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The Cover

Unmistakably a cover that says: "Contract '68 Show at New York's Coliseum, June 4-6," this graphic message introduces a preview of this important exhibition and seminar program starting on page 94.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 5 **MAY, 1968**

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

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COMING IN CONTRACT

JUNE—The state of the office planning and design science comes into close focus with articles on the use of the computer by JFN in making client surveys and a portfolio of recent installations. Plus—the use of vertical space.

JULY—Landmark Issue No. 5: Dallas, U.S.A., a comprehensive look at the sophisticated and growing metropolis of the Southwest prairie, where the space of the great outdoors is brought indoors, including a cross section of interior installations that cover the spectrum of commercial and institutional design, plus a projection of the future growth of the contract market in Dallas, and a review of market sources.

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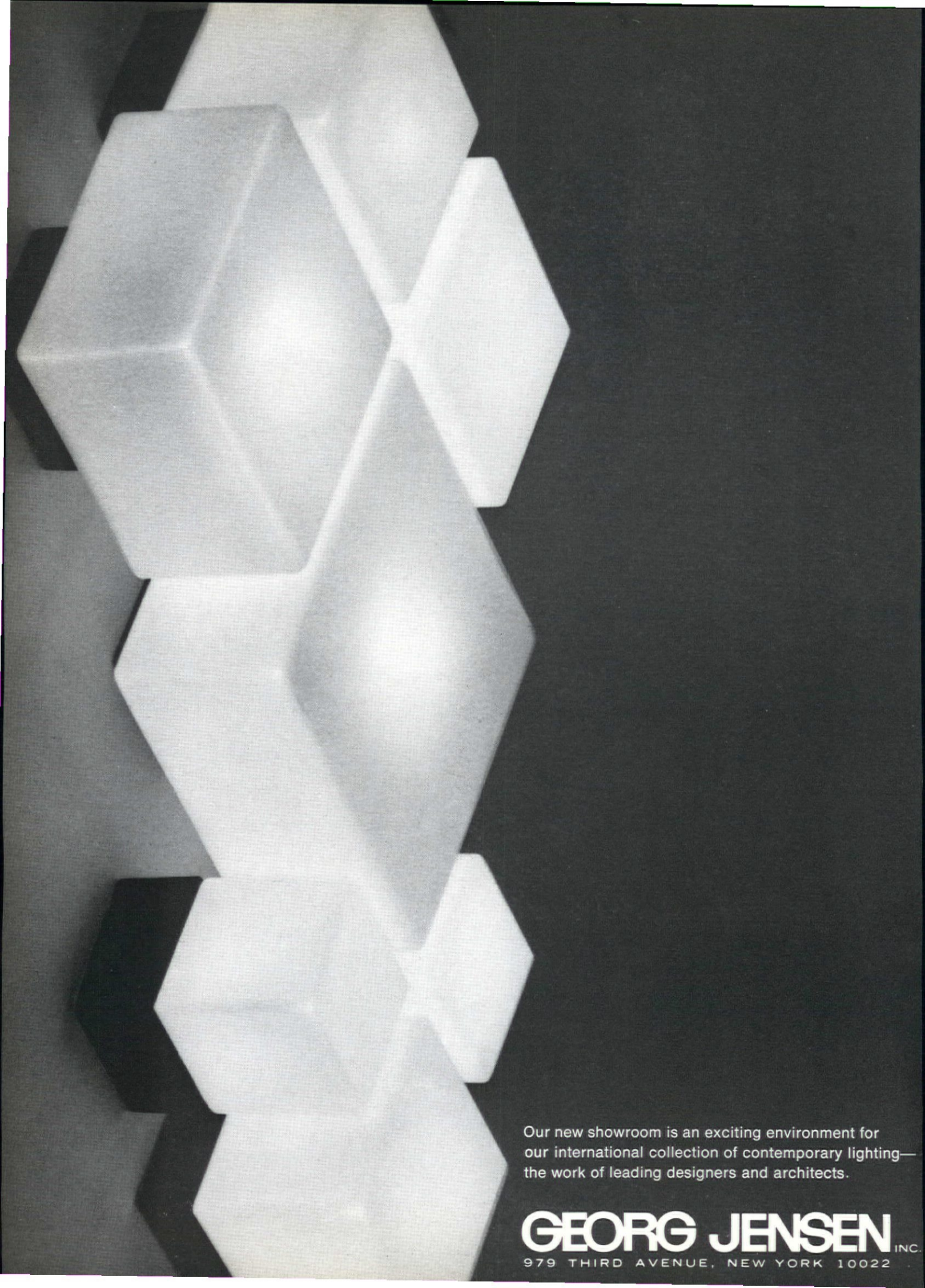

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Circle No. 4 on product card facing P. 214

← Circle No. 3 on product card

LETTERS

Seminar on aged anticipated

I understand that one of the seminar programs at CONTRACT '68, to be held in June, will include a session on Planning for the Elderly.

As medical interior designers with 500 medical facilities behind us, we are gratified to see that attention will now be paid to the infinite problems of nursing home design. As specialists in this field of design, we realize that planning of medical facilities, especially nursing homes and retirement homes, constitutes a far more complex problem than most commercial designers realize.

This seminar should be most rewarding for designers and specifiers entering the nursing home field, and I wish you the greatest of success with the program.

JOSEPH H. BEHSE, President
J. H. Behse Associates, Inc.
Div. Miner Medical Industries, Inc.
Indianapolis, Ind.

Fee guide proposed

After reading your interesting article on the problem of fees in our field (in January 1968 CONTRACT), I would like to offer the following thoughts.

I feel the profession of interior design has matured enough at this stage of the game so that we should seriously think of an overall guideline of charges for the whole profession, similar to what the architectural profession did years ago.

I have outlined a proposal that I hope will be considered and discussed by other industry members:

1. To create an advisory committee of lawyers, interior designers, and accountants who will perform the following services:

a. A review, research, and an in-depth evaluation of fees of interior design and space planning organizations throughout the entire country.

b. After this investigation, a proposal be drafted by the above committee to create a fee schedule and to arrange this schedule into booklet form similar to the Blue Book used by architects.

c. The cost of this committee's services for time as well as related costs should be borne by interior design organizations throughout the country. The cost should be charged to each firm in the form of a pro-rated basis relative to the size of each individual organization. An easy way of pro-rating this cost would be by the number of personnel each organization employs.

It is my personal opinion that this fee schedule should be established on any basis except cost of furnishings and cost of construction. The reasons for this have been stated in my quoted comments in the January issue.

HANS KRIEKS, President
Hans Krieks Associates, Inc.
Boston and New York City

Freedom in furniture design presents hazards, opportunities

Dear Sir: Contract furniture design is moving into a new era of freedom where innovation, experimentation, and a calculated irreverance toward tradition are as readily accepted by the customer as they were previously by the avant-garde section of the design community. Managers of corporations and institutions no longer balk at the introduction of highly individual sculptured furniture, new materials, or the unconventional use of the "standards." More than ever before, the field is wide open to the imaginative designer.

This freedom presents both hazards and opportunities. The urge to startle, to grab the headlines, to continuously come up with the noticeably new, all too frequently displaces the desire to achieve the good design with enduring aesthetic and functional values. Inevitably, a reaction sets in. The "different" style that was acclaimed yesterday soon sinks into the vast limbo of indifferent failures.

So much for the abuse of design freedom. But there are solid opportunities also available for bringing a new vitality into the field of contract design. There is a genuine interest in upgrading office and institutional design.

Today, traditional materials are being fashioned in ways that would have been considered extremely avant-garde just a decade ago; yet this innovation is not being carried out irresponsibly, but in response to problems and situations—at least where it is successful. The question to be continually raised is not, "Is it new?"—but rather, "Is this the right solution to the new situation?"

It is one of the paradoxes of automation that as machines take over repetitive tasks, the jobs that humans perform become more highly individualized. Similarly, as offices become larger, architects and designers seek means to "build in" a greater number of individualizing factors. Somewhere, in the vast labyrinth of offices which constitute the modern city, the executive and the employee need to touch base with design elements which make a personal statement. Hence the new look in secretarial areas with their individualized desks, varying colors, oil paintings, and plants. Hence the junior executive offices with desks of individual wood grains and finishes, individualized sofas, chairs and non-repetitive upholstery designs.

More than permissive in its attitude toward innovative design, the business community, through the designers and architects, views it as an important "tool" in building a working environment for its people in the electronic age. The challenge to the furniture designer is therefore one of meeting a true need, and one which can only become more pressing in the next decade, with new ideas aimed not at self-aggrandizement or startling the public, but at creating a better human environment.

Where will the soundest and most workable of the new ideas spring from? Within the contract furniture industry there continues a tradition of individual craftsmanship and design which, far more than new materials and new methods of construction, will in this new atmosphere of freedom produce answers addressed to the needs of today's offices and institutions.

FRED SEEMAN, President
Helikon Furniture Corp.
New York City

Saphier textbook applauded

Dear Sir: Hurray! My congratulations and personal thanks to Michael Saphier for writing the textbook *Office Planning & Design* (excerpted in October 1967 CONTRACT).

MILDRED R. JENSEN
Prof. of Interior Design
University of Arizona
Tucson, Ariz.

Mr. Saphier's book is indeed a welcome addition to the designer's library. Excerpts of additional chapters appear in this issue, starting on page 130—ED.

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POINT OF VIEW

By Guest Editor:
Louis A. Malamud
NSID National Licensing Chairman

LICENSING IS ONLY LEGAL SHIELD OF PROFESSIONALISM

Much has been said and written about the effort to license interior designers during the past five years. When compared with the licensing attempts of other professions, five years would not be considered a very long period of time. Because the interior designer does not deal in services only, but is also involved in the sale of merchandise, the approach to licensing legislation differs somewhat from other professions, which deal exclusively in services.

Bearing in mind that the designer is the very lifeblood of every supplier, it was imperative to determine at the very outset to what degree our sources of supply would support licensing. Every consideration had to be given to trade firms to voice their opinions with regard to this far-reaching program. Without trade support, it was certain that the quest for licensing would come to an abrupt end.

Support received from manufacturers

It was gratifying indeed to learn that each one of the eighty suppliers contacted had given their unqualified support to our licensing program. Why have so many trade firms acted so quickly to give their support to licensing? The answer may be traced to a chain of events dating back to the depression years of the early thirties. Housewives by the dozens discovered that access to wholesale showrooms presented no special problem, providing they presented themselves as interior decorators. No standards of education nor training were required—just a simple business card became their passport into the profession of interior design.

With the affluence brought about by the business boom during World War II, the nation experienced an unparalleled demand for fine home furnishings. Never before had the services of an interior decorator been in such high demand. The designer or decorator had begun to take on the aspect of a status symbol. More and more housewives were now entering the field of interior design, still lacking in knowledge and skills of a qualified professional. I am certain that millions of consumer dollars were wasted due to these shortcomings.

Too many "housewives" on roster

A recent survey reveals the alarming statistic of nine thousand interior designers now listed as practitioners in the metropolitan area of New York and it is the housewife with too much idle time that makes up the greater part of this unbelievable number. For forty years, I have witnessed a highly reputable and dignified profession blighted by the very existence of this vast army of non-professionals.

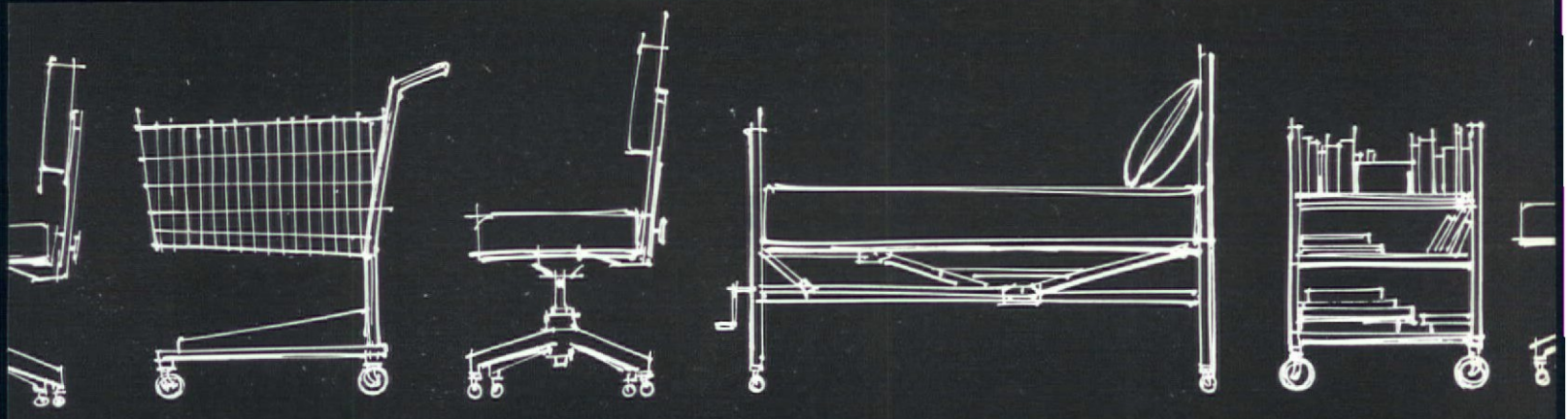
It was just about five years ago when much emphasis was being publicly stressed for "consumer protection" by Federal, State, and Municipal governments. It was this phrase "consumer protection" and all it implies that inspired me to test the will of our trade resources, our educational institutions and retail consumers before launching a full-scale campaign. Great support was amassed from all three sources. Apparently, there was greater discontent and dissatisfaction with the ever-increasing number of pseudo decorators than even I suspected.

N.Y. to act on licensing bill soon

In the spring of 1964, the draft of a bill was completed under the sponsorship of NSID to license all interior designers practicing in the State of New York. This bill was studied and reviewed for almost three years and subsequent changes were made, but only for purposes of strengthening the bill. In July 1967, we were fortunate to attract the attention of State Senator James E. Hastings to the cause of licensing.

On February 20, 1968, a licensing bill was introduced and filed under the Education Law of New York State. The successful passage of the bill is yet unresolved. Regardless of the outcome, the

(Continued on page 10)



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Licensing would close flood gates to hordes of pseudo practitioners, says Malamud

profession has taken a giant step forward in closing the flood gates to the hordes of individuals who never intend to make a serious career for themselves in interior design.

I should like to believe that the publicity given to licensing had something to do with the intense desire of our educators to raise the standards of professionalism during the past four years. Currently, there is a survey being made by the Interior-Designers Education Council. A nationwide study of interior design courses in all accredited design schools and universities is taking place and changes in curricula will be recommended wherever design courses are found to be sub-standard. Looking ahead to the time when many states will adopt licensing legislation, it will be a distinct advantage to have a more uniform curricula being taught at the same high level in all schools.

Contract design growing in importance

In the evolution of the interior design profession, the greatest phenomenon has been the emergence of contract design to its present high level of importance. Because of the ever expanding opportunities for those who wish to specialize in this field, the schools are now placing much greater emphasis on architecture and space planning. Many technical courses, such as lighting, sound and atmospheric control, are being taught in greater depth. I was privileged to act as one of the judges last year for a competition of scholarships offered each year by the Educational Foundation of NSID. It was a source of delight to see the many fine portfolios by students whose work reflected their interest and preparation to enter the contract field.

Twenty-five years ago, the contract designer was virtually an unknown, but this has been changed by all the modern technocracies of man's present-day environment in relation to his work hours. It is this new concept that has produced a new crop of designers who have become specialists in contract design.

