

CONTRACT

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



HOW TO SPECIFY CARPETING / NEW HOSPITAL DESIGN / A GRALLA PUBLICATION



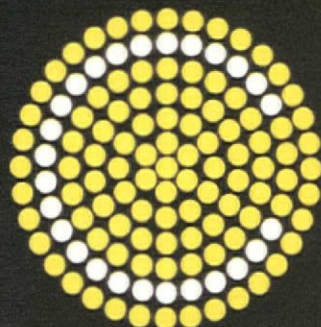
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Circle No. 2 on product card facing p. 110



The Cover

Beautiful, arcing lines of a building's shell belie the problems in planning and furnishing the interior, when space is at a premium. How this problem was overcome by the designer is hinted at in this cover, designed by Genia Wennerstrom.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 3

MARCH, 1968

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COMING IN CONTRACT

APRIL—The Computerized Office—Today's Design Challenge—a comprehensive analysis of the growing market for computer offices, the inherent problems facing designers, and an outline of pitfalls to be avoided. Special section reviewing Outdoor and Casual Furniture for contract applications. Also —DuPont: The first U.S. Office Landscape and how it is working, plus a symposium of designer views, pro and con, on the controversial Office Landscape.

MAY—Preview of CONTRACT '68 the nation-wide industry exposition and convention, June 4-5-6, New York Coliseum, with a run-down on exhibits, seminar and workshop programs, new products, and exposition guide to the show. Also, Designer Communities Series: Boston—an analysis of the design/space planning professionals in the Hub.

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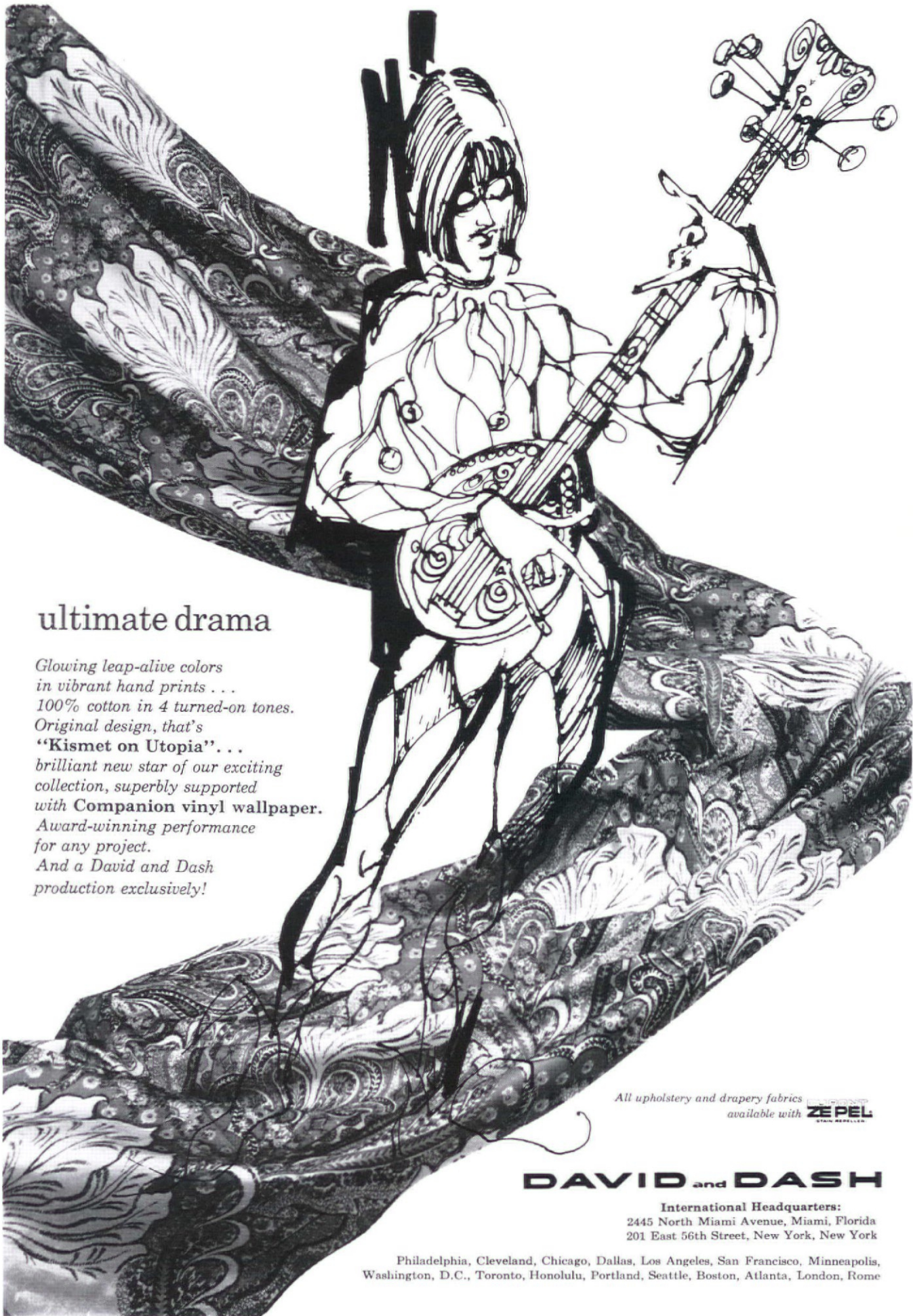


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Circle No. 3 on product card facing P. 110

LETTERS

Business Basics Section: 'Comprehensive Compendia'

Dear Sir: The January 1968 Directory Issue is the most comprehensive compilation of compendia of the profession of Space Planning/Interior Design that has ever been published.

Though none of us will agree with all the statements, it is obvious that the profession is acquiring a much deserved status and it is building this on a solid business base.

We conduct our business with the business community where good business methods are expected and respected.

BERNARD SOEP
Bernard Soep Associates
Boston, Mass.

Where to get hotel-motel systems directory

Dear Sir: The article "The Contract Market Defined," *CONTRACT*, January, 1968, page 179, indicates that a list

of hotel chains can be obtained from the American Hotel & Motel Association.

As a result of this editorial mention, several of your readers have written for copies of this list. Unfortunately, this information is available only in the Directory of Hotel & Motel Systems. Accordingly, I would appreciate it if you would print a correction, advising readers that they can obtain this directory for \$2.00 from American Hotel Association Directory Corp., 221 W. 57 St., New York, N.Y. 10019.

ALBERT E. KUDRLE
Director of Information
American Hotel & Motel Association
New York City

Correct address

Dear Sir: I noticed in the January issue of *CONTRACT*, on the first page of the article, "The Office Landscape: A 'Systems' Concept" by Hans J. Lorenzen and Dieter Jaeger, that you er-

roneously indicate the address of the Quickborner Team, as 18 South Orange Avenue.

I would appreciate it if you would correct this to 185 South Orange Ave., South Orange, N.J. 07079.

R. E. PLANAS
U.S. Representative
Quickborner Team
South Orange, N.J.

Silent partner named

Dear Sir: Thanks very much for your beautiful presentation and description of our design commission for the Savings Bank Life Insurance Council, (*CONTRACT*, November, 1967, page 80.) Unfortunately, you did not mention the name of my partner, A. DerMarderosian, who, to such a great extent, has been responsible for the design and execution of this job.

HANS KRIEKS
Hans Krieks Associates
Boston, Mass.

LOGO AREA RUGS

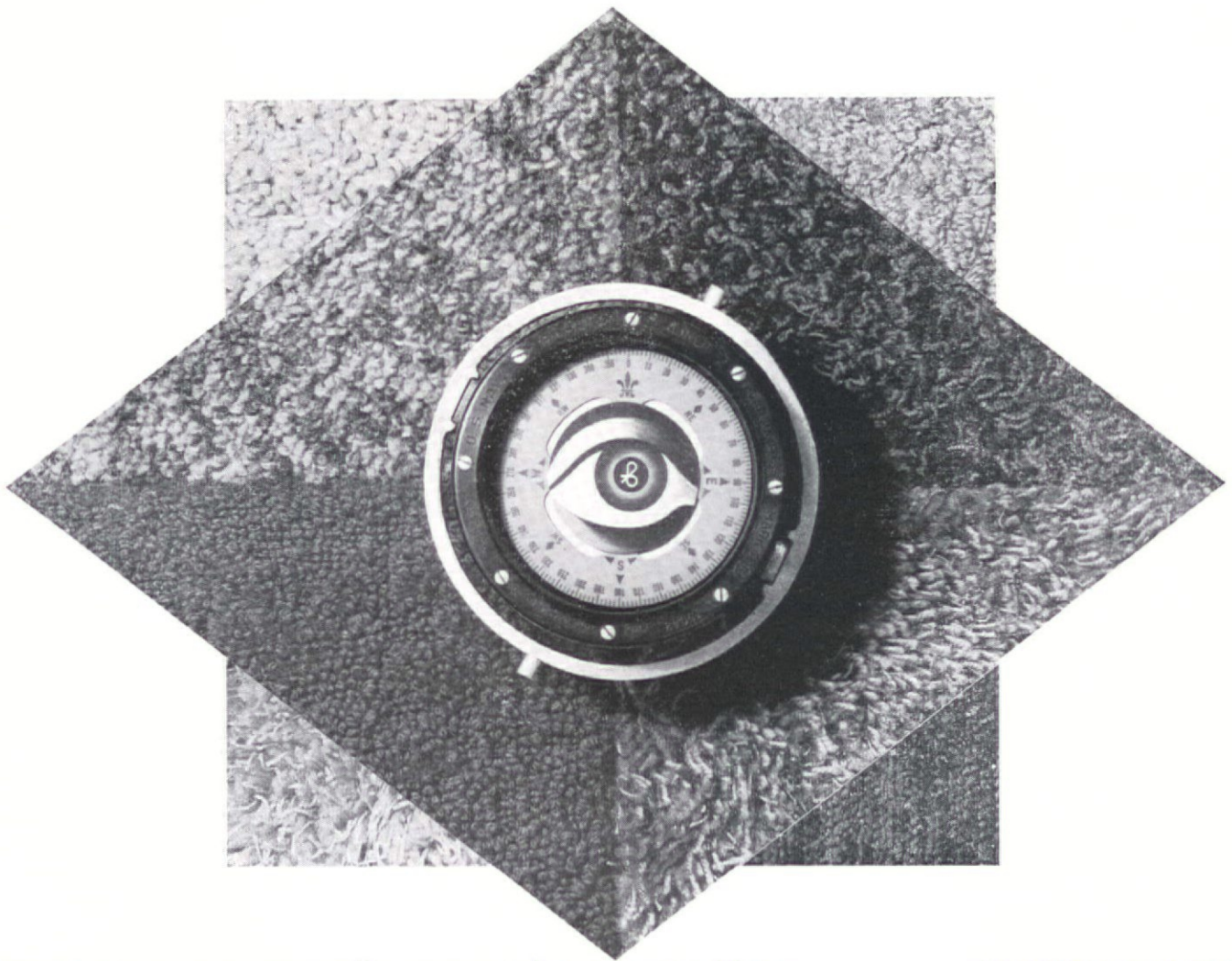
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E6

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POINT OF VIEW



By Guest Editor:
Michael Saphier
Chairman of the Board, Saphier, Lerner, Schindler, Inc.

IS THERE ANYTHING NEW ABOUT "OFFICE LANDSCAPE"?

There is an old aphorism which, quoted loosely, states that "doctors bury their mistakes, while architects plant trees around them." I am quite sure that this is not really the reason for all of the planting being done by office landscaping advocates, but it becomes more and more obvious that the over-abundance of published material on this anything-but-new "concept" is making it difficult to see the forest for the trees.

When I first heard and read about office landscaping, its chief claim to fame was its advocacy of a method of arranging work groups in open areas.

Competition is wholesome

Although such "open plans" are neither new nor unique, their advocates are certainly entitled to take their places as legitimate competition to those companies already devoted to space planning and design. Competition represents wholesome evidence of the fact that ours is a valid service and good competition enhances the total image of the service's practitioners. Firmly believing this, I can only hope that each job done is a good one and that each client becomes a cheer leader for space planning and design.

Conversely, I believe that anyone in our field who fails to recognize the totality of effort being put forth by his competitors weakens the cause we constantly strive so hard to strengthen. So when the office landscaping adherents laid claim (as they did in the January 1968 issue of *CONTRACT*) to having invented the whole field of space planning and design, I was appalled and feel the need to say so.

To say that planning a single-occupancy building requires the team effort of system analysts, architects, space planners/designers, and to say it as though this were a new idea, is as naive as is laying claim to the concept that "buildings must be planned from the inside out."

To improve office efficiency in a single occupancy or a multiple occupancy building is the reason for space planning in the first place, and the probing and examining, studying and analyzing that gives birth to office efficiency has been going on for as long as space planning has been in existence. (Our first job was done in 1937.)

Techniques not new to industry

The so-called "decision-making processes," the "information processes," and even the "hidden processes of information processing" (I'm not sure I understand that one), and the "communication analysis and

paper flow analysis" are all as old as space planning is old.

Having studied all of these things and made appropriate charts (as we have all been doing for many, many years) we contend that there is still no excuse for arriving arbitrarily at the conclusion that "by bringing personnel together in one undivided space more efficiency can be achieved." This is just not so, and such a statement never should be treated as a truism or even a generalization. All of the analysis and study that we have gone through, we have gone through precisely in order to find out *what kind of layout best suits the operation* of the company that has hired us to do a space study. The pre-conceived idea that everybody can sit and work efficiently *only* out in the open is as unfair to the client as would be a pre-conceived idea that everybody must have private offices.

Advantages are eclectic

The aspects of work environment—the so-called "subjective space," "group belonging," "group performance," "hidden pauses"—are all talked of in the January article as though they were new concepts in a field that has never before used the human being as the focal point for any of its efforts.

Not one of the functional, sociological, or economical advantages that are quoted as being unique to the office landscape system is an advantage of that system alone. They are simply the advantages to be gained from intelligent space planning at its efficient best—planning that, whether in open area or walled-in office—will most properly serve the client.

Santayana once said something like "those who don't learn about the past are forced to re-live it." I do think that our landscape boys would have saved themselves a lot of problems and served us all better had they done their homework more thoroughly and studied the history of space planning and design. (C)

Editor's Note: The Office Landscape is currently the most controversial concept in office design and planning. As part of our policy to chart significant developments in the field, CONTRACT next month will explore the first U.S. office landscape installation—at one of DuPont's divisions in Wilmington, Delaware. To further the discussion, the April issue will also carry a special section—The Office Landscape, Pro and Con—a symposium in which a number of leading space planners and architects will express their thinking on this important concept. CONTRACT has already covered the subject from several points of view, one of which is printed above. Others have appeared in the October and November 1967 and January 1968 issues.



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For the Nashville City Club, Nashville, Tenn. • For the Pump Room, Hotels Ambassador, Chicago, Ill.*



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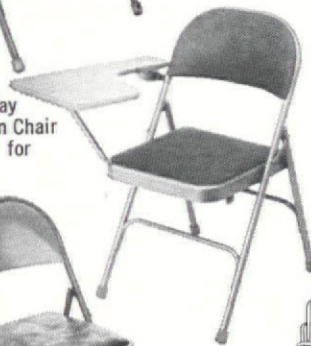
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Conglomerates in contract fields

Big business is indeed big business these days, and big businesses are getting even bigger, through mergers, acquisitions, affiliations—forming "conglomerates," a mid-20th century term to describe corporate expansion through diversification. Some of the corporate marriages seem ideal; others appear to be May-December matches. Yet the announcements are being made on an almost daily basis. It is happening in all areas, and the allied contract fields are no small exception. Here are just a few, all recently announced:

- Shelby Williams Industries, Inc., Chicago, has acquired Goodman Mfg. Philadelphia, manufacturer of beds for medical care facilities. The acquisition involves issuance of 22,000 shares of Shelby Williams common stock with an additional 20,000 shares set aside to be issued over a three-year period keyed to Goodman's earning performance.

- Walter Kidde & Co., Belleville, N.J., will acquire all of the stock of American Desk Mfg. Co. and affiliated corporations. American Desk, of Temple, Texas, is a wholly owned subsidiary of San Antonio Corp. The purchase involves \$6 million in cash. American Desk manufactures a broad line of equipment for the educational market. Kidde manufactures safety, security, and protection equipment; industrial and technological equipment; commercial and consumer products.

- Johns-Manville Corp. has agreed to purchase for about \$16.5 million the assets and inventories of Gypsum Division of Fibreboard Corp.

- Holiday Inns of America, Inc., Memphis, Tenn., has purchased Artes de Mexico Internacionales, Inc., large exporter of Mexican furniture. Acquisition was made by a purchase of 80 percent of the furniture company's stock for cash. The Artes furniture will be used prominently in the 600-room Holiday Inn under construction in Mexico and the 400-room inn being built in Acapulco.

- Philadelphia Carpet Co.'s outstanding capital stock, as of December 22, 1967, was acquired by a company formed by J. C. Shaw, who assumes the presidency of Philadelphia Carpet. Other top executive positions will remain unchanged.

- Ludlow Corp. has entered negotiations with Walter Carpet Mills for the

acquisition of Walter's capital stock. Walter will operate as an independent subsidiary. According to a previous announcement, the carpet distribution organization and facilities of D. & N. E. Walter Co. are being integrated with those of Walter Carpet Mills.

- United States Gypsum Co., Chicago, and A. P. Green Refractories Co., Mexico, Missouri, have merged as of December 29, 1967. U.S. Gypsum will be parent corporation, and Green will be continued as a newly organized subsidiary of Gypsum.

Design firms branch out

Although diversification is the corporate order of the day (see item above), expansion activity is not limited solely to manufacturing firms. Professional interior design offices are branching out to offer complete, specialized services, more so than in the past. Here are a few items that may well suggest a trend in the making:

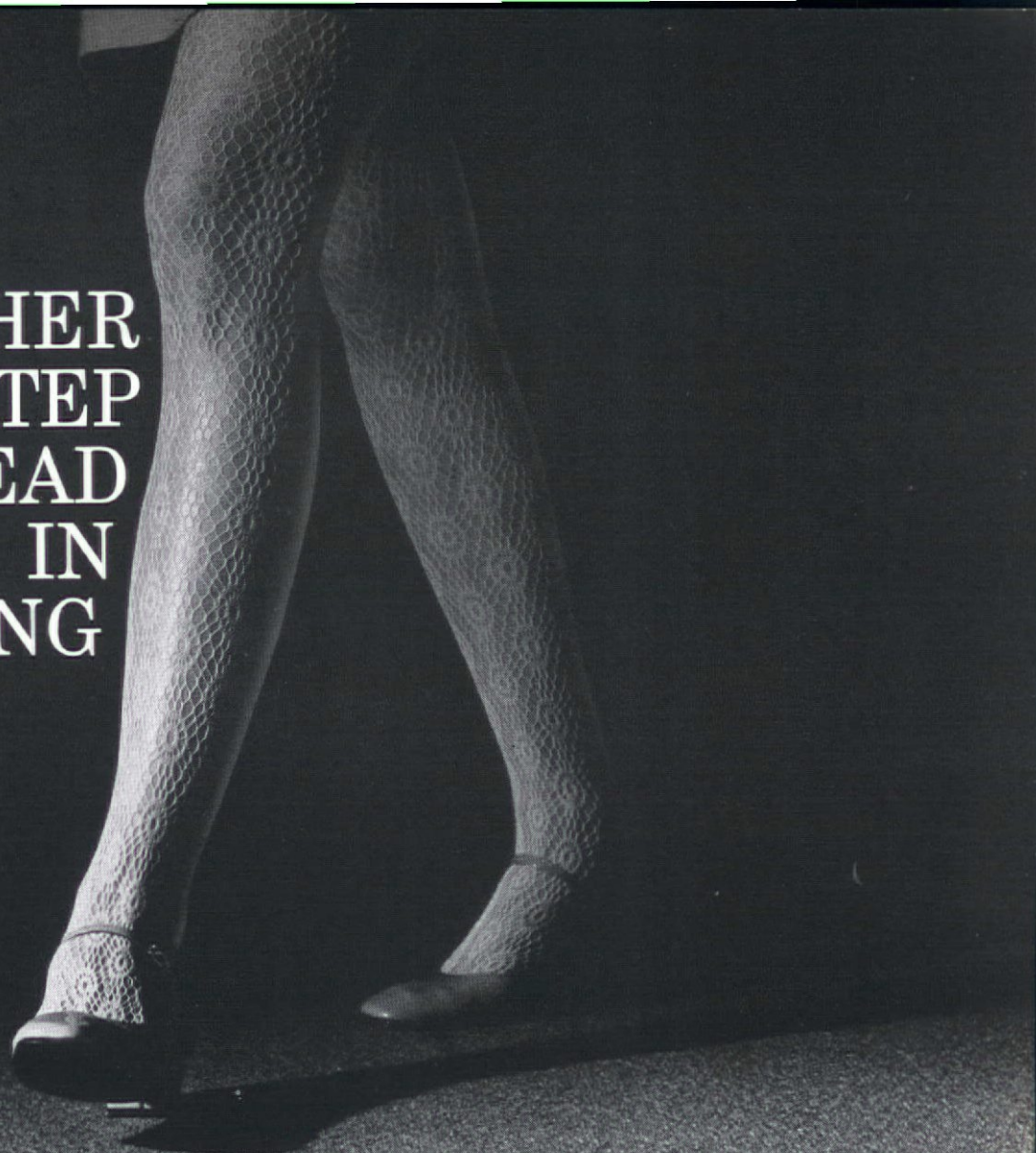
- Dorothy Draper & Co., Inc., interior design firm, has formed a contract market consulting service, called Institutional Market Sales Development Corp. The service, aimed to assist manufacturers in penetration or sales expansion of the market, will cover the entire product development and design and marketing spectrum, including sales training, publicity and advertising counsel, trade exposition design and management. According to Carleton Bates Varney, president of the Draper organization: "We have found that far too many manufacturers are not completely aware of the specific requirements of the market. Through our service we will open the lines of communication between manufacturers and interior designers, as well as the end-user." The new service will be associated with Samuel L. Greenspan, who has spent the past 23 years working in the contract market.

- Everett Brown Associates, interior design firm and design/color consultant to furnishings manufacturers, has formed a new Product Design Division under the direction of British designer David Eskell-Briggs. The new division will design interior furnishings products in all categories. It is currently working on a new furniture line for John Widdicomb Co.

- Milo Baughman, contemporary furniture designer, has started a new

(Continued on page 14)

ANOTHER STEP AHEAD IN CARPETING

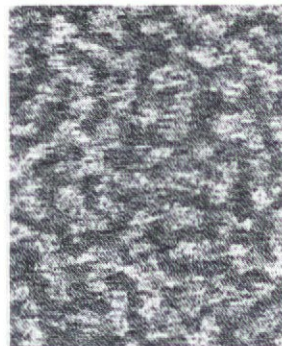


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UNIVERSAL STAR TREK • STAR TREK is 100% virgin wool spun with BRUNSMET®, a metallic fibre by Brunswick that eliminates static electricity. Of extremely high density construction, STAR TREK is made on Universal's 2400 needle, $\frac{5}{64}$ " gauge tufting machine. And STAR TREK's tweed blends are available in five decorator colors—Martian Green, Galaxy Blue, Rocket Red, Orbit Orange and Venus Gold—all in 12' widths.

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CONTRACT BUSINESS: NOTES & COMMENTS

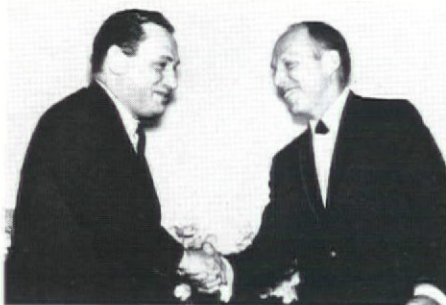
venture called Design & Communications Collaborative. The new firm will specialize in total design corporate identity programs. Combining the services of Milo Baughman Associates, Walter Baerman Associates, industrial design firm of Raleigh, N.C., and Univision, a motion picture production firm of Boston, the new organization will offer services in the fields of graphic, product, package, and interior design, audio-visuals, exhibits and displays, including public relations writing and editing.

- Contract Interiors for Business, Inc., which operates a large office furniture showroom in Chicago, has formed a new division called Designers Service Center. The new subsidiary will be devoted exclusively to serving the office furniture needs of architects and interior designers, providing a central purchasing source offering the most favorable discounts and market pricing obtainable under new FTC rulings.
- Corco, Inc., institutional design and equipment firm, is offering a complete consulting, design, and administrative service for the building of new

colleges and the expansion of existing schools. The new "package" service makes available all the many individual services needed for campus planning and growth.

AID awards program applauded

"The AID annual awards program at the winter market in Chicago has generated so much interest during the first quarter of 1968," according to Christopher Pappas of Comark, shown here



(right) accepting an AID award for a vinyl wallcovering entry from Edward J. Perrault of Houston, Texas, AID board chairman, "that designers are moved to greater creative efforts all

year long. The award serves a valid function in the industry, providing designers with the incentive for top-quality creative efforts in many product areas that have settled too long for the mundane."

NAFM reviews furniture standards

A Furniture Standards Committee has been formed to review those standards used by the Government Services Administration and to make recommendations for updating those used by furniture manufacturers. Special consideration will be given to a review of standards for plastics and fabrics in the area of flammability.

Royalmetal's student competition

Design of an Airport Ticketing Area and General Lounge is the subject of a student competition conducted and sponsored by Royalmetal Corp. Open to matriculated students of any recognized school of architecture or interior design, the competition is for the design of an airport ticketing area and

(Continued on page 16)



Porter Carpets' Port Supreme is installed throughout wing, Hoag Memorial Hospital Presbyterian, Newport Beach, California; designed by J. Herbert Brownell, A.I.A.

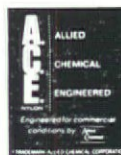
NEW TRENDS IN HOSPITAL INTERIORS?

PORTER IS THERE

Installation included lobby, a 46-bed pediatric section—and rooms of some patients on a trial basis. All who saw it clamored for this carpet, and plans now call for installation in all patients' rooms and wards throughout the hospital. This carpet has proved to be as sanitary as any other surface, it can be easily vacuumed cleaned, cuts down on accidents and leg fatigue, and most of all—noise. Port Supreme meets California Department of Public Health requirements for hospital use on the basis of fiber content and construction. It's of rugged, 100% A.C.E. (TM) continuous filament Caprolan (TM)—ALLIED CHEMICAL ENGINEERED. Excellent color range; attractive price.

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seating. Now that you've seen
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BRUNSWICK CORPORATION/Contract Furniture/2605 East Kilgore Road/Kalamazoo, Michigan 49003

Circle No. 11 on product card facing P. 110

CONTRACT BUSINESS: NOTES & COMMENTS

general lounge, not to exceed 4,000 square feet. Students are urged to use new devices, or any means recommended, to promote efficient processing of passengers. The problem calls for use of new designs of furniture and accessories, plus color coordination and general interior decor.

A total of \$1,000 is being offered in prizes: first prize of \$500 and an expense-paid trip to New York City to receive the award; second prize of \$300; third prize of \$100; two honorable mention prizes of \$50 each.

Judging the entries will be: J. Gordon Carr, J. Gordon Carr & Associates, architect; Rex Werner, senior director of systems design of Trans World Airlines, Inc.; and Ben Hellman, Publisher of CONTRACT Magazine.

Entries must be postmarked not later than midnight, May 15, 1968, and should be addressed to: Royalmetal Corp., Dept. ADC, One Park Ave., New York, N.Y. 10016.

New assignments . . .

Western Contract Furnishers, San Jose, Calif., branch of the contract furnishing/design firm, has been commissioned

to provide interior design and furnishings for new dormitories, faculty residences, and student buildings for the College of the Virgin Islands. Interior design is in collaboration with the Palo Alto office of Ernest J. Kump, architect for the extensive project. . . . Karl Steinhäuser, AID, NSID, Chicago, has been retained by Mersman Brothers, division of Congoleum Nairn, to design its new showroom in Space 924 at American Furniture Mart in Chicago. The showroom will be completed in time for the Summer Furniture Market. . . . Parvin/Dohrmann Co., Los Angeles contract furnisher/designer, has been commissioned to provide interior design, and kitchen installation for the Beverly Crest Convalescent Hospital. The seven-story structure is now under construction in Los Angeles, with completion scheduled for May at a cost in excess of \$3,250,000. . . . Charles Luckman Associates, Los Angeles-based architectural firm, has been selected to plan, design and engineer the new \$20 million Honolulu Stadium. . . . Morris Lapidus Associates, architectural firm, is designing the world headquarters of Junior

Chamber International in Coral Gables, Fla. The 3-story, \$450,000 structure is planned for completion this fall. . . . After more than 11 years of planning and analysis of sites, Downey Community Hospital is at last moving ahead toward construction. Albert C. Martin & Associates, planned, designed, and engineered the 154-bed hospital. . . . The 606-unit Holiday Inn in New York City, recently acquired by New York Motel Enterprises, will undergo a complete one-million-dollar refurbishing program, plus the addition of dining and cocktail facilities. In charge of the program is Larry E. Seitz, staff design consultant for Holiday Inns of America. . . . Corco, Inc., Chicago-based educational consulting firm, has been retained to study the requirements and develop a complete financial, construction, staffing, and recruitment program, as well as a time table for the establishment of College of the Potomac, a four-year, nationally oriented liberal arts college in the Greater Washington, D.C., area. Corco recently received a furnishings contract for classroom additions for Oak Lawn-Hometown School District Illinois. (C)

HUMDINGER

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Restmore Bed Frame designers are always coming up with something newer and better. And here is a humdinger of a new idea. Restmore Queen size frames can be purchased with a cross support and a fifth leg right in the middle of the bed where support is most needed. It is far more practical, sturdier and safer than a six-legged frame. No more stubbed toes on in-the-way side legs.

To be sure of the best, always specify Restmore . . . the bed frame with that something extra.

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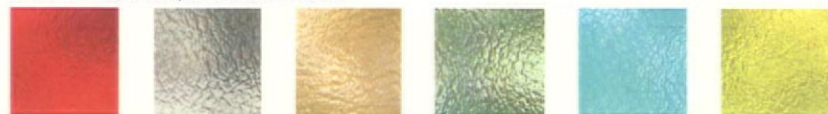


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And they give your customers' chairs a smooth, comfortable ride the hundred-and-one times they push back and forth each day. Acrylite chair mats are handsome. Break-resistant. So durable, they'll probably even outlast the carpet under them. What's more, they won't deteriorate and fall apart like mats made of other composition materials often do. And they're easily cleaned.

Acrylite chair mats are available in crystal clear or handsomely textured — providing a sparkling showcase for the rug beneath. Six textured colors that blend with the most popular commercial carpet colors also are available on special quotation in standard sizes up to 48" wide.

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A large, highly polished stainless steel logo greets visitors to the new gallery showroom of Stow/Davis Furniture at 49 East 53 St., New York City. The entrances to the atrium center of the showroom are flanked by separate circular panels. Jack Lowery, designer of the showroom which occupies an entire floor, sought elegance, flexibility, and utility, and achieved all three. The great circular atrium, floored with natural slate, at the center of the showroom, provides an abstract setting for the firm's main pieces. A curving screen of tilted arches surrounds the area, and overhead, the ceiling is visually dropped with a hanging sculpture of golden metal birds. Beyond the arches, the open side galleries simulate actual office space without exact physical delineation. A track lighting system is used throughout, with clamp-on lights set at uneven levels to produce light and shadow on the walls and floor. Lowery used a limited palette, white shapes, a black ceiling, and beige walls, so that any combination of furniture, color, and accessory might be used. (C)



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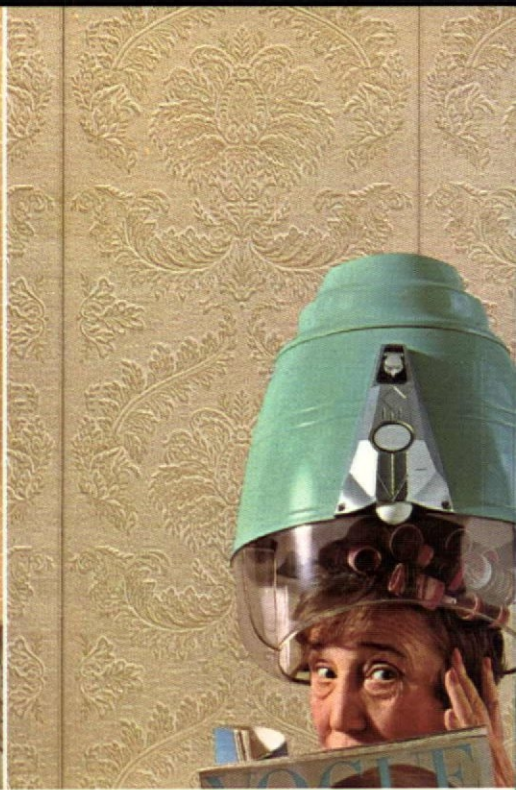
How Marlite paneling gets involved in everybody else's business.



New Rosewood does wonders for a corporate image by capturing all the rich grain and color of hand-rubbed natural wood. Only difference: Marlite stays like new, Annual Report after Annual Report.



