will be found on any but the very largest college campuses.

In addition to students, there will be many other individuals in the Educational Park. There will be a high ratio of counselors, teachers, and staff to students. Satellite activities such as research and teacher preparation will add to the total personnel. Beyond this, parent and community involvement will be encouraged. Thus, in sheer numbers of people and the structures necessary to house them, the Educational Park will be a good sized city in itself.

We are concerned that the environment not be



drawings by patrick norado

frightening, bewildering or alienating to the individual, whether student, parent, faculty or staff member, or mere taxpayer, and this obviously is a risk when we deal with such tremendous numbers.

We see the need to create an environment which is distinctive and yet sufficiently in touch with the outer community to enable each individual to cope with it. For example, we believe there should be a variety of pedestrian pathways through the Park, both exposed and sheltered, so as to provide freedom of choice in movement for all but the very youngest children. Pedestrian movement should be on grade, except where overpasses or tunneling are essential. This similarity of movement to that experienced in the outer community is intended to make each individual feel more comfortable, secure, and at home in the Educational Park. Further, we believe there should be observation points from which the individual has an overview of the Park and can orient himself within it. This, too, will help him to cope with its size, psychologically as well as physically.

Separate worlds within the park

While we are still in the process of developing the detailed environmental program, one element—the elementary school—has been at least partially developed. The educational program calls for self-contained schools that will give the younger children a world of their own in which they are secure and comfortable. We envision facilities which will surround and open onto covered and open play areas, with the interior spaces so arranged that play areas can be shared by several classes of similar age levels.

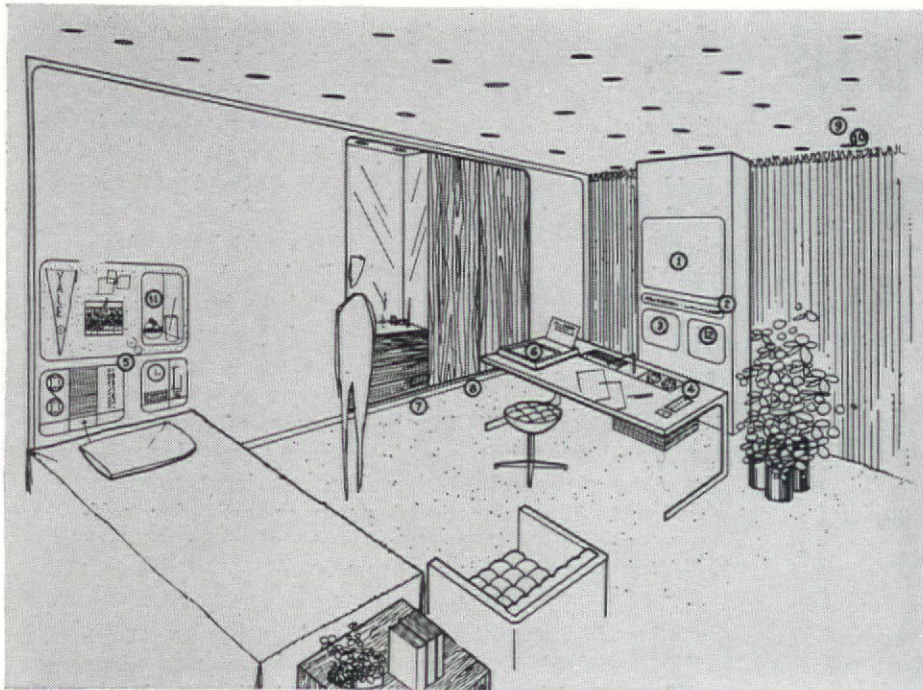
Since a variety of activities will take place within each classroom, it will have a minimum of fixed elements. The design will permit easy arrangement of such elements as color, lighting, seating, surface, and space, and will make possible involvement of children themselves in this procedure. Audio-visual aids, furniture, books, musical instruments, art equipment, games, and the like will be used and stored within the elementary school classes or supplied from adjacent resource areas.

The need for moving small children to other parts of the Park will be minimized by bringing other activities to them via closed circuit television and in person, by teachers and older students. For example, older students who maintain the botanical gardens will also maintain satellite gardens in the elementary school complexes. By seeing what is happening elsewhere in the Park on television, rather than in person, the smaller children can have it interpreted to them in their own terms and related to their own experience. Their occasional trips into other parts of the Park will be major events in the school year and have that much more meaning for them.

This example is intended to illustrate how the environmental designers and the educators are collaborating in creating a better environment for education. Beyond interpreting educational needs in terms of scale, texture, light, color, furnishings, equipment, and the other tools at his disposal, the designer is encouraging the educator to go further than ever before—to set aside the limitations of orthodox school design and ask for the moon. (C)

DORMS TO BE AUTOMATED LEARNING CELLS

School interior design specialist Jack P. Solovy projects revolutionary dormitory room features that will promote learning



Adjuncts to teaching/learning process are incorporated in student rooms, as envisioned by Corco, Inc. See text for key to diagram.

Computerized library retrieval, sleep teaching, voice-actuated typewriters, and even piped-in hot coffee are a few of the refinements predicted for the college "dormitory of the future" by Jack P. Solovy, president of Corco, Inc., who contends that dormitories will cease to be for housing alone, but will become important adjuncts to the teaching and learning process.

"Everything," states Solovy, whose firm has specialized in school design/furnishing for the past 15 years, "points to the development of techniques and equipment that will permit universities to teach larger student bodies more things in less time. Today's dormitory room is primarily for sleep and study. The dorm room of tomorrow will be a complete learning cell."

Such a cell, according to Solovy, is likely to include the following (keyed to the illustration above):

1. A television playback screen. The student will be able to review portions of lectures, discussion, and laboratory work. The student will continue to attend classes, but the TV playback will

eliminate a lot of laborious note-taking and enable the student to concentrate more fully on what the teacher is saying and doing.

2. Computerized library retrieval. Using a device in his own room, the student will electronically request research information, which will be instantly printed out. The library itself will become a huge computer memory core with tapes instead of books.

3. Screen projection of textbooks. Instead of having to buy several hundred dollars' worth of expensive texts, the student will do his reading on viewing screens. He'll dial the book he wants, pages will appear on the screen, and he'll be able to turn pages by push-button. Probably two screens will be provided in the room: one at the desk, the other overhead above the bed.

4. Language lab facilities. Each room will be equipped with language tapes, headphones, and a tape recorder so that the students will be able to master foreign languages in his own room, instead of relying on a central facility.

5. Sleep teaching equipment. All

audio facilities in the room will be connected to a pillow speaker, so that the student can learn while sleeping. This technique is particularly useful where large quantities of material must be absorbed.

6. Voice actuated typewriter. Instead of writing out his notes or term papers, the student will speak into a microphone connected to a typewriter which will produce clean, legible copy as fast as the student can talk. This will permit the student to complete his written work much faster and will be a boon to professors who are often dismayed with eye-straining, handwritten papers.

In addition to learning equipment built into the dorm, Solovy predicts that more "liveability" features will be provided. Among these are:

7. Convertible built-in furniture. This will transform the room quickly from a learning cell to a pleasant living room. Beds, for example, may slide into the wall, while learning equipment will be concealed behind panels when not in use.

8. Physical conditioning equipment. Ultra-violet lamps for tanning, infrared for heat treatments, and isometric exercise equipment will keep the student's body in as good a shape as his mind.

9. Piped-in music. Already a feature of many hotels and motels, piped-in music will give the student a selection of classical and popular tunes on a stereo system. For privacy, there will be individual earphones.

10. Electrostatic cleaning. Rooms will be kept dust-free and spotless by new equipment that will draw dirt from the air and deposit it in a central receptacle.

11. Food service. Each room will be equipped with a vending outlet that will deliver sandwiches, snacks, and hot coffee whenever the student desires. In the more liberal schools, possibly a beer tap will be provided.

12. Commercial TV. Individual TV receivers will be in every room. Possibly pay-TV will be available to help support campus theater and sports.

Solovy is quick to concede that the cost of these rooms will be high, but nevertheless can be justified by increasing the teaching capacity of the university, by the increased income level of students and their families, and perhaps by shortening the time for a college education. (C)

NEWEST SCHOOL IDEAS AT AASA EXPO

Centennial Conference of American Association of School Administrators to feature educational exposition of latest school architecture; new educational equipment, furnishings, services, products of some 700 firms; televised meetings

Hundreds of products and services, new design concepts, and exploration of new educational theories and techniques destined to influence the quality of American education are highlights of the world's largest education exposition—the 100th annual conference of American Association of School Administrators, to be held in Atlantic City, N.J., February 17 through 21, 1968.

More than 33,000 educators, exhibitors, interior planners and designers, architects, and others concerned with all aspects of American educational techniques and resources will be in attendance at the educational exposition and exhibition of school architecture and products. The latter will occupy almost five acres of floor space on two levels of Convention Hall, in Exhibit Hall of the Shelburne Hotel, and in Exhibition Hall of Chalfonte Haddon Hall. The following pages preview a cross-section of products and services to be displayed in the more than 1,400 exhibit booths.

Section meetings and discussion groups will be televised on closed-circuit TV to hotel rooms throughout Atlantic City on Channel 2 and will include discussions centered on architectural and interior design/planning/specifying. Participating groups will include: American Institute of Architects Committee on School & College Architecture; American Association for Health, Physical Education & Recreation; NEA Educational Technology Division; School Facilities Council of Architecture of U.S. Department of State; American School Food Service Association.

The following discussion groups (session numbers precede topics) will be of interest to the educational designer/planner community:

Saturday, February 17, 2:30 P.M.

103. Facilities That Meet the Challenge—Report of the AASA Commission on School Administration Buildings—seminar.

104. School Plants for Tomorrow's Children—Report of AASA Jury for 1968 Exhibition of School Architecture.

109. Technology and Instruction—Report of AASA Committee on Technology and Instruction.

114. The Superintendent and Administrative Technology—Report of AASA Commission on Administrative Technology.

115. Metropolitanism: Its Challenge to Education.

Monday, February 19, 2:30 P.M.

205. What will American Education Be Like in 1984?—seminar.

206. RESOLVED, That the Federal Government Should Build and Finance Education Parks for the Big Cities—debate.

219. Designing Facilities for New Teaching Media.

220. Successes and Failures in School Design.

305. A Competitive Federally Financed, Quality School System for Every Central City: Sense or Nonsense?

Tuesday, February 20, 2:30 P.M.

308. What Portion of National Income Should Be Invested in Education?—seminar.

313. What Impact Will Diversification of Big Business into Producing Educational Materials Have on Curriculum Development?—seminar.

322. How Can the Administrator Evaluate Hardware and Software?—seminar.

325. School Buildings: Renovate and Modernize or Abandon and Build?

Wednesday, February 21, 2:30 P.M.

417. Preparing Educational Specifications for Your New School Building.

421. How Mechanized Should the Classroom Be?—seminar.

433. Designing and Planning for Year-round Community Use of Schools.

AASA EXPO PRODUCT PREVIEW

HIGHLIGHTS OF SCHOOL FURNISHINGS EXHIBITS, TO BE DISPLAYED

AT THREE LOCATIONS IN ATLANTIC CITY, FEBRUARY 17-21:

CONVENTION HALL, SHELBURNE HOTEL, AND CHALFONTE HADDON HALL

All-Steel Equipment, Inc. Steel furniture, including desks, chairs, storage cabinets, filing cabinets, and wardrobes.

AllianceWall Corp. to be shown for the first time, a new 1½ hour fire-rated lightweight porcelain enamel building panel, for both exterior and interior partition wall. Special photos and sound movies will depict a complete all-porcelain-on-steel relocatable school system.

Allied Chemical Corp. Carpeting of Caprolan, engineered for heavy-duty use, in styles from several leading mills.

Alma Desk Co. New library furniture includes a circular quad study carrel of solid northern hard maple and 5-ply construction, sectional card catalog case with interchangeable components of a 25-inch high base, 5-tray cabinet, 15-tray cabinet, and sliding reference shelf unit—all capped by a Formica top.

American Desk Mfg. Co. Special furniture and equipment, including many types of desks for classrooms.

American Cyanamid Co. From the building products division, Acrylite cast acrylic sheets.

American Olean Tile Co. Tiles, both decorative and functional, for walls and floors.

American Seating Co. Emphasis on fixed auditorium and lecture-room seating.

Art Steel Co., Inc. Steelmaster collections of office furniture and filing equipment.

Bela Seating Co. Folding and stacking chairs.

Bigelow Sanford, Inc. Carpeting for classrooms, auditoriums, corridors, with stress on easy maintenance and acoustical advantages.

Brunswick Corp. A first in gym seating: a 10-year guarantee against refinishing of the vinyl-on-steel seat boards. Virtually maintenance free, the one-piece combination seat and skirtboard is of heavy-gauge steel, clad with bonded, leather-grain vinyl; in 8 to 20 foot sections, up to 20 rows. For the classroom, Trizoid desk with hinged leaf that drops in apron fashion when not needed, raises to desk level for additional surface space, stands in upright position to provide carrel-type privacy during tests. Desks can be grouped back-to-back, in-line, or in clusters of four. In library

furniture; 42-inch high, Y-ganged double face shelving with closed base; 82-inch high double face shelving/exhibit/display island with pedestal base; modular "zig-zag" carrel/shelving.

Buckstaff Co. New library line of furniture and equipment of northern grown solid oak, with wood, steel, aluminum substructures. Featured will be a double-faced 36 by 48-inch carrel.

Burke/Acton Div., Brunswick. Hugh Acton-designed library system will focus on I-frame construction: double reverse offset carrel; double face, free-standing shelving; periodicals display and storage unit; single study carrel; dictionary stand; 4-place round table carrel; card catalog reference table.

Chicago Hardware Foundry Co. Contemporary library furniture with pedestal construction includes standard carrels from single up to 6-unit variations.

Clarín Mfg. Co. E.L.S. (Eclectic Lecture Seating) system, a new concept in lecture room seating, consists of a continuous table top with ample room for writing, books and the installation of responder audio-visual equipment. Sets of two independently moving seats are supported on a single floor pedestal. Fiber glass seats swivel and tilt, move inward and outward, rotate on vertical axis, automatically return to uniform position when unoccupied. Also to be exhibited will be Constellation, a school planetarium-classroom seating with fiber glass shell seat that tilts back, automatically adjusts to upright position.

Columbia-Hallowell. Steel furniture for industrial arts and vocational/technical workshops, labs, and administrative function. Highlight will be introduction of a new low-priced desk for use by principal, teacher, office clerk. In both single and double pedestal models, choice of three colors and two top sizes.

Commercial Carpet Corp. Special Denylon carpet grades in new patterns and colors designed for school use, with emphasis on durable construction for heavy-traffic areas.

Congoleum-Nairn. New resilient flooring includes ⅜ inch vinyl tile in Corinthian, a marble motif in 6 colors, 9 and 12 inch squares; and Prestige, new inlaid vinyl in

AllianceWall



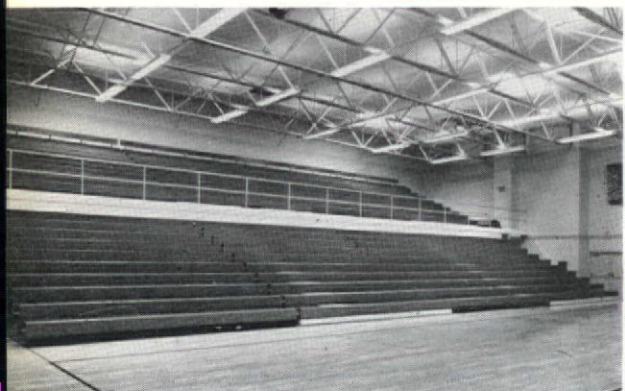
Chicago Hardware Foundry



Buckstaff



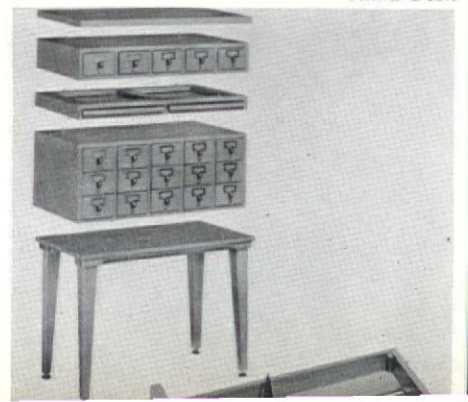
Brunswick



Burke/Acton



Alma Desk





Clarín

vibrant colors, 6-foot widths. Also to be introduced, a new Loomweave contract carpet.