Surely, the dire need for licensing cannot be overemphasized in view of all that has been stated here. We, who represent the interior design profession, have proudly referred to ourselves as professionals. Why, then, should we not strive to place ourselves under the only shield of professionalism that is legally acknowledged as such—state licensing? **(C)**

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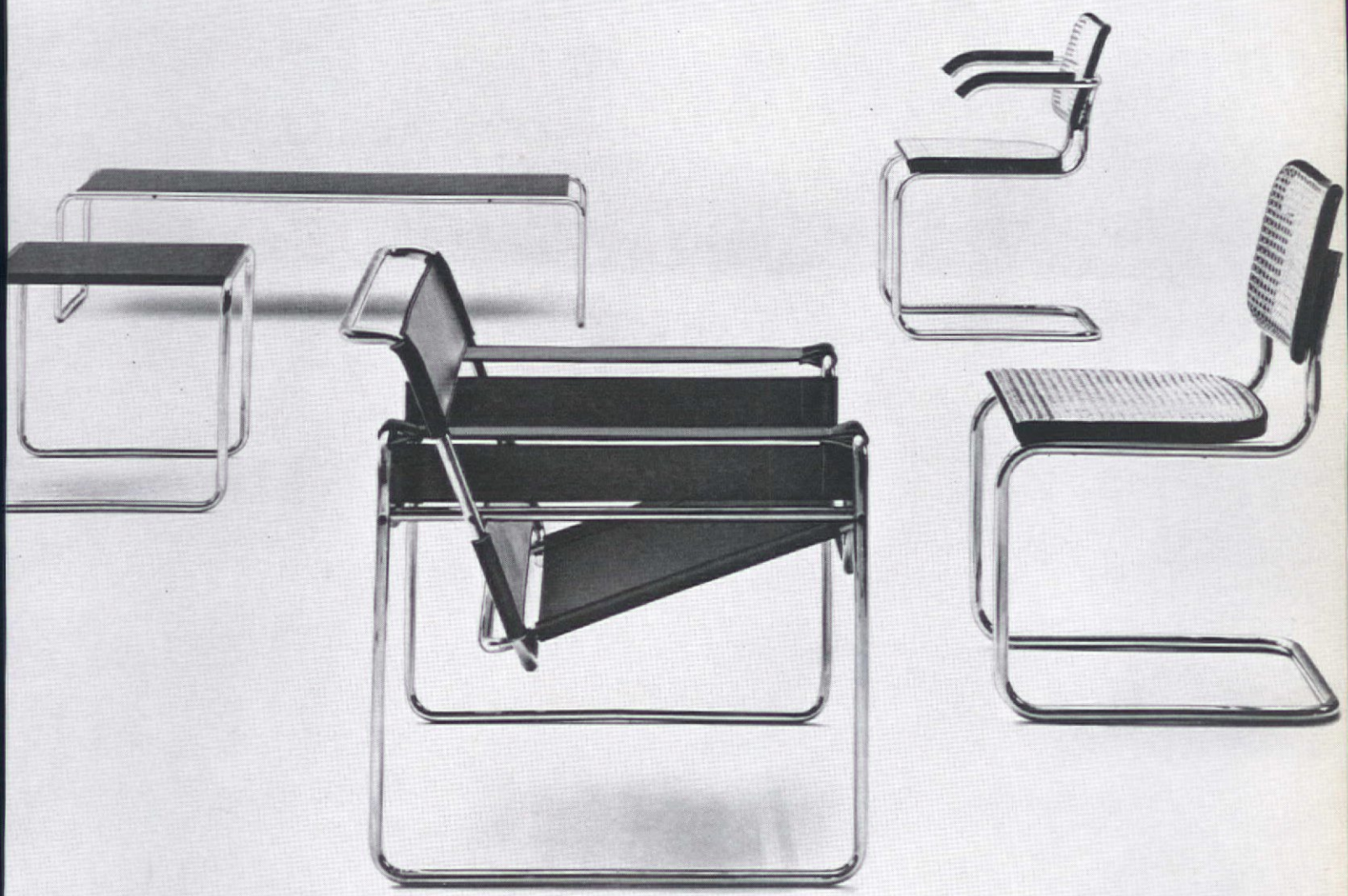

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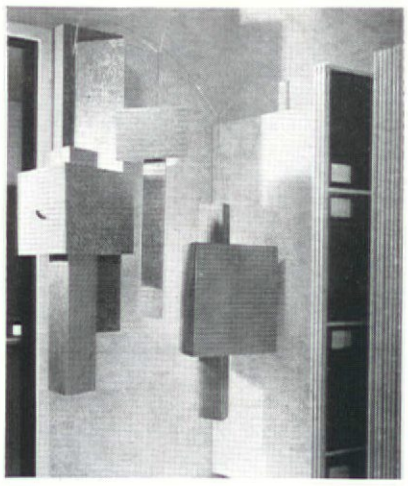
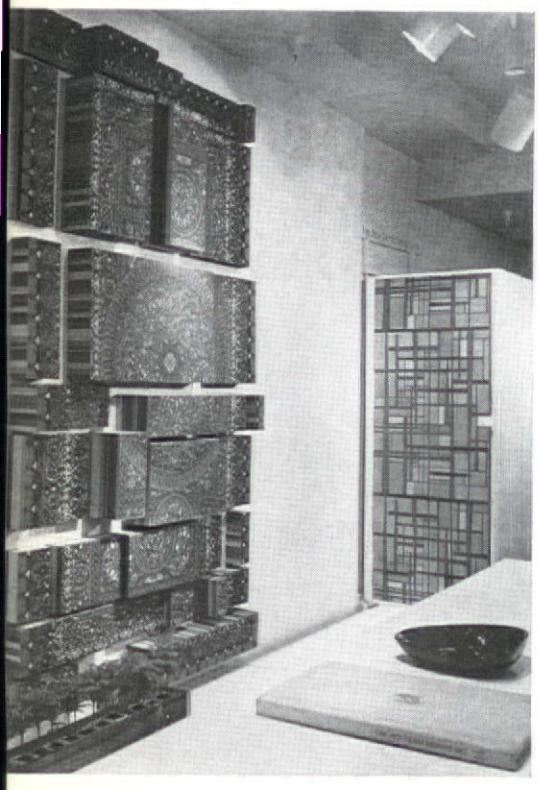
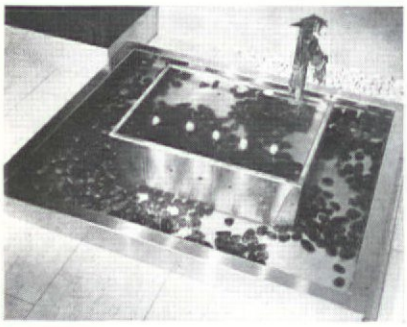




THE SCULPTURED LOOK AT DENST

A sculptured look pervades the new Jack Denst showroom at Chicago's Merchand'se Mart. And no wonder, for Jack Denst himself is a well known sculptor and it's just a case of doin' what comes naturally. From the entrance (below) where there is a Denst-designed stainless steel fountain complete with black stones and his own Birdbath for Caesar sculpture, right through the displays, Denst used sculptured forms. Jack Lenor Larsen's stretch fabrics (top) appear in geometric and free-form shapes. W'nfield Design wallcoverings (above left) are given dimension in mobiles-within-mobiles. And, near the entrance, Denst created Abracadabra (left), a tapestry panel cut and mounted on blocks of varied sizes, scattered in cubist effect. Other firms represented are Elenhank Designs, Katzenbach & Warren, Karl Mann Associates, Lifetime Blind & Shutter Co., Thaibok Fabrics, Bill Keliehor Designs, and Bergamo Fabrics, all quality manufacturers. (**C**)



don't miss Contract '68

4 5 6 JUNE

More than 170 contract product lines, 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. 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

Designing hotels for profit — panel: Roland W. Jutras and Ellen McCluskey. 9:00 a.m.

How to make effective presentations to the large corporate client — Niels Gabel-Jorgensen, Director of Design, J. Gordon Carr Associates. 10:30 a.m.

Is contract design a profession? Leon Gordon Miller. 11:15 a.m.

The special services and demands of hospital design—Miss Emily Malino. 2:00 p.m.

Wednesday, June 5

Interior design in the federal government — Miss Montyne Bisher, design-consultant for the V.A. 9:00 a.m.

Government procurement — how to do business with the federal government — George E. Baer, chief designer, Naval Facilities Engineering Command, Department of the Navy. 9:30 a.m.

Competition and how it is transforming the planning and furnishing of motels/hotels — Paul Bischoff, V.P., Albert Parvin Co., and H. E. Glave, V.P., Thalhimers Industrial Sales Corp. 10:15 a.m.

Managing a large space planning and office design firm: the major internal business problems — Malcolm Nicholson, V.P., JFN Associates. 11:30 a.m.

Cost controlling the big contract job — Robert Duffy. 2:00 p.m.

Thursday, June 6

The educational crises — the role of colleges in training the contract professional — John F. Pile, Pratt Institute. 9:00 a.m.

Office landscape — the most controversial theory to emerge in many years — Hans Krieks, Norman DeHaan, Hans Lorenzen, The Quickborner Team, Hamburg, Germany. 9:45 a.m.

New challenges in planning and furnishing schools — Jack P. Solovy, Pres., Corco, Inc. 11:00 A.M.

Planning the millions of new dwellings needed for the elderly — nursing homes and geriatric communities — Max Wechsler, Wechsler & Schimenti, architects. 2:00 p.m.

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General Tire
Georgia-Pacific
Otto Gerdau
Glenoit-Dobbie
Goodall Fabrics
Hago Designers & Builders
Hampden Specialty
Hercules Incorporated
Hollytex Carpet
Hope Picture
Hough Mfg.
Howe Folding Furniture
Howell Co.
Hunt Country Furniture
I. V. Chair
International Crating
Jackson China
Jansko
Keller Casual
Kirsch
H. W. Knight
La Barge Mirrors
La Chaise
Lava-Simplex-Scribe
Lawrence Metals
M. H. Lazarus
Leewood
Levolor Lorentzen
Lewittes Furniture
3M Co.
Magee Carpet
Maharam
Karl Mann Associates
Masland Duraleather
Charles Mayer Studios
McCordi
Medallion
Menell
Messrs. Paged
Metro Mosaics
Middletown
Mitten Letters
Mohasco
Molla
Monsanto
Terrence Moore
Multicolor
No-Sag Spring
Noxon Carpet Div., Amtico
Oneida Silversmiths
Pageant Wallpaper
Parkwood Laminates
Patterson Furniture
Philadelphia Carpet
Pioneer Plastics
Porter Carpet
Protasil
Replogle Globes
Robbins Products
Rockaway Metal Prods.
Rockland Industries
Rugcrafters
Scroll
Seamloc-Loma Loom
James Seeman Studios
Shenango Ceramics
SICO International
Siesta
Spancraft, Ltd.
Spring Mills
Stacor
Stanley Furniture
Stauffer Chemical
Stratton Industries
John Stuart
Stylex Ind.
Sunburst Aluminum
Sure-Fit Products
Syracuse China
Techfab
Technical Prods. Div., Brunswick Corp.
Telescope Folding Furniture
Trend Mills
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CONTRACT BUSINESS: NOTES & COMMENTS

U.S. Pavilion at HemisFair

Hot on the heels of the successful Expo 67 in Canada last year, HemisFair '68 opened last month (to run through October 6) in downtown San Antonio, Texas. One of the striking exhibits is the United States Pavilion (see cuts). Key attraction is Academy Award winner Francis Thompson's spectacular film, "The Confluence of Civilization in the Americas," dramatizing the HemisFair theme. The film is shown 24 times daily in the Confluence Theater, where three separate audiences will be merged into one during the course of the film via expanding screens and lifting walls that utlimately reveal the world's largest curvilinear screen.

The Pavilion is a two-building complex, The Exhibits Building and the Confluence Theater, joined by the open-air Migration Courtyard.

In the Exhibits Building, three dimensional exhibits, audio-visual presentations, animated graphics, and stylized exhibits depict the past, present, and future of Confluence U.S.A. Exhibits were designed by the Displayers, Inc., New York City. The single-story, arc-shaped Exhibits Building provides 20,000 square feet of floor space with entrance and exit ramps below. The structure was designed by Roberts, Allen & Helmke, San Antonio architects.

Migration Courtyard has a landscaped flower garden and patio, setting for an outstanding group of sculptured birds in flight, poised against walls of falling water. Created by William Bristown, San Antonio artist, the birds are symbolic of the migration of peoples.

The Confluence Theater is a 1,200-seat circular theater, with disappearing walls and screens. It is 195 feet in diameter and more than 70-feet high. The exterior is travertine marble and glass. Architects were Marmon & Mok of San Antonio. The thematic conception for an actual confluence during a documentary film was by Donald Deskey Associates, Inc., New York City architectural designers commissioned to plan and execute all details of the Confluence Theater for the Exposition Staff of the U. S. Department of Commerce, Washington, D.C.

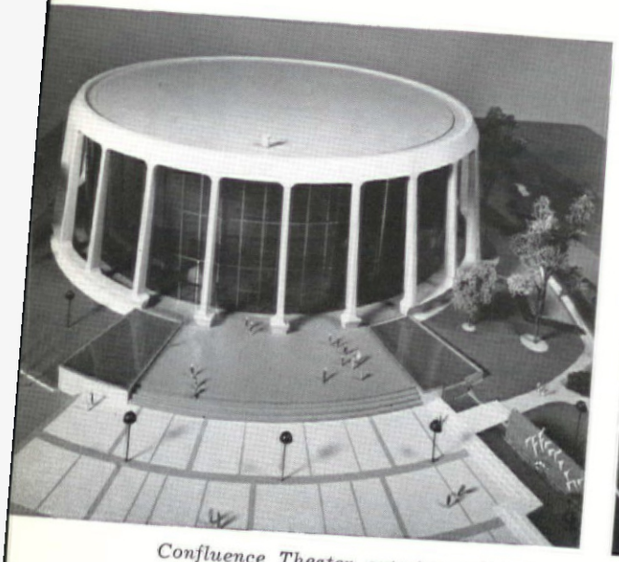
Coronet/Shelby Williams wed

Coronet Industries, Inc., a major producer of tufted carpeting, and Shelby Williams Industries, a major producer of contract furniture, have agreed in principle for the acquisition of Shelby Williams by Coronet. The agreement, involving $14,635,000 in stock, has been approved by the boards of directors of both companies. Coronet will issue 363,0000 Coronet shares or 3 2/3 shares of Coronet for each share of Shelby Williams.

New Danish furniture system

New furniture designs were shown at the International Furniture Fair in Cologne, and among them was a new prototype system by Danish architects Jesper Togen and Thorkil Ebert. Working on the idea that furniture design can be a set of good tools—easy to use and easy to understand—the designers developed a system of units (see cuts) related to each other. The system is built on weight-bearing metal frames that are used in combinations, with

parts attached to or placed inside the frames to create high and low seats and tables, beds, shelves, storage units, partitions. The esthetics of the furniture, say the designers, is achieved in "the interplay between the frames and contents, in the repetition of same or similar units, and in the form and geometric position of the weight-bearing metal profiles, meeting the demand for freedom in combination and construction."



Confluence Theater exterior and interior view. Carpeting throughout is by Mohawk of Antron nylon. Holding areas are carpeted in 4-color red, auditorium in 3-color blue.

New assignments . . .

Henry End Associates, Miami and New York City interior design firm, has been awarded a contract by Hotel Corp. of America to design interiors of a 400-room hotel at London Airport. The hotel was designed by Ronald Fielding, architect, and Curtis & Davis, associate architect. Also abroad, the End office will create interiors for a 600-room luxury hotel complex in Brussels, Belgium, in the heart of the city at Place Rogier. William Tabler, AIA, New York City, is associate architect. In the industrial design field, End is designing a line of hotel and restaurant chinaware for Jackson Vitrified China Co. . . . Vern Currie, AID, of Richard Plumer Business Interiors, Miami, will create interiors of contemporary design and function to conform with the symmetry

(Continued on page 16)

Designers are saying—

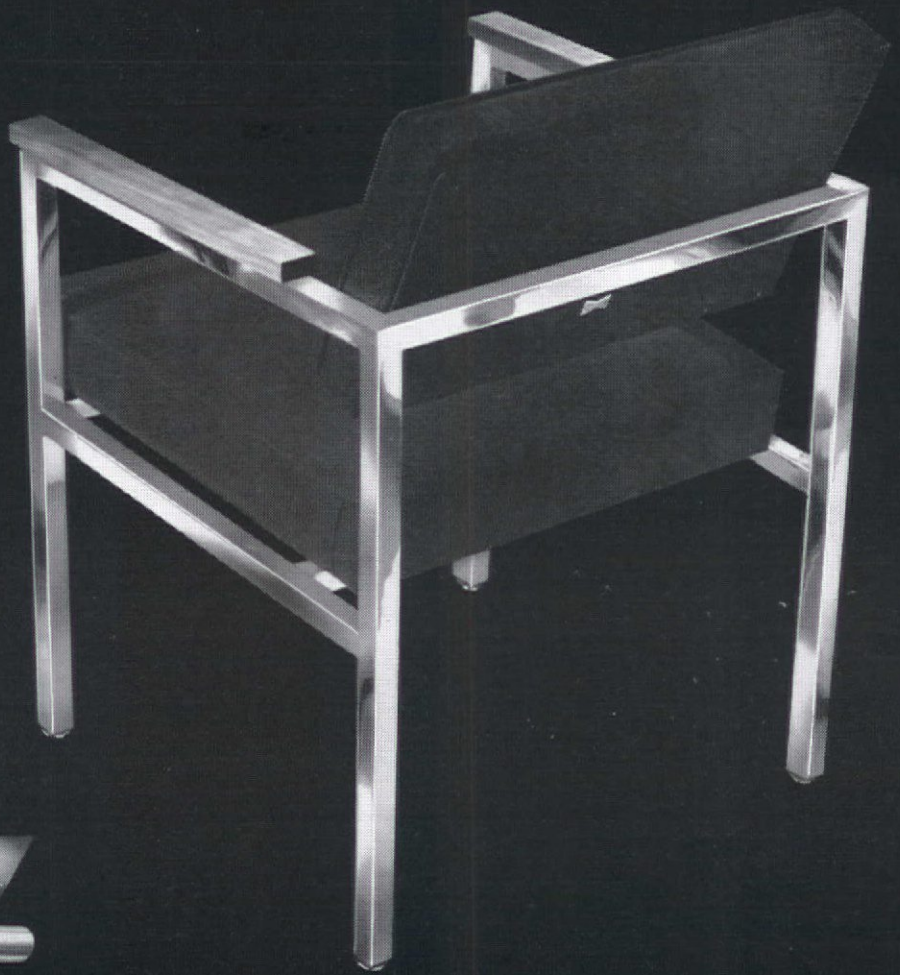
Styling starts with Stainless...

from WALLINGFORD

Take this chair, for example. See how subtly the ornamental tubing says quality. For stainless steel tubing is quality—and beauty—combined with unmatched durability.

Remember, in the designing of modern furniture, nothing can match the intrinsic and functional value offered by tubular stainless steel. And Wallingford makes the best. Square. Round. Rectangular. Tubing only—not the chair.

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



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Circle No. 10 on product card facing P. 214

Look at Poloron's New Stack Chairs ...the strongest ever made!

Poloron's new super-tough stack chairs are practically indestructible. Jumping, hammering, dropping can't harm them. Reason: The unique, exclusive design and construction of the seats and backs.

They stack easily, compactly. Legs and welded frame are heavy-gauge tubular steel. In eye-pleasing, permanent colors you'll like: Golden Avocado, Orange, Adobe Blue, Black. Bronze or silver gray frames.

You'll like the price, too. Poloron designed them with your budget requirements in mind.