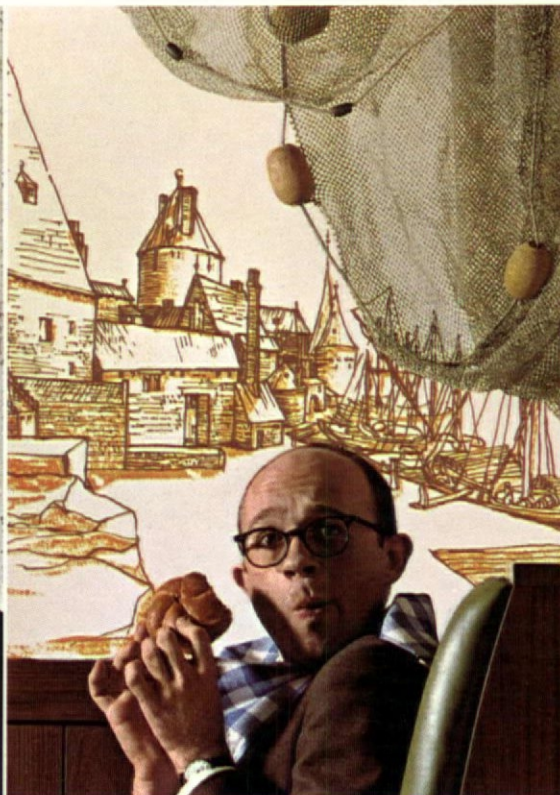
New American Tile is the answer where clean walls are the question. All the beauty of ceramic tile, but none of the problems of grouting. And like all Marlite paneling, this wall wipes clean with a damp cloth.



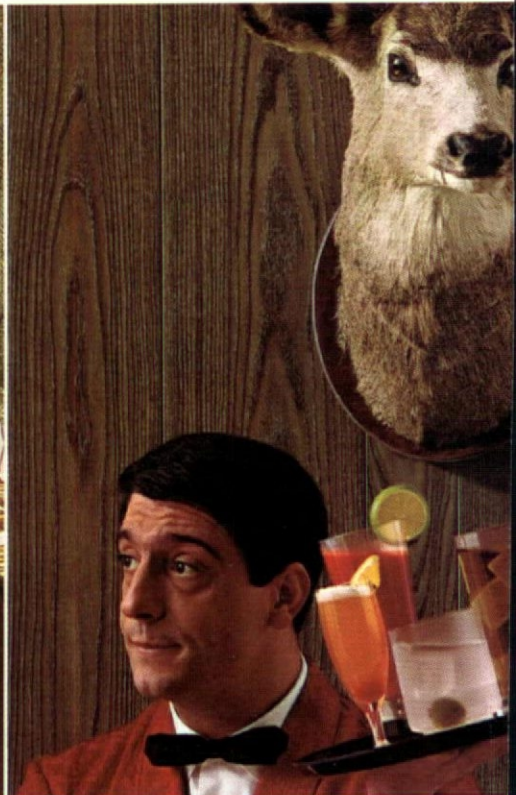
New Antique White Tapestry has texture you can see and feel—down to the most delicate thread. But Marlite texture can't peel off. It's deep-embossed in the panel for a lifetime of wash-and-wear beauty.



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New Marlite Mural, entitled "Flemish Harbor," is crafted in deep brown and gold on a white background. Use this panel when you want pictorial effects in a hurry. (Marlite goes up fast without interrupting business.)

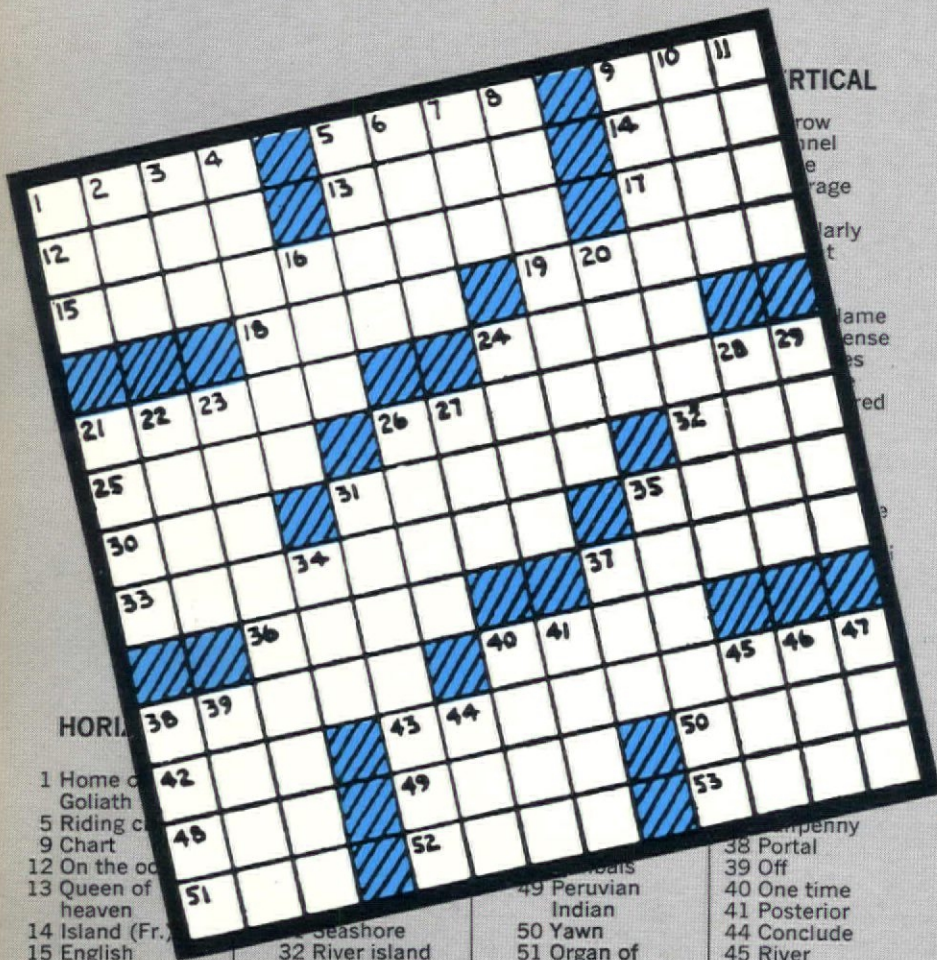


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HORIZ

- 1 Home of Goliath
- 5 Riding club
- 9 Chart
- 12 On the ocean
- 13 Queen of heaven
- 14 Island (Fr.)
- 15 English novelist
- 17 Bishopric
- 18 Sort
- 19 Measuring device

- 32 Seashore
- 32 River island
- 33 Alienate
- 35 Portico
- 36 Suave
- 37 Foggy
- 38 Greta

- 49 Peruvian Indian
- 50 Yawn
- 51 Organ of vision
- 52 European river
- 53 Arabian chieftain

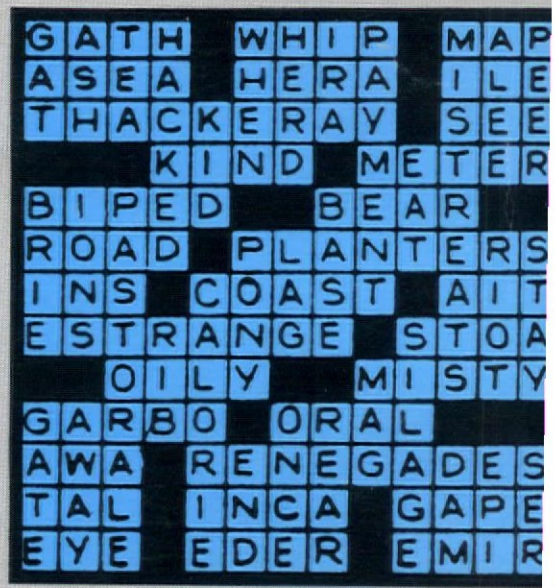
- 38 Penny
- 38 Portal
- 39 Off
- 40 One time
- 41 Posterior
- 44 Conclude
- 45 River barrier
- 46 Slender finial
- 47 Indian weight

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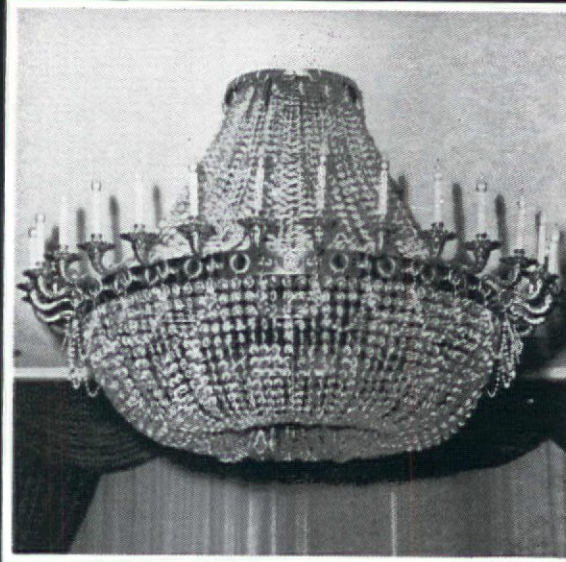
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MANUFACTURERS' LITERATURE

Samuel Furiness Mat Co. has issued an 8-page color catalog on its line of Sa-Fur link mats and matting. The catalog provides detailed construction information, emphasizes uses and applications, and illustrates a number of mat designs and patterns.

Circle No. 179 on product card facing P. 110

Thirty contract installations including offices, banks, restaurants, schools, clubs, hotels, and motels are illustrated in the new Downs Carpet Co. 24-page Contract Carpeting Book for distribution to architects, designers, and decorators. As an added feature, 44 patterns, colors, and textures, each appropriate for specific installations, are illustrated in full color.

Circle No. 180 on product card facing P. 110

"What You Should Know About Carpeting" is an illustrated guide from the Hightstown Rug Co. covering the types, construction, and characteristics of contract carpeting. The guide discusses factors that determine the quality of contract carpeting, dyeing methods, carpet underlay, and the individual characteristics of woven, knitted, and tufted carpets.

Circle No. 181 on product card facing P. 110

A comprehensive 58-page catalog from Oxford Mills covers, in depth, specifications of its Cherry Hill, Acryvalley, and Arvida carpet lines. Also covered are colors, a list of installations, a list of distributors, the cushioning used in installation, and a sample of a request for bid form.

Circle No. 182 on product card facing P. 110

Multi-Krome, a new piece-dyeing process which produces two colors in wool carpets from a single dye bath, is covered in a brochure from Wool Carpets of America. Roxbury Carpet Co. has introduced Roxanne, the first carpeting to use the Multi-Krome process. Brochure includes before and after photos.

Circle No. 183 on product card facing P. 110

"On Writing Carpet Specifications" is a comprehensive guide for architects on carpet construction, installation procedures and carpet cushioning from Monarch Carpet Mills. Suggestions for writing accurate specifications for all types of carpeting and a glossary are included.

Circle No. 184 on product card facing P. 110

Mats and matting from Crown Rubber Co. are the subject of a recent color folder. Featured is Plush Cover; sizes, colors, and suggested applications are given. Also covered are recessed frame nylon-vinyl matting, country club matting, Out-Adore sun-and-weather resistant mats, Tuff-Spun vinyl sponge matting, and Corec and Sta-Kleen vinyl solid matting.

Circle No. 185 on product card facing P. 110

Synchronous folding action speeds table set-up

Two legs of the Hamilton Classic folding table can be folded simultaneously with one hand, speeding up mass set-ups and take-downs. The entire framework,



including the leg-locking and folding mechanisms, is unitized in one steel assembly. There is no structural stress or construction dependence on the top. Legs fold completely into the apron, so that tables lie flat with no protruding legs, braces, or angles. Legs are chrome, edging is vinyl.

Circle No. 177 on product card facing P. 110

Vinyl and rich flocking combine on wallcoverings

United DeSoto's new Fabricale collection of fabric-backed vinyl wallcoverings has today's "wet look." A heavy coat of shiny vinyl provides a glossy shimmer-



ing surface to the brightly colored, boldly outlined patterns. The large-scale leaf design of Banyan (left) has flocking in deep orange or cobalt blue against contrasting neutral grounds. The paisleys on Tamil (right) are orange and yellow, avocado and gold, and blue and green, all on white grounds.

Circle No. 178 on product card facing P. 110

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Circle No. 88 on product card facing P. 110

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Two modular bookcases added to furniture line

Two new modular bookcases have been added to the contemporary and traditional lines of office furniture by Lyon Metal Products. The contemporary bookcase measures 30-inches wide, 17³/₄-inches deep, and 19-inches high. The traditional bookcase measures 30-inches wide, 17³/₄-inches deep, and 25¹/₈-inches high. Both can be incorporated into either the Lyon desk



returns or credenzas, and offer a choice of open style or sliding door models. Both models have a single cantilever shelf, easily adjustable on one-inch centers, which may be equipped with a pull-out machine shelf to easily store a dictating machine. Closed model (pictured) has three-section sliding doors that glide smoothly and easily in channels at top and bottom of the case. Nine acrylic enamel finishes are available.

Circle No. 176 on product card facing P. 110

create ELEGANT entryways



These luxurious mats trap and hide dirt!

Out-Adore—outside

A new better idea for stopping dirt outside doorways! Tough 100% polypropylene-on-vinyl mats are sun and weather resistant—last for ages . . . yet have the elegant look of luxury carpeting. Place them at every doorway!

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Rich-looking high-low sculptured nylon pile establishes a mood of cleanliness and elegance for your entire building! Traps and holds dirt. Water-stopping vinyl back protects floors. Wear-surface guaranteed 3 years!

BEFORE

AFTER

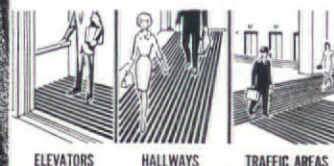
FREE MAT/MATTING CATALOG S-2 gives sizes and colors of mats for every purpose.



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ELEVATORS

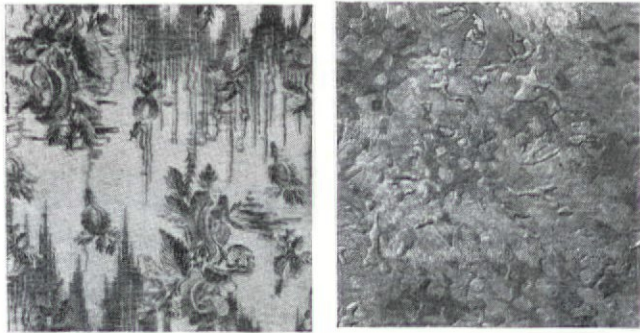
HALLWAYS

TRAFFIC AREAS

Circle No. 86 on product card facing P. 110

New vinyl fabric patterns from Suval

Orient, an embossed floral and leaf pattern set against a textured mate-lassé background, and España, a multicolor iridescent design, are additions to Suval's



vinyl fabrics lines. Orient (left) is produced in 24 colors and cleans easily with soap and water. España is available in 24 color combinations, is soft to the touch, pliable, and has a knit backing.

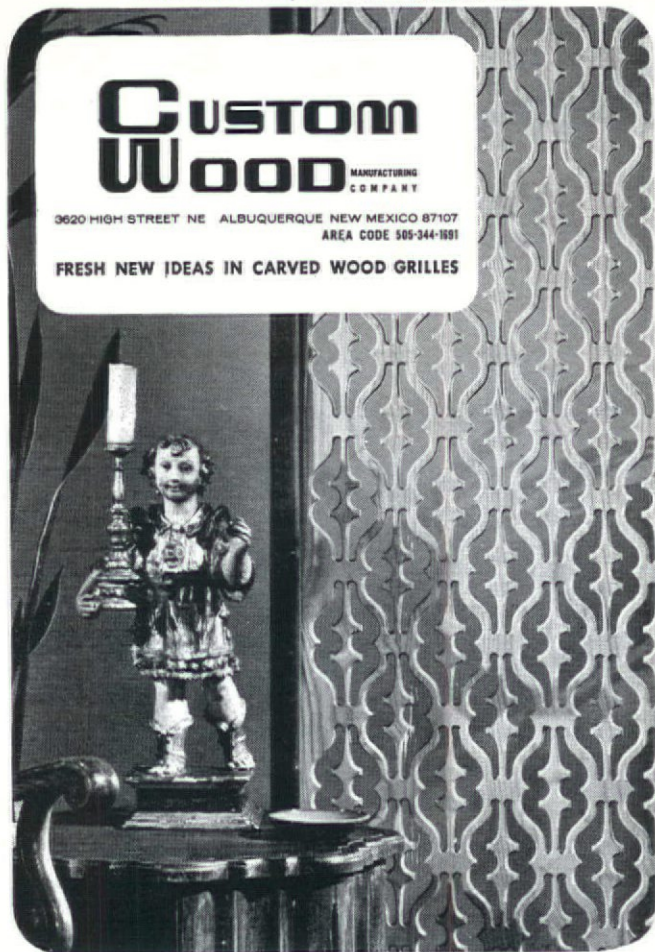
Circle No. 174 on product card facing P. 110

Permanent flame retardant rayon staple

American Viscose Div., FMC Corp. has developed a permanent flame retardant rayon staple designated Avisco PFR. The chemical is incorporated into the body of the fiber, so that dyeing, durability, and laundering of the fabric are not affected.

Circle No. 175 on product card facing P. 110

Circle No. 83 on product card facing P. 110



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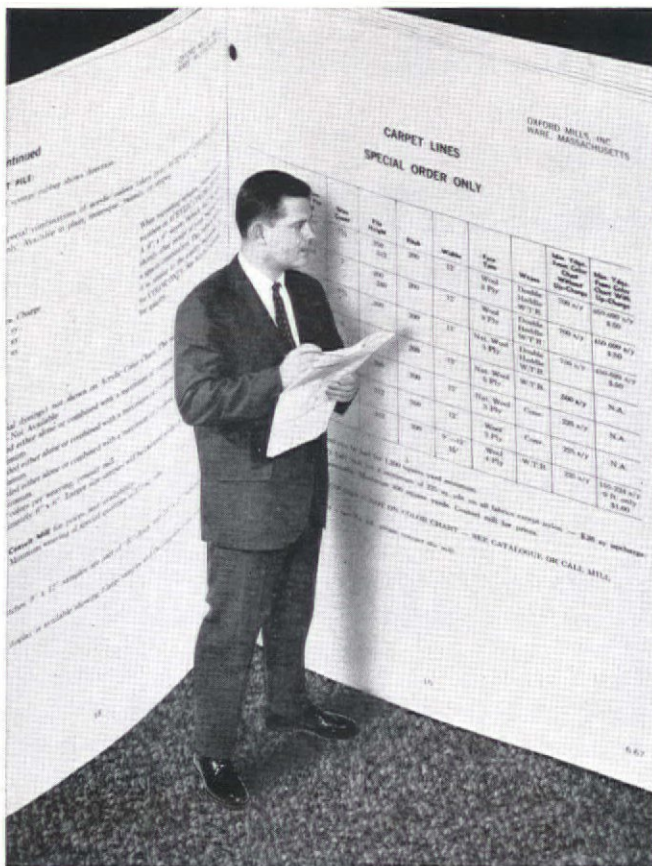
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Circle No. 84 on product card facing P. 110



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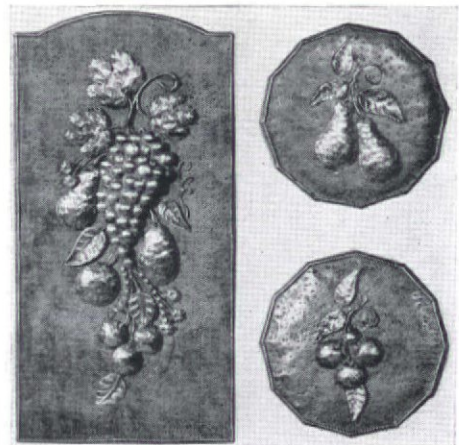
Circle No. 80 on product card facing P. 110

PRODUCTS & SERVICES

CONTINUED

Hand-crafted metal wall plaques

Metal wall plaques, panels, pictures, and other designs are hand-crafted by Jacqui of California. Golden fruit panel (left) is steel with a brass overlay and measures 24 inches by 10 inches and weighs 1½ pounds. The golden pears (top right) is 10½ inches by 7

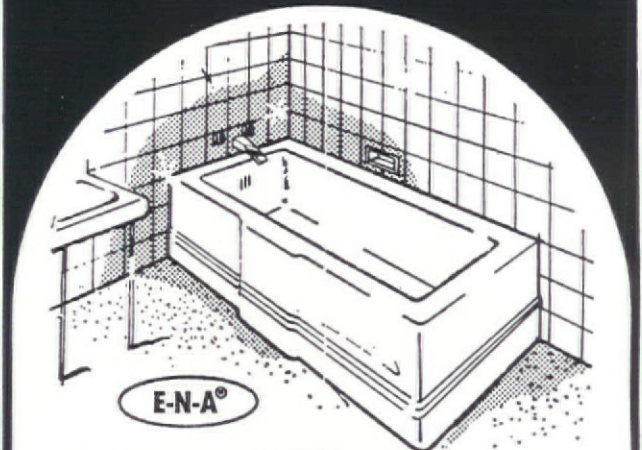


inches and weighs ½ pound. Golden plums (bottom right) is 10½ inches by 5 inches and weighs 4 ounces. Both are also steel with brass overlay.

Circle No. 173 on product card facing P. 110

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Circle No. 81 on product card facing P. 110

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Circle No. 78 on product card facing P. 110

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Circle No. 79 on product card facing P. 110



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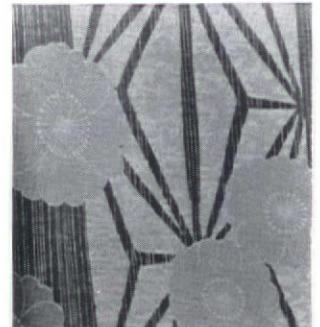
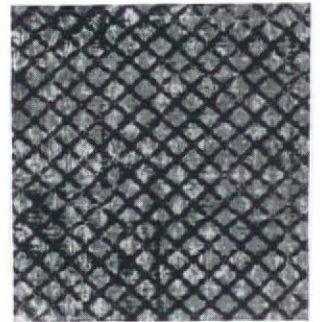
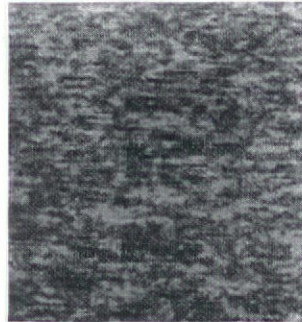
B. BRODY SEATING COMPANY • 5921 W. Dickens • Chicago, Illinois 60639
Circle No. 77 on product card facing P. 110

PRODUCTS & SERVICES

CONTINUED

Regency cloth for full coverage texture

Regency Cloth is Franciscan Fabrics' solution to the technical problem of screen printing a full coverage. The effect given by this printed texture is a vibrancy resulting from an interplay of several tones of the same color. This interplay permits one colorway of Regency Cloth (upper left) to correlate with many shades of the same color. Printed over the Regency Cloth is Darby (upper right). Printing processes em-



ployed guarantee Regency Cloth against crocking or rubbing off. Two other Franciscan designs are Delmonico (lower left) and Marquetry (lower right). Delmonico is printed on a heavy cotton rep, preshrunk and guaranteed not to rub off. Colorways include scarlet and blue, mustard and yellow, terra and brass, moss and acid green, and black, all printed on a white background. Marquetry takes its motif from an 18th century Japanese summer kimono.

Circle No. 171 on product card facing P. 110

Knitted vinyl fabric aids comfort

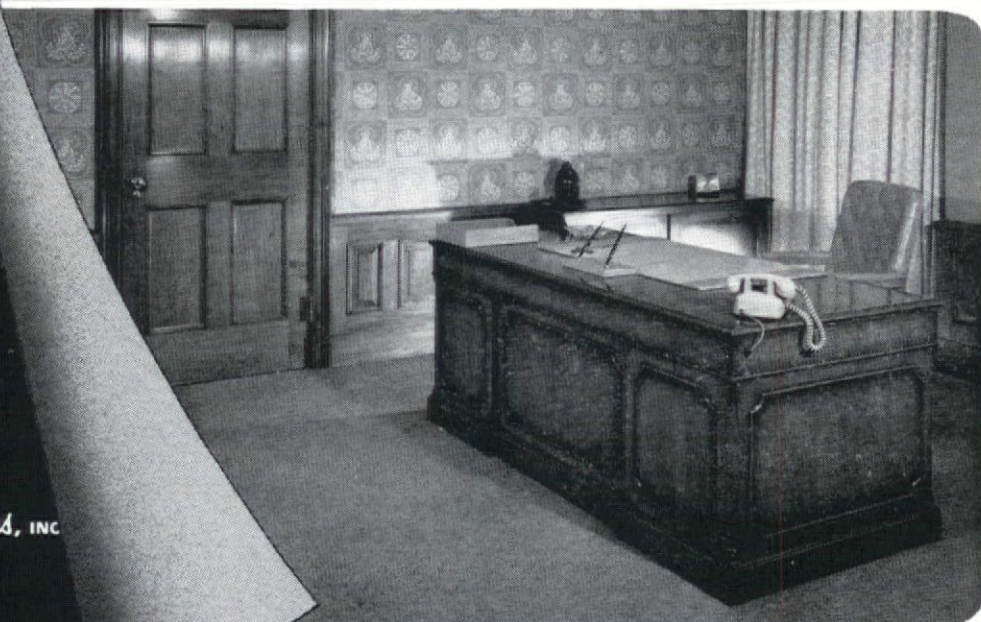
A knitted vinyl material, Cool Knit, is soft, pliable, and porous for improved seating comfort indoors and outdoors. Manufactured by B. F. Goodrich Co., the construction of the material consists of one-eighth-inch-wide strips of the company's Koroseal vinyl film knitted around nylon yarn to produce a fabric that has several times the breaking and tear strength of conventional vinyl upholstery fabrics. The porosity of the material results in rapid evaporation of moisture from within the cushions and a reduction in the buildup of perspiration that can occur on vinyl-covered seating. Cool Knit is made in different weaves and textures, is available in a wide range of colors. It can be produced in various weights and thicknesses to meet customer requirements.

Circle No. 172 on product card facing P. 110

17A

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We invite you to browse through the most complete and inspiring selection of fine Chippendale furniture ever assembled for the office. Each piece has been faithfully reproduced with an accuracy of detail that reflects true pride in craftsmanship. Write today for Scerbo catalog 17A, illustrating the many desks, chairs, tables, cabinets, credenzas and sofas available in this charming period style.



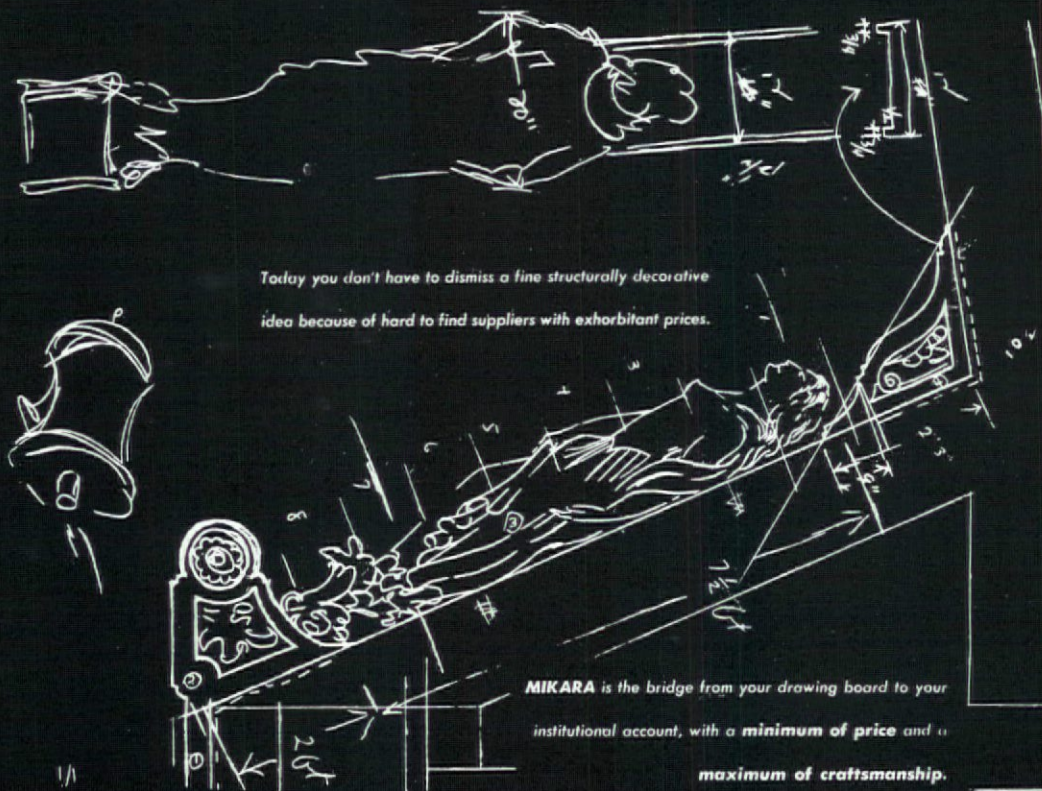
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Circle No. 74 on product card facing P. 110

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PRODUCTS & SERVICES

CONTINUED

One-piece seat and pad on Eames chair

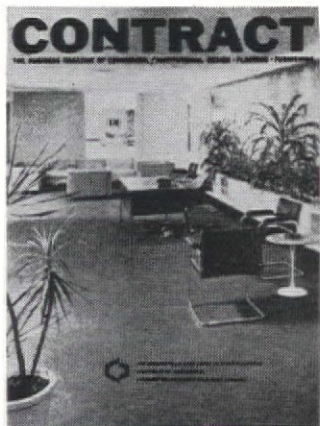
Charles Eames has designed a new secretarial chair for Herman Miller which employs a one-piece seat and pad instead of two separate pieces. Cushioning ma-



terial is permanently molded to the plastic shell. The edge of the chair is covered with a full vinyl extrusion which protects desk, chair, and walls from damage. It is available in two plastic shell colors and five Naugahyde colors, with adjustable height with glides or casters.

Circle No. 170 on product card facing P. 110

WHAT'S NEW AT GRALLA PUBLICATIONS?

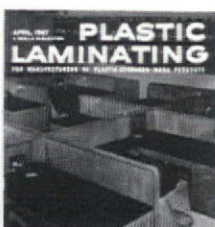
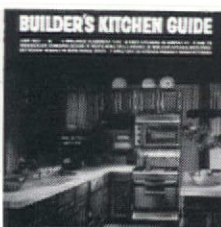
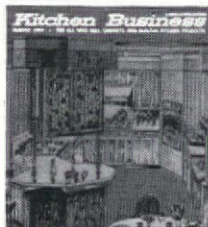


ODDS AGAINST US: FOUR TO ONE

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

Eight-foot diameter chandelier

Eight feet in diameter and six feet in overall height, this spectacular crystal chandelier was specially de-



signed by Lighting-Accessories, Inc. It is composed of 586 hand-attached crystal chains 18 inches long.

Circle No. 167 on product card facing P. 110

No glare clock faces

Peter Pepper Products has developed a new graphic look in clocks. Sub-surface printing on vinyl elimi-

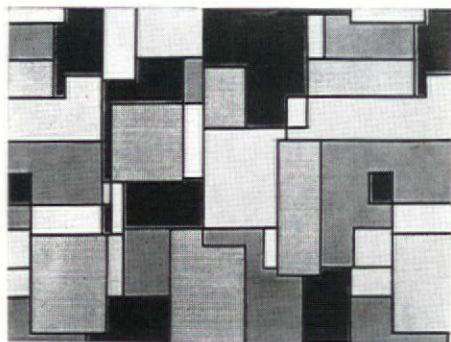


nates reflection and glare from the clock faces and also allows colors to stay sharp and bright. Clocks are 10 inches in diameter. Steel bezels and vinyl faces are available in any Peter Pepper Products colors with black numerals and hands.

Circle No. 168 on product card facing P. 110

Birge adds Mondrian design to Quick line

Mondrian Mood is part of the Ninth Edition of The Birge Co.'s Quick line of pre-pasted vinyl wallcover-



ings. The bold angular and lineal pattern is one of 51 in the Quick collection. Also added to the Quick line are a pre-pasted flock wallcovering and total-look wallcoverings to be coordinated with a wide range of furnishings.

Circle No. 169 on product card facing P. 110

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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.