Coppes, Inc. Curricula Equipment case-good designed for home economics, music, arts/crafts departments, as well as for elementary classrooms.

Coronet Industries. Special carpet qualities to take school abuse in corridors, classrooms, libraries.

Crown Products Corp. Four Seasons indoor-outdoor carpet withstands high traffic wear, provides resistance to soil. Color Carnival group, new in needle-loom carpeting, is backed with high density rubber.

Decar Plastics Corp. School tables, study carrels, and table tennis tables.

Dodge Cork Co. Floor and wall covering materials; bulletin boards.

E. I. DuPont de Nemours. Contract quality carpets constructed of DuPont nylon, Antron nylon, and Orlon 33 acrylic, in styles offered by leading mills. Special emphasis on Antron carpets, ideal for school use because of clean appearance level and lower maintenance cost factors.

Dwyer Products Corp. For faculty, employees, and dorm lounges, a compact kitchen that takes only a few feet of space. Lifetime porcelain finish and heavy-gauge construction assures durability and low maintenance costs. Sizes from 39 to 87 inches, installed against wall or recessed behind closure, unit includes refrigerator, freezer, sink, surface cooking units, oven, storage.

Fiberesin Plastics Co. Solid plastic desk tops; school furniture components; special math tops.

Fixtures Mfg. Corp. For secondary and college level schools, chairs and tables for food service areas, snack bars, classrooms, waiting and lounge areas, multi-purpose rooms. Featured are stacking chairs, including Astro Stack Tablet with flexible thermoplastic seat.

Formica Corp. Formica brand laminated plastics, used for durable surfacing materials in many colors, new patterns.

General Fireproofing Co. Laboratory casework system has teak laminate top and flush drawer pulls, with fume hood and case cantilevered from vertical extension. Constructed of furniture steel, finished with two coats of baked-on epoxy enamel. Columns encase service and utility lines. Classroom furniture includes GF 40/4TA stack chair with bookrack and tablet arm. Frame is nickel-chromed steel rod; seat and back are contour-formed metal protected by a baked-on vinyl coating.

Geneva Industries. Laboratory casework will be introduced, as well as casework for foods, clothing, and arts/crafts rooms.



Hercules

Gotham Educational Equipment Co. Chalkboards, cork bulletin boards, aluminum frames, cork flooring material—all incorporated into a display of the School-Wall, a demountable classroom partition and cork-board as an integral portion of the partition.

Griggs Equipment. Classroom, auditorium, cafeteria, and lounge seating.

Gulistan Carpet. Durable contract grades, in both wool and synthetics, in a range of colors and patterns for all school areas.

Hamilton Cosco, Inc. Desks, credenzas, tables, chairs, and lounge furniture, with spotlight on the new Cosco 600 Series of contemporary lounge furniture for dorm, library, or reception area. Cosco 1200 series of contemporary styled, slim-lined folding/stacking chair, framed with steel rods and chrome-plated finish, has seats and back of molded Fiberglas with textured finish.

Hamilton Mfg. Co. Mobile and folding products division will exhibit tables and related lines that fold quickly and compactly, store in small space.

Hamilton Skotch Corp. Coastwood closets, totally pre-assembled, have custom built-in look and can be installed without any tools. In 3 and 4 foot wide models, with single or double bi-fold doors; finished in rich laminated wood grain vinyl or unfinished for painting or papering. Optional decorative medallions are easily attached.

Hampden Specialty Products Corp. Folding chairs and tables.

E. F. Hauserman Co. Movable and demountable walls, some with demountable double-wall chalk panels and service panels that take clocks, telephones, light controls. Sound retardant properties are built in.

Hercules, Inc. Carpeting of Herculon olefin fiber is easy to clean, has low static build-up, offers good sound control, and requires little maintenance.

Heywood Wakefield Co. Cantilevered lecture room seating with chairs of either solid plastic seats and back or fiber glass shells—with or without upholstery. Chairs swing in and out on lever arms that are con-



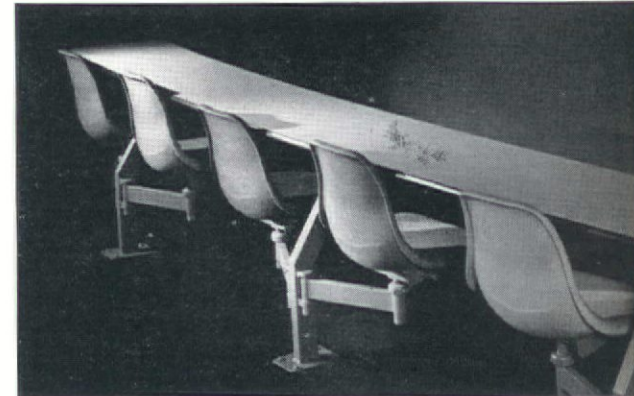
General Fireproofing



Fixtures



Crown



Heywood Wakefield



Hamilton Cosco



Gulistan

AASA EXPO PRODUCT PREVIEW

ned to a pedestal base; swivel left and right; some tilt back.

Hightstown Rug Co. Heavy-duty carpeting.

Holcomb & Hoke Mfg. Co. Folding partitions and walls.

HON Co. New series of reception area seating, utilizing contoured shell seat, having option of plain fiber glass, or vinyl or nylon upholstery, in 2 to 8 seat units. Plastic wood table top can replace any seat position. Complete office furniture setting will also be on view, with vinyl clad steel sides and back panels, wood grain patterns.

Hough Mfg. Corp. Hufcor folding and operable partitions.

Howe Folding Furniture. Mobile cafeteria furniture and study carrels.

Howell Co. Metal furniture for classroom, library, seating areas.

Institutional Products, Inc. King Arthur tables, folding and non-folding furniture.

J. G. Furniture. Dormitory, lounge, and library furniture.

Jasper Desk Co. Wood office furniture.

Jasper Seating Co. Single and multiple chairs and seating units.

Jasper Table Co. Wood classroom, lounge, dorm, and office furniture.

Joanna Western Mills Co. A new window shade specially suited to school use has fiber glass mesh construction that controls glare, reduces sun fading, but does not block outside view. It bounces heat waves away, yet the open mesh allows fresh air to flow through. In widths up to 72 inches, lengths to 9 feet, it will not shrink, dent, corrode, or rust.

Johnson Plastic Tops, Inc. Tables with durable, non-marring surfaces.

Kirsch Co. Electrac and Ripple-Fold, both new drapery hardware products. Ripple-Fold, to debut at the show, is a drapery heading tape with pre-attached half-snaps that mate with half-snaps on carriers on a traverse rod. Folds are softer, accordion pleats perfectly positioned. Electrac is a traversing drapery rod operated by electromagnetic power, silently opens and closes at the touch of a switch, eliminating cords and pulleys.

Krueger Metal Products Co. Institutional seating, dining tables with special pedestal dining tables, stacking dining chairs with or without upholstery, fiber glass stacking chairs.

F. H. Lawson Co. Waste receptacles, waste baskets, smokeurns, sandurns. Outdoor steel litter receptacles will feature dome Beautypop covers in bright colors.

Lees Carpets. High-wearing quality carpets in a broad range of patterns and colors.

Levolor Lorentzen, Inc. Audio-visual and conventional venetian blinds.

Libbey-Owens-Ford Glass Co. Glass products for construction.

Library Concepts, Inc. Design-A-Carrels is offered in 3 standard heights and 12 basic arrangements, such as side-by-side, back-to-back, alternating, and in clusters. Construction is of brushed chrome steel posts and Formica-covered wood-grained panels.

Metwood Mfg. Co. Folding tables, choral risers, stage units, stacking chairs.

Midwest Folding Products. Folding tables, portable folding tables, risers and platforms, in-wall tables, as well as Tennessee files, cabinets, lockers, and shelving.

Miller Co. Fluorescent, incandescent, and mercury lighting equipment.

Modernfold Div., New Castle Products. Operable walls and partitions.

Monroe Industries, Inc. Modular study carrels.

Monsanto Co. Astroturf recreational surface, made of durable and weather-resistant synthetic materials.

Mutschler Bros. Co. Institutional storage compartments.

Myrtle Desk Co. Library, classrooms, office furniture.

National Industries. Armorclad cabinets, casework, and furniture.

Oxford Mills, Inc. Carpeting in contract grades for all school areas.

Panelfab, Inc. Relocatable supplementary classrooms.

Panelfold Doors, Inc. Wood folding wardrobe doors, with Formica laminate surface or genuine wood veneer, in wood tones or special colors and patterns. Also, acoustically rated wood accordion folding partitions, clad with Formica panels.

Peabody Seating Co. Classroom furniture, portable cafeteria tables, wall tables, stacking chairs.

Pittsburgh-Corning Co. Building materials.

Pittsburgh Plate Glass Co. Glass conditioning for schools.

Plastic Products, Inc. Luxout draperies and room dividers.

Poloron Products, Inc. Folding chairs, with or without arms and tablet arms, as well as desks, tables, and multiple seating.

RCA Service Co. TV receiver with glare-proof picture tube, with all-channel UHF/VHF reception.

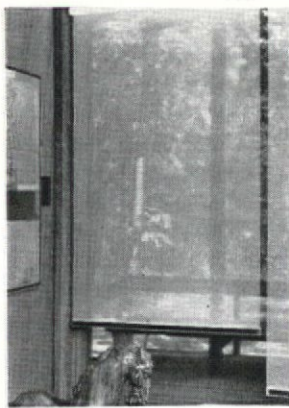
HON



Panelfold



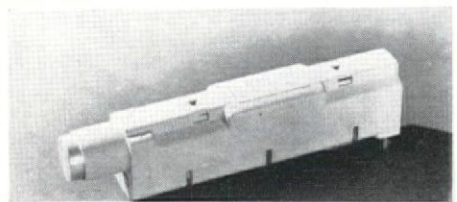
Joanna



Royalmetal



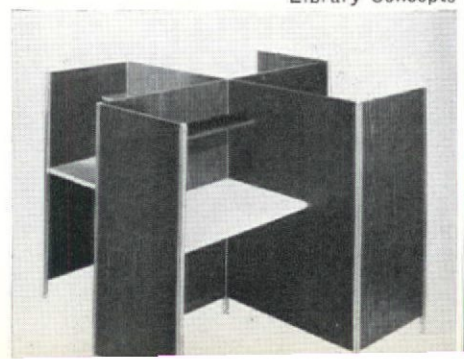
Kirsch



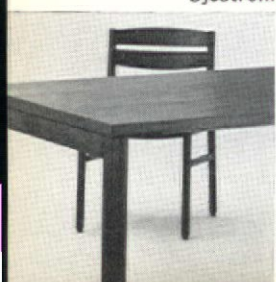
Stacor



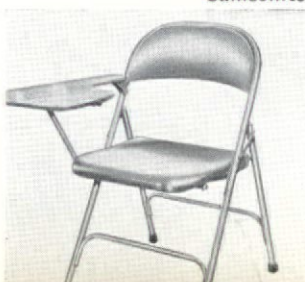
Library Concepts



Sjostrom



Samsonite





Worden

Remington Rand Office Systems. Extensive line of library furniture and equipment in many styles; automated record retrieval equipment.

Richards-Wilcox Div., Hupp Corp. Operable walls and wardrobes.

Robbins Flooring Co. Northern hard maple flooring and floor systems.

Rohm & Haas Co. Plexiglas acrylic plastic for construction.

Royalmetal Corp. Executive desks and swivel chairs; side chairs; library shelving; complete dormitory lines; general lounge furniture.

Samsonite Corp. Among institutional lines will be an all-steel folding tablet-arm chair with a rugged electrically welded tubing Y frame and cross braces for added support. The ½-inch thick wipe-clean tablet has a natural blond finish, blending with a choice of bronze, gray, or brown back and frame.

Seamloc Loma-Loom Carpet Co. New carpet for school areas subjected to heavy traffic.

Sico, Inc. Solid 70 combines a folding table and 12 chairs—six attached to the table top on each side. The entire unit, chairs and all, folds compactly into 30-inch space. Cushioned seats swivel 360 degrees; table has simulated dark-wood grain top of Melamine plastic.

John E. Sjostrom Co. On exhibit will be contemporary library furniture, from study carrels and reading tables to card catalog file and upholstered chairs. Laboratory furniture includes base units with counter top; 4-student circular science table, lab stools to match.

Southern Desk Co. An extensive display of institutional casework and equipment for school libraries, science labs, and offices. The Declaration library line centers on charging desk and matching card catalog file.

Stacor Corp. Extensive Visionaire coordinated library lines focus on modular charging desks, library tables, card catalog cabinets, shelving, and book trucks, in natural wood, steel and plastic combinations. Also on display, new furniture and equipment for school drafting and art rooms.

Standard School Equipment Co. Wood classroom and office furniture.

Stauffer Chemical Co. New vinyl wall-coverings for classroom, dorms, dining rooms and cafeterias, lounges.

John Stuart, Inc. Injection molded wrap-around armchair, made of polypropylene in 3 colors, comes with one-piece cast aluminum swivel base, with glides or casters, or with mirror-chrome tubular steel legs on self-leveling glides. Designed by Robin Day, armchair can be bench mounted or floor mounted.



Trend

Sunroc Corp. Water coolers and drinking fountains.

Taylor Mfg. Co. Science laboratory, home-making, and library furniture.

Thonet Industries. Built-in student dorm furniture, incorporating wardrobe-storage units, desks, bookshelf units, cork tackboards, and chests.

3M Co. Tartan brand surfacing material, a specially compounded synthetic resin designed to create durable all-weather non-slip surface, for application on gym floors, locker rooms, tennis courts, and outdoor playground equipment.

Trend Contract, Trend Mills, Inc. In a complete design package, a printed carpet and Formica laminated plastic will be shown in correlated colors and patterns, designed specially for school food service and restaurant areas. The printed carpet, made of Creslan acrylic fiber, will rise from the floor to become the upholstery material of built-in furniture, serving both a decorative function and architectural material on the walls. Cabinet surfaces will be in a correlated Formica laminate.

U.S. Plywood Corp. Building materials; wall paneling.

Virco Mfg. Corp. Upholstered shell chair is complete with a tablet arm and book rack. With a pedestal base, it serves as a comfortable side chair in waiting areas, lounges. Also available as a compact stacking chair. All models in 4 contemporary colors and chrome frame.

Vogel-Peterson Co. Coat racks and costumers, free-standing and wall-attached, in many variations to serve special functions.

Weinberg Corp. Multi-seat units are attractive with chrome frame and upholstery in any number of combinations of vinyl and nylon. For further variations, two series of modular seating come with all chairs; chairs mixed with table tops; chairs with and without arms; in single to four chair units.

Worden Co. Modern chair designs are of tubular steel and wood, in simple classic lines with curved backs and seats in natural wood or upholstery. All models have 5/8 plywood seats and backs of walnut in natural oil finish. Other choices include hard maple in five finishes or upholstered in vinyls or fabrics. Armchair also comes in juvenile height. (C)



Weinberg



John Stuart



Virco



Southern Desk



Sico, Inc.

A HEXAGONAL WINDOW THAT BRINGS A COUNTRY SCENE INTO THE PRESIDENT'S OFFICE, REPLETE WITH ART OBJECTS COLLECTED BY HIM THE WORLD OVER, SETS THE ARCHITECTURAL SCENE FOR THE NEW PLANT AND OFFICES OF DECRO-WALL CORP., ELMSFORD, N. Y.