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Circle No. 11 on product card facing P. 214

CONTRACT BUSINESS

of new 11-story HQ building for General Development Corp. of Miami. Architect for the new $3.5 million building is Connell, Pierce, Garland & Friedman. . . . Corco, Inc., Chicago institutional design/equipment firm, has received the interior design and built-in furnishings contract for a new boys' dormitory cottage of Childrens Home of Vermilion County, Danville, Ill. The new 18-bed cottage will contain eight double and two single rooms, two lounges, housemother's suite. Architect for the $120,000 unit is Skadden & Sheehan & Associates, Danville. . . . R. Young Associates, Huron, Ohio, institutional consultant/design firm, has had its contract with Good Samaritan Hospital, Sandusky, Ohio, extended, to cover a new long-term care facility, an addition to the hospital which has been in a remodeling program for the past year. Young will also work on a new 11-story facility for the aged owned by the City of Dearborn, Michigan . . . Western Contract Furnishers, San Francisco furnishing/design firm, will provide interior design and furnishings for the newly expanded offices of Davis, Skaggs & Co., investment securities firm, in the Hongkong Bank Building in San Francisco. Interior designer is Keith White, NSID, of Western's design division. . . . Ving and Charlotte Smith, of Ving Smith Interiors, New Rochelle, N.Y. are working in Tokyo for the U. S. Department of Commerce to review the design of typical American rooms being constructed at Isetan Department Store. The rooms will feature American designed and manufactured merchandise. . . . Designs Unlimited of Florida, Inc., interior/industrial design firm of St. Petersburg, numbers the following projects in the works, all in Florida: Suncoast Manor Medical Center in St. Petersburg; a five-story addition for St. Petersburg Times & Independent: a four-story addition for Union Trust National Bank in St. Petersburg; Luke Bolton Ford offices in Fort Lauderdale; R. Lee Williams Funeral Home, St. Petersburg; offices for law firm of Harrison, Greene, Mann, Davenport, Rowe & Stanton, Guarantee Abstract Co., and William S. Belcher, Attorney, all in St. Petersburg. . . . Jerome Caruso Design International, Chicago industrial designer, will create a new line of metal chairs for Shelby Williams Industries, Inc., Chicago institutional furniture manfacturer. (C)

Circle No. 12 on product card

The care and treatment of guests:

Put them up in uniquely inviting rooms. Treat them to beautiful, extra-comfortable furniture—the kind we specialize in at American. Your guests will thrive on it. And they'll come back for more. See our entire line. Enclose 25¢ for our brochure to Carolyn Langley, American of Martinsville, Martinsville, Va. Or visit our showrooms: New York, Chicago, San Francisco, Dallas, Atlanta, Martinsville, Va.

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

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

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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.

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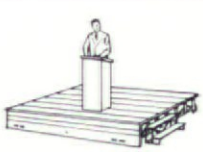

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Circle No. 13 on product card facing P. 214

PEOPLE

PAUL E. BENIGNI has been named vice president of Forrest Associates, Inc., industrial design firm of Bedford, Mass.

THOMAS CROASMAN has joined the staff of Karl Steinhauser Associates, contract design and merchandising firm of Chicago.

ROMAN HEILMAN, AID, has joined the interior design firm of Chandler Cudlipp Associates, New York City, in the capacity of vice president.

M. GAIL AUERBACH has been named manager of the newly expanded contract division of W & J Sloane in Washington, D.C.

HAL W. GOETSCH has been elected vice president of Associated Exhibitors of National Education Association. Associated Exhibitors acts as official spokesman of more than 500 member manufacturers. Goetsch is general sales manager for mobile/folding products division of Hamilton Mfg. Co.

NOAH BRENNER is the newly appointed vice president and general manager of Isabel Scott Fabrics Corp. and will be responsible for all of the firm's technical services, mill production, and general administration.

C. WILLIAM ALLEN has been appointed sales manager for industrial division of Ozite Corp., Chicago-based floor covering firm, manufacturer of Town 'N' Terrace indoor/outdoor carpet.

RICHARD A. CHRISMAN has been promoted to regional sales manager of Samsonite Furniture Division, to head southeastern furniture sales.

ROBERT H. CUJE has been appointed vice president and merchandising manager for architectural and engineered products in Johns-Manville's newly formed building and flooring materials division. Other division appointments: EDWARD C. CERNEY, vice president and merchandising manager for residential and commercial products; H. O. MCELYEA, manager for design, engineering and technical service; DAVID J. KLOEPFER, assistant general sales manager.

GEORGE W. LANDY has joined Albert Parvin & Co., Los Angeles, as controller and assistant secretary.

CARLTON R. GIESEKE has been promoted to post of sales manager for Lloyd Mfg. Co., a division of Heywood-Wakefield Co.

H. G. PATTERSON has been appointed vice president for marketing at Textile Rubber & Chemical Co., Dalton, Ga., carpet backing firm.

ROBERT L. GEORGE has been elected to the board of directors of Oneida Silversmith and will serve as director, hotel and restaurant division.

(*Continued on page 21*)

Circle No. 14 on product card →

Now! The warmth and beauty of rosewood ... even for Suzy Jones in the secretarial pool!

Why not? Co/ordimate office furniture from Drexel is built for expensive tastes at budget desk prices! Exotic teak, rich rosewood, lustrous walnut—you'll swear Co/ordimate is for executives only . . . until you see the cost! It's priced to compete with steel desks! Drexel's exclusive Drexelwood makes the difference. It gives Co/ordimate the subtle, satiny look and touch of hand-rubbed woods. It heightens the rich, vinyl wood-grain patinas, yet is undaunted by even extraordinary office wear and tear. It's obvious Co/ordimate is solid quality. Suzy is hooked on it. The other girls in her office are too. So is her boss. And her boss's boss. Tho' he may never admit how little it cost to go first class. But it's really no secret! Call your Drexel representative. Or write for free, color brochure giving all the facts about the complete line of Co/ordimate office furniture. Contract Department, Drexel Enterprises, Incorporated, Drexel, North Carolina 28619.

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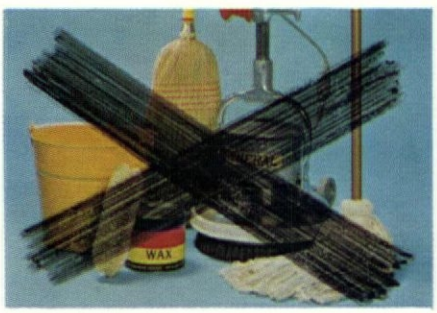
Now, Ozite Carpet Tiles!
Soft, warm, quiet...no waxing, no polishing!



Save on maintenance. Ozite Carpet Tiles are more than attractive. They're downright practical. End costly waxing, buffing, wax-stripping. (One car dealer reports showroom maintenance savings paid for his carpet in 8 months!) Tiles are 12″ squares with built-in rubber back. Made of stain-resistant, colorfast Vectra fiber. Dense, firm surface resists soiling. Not affected by mildew. Easy to vacuum clean.

Easy to install. Ozite adhesives do the job in a jiffy. Tiles are easy to cut with a knife or scissors. Can be installed in sections. Damaged tiles can be easily replaced by maintenance people. Ozite Carpet Tiles are ideal for hotels, motels, schools, stores, hospitals—all residential and commercial installations. They provide softness, warmth and acoustical value hard-surface tile can't give.

Use your imagination. Tiles come in a full range of colors. All colors also come in broadloom widths. Create check patterns or wild designs. Run tiles from the floor up the wall. Combine with broadloom widths. Possibilities are unlimited. Get the benefits of a soft floor covering, as well as the design and installation advantages of tile. See your Ozite Dealer for Ozite Carpet Tiles made with Vectra fiber!

Good Housekeeping GUARANTEES

Ozite® CARPET TILES 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. 15 on product card facing P. 214

PEOPLE

GEORGE T. ROUSE has been appointed sales vice president of Cole Steel Equipment Co.

ROBERT R. ROGERS has been named assistant to the president of Ozite Corp. He will assist in the areas of customer relations and merchandising.

OSCAR H. KRUG has been appointed group executive of Business Furnishings Group of Litton Industries. He will also continue as president of Cole Steel Equipment Co., a division of Litton.

STEPHAN SCHWARTZ has been appointed to the sales force of Helikon Furniture Co., Inc. in New York City.

WILLIAM E. JORDAN has joined Directional Contract Furniture Corp., as vice president in charge of sales. CHILTON BROWN has been named executive vice president of the firm.

JOHN A. CAMPOPIANO has been appointed territory manager in the Potomac district of the Gulistan Carpet Division of J. P. Stevens & Co., Inc.

G. F. (JEFF) KAHLE has joined the Chicago showroom staff of Baker Furniture, Inc., in the Merchandise Mart.

BERT WEISS has been appointed contract specialist in the Washington, D. C. area, for Trend Contract, div. of Trend Mills, Inc. He makes his headquarters in Silver Springs, Md. BERT BAILLIE has been appointed to succeed WILLIAM APPLETON as Northeastern regional manager. Appleton has been promoted to director of educational and institutional services, a new division of the firm.

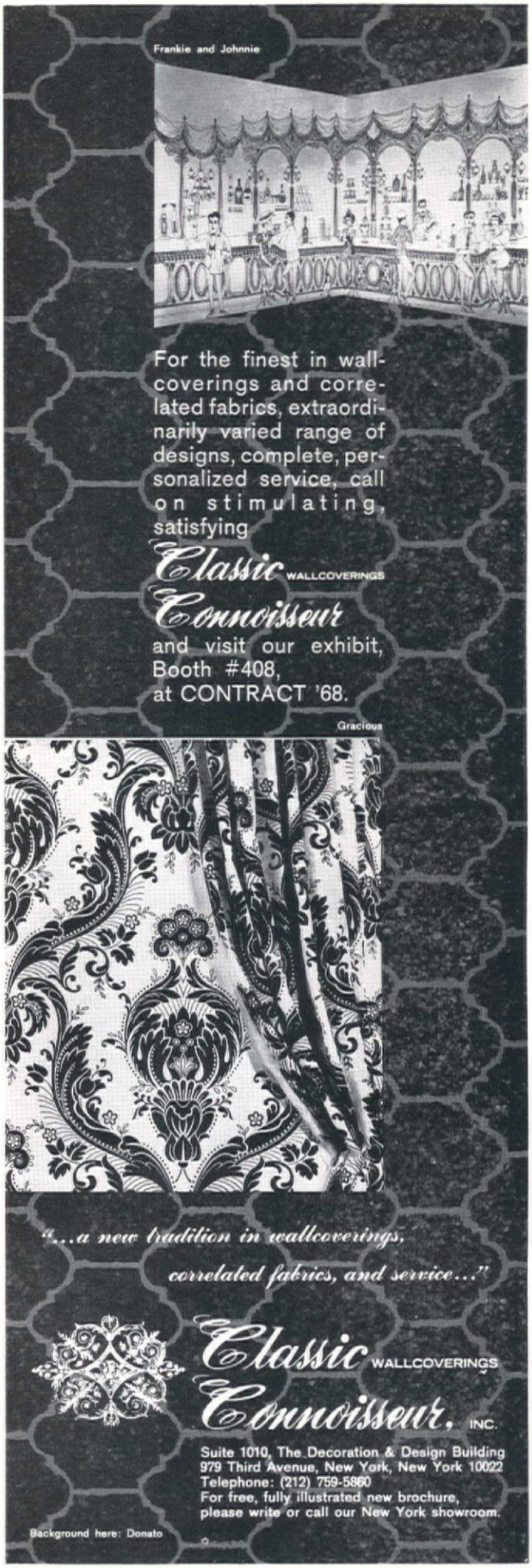
Davis Furniture Industries, Inc., has announced the appointments of RICHARD S. HILL as district manager with headquarters in Atlanta; and JAMES H. PARKER as sales representative with his office in Dallas.

Berven of California has announced several promotions prompted by its president and founder, PHILIP BERVEN, becoming chairman of the board. WILLIAM W. BOGGS is now president of the firm and its subsidiary, Berven Rug Mills, Inc. WILLIAM R. MCCLAY was elected vice president of finance, administration.

WILLIAM E. HALE, JR. has been elected president of Thomas Pride Mills, Inc., Calhoun, Ga. PAUL MITCHELL was appointed director of manufacturing, and GEORGE A. CARON became director of product development and planning.

LOUIS F. LAUN has been elected chairman of Man-Made Fiber Producers Association, Inc., and CLAUDE RAMSEY was elected vice chairman.

CLIFFORD B. SEEMAN, executive director of marketing at Bigelow-Sanford, Inc., has been appointed assistant to Robert B. Jennings, president. JOHN F. BENNETT is divisional vice president for marketing.



Circle No. 16 on product card facing P. 214

We call it "Beautility"

One picture may be worth a thousand words, but we have a new one that more closely describes the setting with Browne-Morse office furniture. "Beautility" it is . . . that combines fine appearance and functional work-a-day convenience. There's variety, color and quality unsurpassed, all beautifully displayed in the Browne-Morse full color literature. Write today for your Designer Portfolio. There's no obligation . . . and it *can* add "Beautility" to the thousand words that describe your office settings.

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DESKS

TABLES AND
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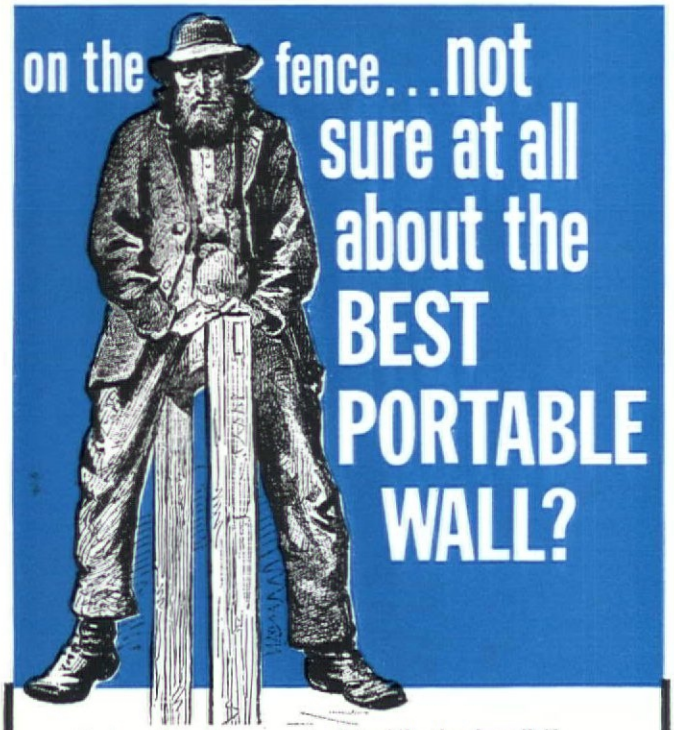
BROWNE MUSKEGON MICHIGAN MORSE Co.

Circle No. 23 on product card facing P. 214

Circle No. 22 on product card



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CALENDAR

1968

Through October 6. Hemisfair, 1968 World's Fair. San Antonio, Tex.

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 23-27. New York Lamp Show. Statler Hilton Hotel, New York City.

June 23-27. New York Lamp and Furnishings Show. New York Coliseum, New York City.

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. Southern 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 18-25. Southern Furniture Market. High Point, N.C.

October 28-November 1. Business Equipment Manufacturers Association, annual exposition and conference. International Amphitheatre, 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.

December 5-7. American Hotel and Motel, Annual Convention. Denver, Colo.

Circle No. 25 on product card facing P. 214

Part of the contract, fine Belgian linen is specified throughout the nation. Important companies have good reasons for this choice. They know executives appreciate its good looks, its status, whether in their offices or hotel rooms. Restaurants rely on its style, unique appearance and resistance to sun.

These and hundreds of weaves, prints and velvets are available at leading decorative fabric firms.

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A—*Don Karlin* . . . "Ondine"
B—*Henry Calvin* . . . #1267.
C—*Connaissance* . . . "Grand Prix".
D—*Hexter* . . . #46077, striped velvet.
E—*Design Tex* . . . "Vista".
F—*Duralee* . . . "Lord" sheer.
G—*David & Dash* . . . "Muriel".
H—*Howard & Schaffer* . . . "Block Plaid".

THE BELGIAN LINEN ASSOCIATION

Have you heard about Margaret Tempest-Hoag?

Margaret Tempest-Hoag has just launched her own furniture importing company. Tempest-Hoag International. She's English, and she must be one of the most colorful women in business here. She asked us to write her an ad. We didn't. We just listened.

"You see after twenty years of specifying furniture here, I became utterly exasperated. One's choice of really good contemporary furniture was terribly restricted to those all-too-familiar few designs. I was bored and so were a lot of other people.

"I've set up my company to bring to architects and designers throughout the country original new furniture. Superbly crafted furniture with materials used in valid fresh ways. Above all comfortable furniture that will endure.

"Most of it comes from Britain. And from young men such as William Plunkett and Peter Hoyte who have moved to furniture from the three dimensional arts. Surely it's not surprising that their work should be a long way out of the mainstream.

"It's well worth anyone coming up to my new showrooms at 979 Third Avenue, New York. You can say I'll give them a really good cup of tea if you like."

It's worth calling her just to listen. The number is (212) 758-3143. And the furniture really is great. We bought some for our offices.

Tempest-Hoag International

979 Third Avenue, New York, N.Y. 10022

Circle No. 26 on product card facing P. 214

Circle No. 27 on product card →

For contract, consider the great advantage of a V'Soske pure wool rug.

And, particularly, where the rug is for an important traffic area. For here, not only must the element of beauty be retained, but the functional properties which provide for long wear and easy maintenance. All V'Soske rugs bear the wool mark label.

The V'Soske rug shown was commissioned by Gene Adcock, A.I.D., K-S Wilshire, Inc., Los Angeles for installation in the Beneficial Insurance Co., Home Office, Los Angeles, Office of the President.

THE MARK OF THE WORLD'S BEST.

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

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Are you still specifying 10,000 volt carpeting?

SHOCKING!