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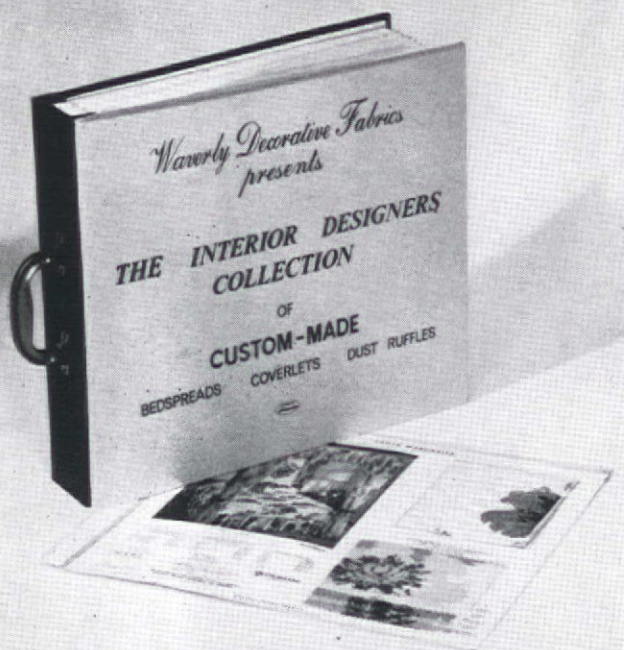
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Circle No. 72 on product card facing P. 110

PRODUCTS & SERVICES

CONTINUED

Ceiling system suited to open concept

Five plus five, a ceiling design system based on 5-foot multiples, provides a complete line of interchangeable components. From Conwed Corp., the system provides components for acoustical control, air distribution, fire protection, and lighting. Particularly suited to the open concept of interior office landscaping, changes can be made overnight with virtually

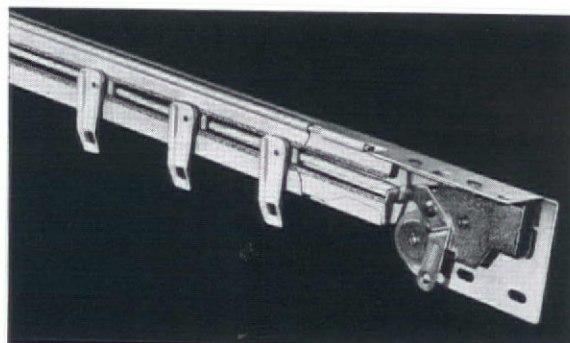


no remodeling costs. Fully concealed, semi-concealed, and exposed-grid suspension systems are available. Ventilation through the suspension system is possible with exposed grid members. Lighting for this system is provided through regressed troffers or sculptured translucent panels. Conwed produces a variety of ceiling tiles and boards specifically designed for this system. Ventilation may also be achieved through acoustical material by using either thru-perforated board or board with adjustable ventilating slots.

Circle No. 165 on product card facing P. 110

Kirsch adds Teflon-S to Superfine line

Traversing actions of Kirsch's Superfine adjustable traverse rod line has been improved 30 percent by the addition of a new dry lubricant formulated by



Du Pont. Called Teflon-S, and exclusive with Kirsch, the baked-on coating results in smooth, easy operation. The coating appears as a thin green line along the sliding surface of the track. It never requires care or lubrication and lasts the lifetime of the rod.

Circle No. 166 on product card facing P. 110

PRODUCTS & SERVICES

CONTINUED

Executive secretarial filing area

Four flush-front 2½ drawer files have been placed together (background) under a continuous, scuff-resistant Hila-Tex top to form part of this secretarial



grouping from General Fireproofing Co. The result is a console-type filing unit with an expansive work surface. Drawer pulls are recessed. The filing bank is 60 inches long, 28 inches deep, and 29¾ inches high. A 1000 series secretarial desk, with an extended desk arrangement, and a Goodform 600 chair in royal blue upholstery complete the grouping.

Circle No. 163 on product card

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exclusively in chairs

by Gasser



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Circle No. 50 on product card



Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects

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- Please send details on Thai-Teak Custom Flooring.
 Please have your representative call on me.

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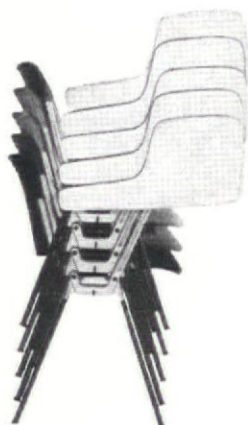
Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects



Circle No. 71 on product card



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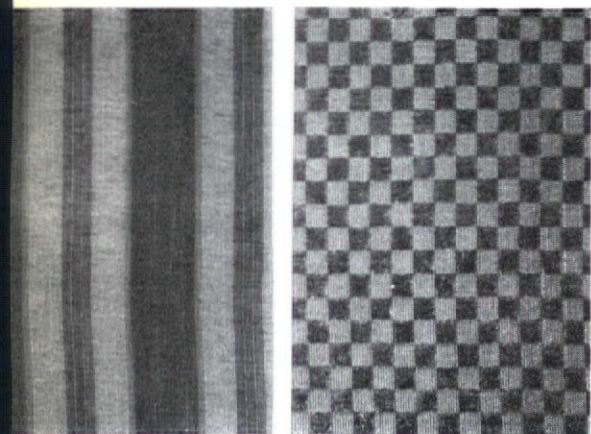
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CONTRACT PRODUCTS AND SERVICES



C D



A Warren Platner mounts a mirrored bronze pedestal on a granite slab and tops it with a rectangle of oak, teak, or rosewood, or wood with a leather inset, to create a distinctive new conference table for Lehigh Furniture Corp. The chairs, in wood to match the table top, are upholstered in a nubby silk. Circle No. 157.

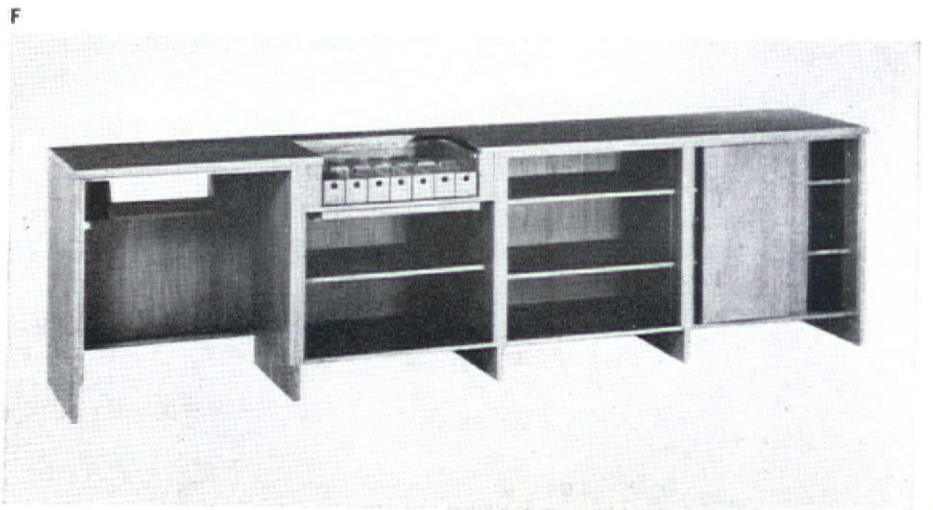
B Brilliant colors in an abstract mood, Stained Glass is a handhooked tapestry designed by Evelyn Ackerman for Era Industries; 49 inches wide by 40 inches high, the wool blend, latex backed tapestry is suspended by a walnut stained bar. Circle No. 158.

C, D Vivid tones, lively combinations and dashes of color highlight the new Belgian Linen collections. Casement designs range in texture from sheer to slub weaves.

Wide stripes (C) from Carnegie Fabrics' new Series V collection mixes bright orange and gold tones with natural and white yarns. Linen velvets feature new patterns weaves as in Jofa's new, small scale check (D). Its available in nine colorings. Circle No. 159.

E Statesman, a new expanded Naugahyde from UniRoyal, goes modern in exciting new colors, hot pink, lime, teal blue, goldfinch yellow, and geranium. The smooth-textured vinyl is also available in traditional leather-look colors. Circle No. 160.

F Harvey Probbler designs a library charging desk of modular units with vertical panels between. Constructed of oak veneer with solid edges and a one piece top of plastic laminate, the units can be arranged to fit any design plan. Circle No. 161.





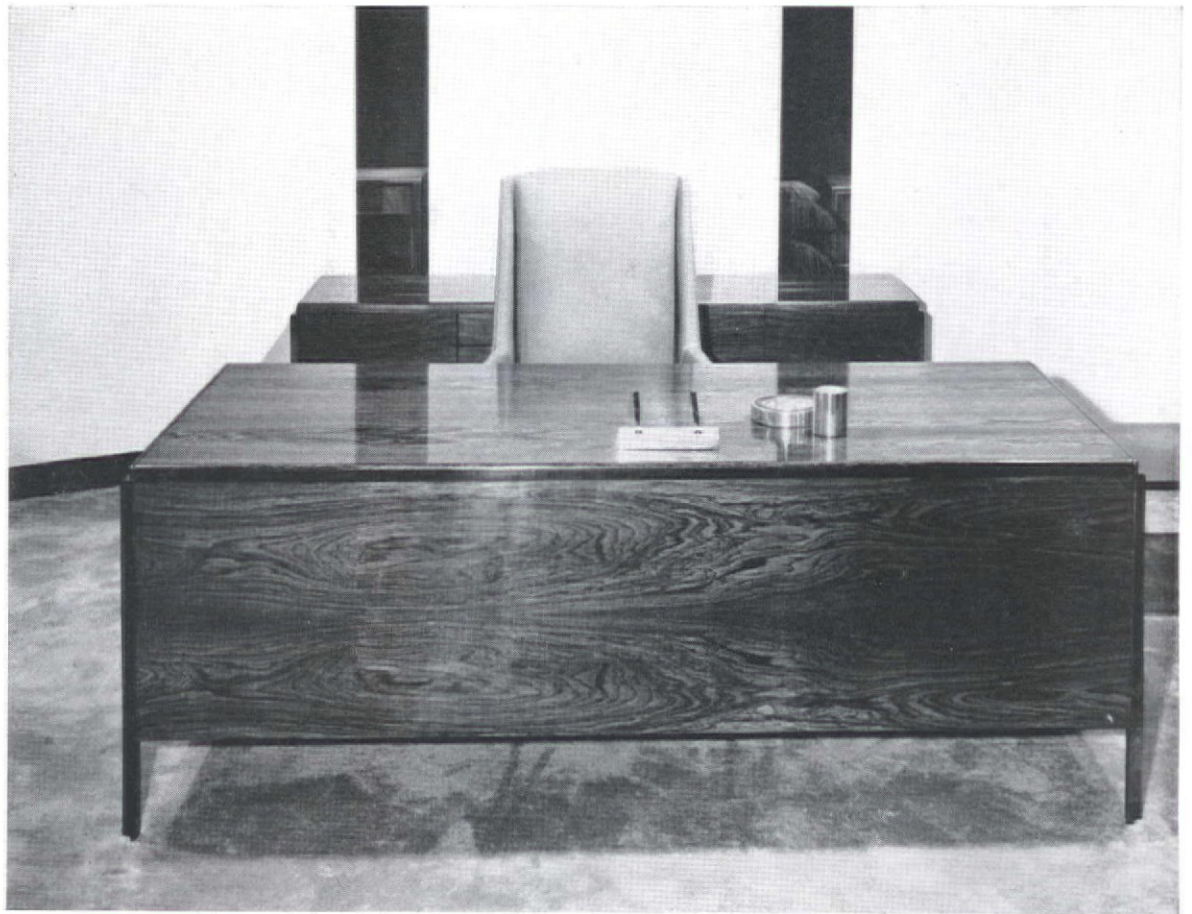
This is wash-and-wear furniture.

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 **AMERICAN OF MARTINSVILLE**

There are 16 pieces in our Innovation group.

CONTRACT PRODUCTS AND SERVICES



A

B

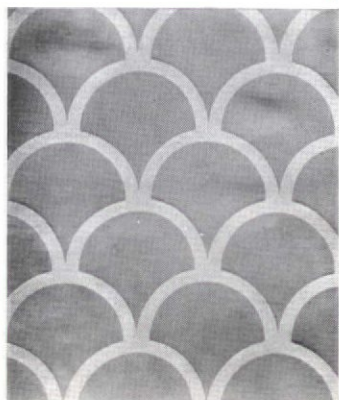


A Total flexibility is the basic idea behind designer Alexis M. Yermakov's new furniture, Elective Design System, by Stow/Davis Furniture Co. It provides for the use of virtually any surface within the framework of the design and provides in advance for surfaces and materials not yet in use. Post-and-beam construction is the principle on which E.D.S. is constructed. There are no structural loads on the surfaces and, thus, complete interchangeability of dimensionally stable materials is possible. In addition to desks and tables, with and without pedestals, Elective Design System includes side cabinets fitted for files, dictating equipment, etc., upholstered pieces permit the use of traditional covers and cushionings, contrasting with the modern base. Circle No. 154.

B American of Martinsville entered the dormitory market with the introduction of Campus, a rosewood modern pattern with clean, simple lines. The vertical surfaces are Tartan Clad, a vinyl veneer developed by 3-M Co., and tops are high-pressure melamine. The line includes armoires, drawer units, chests, desks, bookcases, bulletin boards, mirrors. Circle No. 155.

C, D Commissioned from France by Bergamo Fabrics, Inc., tergal polyester sheers are 69 inches wide, white on white. Toledo (C) and Meknes (D) have been added to the firm's collection of woven sheers and embroidered panels. The fabric won't shrink, stretch, or fade. Dimensionally stable, it can be hung in either direction, with the width either vertical or horizontal. Circle No. 156.

C D



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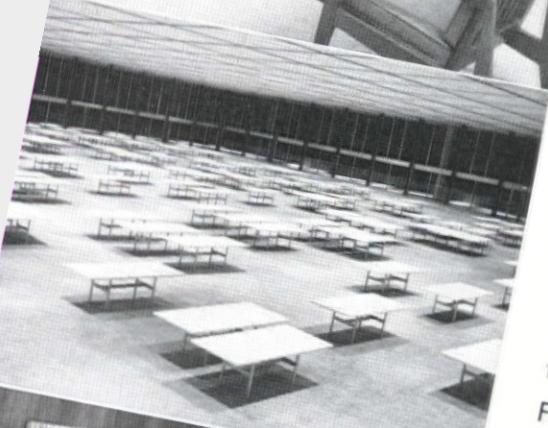
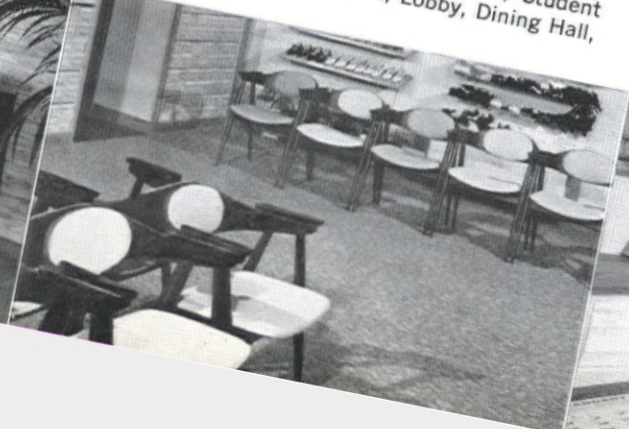
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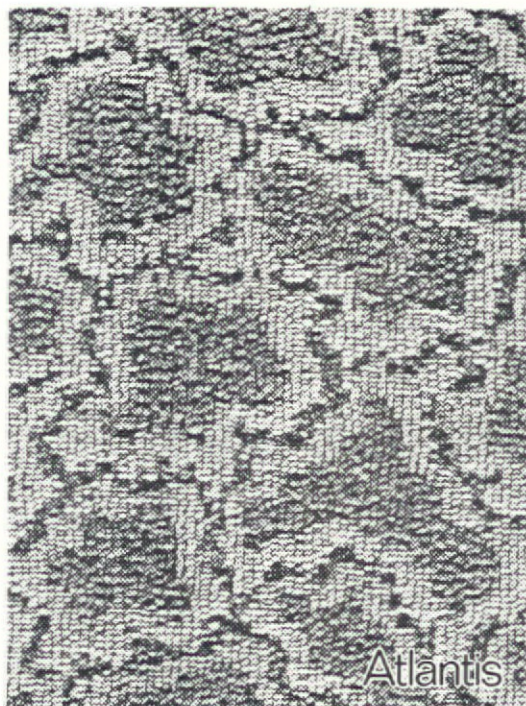
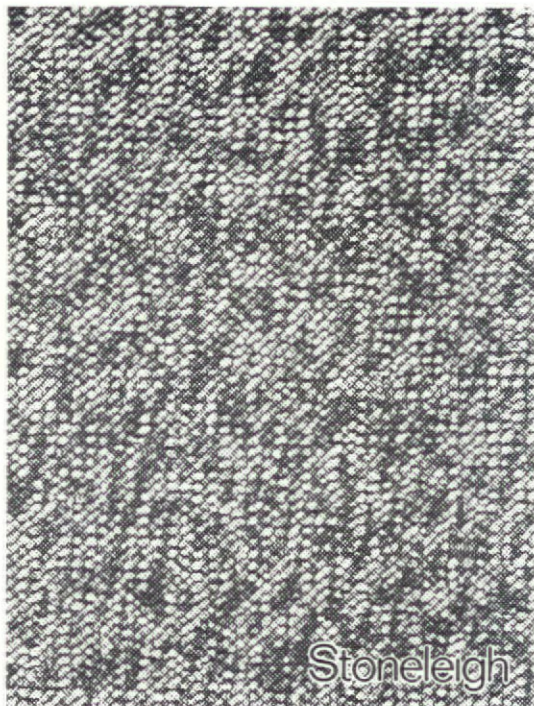
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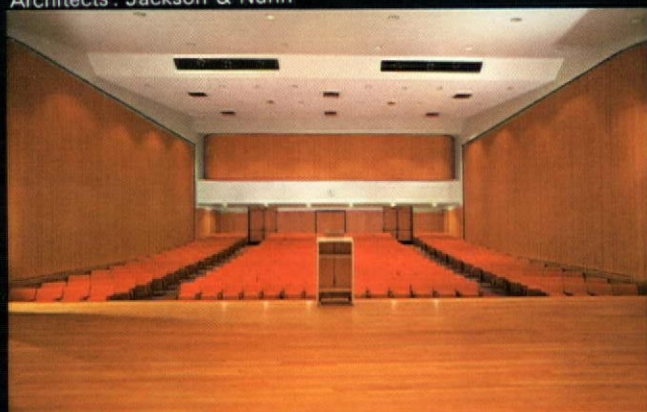
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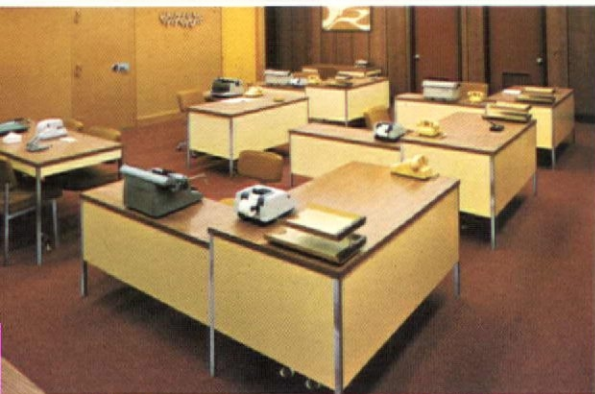
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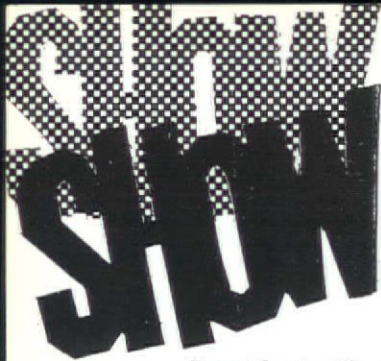
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DESIGN LEADERS TO EXPLORE WIDE RANGE OF TOPICS AT CONTRACT '68

Coinciding with move-in dates of some early tenants in New York's new General Motors building will be a first-day seminar conducted by the designer of G.M. offices, Niels Gabel-Jorgensen, Director of Design, J. Gordon Carr Associates, at the CONTRACT '68 industry-wide show and convention, June 4-6, at the New York Coliseum. Drawing on his experience with General Motors, for one, Gabel-Jorgensen will conduct a morning seminar entitled "How to Make an Effective Presentation to the Large Corporate Client."

Three days of seminars, from 9:15 A.M. to 3:00 P.M. daily, will bring together an outstanding array of contract industry leaders who will probe in depth the growing contract market, and its design and planning aspects.

"These seminars," according to Ben H. Hellman, publisher of CONTRACT Magazine which is sponsoring CONTRACT '68, "will be no-holds barred explorations of both the problems and opportunities open to the professional contract designer/space planner." Because of the anticipated crowds that are expected, three conference rooms will be available for the seminars, one of which will seat 500.

Other important first-day seminars will include: "Designing Hotels for Profit" a panel which will include Roland W. Jutras, Boston, and Ellen McCluskey, New York City, both prominent designers of contract hotel and dining installations here and abroad.

Typical of the depth approach in the program are seminars planned for Wednesday, June 5, that will explore Federal Government procurement, competitive aspects of planning and furnishing motels, and cost control and management aspects of large space planning and office design firms. Paul Bischoff, vice president of Albert Parvin Co., the West Coast's largest contract design, space planning company, and H. E. Glave, vice president, Thalheimer's Industrial Sales Corp., Richmond, Va., major contract furnisher for the motel field, will air their views on the changing motel furnishing and design picture. Robert Duffy, president of Duffy, Inc., major New York City space planning firm, will tackle the cost-control seminar; Mal-

colm Nicholson, vice president, JFN Associates, will discuss the problems of managing of a large design firm.

John F. Pile, Pratt Institute, New York City, well-known teacher and designer, will conduct a seminar that rethinks the role of the colleges in training contract professionals. This seminar, together with others on "The Office Landscape," "New Challenges in Planning and Furnishing Schools," and "Nursing Homes and Geriatric Communities" will be included in the program for Thursday, June 6.

Other important seminars include: "Contract Design—A Profession?" by Leon Gordon Miller of Cleveland, Ohio and "The Services and Demands of Hospital Design," Emily Malino, New York designer and hospital consultant on Tuesday, June 4; "The Importance of Interior Design in the Federal Government," Miss Montyne Bisher, design consultant for the Veterans Administration, and "Government Procurement—How to Do Business with The Federal Government," George E. Baer, chief designer for Naval Facilities Engineering Command, Department of the Navy on Wednesday, June 5; and "New Challenges in Planning and Furnishing Schools," Jack P. Solovy, president, Corco, Inc., Chicago, major designer and contract furnisher specializing in schools and dormitories, Thursday, June 6.

According to Jerome H. Brown, National Expositions Co., management company of the contract show, more than 150 leading manufacturers of contract furniture, furnishings, accessories, and services have contracted to show at the exposition. Brown expects this figure to be 175 by June. Exhibitors to date include:

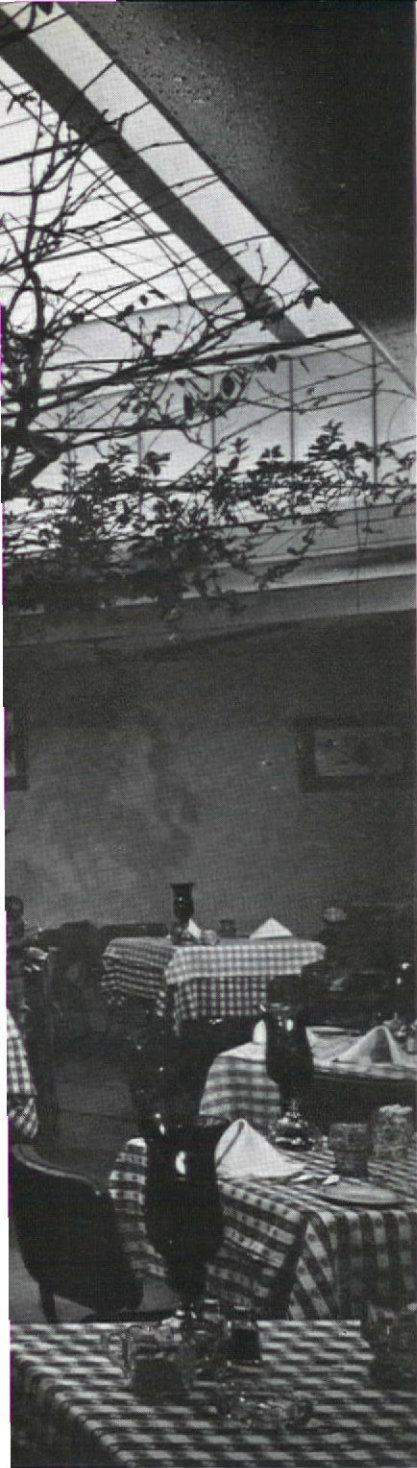
Adamo Galleria; Aldon/Contract Carpet; Allied Chemical; American Cyanamid; American Mat; Amtico Flooring Div./American Biltrite Rubber; Art Steel; Belgian Government; Berkshire-Hathaway; Bigelow-Sanford; Black Mfg.; Bolen International; Borden Chemical Co./Columbus Coated Fabrics Div.; Brody Seating; Brown-Jordan; Browne-Morse; Brunswick Corp.; Buckstaff Co.; Burke Div./Brunswick; Cabin-Crafts; Callaway Mills; Carnegie Fabrics; Carolina Forge; L. E. Carpenter; Cavrok; Ce-

lanese Fibers; Charlton Co.; Chicago Hardware; Children's Workbench; Columbus Mills; Commercial Carpet; Connoisseur Wallcovering; Contract Books, Inc.; CONTRACT Magazine; Creative Metal; Crown Products; Crown Rubber; Customwood.

Design-A-Sign; Design-Tex; Dimensional Plastics; Dow Badische; Decorative Micarta Div./Westinghouse; duCor; Durkan Carpet; Dylan Carpet; Enjay Fibers; Excel; Fibersin; Edward Fields; Fima International; Finer Chrome; Fixtures Mfg.; Ford Fabrics; Formica; Foster Bros.; Franciscan Fabrics; General Tire; Georgia-Pacific; Otto Gerda; Glenoit; Goodall Fabrics; Hago Designers & Builders; Hercules; Hollytex Carpet; Hood Molded; Hope Picture; Hough Mfg.; Howe Folding; Howell; Hunt Country Furniture; I.V. Chair; Interchemical Corp.; International Board; International Crating.

Jackson China; Jansko; Keller Casual; Kirsch; H. W. Knight; La Barge Mirrors; La Chaise; Lava-Simplex-Scribe; Lawrence Metals; M. H. Lazarus; Levolor Lorentzen; Lewittes Furniture; 3M Co.; Maharam; Karl Mann Associates; Masland Duralather; Charles Mayer Studios; Medallion Corp.; Menell; Middletown; Mitten Letters; Mohasco; Molla; Monsanto; Multicolor; No-Sag Spring; Moxon Carpet Div./American Biltrite; Oneida Silversmiths; Parkwood Laminates; Patterson Furniture; Philadelphia Carpet; Pioneer Plastics; Porter Carpet; Protasil; Replogle Globes; Rockaway Metal Products; Rockland Industries; Rugcrofters.

Scroll; Seamloc-Loma Loom; James Seeman Studios; Shenango Ceramics; Siesta; Spring Mills; Stacor; Stanley Furniture; Stauffer Chemical; Stratton Industries; John Stuart; Sunburst Aluminum; Sure-Fit Products; Syracuse China; Techfab; Technical Products Div./Brunswick; Telescope Folding Furniture; Terrence Moore, Inc.; Trend Mills; Tropitone Furniture; Uniline; United Chair; Universal Carpets; Unusual Fabrics; U.S. Plywood; U.S. Vinyl; V'Soske; Valtronic; Virco; Virtue of California; Vogue Rattan; Wall Tube & Metal Products; Williams Office Furniture; Lee L. Woodard; Wunda Weve. (C)



Average restaurant is credit risk

chase centrally. Small chains, or multiple operations, usually are locally controlled and purchase through a single source. On the average, individual operations are credit risks, and too frequently, credit problems. The manufacturer or contract furnisher is wise to limit his direct efforts to the chains, unless he has sufficient evidence that credit is no problem.

The local supplier of furnishings must remember that his basic competition is the restaurant equipment supplier, who usually is in some way involved in the financing of the equipment, and, if necessary, the furnishings. Equipment suppliers who are competent in the field of furnishing and furnishing-design are particularly rare. Professional design is part of the furnishing program of only a very small segment of the restaurant industry, usually the more successful and larger operations.

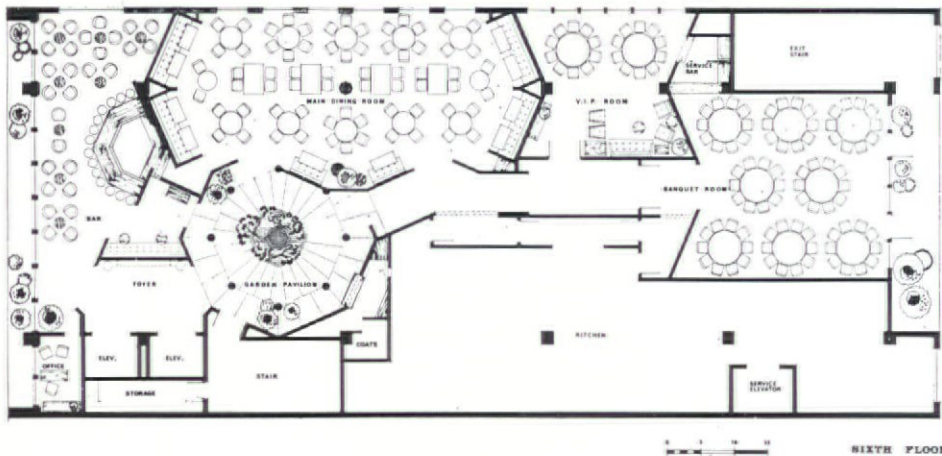
Except for the chain operations, and the very few sophisticated establishments employing designers, the furnishing decision, both new and replacement, is made by the owner and the manager. It would be difficult to estimate what dollar percentage was controlled by designers and professional furnishers, because the budgets of those establishments using professionals are significantly higher than most

restaurants normally provide.

Consequently, the prudent furnishings manufacturer, supplier, or contract furnisher interested in this market, will select his prospects carefully, based upon the product and service he can best offer to them. Furnishing restaurants requires a basic knowledge of the restaurant operation, including a knowledge of the type of client, the type of atmosphere, customer turnover desired, location of water stations, traffic flows, preparation and location of equipment, and the service pattern, to mention only a few. The better these problems are understood, the easier it is to design and furnish the food service establishment.

Too often, unfortunately, the furnishings are divorced from the operating pattern and seem to be an afterthought. Restaurants that are seeking fast turnovers too often are furnished so plushy that they experience a slow turn-over, a condition inimical to the design, intent and profitability of the restaurant.

Maintenance is either over-emphasized or under-emphasized, decorative gimmicks are expected to compensate for the absence of planned decor. The competent, serious furnisher of restaurants will consider every furnishing element related to the restaurant as basic to its profitable operation. (C)



Empress of China establishes its celestial ambiance with exotic girandoles, original Chinese prints, and objets d'art chosen by connoisseurs Campbell & Wong, architects who planned and designed this deluxe eatery in San Francisco's Chinatown. It seats 1,000 gourmets, no less.



Automatic skylight opens to the sun and closes to the wind, rain, and night air at the touch of a button. Designed by Lewis & Associates, Los Angeles, La Petite Auberge (which means the little inn in French) offers une charmante salle pour tous les saisons.

Tres Bon features French cuisine, and what we show here is one room, called La Chambre d'Or, done in gold and white flock wallpaper, brocade-upholstered chairs and love seats (tiens!), and tables and carpet in gold.



II: RESTAURANTS AND CLUBS—\$350 MILLION

It is estimated that total sales of furniture and furnishings to new motels and hotels will exceed \$450 billion by 1970, and that furniture and furnishings sales to restaurants and clubs in 1970 will be in the vicinity of \$350 million. The size and the possibilities it presents for the non-professional make it an alluring and fairly accessible market.

As in the case of hotel and motel furnishings we are talking about furnishings that are not so highly specialized that they can be classified as equipment, and, thus, relate only to a limited number of producers and suppliers. It also should be remembered that today's restaurant market includes caterers, in-plant feeding contractors, and industrial feeding facilities.

There are more than 10,000 private-membership clubs, with about 6.5 million member families. This includes athletic, tennis, swim, golf, and country clubs. The increase in leisure time and personal income assures the growth of these facilities at unprecedented rates. Because of the prestige associated with these establishments and their catering to higher income families, the refurbishing cycle is more rapid than in most commercial properties.

It is estimated that there are between 8,000 and 9,000 caterers and in-plant food contractors, who account for most of the catering and in-plant feeding. About one-fourth of these establishments are multiple units, owned by approximately 150 firms. Of the 150,000 restaurants and cafeterias, more than 100,000 gross less than \$50,000 in annual sales and cannot be considered refurbishing possibilities. In fact, most of this group are questionable furnishings prospects, even when they are just starting in business. About 9,000 are multiple units, frequently buying centrally.

All of these figures merely describe what most of the industry already knows. Most restaurants are small, single-unit establishments. The chain represents a substantial portion of restaurant volume, but account for a relatively small number of establishments.

The large chains design and pur-



La Mediterranee, a semi-formal dining room at the Hotel Pontchartrain, Detroit, is arranged to enable staff to provide quiet, efficient service from nearby kitchen (left and right in photo) and centrally located bar. Mood is Southern France with white painted brick, archways, wrought iron screens, and highly decorative light fixtures. Tables are widely spaced for comfort and privacy. Ford & Earl Design Associates developed the space planning and interior design for the Mediterranee.

Experts vital for resort success

Do people swim in salt water and return to their rooms? Is the climate hot and sunny, or damp and cold? Will guests wear a lot or a little clothing? Will they store equipment, such as ice skates, skis, boots, packs? Are there seepage problems, mildew, wind, train, or airport noise? Are there unpleasant odors, such as those emanating from stock yards or nearby manufacturing plants? All of these aspects of the project require the furnisher's attention.

5. What special facilities will be incorporated? Will there be bars, restaurants, night clubs, chalets, American or European plan dining, room service, meeting rooms, convention hall, theater, etc.?

The most important single consideration in resort and recreational properties is credit and financing. With few exceptions, these properties are more speculative and higher risk than those that deal in a balanced or stable marketplace. They require greater promotion efforts, greater investment in facilities and operation, more operational talent (particularly if they are large), and good financing.