WINDOW FOR A WORLD-WANDERER



Rosewood conference table dominates compact conference room that comfortably accommodates ten persons. Striped grasscloth walls on three sides are backdrops for paintings; the fourth wall is surfaced with cork that serves as a bulletin board to display the firm's products to good visual advantage.

The pecking order in most New York City businesses determines who shall and who shall not have a window in his office. So many executives who do, however, are rewarded with endless concretescapes of mullions, glass, and fluorescent lighting patterns.

For Herbert Zipkin, president of Decro-Wall Corp., who is known to take off on six-month safaris covering half the world, the design of his new plant was predicated on providing his office with a vista that would remind him constantly of the outer world and the horizons that beckon him.

As plans for the new building developed, Zipkin spelled out several other requirements that were important to him to the architectural firm of Finn-Jenter, New York City, which did both the exterior and interior planning, design, and furnishings specifications and purchases.

First and importantly, the outside had to be brought in. Six previous moves during the life of the company, which dates back to the end of World War II, and an office without windows in the last location, left Zipkin longing for that outside exposure, which had prompted his selection of a site in the green belt on the periphery of New York City. A man spends about one-third of his life in an office, he pointed out to the designers.

Next in line of importance was a desire on Zipkin's part for classical-modern interiors that would reflect good taste and continue to be functional for at least 10 years. The plant

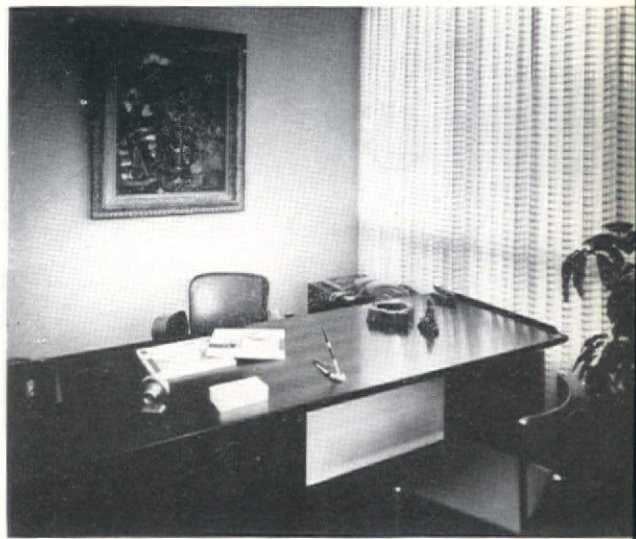
itself had to be on one floor, although the offices would be planned for two. Both plant and offices had to be capable of 30 percent expansion without radical reconstruction. The entire atmosphere had to be one of comfort and efficiency, with the most sophisticated communication system installed.

With those guidelines, Finn-Jenter came up with a structure that appears to float above gentle hills and surrounding woodland and that combines both the desired esthetics and superb functionality.

Native Westchester stone faces the lower half of the 7,000 square foot office area, graduating in tone from pale grey to deep copper. The facing extends to form two bulkheads that mask the factory area from the street. A cantilevered superstructure is white stucco with a curtain wall of solar bronze glass, framed with bronzed duranodic aluminum.

Great care was taken by the architects to relate the building to its surroundings, so that trees were set in clumps, rather than rows. At the left of the office entrance is a garden pond, half outside the building and half inside, extending under stairs leading to the reception area. The stairway is of terrazzo, cantilevered on a central box beam, with oil-finished walnut banisters that contrast with the white and golden yellow walls of the entrance.

Arthur Finn's awareness of his client's personality is reflected in the president's office, where the 8 by 10 foot hexagonal picture pane and the

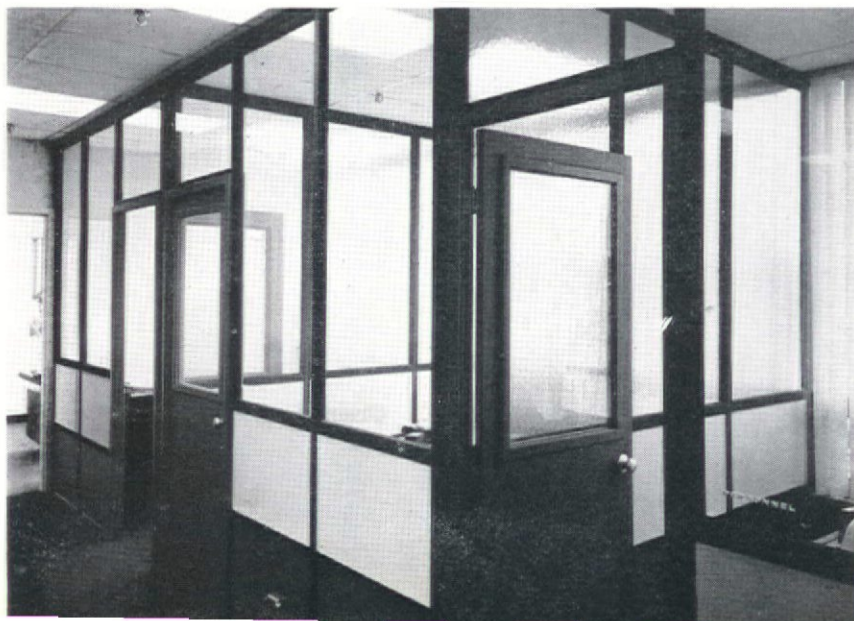
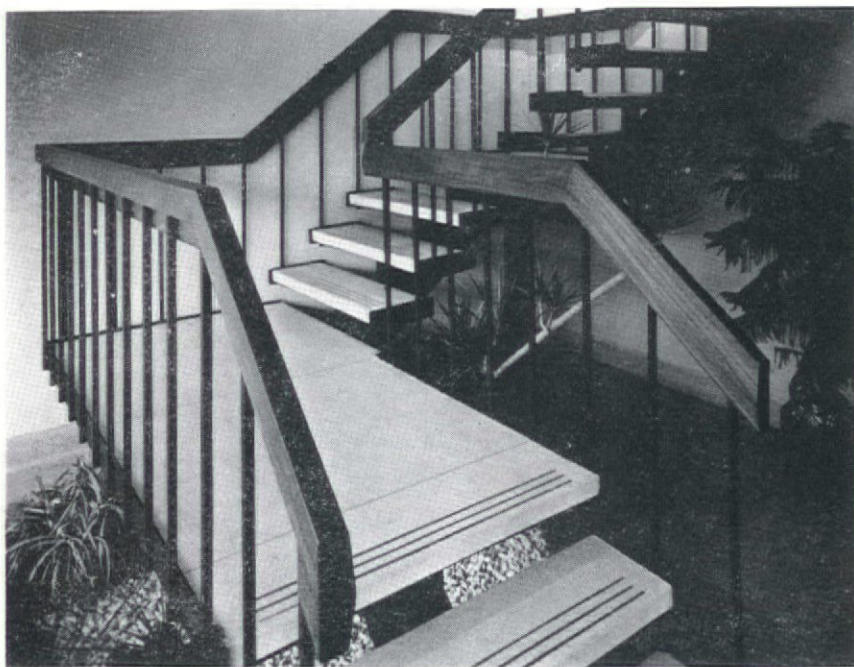


The hexagonal form of the columns on which the building seems to float is repeated in the large window of the president's office (two photos above). Below, the floors of the new building are connected by a three-flight stairway, cantilevered on a central box beam. Executive offices (bottom) are glass partitioned.

exterior view is dominating. Zipkin need only look up from his desk to bring the outside in. A collection of art objects from many of the countries in which he has traveled are positioned in the office against a background of grey carpeting, white walls, and semi-opaque draperies. His desk is of rosewood, located on the working end away from the hexagonal window, with a conversation area on the other end of the room set off by a red carpet on which are grouped black and fawn leather furniture from Scandinavia. Lights recessed in the ceiling give an excellent level of overall illumination, with additional spots provided for paintings. Soffit lighting is located above the draperies.

Slot windows, seen as an architectural panache from outside, become pilasters of light and scenery within a functional conference room, which has a 10-seat conference table of rosewood construction. Walls are subtly striped grasscloth, and the display wall is of natural cork, one of the Decro-Wall do-it-yourself products for the residential market. Blue carpeting is repeated, but in different weave and deeper pile. Lighting comes from shoji-type ceiling fixtures, with spots for highlighting a product display.

Suppliers: Furniture in president's office—Fritz Hansen and Scandinavian imports; rosewood furniture — custom by George Tanier. Draperies — Verel by Maharan. Vertical blinds — Thru-Vue. Grasscloth wallcovering — Laue Bros. (C)



FURNISHINGS SET SOLID IMAGE AT FREIGHT FORWARDER OFFICES

Traditional Design by Rowena Foster Interiors Gives Feeling
of Strength to Freight Company Executives in San Francisco



Gold-black-walnut scheme in the reception room sets the mood for the entire set of offices to follow.

Solidity and success. Those were the two important characteristics that Rowena Foster, San Francisco-based interior designer, was asked to reflect in new offices of Consolidated Freightways, Inc., a major interstate freight-forwarding firm.

She accomplished this successfully by taking meticulous care with selection of furnishings and appointments that represented the activities of each executive. For each, she designed an environment slightly different from every other office, but with each unmistakably showing an elegance associated with success.

In the entrance foyer, light gold carpeting is highlighted by vertically striped foil paper. Chairs and walnut desk were selected in part because of their low squat lines, which Miss Foster feels contribute to the image of solidity. A scroll iron lamp base and gold leaf chandelier add other success touches, as did the use of amber crystals in the chandelier, instead of clear, to tie it in with the basic gold-black-walnut scheme.

Corporate responsibilities and individual tastes of the officers of the company dictated the designs used in the private offices. Walls of dark green felt were installed for the president, as a background for display of four valuable Audubon bird prints presented to him by a member of the board. Pumpkin-toned draperies brighten the room, and a deep-pile, water-green carpet coordinates with the walls. Sofa and barrel chair in celadon green carry out the color scheme. An oiled walnut desk, black-upholstered chairs, and an Oriental teak coffee table complete the setting.

Because he is a greeter of visitors

from across the country, the office of the legal counsel's office was designed to reflect some of the distinctive Oriental flavor of San Francisco. Gold wool broadloom carpeting is used here, with upholstered chair in a dark red striped pattern, natural draperies, ebony-toned desk and tables, and Oriental lamp bases and furniture legs.

"An old world banker's atmosphere" was designed into the corporation treasurer's office. Wallpaper of natural linen, with a damask inlay of almond green, sets the background for Chippendale sofa upholstered in bronze, a traditional mahogany desk and furniture, and a comfortable wing chair. The latter is upholstered in beige Belgian linen velvet.

Miss Foster bridged the gap between interior decorating of prestige homes on the Monterey Peninsula to design of executive offices about five years ago. Her other commercial assignments include offices for Walston & Company, stock brokerage, and the French Consulate, both in San Francisco.

Suppliers: Furniture — H. Sacks & Son, Butterfield & Butterfield, John Logvy Mfg. Co., Paul Zell Design, L. W. Berinoff. Carpeting — Berven. Wallcoverings—Wallpapers, Inc., Winfield Designs. Lamps and lighting — Kneidler - Fauchere, Dean - Trimble Imports, Casella Lighting, Foss Lighting Studios, Wilshire House. Drapery fabrics—F. Schumacher, Scalamandre, Herman Miller. Upholstery materials—Boris Kroll, Pacific Leather, Jack Lenor Larsen, Brunswick & Fils, L. W. Berinoff, Scalamandre. Accessories —Zell Designs, L. W. Berinoff, Coast Mirror & Glass Co., Dean-Trimble Imports. (C)



Treasurer's office (left) emits an old world banker look, achieved through the use of linen damask, mahogany desk of traditional design—all designed to keep visitors discussing financial matters from being ill at ease.

Dark green felt walls above the wainscoting in the president's office (below) serve as backdrops for a valuable collection of Audubon Bird pictures printed and colored by R. Havell, 1836.

Photo-Art Studio



WOOD-SUBSTITUTE OUTDOES WOOD

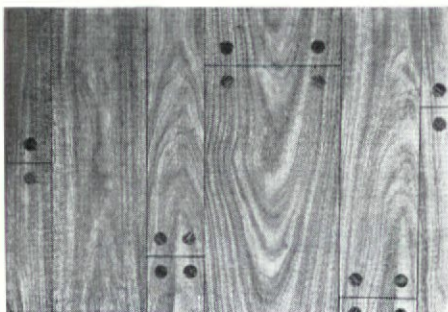
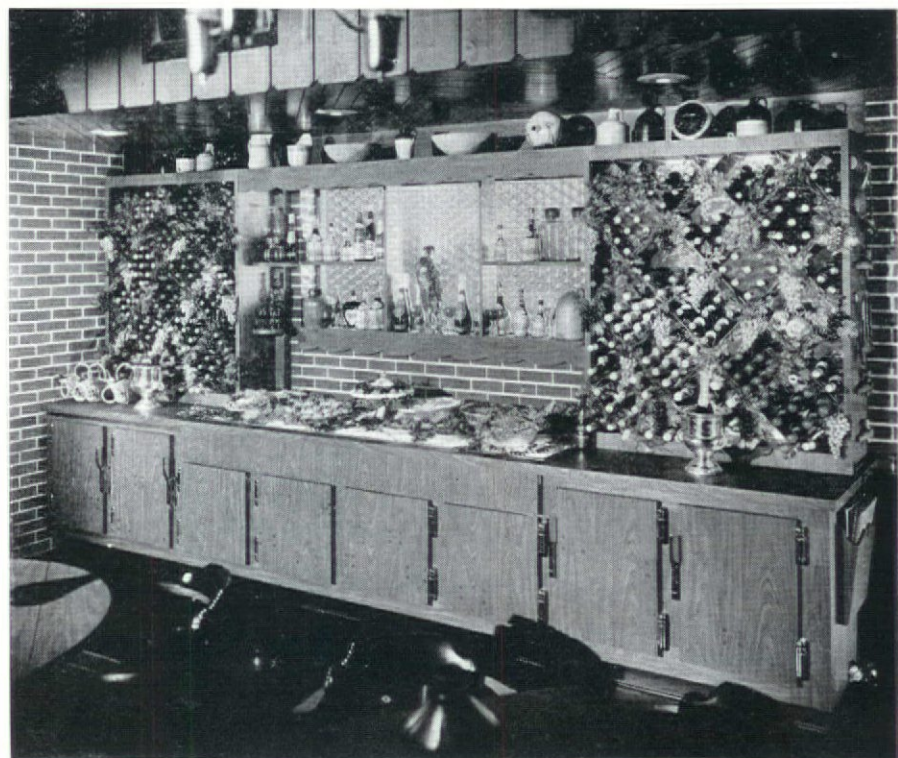
WISCONSIN RESTAURANT USES PLASTIC LAMINATE IN HARD USAGE AREAS WHILE RETAINING WOOD WARMTH

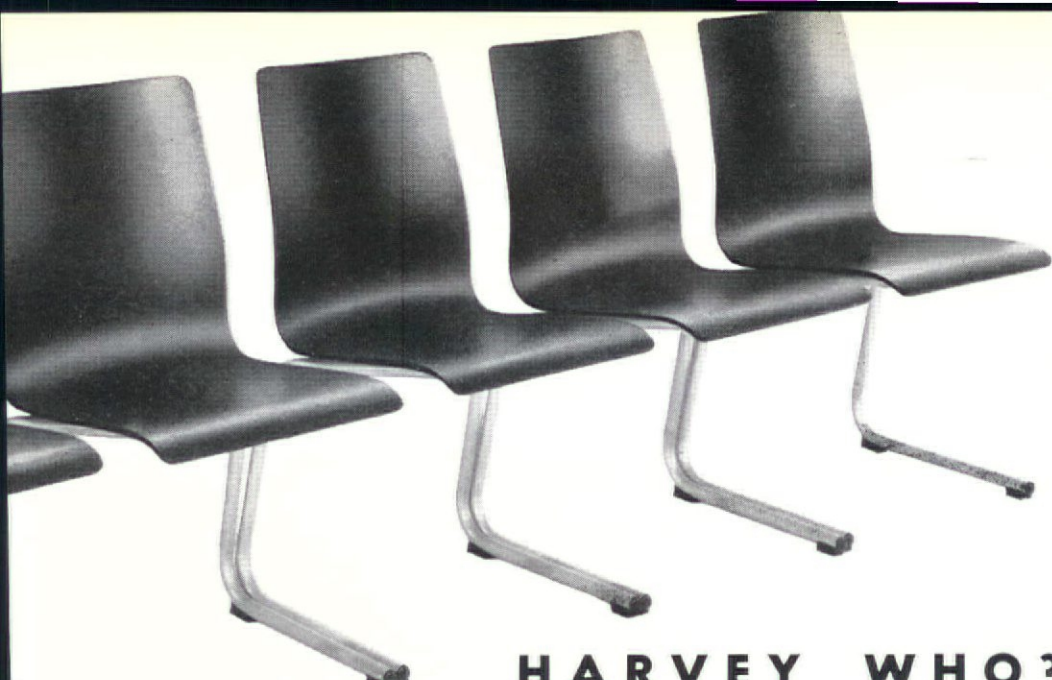
Hoffman House West, a 586-seat restaurant in Madison, Wisconsin, utilizes a wood substitute throughout that has the look and feel of wood, but that has wear characteristics far superior to the natural product.