At a temperature of 75° F, with a relative humidity of 20%, a person can generate in excess of 10,000 volts of static electricity by walking across conventional carpeting.

That's a pretty shocking situation. Just touch a light switch and you'll forget all about the bad pun.

Today, 18 leading carpet makers* are producing a new kind of carpeting that is 100% shockproof. *Permanently shockproof.* It relies upon Brunsmet®—a unique, stainless steel textile fiber developed by the Technical Products Division of Brunswick Corporation.

Brunsmet® is blended right into the carpet yarn. It's soft as wool, finer than silk, more durable than nylon, strong as steel. You can't see it or feel it! And, of course, it's a perfect (and considerate) choice in any situation where static build-up is a nuisance to employees, customers, students, residents, guests.

If you are called upon to exercise your professional judgment in carpet specification, you should have a file of Brunsmet® information. Just mail the coupon and we'll see that you get one.

**Beauty Tuft, Bigelow, Carleton, Carolina, Chatham, Commercial, Gulistan, Highstown, Lee's, Magee, Oxford, Roxbury, Stephen-Leedom, Stratton, Universal*

Brunswick Corporation/Technical Products Division
69 West Washington Street/Chicago, Illinois 60602

Tell me more about Brunsmet carpeting and what it will do for my clients.

Name

Firm Name

Position

Address

City State Zip

Circle No. 28 on product card facing P. 214

Circle No. 29 on product card

Introducing
Les Indestructibles

Keller Casuals.

As indifferent to Sahara sun and sand as a Legionnaire.

Unlike other outdoor chairs and chaises, Keller Casuals have thick, pure vinyl strapping that laughs at the sun's ultra violet rays. And square tubular aluminum frames that are totally unaffected by the worst of the elements. It's the thickest, strongest tubular aluminum you can specify, and it can be ordered with either anodized or Permabond finish.

There's a wide choice of colors (including two-tone) for the framing, and you can specify the vinyl strapping to achieve even more color variations. Choose color combinations carefully, however, because Keller Casuals will be around for a long, long, time.

We'd like to be of service when you're planning your next contract installation. Write for information to Keller Casuals, Inc. 850 Northwest 166th Street, Miami, Florida 33164. A subsidiary of Keller Industries.

The Permaneat Pleat System of Isabel Scott Fabrics is but one of its many solutions to fenestration requirements

Today, architects and interior designers are working with exciting new concepts, new materials, new technology.

The speed with which their design ideas are being put to actual construction test and the specialized solutions required by some of these concepts are equally exciting.

In the area of fenestration, for example, some of the problems posed by designers have created completely new developmental answers.

The Permaneat Pleat System—patent #3369589—by Isabel Scott Fabrics—is one of these exciting developments. But innovations have hardly stopped here. In answering fenestration problems, it is no longer enough to supply only the basic elements such as fabric and track. The need is for a total effort.

Not only is the need for fabric—but for a fabric which answers very specific sound and light control requirements . . . and often a color to make a totally unified exterior look with glass.

Not only is there need for a track—but for a track which works within the design structure. For example, The First National Bank, a new landmark building in the Chicago tradition, had the problem of sloping walls. This made necessary Isabel Scott's development of a special two-track tension system.

This is the type of service that Isabel Scott makes available to architects, interior designers and others whose fenestration requirements are for a total concept.

You are invited to write for our Permaneat brochure or to request a consultation on a specific problem. We welcome the challenge of the problem.

ISABEL SCOTT FABRICS

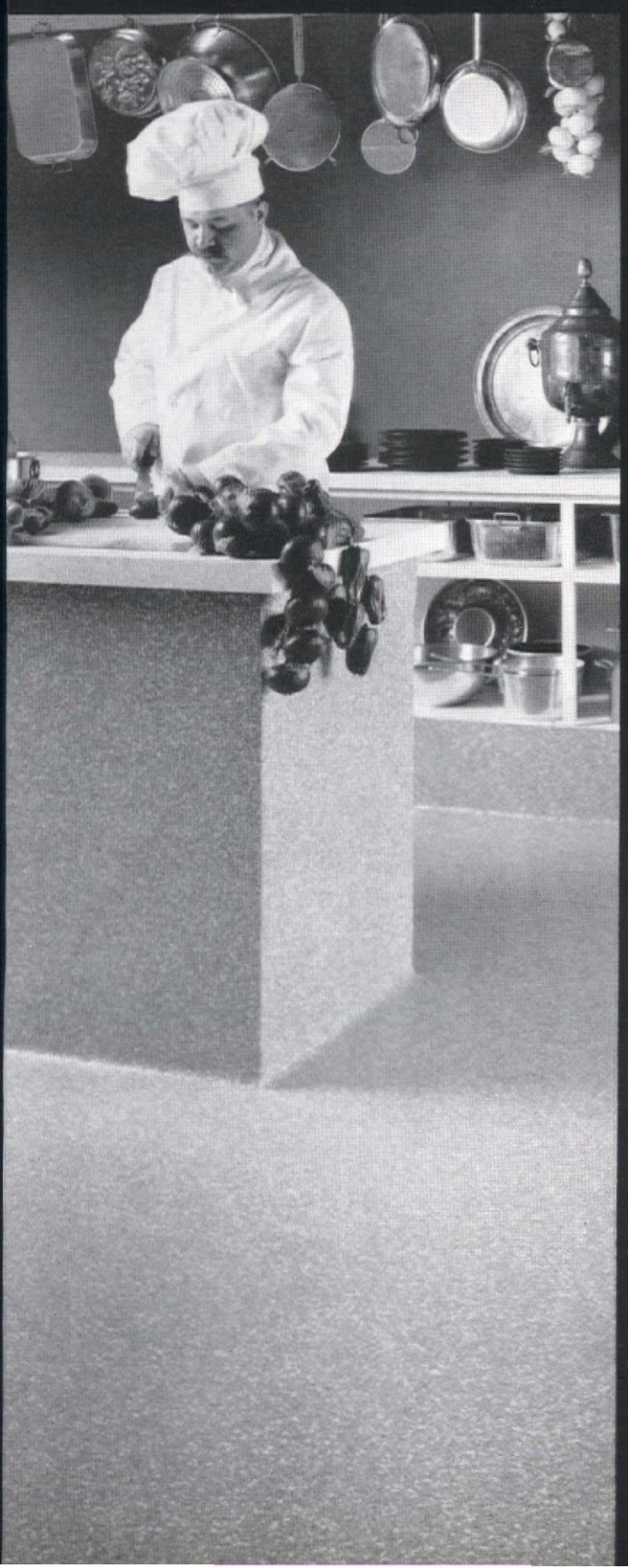
Design and Decoration Building
979 Third Avenue, New York, New York 10022

Some of the fenestration installations completed: Arkansas-Louisiana Gas Co.; Babcock & Wilcox; Ford Motor Company; Goldman Sacks Brokerage; Kidder, Peabody; Manufacturers Hanover Trust; National Broadcasting Co.; Northwestern National Life Insurance Co.; Xerox.

Circle No. 30 on product card facing P. 214

Circle No. 31 on product card →

GENCY BAMBOO VINYL TILE



CONDUCTIVE INLAID VINYL FLOORING

ULTRAFLOR CONTINUOUS SURFACE FLOORING

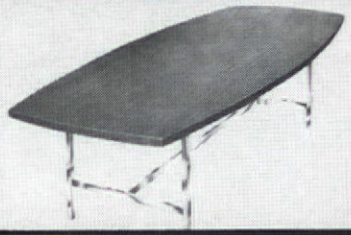
A Floor for all Reasons ...from ROBBINS

Need a conductive floor for a hospital . . . a stylish floor for an office? What about a seamless surface vinyl floor for a school . . . a hospital room? Whatever your requirements — commercial or residential — the wide array of vinyl tile and sheet vinyl flooring from Robbins will provide you with the perfect choice. We'll be glad to send you samples! Robbins Products, Inc., Tuscumbia, Alabama.

See the Robbins display in Space 108 at Contract '68.

first impression®

A Comprehensive Group of Reception Area, Lounge and Conference Room Furnishings.



MANY STYLE BASES AVAILABLE

1130 Conference Table

SW-124

950

1580

1225

1550 Sofa

AVAILABLE IN MULTIPLE SIZES

925 Two Seater

1525

SW-125

AVAILABLE IN MULTIPLE SIZES

200 Bench and Table

200 Sofa

first impression®

PATTERSON FURNITURE COMPANY

McKEES ROCKS, PENNSYLVANIA 15136

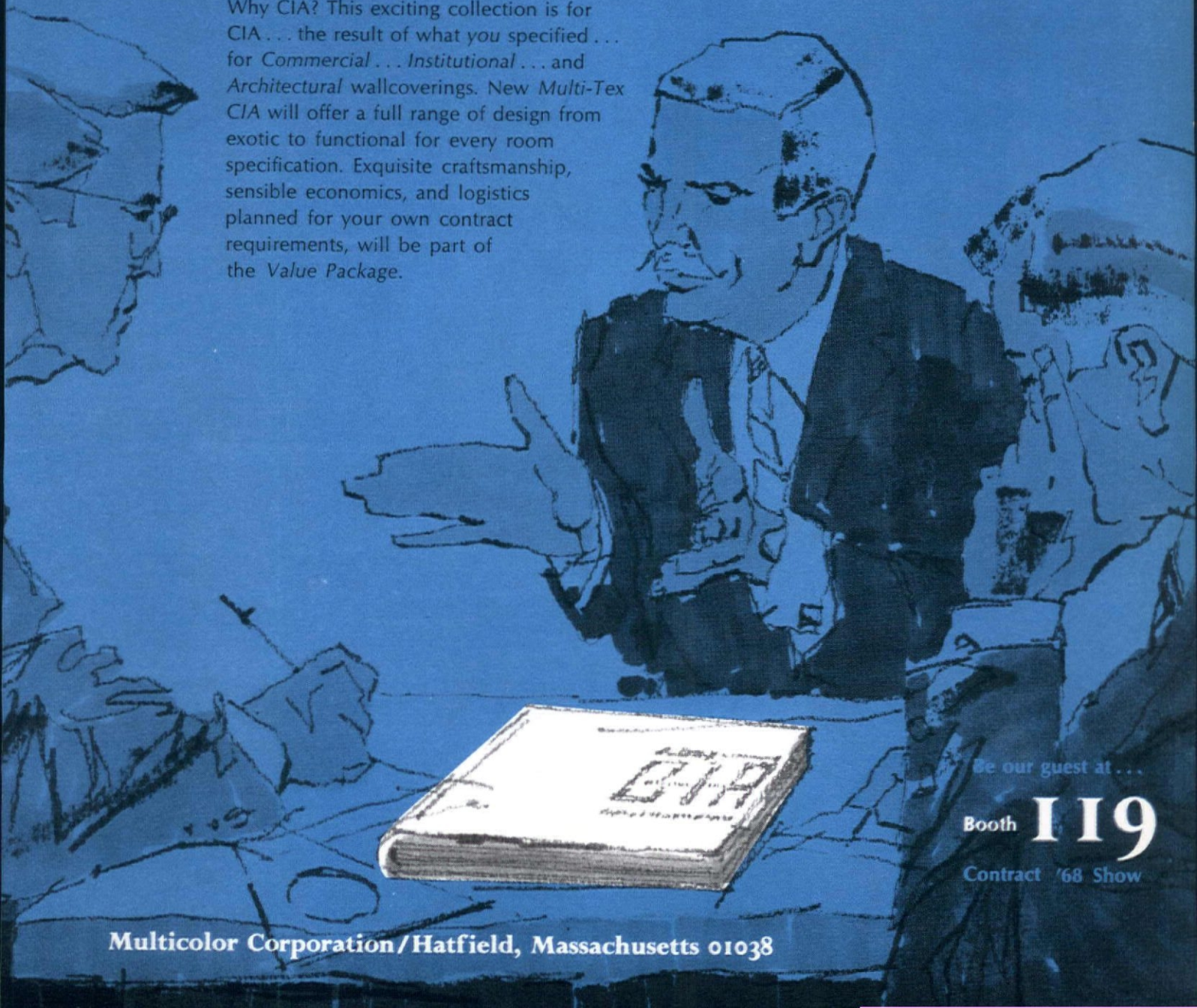
Circle No. 32 on product card facing P. 214

Circle No. 33 on product card →

the secret's out... at booth double-one nine

For over a year Multicolor has operated "under cover" with CIA. But now the secret's out. At the Contract '68 Show, Multicolor will pre-show *Multi-Tex CIA*, the striking new collection of solid-sheet vinyl, fabric-backed wallcoverings for Type I and II installations.

Why CIA? This exciting collection is for CIA . . . the result of what *you* specified . . . for *Commercial* . . . *Institutional* . . . and *Architectural* wallcoverings. New *Multi-Tex CIA* will offer a full range of design from exotic to functional for every room specification. Exquisite craftsmanship, sensible economics, and logistics planned for your own contract requirements, will be part of the *Value Package*.



Be our guest at . . .

Booth **119**

Contract '68 Show

Multicolor Corporation/Hatfield, Massachusetts 01038

Soft lights. Flickering candles. Muted colors. Exotic wall hangings. Plush carpets. And cheap glassware?

Anyone can see the difference between just a water glass and a fine hand blown Lenox Crystal goblet. For one thing, beverages actually taste better in crystal. And look better. Lenox Crystal is diamond clear with a brilliant sparkle that can't be washed away.

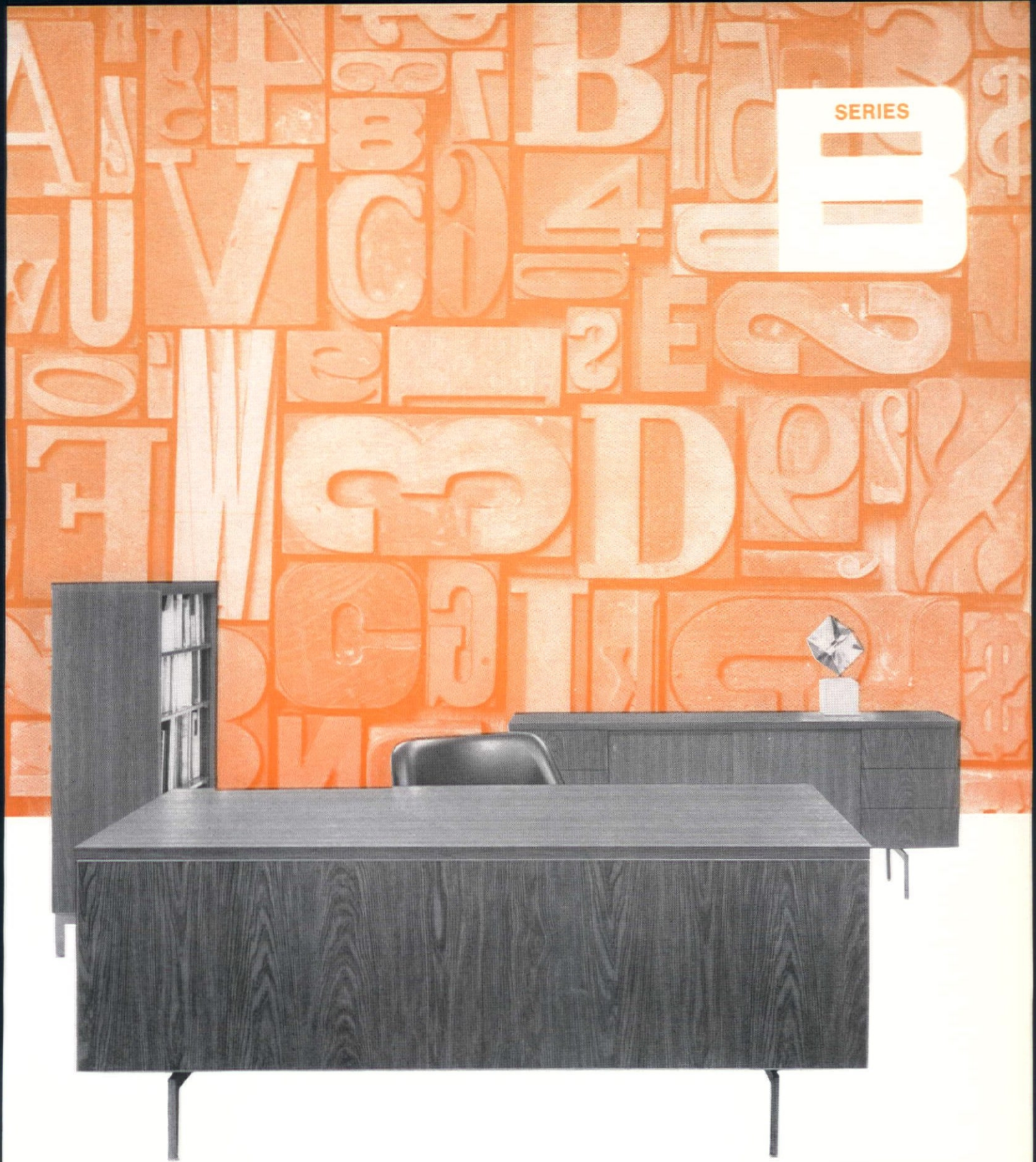
Lenox comes in a variety of surface optic designs from rib to diamond, smooth or textured. They can be custom blown to any desired thickness—elegantly thin for goblets and wine glasses, pleasingly heavier for barware. Choose from our extensive stock line—with low minimum order and re-order and prompt delivery. Or custom design your own shape and style in Lenox Crystal. After all, you custom designed practically everything else.

Why let hours of creative energy go to waste just because you didn't carry your decorating scheme down to the last cordial glass.

Lenox Crystal

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

Circle No. 34 on product card facing P. 214



Series "B" . . . letter-perfect for the discriminating executive. New office designs by Metalstand . . . in limited edition, projecting top level talent. The image . . . subtle strength, slim, receding metallic legs floating a power structure above. The wood grains . . . massive, masculine, making a bold new statement in laminates or fine wood veneers. The office team that spells new age from reception center to inner sanctum. Series "B" . . . Metalstand's new letter of success.