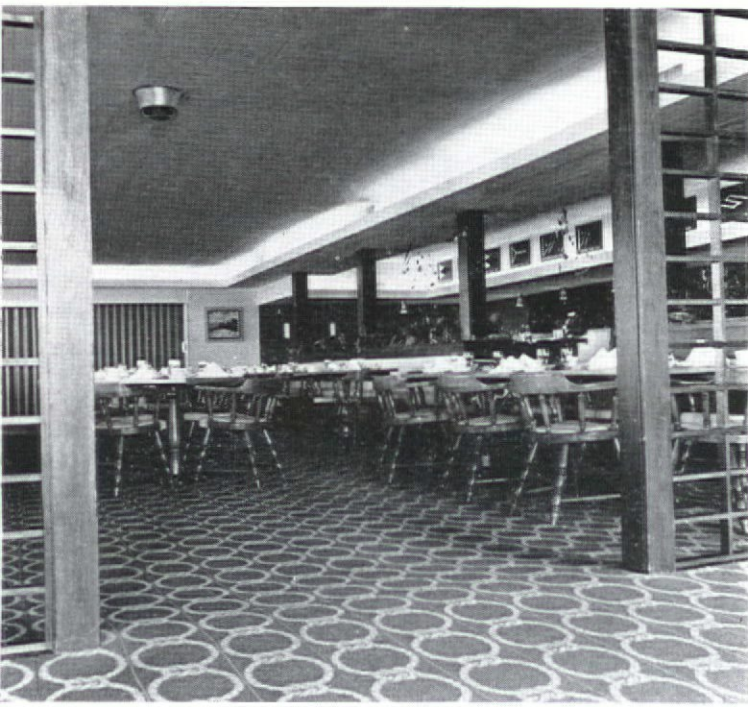
Chain resort properties, particularly in the high-traffic resort areas, are not subject to such problems. But most resort properties are individually or independently owned and operated. Many are syndications of investors or fatcats who like boating, fishing or mountains, and who are motivated by promoters with the lure of enjoying all this and profits, as well.

Caveat Vendor—let the seller beware. Busy week ends make not a sound resort operation. This is not intended to cast a fish-eye on the entire resort business. The Concord Hotel in Kiamesha, N.Y., operates 3,000 beds (last count) and grosses close to nine million dollars. There are many beautiful, well-run, profitable resorts. This is merely an injunction for the contract supplier or furnisher to tread carefully and look at this source of business thoroughly.

In all likelihood, it probably would be a good idea to leave most of these properties to the dealers and professionals, the designers and financiers, who are expert in this field.



Two public areas of the Princess Hotel, a new resort whose interiors were designed by Walter M. Ballard Corp., New York City. Leisurely holiday facilities are balanced with elegant Three Crowns dining room, where all decorative lighting fixtures use the crown motif, combining it with screens of native cedar and over-scaled valance. Tones are predominantly olive green, bright rust, gold and off-white, with a Bermuda pink accent. Gazebo cocktail lounge echoes crown motif, in a circular room overlooking the bay.



Sarasota Yacht Club, a private facility in Sarasota, Fla., sets the tone for its dining room and cocktail lounge (left) with a nautical-knot carpet design in gold and blue by Hardwick. Primarily for dinner, the room has a pleasant, rather formal air that contrasts with casual daytime activities.



The tropical character of the Kauai Surf Hotel, Hawaii (above), is underscored in these dining facilities through use of abundance of plants and native stone on wall at left. Architect for the hotel was Frank S. Roberts, AIA.

The Concord (left), modern super-resort, accommodates thousands in apartment-like hotel buildings in the Catskill Mountains, New York. The Concord is actually a huge reservation, covering many acres and capable of housing more than 3,000 guests at a time. Facilities include skiing, skating, swimming (year-round), hiking, and honeymoon lodges. An all-seasons operation, the Concord is one of many mass buyers of contract furnishings in the Catskill area.

This article is an excerpt from the book *The Contract Sales Manual*, by Sidney Schwartz, which will be published this spring. The book will be the first sales manual in the field, designed to assist manufacturers, suppliers, and salesmen in merchandising the commercial/institutional furnishings market.

Mass feeding and housing is the subject of this second installment by CONTRACT Magazine of the continuing definition of the deep-well sources from which the multi-million-dollar contract market springs.

PINPOINTING THE CONTRACT MARKET: RESORTS, RESTAURANTS AND CLUBS

By Sidney Schwartz

1: RESORTS—\$1.98 BILLION

It is estimated that expenditures for new construction of hotels and motels will exceed \$1.98 billion by 1970. How much of this will be classified as resorts is not known. It is clear, however, that the increase in leisure time, shorter working hours, and larger personal income tends to stimulate the growth of leisure and vacation activities, and, consequently, the growth of resort and vacation properties.

Because a larger part of the traditional motel and hotel dollar is attributable to conventioners, who often mix business with vacation pleasures, there is a wide range of facilities being designed to attract expenditures from this source. These facilities combine space for meetings with recreation resources.

In addition to the traditional hotel resorts—summer or winter retreats with a variety of activities—there is now occurring the development of specialized resorts at an unprecedented rate. These include: ski lodges, beach motels, park facilities, dude ranches, diet spas, honeymoon lodges, and many more specialized operations. Hotels and motels fringing historical sites, monuments, parks, and vacation areas are developing specialized approaches to their business. Even the commercial in-town facility is creating special facilities or renovating to attract vacationers coming into an area.

For the contract furnisher, there are a number of specific considerations that attend this type of business. There are some of the more important ones:

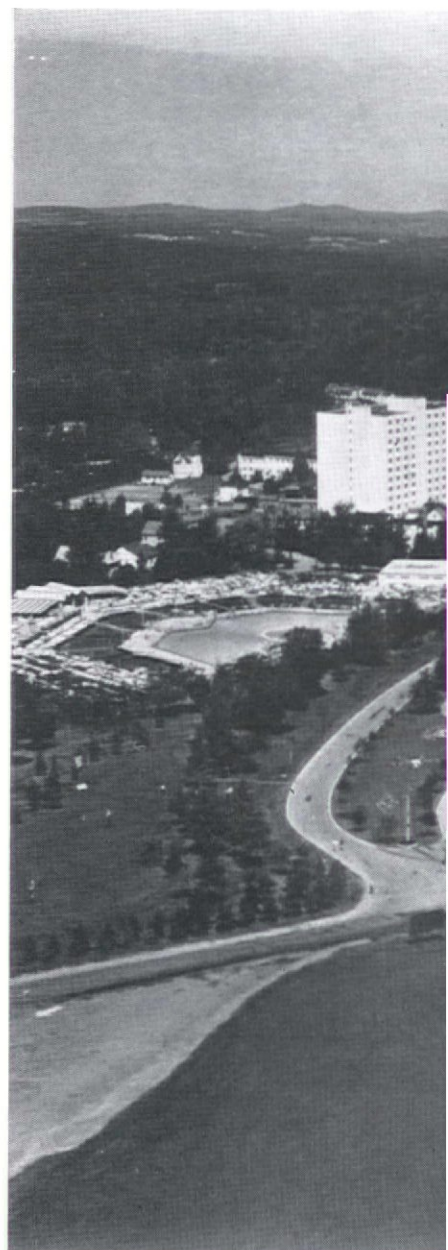
1. Is this a seasonal operation? If

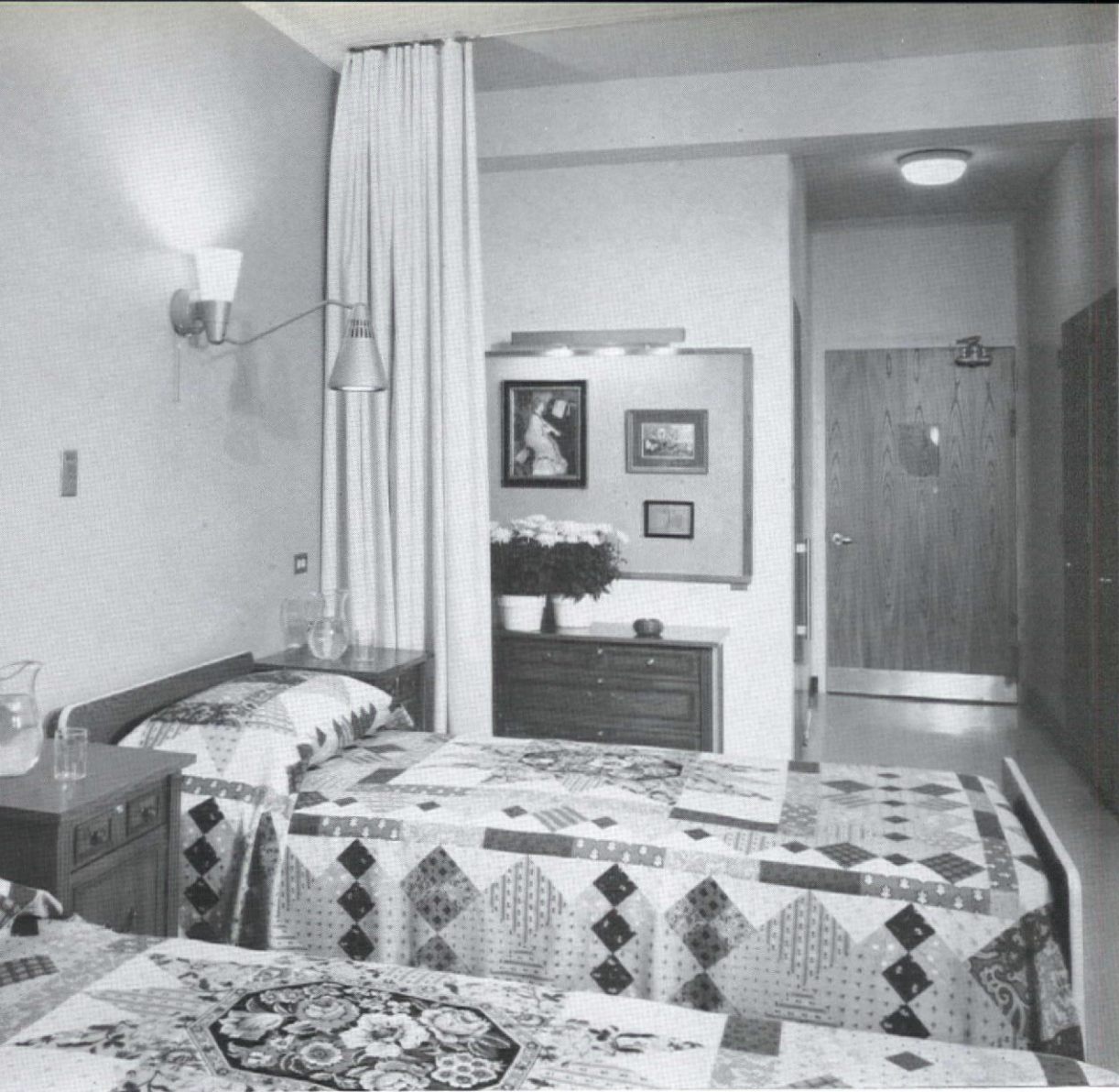
the property is designed for a 10- to 12-week season, it usually is attended by increased credit risk, increased project risk, specialized time-tables for payments, and special furnishings requirements. Most buyers are not interested in the same type of furnishings for a 12-week season as they would be for a 52-week operation. There is the further consideration of what happens to the furnishings when the building is closed. Is it stored in the rooms? Are the rooms air conditioned? Heated? Is the storage area damp or dry? Is it sandy or dusty? Is the air corrosive? All of these factors affect the furnishings purchasing decisions. The astute seller will weigh them carefully before selling his products.

2. What type of occupancy is anticipated? Will it be transient, over-night, full week occupancies, or what? These factors have an obvious influence on the furnishings requirements, such as: the amount of closet space and drawer space; even bath facilities and room size.

3. What are the characteristics of the occupants? Are they families or couples? Honeymooners? Two to a room? Reserved and shy, with particular room requirements, such as modesty areas, dressing rooms, perhaps even separate baths? Conventioners? Families with young children seeking same-room accommodations? These are important considerations in preparing a furnishing presentation.

4. What are the specific physical characteristics of the area? Is it sandy?





A credenza in dining room, and graphics, combined with well designed furniture, flowers, draperies, and lighting fixtures with wood housings provide almost resort-like atmosphere. Visiting area (left) is bright, roomy, and invites relaxation, as does dayroom (right), which provides card tables and comfortable seating for TV watchers in home-like environment. Bedspreads (top) belie the fact that this is a hospital room. Note lighting fixture over bulletin board.

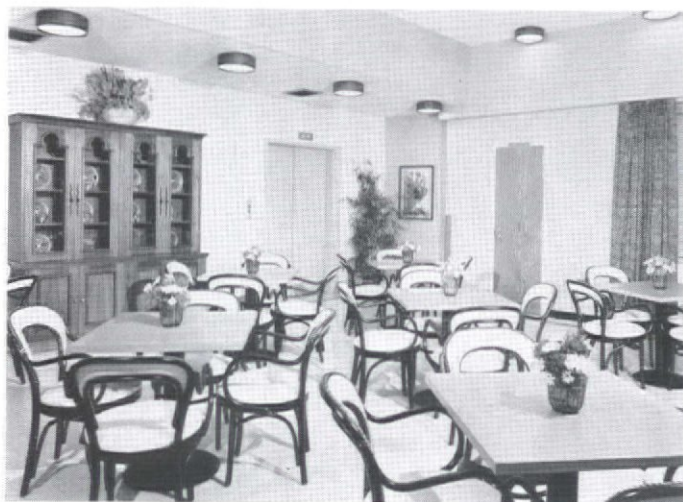


Resort-like living areas

residents might stumble; windows custom-designed for safety, noise reduction, and cleanliness—two panes of glass enclose a venetian blind between them; beds of the latest high-low design; spacious day rooms; a new library; a 250-seat auditorium with stack chairs; and a communication system connecting each room with the nursing station on that floor.

Each of the six resident floors has 10 single and 14 double rooms. A typical one is illustrated on these pages, together with photographs of other facilities in the hospital.

Suppliers: Patient rooms—Simmons beds, nightstands, dressing tables; Bates bedspreads; Winn Anderson drapery fabrics; Crucible Products chairs, plant tables, bulletin boards; Columbus Coated vinyl wallcoverings; Capital Cubical curtains for cubicals. Day dining room—Shelby Williams chairs, with Naugahyde upholstery; Parkwood Laminates table tops; Commercial Cabinet hutch; Columbus Coated vinyl wallcoverings; Ruberoid Vinyl asbestos floor tile. Dayroom—Commercial Cabinet, all custom cabinetwork; Crucible high back chairs, Art Upholstery upholstered furniture; Norquist card table and chairs; Columbus Coated vinyl wallcoverings; Rubberoid floor tile; Winn Anderson drapery fabrics. Lounge area—Directional Contract Furniture sofa, cocktail table, round library table, swivel chairs. Reception/lobby area—Directional Contract benches; Design-A-Sign signage; Cohn-Hall-Marx drapery fabrics; columns are travertine, floors Terratizo. Nurses Station—Art Metal reception desk, with Parkwood laminate top; Columbus vinyl wallcoverings; Rubberoid floor tile; Rehau Plastics hand rails; Design-A-Sign signage. All paintings and prints from New York Graphic Society. (C)



A FAR CRY FROM THE PALLOR AND MAKE-DO FURNISHINGS COMMONLY ASSOCIATED WITH INSTITUTIONS FOR THE AGED IS THE NEW FRIEDMAN BUILDING, AN EIGHT-STORY, 228-BED, COLORFUL, COMFORTABLE FACILITY OF THE JEWISH HOME & HOSPITAL FOR AGED IN NEW YORK CITY

FACILITIES COME OF AGE

What worse fate could befall a designer than a low budget controlled by a "design" committee? The answer is a low budget, controlled by a design committee, representing either a charity or municipality. This generally is the case when it comes to designing and furnishing the typical facility for the aged, with a resulting sterility that is tolerable only because it is clean.

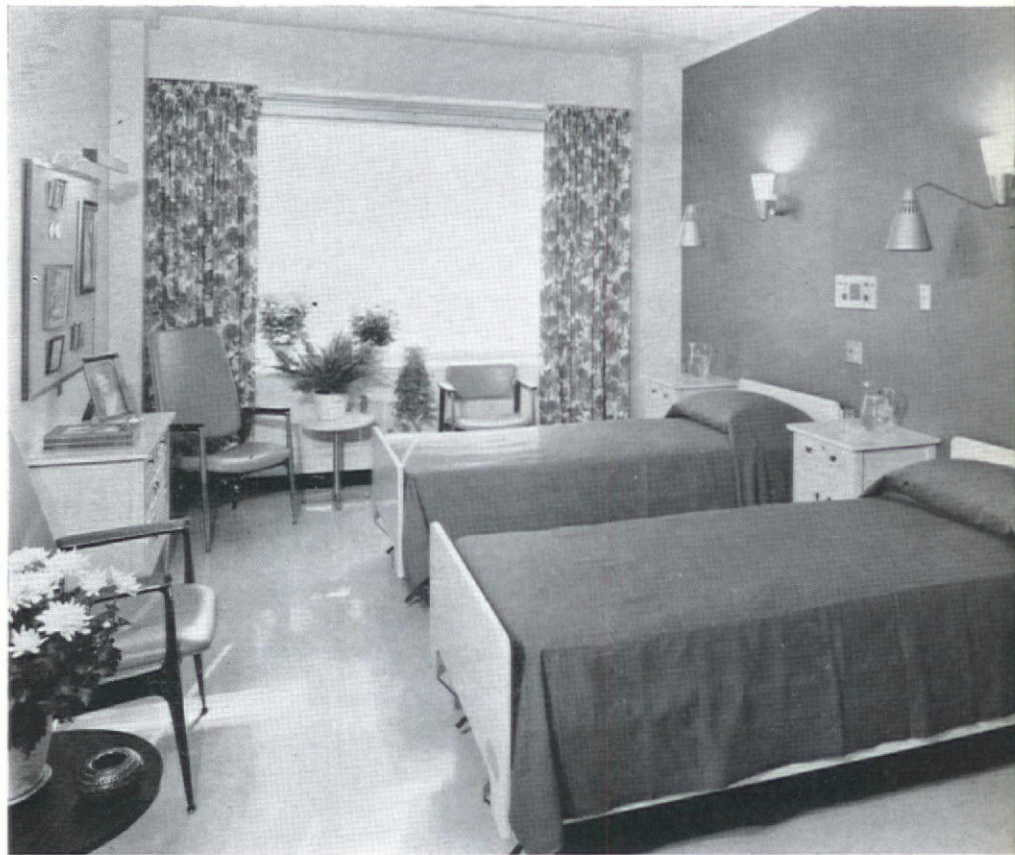
For the aged inhabitants of the new eight-story, 228-bed Friedman Building of the Jewish Home & Hospital for Aged in New York City, however, design of geriatric facilities has come of age with introduction of color, beautiful and functional furnishings, and attractive interior architectural touches.

Interior design and furnishings were done by Barbara Dorn Associates, Inc., San Francisco. Architect was Joseph Douglas Weiss & Associates, New York City.

In the words of the hospital's board of directors, the facility is "the world's most modern, most completely equipped residence for care of the aged. It embodies not only the latest technology, but also the most advanced thinking in architectural interior design planning for the care and comfort of our residents."

Architect and interior designer coordinated their efforts so that both the exterior and the inside create the look of a modern apartment building. Colors are bright and cheerful, furnishings reflect contemporary good taste, and the walls are hung with paintings selected by the residents themselves.

Typical of the design features incorporated specifically for the elderly residents are: vinyl-covered, bright blue handrails lining every corridor; doorways with no saddles over which



Bulletin boards and lighting fixtures in these typical rooms are both utilitarian and decorative. Planters, bedspreads, and wall colors take away from the sterility usually associated with hospital rooms. Each room has its own wall-hung bulletin board, a handy place for residents to pin up personal objects.

Photos: Paulus Lesser

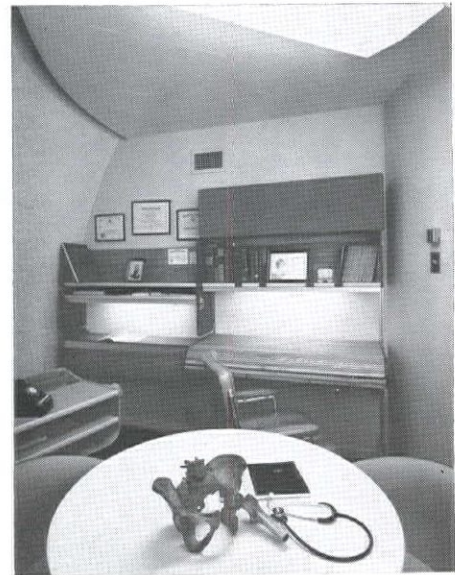
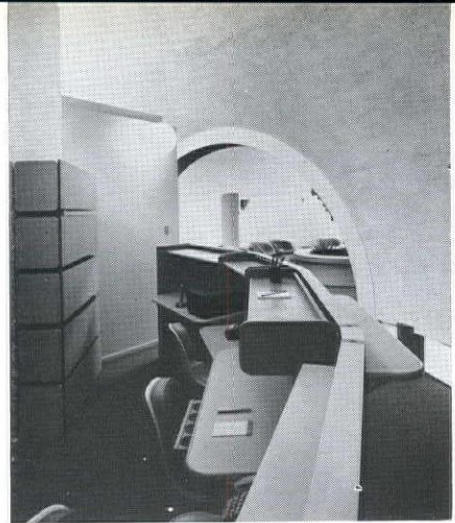




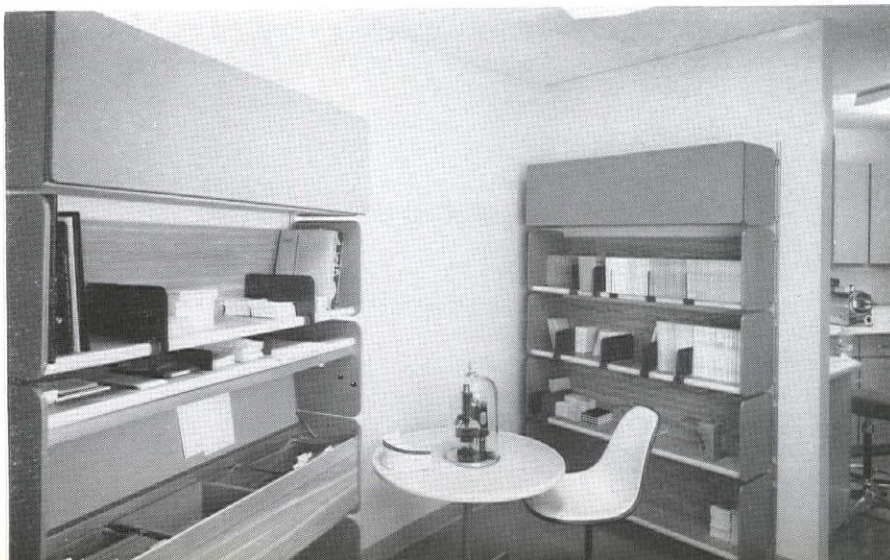
Requirements of the elderly were meticulously incorporated in this facility: note handrails, absence of saddles in doorways flanking nurses station (above), as well as in reception/waiting area, where maximum use is made of grandly scaled space.

GERIATRIC





Conference room (left) features scaled furniture that fits the space. Furnishings are simple and utilitarian. Reception area (uppermost) has simple Action Office (by Herman Miller) units, adapted for the space. Roll-top desk (immediately above) permits doctors to answer emergency calls without having to take time cleaning desk for best appearance. Pelvis bone, center of table, is decorative and symbolic of GYN-obstetric nature of clinic.



Wall-hung files and shelving in clerical area (left) utilize vertical air space to best advantage, a necessity in tight quarters.

No leg room? Hang it all

been described individually as "being considered too small for one executive" and the furnishings are said to accomplish "unbelievable density with surprising ease."

In defense of the architecture, designed by E.H. Brenner, AIA, who designed in light of severe budgetary limitations, the buildings are beautiful to look at from the outside, with skylights to admit natural light in each dome and rings of opaque glass windows at floor level to admit light and secure privacy. Inside, the sweeping arcs are almost ecclesiastic.

Furthermore, the unusual structures were created with a new building process called "spiral generation," which simultaneously bends and welds planks of Styrofoam and then is coated with concrete. It reportedly is fast and economical.

Nevertheless, the pictures on these pages really do not show the tightness of the space, beautiful at it is.

Carpeting throughout the structure is moresque in natural color—tans and browns. All of the spaces were color-keyed, a different color for each doctor, so that patients entering the first dome can easily identify their doctor by the colors of the room furnishings. If orange is used in a chair, it also is used on the asbestos vinyl floor in the examining room. Those areas and bathrooms only remain uncarpeted.

In the waiting room, Charles Eames-designed bucket chairs of fiber glass construction and a compact sofa, with

Scotchgard-treated wool fabric offers a comfortable seating arrangement. The chairs, in varying colors, are ranged along two arced partitions, with a plexiglass planter in the center.

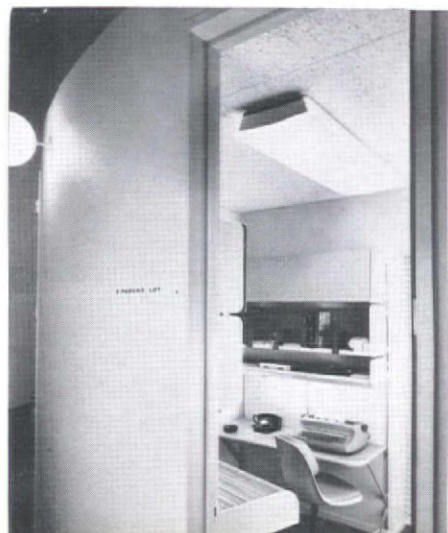
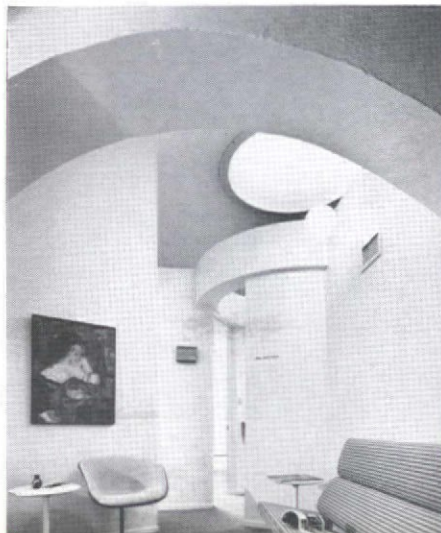
The reception desk, created of Herman Miller CSS components, is pole-mounted Action Office shelving. Storage areas have fabric-covered flipper-panels in blue and gold. A staff conference room features low seating in the Miller aluminum group—aluminum frame with vinyl upholstery.

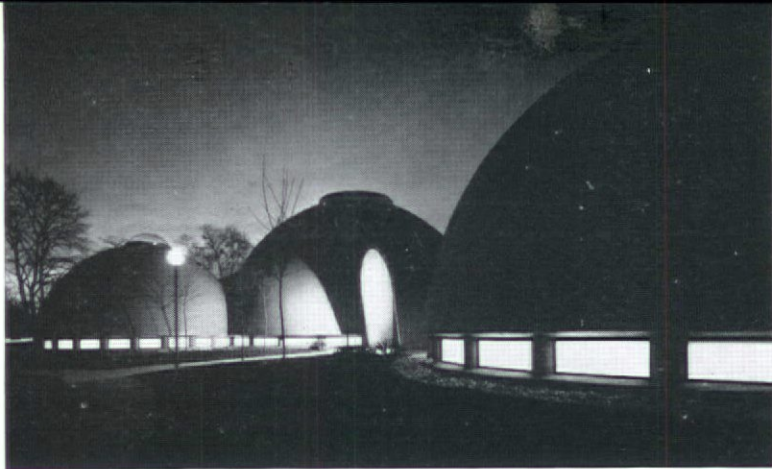
Another feature of the doctors' offices is the roll top desk in each, which permits the doctor to leave the desk top intact when he has to leave fast in an emergency and still have the room look in good order. The pictures on these pages show how well integrated the furnishings are with the "tiny, jam-packed" space, most certainly made possible by the interior design and selection of furniture.

The project, however, is a perfect example of the bane of the interior designer's existence—an exterior shell, albeit several shells in this case—erected with some logic to enclose the needs of the clinic, but more oriented to the visual delight of those who see it from the outside. The architect is reported to have said: "I wanted the buildings to express the joy of a woman experiencing pregnancy." The shell may well have accomplished this, but the interior design problems that were posed may have been more like post-partum depression. (C)



Another view of waiting room (above) shows cantilever bucket seating by Herman Miller. Typical waiting room in each dome (near right) is color-keyed, so that doctor's offices have same dominant color. Each doctor's office (far right) has a typing desk and file hung on wall tracks. Chair is only piece of furniture touching floor.





Photos: Lens-Art

Tight little circles with high-vaulted ceilings, in a complex of circular buildings, using new materials and construction techniques, earn the plaudits of the architectural community for derring-do, but they imposed a terrible furnishing and space planning problem on the designer.

The seven domes of the Lafayette, Indiana, women's clinic establish a decidedly bosomy exterior appearance, according to Interior Design Consultant Dolores Engle of George Nelson & Co., Inc., interior design firm which apparently overcame unusual architectural interior configurations in designing and furnishing the space.

As a result of the dome construction, rooms within each dome are segments of an arc, with high ceilings and limited locomotion space. The curving walls resulted in even less utilization of existing space in an already tight allocation of working space, since that segment of the space between wall tracks supporting straight-backed furniture and the arced wall had to be dead, there being no known contract furniture that bends to fit a curved wall.

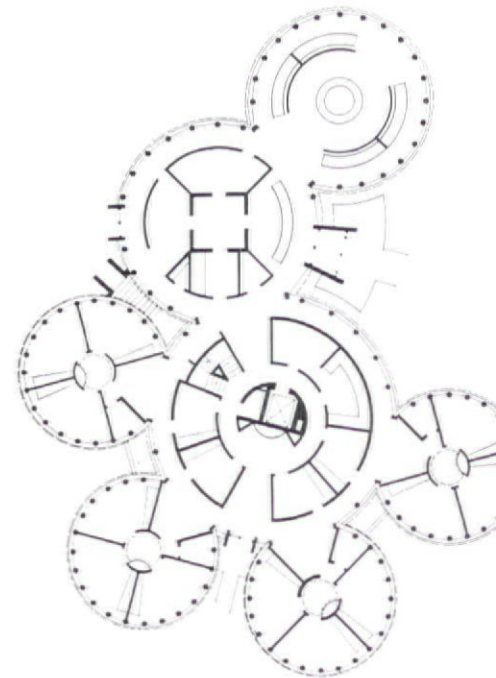
Attractive as the outside is, the inside was apparently saved by the interior designer's selection of small scale furniture that accommodated itself to the limited space within. Selected by George Nelson & Co. was a modification of Herman Miller's Action Office furniture, which answered the need for "function first" in the round environment.

The four doctors' offices—the four smaller of the seven domes—are each divided into five segments that include two examination rooms, a compact office, a waiting room area, and a bathroom. Because desk and storage units are hung on tracks, the only items of furniture on the carpeted floors are the chairs and the small conference table on wheels to facilitate communication between doctor and patient. A common communication barrier, a desk between the two, has been eliminated. The space of the doctors' offices has



FURNISHINGS OVERCOME SPACE DEFICIENCIES

GEORGE NELSON'S INTERIOR DESIGN OF SEVEN-DOMED MEDICAL COMPLEX SUCCEEDS DESPITE ARCHITECTURAL HANDICAPS



Waiting room (upper left) is arranged so that seating is in concentric circles, with arced wall partitions that conform to shape of dome. Chairs are brightly colored, with a filip of color added by the planter.

The staircase (left) leads to a second floor in the larger of the seven domes (center cluster in plan above), where bathrooms, dining areas, and kitchenette are located.

High vaulted ceilings are emphasized in (opposite page) which show the architectural dominance of the dome construction. Furnishings were chosen to compensate for the lack of space in working areas.