Designed in "Pioneer Wisconsin," a rustic, early American theme, the restaurant is broken into many cozy and intimate rooms that are accented with paver's brick floors, red brick walls, stained glass, wine racks, and glowing old-fashioned electrical fixtures.

Everything from entrance halls, walls, ceiling, room dividers, bar, and furniture provides a look and feel of warm wood. Much of it is wood, used in its natural state and sometimes painted with strong reds, greens, and oranges for accent. Certain components, however, are subjected to such heavy use that the designer incorporated Conso-weld plastic laminate to supplement wood in those areas.

The laminate—which started out as wood, but is processed into kraft paper, then welded with resin under high pressure to withstand tough abuse—resists the heat, stains, and odors common to restaurant operations. The laminate is incorporated in many areas: top surface of the bar in a rubbed mahogany grain; cabinet coolers; waitress' pantry; cigar counter. In some areas, a peg-floor effect enhances the pioneer motif. (C)

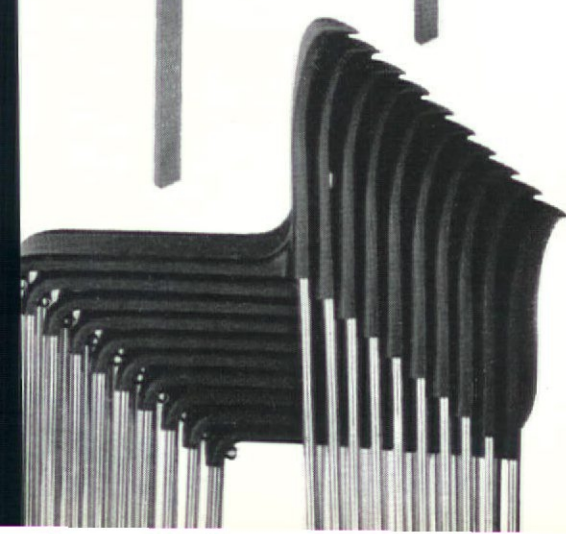
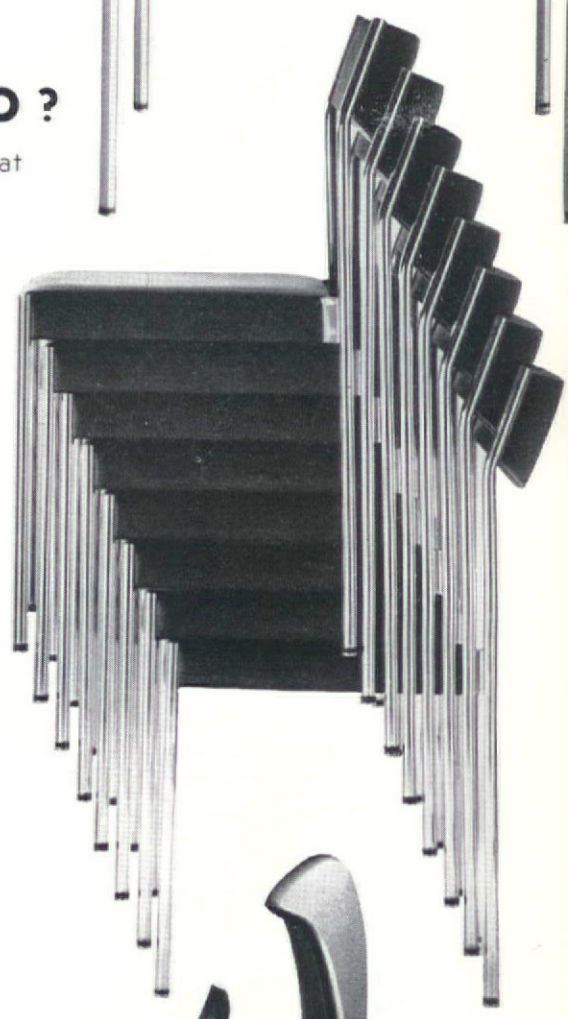
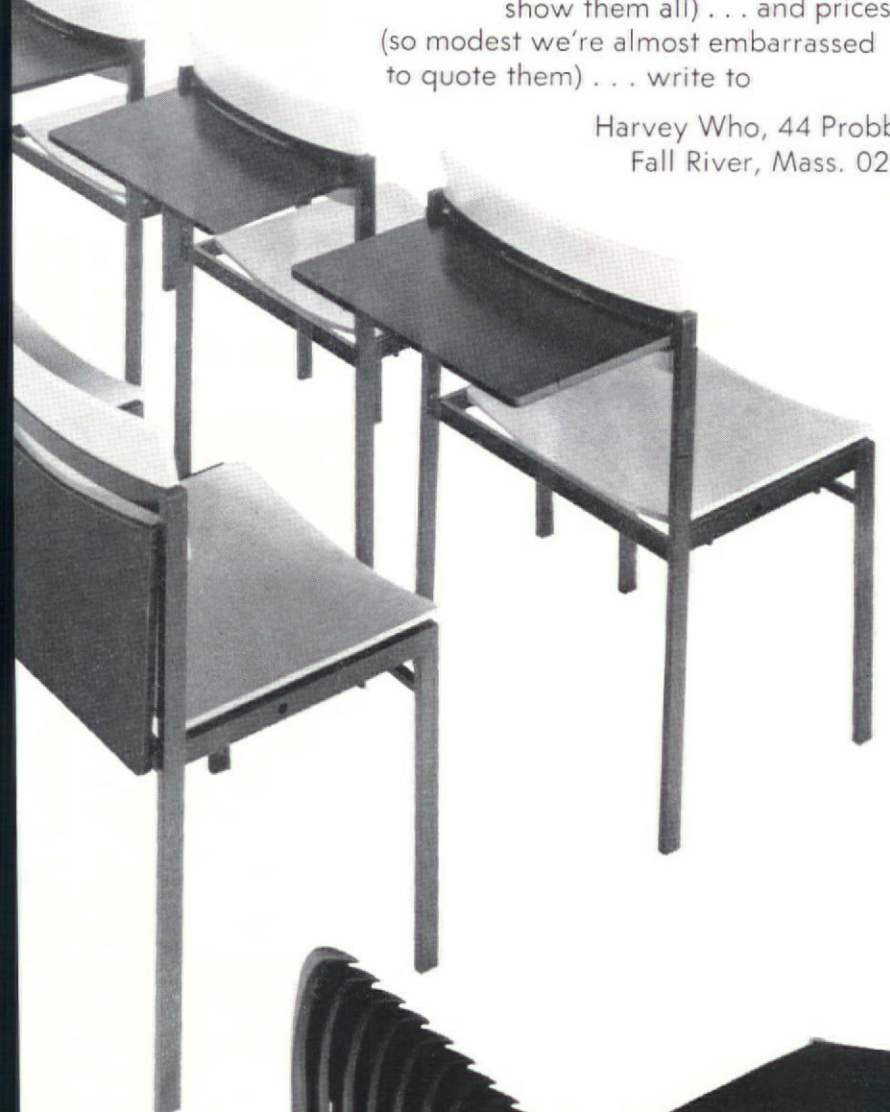




HARVEY WHO?

For more photographs of this great chair collection (not enough room to show them all) . . . and prices . . . (so modest we're almost embarrassed to quote them) . . . write to

Harvey Who, 44 Propper Lane
Fall River, Mass. 02722





Partners Bob Dullea and Don Irving consult on a design involving several of their top lines of furniture and interior furnishings, on a commission developed from early discovery of planned projects.

SUCCESSFUL SEARCH FOR CONTRACT SALES

PRIME CONTRACT PROSPECTS CAN BE IDENTIFIED EARLY AND SYSTEMATICALLY FOR ORDERLY BUSINESS EXPANSION

Which comes first, gearing for growth before contract commissions are in hand or after? Aggressive management can trap itself in a paradox and find that the harder it works for growth, the less growth it experiences.

Small-to-medium design and furnishings companies are especially vulnerable to this trap, since they may expand profitably up to a point beyond which talent is spread so thin as to hinder expansion.

There are two reasons for this: (1) good employees are hard to recruit for management responsibilities, and (2) the temptation is great for management to carry a bigger load than it should when business starts piling up.

For the fast-growing design and interiors furnishing firm of Dullea-Irving, Santa Barbara, California, the trap has been avoided and management has been able to add new profit-making activities without jeopardizing old ones. The technique, according to Bob Dullea, is to manage systematically in order to get the most out of limited management resources.

The search for new contract business in a small-to-medium sized firm, as a case in point, normally takes a large percentage of management's time, much of which should be devoted to other important aspects of the business. Dullea points out that during a recent building slump in its area, selling and finding the time to serve customers, deal with suppliers, and plan for the future, became increasingly difficult. "The volume and complexity of business would have slowed our growth," he says, "had we not, in effect, mechanized our marketing and reduced the time we had to

devote to finding new business leads."

Dullea says that it is fortunate that the heart of his company's business is contract design and furnishings, and prime prospects — owners and architects involved in new projects — can be identified early and systematically. By so doing, the time needed by management for other important functions is made available, enabling expansion to take place at an orderly pace.

The partners obtain prospect information from Dodge Reports, a construction news service which identifies projects while they are still in the contemplated and planning stages.

"Our goal," says Dullea, "is to get to the architect in time to win the interior design work or to have our lines specified in his project. Normally, as soon as the owner and architect of an upcoming project are identified, we call them to express our interest in the project and to offer our lines and services. We then solicit the opportunity to show our work."

In its marketing area, Dullea-Irving offers commercial design services for office and other interiors, furniture, carpeting and flooring with installation, draperies, and is considering taking on office efficiency systems. It also has a substantial retail home furnishings department.

Started in 1961, the company was formed by the two young designers, who concentrated on selling contract furnishings in Santa Barbara.

Dullea-Irving, in selling flooring, carpeting, and drapery, frequently bids with general contractors. They emphasize that the problem is to time their efforts carefully by watching bid dates and reacting accordingly. (C)



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

Troy
ARMA

WIDE-RANGING SEMINAR PROGRAM FOR CONTRACT '68

The vital interests of the contract specialists will be explored in depth at an expanded series of seminars and panels at CONTRACT '68, the industry-wide show and convention, scheduled for June 4-6, at the New York City Coliseum. The problems—and opportunities—across a broad spectrum of contract design, planning, and furnishing will be discussed by industry leaders on each of the three days of the exhibit, with sessions scheduled for both mornings and afternoons.

Jerome H. Brown, National Expositions Co., which manages the contract show, stated that this year three conference rooms will be available for the seminars, one of which will seat 500. This will eliminate the overcrowded condition which prevailed at last year's show, when the discussion meeting proved so popular that S.R.O. signs had to be posted. Brown also announced that the exhibits now comprise more than 140 leading manufacturers of contract furniture, furnishings, accessories, and services, occupying more than 200 booths. He added that on the basis of present commitments about 175 firms should be in by June.

Among the unusually interesting subjects planned for the seminars—perhaps the most controversial—is The Office Landscape, the values of which will be disputed by a panel that includes a representative of the Quickborner Team, the organization that originated the

office landscape concept. Other sessions will feature the problems and challenges involved in designing hotels on a budget in terms of client's goals—profitable repeat business over a long-term period; the crucial problem of making the most effective presentation to the corporate client—how to get the assignment.

At other sessions, leading spokesmen from all over the country will deal with such basic matters as motel design, school planning and furnishing, the new hospital technology and how it affects the designer's work, the problems of geriatric housing, and the radical changes that are taking place in preparing the design student for his career in the contract field. Another vitally important aspect of the field that will be discussed is how to make the design organization itself function as a business entity, both internally and in relation to its clients. Altogether, the seminars will offer the contract specialist a unique opportunity to hear leading exponents in every segment of the contract field and to exchange views with them.

The program has been arranged and will be moderated by Ben Hellman, publisher of CONTRACT Magazine, sponsor of CONTRACT '68. Details of the program, giving speakers, subjects, and time periods follow. The exhibits themselves will be open from 11:00 A.M. to 6:00 P.M., on June 4, 5, and 6.

CONTRACT '68 SEMINAR PROGRAM

Tuesday, June 4

9:15-10:30—DESIGNING HOTELS FOR PROFIT. Panel: Roland W. Jutras, Boston, and Ellen McCluskey, New York City, both prominent designers of hotels in this country and abroad.

10:40-11:15—HOW TO MAKE EFFECTIVE PRESENTATIONS TO THE LARGE CORPORATE CLIENT. Niels Gabel-Jorgensen, Director of Design, J. Gordon Carr Associates, New York City. Mr. Gabel-Jorgensen made the presentation to General Motors for all its interior spaces in its new building, now being completed in New York City.

11:30-12:15—IS CONTRACT DESIGN A PROFESSION? A LOOK AT SOME OF THE CLAIMS, TRUE AND FALSE, THAT HAVE BEEN MADE ABOUT THE SPACE PLANNING AND COMMERCIAL DESIGN FIELD. Leon Gordon Miller, well-known designer and author, of Cleveland, Ohio.

2:00-3:00—THE SERVICES AND DEMANDS OF HOSPITAL DESIGN. Emily Malino, New York designer and hospital consultant.

Wednesday, June 5

9:15-9:45—THE IMPORTANCE OF INTERIOR DESIGN IN THE FEDERAL GOVERNMENT. Miss Montyne Bisher, design-consultant for the Veterans Administration.

9:50-10:30—GOVERNMENT PROCUREMENT—HOW TO DO BUSINESS WITH THE FEDERAL GOVERNMENT. George E. Baer, chief designer for Naval Facilities Engineering Command, Department of the Navy.

10:40-11:30—COMPETITION AND HOW IT IS TRANSFORMING THE PLANNING AND FURNISHING OF MOTELS. Paul

Bischoff, vice president of Albert Parvin Co., Los Angeles, and H. E. Glave, vice president, Thalheimer's Industrial Sales Corp., Richmond, Va., both major contract furnishers in the motel field.

11:40-12:15—MANAGING A LARGE SPACE PLANNING AND OFFICE DESIGN FIRM: THE MAJOR INTERNAL BUSINESS PROBLEMS. Malcolm Nicholson, vice president, JFN Associates, leading New York City space planner.

2:00-3:00—COST CONTROLLING THE BIG CONTRACT JOB. Robert Duffy, president, Duffy, Inc., major New York City space planning firm.

Thursday, June 6

9:15-10:00—THE EDUCATIONAL CRISIS—RE-THINKING THE ROLE OF THE COLLEGERS IN TRAINING THE CONTRACT PROFESSIONAL. John F. Pile, Pratt Institute, New York City, well-known teacher and designer.