METALSTAND / 11200 Roosevelt Blvd. / Phila., Pa. 19115

METALSTAND

Circle No. 35 on product card facing P. 214

When it came to what to burn CAESAR'S PALACE didn't fiddle around

For their mecca of pleasure in Las Vegas, they wanted their lamps massive. Really Roman. They wanted them unusual. Noticeably beautiful. They knew what they wanted all right, but where could they get them? Fortunately they knew about us. Quartite Creative. They knew we do what our name says we do. Create. So then there was "CAESAR'S PALACE," an exclusive group of table lamps, floor lamps, and chandeliers all made to the exacting specifications of The Maxwell Company, Inc., of Miami, Florida. All handsomely encompassing the drama of old Rome with the excitement of the new, swinging Caesar's Palace. But what's *your* particular problem? Quartite Creative can make light of it in next to no time. And there's no time like now to tell us about it. Call our salesman or come by our showroom. Quartite Creative. Totally now.

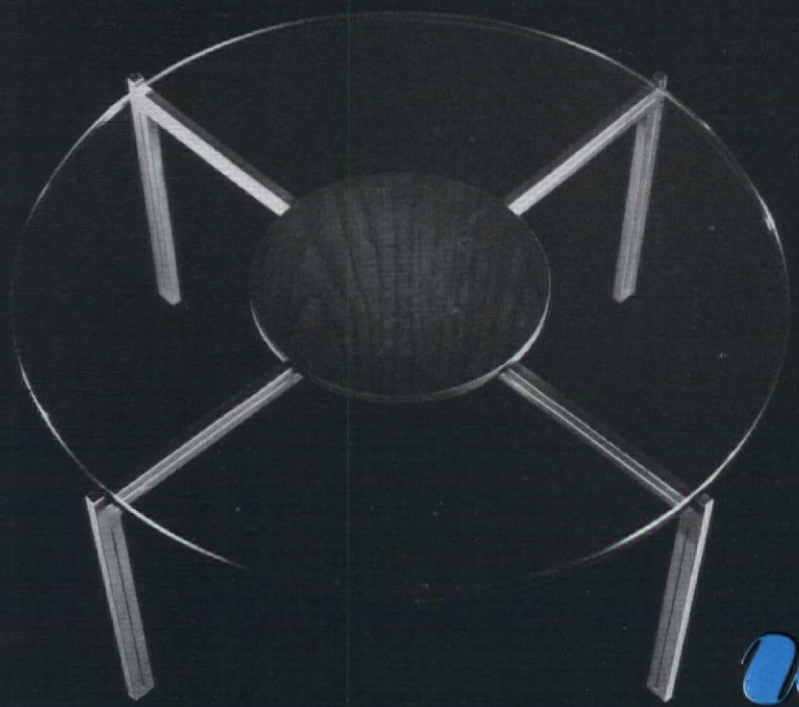
QUARTITE Creative Corporation · 236 Fifth Avenue · New York, N.Y. 10001

A subsidiary of Continental Can Company, Inc.

Showrooms in: New York; Chicago, Illinois; Dallas, Texas; Atlanta, Georgia; Los Angeles, California; Seattle, Washington; High Point, No Carolina

Circle No. 36 on product card facing P. 214

Circle No. 37 on product card →



we have 504 ways to make an office attractive and efficient. This is just one of them.

ART STEEL CO., INC., BRONX, NEW YORK 10463

Come see us at "Contract-68", Booth 132, New York Coliseum, June 4th-6th.

Steelmaster

"The sun can't hurt. They say Omar Khayyam never had to use his J. R. Clark 5-year guarantee."

Had your fill of troublesome casuals? Then make things carefree with Casuals by Clark.

This casual furniture is beautiful, too. Only it has a beauty that doesn't fade away after a few months' use.

In fact, these casuals are guaranteed to stay beautiful . . . to resist rust, stains, fading . . . for five years or longer. To give your customers a substantially lower cost per year.

Take the finish. It's not painted on. Nor pressed on. Instead, the tubular steel is generously zinc-coated, chromated, epoxy-treated, then a high-quality enamel finish is baked on.

The cords won't stretch. They are hand wrapped; carefully, painstakingly placed in position one strand at a time. And guaranteed against staining, fading. Even the hardware is guaranteed against rust. And these guarantees include *no* replacement charge.

A patio, poolside or reception area adorned with Clark Casuals—Rid-Jid or Ames Aire—is an attractive sight. And when it rains or salt spray blows, wouldn't it be nice to know that they can just be left out?

And you'll really appreciate the *plus* profitability of Casuals by Clark.

"RID-JID" AND "AMES AIRE" ARE REGISTERED TRADEMARKS OF THE J. R. CLARK COMPANY

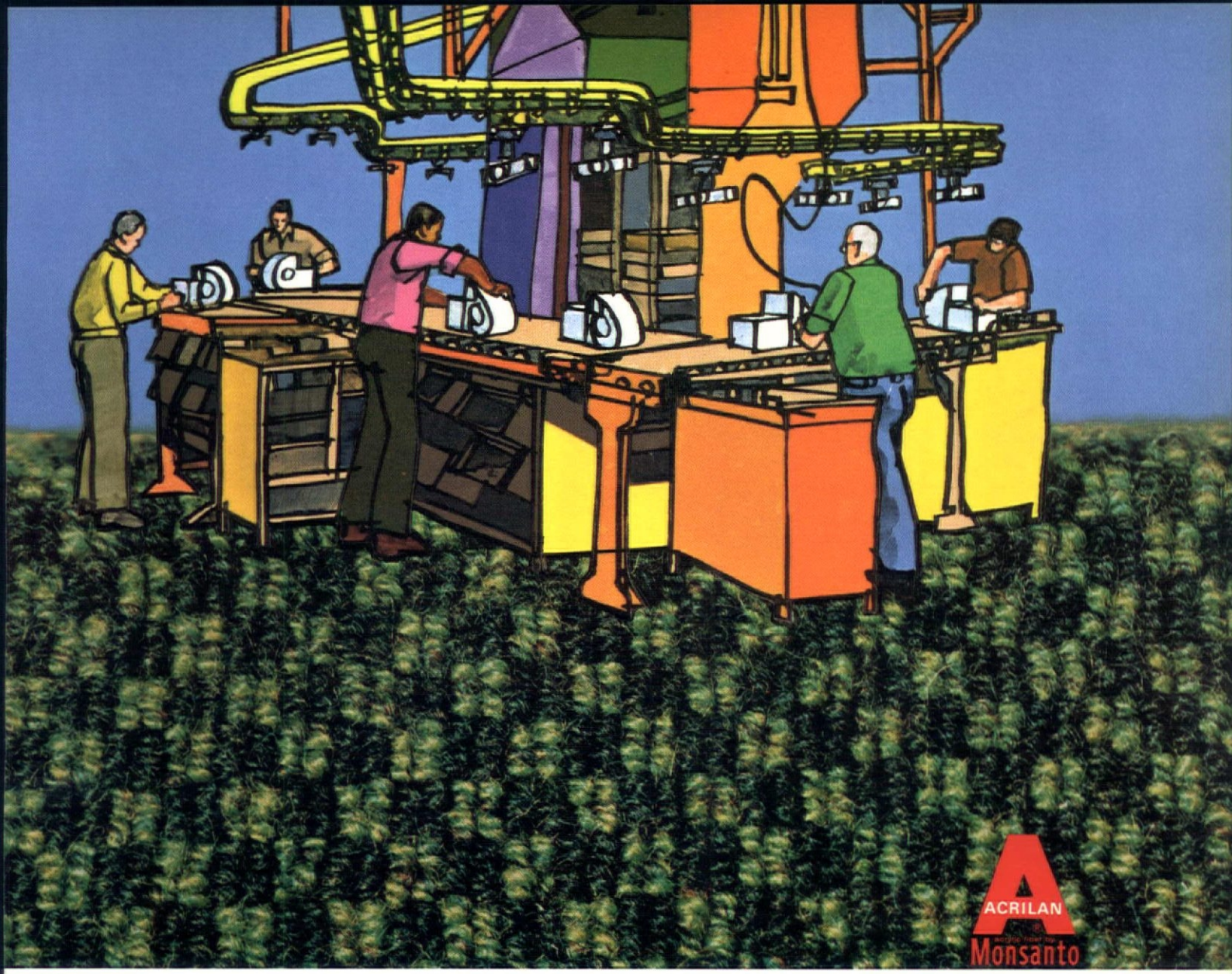
CASUALS BY CLARK

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

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

Circle No. 38 on product card facing P. 214

Circle No. 39 on product card



WHO IN HIS RIGHT MIND WOULD CARPET AN ASSEMBLY LINE?

Why not? Carpet makes sense for many industrial applications. It cuts down noise, air-borne dirt, and breakage. It's more comfortable underfoot and will help raise employee morale and productivity. And it's practical because carpet today is all but impervious to soil and heavy traffic and is simple and economical to maintain.

Applying the advantages of carpet to unexpected places is something we do all the time at Barwick Mills. But not for novelty's sake. All during our nearly 20 years in business Barwick has consistently led the field in developing new ways to make better carpet and engineer it for almost any type installation. Typical is our work with Acrilan® acrylic fiber. We've helped pioneer its use so that now you find carpets of Acrilan practically everywhere: in schools, restaurants, banks, office buildings, locker rooms, grocery stores.

Small wonder that many Barwick innovations are now industry standards; or that we make more different carpets in more different colors, patterns, and textures than anyone. So consider carpet. Next time you see it where you wouldn't expect to, don't think the owner of the place isn't in his right mind. He's just probably been talking to the right people. Barwick.

E.T. BARWICK MILLS, INC./Chamblee, Georgia

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
A Division of Avisun Corporation.

Poly (POLYPROPYLENE) Bac®

Circle No. 102 on product card facing P. 214

Circle No. 41 on product card →

MOTHE LIFE INSURANCE CO., GRETNA, LOUISIANA. INTERIORS BY HEIN

MOTHE LIFE INSURANCE CO., GRETNA, LOUISIANA. INTERIORS BY HEIN

GUARANTY BANK & TRUST CO., GRETNA, LOUISIANA. INTERIORS BY HEIN

Designed for Value

Furniture that's handsome . . . styled to bring new beauty to every area of the modern office. Furniture that's adaptable to the requirements of every work station. Furniture that's durable . . . built for years of distinguished service with a minimum of maintenance. Furniture that's constructed with the same care and precision that mark the most expensive, yet is moderately priced. That's office furniture by Cosco.

With desks, chairs, credenzas, tables, lounge furniture, and utility seating, Cosco can satisfy your every office furniture need . . . superbly!

Designers, architects and other office specifiers should ask for the "Architects Package" when they write to Dept. C-18.

count on COSCO® | *where the new ideas are*

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

Beauty and Strength Distinguish the New 1200 Series by

COSCO®

THE **NORCOR** LINE

Model 1245

Model 1205

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

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

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

count on COSCO® / where the new ideas are

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

All contract carpets are alike.

Everybody says their carpet is the best—the tightest, densest, toughest.

Everybody says they've cut maintenance to the absolute minimum. (No wonder! When you use amazing Acrilan® acrylic fibers. They simply refuse to stain.)

Then everybody tells you the advantages of carpet over tile. And there are plenty!

Yet the fact remains: the only thing that separates one contract carpet from another is the label.

Our "Executive Line," we admit, is a 'look alike'. But it sure isn't. It is tighter, denser than most *and* costs less per square yard.

Since 'look alikes' do get wearisome, we developed a contract carpet with real depth of character. We gave that old tweed look a striking new look. It's so handsome some people have considered putting it in their homes. Made of 100% solution-dyed Acrilan with our Poly-Loc Bac, it can be used in high-humidity areas, even outdoors.

That's our new "Hopsac." And, not so incidently, it costs less, too.

What more can we say?

Write us and see.

ACRILAN® Monsanto

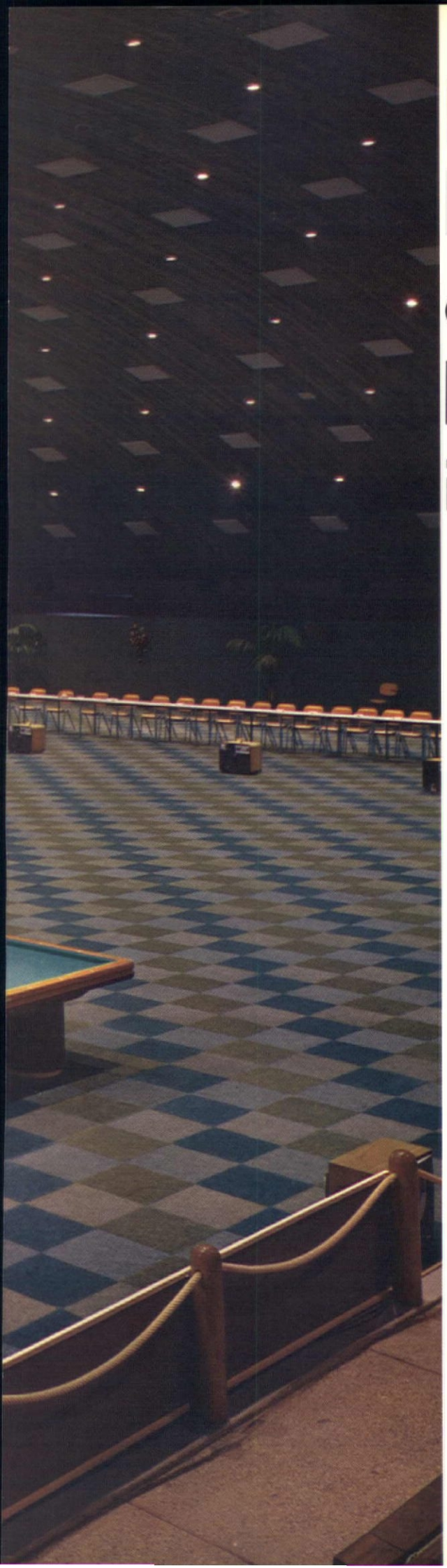
Monarch Carpet Mills

CHAMBLEE, GEORGIA

Circle No. 43 on product card facing P. 214

← Circle No. 42 on product card

VAN HEUGTEN



Introducing luxurious deep-pile carpet squares loose-laid and totally interchangeable.

Heugatiles are a totally new concept in wall-to-wall carpeting. This dramatic new texture brings its own excitement to every application. WIRA abrasion tests prove Heugatile outwears the finest Wilton or Axminster better than 3 to 1. This combined with interchangeability that equalizes wear patterns means your Heugatile wall-to-wall installation can retain its beauty far longer than the floor coverings available until now. 1,440 square yards of Heugafelt was installed in ½ a day in the sports palace pictured at the left. Although loose-laid, the squares are so thick and the fit so snug a 75 piece marching band didn't budge a one during the opening ceremonies and the acoustical qualities enhanced the music.

Because Heugatile is loose-laid, no adhesive or tacking was necessary. Later the same 1,440 square yards were picked up and packed for storage in less than 3 hours. Cigarette burns brush away with a whisk broom. The majority of stains can be removed by gentle rubbing with a cloth dipped in lukewarm water and mild detergent. In the event of serious damage such as spilled acid, the Heugatile square can be moved to a less visible spot or simply replaced. Heugafelt is the original loose-laid carpet-tile totally interchangeable by hand. *Two Heugatile products, Heugafelt and Heugaflor, are available through 1968 within a 200 mile radius of Newark, the San Francisco Bay area and Toronto. Contract dealers needed, please write or phone.*

Please visit Booth 825 at Contract '68, New York Coliseum, June 4, 5 & 6.

HEUGA

HEUGATILE

...totally interchangeable loose-laid carpet squares

MAIN OFFICE: VAN HEUGTEN U.S.A. INC. • 744 BROAD STREET • NEWARK, N.J. 07102 • (201) 624-7961
VAN HEUGTEN U.S.A. INC. • 2555 NICHOLSON ST. • SAN LEANDRO, CALIF. 94577 • (415) 483-4720
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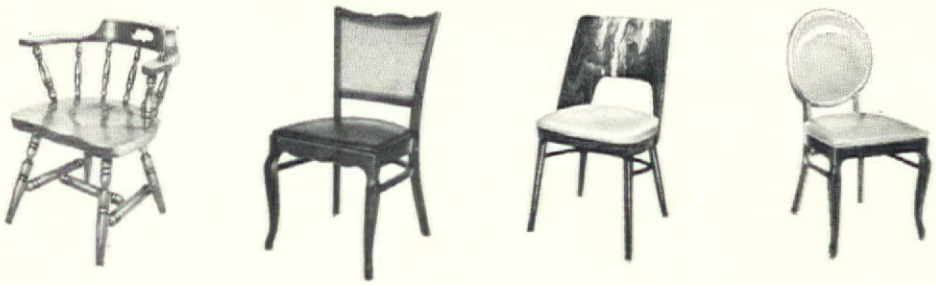
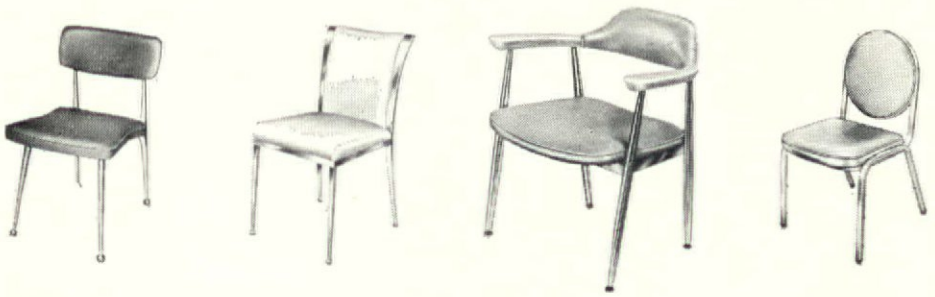
The Complete Furniture Line

WOOD CHAIRS

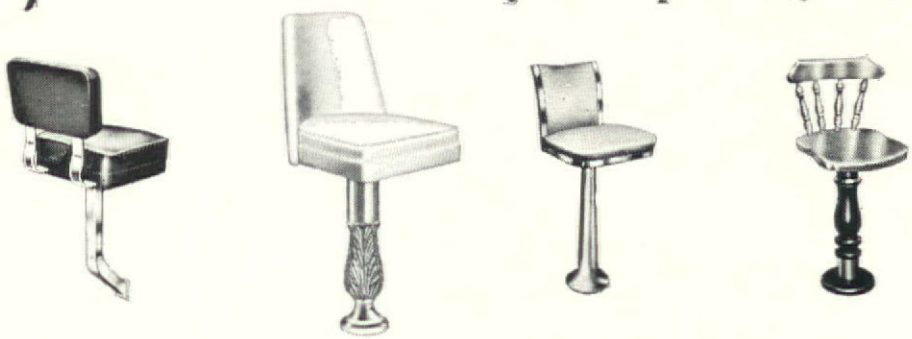


METAL CHAIRS



TABLES

COUNTER STOOLS



BAR STOOLS

These illustrations are just a few of the hundreds of different styles and designs which are available for every type of installation and decor — all quality constructed . . . to fit every budget.