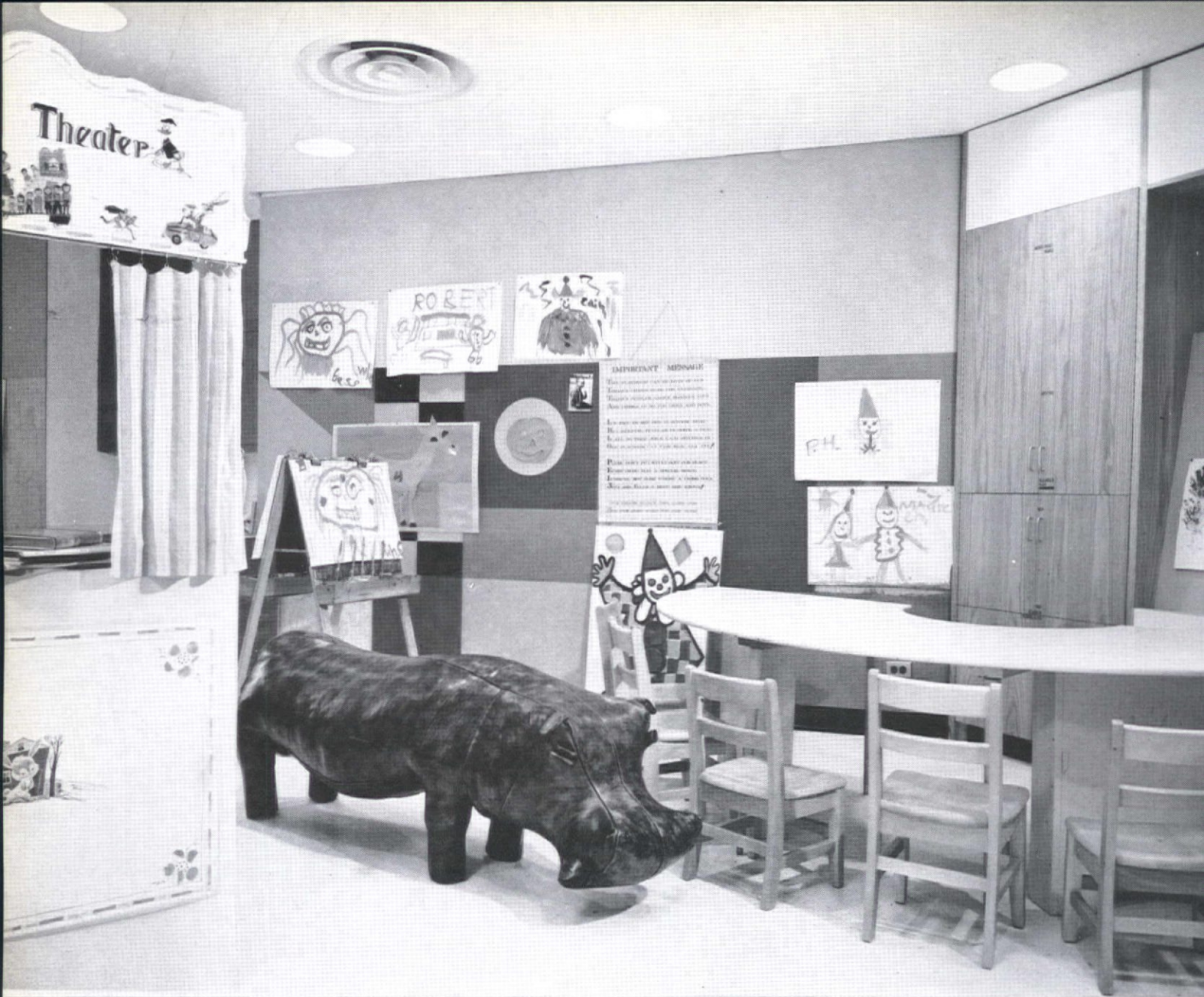


Office of chief of pediatrics at Montefiore (left) is as modern and comfortable as any executive office, with both color and furnishings designed to establish a feeling of warmth and efficiency.

Secretary and reception rooms on fourth floor (immediately below) embody color throughout. Rabin specified bright yellow wall with painting on it, charcoal desks and files, and yellow and orange gang seating. Vinyl wallcovering and Habitat planter are easily maintained.

Waiting room on ground floor (bottom) intermixes brick, rosewood veneer and Durawall vinyl wall-covering. planters, colorful art, and well-designed furniture.





HOSPITAL DESIGN NEEDS DEFINED—CONTINUED

A departure from the drab stereotype, Montefiore Hospital has flair and imagination, the work of Michael Rabin

Pediatric playroom (above) is cheerful and colorful at Montefiore Hospital, where designer Michael Rabin appealed to both children and adults. Walls lend themselves to tack-posting of the children's handi-crafts, the best sample of which is shown at right center of photo.



Two-bed room (left) features accented wall behind headboards, gold and blue Crucible chairs, and colorful draperies and trim.



Michael Rabin is head of his own interior design and hospital consulting firm, Michael Rabin Associates, Inc., New York City.



Typical nurses' station on the third, fourth, and sixth floors of Montefiore Hospital, Bronx, N.Y., were designed and planned by Michael Rabin in a far from typical fashion in both furnishings and color. Wall portrait of cat is deep red; other walls are painted deep blue and white. Doors are trimmed with pastel blue for contrast. Nurses' station is wood paneled, has chrome feet, white laminated top. Other areas are shown on next two pages.

HOSPITAL DESIGN NEEDS DEFINED

Problems unique to the hospital field challenge designers to innovate for today and provide change for the future

By Michael Rabin

Materials specified and used in the interiors of hospitals and much of the equipment, such as food carts, patient room furniture, over-bed lighting, and stretchers, could be improved upon from a design standpoint. Architects and interior designers could and should initiate a design revolution within the hospital.

Hospitals, of all institutions, are among the most neglected and least understood by the design professionals. They now constitute the third largest industry in the United States and are predicted by some to become the largest in a few years.

Consequently, there is a tremendous need for the qualified interior designer/planner with an understanding of the complexities of the modern medical center, and for designers who can simplify many of the specialized items of equipment used on a daily basis. The stereotyped hospital—green and pink walls, unattractive color schemes, and peculiar use of space, must become a thing of the past. A new approach, recognized by many architects, is the involvement of the interior design specialist at the earliest stages of schematic planning. There is no question that the day is coming when the interior designer will influence the architect's design of the shell.

A big problem, of course, is that very few new hospitals are built, but rather additions to existing facilities are the norm. This creates a host of problems, not usually found in other areas of the contract field. Also, hospitals are a public interest, responsible to supporting charities or donors, design committees, community organizations. In addition, severe budgetary restrictions hinder the hospital administrator's effectiveness. Because there is such a time lag between the initial planning of a facility, the funding, and the actual construction of the building, the interior spaces tend to be undersized before the doors open. Transitional space is very seldom planned for and even the most far-sighted administrator may be handicapped by the short-sightedness of the community.

One of the major problems facing hospital designers today is maintenance. Very little emphasis has been placed on minimizing the tremendous problems of maintenance that hospitals wrestle with everyday. The same flooring and wall surfacing materials used 30 years ago are being used today, in different colors and patterns, but nevertheless, the same. With modern technology what it is, why should food, laundry carts, and patient stretchers pose such an enormous problem in hospital corridors by continually marking, ripping, and scratching painted vinyl covered surfaces? Why haven't we designed a low-cost wallcovering impervious to stains, gouging, and scratching?

Great advances have been made by the carpet industry, and soft flooring is being used on a larger scale than ever before, but even with the technological advances in this area, there is a great deal more to be done in order to satisfy the constant traffic, inclement weather, and vandalism, which makes carpet a questionable choice in many areas of the hospital. Furniture designers should give more attention to wall saving legs and bases and to engineered seating heights, depths, and back pitch in order to provide the older patient or the surgical patient with a great degree of comfort.

At the Habitat display at Expo '67, there were several developments shown that should influence the hospital designer. Dissimilar materials in the bathroom were eliminated by the use of a prefabricated section encompassing the floors, walls, fixtures, etc. This principle certainly could be utilized effectively in many areas of the hospital. In corridors, for example, a prefabricated modular section could be developed encompassing the floor, base, and walls, that conceivably, could eliminate 90 percent of the maintenance presently required for this area. Easy maintenance, of course, will help the hospital staff keep a well designed building looking the way it was intended to.

Restrictions on funds challenge the

designer to work with imagination. The designer must remember that once a building is finished, furniture and furnishings, carpeting, and other materials cannot be replaced in a few years even if they wear. Instead, new monies, by and large, will be channelled to improving patient care, or to new facilities—not to refurbishing.

Up to ten years ago and for all the years before that, hospitals were simply built, with little or no emphasis on interior design and sagacious use of space. This is why we see so many older hospitals with cavernous reception areas, adjoining overcrowded ancillary spaces, such as the admitting area, medical records, accounting and billing, administrative offices.

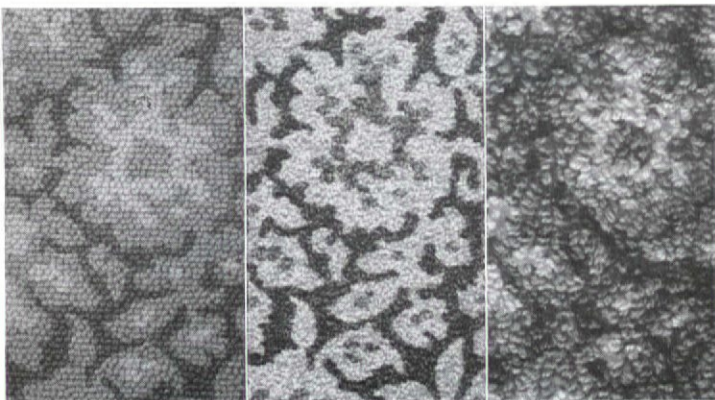
Today, with few exceptions, color can be used with flair and imagination by the hospital designer. Starting with the patient rooms, a subtle use of color should be the rule. The wall behind the patient's bed can be an accent color, blue for example, which can be coordinated with the drapery, casework, door buck, and/or chairs. The rest of the room should be neutral, possibly off-white. Warm colors are usually better for both the patient and the visitor. In any event, the visitor faces the patient and sees the accent wall, and when the patient becomes ambulatory, he too can appreciate an imaginative use of color in his room.

Accent colors can be used on end walls of corridors, basically to foreshorten the corridor and eliminate the tunnel effect. The designer must choose colors and furnishings that are inoffensive and that please many different tastes. This is extremely important considering the length of time a new addition takes to plan and construct, and therefore the problem of staff turnover (their likes and dislikes) is minimized.

In the final analysis, we are designing for people, who respond to color and form, as patients, visitors, or staff; therefore, the designer must be able to provide a functional interior that also satisfies the diverse personalities of the hospital community.



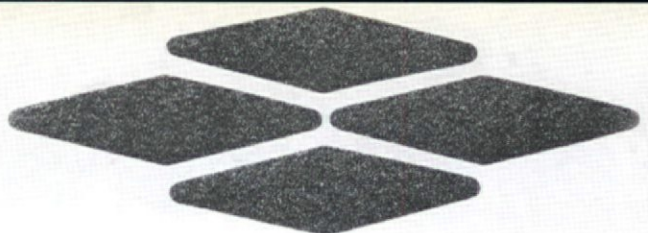
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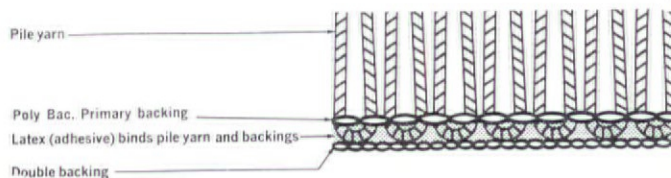


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A Made in Holland by Heugafelt, individual felt floor tiles are mothproof, come in 7 bright colors, do not require underpadding, are not fixed permanently to the floor. Circle No. 147.

B Varicolor process shows how, in color prints, the carpet will look prior to actual looming of samples. The process can depict loops, plushes, shears, random shears, multilevels, shags, tweeds, moresque, space dyes—in any color or color combinations. Working with rendering of pattern. Varicolor presents comparison photos of styles and colors. Three variations shown from same art sample. Circle No. 148.

C Protosil, a silicone-based stain repellent, is easy to apply, dries quickly. In the treatment, a silicone barrier envelopes carpet fibers, providing a shield against liquids, which are then easily removed with a damp cloth. Circle No. 149.

D Safety-Walk by American Floor Products is a slip-proof, tough mineral-coated fabric that grips footwear like sandpaper with no undue abrading. Circle No. 150.

E Announced by Jute Carpet Backing Council, a new technique for carpeting commercial areas involves the use of jute-backed carpet with a tight, durable pile, installed without underpadding and cemented directly to a concrete floor. Despite heavy traffic and cart-rolling, hardly a wear sign shows in this computer center after 14 months of use. Circle No. 151.

F Poly-Bac, by Patchogue Plymouth, is woven of polypropylene yarn for use as a primary backing for tufted carpeting. It is moisture resistant, non-allergenic; a minimum of face yarn is buried in the backing. Circle No. 152.

■ Textile Rubber produces a high-density foam (not illustrated) for carpet backing. After an accelerated aging process, the foam retains its resiliency, will not crack when bent back. It can be applied seamless to any carpet width up to 15 ft., or comes as a separate underlay with a jute backing. Circle No. 153.

CUSHIONS AND BACKINGS

Carpet cushion plays an important role in assuring optimum carpet performance. To begin with, proper carpet cushion conserves the carpet, lengthening its service life. Cushion enhances underfoot comfort. In addition, appropriate carpet cushion contributes to both acoustical and thermal insulation, factors which are winning wider recognition of carpet as an architectural as well as a decorative component of interiors.

Generally speaking, carpet cushion which has "give" but with some firmness is preferable. A cushion with excessive vertical displacement puts a strain on the carpet backing. Not only does this accelerate wear, but it is likely to result in stretching of the backing, necessitating re-stretching of the carpet to restore it to a tight, smooth—and safe—surface.

Hair-type cushions are made of felted cattle hair. So-called rubberized cushions combine animal hairs, jute fibers, and a foam rubber coating bonded to the fiber side of the cushion. Foam and sponge rubber cushions are made as flat sheets. These types stay resilient longer than hair pads, but the denser types are not suited to use on radiant heated floors.

Cushioning bonded to the back of the carpet usually is either sponge rubber or latex foam. Sponge rubber, usually heavier than foam, is bonded to the carpet in a lamination process, generally performed at the plant of the cushion manufacturer. Latex foam may either be laminated in similar manner or applied to the back of the carpet as a liquid in a continuous process involving heat to foam the liquid in place, and then to cure it.

While generally the density of the cushion is a guide to its quality, it is important to guard against foams which have been "enriched" with excessive fillers—Fuller's earth or clay. These speed up decomposition of the foam, with resultant loss of the cushion's benefits. Section 3.2.5 "Attached

Rubber Cushioning" of the Federal Specification gives the following requirements:

"a. Cushioning shall average not less than 3/16 inch.

"b. The weight per square yard shall be not less than 3.50 pounds nor more than 4.25 pounds.

"c. The compressibility shall be not less than 5 pounds nor more than 9 pounds. [Reference is to the weight required to compress one square inch of cushion to 75 percent of its original thickness.]

"d. The compression set shall be not more than 15 percent.

"e. Class 1 cushioning [made and cured in place] should tear before pulling free from carpet. Class 2 [made prior to manufacture of carpet and bonded to carpet with adhesive] shall have a minimum strip strength of 2.0 pounds per inch of width.

"f. When subjected to an accelerated aging test, the cushion shall not deteriorate."

The weight requirement of 56 ounces per square yard is regarded as more than necessary by many reputable manufacturers. A number of cushion-backed carpets for heavy-duty use now are available with cushion weighing between 36 and 40 ounces.

Both types of cushions—separate and bonded—have specific advantages. If there are irregularities in the subfloor, a carpet stretched tight wall-to-wall over a separate cushion will tend to "bridge" low areas, presenting a more even surface to the eye than would the bonded-cushion type, which is cemented to the subfloor and therefore conforms to its contours more closely. Also, a carpet installed by the tackless method is more easily picked up and turned around, to equalize wear, assuming a regularly shaped interior. On the other hand, bonded-cushion carpet does away with installation of tackless strip, and damaged spots usually are easily repaired by the "cookie cutter" method.

Bibliography

Obviously there's more to a carpet than meets the foot. A typical set of installation specifications takes up more than seven densely typed pages. The information presented in this article should serve as a solid foundation on which the interior designer/space planner can develop his mastery of this increasingly important component of contract interiors. Literature available from associations and manufacturers are listed below.

Basic Facts About the Carpet and Rug Industry, 1967 (published annually). American Carpet Institute, Inc., New York, N.Y.

Carpet and Rugs. The Hoover Home Institute and The Engineering Division, The Hoover Co., North Canton, Ohio.

Carpet By The Acre. Published in CONTRACT, February 1962, available from American Carpet Institute, Inc., New York, N.Y.

Cutting Costs With Carpet. The American Carpet Institute, Inc., New York, N.Y.

Excellence and Economy. American Carpet Institute, Inc., New York, N.Y.

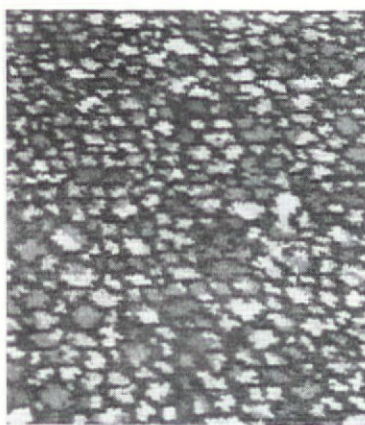
Guide to Contract Carpeting. Tufted Textile Manufacturers Association, Dalton, Ga.

Sound Conditioning With Carpet. American Carpet Institute, Inc., New York, N.Y.

The Essentials of Modern Carpet Installation (Second Edition). D. J. Duffin, D. Van Nostrand Co., Inc., Princeton, N.J.

Tips on Cleaning Floor Coverings. National Institute of Rug Cleaning, Arlington, Va.

Note: The various carpet fiber suppliers, industry associations, and carpet mills themselves offer a wide variety of helpful and informative materials, most of them available for the asking. (C)



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CONSIDERATIONS IN COLOR CHOICES

As for colors themselves, it is important to weigh such factors as these in determining the final choices:

1. The choice of color has a vital effect on the rate of *visual soiling*. A bank in an ocean resort area, for example, used a tan carpet, the color approaching that of the ever-present beach sand tracked in by customers. Since the sand blended in with the color of the carpet, visual soiling was held to the minimum. By the same token, a carpet installed where soot and grime are prevalent will mask visual soiling if grays are prominent in its coloration. Maintenance costs go up when visual soiling is not considered in color choice.

2. Certain colors tend to fade more rapidly than others.

3. Given excessive ultra-violet rays or ozone emissions, practically any color will show at least some fading.

Following is Section 3.3.1, *Colorfast-*

ness, of the Federal Specification:

"The carpeting or rugs shall show fastness to light and wet-method cleaning equal to or better than the standard sample. When no standard sample is established, the carpeting or rugs shall show good fastness to wet-method cleaning and light. They shall show a rating of good for light colors after 20 standard fading hours (2000 Langleys), and for dark colors after 40 standard fading hours (4000 Langleys). The supplier is to submit with his bid and samples a certified list of the colors, identification of these colors by the bidder's color number, and the category 'light' or 'dark' into which each color is classified by the supplier. This list is to be submitted for each pattern and coloration. Testing shall be as specified in 4.4"

Generally speaking, industry standards are at least double the minimums indicated in the Federal specification.

A *Safety First*, a shock-free wool commercial carpet, installed in a hospital corridor, was developed by Carolina Carpet Mills, Inc., in connection with the Wool Bureau and Brunswick Corp. Approved for use in V.A. hospitals. Circle No. 138.

B *Love*, one of the motto area rugs designed by Dorothy Liebes for Bigelow-Sanford, combines the early-American sampler with the Persian tradition of hiding a message in the design. Other mottos are Truth, Hope, and Peace. Woven of 2-ply nylon in modern colors, the rugs are in 4'6" by 6' size only. Circle No. 139.

C Restaurant installation of A.C.E. (Allied Chemical Engineered) nylon carpeting by Seamloc Loma Loom. Selected for durability, ease of cleaning, acoustical and safety considerations, plus color and appearance, the carpet is guaranteed for three years against surface wear. Circle No. 140.

D Pattern for the patio is the new idea at Ozite. Brick, mosaic, and wrought iron patterns adorn the line of outdoor floor coverings called *Fiesta*. The result of a new dyeing technique, the carpets retain the characteristics of *Town 'N' Terrace*, Ozite's original outdoor/indoor carpeting. Circle No. 141.

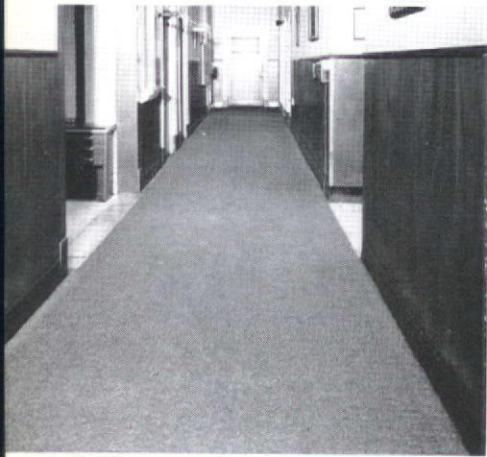
E *Terra*, by Edward Fields, Inc., is custom-made in a slightly textured all-wool weave. Seen here in earth-tones for an office, the design is being produced in multi-colors for a hotel lobby. Circle No. 142.

F *Multi-Krome*, a new piece-dyeing process which produces two colors in wool carpets from a single dye-bath, has been introduced by Roxbury Carpet Co. There are 15 combinations available. Circle No. 143.

G Specially designed and woven to order by Rugcrofters Inc., this huge rug is actually two rugs measuring 22'6" by 31'6". Installed as a single unit, the rug is an example of Rugcrofters' new service. The firm will style, manufacture, and install one-of-a-kind, wall-to-wall carpeting in any desired size, color, or shape. Circle No. 144.

H Carpeted walls provide a combination of interesting color and texture, and reduce background noise in a theater installation. In alternating panels of red and gold, 1050 yards of Ludlow Corp.'s outdoor-indoor carpeting were bonded to the walls. Circle No. 145.

I Woven, nylon Axminster is new addition to Lees Carpets' *Starfire* collection. A small-scale mosaic design with orange, rust, and red as accents, the carpeting is available in 12' rolls and various rug sizes. Circle No. 146.



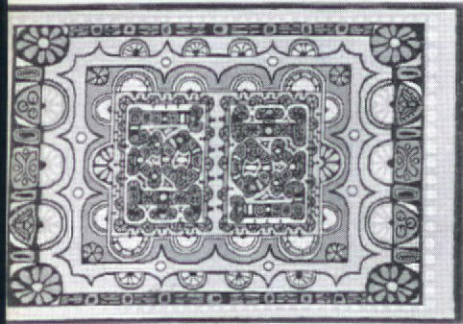
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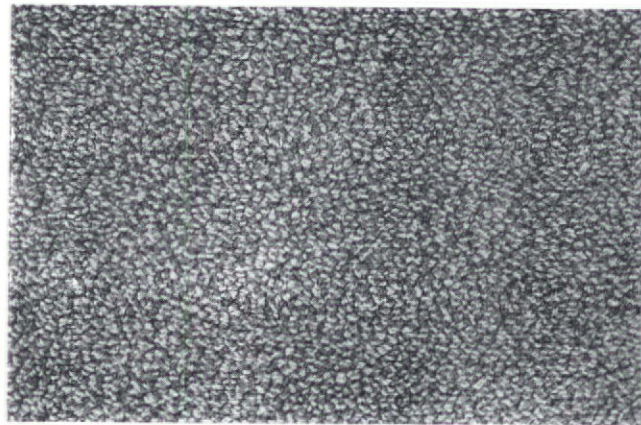
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DYEING METHODS

Just as new fibers and new methods of fabrication continue to be developed, so is it with dyeing. Following is a summary of the major techniques in use today.

Stock Dyeing. The fiber is dyed in bulk before it is spun into a yarn.

Solution Dyeing. Dyeing of man-made fibers while in liquid form, so that dye becomes part of the yarn.

Skein Dyeing. Skeins of yarn are dyed after spinning, before weaving.

Package Dyeing. Dyestuffs are forced under pressure through perforations inside a package on which yarn is wound. Similar to skein dyeing but permitting great color latitude in small minimum weavings.

Space Dyeing. Applications of two or more colors to undyed yarn at predetermined intervals. When space-dyed yarn singles are twisted together, a distinctive color-blending effect results.

Piece Dyeing. Prevalent for tufted

carpet, especially carpet of nylon. Generally four or five rolls of carpet are dyed together in a dye bath, making up one dye lot. Among refinements of this method are the use of dye-resist agents prior to piece dyeing, to produce planned color variation, and cationic dyeing of nylon. Cationic dyeing enables a three-color effect to be obtained in a single dye bath, keeping dyeing costs down, and consequently, the end cost of the carpet.

Multi-Krome is the name of a new piece-dyeing process engineered by the Wool Bureau in cooperation with Roxbury. Raw wool stock is treated chemically before it is spun or dyed. It is then spun into yarn and combined with untreated yarns in tufting or weaving a carpet. When placed in a single dye bath, it comes out as a two-color carpet, or as a light-and-dark-toned carpet in a single color. Resulting economies in manufac-

ture are seen broadening users' choices at the same time that they broaden the market for wool carpet.

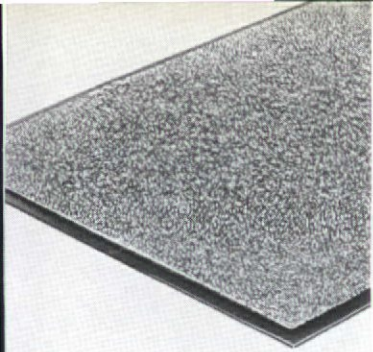
Print Dyeing. Using giant screens engraved with the design desired, this process applies pre-metallized dyestuffs in sequence with the screens. There are two methods of achieving dye penetration:

1. *Electro-magnetic.* Magnetic attraction operating in the pattern of each screen draws the respective pre-metallized dyestuffs through the fabric.

2. *Positive vacuum.* Huge fans generate a vacuum beneath the pattern screens, pulling the dyestuffs through the fabric.

Print-dyeing is fast and economical, opening up new design possibilities for both tufted and flocked carpet.

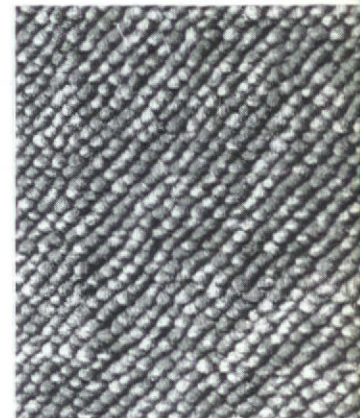
Note that regardless of what dyeing method is used, it is realistic to expect some variation in color from one dye lot to another.



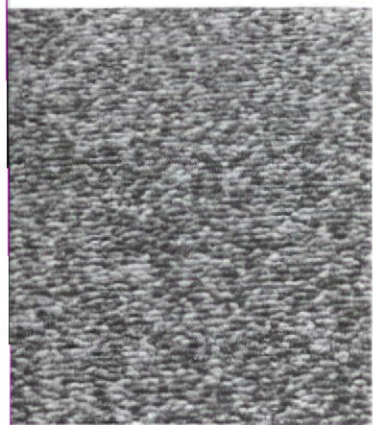
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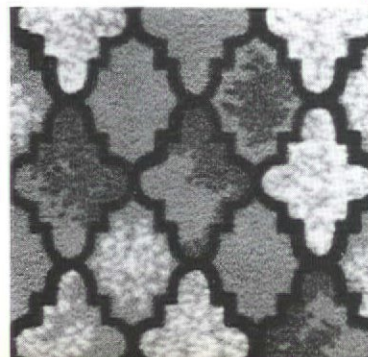
H



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K

A Atlantis, a strikingly handsome abstract patterned carpet of 100% Herculon olefin fiber, is designed by Beauty Tuft, Inc. Easy-care olefin fiber face has high density foam-rubber secondary backing. Circle No. 127.

B Installation of Chris Craft Industries, Inc.'s Rain or Shine carpeting is at a sidewalk cafe. Made of Herculon polypropylene olefin fiber, the carpeting is available in decorator and standard colors. Circle No. 128.

C Heightstown Rug Co.'s new line, featuring Zefkrome acrylic fiber, is available in a full range of multikrome colors. Circle No. 129.

D Indoor/outdoor carpet is showing up where no carpet has ever dared to go before. Here, Orcco Industries' Sun & Shade in the La Costa pattern is used in an auto showroom, where its stain resistance and easy care features are important. Circle No. 130.

E Cut nylon pile is permanently fused to vinyl backing to make Musson Rubber Co.'s Astral vinyl mats and runners. The tweed pattern is available in four colors. Circle No. 131.

F Densylon Medicarpet, Commercial Carpet Corp.'s hospital carpet system, is installed throughout this hospital. Developed specifically for medical facilities, Medicarpet provides superior bacteria control, is easy to maintain, and increases floor safety. Circle No. 132.

G Steelhead, one of Walter Carpet Mills' new Commercial Forecast Series, is of Herculon polypropylene in approved label weights, 12-foot widths. Circle No. 133.

H Centre Isle is a super-density commercial carpet developed by Congoleum-Nairn's Loomweve division for traffic-heavy areas. Tightly constructed of continuous filament nylon, the carpet is non-allergenic, resists abrasion and stains, won't pill or fuzz. Circle No. 134.

I Wall-to-wall Four Seasons indoor/outdoor carpet is made of Marvess olefin fiber to resist stains and soil. Circle No. 135.

J Scotch Plaid in four frame, all-wool Wilton was designed by Downs Carpet for use in this restaurant setting. Circle No. 136.

K Mediterranean, a Monarch Carpet Mills pattern showing a precisely placed tile outlined in strong shades is printed by the Colorset process. Easy maintenance is inherent in the nylon fabric. Circle No. 137.

SPECIFYING FOR SPECIAL USES

An assortment of comparative charts setting forth fiber characteristics is available, few if any agreeing in all details. If any specify flammability characteristics, or other reactions to heat, they have yet to cross CONTRACT's desk. Yet particularly in such markets as hospitals and schools, two areas of increasing carpet utilization, this is a crucial factor. (See 3.9 of Federal Specification DDD-C-95. While this refers to the flame resistance of the finished carpet, that does depend largely on the fiber's characteristics.)

It should be noted, however, that a sizable number of mills include flammability characteristics in the manufacturing specifications of their contract carpet lines. In the absence of any semblance of unanimity in the industry, introducing yet another comparative chart would only compound the confusion. The reader is advised to avail himself of such data from various mills and trade associations, to check specifics with the contract carpet specialists he knows and trusts, and then to draw his own conclusions.

The previously cited Federal specification offers some guidance, though not encompassing either polyester or polypropylene, and not allowing for the fact that carpet with bonded backing of either high-density foam or sponge rubber need not have the same weight of pile as other carpet in order to perform satisfactorily. Following is the text of Section 6.1:

"6.1 *Intended use.* As a guide in the selection of the quality of carpet to be used in the various areas of use, the following suggestions are offered. It

should be kept in mind that each installation must be judged carefully as to the peculiar traffic conditions expected. In some areas, it might be advisable to use a heavier, better grade due to the peculiar wear factors in these situations. As a basis for estimating probable carpet performance in use, the levels of traffic experienced can be broken down as follows:

"Light—Bedrooms, dressing rooms, some dining rooms in private homes.

"Medium—Living and dining rooms in private homes, private offices, motel and hotel bedrooms.

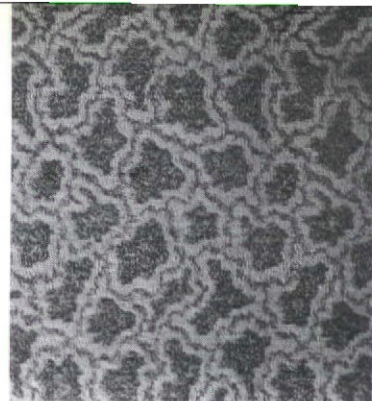
"Heavy—Commercial type installations in office buildings, public rooms hotel lobbies, stairways and stores.

"Carpet having wool, acrylic, or mod-acrylic pile yarn in the range of approximately 20 ounces per square yard or more should be satisfactory for light traffic. [Ed. note: The *more* presumably refers to ounces rather than yards.] Fabrics of 25 ounces per square yard or more of pile yarn should be satisfactory for heavy traffic. Carpet having 100 percent nylon pile yarn in weights of 20 ounces per square yard or more should be satisfactory for medium traffic. Those having 28 ounces per square yard or more should be satisfactory for heavy traffic."

As noted earlier, pile weight is a major indicator of quality, but cannot be considered in isolation. For example, a carpet with a long, limp shag pile could weigh in handsomely, yet lack the density and firmness to perform adequately in a heavy traffic area. Thus, usual tables generally list the following items:

SPECIFICATIONS TABLE OF PHYSICAL REQUIREMENTS

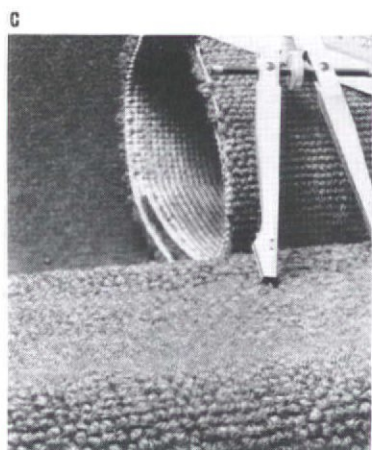
Tufts (per sq. in.)	Material—Pile
Shots/wire	Chain
Weight—oz. per sq. yd.	Filling
Primary Back	Stuffer
Secondary Back	Back Coating—oz. per sq. yd.
Pile	Tuft Bind (oz.)
Total	Ply twist turns (per in.)
Pile Height	



A



B



C



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CARPET FABRICATION METHODS

Flocking. Embedding very short fibers in a backing, usually done electrostatically for carpet, producing a cut pile surface with a single-level, velvety look.

Knitting. Using a knitting machine to loop together the backing yarn, stitching yarn, and pile yarn, resulting in a loop pile fabric.

Punching. Also called needlepunch, used primarily for indoor-outdoor carpet types. Fibers are punched or needled into a backbone material, not stitched. This is compressed into a felt-like fabric.