10:15-11:30—THE OFFICE LANDSCAPE—THE MOST CONTROVERSIAL THEORY TO EMERGE IN MANY YEARS. Hans Krieks, Hans Krieks Associates, Boston; Norman DeHaan, Norman DeHaan Associates, Chicago; Hans Lorenzen, Quickborner Team, Hamburg, Germany.

11:40-12:30—NEW CHALLENGES IN PLANNING AND FURNISHING SCHOOLS. Jack P. Solovy, president, Corco, Inc., Chicago, major designer and contract furnisher specializing in schools and dormitories.

2:00-3:00—PLANNING THE MILLIONS OF NEW DWELLINGS NEEDED FOR THE ELDERLY—NURSING HOMES AND GERIATRIC COMMUNITIES. Max Wechsler, Wechsler & Schimenti, architect, New York City, specializing in geriatric facilities.

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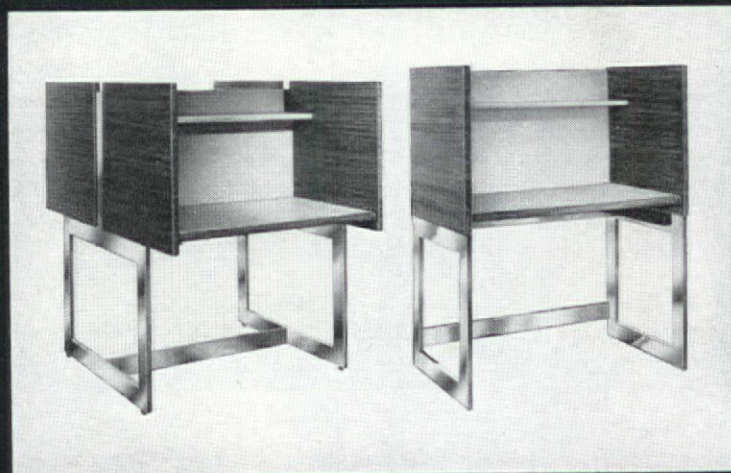
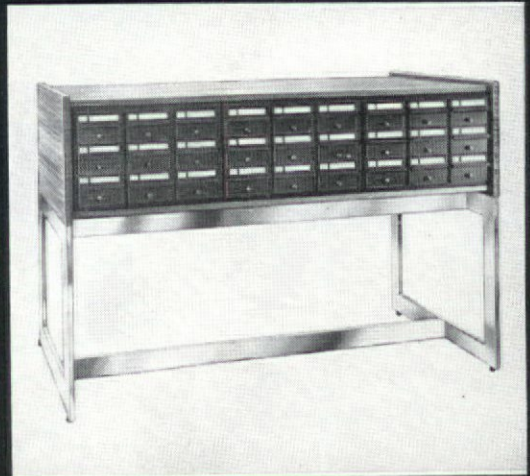
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SPERRY RAND

Circle No. 47 on product card facing P. 98



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**AID
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AWARDS**

The 23rd Annual International Design Awards of the American Institute of Interior Designers were presented recently in Chicago. All 1968 entries were limited to original designs in the modern manner, were characterized by possessing a more venturesome, sophisticated esthetic approach and new technological explorations, especially as they relate to man-made materials.

Winners in the products categories:

A Research and Development—Els Crawford, planter bench of chopped glass fibers; manufactured by Architectural Fiberglass.

B Window Treatment, Shades, and Blinds—Peter Muller-Munk Associates, window walls of glass units containing sculptured relief surfaces affixed on black ceramic frit; manufactured by Pittsburgh Corning Company.

C Wallcoverings—Comark Plastics, vinyl wallcovering in black and white pin stripe; manufactured by Comark.

D Printed Fabrics—Maija Isola, bold scaled, vividly colored hand printed fabric; imported by Design Research, Inc.

E Residential Furniture—Olivier Mourgue, freely shaped chaise longue with advanced construction process; imported by George Tanier, Inc.

F Business and Institutional Furniture—Verner Panton, molded fiber glass chair; manufactured by Herman Miller, Inc.

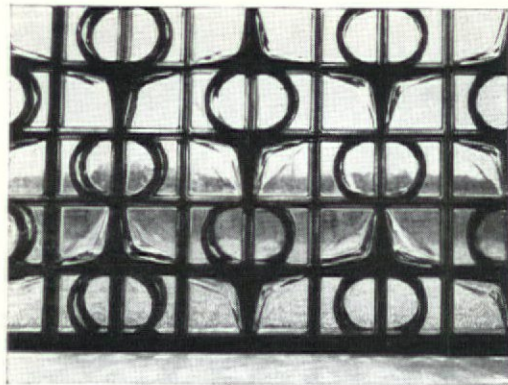
G Hard Surface Floor Covering—Design Studio, Kaleidoscope, a vinyl floor covering available in fifty colors; manufactured by Amtico Flooring.

H Decorative Accessories—Howard Miller Clock Co., electrically operated digital clock; manufactured by Howard Miller.

J Portable Lighting—Joe Colombo, trim floor lamp with metal shade that adjusts to any height; imported by Geo. Kovacs.

K Wallpaper—Karl Mann, Chevron, skillfully colored and integrated wallpaper design; manufactured by Karl Mann.

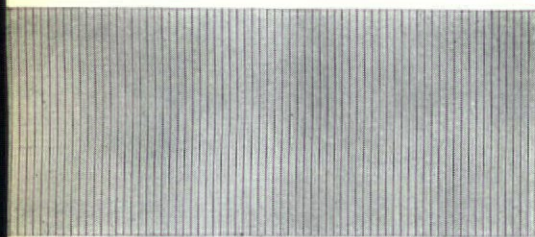
Soft Surface Floor Covering—Nell Znamierowski, abstract design area rug entitled Kalymnos; manufactured by Regal Rugs, Inc. Tableware etc.—Heinz H. Engler, Globus, a collection of modern dinnerware, imported by Paul A. Straub. Domestic Linens—Emilio Pucci, towels by Pucci; manufactured by Spring Mills.



B



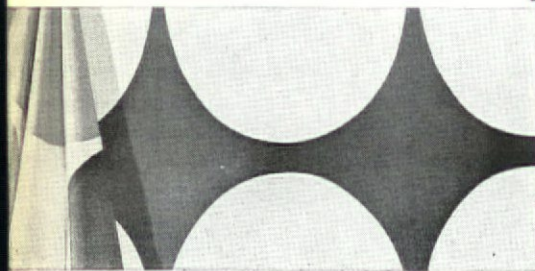
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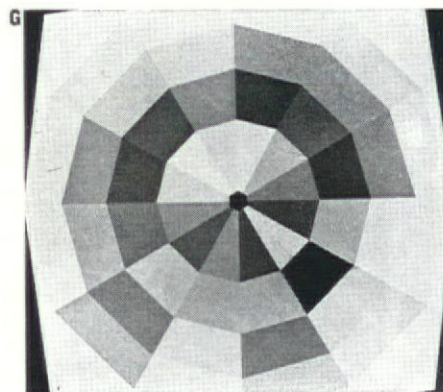
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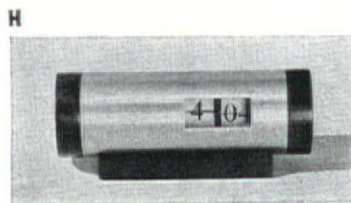
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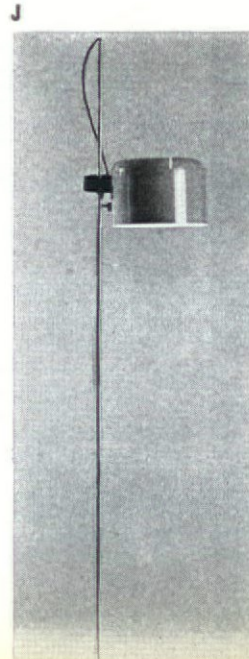
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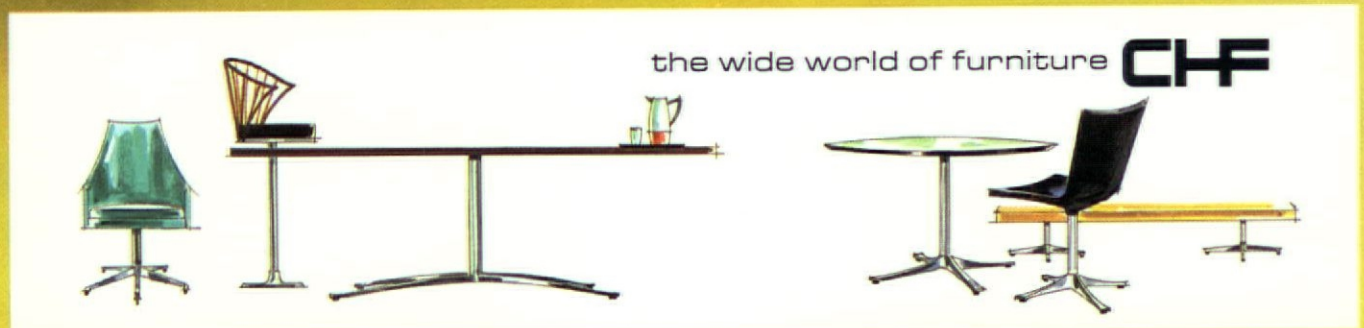
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A



B

JANUARY MARKET REPORT

A Directional Furniture designs a game table and leather covered chairs that are more than they seem—the clean lined table has a flip top that will convert to dining size and the occasional chairs are comfortable revolving chairs with an automatic return. Circle No. 83.

B A handsome and versatile line of contemporary lounge chairs, settees, sofas and coordinated tables designed by Samsonite. The Customaire collection features the look of wood combined with the durability of steel. The all-steel frames are welded and finished in scratch-resistant, bronze baked enamel. Circle No. 84.

C Executive chairs are a specialty of Cramer Industries Inc. and these are handsome additions to the line. The model 1983 posture chair with arms and combination tilting back and seat, and model 1973 swivel chair are in chrome or bronze. Circle No. 85.

D Van Gogh Midnight vinyl fabric from Airco Chemicals and Plastics enhances the long, dramatic lines of the sofa by Thayer Coggin. The quality look and feel of genuine leather are featured in Airco's new line of vinyl upholstery. Circle No. 86.

E Upholstered lounge chair with swivel-tilt-return mechanism is designed by Cumberland Furniture. The construction features latex-foam rubber platform with foam seat cushion; foam rubber back over springs; and a high-count muslin cover. Base is mirror polished stainless steel. Circle No. 87.



C



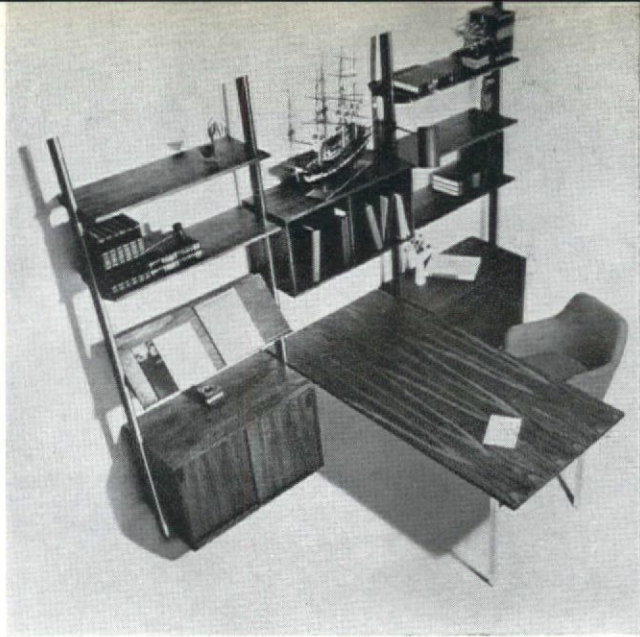
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JANUARY MARKET REPORT

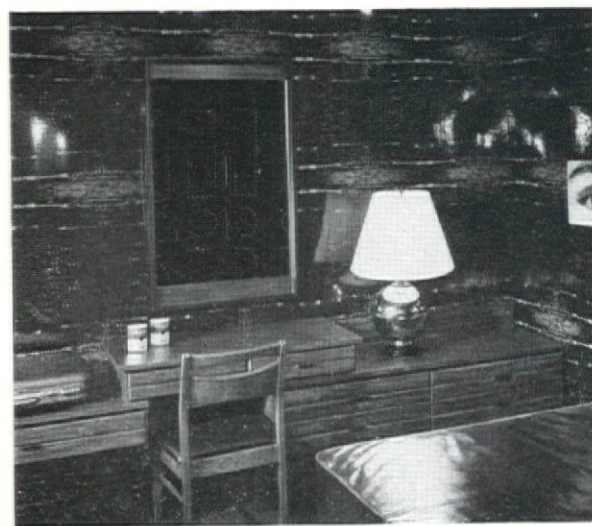
A Group Ten Executive (GTX) by Jens Risom has a new slant for the VIP — a gently sloped desk top for natural, relaxed reading/working. A wide writing slide is provided for the visitor. Circle No. 88.

B Hardwood House Inc. has designed an extruded aluminum pole for its component Wall System. The black, anodized aluminum pole is available in lengths up to 124-inches and is designed to support all of the Hardwood components. Circle No. 89.

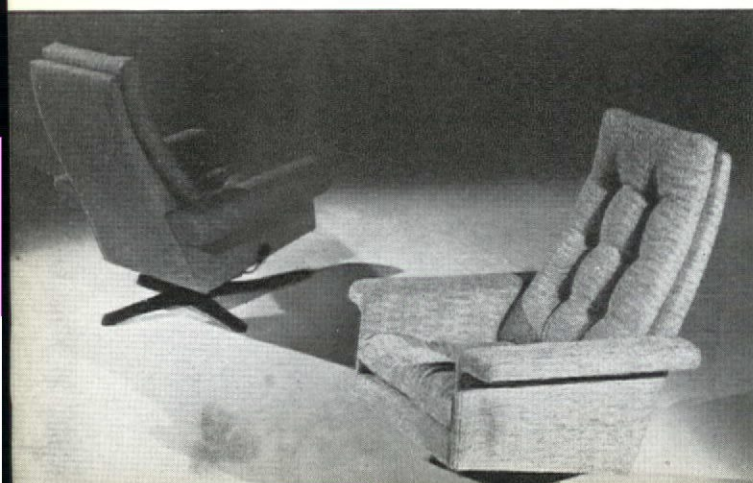
C Reminiscent of fine needlepoint, Brussels, by Columbus Coated, is a delicate, flocked floral on a burlap textured background. This 27½-inch untrimmed wallcovering is available in bright orange and yellows, soft blues and bright olives, vibrant rusts and soft moss. Coronation, a large scale gothic scroll design is masculine in texture and appearance. In three colorways. Circle No. 90.

D Clean, simple lines delineated by black trim and hardware characterize this group from American of Martinsville. Called Innovation, this modern styling in a rosewood pattern, is made of Tartan Clad, a 3M Co. vinyl veneer. The process eliminates the need for special care. Circle No. 91.

E High and handsome swivel lounge chairs designed by Folke Ohlsson for Dux Inc. are set on four-prong bases of rosewood, teak, or walnut. Comfortable high back silhouette with straight lines modified by gently shaped tapering back and attached back cushion. Both chairs have a swivel-tilt mechanism which locks in several positions. Circle No. 92.