Write for complete information and literature - free for the asking!

L & B PRODUCTS CORP. 3247 Laconia Avenue • Bronx, New York 10469

Circle No. 45 on product card facing P. 214

← Circle No. 44 on product card for Van Heugten

Circle No. 46 on product card

It just rolls along trying to make things easier for you. Like maintenance. It's resistant to stains because the fiber won't absorb them. And it cleans easily and economically.

It withstands heavy traffic. Indoors and out. It resists mildew, rot and insects. It's non-allergenic and offers no static problem.

This carpet with a conscience is the brand new Four Seasons® 'Conquest'.

It's made with face of Marvess® olefin CG, a Phillips 66 fiber. A stronger, tougher carpet fiber. General Felt Industries designed this new durable needlepunched carpeting so you can put carpet where you never dared put it before.

'Conquest' is the thoughtful carpet. It quiets places down, warms them up. Softens them. Makes them colorful and they stay that way because 'Conquest' resists fading. The depth of color is sealed in the fiber. And it's safer too. (Cuts down on slips.)

It also cuts down on clatter. Chatter. The clicking of typewriters. The clacking of footsteps.

It's the thoughtful carpet that lets you hear yourself think.

To put it simply, Four Seasons 'Conquest' won't give you any headaches.

No earaches, either.

MARVESS OLEFIN CG
A PHILLIPS 66 FIBER

FOUR SEASONS 'CONQUEST' IS A PRODUCT OF GENERAL FELT INDUSTRIES INC.
GENERAL FELT PRODUCTS DIV., 2307 SO. PAULINA ST., CHICAGO, ILLINOIS 60608 • CROWN PRODUCTS CORP. DIV., 295 FIFTH AVE., NEW YORK, N.Y. 10016

PHILLIPS 66

PHILLIPS FIBERS CORPORATION, GREENVILLE, SOUTH CAROLINA, A SUBSIDIARY OF PHILLIPS PETROLEUM COMPANY. MARKETING OFFICES: 1120 AVENUE OF AMERICAS, NEW YORK, N.Y. 10036. PHONE: (212) 697-5050; DANIEL BLDG., GREENVILLE, S. C. 29601. PHONE: (803) 242-5366. PHILLIPS 66 FAMILY OF FIBERS: MARVESS® OLEFIN, QUINTESS™ POLYESTER, PHILLIPS 66™ NYLON.
*REG. T.M.-PHILLIPS PETROLEUM COMPANY

* See Four Seasons 'Conquest' at the Contract '68 Show/Booth 307, New York Coliseum

Four Seasons® 'Conquest'. The carpet with a conscience.

Enterprise FROM TECHFAB®

Waiting can be a pleasure when your reception room is furnished with the Enterprise line of fine furniture. Styled in the contemporary manner Enterprise is made by TechFab, a distinguished manufacturer of fine furniture now concentrating his efforts in the commercial furniture field. The excellence of its engineering and fine craftsmanship is readily apparent in the exclusive patented seat construction of extruded vinyl webbing and the extra thick one-piece latex foam rubber cushions which are loose and reversible, finely tailored in a wide variety of vinyl as well as cloth fabrics. They are available in a wide assortment of decorator colors, which when combined in the luster of mirror chrome or satin-finish square tube frames creates a warm, comfortable, impressive room. Arms are available in warm walnut or a wide selection of solid or wood grain laminates as are the tables. With its add-a-chair-a-table principle which permits pieces to be grouped, added to later, or easily rearranged plus its modest price, Enterprise by TechFab truly brings you a new dimension in seating. For complete information about the many Lounge Series, in the expanding line of TechFab products, just mail the coupon below.

TECHFAB®
Div. of ALSCO, Inc.

See TechFab at Booth 518 at the Contract Show.

TECHFAB ® 4321 Semple Avenue • St. Louis, Mo. 63120 C-58E

Gentlemen: Please send me the new TechFab Catalog.

NAME_____ TITLE_____

COMPANY_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Circle No. 47 on product card facing P. 214

Texfoam makes the big ones move

Super-size mattresses made with B.F.Goodrich Texfoam handle easy — around the store, off the floor, out the door. And they sell as easy as they handle!

Because Texfoam can fold up, roll up, bend around corners and get through doors. To make delivering the "big ones" a cinch for you. To make moving them or making them up no chore at all for your customers. And Texfoam never needs turning. Yet it's so lightweight, it's no problem to turn, King-size, Queen-size or any size.

It's bacteria-retardant and non-allergenic. Always stays cool and fresh. Never mildews or holds a musty odor. Won't sag or lump. And there's nothing in it to break down, wear out or set up a squeak.

So follow today's trend to the "big ones" with Texfoam. The bigger the mattress you sell — the bigger the profit you make. And the greater the advantages of Texfoam to help you make it!

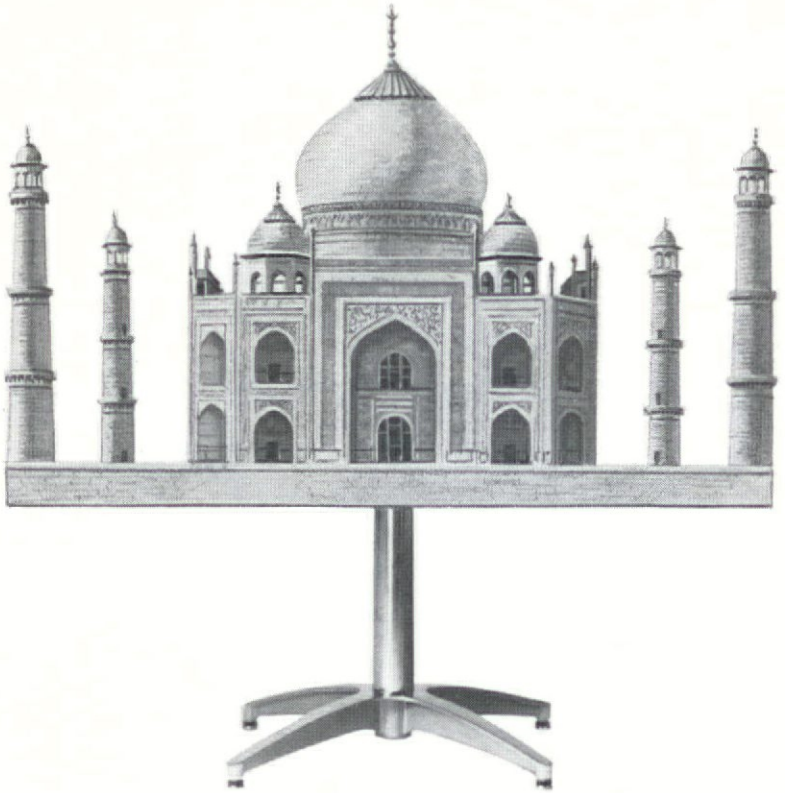
Want more information about the "big ones"? Write The B.F.Goodrich Company, Consumer Products Division, Akron, Ohio 44318.

TEXFOAM®

THE BIG ONE IN LATEX FOAM

B.F.Goodrich

Circle No. 48 on product card facing P. 214



It's no "Wonder"

CREST REGAL DERBY SARATOGA

creative designers choose Big-M bases

The "Wonder" of Big-M Base designs is the functional flexibility and eye-appeal that will add volume to your product's sales. Investigate the possibilities of Big-M Bases. Write for full details.

(All Big-M Bases are available KD)

LEAR SIEGLER, INC.

LSi®

MIDDLETOWN *MANUFACTURING DIVISION*

P. O. BOX 98 • SIMPSONVILLE, KY. 40067

Circle No. 49 on product card facing P. 214

Circle No. 50 on product card

This striking Flintkote® tile floor was installed in 1957.

Jewel Tea Supermarket, Chicago, Ill.
Installed: 1957
Photograph taken: January, 1968 (Unretouched)

This unretouched photograph was taken after 10 years, 9 million shoppers, millions of shopping cart trips and countless spills...

Would any other floor covering still look this new? When we say that FLINTKOTE floor tile lasts for years, we can show you job after job that proves it—under all kinds of traffic conditions. And we can give you case histories on maintenance costs that are facts. (Write us, we'll be happy to send them to you!) Moreover, you can use FLINTKOTE vinyl asbestos tile on, above or below grade, even in difficult areas where oil and grease spills are a problem. Available in many handsome colors.

When you specify FLINTKOTE flooring products you can do so with complete confidence.

THE FLINTKOTE COMPANY, 480 Central Ave., East Rutherford, N.J. 07073 • P.O. Box 2218 T.A., Los Angeles, Calif. 90054

FLINTKOTE®

How

TO CREATE ONE TABLE FIT FOR A KING (and His party of three) FOR ONLY $24.00

Jackson CHINA only can bring to you Val-Saint Lambert . . . this most precious of all lead crystal . . . created through the centuries for the worlds' most distinguished tables . . . Now you too can afford to enrich one or more of those very special tables you reserve for your V.I.P. patrons. . . . Imagine their appreciation when they see and use Val-Saint Lambert lead crystal — They will truly know you really care . . . you will know it's good business! A complete setting of twelve Val-Saint Lambert precious crystal from our "Connoisseur Collection". . . only $24

See us at Booth #427 Contract '68

Val-Saint Lambert PRECIOUS LEAD CRYSTAL

a division of Jackson China Co., Inc., 212 Fifth Avenue, New York 10010

Jackson China Co., Inc., 212 Fifth Avenue, New York, N.Y. 10010

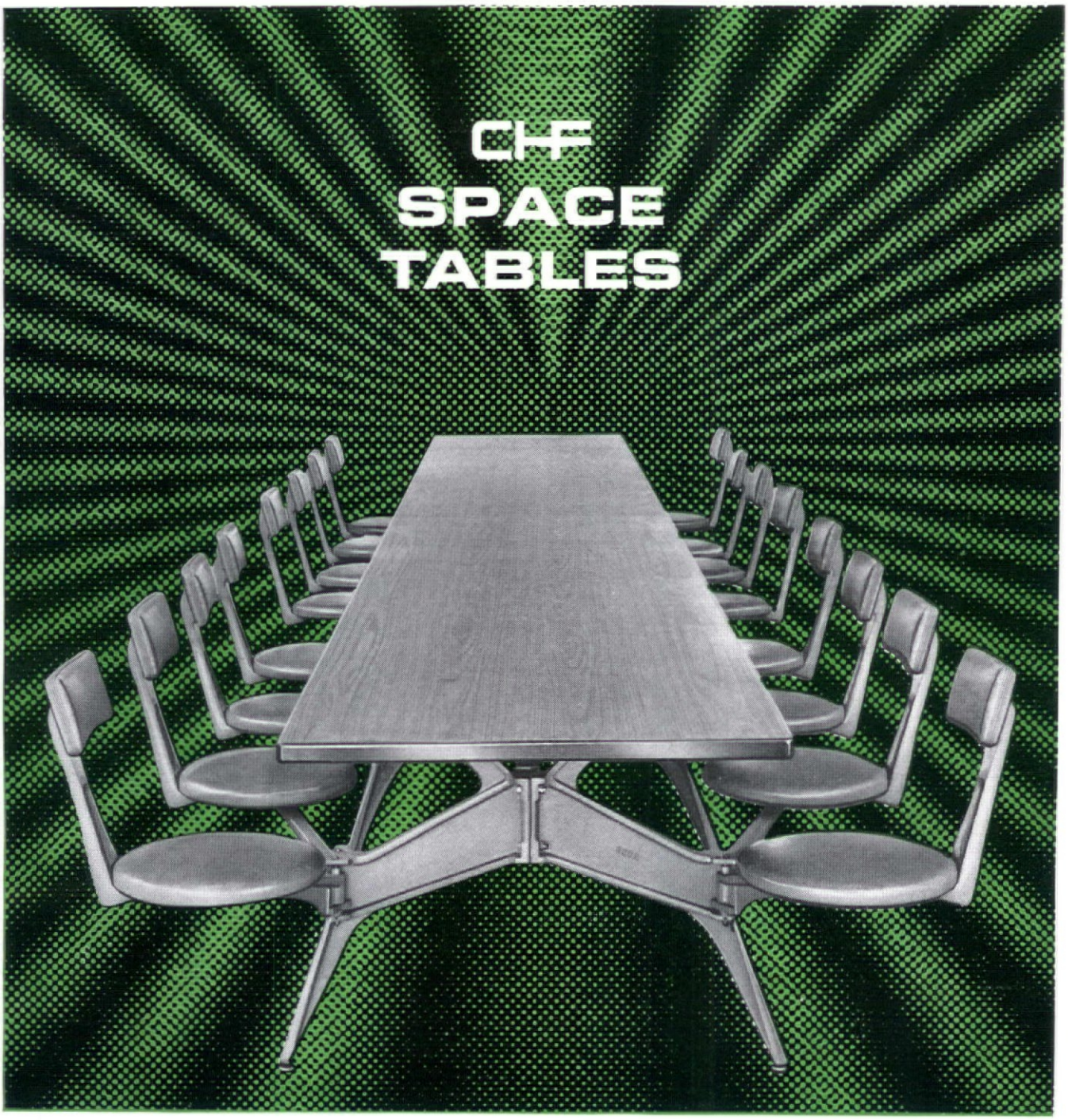
Send me "Special Handling" my order for .....at $24.00 each setting of twelve. I am enclosing
(Fill in number of settings you desire)

my check for $..... Also send me more information on your Val-Saint Lambert lead crystal ☐ and Jackson Quality China ☐

My Name.....Title.....

Restaurant Name.....Address.....

City.....State.....Zip.....



Provide maximum seating in minimum space. Permit narrower aisles. Available in individual units to seat from 4 to 24 people.

Integral, pivoting seats* provide controlled seating.

Easier floor maintenance — seats swing under the table, clear of the floor.

Wide choice of table tops and seat styles.

Rugged, stable, durable. Heavy cast base — extra strong I-beam construction.

*Patent Pending

One of a complete line of tables for virtually every need.

CHF

CHICAGO HARDWARE FOUNDRY COMPANY / NORTH CHICAGO, ILLINOIS 60064

Circle No. 52 on product card facing P. 214

Circle No. 51 on product card

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.

SURVEY — CONFER — SELECT. The left pair of photographs record a recent tour of The Merchandise Mart Contract Center by members of the National Association of Educational Buyers to survey The Mart's extensive sources for college-oriented furnishings. Among the visitors were (from left): 1) Ervin L. Connelly, Purchasing Agent for Berea College, Berea, Ky.; Mrs. Sandra Gillman, Procurement of Office Furniture, Sir George Williams University, Montreal, Quebec; 2) Mrs. Mary Lee Hunt, Ass't Purchasing Agent, Wright State University, Dayton, O., with Harry W. Githens, Director of Business Affairs, Montgomery County Community College, Conshohocken, Pa., and Henry K. Nelson, Purchasing Agent, Columbia

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.