Tufting. Stitching tufts of pile into

a backing material with a tufting machine, essentially a sewing machine, although it may have more than one hundred needles, plus electronic controls governing the needles, for pattern effects. This method has grown to the point where it accounts for about 90 percent of all carpet production.

Weaving. Making carpet on a loom which interlaces the threads forming the backing and the pile. The lengthwise threads—chain, stuffer, and pile—are the *warp*. The yarns going across the carpet are the *weft*, or *filling*. Looms used for carpet weaving are the Axminster, Velvet, and Wilton.

FIBERS

Following is a brief description of the fibers which predominate in contract carpet today:

Acrylic. Composed of at least 85 percent acrylonitrile, often described as the most wool-like of the man-made fibers. It has superior resistance to soiling and chemicals, excellent resilience, wear resistance, and dyeability.

Nylon. A polymer family, called polyamides, two of which—nylon 66 and nylon 6—are used to make both staple and bulked continuous filament carpet yarn. Exceptionally strong and tough, nylon today is the largest single source of carpet fiber. It tends to show soil more readily than some other fibers, however, and also to build up static electricity charges in low-humidity conditions. Nylon cleans easily. *Antron*, a nylon with improved soiling and static-reducing characteristics gained from modified ingredients, is a premium grade.

Olefin. Polypropylene is the only olefin used for carpets to date. Light in weight, relatively free of static problems, very tough, and easy to clean, it offers distinct advantages when appropriately used. Among its major drawbacks are a low softening

point and a low melting point. Though not regarded as flammable, the fiber is highly vulnerable to breakdown from tobacco, ash, and cigarette burns.

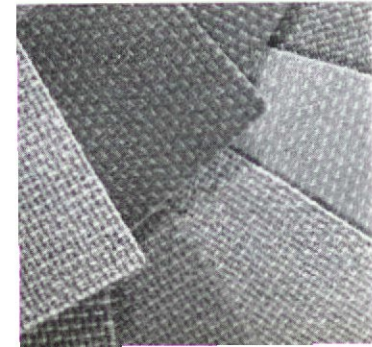
Polyester. The fiber forming substance is any long chain synthetic polymer with at least 85 percent of an ester of a dihydric alcohol and terephthalic acid. Polyester fibers have strength, high resistance to stretching, and to most chemicals. It is a relatively new fiber and a tough one.

Wool. The traditional carpet fiber, it is outstanding for resilience, cleanability, and appearance retention. Woolen yarns, of interlocked long and short fibers, are softer and bulkier than worsted yarns, spun from long wool fibers only. Wool carpets are now almost universally mothproofed at the mill. (Man-made fibers are inherently mothproof.)

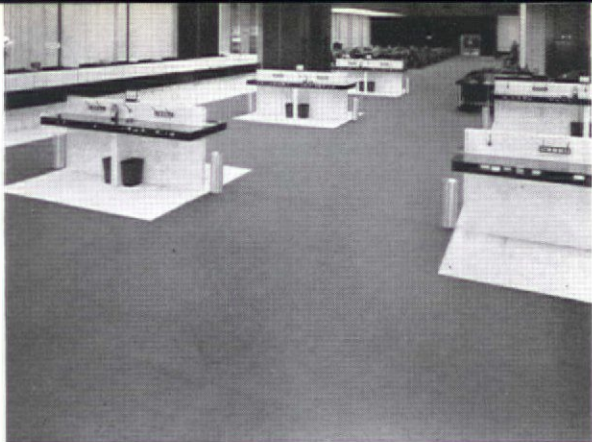
Fiber blends. Blends of carpet fibers are used to gain a combination of qualities otherwise unavailable. Among these are acrylic-modacrylic, acrylic-nylon, and wool-nylon. A *bi-constituent* fiber combining polyester and nylon, AC 0001, is being checked out for product performance by Allied Chemical. Its use in contract carpet is contemplated.



K



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A



B

A Customers at Mercantile Trust Co., St. Louis, are given the red carpet treatment—supplied by Roselan, a plush, high-cut pile Wilton carpet. The Stevens Gulistan carpet is 100% Acrilan. Circle No. 115.

B Machine-loomed in 100% virgin wool, with 550,000 tufts to the square yard, Dylan Carpet's oriental rug collection includes the best among Bokaras, Afgans, Antique Chinese, Feraghans, Kashmirs, Ispahans, Keshans, Kirmans, as well as prayer rugs. Circle No. 116.

C Tiffany, by V'Soske, was inspired by the water lily bowl and interpreted by Robert Wallace, designer for the V'Soske plant in Ireland. The 8' 8" rug is notable for its delicate texture and shading. Circle No. 117.

D Callaway's American Hearth not only fits in well with any interior decor, but can be used also on patios and terraces by virtue of its 100% Acrilan acrylic fiber. It is offered in 12' and 15' widths. Circle No. 118.

E The shaggy look is in and Thomas Pride uses it for West Side, a new broadloom carpet of 100% Alvin Polyester, newest fiber from American Viscose. In 12' and 15' widths, there are 14 colors. Circle No. 119.

F More than 4000 persons a day walked over vivid red Andulane carpet by Alexander Smith during a performance test at United Air Lines terminal at Kennedy Airport in New York. Stretching 109 feet down the corridor, the carpet is of 100% Antron nylon. Circle No. 120.

G More than 1,500 sq. yd. of A.C.E. nylon carpet was installed at Hoag Memorial Hospital in Newport Beach, Calif. Called Port Supreme and milled by Porter Carpets, it is a dense, level-loop that meets all code requirements for hospital use. Circle No. 121.

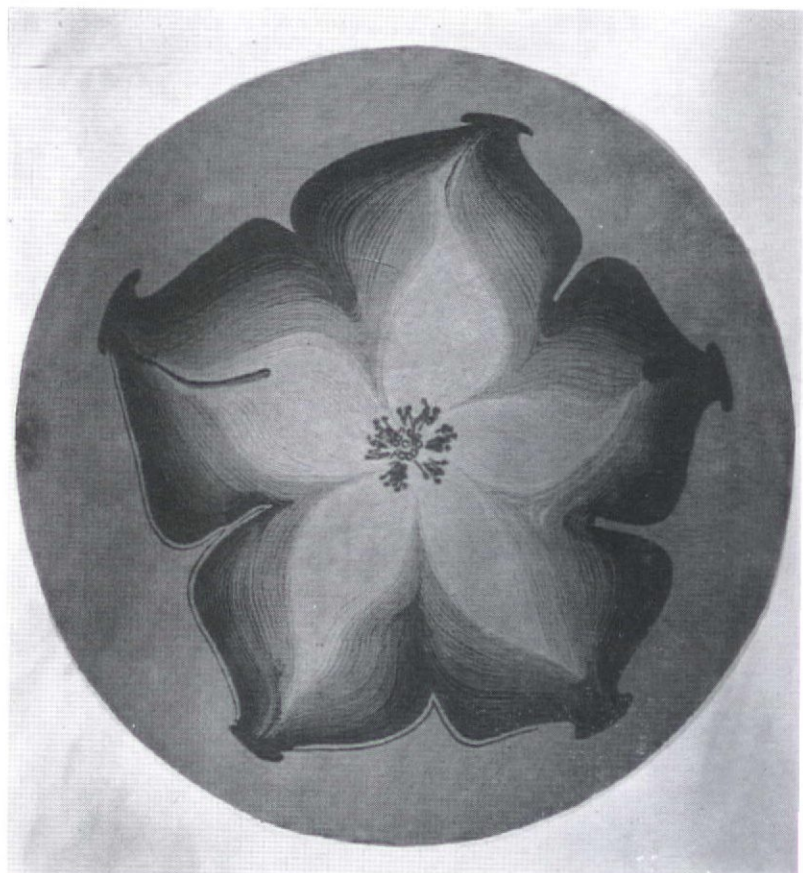
H Texture is achieved in C. H. Masland's newest commercial quality carpet, one of four new stock qualities, constructed for use in public areas. Circle No. 122.

I Area rugs durably constructed for contract use are offered in a number of styles by Sweetwater Rug Co., supplementing its contract broadlooms. Circle No. 123.

J Corduroy rib is effected in Cord Tones, in Collins & Aikman's Powerbond series of pile-vinyl floor coverings made with A.C.E.'s commercial nylon. Powerbond has dense, 13-gauge construction consisting of four fused layers: nylon surface, polypropylene stabilizer, a vinyl pre-coat, and vinyl backing. Circle No. 124.

K Barwick Mills' Colorset process—an electromagnetic technique for screen printing—achieves a bold burst of bright flowers on a 100% nylon ground. Circle No. 125.

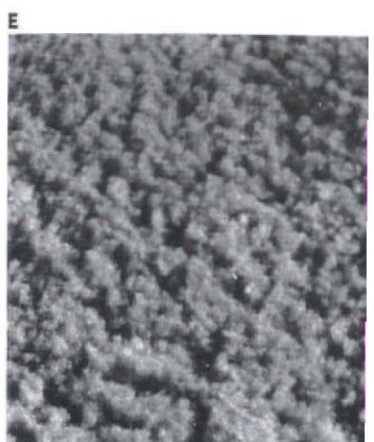
L Non-static carpeting is achieved with Brunsmet stainless steel fiber, combined with all-wool pile in Oxford Mills' new lines. Circle No. 126.



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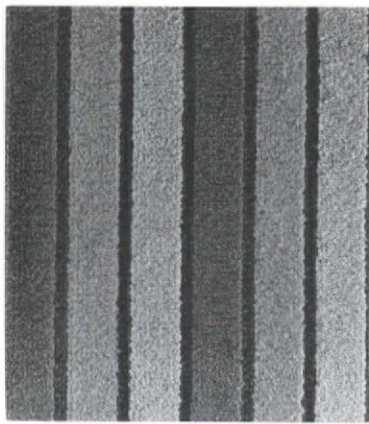
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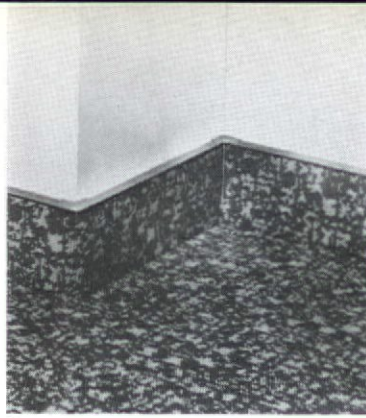
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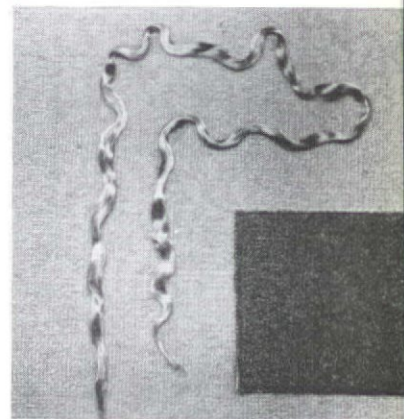


D



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F



G

A The Scottish Brigade Collection of tartan carpets from Hardwick & Magee features a 9-inch-square block self-repeating pattern. Circle No. 104.

B A dense, tufted In/Outdoor carpet, Sun 'n Fun by Crown Tuft, has a new secondary backing which features a layer of foam rubber embossed with rigid squares. Circle No. 105.

C Alternating wide and narrow bands of multi-colored stripes create the design of World's Band Stand. Circle No. 106.

D Carpet Base by Viking provides an effective means of finishing off a wall-to-wall installation. It corners exactly and is available in all colors of Hearthstone and Explorer. Circle No. 107.

E Aldon's Spearhead, made with DuPont's Antron, is said to achieve up to 70 percent lower visible soil rate than any other flooring. Circle No. 108.

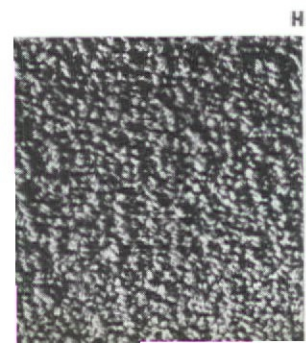
F Woodland is a new shock-free wool carpet by Stratton. Only .0016 percent of Brunsmet stainless steel fiber (shown on the carpet) is blended with the pure wool yarn to eliminate static shock. Circle No. 109.

G Rich jacquard Wilton carpets, custom-designed and woven by Philadelphia Carpet Co., have been installed in an historic Colonial mansion in Boston, the new home of the New England chapter of AID. Circle No. 111.

H Windfall, a new tip-sheared carpet from Patcraft, is made of 100 percent Avlin polyester, the newest fiber from American Viscose. Circle No. 112.

I Flower Power is bold floral made of Allied Chemical's Tri-Dye nylon carpet yarn and produced by Langhorne Mills. Circle No. 113.

J Colonial Brick by Crown Products is an easy to maintain, highly durable carpet available in five vivid colors. Circle No. 114.



H



I



J

room—for different reasons in each case. The carpet that the client needs will result from the appropriate combination of elements such as those listed in the chart on the right. Typically, a high pile wool rug, that perhaps is sculptured and has an underlayment that invites being sunk into, would logically be specified for the office of the board chairman. A nylon construction with a high-density foam backing might logically be specified for a high-traffic lobby area, where slush and rain may be dragged in with regularity. Of course, the components will vary from installation to installation with such variables as amount of traffic, soiling conditions, maintenance requirements.

**REPRESENTATIVE LIST OF
MANUFACTURING SPECIFICATIONS FOR CONTRACT CARPET**

Quality (brand name)	Yarn Weight
Pile (or face) Yarn	Primary Back
Yarn Size	Secondary Back
Pitch (or Gauge)	Total Weight (sq. yd.)
Rows (or Wires, or Stitches)	Widths
Pile Height	Color

The significant components

Here are definitions of key terms used in specifying carpet:

Backing. The carpet's underside, which secures the pile yarns. Tufted and flocked carpets have a *primary back*, a separate sheet through which the pile yarns are stitched or to which they are flocked. The backing of woven carpets is constructed in the course of weaving. Among yarns used for backing are cotton, jute, kraftcord, rayon, polypropylene and wool (in a Chenille carpet construction). Nonwoven primary backings also are on the market.

Most carpet is coated on the back with latex, to seal the back and lock in the tufts. Most tufted and flocked carpet, and some woven, have a *secondary backing* for improved dimensional stability and tuft bond. Secondary backing of high-density foam or of sponge rubber continues to gain acceptance. This integrates carpet and cushion, which is advantageous under certain circumstances, discussed further in this article.

Face (or yarn) Weight. Ounces of surface yarn per square yard of carpet. This standard has largely replaced *yarn count*, the number of yards of yarn per ounce in a single ply. Some-

times this is expressed in terms of *denier*. Face weight is a major index of carpet quality. Taken with the pile (or face) height and density, plus the fiber being used, the performance quality of the carpet may be established for comparison with other constructions.

Ply. In wool or worsted yarns, the number of strands used in the finished yarn. All other factors being equal—weight, height, etc.—the ply count does not seem to affect wear life significantly.

Pile Height or Wire Height. The height of the yarn above the carpet backing, expressed in fractions of an inch in tufted carpet, thousandths of an inch in Wiltons, which are woven over wires, hence the term *wire height*. In Axminsters the end-to-end length of a tuft is measured. Therefore a 32/64 inch Axminster is less than 1/4 inch high.

Rows, Stitches, Wires. Number of rows of tufts in one lengthwise inch of carpet.

Picks per Inch. On upholstery-type fabrics, the number of filling insertions making up one inch of fabric, used instead of *wire* or *row*, to indicate

closeness of weave lengthwise in carpet.

Pitch, Gauge. In woven goods, the number of pile ends or tufts across a 27-inch width is the pitch. In tufted carpet, the term *gauge* is used, denoting the widthwise spacing of a row of tufting needles. Thus 1/8 inch gauge goods has tufts spaced 1/8 inch apart across the width. The same is true of .216 pitch: $216 \div 27 \text{ inches} = 8 \text{ tufts per inch}$.

Frames. In Wiltons only. The number of racks (2 to 6) holding spools of pile yarn for the Jacquard loom. Each frame may represent a different color, though only one at a time shows on the carpet face while the others are in the back of the carpet.

Filament. Single, continuous fiber strand.

Staple. Short lengths of basic fiber from which yarns are spun.

Moresque. A multi-colored ply yarn made by twisting two or more different colored single yarns together.

Cut Pile. Fabric, often called plush, with a face consisting of cut ends of pile yarn.

Loop pile. Carpet with loops of surface yarns left uncut.

HOW TO SPECIFY CONTRACT CARPETING

A PRIMER DESIGNED TO ACQUAINT THE DESIGNER/SPECIFIER WITH TERMS, COMPONENTS, AND DEVELOPMENTS IN THE FIELD OF CONTRACT CARPETING

Time was when contract carpet was a wool Wilton, Velvet, or nine-row "Axe," built to wear like iron. Today contract carpet may be made of acrylic, nylon, olefin, polyester, or wool. It may be tufted, woven, or flopped—and one of these days it may be frozen. It may be built to wear like iron, or to last only until the next renovation, two or three years away. There actually may be some iron in it—in the form of stainless steel fibers that prevent electrostatic buildup, reducing shock hazards, retarding soiling, and improving cleanability.

To the proliferation of fibers and fabricating methods, add new backings, cushions, and methods of dyeing and installation. Small wonder that the Federal Specification, DDD-C-95, "Carpets and Rugs, Wool, Nylon, Acrylic, Modacrylic," takes up 18 tightly printed pages.

Obviously the contract carpet specifier needs a grounding in the essentials of carpet. Thus equipped, he can apply his knowledge to the needs—and the budget—of his client and arrive at a suitable specification. To provide a compact body of basic information, essential data have been assembled here. Consider these for "openers."

Avail yourself of the informational materials furnished by carpet resources, fiber suppliers, and industry associations. By all means, develop and read a compact but complete library on contract carpet, such as outlined at the end of this article. And (at the risk of being obvious) consult with the contract carpet specialists employed by the carpet mills.

Checklist of mill specs

Following is a representative list of manufacturing specifications for contract carpet, similar to the specs most mills furnish. It is a list of variables, capable of yielding a near-infinite variety of carpet.

These variables are so interrelated that they must be considered together with the end-use in evaluating carpet, even though each must be comprehended in its own right. Thus the ideal cushion for the carpet in a fur salon could be a disaster in a fast food restaurant. Practically any fiber can be made into either a marginal or a high quality carpet, or one somewhere in between. Further, the right carpet for a busy office corridor will be wrong for the president's office, the steno, or secretarial pool, or the conference

Acres of contract carpet at Hightstown Rug Co., undergoing quality inspection.

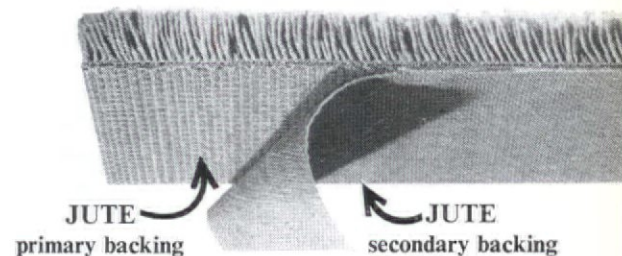


Don't handicap your carpet installer.

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.



**LAYOUT FLEXIBILITY
CUSTOM STYLING • FAST INSTALLATION**

QUICK-CHANGE PARTITIONS

For that custom quality look in remodeling or new construction, turn to Quick Change* Movable Partitions. They're beautiful, economical, and offer complete design flexibility to match any traffic-flow requirement. Your choice of rich-looking Masonite Royalcote prefinished hardboard panels—available in colors or in simulated wood panel surfaces. Your choice of styles, too—low rail, cornice or ceiling height—with or without glass inserts.

Our nationwide network of 60 installers will help you keep your completion schedules, too. Local people, working from local inventory assures fast installation. For details, see Sweet's Architectural File 13A. Or write to us. MASONITE CORPORATION, Dept. C-3, Box 777, Chicago, Illinois 60690.

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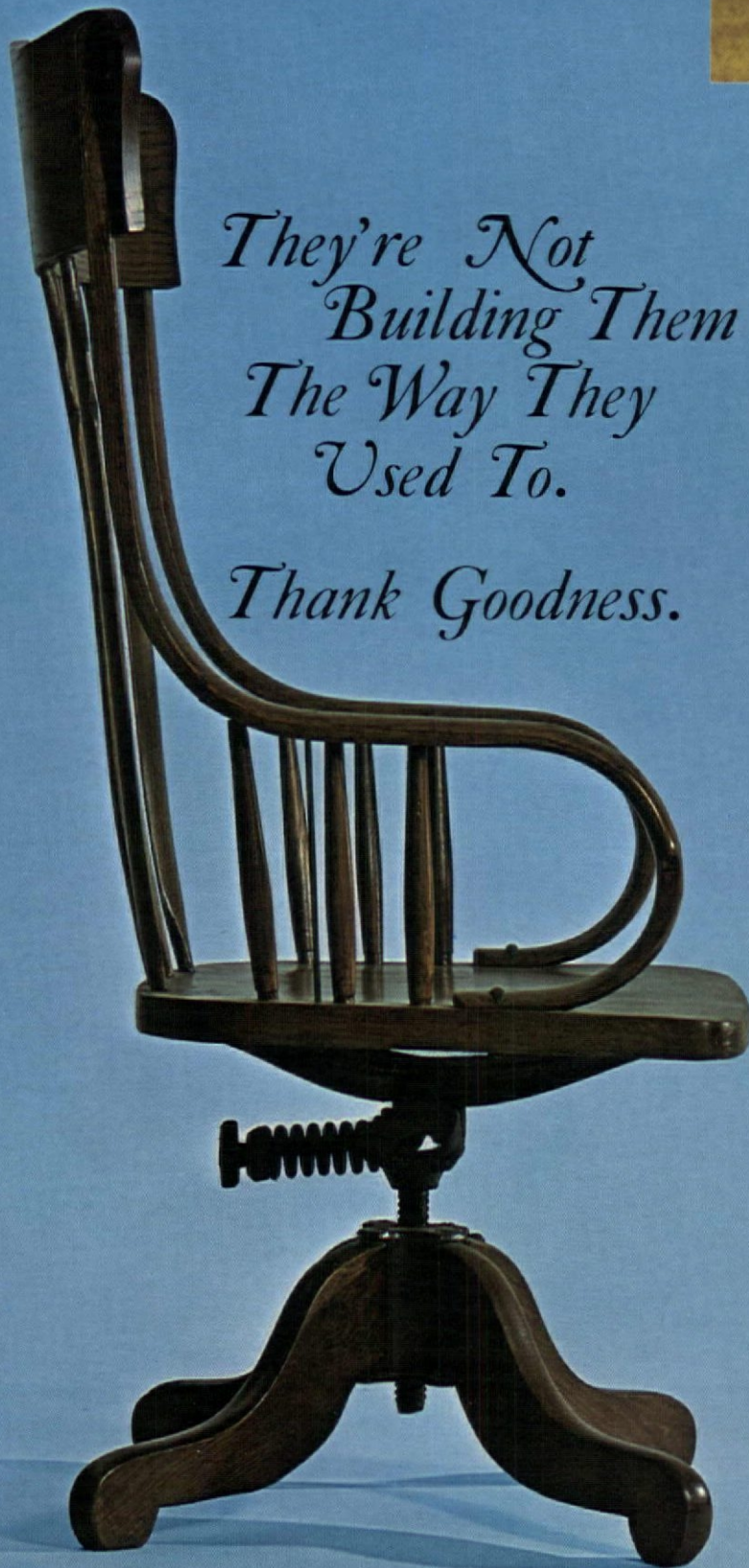
Circle No. 58 on product card facing P. 110

The day of the back breaking office chair went out with the horse-drawn trolley. Now they're building them handsome. Like fine sculpture. Comfortable. Like sitting on a cloud. And with Bassick chair controls they swivel and tilt smoothly.

No squeaks. No squeals.

And Bassick casters complement any chair design. Beautiful, yet functional. Roll easily on any surface. No marking or marring. Keep rolling year after year.

They're *not* building them the way they used to. Neither are we.



*They're Not
Building Them
The Way They
Used To.*

Thank Goodness.

Chair courtesy of Cobbs Mill Country Store, Weston, Connecticut.



You get more carpet in every square inch of our carpet.

It's so dense, traffic lanes can't form. Dirt and grime can't sink in.

It costs less, too. Per square yard, it sells for a dollar or two less than the industry standard.

That's our Executive Line contract carpet.

Quiet, warm, comfortable. It's ideal for commercial installations. Schools. Hospitals. Restaurants. Lobbies. Any heavy traffic areas.

Maintenance? The minimum. Most spillage can be removed with a

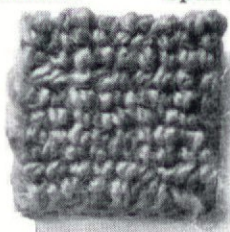
household detergent. Vacuuming removes soil quickly—completely.

How do we make this very special carpet? On our 1/10 gauge machine that produces 80 tufts to the square inch. With all-but-indestructible Acrilan® acrylic fiber (moth-proof, moisture-proof, practically stain-proof) tufted on a Spun Bond manmade backing for exceptional dimensional stability. And with an additional backing—either Rubber Loc or Dual Loc jute—whichever

suits your need best.

It's obvious. You get more carpet in every square inch of our Executive Line—the most satisfactory contract carpet made. The one that saves you money. Shouldn't you specify Executive Line?

Write for your 3" x 5" sample. On request, we will send a copy of On Writing Carpet Specifications and Sweet's File Catalog Number 28E.



Monarch Carpet Mills
CHAMBLEE, GEORGIA

Circle No. 56 on product card facing P. 110

The best idea is paneling.
 And the best paneling ideas
 come from Georgia-Pacific.



New! Chateau™
 Avocado Oak:
 a fashion original for about \$13.

Two home fashion pacesetters, subtle avocado and rugged oak, are combined in the most interesting real wood panel in years. And that low price makes every four-by-eight-foot panel a special value.

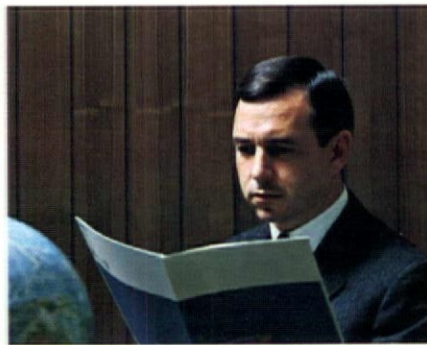
Avocado Oak and the 30 other hardwood grains and colors in the Chateau line are family-proof, too. All have the protection of the exclusive Acryglas® finish . . . and the Good Housekeeping seal.



Gold Crest Walnut

The Decorator Panel

Gold Crest™ can be decorated with tape, metal strips, or fabrics applied in half-inch-wide channels provided every 16 inches. Golden Elm, Pecan, American Walnut, or Rosewood.



Style IV Black Walnut

The Man's Panel

Style IV™ is designed especially for masculine appeal. Black Walnut panels are custom-matched for grain and color. Gives the handcrafted look of four-inch planks.



Walnut Inlaid with Pecan

The Luxury Panel

Inlaid™ gives any room a prestige background. Choose Pecan or Elm inlaid with Walnut strips 1¼ inches wide, 14¾ inches apart. Or Walnut inlaid with Pecan.



GEORGIA-PACIFIC
 THE GROWTH COMPANY

You can shampoo and shampoo and shampoo and shampoo a carpet specified on Poly Bac till it's clean in the face.

Carpets, like people, need to have their faces washed now and then.

(Particularly contract carpeting, where the face pile is heaped with abuse.)

When a carpet has been specified on Poly Bac you can wash and shampoo it as often as you want without fear of "browning."

Poly Bac, a primary backing woven of polypropylene yarn, does not contain the oils or lignins (found in vegetable fiber backings) that can stain through to the surface. And it will not shrink, even after accidental wetting.

It also won't soak up humidity, the major

cause of carpet wrinkles. The result is more stable carpet. Less incidence of restretching.

In addition, Poly Bac is non-allergenic and odor free; unaffected by mildew, insects and bacteria. And it won't rot.

These unique qualities make carpeting in hospitals, schools, kitchens and nurseries, more practical.

So when you contract for carpeting, be specific about the primary back.

Specify Poly Bac.

Patchogue Plymouth Co.

295 Fifth Avenue, N.Y., N.Y. 10016

Circle No. 54 on product card facing P. 110

The logo for Poly Bac features the word "Poly" in a large, elegant, cursive script. Below it, the word "Bac" is written in a similar cursive script, but with a registered trademark symbol (®) to its upper right. A small, sans-serif word "POLYPROPYLENE" is positioned between the two main words.

All wood and a yard wide



One thing we don't mind admitting is that we make good desks. And a typical example is this Executive Desk.

It's cathedral grained genuine walnut. Most of which is cut from the same tree.

It's a good three feet wide. And it's over six feet long.

For design simplicity, the writing slides and drawer locks are concealed.

And you can order the desk impressively plain if you want it that way. Or you can order it with pulls if you don't.

But there are more good features to

this desk than we can tell you about.

Or at least more good features than we're going to tell you about. Because we prefer you see for yourself that it's an honest expression of contemporary design.

**MYRTLE
DESK!**

Pictured here, the W974F Executive Desk from the W900 Series. Write for complete Catalog: Myrtle Desk Co., Dept. OD28, High Point, N. C. 27261
• Showrooms • CHICAGO, 1162 Merchandise Mart, phone 527-2540 • HIGH POINT, Taylor St., phone 885-4021 • Representatives: Pier 50, WA 9-8383,
New York • Wholesale Office Equipment Co.: Los Angeles, AN 8-6104; San Francisco, YU 6-6972; Seattle, MA 2-7143; Denver, TA 5-6174.

8:00 a.m. Bill Appleton checks his case of Trend Contract carpet samples, test reports, specifications, and starts to work. Breakfast, and Bill talks motel carpet maintenance. Then he checks tax depreciation figures with the office. Lunch, Bill reviews fiber performance for hospital conditions. He checks an installer. All day long, nothing but contract carpeting. You might not want your sister to marry Bill, but he's a great guy to buy carpet from.

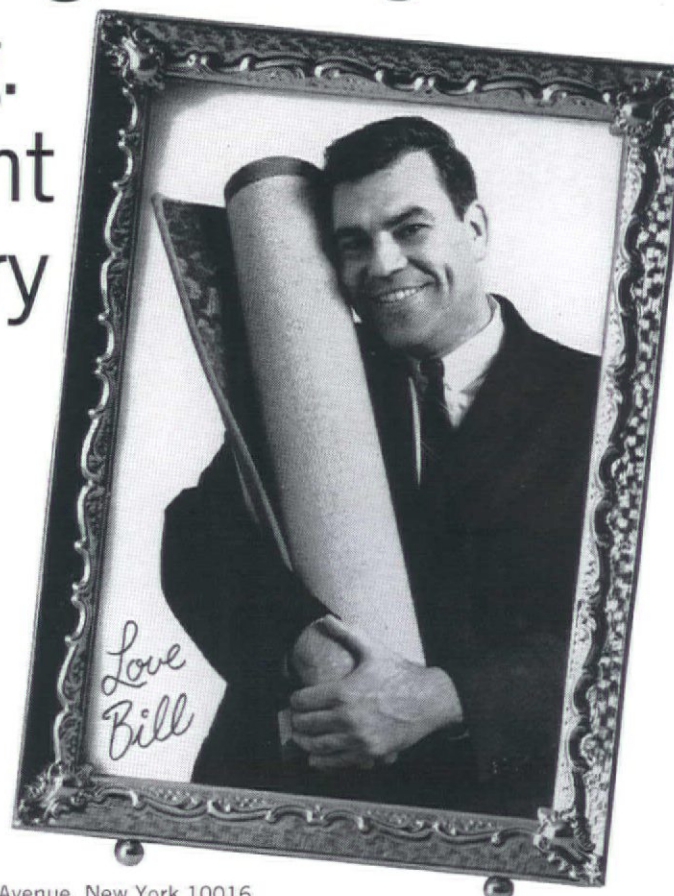
Especially at the price he has to offer.



DIVISION OF TREND MILLS, INC.