D

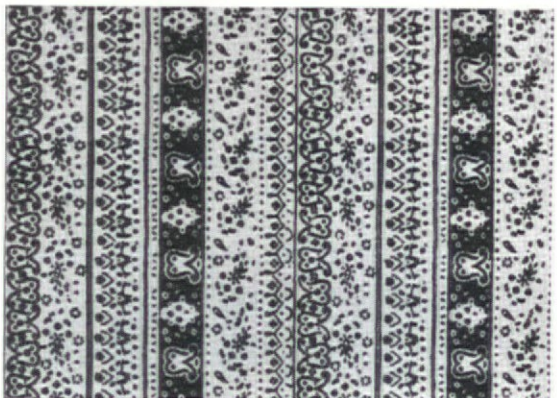


E

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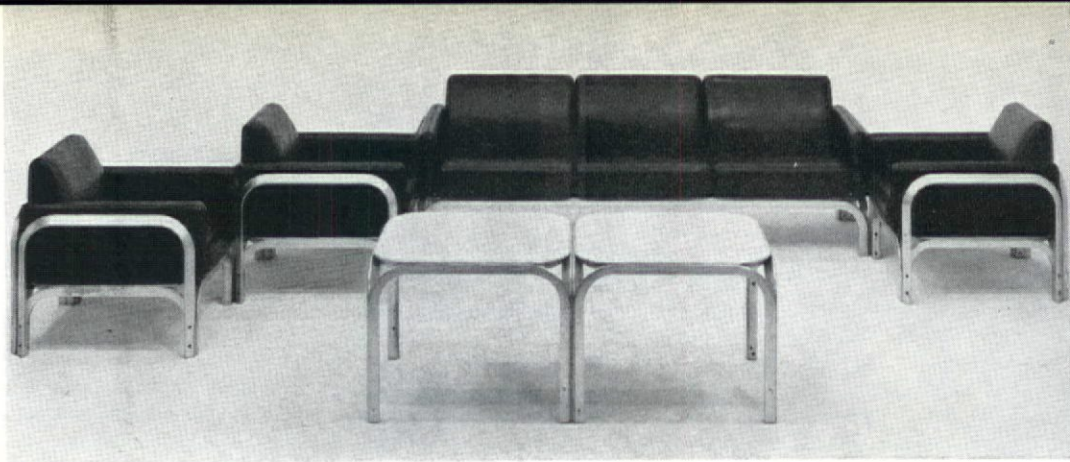
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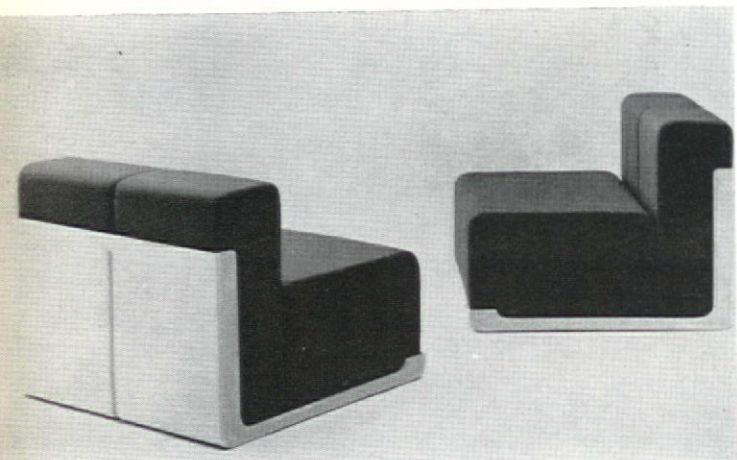
192 Lexington Avenue, N. Y. 10016 Ninth Floor
NEW YORK • HIGH POINT • CHICAGO



A



B



C



D



E



F

JANUARY MARKET REPORT

A Popular among all primitive weaving is the plaid which is exemplified in this bold print by F. Schumacher & Co. Series 62770 is 54-inches wide in five colorways. Circle No. 93.

B Jorn Utzon of Fritz Hansen Inc., has developed a furniture system based on structural frames of different dimensions. The angles are produced from aluminum tubes in nine sizes, suitable for a variety of chairs, sofas, tables. Circle No. 94.

C A white plastic shell encases cushions of thick foam, fully upholstered in wool military cloth, designed for Stendig, Inc. Armless and legless for a built-in look, the chair has a divided back cushion. Circle No. 95.

D Imposing in scale, the Hemlock six-foot drapery panel by Elenhank Designers, depicts the wild flower at the height of its growth and glory. The Hemlock panel is attuned to a repeat pattern, September. Circle No. 96.

E Designed to provide comfortable seating for educational, institutional and general use, the 1273 by Steelcase features slim lines and curved seat and back in any combination of upholstery, and frame finish. Circle No. 97.

F Sculpture, texture and color styling are featured in this new Cliffstone deluxe vinyl tile by Goodyear. Sculptured surface forms a design of random stone like chips. Circle No. 99.

G Beautiful 18th century pieces faithfully reproduced by Kittinger Co. including the velvet upholstered mahogany sofa, end tables, chairs, desk, and the period accessories, all contribute to a distinguished setting for the executive. Circle No. 100.



G



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Carolina Forge



Circle No. 54 on product card facing P. 98

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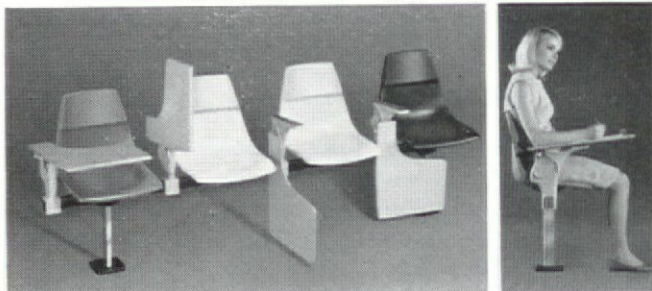
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Built to endure term after term of steady use, Krueger *Sequence Seating* features floor or riser-mounted 2, 3 or 4-unit bases. Rigid in use, the tablet arm folds quietly and easily aside, uncovering a comfortable armrest. Add Krueger seating to your curriculum. It's the advancement in classroom practicability you've long been waiting for.

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Catalog!



KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

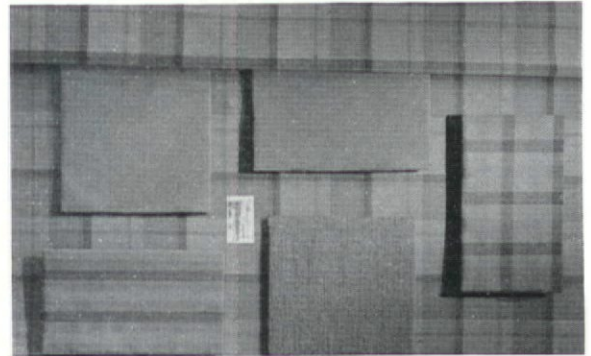
Chicago—1184 Merchandise Mart; Los Angeles—8815 Beverly Blvd.

Circle No. 55 on product card facing P. 98

PRODUCTS & SERVICES

Greeff displays Tivoli collection

Bernat Klein has designed six styles for Greeff Fabrics' new Tivoli collection of Danish wool upholstery fabrics. The fabrics, all 100 percent wool,



are color correlated in vibrant combinations of blues, greens, reds, and golds, 51/52 inches wide and moth-proof.

Circle No. 101 on product card facing P. 98

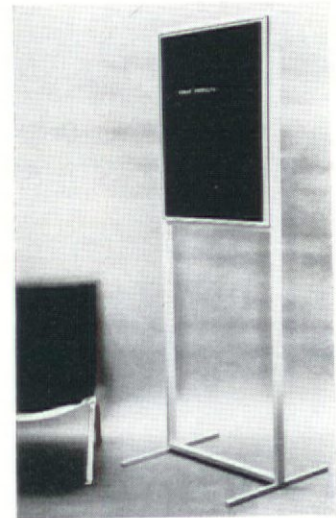
Bar is a self-contained unit

Five people can be comfortably seated at Sub Zero's Conversation Bar. The host is provided with stand-up space. Total space is five square feet. Bar top, base, and pedestal are finished in woodgrain plastic laminate. The armrest is padded with jet black simulated leather. A slip-in 2 cubic foot capacity refrigerator is equipped with a two-tray ice cube evaporator. A utility drawer is built into the bar just above the refrigerator. The pedestal area next to the refrigerator has space for bottle and glass storage. Overall height of the bar is 42 inches.

Circle No. 102 on product card facing P. 98

Wall-hung or free-standing directories

Vomar Products, Inc., has designed a line of architectural directories for wall or free standing use. The Vocator units may be used with changeable letter boards, changeable strips, cork bulletin

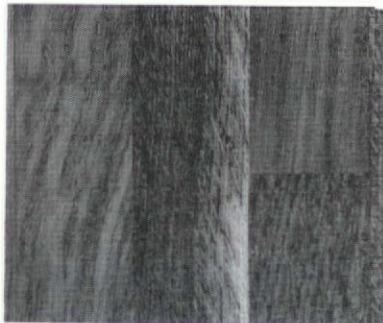


boards, or other display media. The units are available in a variety of sizes and heights, either in natural or duranodic finishes and can be fabricated to custom specifications.

Circle No. 103 on product card facing P. 98

Pliant wood is pliable wallcovering

Rugged and masculine is the look for Laminating Services' new Butcher Block. Consisting of two-inch wide strips of hardwood face veneers in choice of 50 genuine wood species laid side by side on fabric



backing and spliced for varying lengths, the sheets are rendered pliable by Laminating Services' unique process. Sturdy and durable, Butcher Block can be installed even on sharp corners and edges and on curved surfaces.

Circle No. 104 on product card facing P. 98

Coordinated library furniture

Robert Benham Becker's new and comprehensive line of library furniture for Helikon Furniture Co., Inc. includes single, double, triple, and four place carrels; dictionary stand/lectern; and a line of library tables and chairs. The carrels, in two basic designs, feature solid wood sides or plastic sides with solid wood edges to facilitate maintenance. Tops and inside backs are off-white plastic with

vinyl edges. Exterior surfaces are available in oak and walnut finishes or wood grain plastic. Coordinated with the carrels are tables in various sizes on wood or polished chrome bases. Tops are floating oak or walnut veneer with vinyl edges.

Circle No. 105 on product card facing P. 98

Plushy, practical white Hide-A-Bed

Simmons has solved the problem of where to put the cushions when a convertible sofa is opened, by designing a unique shelf to hold the back cushions just where they are when the sofa is closed. Introduced at the January Furnishings Market, the



Rogue Hide-A-Bed recalls also the soft, crushy look of the 30's with its luxurious and very practical white upholstery. The fabric, which resembles glove leather, is a polyurethane coated suede cloth called Aerpel, that can simply be wiped off with a damp cloth.

Circle No. 106 on product card facing P. 98

TOUGH and HANDSOME...

New from CHAIRMASTERS...4 eye-arresting chair styles Designed for Dining Comfort...blending in with today's popular decorative schemes.

The master chair makers from CHAIRMASTERS are experts in crafting attractive chairs designed to take commercial "abuse".

It's good business for you, before selecting your seating equipment, to have us send you a copy of our 84 page catalog which will show more than 300 styles of chairs, stools, tables, bases, booths, banquettes, bars.



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1545A

• Easily cleaned ... naturally!



• Creating fine decor ... for the service of fine food ... that's our business.

1507



1540 LCA



1541

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chairmasters

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Circle No. 56 on product card facing P. 98



255-1

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

Paul Hanson

15 East 26th Street
New York
1256 Merchandise Mart
Chicago

Circle No. 57 on product card facing P. 98

PRODUCTS & SERVICES

CONTINUED

Coordinated finishes, hardware, fabrics

Chromattecs is the Steelcase name for color coordination of furniture, finishes, chrome hardware and trim, and upholstery fabrics. Chromattecs begins with Ember Chrome, a dark-colored chrome for leg uprights, hardware and trim and is followed by textured matte acrylic enamels in earth tones for



finishes, and a new group of complementary fabrics. Ember chrome looks like a jet black mirror applied over conventional polished chrome. Ember has a high resistance to marring and chipping; hard wear produces an antiqued effect. Matte acrylic and Ember Chrome are used in this secretarial setting.

Circle No. 107 on product card facing P. 98

Vinyl flooring has a permanent high gloss

A new permanent high-gloss vinyl floor covering, Ultraflor Cushion-Step, does away with waxing, won't mar or stain, provides the appearance of a seamless continuous surface, and gives cushioned comfort underfoot. Developed by Robbins Products, Ultraflor is made of plasticized vinyl chips with a

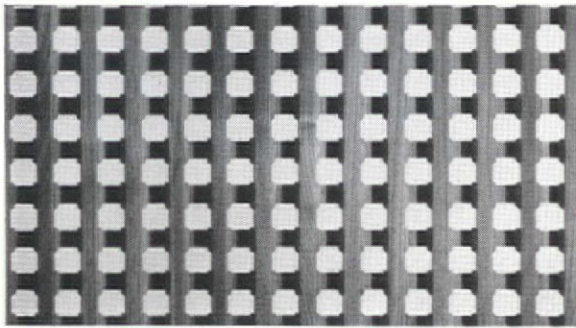


cushion underlayer of foam vinyl and asbestos backing. A finish coat of a urethane-type clear liquid is applied after installation produces a non-slip, maintenance-free surface. The sheeting comes in six-foot-wide and 60-foot-long rolls. During installation the sheets are joined with undetectable liquid seam welds that become part of the continuous surface.

Circle No. 108 on product card facing P. 98

Solid wood carved grille

Carved from solid North American hardwoods, this Customwood Mfg. Spanish grille is among many



styles available for interior uses. Sizes are up to four by eight feet.

Circle No. 109 on product card facing P. 98

Crystal chandelier has ten arms

Pure Bohemian crystal sparkles on Progress Lighting's 26-inch, ten-arm chandelier. Lead crystal beads and pendants have been polished by hand to define

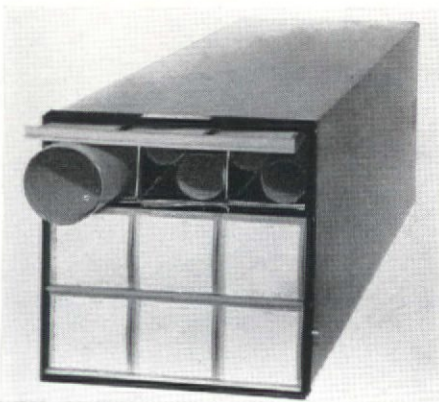


facets. The ten arms are reeded and olive cut. Scallop crystal bowls, decorating the center column, are hand-cut. The bronze crown and candelabra cups are antique gold finished, sand-cast, and hand-chased. Height is 25 inches and overall height is 42 inches.

Circle No. 110 on product card facing P. 98

Roll file indexes, stores, protects

The Econ-O-Stack custom roll file will index, store, and protect blueprints, maps, layout drawings, plans, charts, patterns, and other items which are usually



stored or filed as rolls. The roll file, from Plasticoid Products, can be stacked together vertically or horizontally. Depths of the file range from 24 inches to 62 inches.

Circle No. 111 on product card facing P. 98



ROFFMAN

160 East 56th Street, New York, N.Y. 10021, PL 3-4252 • RJS Associates, 351 Peachtree Hills Avenue, N.E. Atlanta, Ga. 30305 • Russ Lewis, P.O. Box 550, Toledo, Ohio 43601; Shane Franz, 7113 Grenlock Drive, Sylvania, Ohio 43560 • Patterson Representation, 307 East Hennepin Avenue, Minneapolis, Minnesota 55414 • Loyd Brotherton & Associates, P.O. Box B, Richardson, Texas 75080 • C. J. Welch & Associates, 8900 Melrose Avenue, Los Angeles, Calif. 90069; 430 Pacific Avenue, San Francisco, Calif. 94133 • Gonzalez Padin Company, Box 2312, San Juan, Puerto Rico 00903; Designs, Inc., 66 Condado Avenue, Santurce, Puerto Rico 00907. Catalog on request.

EDWARD AXEL ROFFMAN ASSOCIATES, INC.