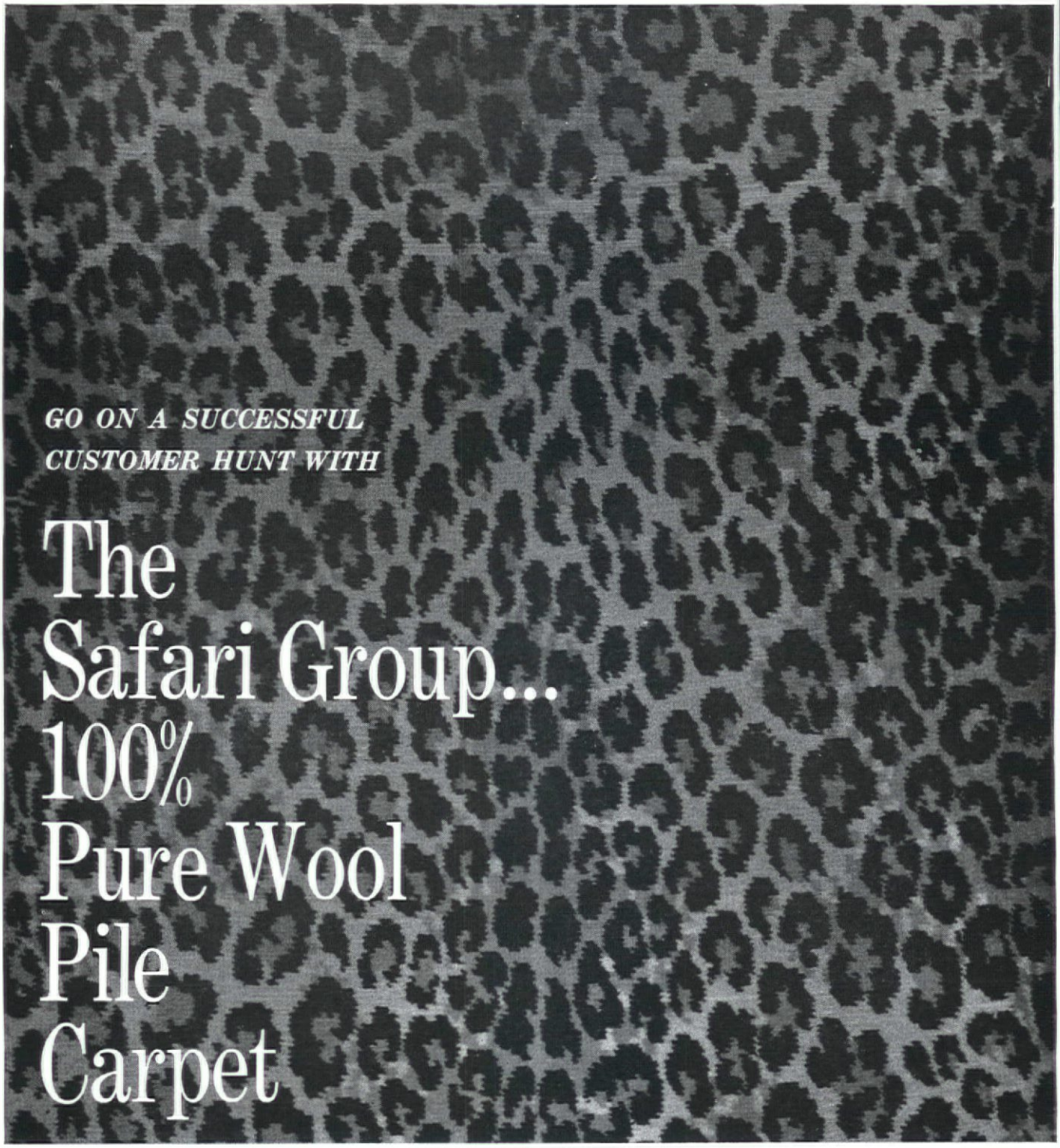
THE MERCHANDISE MART CHICAGO

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.

University, N. Y. More frequent users of The Mart Contract Center are, of course, the people who come with their professional counsellors to select furnishings for projects in progress. Photo 3) catches a discussion of floor coverings by (clockwise) Roger Petrie, Business Mgr., St. Joseph Public Schools, St. Joseph, Mich., Max Petzke, McFadden Corp., Lansing, Mich. and executives of a leading carpet manufacturer. 4) Mr. and Mrs. Robert McMahon are selecting chair designs for their Chef's Inn, with Stanley F. Redeker (left), president of Redeker Furniture Co. All are from Boone, Ia. The unmatched resources and convenience of The Merchandise Mart Contract Center are yours to enjoy *every working day of the year.*

Circle No. 53 on product card facing P. 214



GO ON A SUCCESSFUL CUSTOMER HUNT WITH

The Safari Group... 100% Pure Wool Pile Carpet

from HARDWICK CARPETS

Four handsome patterns to offer the man or woman with a taste for adventure—Leopard, Tiger, Zebra and Giraffe. All in durable, trouble-free 100% pure wool—nature's own miracle fibre. As an added distinction, this group bears the wool mark label . . . the mark of quality. Stocked in 27″ widths . . . also available in area rugs. Contact us *now*. Open season on profits starts the moment you do. Send for FREE color cards on other decorating patterns.

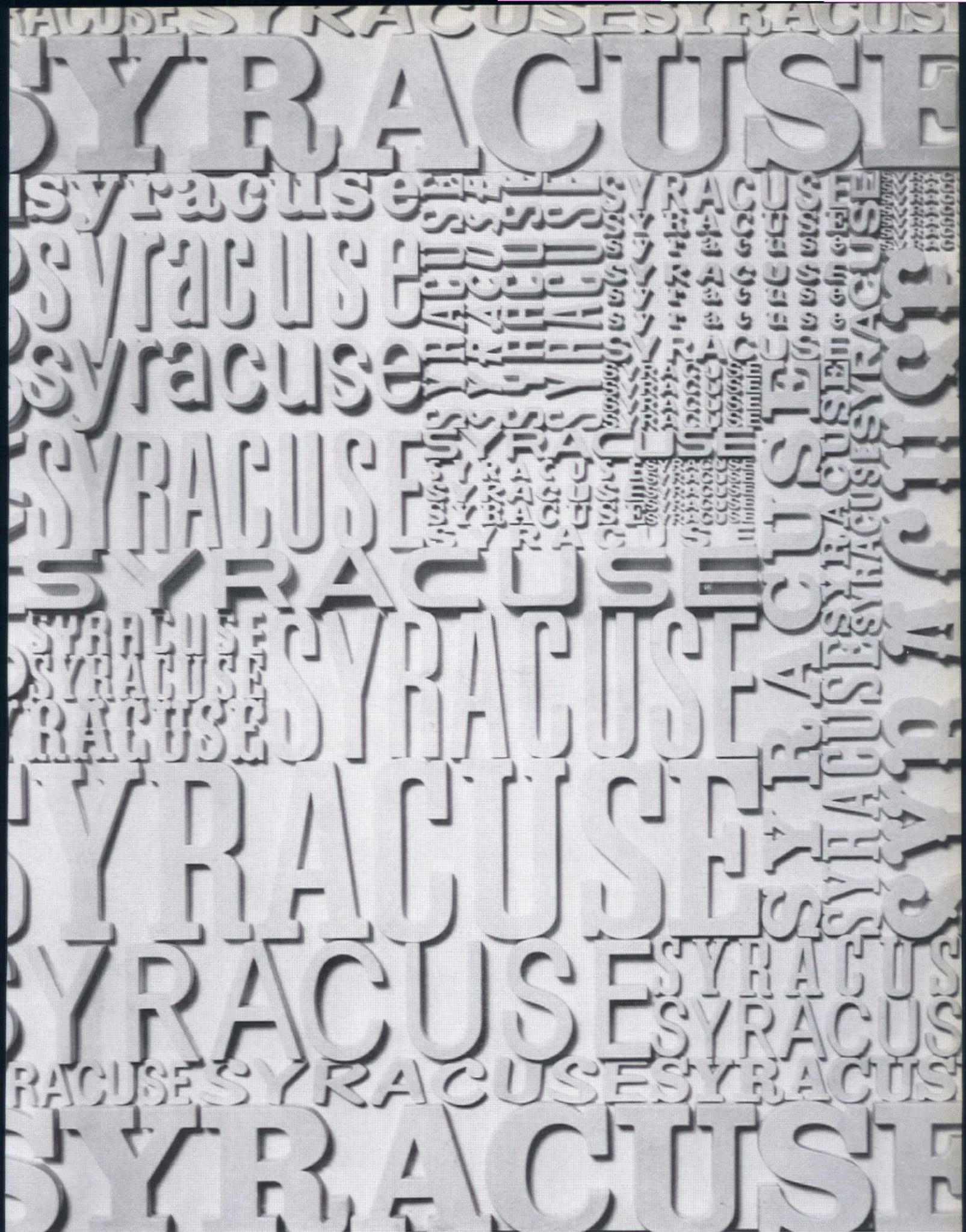
The wool mark is your assurance of quality tested carpets made of pure wool pile.

PURE WOOL PILE

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

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

Circle No. 54 on product card facing P. 214



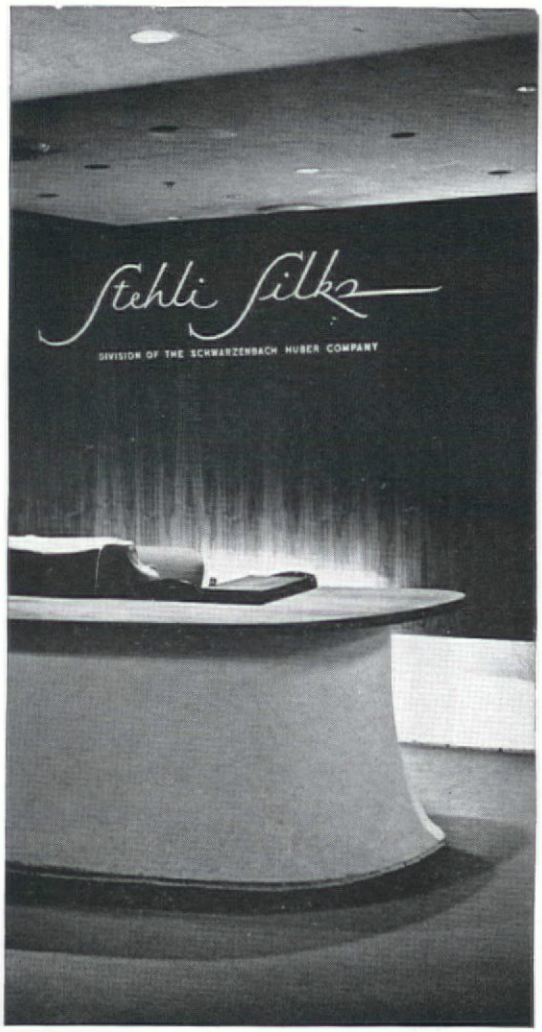
ON JUNE 4, 5, 6 see us at Booth 326 Contract '68.

All other days you're welcome in Suite 514, at 551 Fifth Avenue.

Circle No. 55 on product card facing P. 214

SYRACUSE
1871 China
CORPORATION
SYRACUSE, NEW YORK

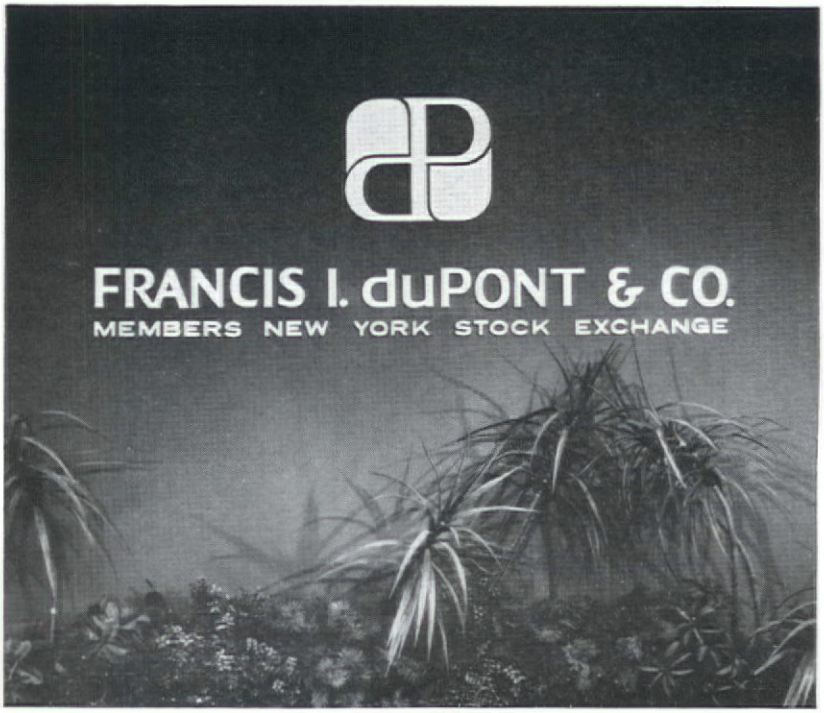
Spell out the final word in decorative elegance with Knight hand-made art letters, figures!



Knight is the last word in durable grace, charm, beauty . . . makes an interior more meaningful in sculptured 3-dimensional metal letters and figures.

Offered in aluminum, brass or solid bronze . . . in a wide variety of faces, finishes and sizes. Custom-designed letters and trademarks, too. Write and receive our FREE catalog.

H. W. Knight & Son Inc.
METAL LETTERS & FIGURES
70 Lane St., Seneca Falls, N.Y. 13148



See us at Booth 738 National Contract Show & Convention, New York — June 4-6

Circle No. 56 on product card facing P. 214

Circle No. 57 on product card →

When Sara Smith, A.I.D., specified 685 folding tables for the multi-million dollar New Orleans Rivergate...

she had to be right.

Sara Smith recalls it this way:

"Hemenway's Contract Furnishers of New Orleans, working with the Rivergate's architects, was given the interior design assignment for this new, international exhibition hall. It was my responsibility to prepare furniture specifications for public bidding."

With frequent banquets, business meetings and conventions anticipated, the folding tables had to be really rugged. So Miss Smith specified a table that would stand rough treatment. Was easy to handle. Came in many sizes, shapes and finishes.

Howe met all specifications and was the successful bidder.

In the hands of talented professionals like Sara Smith, Howe folding tables provide the answer to all sorts of multi-purpose area furnishings problems. Get our catalog and see. Who knows? Howe tables may be just what your next job calls for.

Howe

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

purchased by
people paid to know
the difference

Rivergate's architects: Curtis & Davis, Edward B. Silverstein & Assoc., Mathes, Bergman & Assoc.

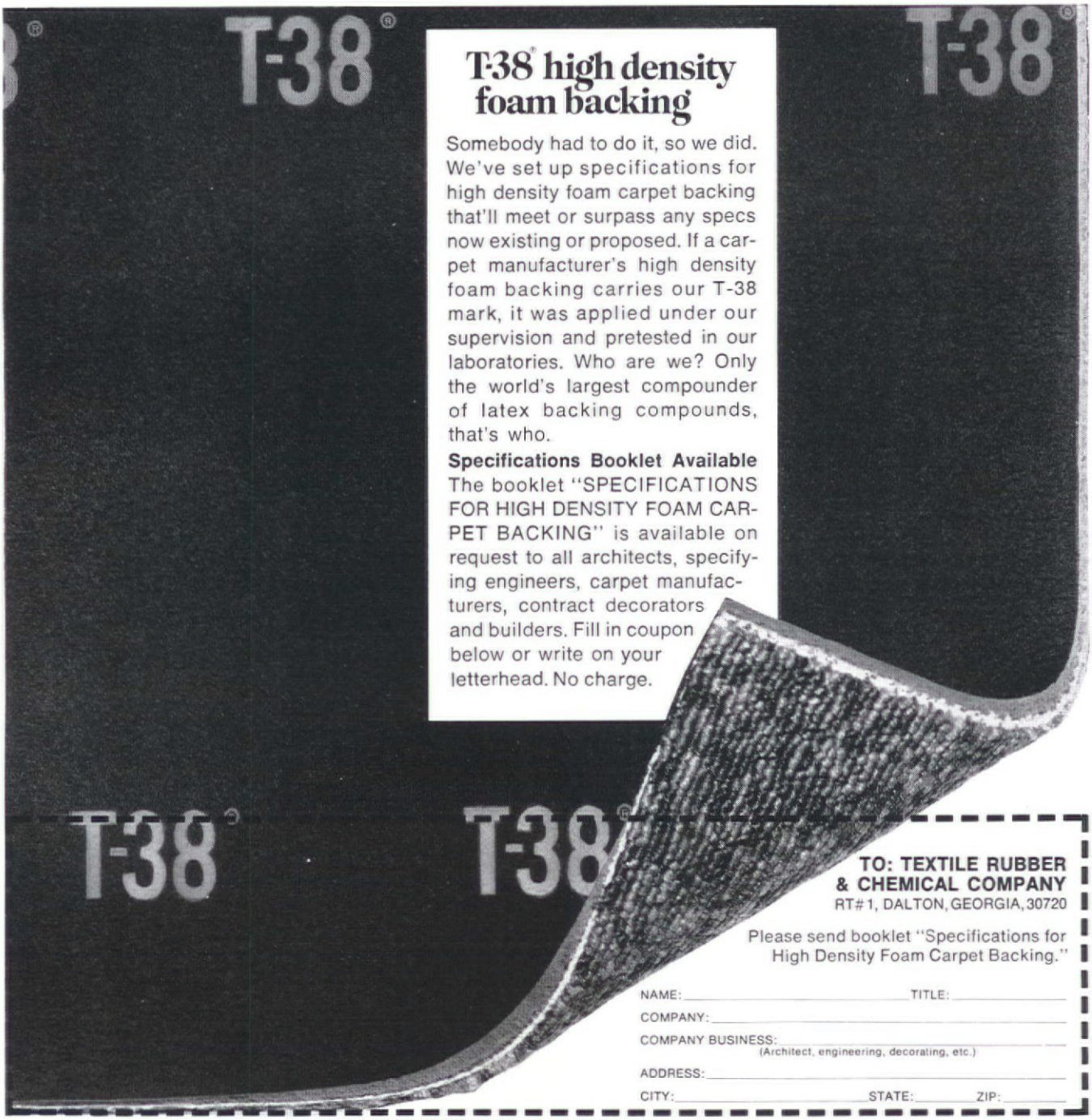
Series 4 Desk and Cabinet with mirror chrome base, designed by Kipp Stewart

as specified . . . by the most critical professionals in the world of design. Write for catalogs on new Desk Series and Seating.

Directional

Directional Contract Furniture Corp. *New York:* 979 Third Ave. *Chicago:* 6—121 Merchandise Mart. *Los Angeles:* C.J. Welch + Assoc., 8900 Melrose Ave.
Write for name of dealer in nearest city

now there are specifications for High Density Foam carpet backing!



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.

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. 59 on product card facing P. 214

As thick as they come

New Temptierra™ indoor/outdoor carpet now at Hollytex Booth 114 at Contract '68.