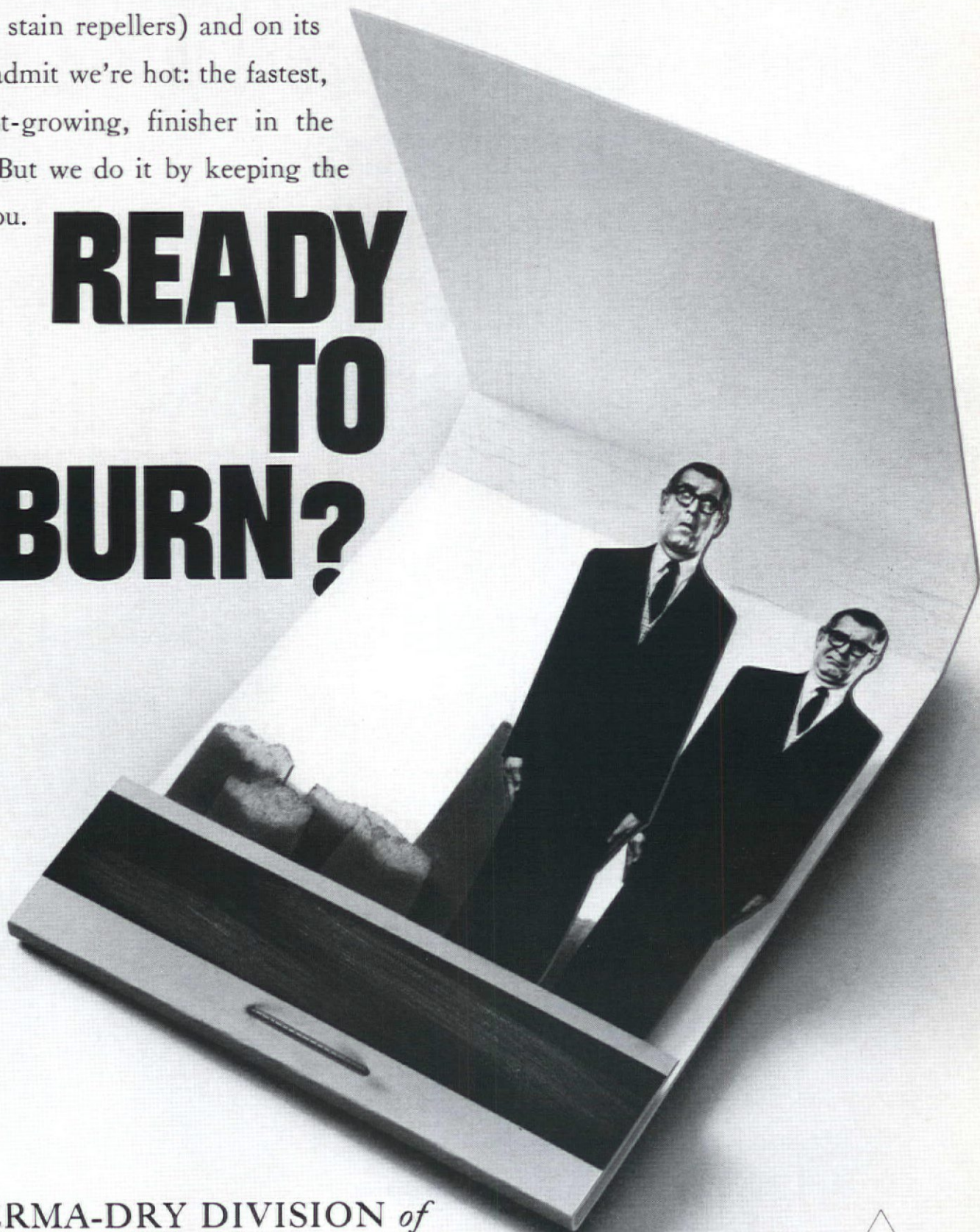
For your free autographed copy of Bill Appleton's Personal Pocket Encyclopedia of Contract Carpeting, write on your professional letterhead to: Trend Contract, Department C-3, 195 Fifth Avenue, New York 10016

Circle No. 52 on product card facing P. 110



You knew you were a match for that bright flameproofing contract. Then you put yourself in the hands of a fabric finisher who was a child when it came to flameproofing requirements in your client's state. (Bad enough if it were the *first* time.) The wrong specs, slow delivery and fading fabric set your client on fire—and you're ready to flare up. Next time, play safe with Kiesling-Hess, the experts on all state and federal requirements. Just 24 hours after your fabric reaches us it will be flameproofed (or treated with Scotchgard* or Ze Pel® stain repellents) and on its way. We admit we're hot: the fastest, and fastest-growing, finisher in the business. But we do it by keeping the heat off you.

READY TO BURN?



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

Custom Finishers to the decorative trade: Flameproofing, Scotchgard*, Ze Pel®, FAB-BAC Fabric Backing
519 West 39th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif.





IMAGE

... a talented new transitional collection from Monarch, for creators of exceptional interiors.

Image is an excellent example of articulate design for executive offices and prestige lounge areas.

In design and translation it is delightfully aesthetic yet completely functional.

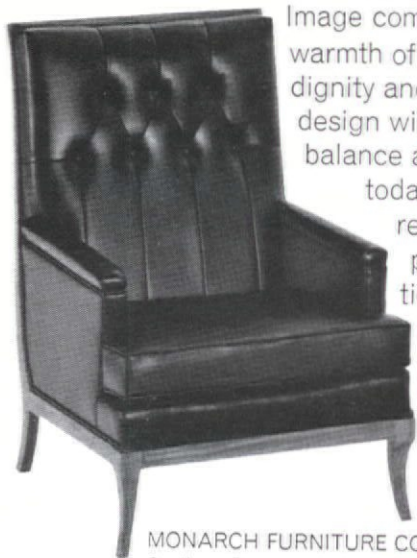


Image combines the warmth of traditional dignity and classic design with the balance and proportion of today's sophisticated requirements, in precise combinations to reflect the best of the past and present. The result is an intense and dramatic new interpretation.



An effect vividly expressed through Monarch's world of exciting fabrics, careful detailing and proud craftsmanship.

The collection offers twenty-five correlated executive, lounge and reception area chairs, sofas and tables.

Image: by the designers and manufacturers of BLUEPRINT, TOWER SUITE, MODULAIRE, PROJECT M, PROGRAM and other famous design groupings.

Watch for exciting new things from Monarch.



Showing: NSOEA Western Convention & Exhibit Booths 224-225, Market Hall, Dallas, Texas, March 2-5



MONARCH

MONARCH FURNITURE COMPANY INCORPORATED □ HIGH POINT, N. C.
 Southern Representatives: Jones Dashiell, Atlanta, Ga., Tel. 404-255-4342 □ Dick Lowe Associates, 3720 La France, Dallas, Texas, Tel. 214-TA 3-4183

now there are specifications for High Density Foam carpet backing!

T-38®

T-38®

T-38® high density foam backing

Somebody had to do it, so we did. We've set up specifications for high density foam carpet backing that'll meet or surpass any specs now existing or proposed. If a carpet manufacturer's high density foam backing carries our T-38 mark, it was applied under our supervision and pretested in our laboratories. Who are we? Only the world's largest compounder of latex backing compounds, that's who.

Specifications Booklet Available

The booklet "SPECIFICATIONS FOR HIGH DENSITY FOAM CARPET BACKING" is available on request to all architects, specifying engineers, carpet manufacturers, contract decorators and builders. Fill in coupon below or write on your letterhead. No charge.

T-38®

T-38®

**TO: TEXTILE RUBBER
& CHEMICAL COMPANY**
RT#1, DALTON, GEORGIA, 30720

Please send booklet "Specifications for High Density Foam Carpet Backing."

NAME: _____ TITLE: _____
 COMPANY: _____
 COMPANY BUSINESS: _____
(Architect, engineering, decorating, etc.)
 ADDRESS: _____
 CITY: _____ STATE: _____ ZIP: _____

Circle No. 49 on product card facing P. 110



“Let’s unpack ‘em. What’s 40 days and 40 nights of rain, when they’re covered by the J. R. Clark 5-year guarantee?”

All furniture makers talk about quality. But talk is cheap.

So we prove the durability of J. R. Clark casuals with something that’s not cheap; a guarantee that insures you against damage due to rust, stains, fading . . . for five years or longer.

Clark casuals—both Rid-Jid and Ames Aire—aren’t maintenance-free by accident. They’re carefree to use because of the care we put into building them.

The construction is all steel; zinc-plated, chromated, epoxy-treated . . . then a high quality enamel finish is baked on. Even the hardware is guaranteed against rust. Vinyl cords are hand wrapped, magically resilient; laugh off sun, rain, salt spray. And our table tops are either tempered, Ripple-Mist glass or sturdy mesh steel.

Clark casuals blend with any decor. Lines are sleek, gracefully molded. Colors are warm, rich, striking.

Your customers will appreciate the construction and beauty of Clark casuals. And you will appreciate their plus profitability.

Write for full-color brochures on Rid-Jid and Ames Aire collections by Clark. Or see Clark casuals for yourself. We are a member of the Contract Manufacturers Center Association, with permanent display space, 1174, Merchandise Mart, Chicago. Other Clark permanent displays at: American Furniture Mart, Chicago; One Park Avenue, New York; Dallas Home Furnishings Mart; Western Furniture Mart, San Francisco; or the Los Angeles Home Furnishings Mart.

CASUALS BY CLARK

The J. R. Clark Company Spring Park, Minnesota 55384

“RID-JID”® AND “AMES AIRE” ARE TRADEMARKS OF THE J. R. CLARK COMPANY

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

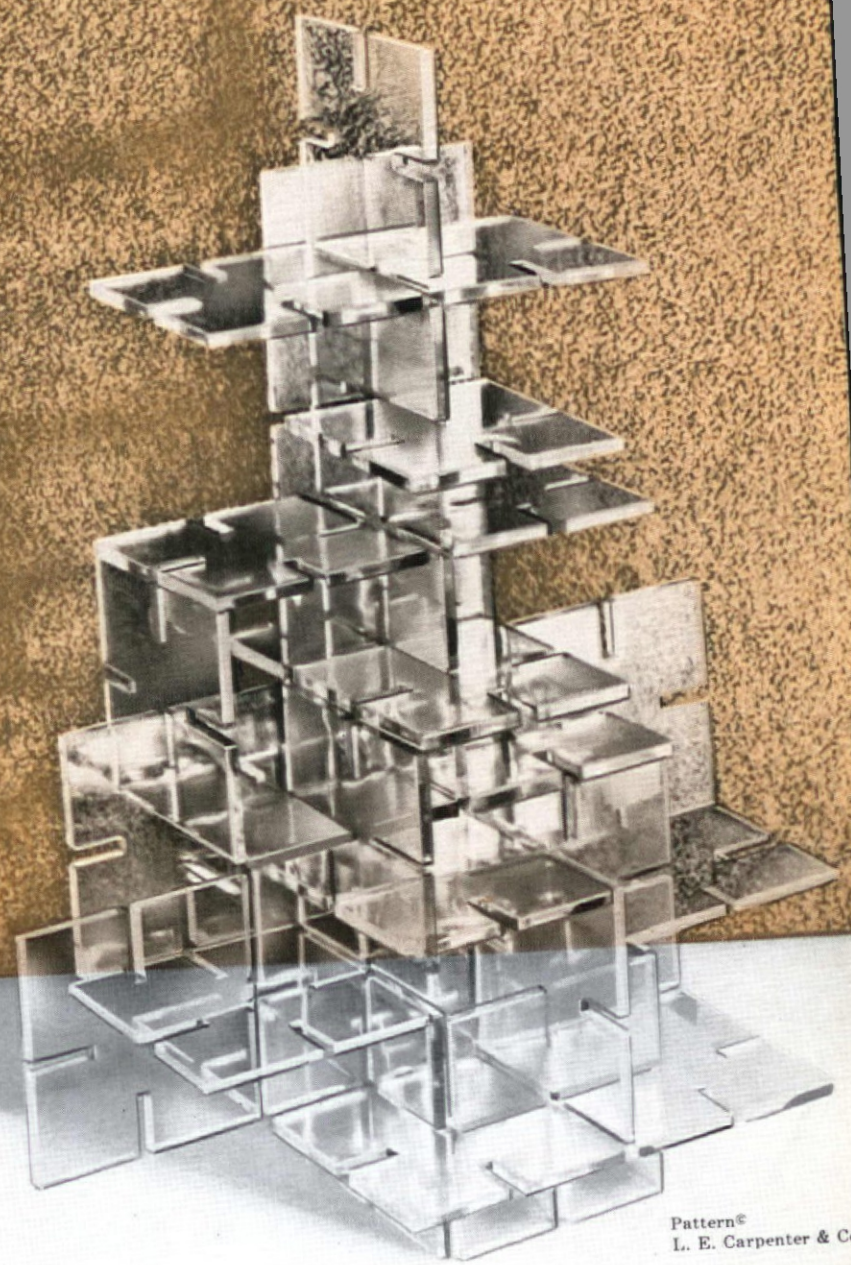
Circle No. 48 on product card facing P. 110

ANOTHER L. E. CARPENTER ORIGINAL

VICRTEX DESIGN

CONDADO

VICRTEX® V.E.F.* Vinyl Wallcoverings



electronically fused

Flowing and rhythmic, Condado warms a wall with a labyrinth of texture, shadings that delicately rise and fall. Can a wallcovering suffuse a room with vitality—and tranquility? Condado does—with every one of its 19 softly lucent colors. Write or 'phone today; ask your Vicrtex man for samples.

Pattern®
L. E. Carpenter & Co.

See our plug in Sweet's



All Vicrtex Fabrics U/L Rated

L. E. CARPENTER & COMPANY
EMPIRE STATE BUILDING, NEW YORK 1, N.Y. LONGACRE 4-0080 • MILL: WHARTON, N. J.
In Canada: Shawinigan Chemicals Limited, Ste. Therese de Blainville, Que. and Weston, Ont.



They're both number ONE *...they're PATCRAFT Carpets!*

There are no number TWO carpets at PATCRAFT! Perhaps because PATCRAFT does try a little harder! Designed especially for your customers who want beauty, luxury and value... as well as long wear and easy care... Patcraft carpets offer the utmost in style... quality... Fashion-First colors... new fibers... and PERFORMANCE!

Stay with PATCRAFT! You'll find Patcraft will help you to be number ONE in SALES... and PROFITS!
PATCRAFT MILLS, INC., Dalton, Ga.



"CONSENSUS"—a 3-level random sheared design with thick, heavy pile of 100% KODEL® polyester. 12 and 15 ft. widths.

"NEW LOOK"—a KODEL® polyester shag carpet with 1½" pile. 12 and 15 ft. widths.

1078 Merchandise Mart, Chicago • 295 Fifth Ave., N. Y. • Trade Mart, Dallas • Merchandise Mart, Atlanta • Merchandise Mart, Los Angeles

Circle No. 46 on product card facing P. 110

Soften a room today.

Start by covering a dull, drab wall with B.F. Goodrich Koroseal vinyl wall covering. And presto—you have a warm, inviting wall. Koroseal comes in 26 patterns, many textures, over 500 warm colors.



If you agree that a lumpy, saggy pillow is a nightmare, get B.F. Goodrich pure latex foam pillows. They're sheer comfort. And nothing but sweet dreams.

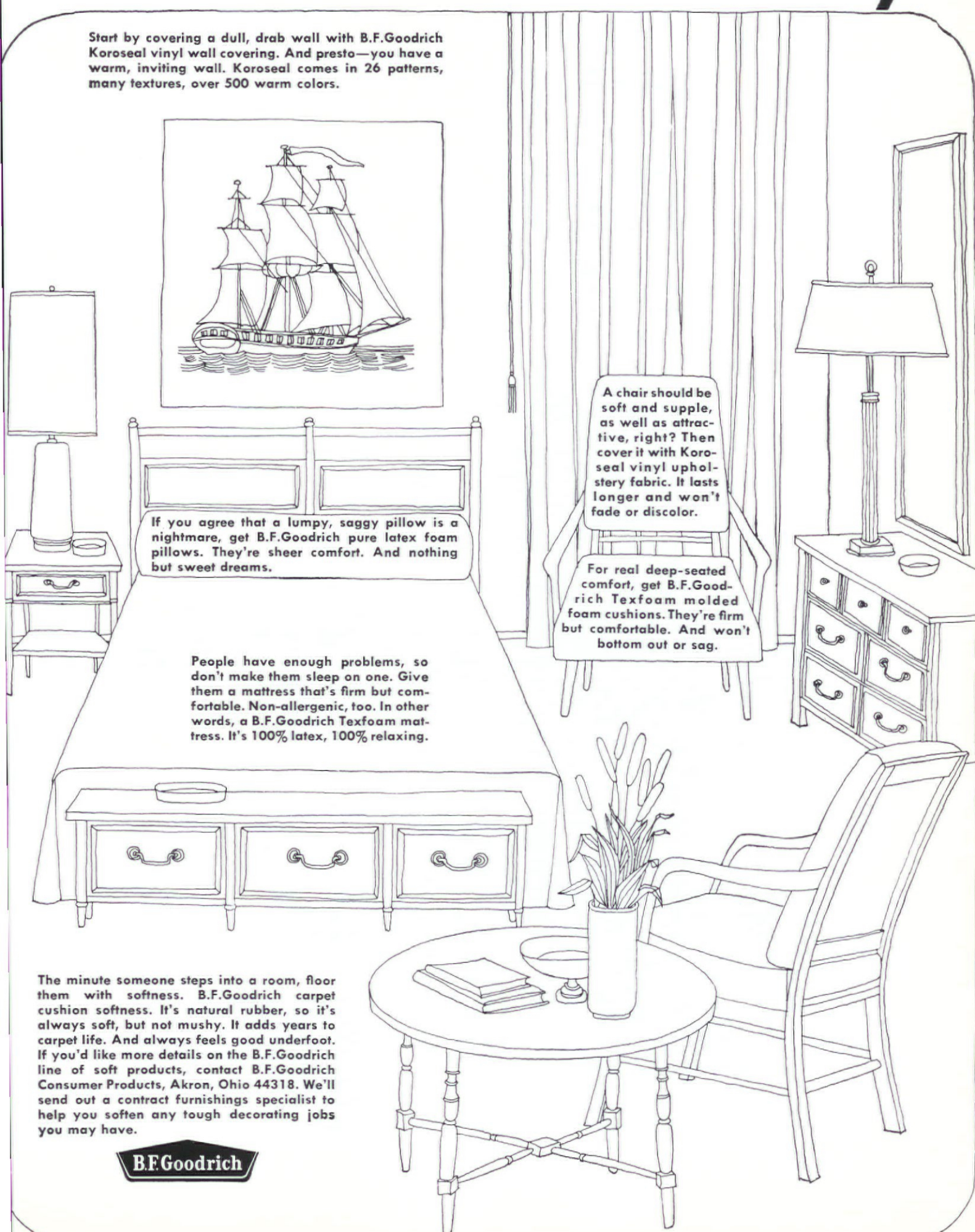
People have enough problems, so don't make them sleep on one. Give them a mattress that's firm but comfortable. Non-allergenic, too. In other words, a B.F. Goodrich Texfoam mattress. It's 100% latex, 100% relaxing.

A chair should be soft and supple, as well as attractive, right? Then cover it with Koroseal vinyl upholstery fabric. It lasts longer and won't fade or discolor.

For real deep-seated comfort, get B.F. Goodrich Texfoam molded foam cushions. They're firm but comfortable. And won't bottom out or sag.

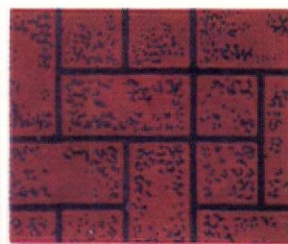
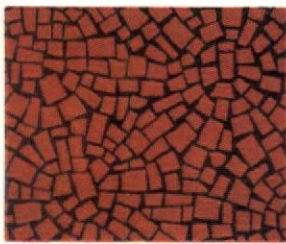
The minute someone steps into a room, floor them with softness. B.F. Goodrich carpet cushion softness. It's natural rubber, so it's always soft, but not mushy. It adds years to carpet life. And always feels good underfoot. If you'd like more details on the B.F. Goodrich line of soft products, contact B.F. Goodrich Consumer Products, Akron, Ohio 44318. We'll send out a contract furnishings specialist to help you soften any tough decorating jobs you may have.

B.F. Goodrich





New from Ozite...lowest priced pattern carpet ever!



It's Ozite Outdoor-Indoor Pattern Carpet! Now get all the proven features of original Ozite Outdoor-Indoor Carpet made with Vectra fiber...and striking patterns, too! These aren't burned-in designs that catch and hold dirt. They're actual patterns...three in all...*Brick, Wrought Iron* and *Mosaic*...and each pattern comes in different colors. We call it Ozite Fiesta Carpet. Amazing Vectra fiber is colorfast...won't rot. Dense, firm surface resists soiling, is not affected by mildew. Low-cost installation. Seams beautifully. Face yarn will not ravel or sprout. There's no finer decorative carpet value for commercial and residential installations...indoors or out!

Solid colors with rubber back! There isn't a more solid carpet value than Ozite Town-Aire Carpet! All the durability of Ozite Outdoor-Indoor Carpet, but with built-in high density foam rubber back for indoor use. Outstanding dimensional stability. Easy to install and maintain. See new Ozite Fiesta Carpet and Town-Aire Carpet at your Ozite dealer now.



Ozite CARPET PRODUCTS made with **Vectra** OLEFIN FIBER

Ozite® is the registered trademark of the Ozite Corporation, Merchandise Mart, Chicago, Illinois.

Vectra® olefin fiber is manufactured by Enjay Fibers and Laminates Company, Odenton, Maryland, a division of Enjay Chemical Company. Enjay makes fiber, not carpets.

Circle No. 44 on product card facing P. 110

“



Robert P. Lee, Director
The Wisconsin Center and Alumni House

We needed
quality folding tables
with crisp styling
and durability.

Hamilton's
Designer Line
filled the bill. ”



Lakeshore Room
The Wisconsin Center and Alumni House
The University of Wisconsin
Madison, Wisconsin

Architects: Berners, Schrober and Kilp
Green Bay, Wisconsin

Hamilton created the Designer Line for beauty and strength first. Then they ingeniously engineered the satin-chrome legs so they fold for space-saving storage. Result? Folding tables that don't look like folding tables.

Elegant suede Regency Walnut tops of Formica® look and feel like real walnut. The fully unitized steel frame gives each table strength and rigidity.

Choose from a spectrum of sizes: ovals, rounds, squares, and rectangles. All are available in a wide variety of Formica patterns. Call your Hamilton representative, or write: Hamilton Manufacturing Company, Mobile and Folding Products Division, Two Rivers, Wisconsin.

Hamilton®

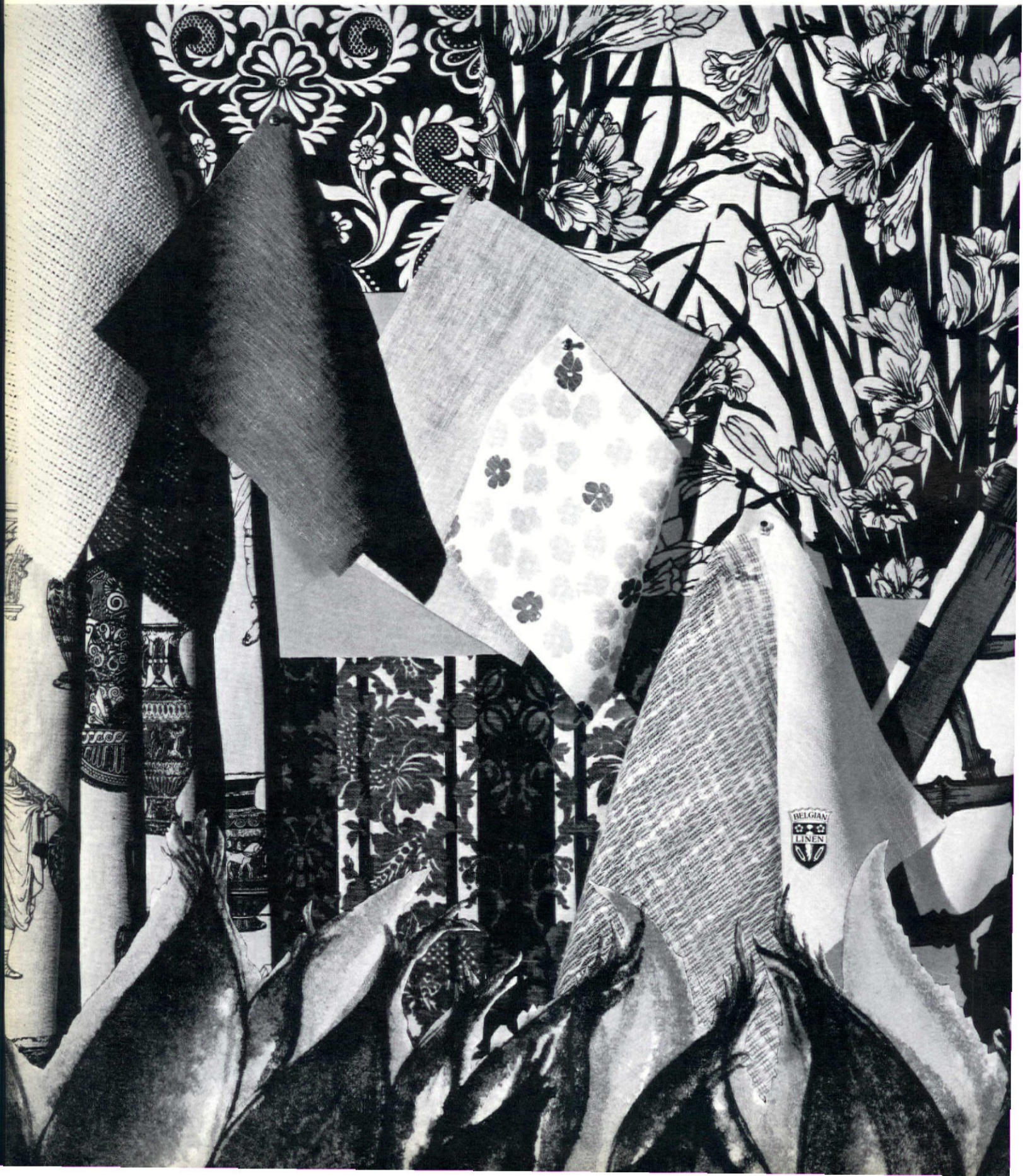
Circle No. 43 on product card facing P. 110

When The Flames Come Protected **BELGIAN LINEN** Has Nothing To Fear

Each week hundreds of yards of Belgian Linen are flame-proofed. Whatever the weave—sheer, regular, novelty or heavy, all are defended from fire. Custom and stock prints also. These samples were processed, without change of color or hand, by Kiesling-Hess, Philadelphia.

Designers specify this protective finish, at a nominal cost, for installations in public buildings, hotels, restaurants, offices, motels, steamships, colleges, in fact most any place people congregate. It complies with Federal, state and local regulations.

For further information call or write: **THE BELGIAN LINEN ASSOCIATION**, 280 Madison Ave., New York, N.Y. 10016





The Tireless Carpet

Carpet of HERCULON* olefin fiber is designed to take abuse. Tons of it. Put these tough, broad-shouldered fibers anywhere, under any kind of traffic. Even in an auto showroom they come up clean and fresh. That's because dirt, grime and stains are held near the surface where quick-and-easy maintenance carts them away. To find out why tired, worn-out carpet is as obsolete as last year's model contact:

Fibers Merchandising,
Hercules Incorporated,
Wilmington, Delaware
19899. (302) 656-9811.

**Since when?
Since Herculon.®**

*Hercules registered trademark



As stated in American Hospital Supply Buying Guide...



"Our quality built contract mattresses specify Perm-A-Lator grid to prevent coil-feel"

Bert Vonderahe, Product Manager, American Hospital Supply

Copies of American Hospital Buying Guide may be obtained by writing to Perm-A-Lator or Bert Vonderahe, American Hospital Supply, Evanston, Illinois

Why Perm-A-Lator Grid?

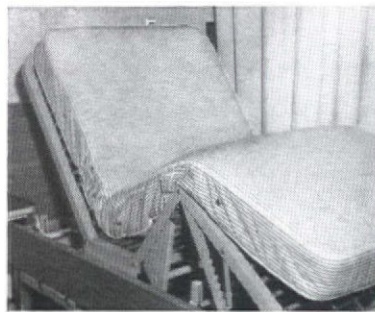
"The hospital mattress must supply the type of support and comfort that patients require and deserve. Inner construction must have the lasting qualities that mean true economy."

What does eliminating "coil-feel" mean to you? Quality mattresses. Customer satisfaction. Fewer "come-backs". Greater profits. And that's the name of the game.

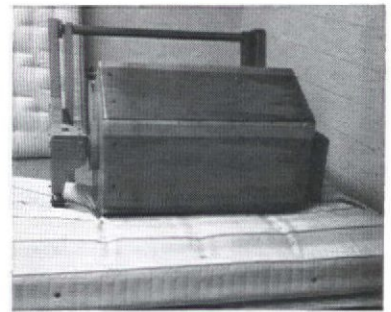
Here's how Perm-A-Lators contribute to comfort and true economy.



Perm-A-Lator is the only true insulator that prevents the padding from cupping into spring openings that cause "coil-feel". Fibrous material just cannot do this alone. Closely spaced flexible wires hold all padding materials up above the spring unit (or coils) with spring-back flexibility.



Perm-A-Lator Wire Grid allows sleeping surface to flex with body shape and movement. No comebacks from insulator failure and comfort does not diminish with use.



Federal VM 96d specification for innerspring units includes mattresses utilizing the Perm-A-Lator grid.

Write today for complete information on Perm-A-Lators for contract mattresses.

PERM-A-LATOR®

 WIRE INSULATORS

Flex-o-lators, Inc.
 Carthage, Mo.
 Plants in Carthage, Mo., High Point, N. C.

Circle No. 40 on product card facing P. 110

Do-it-yourself custom colors

Masland has the answer to your carpet color problems.

**Start
with this...**



**Mix
like this...**



**And get
this result...**



The Magic of
**Masland
Carpets.**

C. H. MASLAND & SONS Carlisle, Pa.

Do-it-yourself color blending at your fingertips with Masland's "Action" yarn program Pomkit. Decide on your color needs and we'll mix the finest, durable Acrilan® acrylic yarns like an artist mixes paint. These top-quality yarns resist stain and soil, are moth- and mildew-proof and hold the truest colors for the longest time. • Or maybe Masland's "Rylpoint" is what you need. It's a beautiful commercial carpet of the same Acrilan® acrylic yarns. Rugged, good looking, through-to-the back, versatile carpet. Dur-

able enough to use in any high traffic area. The answer to your most challenging needs. • Ten glowing color combinations in this tightly tufted carpet are available now in inventory. No minimum order requirements on stock colors. • This carpet meets or exceeds current minimum F.H.A. requirements for heavy traffic. • For full information about the "Action" yarn program and "Rylpoint" write to: ACTION, Department 1866, C.H. Masland & Sons, 295 Fifth Avenue, New York, N.Y. 10016.

EXCLUSIVELY KIRSCH

NEW
*Ripplefold*TM

The unique drapery carrier system that eliminates pleats, buckram and pins; cuts installation and maintenance costs—yet holds draperies in gracefully precise ripple-like folds.

Ripplefold is understated styling at its best. The clean-lined undulating folds make simplest fabrics look luxuriously full — or help dramatize richer textures and designs. Ripplefold is ideal for business and institutional interiors — but equally appropriate and practical for home use.

Basic facts about the new Kirsch Ripplefold system.

The track is dual channel extruded aluminum Compact Architrac. Self-lubricated plastic carriers are joined with braided nylon cord. Snaps on the Ripplefold tape are spaced 4¼" o.c. and fullness is determined by the spacing between the snap-carriers. Ripplefold "stack back" is comparable to regular pleated draperies . . . exact stacking width can be pre-determined.

Simplifies drapery making

Never before could successful drapery making be so simple. Ripplefold drapery panels are made — and can be cleaned and press — flat, without pleating or stiffening. Just sew on the permanently stiffened nylon tape which incorporates the spaced metal snaps. These attach to matching snaps on spaced nylon carriers — which are furnished for 60% to 120% fullness as desired.

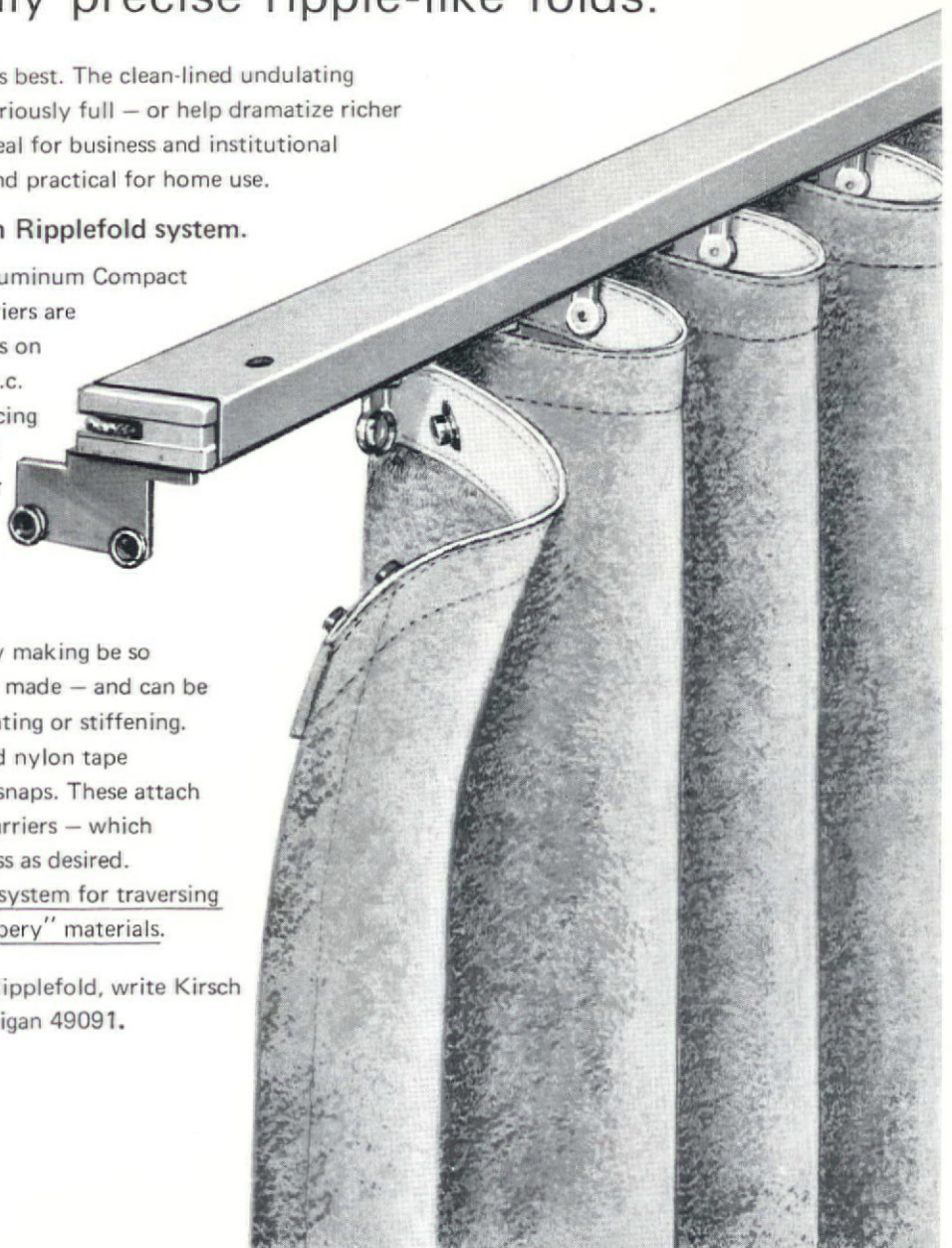
Ripplefold is an especially successful system for traversing bamboo, matchstick and similar "drapery" materials.