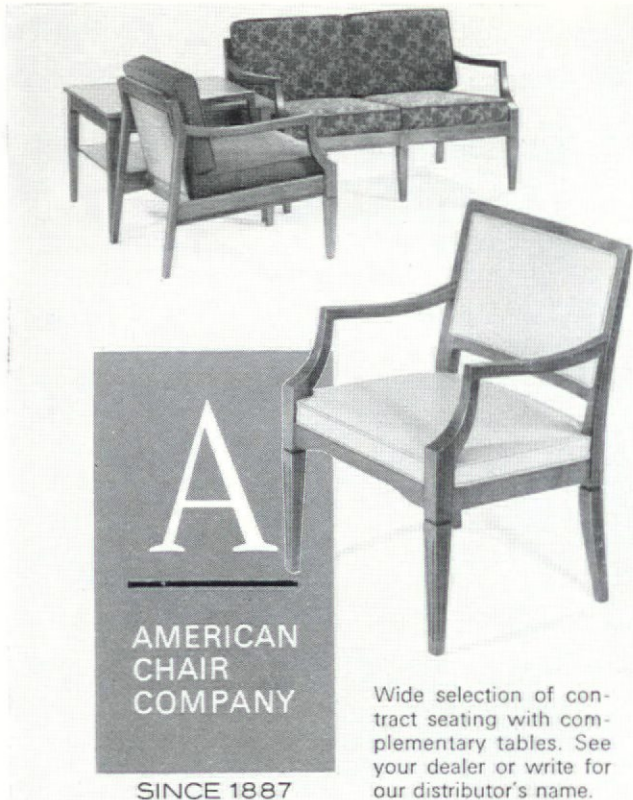


Edward A. Roffman, Designer

R-4000 SERIES

Circle No. 58 on product card facing P. 98

Circle No. 59 on product card facing P. 98



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

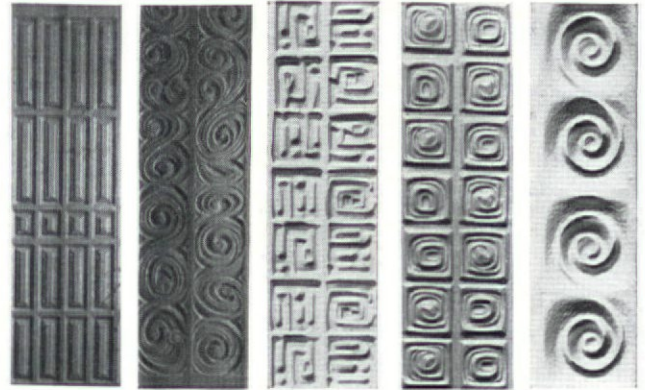
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PRODUCTS & SERVICES

CONTINUED

Carved and sculptured panels

Two groups of wall surfacing material have been created by Forms & Surfaces: carved wood panels (left) each 11¼ inches wide, 84 inches high, with a tongue-and-groove detail to permit assembly without surface nailing. Panels are ¾ inch thick and available in natural redwood, dark brown redwood,



or mahogany. Sculptured wall panels in deep relief are exceptionally light in weight and have a tough, durable finish of Kydex, an acrylic polyvinyl chloride material. Reinforced with rigid polyurethane foam, the panels are available in modular units of eight inches starting at 16 inches by 24 inches.

Circle No. 112 on product card facing P. 98

WHAT'S NEW AT GRALLA PUBLICATIONS?

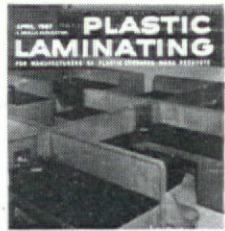
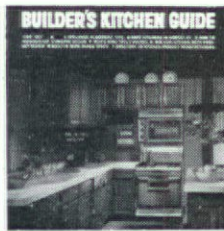


ODDS AGAINST US: FOUR TO ONE

Despite the odds, CONTRACT Magazine tacked a 150-page gain onto four previous annual gains in 1967, while most related media (decorator; architectural; institutional) showed a general decline.

There were obstacles. CONTRACT is only eight years old, has been the target of distorted claims by older but declining competitors, and circulates to a highly sophisticated 'new breed' professional whose inaccessibility results in a very high cost of circulation development. And Gralla is still a small fish in a sea of big business publishers.

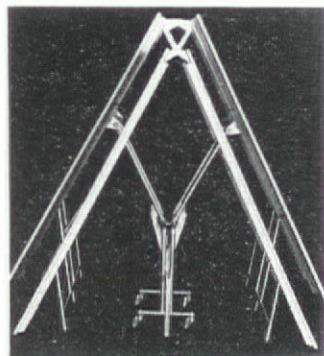
Why the success against these odds? Value! CONTRACT commands the proven readership and loyalty of a more sophisticated reader with greater power to buy every component of commercial/institutional/architectural interiors. And advertisers get the usual Gralla package of practical market aids to help find and sell these worthwhile customers.



GRALLA PUBLICATIONS 7 EAST 43 STREET, NEW YORK, N. Y. 10017 CHICAGO • CLEVELAND • LOS ANGELES

Mobile Table anchors to floor when open

A new "floating fold" cafeteria table unit from Howe Folding Furniture has a pair of sturdy non-skid legs at each end which permit positive four-leg floor anchoring. The roll-away mobile table with built-in seating has a floating fold which remains off the floor during folding and rolling, and attached to the floor when the unit is in full open



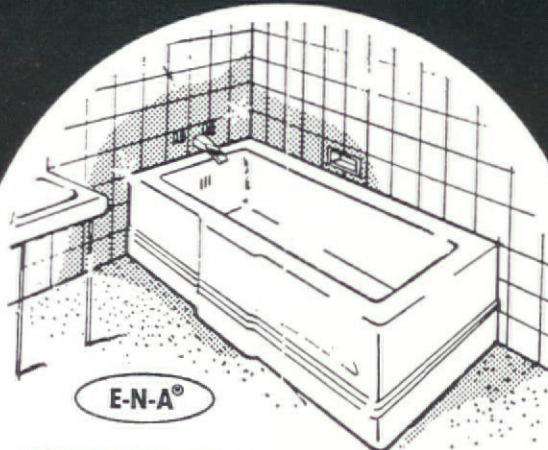
position. The mechanism is designed to eliminate understructure plumbing. Fast, one-finger opening and closing action is possible through special counterbalance construction. The Howmatic BJ comes in 10-and twelve-foot-long models with plastic laminate seats and table tops. Colors are desert glo for table top and autumn walnut for the bench, with bright cadmium plating over tubular steel understructure.

Circle No. 113 on product card facing P. 98

Circle No. 60 on product card facing P. 98

PORCELAIN BATHTUB REFINISHING

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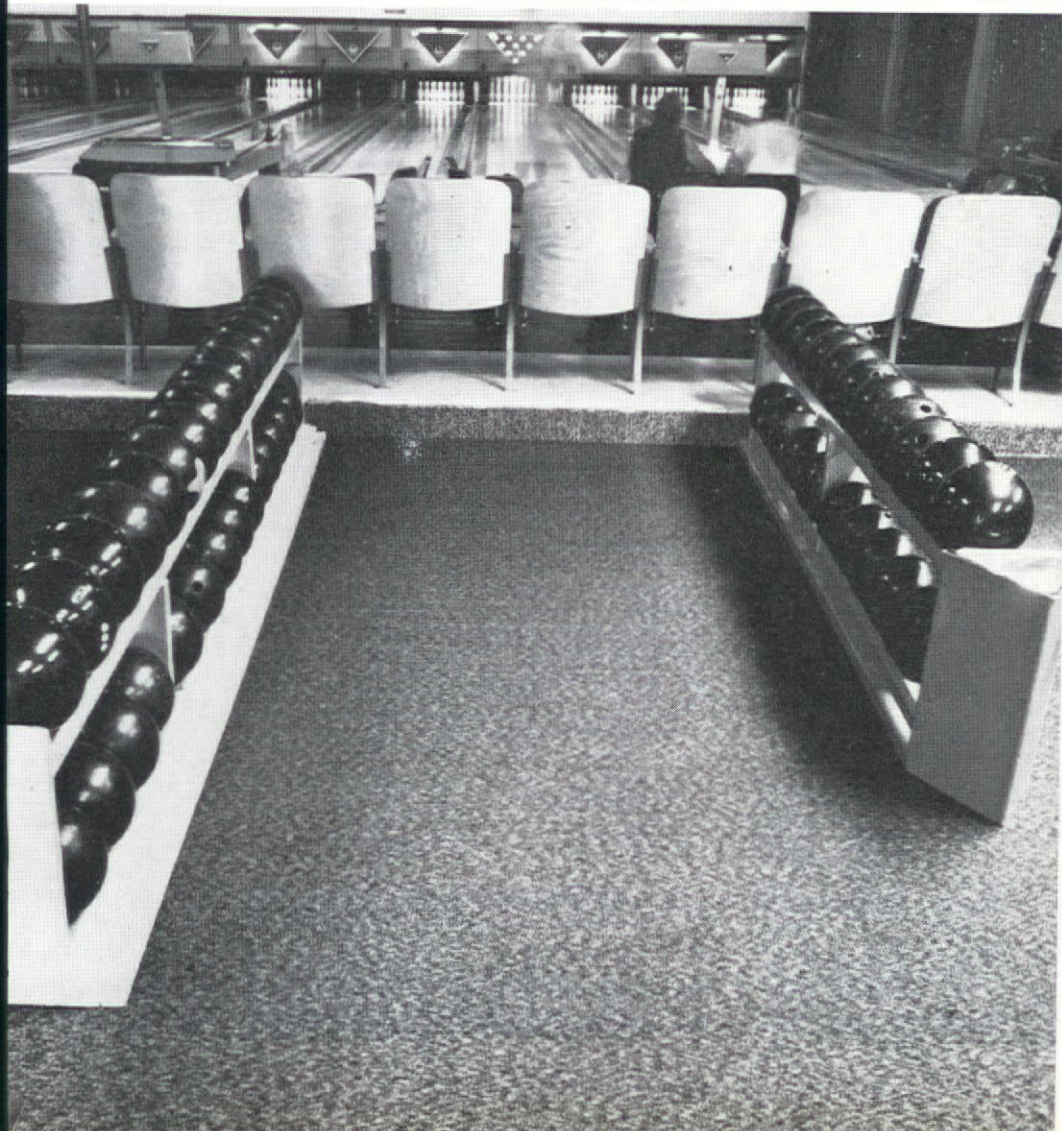


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(As seen in Time Magazine)

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Port Lenox's smart looks bounce back after constant, rough wear and exposure because it has qualities of higher priced carpets built in. It's made of durable, 100% A.C.E. continuous filament nylon—ALLIED CHEMICAL ENGINEERED. The dense, firm surface also resists spots and stains, and when there's spillage it's easy to simply wipe up. Easy, on-location cleaning with daily vacuuming maintains beauty. Easy to repair, too. (Saves up to 50% maintenance costs) Excellent color range, attractive price. Port Lenox is incomparable in its field for economy, looks and performance.

Delivery 4 to 6 weeks . . . Samples on request.

Inquiries receive immediate attention



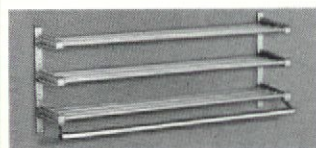
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CADET wall rack convenience



Efficient CHECKMATE floor rack



Practical STEWARD floor rack

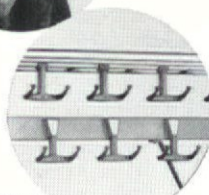
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- PRACTICAL
- EFFICIENT

... who could ask for anything more?

Without question, our extensive new line presents the ultimate in styling versatility. With 22 basic floor and wall models convertible to 99 standard variations, Krueger solves any hat and coat hanging need with unquestionable design and durability. Got a hanging problem? We've got the economical and permanent solution. (And, undoubtedly, the answers to other vexing interior problems as well.)



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Orderly hook system



COSTUMER I



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PRODUCTS & SERVICES

CONTINUED

6000 series seating

The contemporary design of Royalmetal's new executive swivel arm chair is handsome, comfortable, and durable. The construction is of sturdy, square tubular



steel frames welded throughout, metal seat pans, no-sag spring seats with foam padding, and metal reinforcements for lasting strength and rigidity.

Circle No. 114 on product card

Plenty of leg room

This executive desk from Hugh Acton has plenty of leg room on both sides. In walnut, with chrome finished steel base, the desk uses the I-frame principal

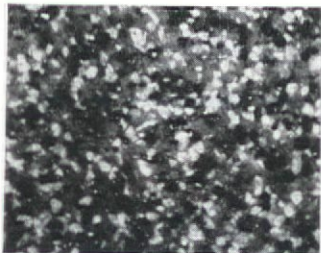


found in other Acton pieces. Acton office furniture is manufactured by Burke Div., of Brunswick Corp.

Circle No. 115 on product card

Seamless flooring is trowel-applied

Selbatwede textured tweed-look seamless flooring is newest development of Selby, Battersby & Co. Trowel-



applied, Selbatwede combines tough wearing resins with translucent quartz-type aggregates and a ceramic coating. A wide range of colors is available. The flooring is resilient and elastic, has excellent adhesion and good chemical resistance.

Circle No. 116 on product card

Couch Classic.



7010. Couch Classic. Tufted grade 2 Naugahyde® and foam rubber on 3/4" plywood frame reinforced with fiberglass. Triple chrome plated steel base. Length: 72"; height: 30"; overall depth: 31"; seat depth: 20"; back height: 18". Price: less than \$300.

Timeless design for lobby, waiting room, office or residence. Handcrafted excellence. Exceptional value.

Companion pieces include side chair, swivel tilt, ottoman, bar stool, corner lounge and an array of double, triple and divided lounges. Each of Jansko's 150 table and seating adaptations merits your further investigation. Send for our complimentary color brochure.

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Circle No. 63 on product card

Circle No. 64 on product card facing P. 98

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Architects and Decorators: Now that you've made "beautiful music"... building and interior, client and you, all in harmony... how about the words?

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PRODUCTS & SERVICES

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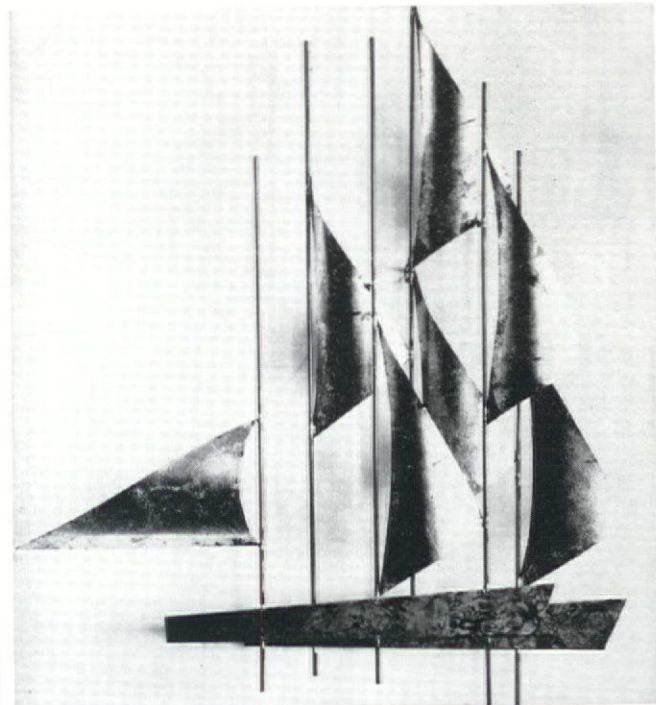
Modular credenzas are complete units

A full line of Lyon credenzas, in contemporary and traditional styling, feature a modular design that permits the selection of basic components to suit individual requirements. The credenza top is the main structural member from which all other



parts stem. It is constructed from two layers of steel, the lower layer continuously ribbed for maximum strength. A wide selection of drawer pedestals, cabinets, and bookcases is available. There is also a choice of acrylic enamel finishes and textured plastic laminate tops.

Circle No. 117 on product card facing P. 98



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WILLIAM
THE SCULPTURE STUDIO INC.
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Circle No. 66 on product card facing P. 98

Swivel chair with adjustable back and seat

This executive swivel chair by Myrtle Desk Co. has contemporary styling, genuine walnut exposed wood, foam filled seat and back. Shepherd casters and upholstered arms are optional. Heights of back and seat can be adjusted. Covers come in a wide range of

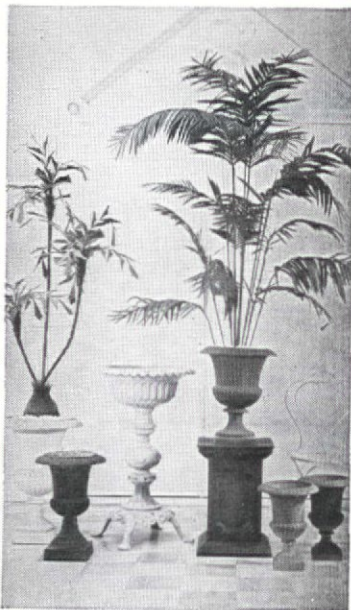


materials and colors. Model No. 400 (shown) has outside dimensions of 22½ inches wide, 25 inches deep, and 34 inches high. Seat dimensions are 19½ inches wide, 19 inches deep, and 18 to 20 inches high, adjustable.

Circle No. 118 on product card facing P. 98

Product information rushed to you via computer. Use free reader service card facing page 98.

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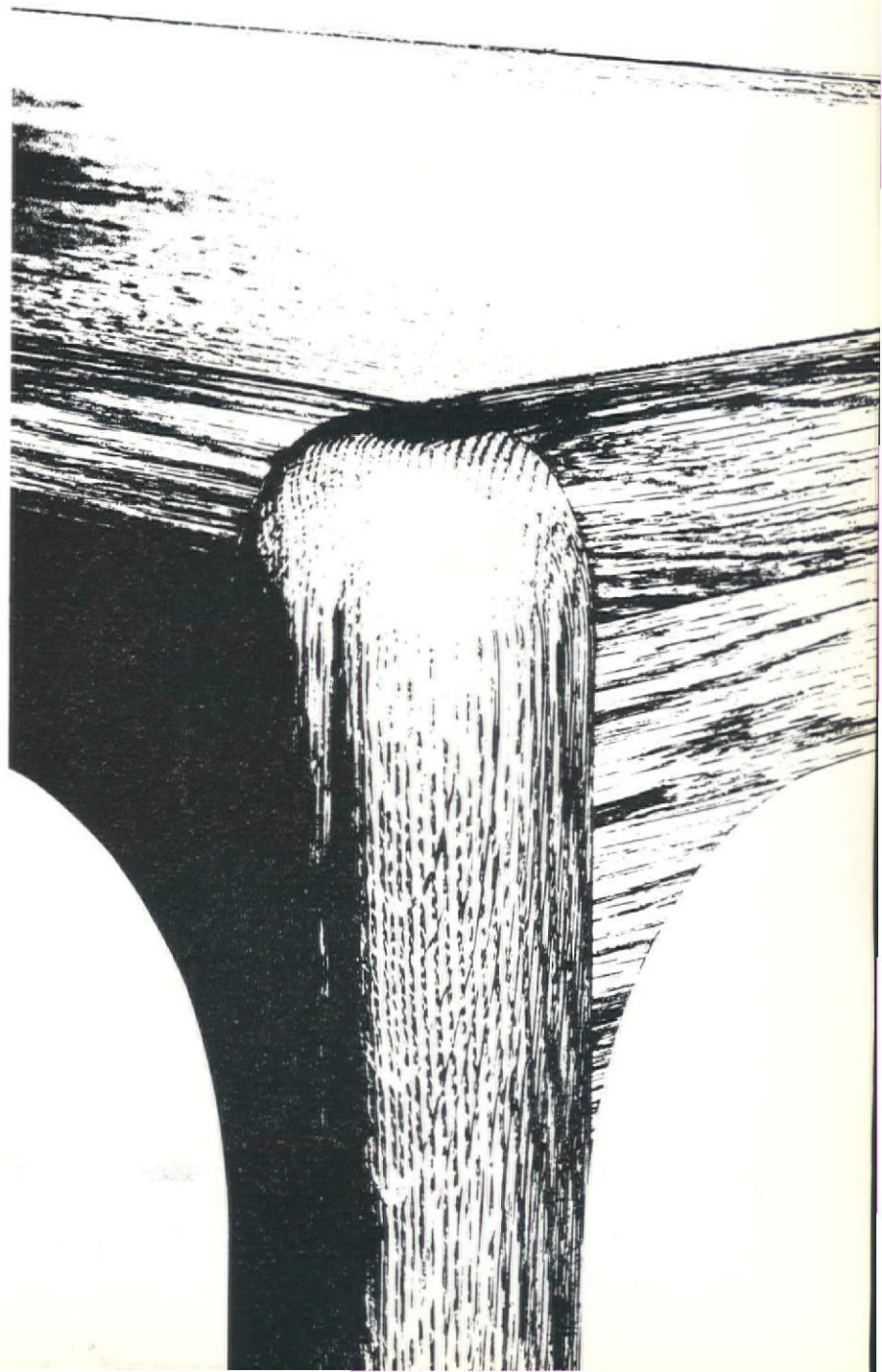
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Circle No. 68 on product card →

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HELIKON



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ARMCHAIR COMFORT ...IT FOLDS

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



No. 240-A

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

Circle No. 70 on product card facing P. 98

PRODUCTS & SERVICES

CONTINUED

Sitting pretty

Domore Office Furniture makes this Postur-Matic secretarial chair, is claimed to be a cure for backaches and a delight to the figure-conscious female. The



91-31 Postur-Matic incorporates Domore's seating philosophy. The seat is vented on back and front pads, scientifically supporting torso and thigh weight.

Circle No. 119 on product card facing P. 98

Circle No. 71 on product card facing P. 98

Cash Handling Made Easy and Safe

INDIANA UNDER COUNTER CASH DRAWERS

MODEL S-1 ALL STEEL

5 coin tills across the front of drawer. Size practical for packaged or loose coins. Rear of drawer has 5 currency compartments with bill weights. Heavy gauge steel construction. Roller mechanism. Spring-bolt type lock. Warning gong rings when drawer is opened. Easy to install under any counter. SIZE: 16 1/2" wide x 15 1/2" long x 4" high.



Other under-counter drawers and models for over-counter use

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Circle No. 72 on product card facing P. 98

Reiss adds Sonora Pecan to laminate line

An addition to the Railite line of high-pressure plastic laminates is Sonora Pecan, a rich woodgrain pattern available in the full range of Railite thick-



nesses, finishes, and sheet sizes. These include standard NEMA grade .060 inch and .035 inch in gloss, furniture, textured, and oiled finishes in a dozen different sheet sizes from 30 by 60 inches to 48 by 144 inches.

Circle No. 120 on product card facing P. 98

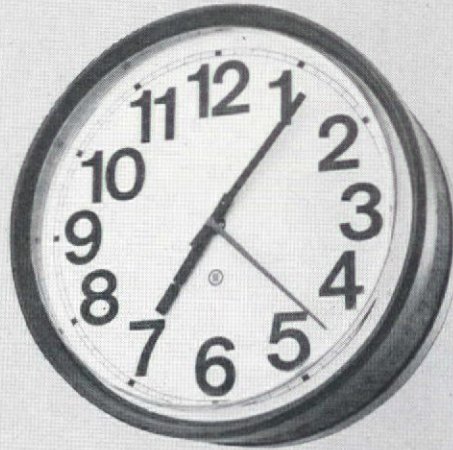
Levers feature patterns on textured background

Two new Weslock lever handles, Roma and Aztec, feature a finely relieved pattern against a textured background. A range of antique finishes—brass, bronze and silver—accentuate the hand-crafted workmanship. Both lever handles are available in passage and privacy sets, with lever on both sides, or in keylocks and patio sets with interior lever and exterior knob.

Circle No. 121 on product card facing P. 98

Circle No. 73 on product card facing P. 98

INSTITUTIONAL CLOCKS



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



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George Washington 13 Series...by SCERBO

The resplendent George Washington 13 Series was made expressly for those who demand carefully executed office furniture in authentic 18th century Colonial styling. Scerbo proudly presents the GW13 Executive Desk in skillfully matched crotch mahogany veneer with solid brass pulls. Tables, chairs, credenza and cabinet made to your material specifications to match desk or suit surrounding decor.

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to the Contractor's Specifications.

...ance in the true Colonial manner

Circle No. 74 on product card facing P. 98

Circle No. 75 on product card facing P. 98

so comfortable...so luxurious...

*You'd never believe
it also
STACKS!*



Style 14-150

A new Hjorth design—ideal multi-use arm chair for dining, meeting or reception rooms. Perfect for cocktail lounge, hotel or motel use. Combines natural hardwood beauty, foam padded comfort, and choice of color decor. Gang them neatly—stack to save space—or use individually for real relaxing comfort!



STACKS . . . straight up, no tilt, no tip
10 chairs in less than 4 sq. ft. floor space!



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Circle No. 76 on product card facing P. 98

MANUFACTURERS' LITERATURE

Four new woodgrain patterns and four new decorator colors in Videne wall panels are illustrated and described in a 16-page, four-color booklet from Goodyear Tire & Rubber Co. Videne panels are reversed printed polyester film factory laminated to various substrates for commercial application.

Circle No. 122 on product card facing P. 98

Collins & Aikman's fabrics department has issued a report previewing the Spring '68 trends. The brochure contains almost two dozen fabric swatches.

Circle No. 123 on product card facing P. 98

The Wide World of Masonite, a report on the development and progress of Masonite Corp., introduces the firm's new corporate identification system. The booklet traces the transition from the "plain brown board" of William H. Mason to the decorative woodgrained panels now produced by the company.

Circle No. 124 on product card facing P. 98

The recently introduced Pallavicini collection of wall-coverings is fully illustrated and described in a new, four-page brochure from James Seeman Studios, Inc. The collection has the quality, fidelity, and depth, but not the cost, of handprints.

Circle No. 125 on product card facing P. 98

A comprehensive brochure to aid school designers, architects, and administrators in the planning of school interiors has been published by L. E. Carpenter & Co., Inc. The 8-page color brochure illustrates the use of Vicrytex V.E.F. wallcovering in a wide range of school locations including classrooms, corridors, auditoriums, cafeterias, gymnasiums, dorms, and labs.

Circle No. 126 on product card facing P. 98

The best places to use six major types of commercial-grade floor coverings are defined and discussed in a four-page catalog from Crown Rubber Co. Advantages and construction features of mats and matting are suggested for specific situations and are shown in color illustrations.

Circle No. 127 on product card facing P. 98

Koch & Lowy's 86-page catalog featuring contemporary lamps and lighting is available in loose-leaf form so that it may be kept up-to-date with periodic additions. Included in the catalog are K&L own designs and three European lines which the firm represents.

Circle No. 128 on product card facing P. 98

WALL ASH RECEIVER

No. 33W

Available in

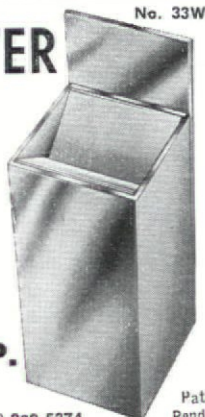
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ANODIZED BLACK
HIGH POLISHED ALUMINUM
ANODIZED BRONZE (SAT. GOLD)
ANODIZED DARK BRONZE*
*Similar to DURANODIC #3135

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Pat.
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Circle No. 79 on product card facing P. 98

CLASSIFIED ADVERTISEMENTS

Rates: \$15.00 per column-inch payable with order. Estimate 55 words per inch. This section closes the 10th of preceding month. Please specify if box number is wanted; no extra charge. Classified ads may include situations or help wanted, lines wanted, representatives wanted. Merchandise offerings not acceptable; ask for display advertising rates.

COMMERCIAL LINES WANTED: Leading medical facilities design, space planning, specification, construction and distribution company with own national sales force and franchised dealers, desires association with manufacturers of contract furniture, furnishings and accessories for national distribution in the medical-surgical field, only. Write: J. H. Behse, Vice President, MMI Box A-463, CONTRACT, 7 E. 43 St., NYC 10017.

CONTRACT SPECIALIST AVAILABLE IMMEDIATELY: Heavy experience with all types of furnishings in contract sales, design, purchasing, specifying, coordination and conditional sales contracts. Several years experience managing contract department for a nationally known product manufacturer. Interested in a challenging position, promising growth. Write: Box A-464, CONTRACT, 7 E. 43 St., NYC 10017.

REPRESENTATIVE WANTED: Manufacturer of quality line of desk and contract accessories seeks representatives calling on architects, interior designers, specifiers, and dealers in office and institutional fields. Openings available: California, Oregon, Washington and Great Lakes area. Write giving details and area desired: Write: Box A-465, CONTRACT, 7 E. 43 St., NYC 10017.

EXPERIENCED REPRESENTATIVES WANTED: Scandinavian walnut, teak and rosewood office and desk accessory line open in several choice territories. Representatives with following in the furniture, contract and decorating fields submit references and resumé to Box A-466, CONTRACT, 7 E. 43 St., NYC 10017.

REPRESENTATIVE WANTED: Nationally respected firm specializing art work and interior design wants intelligent representative to investigate (check out) inquiries and set up appointments with prospects for home office staff. Fixed fee plus commission compensation. Limited competition in this field. Ideal for man now calling on architectural-institutional trade. Write: Box A-467, CONTRACT, 7 E. 43 St., NYC 10017.

INTERIOR AND EQUIPMENT DESIGNER: Expanding interior and equipment section of large diversified architectural engineering company requires additional designer. Degree plus experience in contract work including specifications activity. Will layout equipment interiors and space design for a wide variety of commercial work. Produce plans, details, delineations and presentations. Must have good knowledge of color, textiles, furniture and fixtures. Little client contact required. Midwest locations. Send resumé including salary history. Box A-468, CONTRACT, 7 E. 43 St., NYC 10017.

LINES WANTED: Orlando, Florida based manufacturing rep with knowledge industrial, medical and professional distribution, warehousing and display arranged Write: Box A-469, 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-470, CONTRACT, 7 E. 43 St., NYC 10017.

SITUATION WANTED: Interior/Interior architectural designer—drafting—detailing. AID. Wide experience—executive management large jobs—top design firms. Travel—study US—Europe—Pratt. Contract—fee basis 15-20M. Write: Box A-471, CONTRACT, 7 E. 43 St., NYC 10017.

INTERIOR DESIGNER WANTED: Growing consumer products manufacturer, with varied product lines and several divisions, with corporate office in the mid-west, is seeking a designer (interior, industrial or architectural) with proven success in color and fabric selection. Corporate identity and exhibit design experience would be an aid. Forward resumé, including experience, education and salary history to Box A-472, CONTRACT 7 E. 43 St., NYC 10017.

CONTRACT SALES REPRESENTATIVE WANTED: For quality line of commercial chairs. Nationally known manufacturer. Must call on leading interior designers, architects, as well as chair buyers. Territories now open in areas of NYC, Texas, West Coast, Washington, D.C., Boston, Rocky Mountains, Florida and Georgia. Write: Box A-473, CONTRACT, 7 E. 43 St., NYC 10017.

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 resumé 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.

AGENT AVAILABLE: Manufacturers agent selling architects, designers, and furniture retailers: is interested in furniture and accessory items for Colorado, Wyoming, Utah, and New Mexico. John E. Schmitz, 484 So. Oneida Way, Denver, Colo. 80222.

BUSINESS OPPORTUNITY: Small modern equipped woodworking factory now making fine solid hardwood table tops and plastic laminate custom cabinetry for the commercial trade of hotels, restaurants, clubs, etc. We have experienced personnel and good labor market. Will consider sub-contracting, merger, participating investor, sale, or anything to strengthen our position. Phone: the President—814/525-9640—Custom Cabinets, Inc., 6401 49th St., Pinellas Park, Fla.

ATTENTION: Contract furnishers, architects, designers and dealers—send us your brochures. CONTRACT magazine is often asked by corporate representatives to provide them with qualified names. Mail to: Publisher, CONTRACT Reader Brochures, 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, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. Write to: Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

SALES REPRESENTATIVES WANTED: By contemporary drapery and upholstery fabric firm. Call on architects, interior designers, specifiers, office furniture dealers and manufacturers. Outstanding line, excellent opportunity. Showroom not essential. ROWEN, INC., 127 W. 25 St., New York City 10001. Phone: (212) WA 9-1763.



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