For full information on new Kirsch Ripplefold, write Kirsch Company, Dept. T-368, Sturgis, Michigan 49091.

Trademark. Kirsch Co.

Kirsch
DRAPERY HARDWARE

For windows people care about



Circle No. 38 on product card facing P. 110

We go beyond desks and chairs. (Way beyond!)

All the way to style coordinated furniture for a whole organization. If you want it. Handsome, durable, functional furniture. In luxury woods or easy care metal. With decorator finishes and fabrics. Ask your local Royalmetal Dealer for a closer look. Or write Royalmetal Corporation, One Park Avenue, New York, N. Y. 10016.



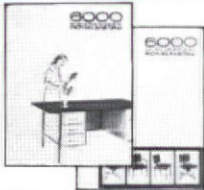


ROYALMETAL®






Something new, going for you.

Your complete new file of designed-for-distinction business furniture is ready. Shall we mail it all? Or just the items you've checked?

<input type="checkbox"/>	Lounge and Reception Furniture Styles for every business and budget. Every color and decorating scheme.	
<input type="checkbox"/>	Dormitory Furniture Multiversity modular designs for schools and universities.	
<input type="checkbox"/>	Moderate Priced Office Designs 6000 Series modular desks and credenzas, tables, chairs, book-cases and files.	

ROYALMETAL®

<input type="checkbox"/>	Top-of-the-Line Chairs 350 Series. Designs for the executive suite.	
<input type="checkbox"/>	Full Range of Office Chairs Contemporary seating in all price categories. Including the versatile Park Avenue Series. Styling to blend with a variety of decors and desks.	
<input type="checkbox"/>	Croydon Wood Furniture Masterpieces The beauty of fine woods in Italian provincial, transitional and contemporary designs.	

Royalmetal Corporation

One Park Avenue, New York, N. Y. 10016

Please mail immediately:

Complete file Items checked

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

CALENDAR

1968

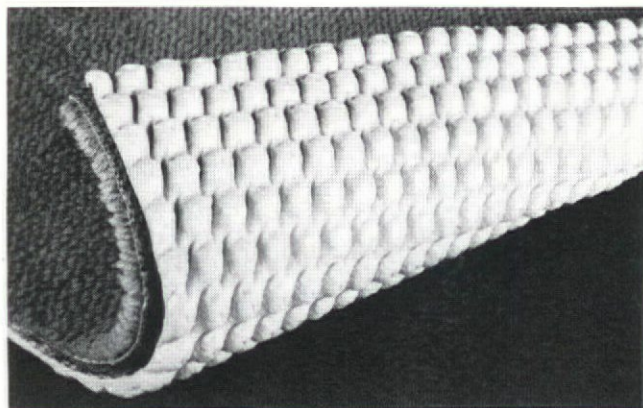
- April 2-4. Northern Ohio Business Equipment Show. Cleveland Public Auditorium, Cleveland, Ohio.
- April 6-October 6. Hemisfair, 1968 World's Fair. San Antonio, Tex.
- April 19-26. Southern Furniture Market. High Point, N.C.
- April 30-May 4. American Industrial Arts Association. Minneapolis.
- May 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 8-12. High Point Furniture Market. High Point, N.C.
- 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 14-18. National Association of Furniture Manufacturers' International Woodworking Machinery & Furniture Supply Fair. Louisville, Ky.
- September 16-19. American Hospital Association. Convention Hall, Atlantic City.
- October 29-31. Business Equipment Manufacturers Association Fall Conference. Chicago.
- 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. 36 on product card facing P. 110

Miami Beach's Marco Polo Hotel discovers a new world of luxury with General Tire Sponge Rubber Carpet Cushion.

Built and furnished to rival the splendor of the Far East, the fabulous, new Marco Polo Hotel makes every traveler a pampered guest. And they've spared no detail! For instance, the installation of 40,000 square yards of genuine General Tire Sponge Rubber Carpet Cushion to make the carpeting of their 550 rooms and

extensive facilities luxurious, quiet and long lasting. The owners of the Marco Polo, together with hosts of more and more prestige hotels, know that General underlay pays real dividends in guest satisfaction and carpet service life. Insist on genuine General Tire Sponge Rubber Carpet Cushion for your next installation.



General Tire Carpet Cushion installed by Moore's Wholesale, Inc. Miami, Florida.

NATIONAL AGENTS: AIR CREST PRODUCTS, 2301 South Paulina Street, Chicago, Illinois 60608
CROWN PRODUCTS CORP., 2121 E. Wheatshaf Lane, Philadelphia, Pa. 19137

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance for the life of the original carpet. This guarantee applies to installations on grade and above

grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

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



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More than 170 contract products, many of them incorporating important new ideas, and a challenging seminar program, await you free of charge, June 4, 5, 6, at the New York Coliseum.

The exposition, substantially larger than last year's, is comprised of exhibits from the U.S. and overseas. Each will be staffed by experts prepared to discuss your design and purchasing problems.

The seminar program will permit you to hear industry leaders and discuss with them the most pressing problems, issues and design trends facing the industry today.

CONTRACT '68 is sponsored by Contract Magazine for the contract designer, specifier, architect, furnisher, space planner, furnishing purchaser, and others involved in the commercial/institutional interior field. Register now by mailing the coupon below.

Seminar Program

TUESDAY, JUNE 4

- 9:15 a.m.-10:30 a.m. Designing hotels for profit — panel: *Roland W. Jutras* and *Ellen McCluskey*.
10:40 a.m.-11:15 a.m. How to make effective presentations to the large corporate client — *Niels Gabel-Jorgensen*, Director of Design, J Gordon Carr Associates.
11:20 a.m.-12:15 p.m. Is contract design a profession? *Leon Gordon Miller*, Pres. Leon Gordon Miller & Associates.
2:00 p.m.-3:00 p.m. The special services and demands of hospital design — *Miss Emily Malino*, Pres. Emily Malino Associates.

WEDNESDAY, JUNE 5

- 9:15 a.m.-9:45 a.m. The importance of interior design in the federal government — *Miss Montyne Bisher*, of Wash., D.C., design-consultant for the Veterans Administration.
9:50 a.m.-10:30 a.m. Government procurement — how to do business with the federal government — *George E. Baer*, chief designer for the Naval Facilities Engineering Command, Department of the Navy, Wash., D.C.
10:40 a.m.-11:30 a.m. Competition and how it is transforming the planning and furnishing of motels — *Paul Bischoff*, V.P. Albert Parvin Co., and *H. E. Glave*, V.P., Thalhimers Industrial Sales Corp., Richmond, Va.
11:40 a.m.-12:15 p.m. Managing a large space planning and office design firm: the major internal business problems — *Malcolm Nicholson*, V.P., JFN Associates.
2:00 p.m.-3:00 p.m. Cost controlling the big contract job — *Robert Duffy*, Pres., Duffy, Inc.

THURSDAY, JUNE 6

- 9:15 a.m.-10:00 a.m. The educational crisis — re-thinking the role of the colleges in training the contract professional — *John F. Pile*, Pratt Institute.
10:15 a.m.-11:30 a.m. Office landscape — the most controversial theory to emerge in many years — *Hans Krieks*, Hans Krieks Associates, *Norman DeHaan*, Norman DeHaan Associates, *Hans Lorenzen*, the Quickborner Team, Hamburg, Germany.
11:40 a.m.-12:20 p.m. New challenges in planning and furnishing schools — *Jack P. Solovy*, Pres., Corco, Inc.
2:00 p.m.-3:00 p.m. Planning the millions of new dwellings needed for the elderly — nursing homes and geriatric communities — *Max Wechsler*, Wechsler & Schimenti, architects.

EXHIBIT HOURS 11:00 a.m.-6:00 p.m. daily

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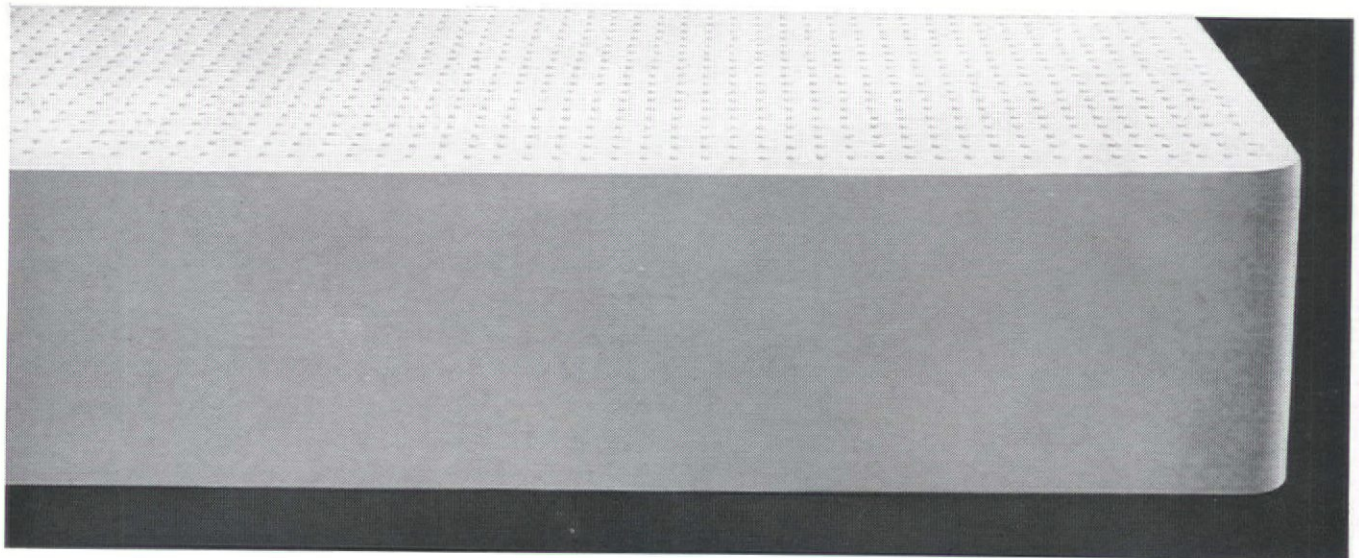
Amount of commercial/institutional space _____

EXHIBITORS

Adamo Galleria
Aidon/Contract Carpet
Allied Chemical
American Cynamid
American Mat
Amico
Art Steel
Belgian Government
Berkshire Hathaway
Bigelow-Sanford
Black Mfg.
Bolan Int'l.
Borden Chemical Co.
(Columbus Coated
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Brady Sealing
Brown-Jordan
Brown-Morse
Brunswick Corp.
Buckstaff Co.
Burke Div., Brunswick Corp.
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Carnegie Textiles
Carolina Forge
L. E. Carpenter
Cavrak
Celanese Fibers
Central Inval
Charlton
Chicago Hardware
Children's Workbench
Columbus Mills
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Connoisseur Wallcovering
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Contract Magazine
Creative Metal
Crown Products
Crown Rubber
Customwood
Decorative Micaarta Div.,
Westinghouse
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Design-Tex
Dimensional Plastics
Dow-Badische
duCor
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Dylon Carpet
Enjay Fibers and Laminates
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Fiberasin
Edward Fields
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Finer Chroma
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Ford Fabrics
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Hercules
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Patterson Furniture
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Pioneer Plastics
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Scroll
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Shanango Ceramics
SICO International
Siesta
Spring Mills
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is thicker, looks better, sells better.**

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

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

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

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Directional Contract Furniture Corp. *New York: 979 Third Ave. Chicago: 6-121 Merchandise Mart, Los Angeles: C.J. Welch + Assoc., 8900 Melrose Ave.*

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Your contract carpet will have to take hundreds of thousands of steps each year. For years and years. ■ Not to mention spills, stains, mud, grease and grime. ■ Hardwick DURALOK is specifically designed to stand up under this kind of assault. Its tough, 3-ply 100% Acrilan® acrylic pile springs back from repeated attack, and fends off soiling with equal vigor. ■ Its high, tightly packed pile forms a solid phalanx against wear and tear. When you need contract carpet with built-in defense against time and traffic, you need Hardwick DURALOK. ■ It's built to take it.

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100% Acrilan® acrylic Pile Carpet...
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Write today for brochure showing the latest Hardwick patterns in full color.

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JACK LARSEN PRESENTS



T H I S

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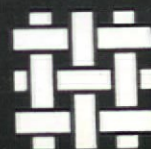
- F L I E S *

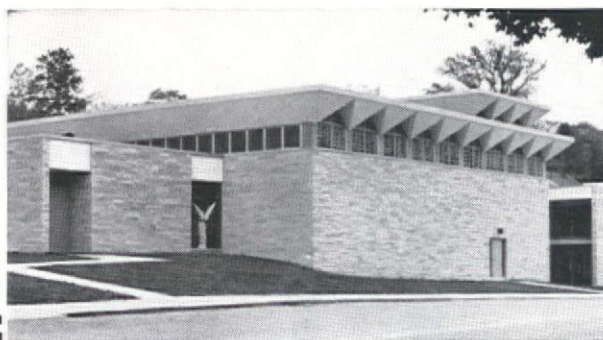
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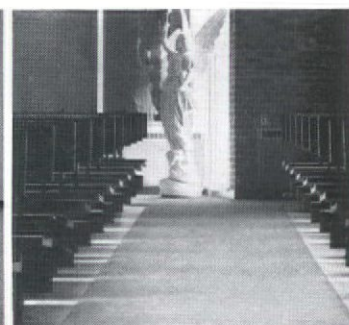
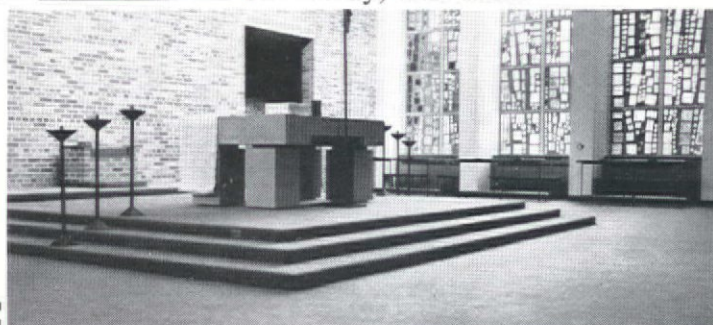
The place:

The beautifully architected St. Anthony's Catholic Church, Niagara, Wisconsin.

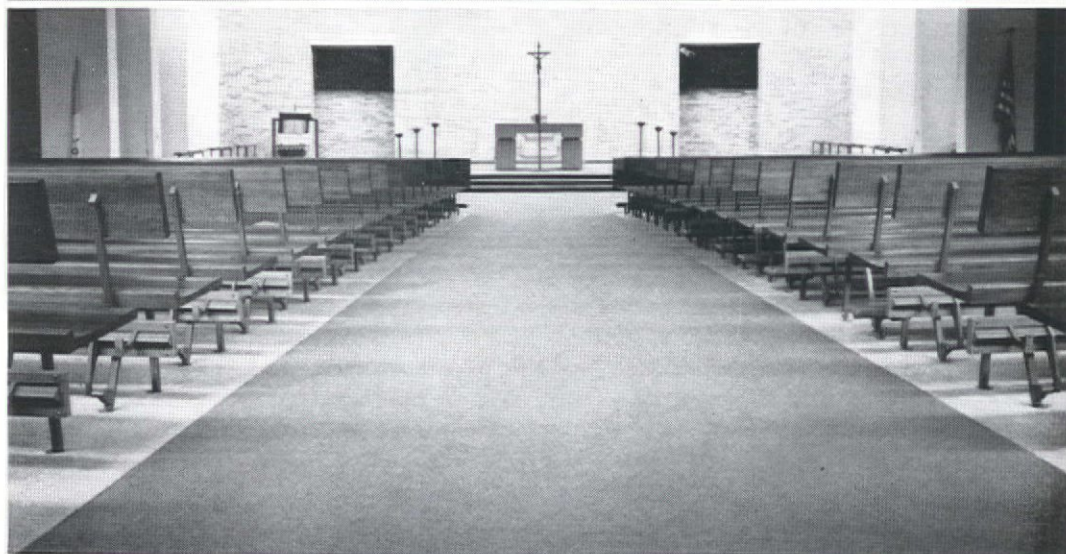


The man:

Mr. George Bielefeldt
The White Store,
Green Bay, Wisconsin



The carpet:



Bigelow: Installed throughout most of the church, Bigelow carpeting has proved practical as well as attractive.

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

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

people who know buy Bigelow ▶

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

Circle No. 29 on product card facing P. 110

You can't pick and choose when you'll be working on your next contract project. And when it does happen, everything is now. Saving time, effort and frustration have first priority. That's when the "every day" convenience of The Merchandise Mart's total contract show becomes so extremely valuable. You can find what you want when you want it. 712 attractive, well-organized showrooms present more than 2,000 lines that include every type of furnishings product. With expertly trained staffs. The Merchandise Mart Contract Center offers you unparalleled convenience. All under one roof. And it's yours to use every day.



THE MERCHANDISE MART

CHICAGO

CONTRACT HEADQUARTERS FOR. ALL FURNITURE & FURNISHINGS • FABRICS • LINENS • BEDDING • LIGHTING & FIXTURES • DRAPERIES • FLOOR COVERINGS • WALL COVERINGS • KITCHEN EQUIPMENT & APPLIANCES
CHINA, GLASSWARE & TABLEWARE • DECORATIVE ACCESSORIES • RECREATIONAL EQUIPMENT & GAMES.

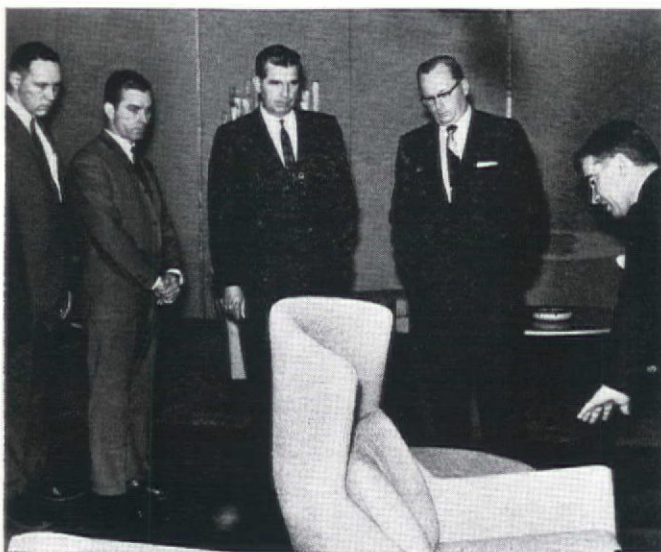
If you would like to receive a complete directory of the more than 2,000 lines in The Merchandise Mart Contract Center, please write: The Merchandise Mart, Room 830, Chicago, Illinois 60654.



3. Elizabeth Sherwood and Jean Rippetoe, designers with Stouffer Food Corporation, Cleveland, Ohio, get "in depth" counsel from staff members in a typical Merchandise Mart Contract showroom. **4.** Homer Shrewsbury, Jr., A.I.D., whose design firm is located in Miami Springs, Florida, talks over one of his projects with the president and designer of one of The Mart's manufacturer-tenants. People like these are continuously demonstrating the exceptional convenience that is yours to enjoy at The Merchandise Mart Contract Center — *every working day of the year.*

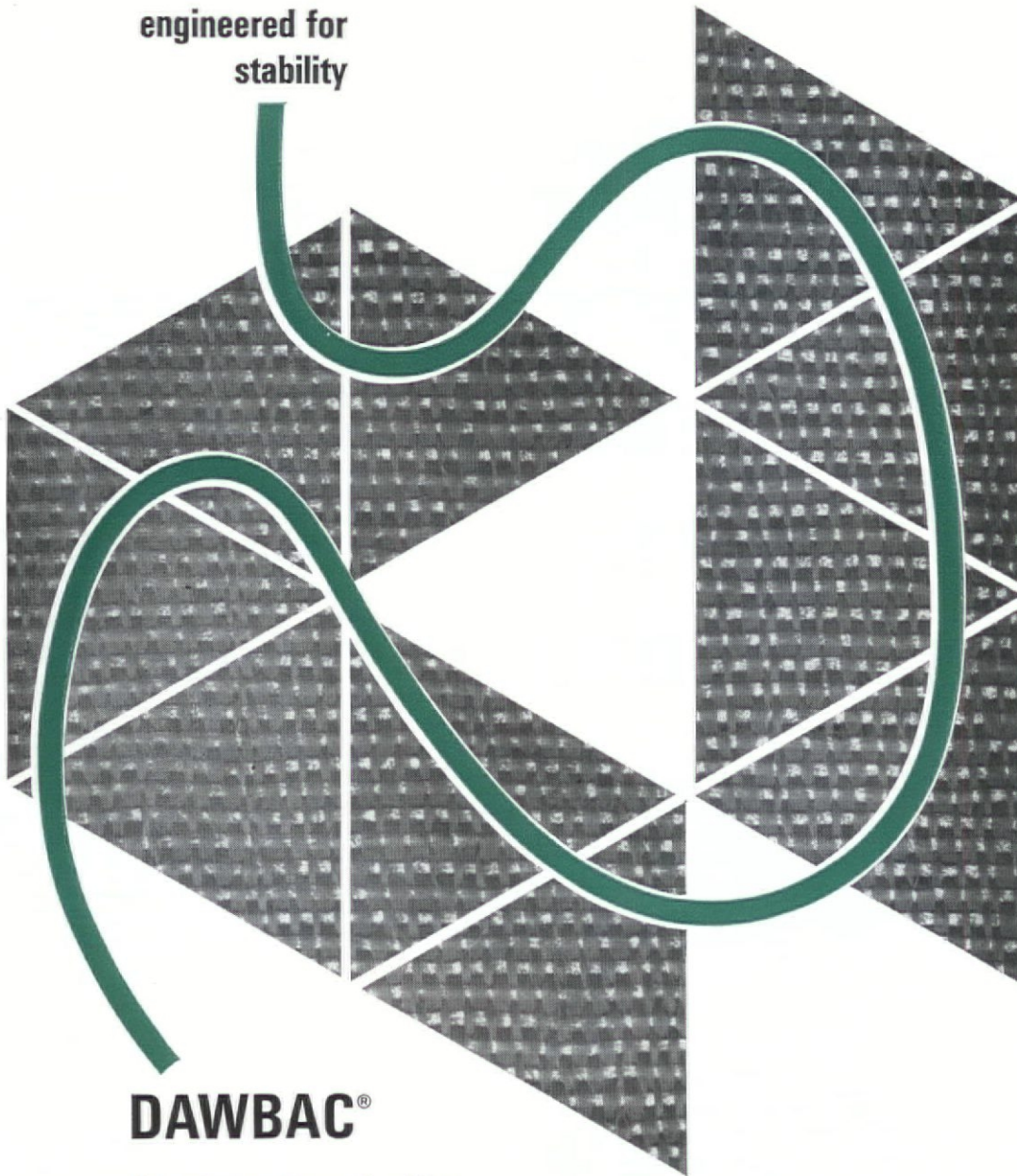
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**The Merchandise Mart
Contract Center is the only
“contract show” in the country
where you can see full-line
displays in all categories
of interior furnishings.
*And it's open every day.***



At any hour of any day you'll find representatives of major corporations, universities, school systems, restaurants or similar organizations working in The Merchandise Mart Contract Center with their designers or contract dealers. In the photos, from left to right, are: **1.** Roy Utne and Jack Boss of General Office Products, Inc., Minneapolis, with two clients from the 3-M Company. **2.** Ken White of Ken White Associates, Hillsdale, New Jersey, meets with three representatives from the University of Nebraska, to purchase all of the interior furnishings for a new student dormitory.

**engineered for
stability**



DAWBAC®

**the primary carpet backing
that does not stretch or shrink
after installation**

DAWBAC® is a rugged polypropylene carpet backing that is impervious to moisture. It will not expand or contract with changes in humidity... it cannot rot or mildew.

Tightly woven—six linear strands per inch more than other polypropylene backings—it is the toughest backing for tufting fine carpets. With DAWBAC®, there is less needle deflection, less bowing, face yarns are more uniform in height. Because it is non-absorbent, face yarns dye better, colors are not affected by jute oils.

Carpets tufted on DAWBAC® pay real dividends... for the manufacturer, the retailer, the installer, and the consumer.



DAWBARN DIVISION

Free installation brochure

DAWBARN DIVISION, W. R. GRACE & CO., WAYNESBORO, VIRGINIA

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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.

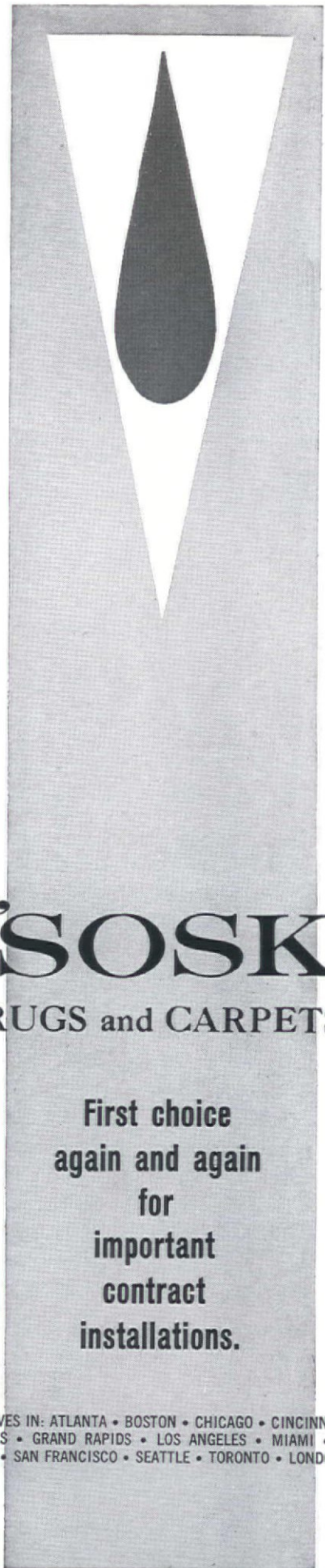
EDWARD AXEL ROFFMAN ASSOCIATES, INC.



Designed by: Wilke/Davis Associates

RWD Series

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V'SOSKE

RUGS and CARPETS

**First choice
again and again
for
important
contract
installations.**

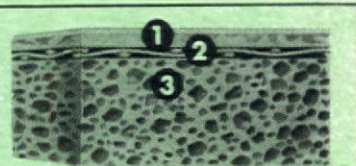
REPRESENTATIVES IN: ATLANTA • BOSTON • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • GRAND RAPIDS • LOS ANGELES • MIAMI • NEW YORK • PHILADELPHIA • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • SYDNEY

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the schizophrenic floor.

Sometimes WALK-EASE Flooring acts like carpeting,
Sometimes WALK-EASE Flooring acts like vinyl.

WALK-EASE by Flintkote is a new type of flooring . . . with a dual personality! It has the best traits of each. WALK-EASE Flooring offers the beauty and strength, the color and versatility of magnificently designed vinyl. Then, as you step on this cushioned floor, it seemingly is transformed into carpeting. Soft, warm, quiet, plush. When it's time to clean the floor, WALK-EASE suddenly becomes practical, economical vinyl again. Usually the swish of the mop will do. Spike heels, furniture and most stains leave no lasting mark. Be sure to see WALK-EASE cushioned sheet vinyl flooring made with fiber glass. It is available in striking decorator colors.



1. Thick vinyl surface
2. Fiber glass reinforcement
3. Vinyl foam backing

From the FLINTKOTE Floor Fashion Collection including
PEEL and STICK TILE and vinyl asbestos styles.

Walk-Ease® BY **FLINTKOTE**®

For literature and full details write: The Flintkote Company, 480 Central Ave., E. Rutherford, N.J. 07073, or P.O. Box 2218, T. A., Los Angeles, Calif. 90054

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in wood office furniture.

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traditional and
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of brochures? And the name of
your nearest dealer?

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York, Jofco, 16 E. 53rd St.; Fort Worth,
L. H. McDaniel & Son, 420 S. Ballinger;
Chicago, Jofco, Merchandise Mart.



Circle No. 23 on product card facing P. 110

CONTRACT NEWS

ALBERT C. MARTIN & ASSOCIATES, Los Angeles architectural firm, has moved its offices into the 42-story Union Bank Square Building, which the firm designed, in association with Harrison & Abramovitz, New York. The firm will occupy three full floors and parts of two more in the downtown Los Angeles building.

A new design firm, UNGARO ASSOCIATES, Louisville, Ky., has been formed by Nick Ungaro, formerly a director of design of Kroehler Mfg. Co.

The nine-story, 120,000 square-foot Design Center in Los Angeles has been purchased by DESIGN CENTER BUILDING Co., for approximately \$4 million.

VICTORIAN FURNITURE CORP. has moved its Chicago showroom to Space 16-108 in the Merchandise Mart.

WESTERN CONTRACT FURNISHINGS has opened a new, larger showroom at its Oakland, Calif., location at 4400 Broadway. The new addition is joined to the existing Western Contract store at 293 Whitmore St.

HAMILTON COSCO, INC., Columbus, Ind., has established a new department to provide consulting services in product design and in colors, patterns, and fabrics for all company divisions. Known as Corporate Design & Product Development Department, it will be headed by E. Kieth Moore.

BORIS KROLL FABRICS last month opened a new showroom in Seattle, at 313 Occidental South.

FAULTLESS CASTER Co., Evansville, Ind., producer of industrial and furniture casters, has opened a new plant to produce chair controls. The firm has been marketing controls manufactured by Doerner Products Co. Ltd., Waterloo, Ontario, another division of the parent company, Bliss & Laughlin Industries.

FORD FABRICS SALES, Ford Motor Co., has named two new distributors for its new vinyl covering, Comfortweave: J & J SUPPLY Co., Fort Worth, Tex., and ROSS COATED FABRICS Co., Detroit, Mich.

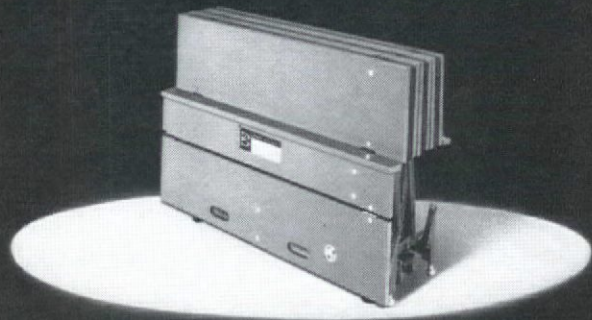
PARKWOOD LAMINATES, INC., Wakefield, Mass., has appointed three new distributors: GROSS VENEER SALES Co., High Point, N.C.; QUALITY PLASTICS, Jacksonville, Fla.; HAMPTON PRODUCTS, INC., Royal Oak, Mich.

Addenda to January Directory

GOODYEAR TIRE & RUBBER Co.'s paneling and panel products division was incorrectly listed under Flooring Division. The correct name is Videne Products Division.

New address: Window Shade Manufacturers Association, 230 Park Avenue, New York, N.Y. Tel.: 687-2920.

REMARKABLE INSTANT STAGE



WHO ELSE...BUT
BRUNSWICK 

IT'S AS EASY AS 1 - 2 - 3!

1



roll it in . . .

Free-wheeling casters let one man easily move the average size stage from room to room.

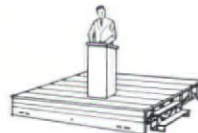
2



extend it . . .

Opens in an instant. No tools needed. Closing stage is just as simple. Because it's so quick and easy, you'll use it often.

3



it's ready to go . . .

Brunswick Instant Stages are engineered to support a live load of 100 lbs. per sq. ft.

THOUSANDS NOW IN USE IN HOTELS, MOTELS, COMMUNITY CENTERS, STORES, BANQUET & CONVENTION HALLS, CHURCHES, SCHOOLS

. . . for lectures, demonstrations, speeches, business meetings, banquets, theater presentations, music recitals, bands and orchestras. Over 300 sizes. There's one right for you . . . priced right, too.

BRUNSWICK CORPORATION

2605 East Kilgore Road/Kalamazoo, Michigan 49003

MAIL COUPON TODAY FOR FULL DETAILS

MAIL TO: Mr. W. Gapske/Brunswick Corporation
2605 E. Kilgore Rd./Kalamazoo, Michigan 49003

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ADDRESS _____

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ZIP _____

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