Hollytex is flooring the contract market with Temptierra, made of remarkable Vectra® fiber. 100% Olefin fiber that's extra tightly packed to give excellent acoustical qualities, and also makes Temptierra mildew and mothproof, and non-allergenic. Temptierra is backed up too, by a Corru-Borg backing for indoor/outdoor use, and a high density backing for indoor use.

Never before has an indoor/outdoor carpet had such a pile. Pile you can sink into. Soft, luxurious Temptierra loves to go places: Homes, gardens, hospitals, schools, theatres, stadiums.

Temptierra goes well everywhere because it's unaffected by extreme heat or cold, and comes in many decorator colors. Plain beautiful. Striped. Heathered. It has complete color retention after 200 hours on a Fadeometer, and chlorine doesn't bother it, so it can be used around pools. Also around data processing and electronic equipment as it doesn't generate static electricity. Temptierra keeps its lush pile after washing, without shrinking or stretching. It shows no stains with the least care as compared to other carpets, and it lasts and lasts, even after 10,000 abrasion cycles. Comparable acrylic carpet was worn to the backing after 7,600 cycles.

Temptierra, the deep carpet that doesn't need any deep thinking on why you should use it.

Temptierra™

by Borg Fabrics | a division of Amphenol Corp.

as thick as they come

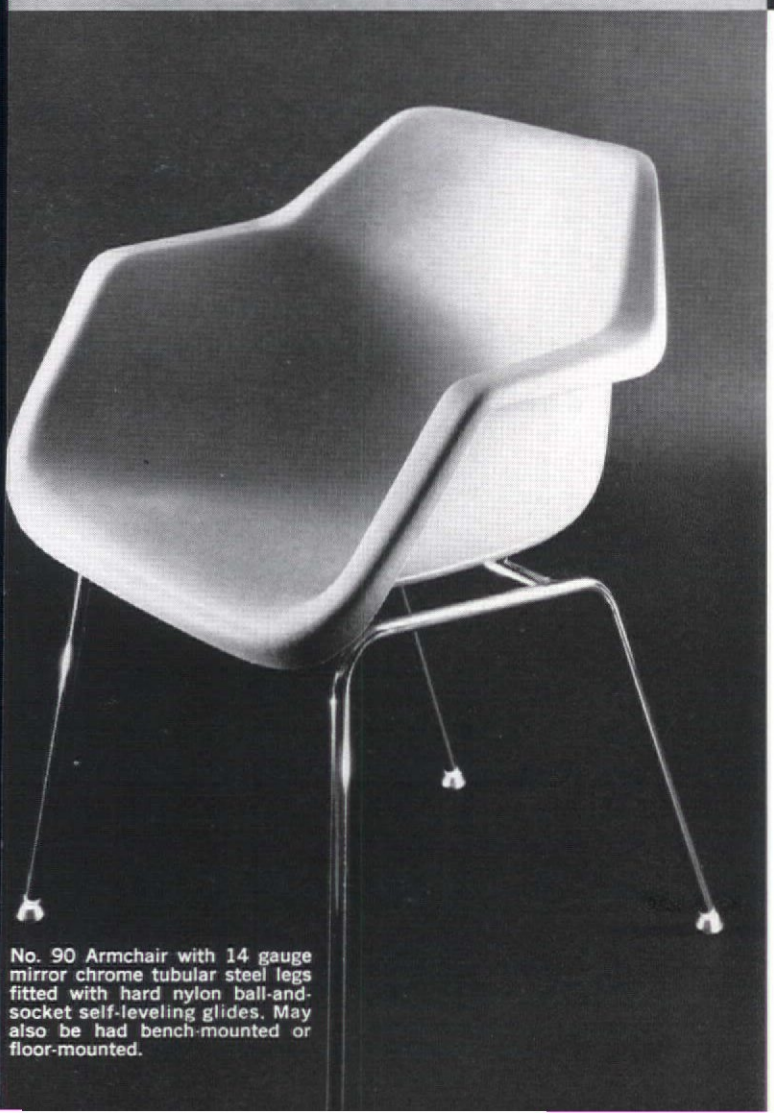
Circle No. 60 on product card facing P. 214

No. 96 Armchair with cast aluminum one-piece swivel base. May be had with glides as shown, or with Shepherd casters.

NEW! THE INJECTION MOLDED WRAP-AROUND ARMCHAIR

For all manner of institutional and public seating where the need is for long-sitting comfort, good design, and the ability to take a beating. The compound curves of the design make structural reenforcements unnecessary. The base is attached securely by self-tapping screws that go into bosses integrally molded with the underside of the seat. The screws set at angles in line with the direction of stresses when the chair is in use.

The leather-like texture deeply etched into seat and back is resistant to mars and stains, and is washable. Because of its very high resistance to flexural fatigue, the chair will never craze nor crack.



No. 90 Armchair with 14 gauge mirror chrome tubular steel legs fitted with hard nylon ball-and-socket self-leveling glides. May also be had bench-mounted or floor-mounted.

Made of that fabulous Polypropylene SR_2™.
Natta, the Italian chemist, was awarded a Nobel prize for his discovery of polypropylene.

Designed by Robin Day RDI FSIA, celebrated British architect.
Made in U.S.A. by John Stuart International
under British license.

Available in charcoal, light grey, and orange-red.
If you don't have the complete catalog of Robin Day Chairs, ask us for one.

EXCEPTIONAL FURNITURE

JOHN STUART INTERNATIONAL

CONTRACT DIVISION OF JOHN STUART INC.
205 EAST 58TH ST., NEW YORK, N. Y. 10022

FURNITURE BY JOHN STUART INC.

Malaya... one of many handsome designs from the new Thibaut screen printed vinyl and strippable wallcovering collection, with matching fabric. This new line features both contemporary and traditional designs with unlimited decorative application.

RICHARD E. THIBAUT INC., (Showrooms) 204-206 E. 58th St., New York, N.Y. 10022 • 212-989-9800

Circle No. 61 on product card facing P. 214

Circle No. 62 on product card

The war against ugly.

Maybe hearts and flowers went over big in 1928, but they don't belong on a 1968 plastic laminate.

But what do they keep showing you every year?

Patterns straight off Grandma's wallpaper, colors as vibrant as a paper bag and woodgrains that wouldn't fool a squirrel.

So we've developed over 120 contemporary designs that give you a fighting chance.

Wild, unpredictable abstracts like Paisley and Old Town.

Rich, luscious woodgrains like Coachwood and French Walnut.

Brilliant, eye-popping colors like Fuchsia, Poppy and Curry.

And we keep working on more.

We want you to have more to work with than those same old museum pieces.

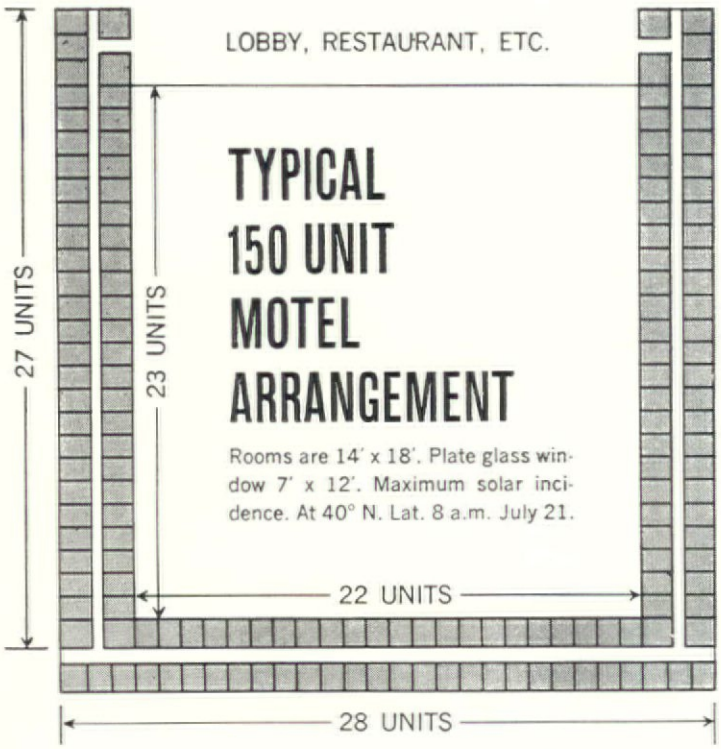
Want to see what we mean?

Write General Electric Company, Laminated Products Department, Section DE , Coshocton, Ohio 43812.

And join the war against ugly.

GE TEXTOLITE
DECORATIVE SURFACING

$18,000 SAVINGS*



Area of windows facing west (or east)
50 x (7 x 12) = 4,200 sq. ft.

Solar heat gain with medium drapes
200 x .61 x 4,200 = 512,400 Btuh.

Solar heat gain with Milium insulated lining
200 x .32 x 4,200 = 268,800 Btuh.

SAVINGS=243,600 Btuh or approx. 20 TONS

IN AIR CONDITIONING COST WITH MILIUM® INSULATED DRAPERIES

Think of it! When construction costs are spiraling upwards MILIUM® insulated drapery linings reduce initial air conditioning investments.

After extensive tests at the engineering laboratory of a nationally known University† MILIUM®, with a shading coefficient of 0.32, offers superior insulation at a cost of under $.03½ per square foot as demonstrated in the adjoining column. While these savings were computed for the New York area think of the additional savings in construction and maintenance costs for warm weather areas. MILIUM® is not content with a one-time saving; MILIUM® keeps saving money for you and your investor year after year.

But this is not all...

MILIUM® draperies and drapery linings give longer life to upholstered furniture, expensive carpets and decorative draperies. Consider the light control on bright days, consider the luxurious uniform external appearance that only MILIUM® lined draperies offer to a building. For MILIUM® is available in white and decorator colors and a multitude of fabric types. Now for the first time MILIUM® is also available in white and colored room darkening window shades. Major hotels and public installations throughout the world demand and specify MILIUM® insulated fabrics.

Write for our report on Solar Heat Gain listing Shading Coefficients for each MILIUM® insulated fabric. It is available at no charge to architects and engineers.

*20 TONS @ $900.00 per TON = $18,000 SAVINGS IN FIRST COST.

Against this must be charged the additional cost of Milium lined drapery over the medium drapery. This estimate does not include some small additional savings from other exposures.

ANNUAL TONS PER SQ. FT. OF GLASS

	NYC	Dallas	NYC	Dallas	NYC	Dallas	NYC	Dallas
Medium Dr.	1.21	3.03	1.76	3.80	2.25	4.51	3.03	6.49
Milium Lining	0.60	1.50	0.90	1.95	1.15	2.30	1.50	3.20
Saving	0.61	1.53	0.86	1.85	1.10	2.21	1.53	3.29

This does not include any savings which may accrue due to demand charges. If the demand charge is $1.00 per Kw, then an additional savings of $100.00 for five months of operation would probably be realized.

TOTAL TON HOURS SAVED

	Sq. Ft.		NYC		Dallas
North	22 x 84 = 1,848	x 0.61	1,128	x 1.53 =	2,830
East	50 x 84 = 4,200	x 0.86	3,530	x 1.85 =	7,770
South	28 x 84 = 2,352	x 1.10	2,580	x 2.21 =	5,200
West	50 x 84 = 4,200	x 1.53	6,430	x 3.29 =	10,800
			13,658 ton hrs.		26,600 ton hrs.

ANNUAL SAVING NYC 13,658 x 0.025 = $342.00
ANNUAL SAVINGS DALLAS 26,600 x 0.025 = $665.00

MILIUM 1045 Sixth Ave., New York, N. Y. 10018 ®Registered T.M. of Deering Milliken, Inc. for insulated fabrics †Name supplied on request

Circle No. 63 on product card facing P. 214

Look at upholstery fabric this way...

With this kind of fade-resistance, just think how upholstery fabric made of Vectra fiber will perform on fine furniture.

Vectra®, the fiber that made outdoor-indoor carpet possible, has helped launch an entirely new breed of upholstery fabric. A fabric so abrasion-resistant that even upholstering a park bench makes sense.

Bright, dramatic colors are locked inside Vectra fiber...safe from sunlight and moisture. You get built-in resistance against stains and fading. Resistance that won't wear out or rub off. A bit of detergent and water or household cleaning solvent makes short work of even "impossible" stains.

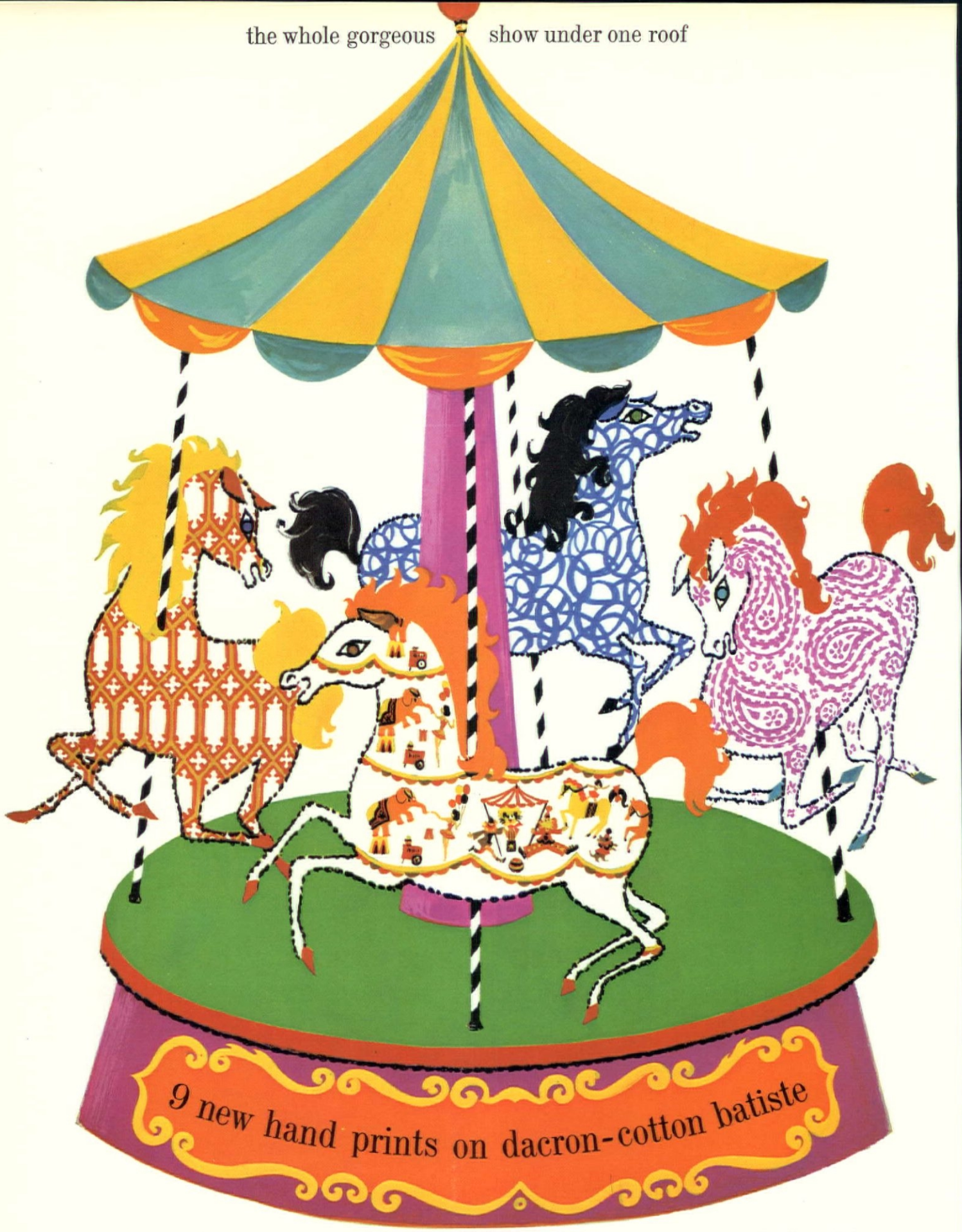
And when you consider the tempting array of textures and color combinations, upholstery fabric made of Vectra fiber looks almost too good to be true. But it is true...and it's available. Now.

ENJAY Vectra OLEFIN FIBER

Join the resistance ... insist on upholstery fabric made of

Vectra® olefin fiber is manufactured by Enjay Fibers and Laminates Company, Odenton, Maryland, a division of Enjay Chemical Company. Odenton: (301) WO 9-9000. New York: 350 Fifth Avenue, (212) LO-3-0720. Charlotte: One Charlottestown Center, (704) 333-0761. Enjay makes fiber, not fabrics.

the whole gorgeous show under one roof



Hathaway's new, happy collection of hand-prints is exquisitely printed on sheers. There are nine design ideas which run the gamut from whimsy to geometrics to bold monotones and to the classically elegant. Some designs are panel and border ideas. The widths are 48" and 54". . . and the colors are charming enough to make the heart beat a little faster.
See all the color prints in carousel-animation at Contract '68, the Coliseum, June 4—6, SPACE 311.

Circle No. 65 on product card facing P. 214

HATHAWAY FABRICS
Home Fabrics Division of Berkshire Hathaway, Inc.
261 Fifth Avenue, N.Y., N.Y. 10016 – ORegon 9-8626

LOS ANGELES, CALIFORNIA 90015
Room 1343A, California Mart

ST. LOUIS, MISSOURI 63101
503 North Twelfth Street

TORONTO 1, CANADA
94 Wellington Street, West

CHICAGO, ILLINOIS 60654
Room 1311, Merchandise Mart

Gregson seating fully answers every urge of every decorator. The flexible styling, visable material quality, precision tailoring and brilliant fabric colors embody every detail he requires for correct decorating anywhere. Every decorator needs the Gregson catalog. Write for it now. On your letterhead, please.

Circle No. 66 on product card facing P. 214

EARL LEWIS PHOTO

This is hardly the place for Virtue.

But it could be the place for you.

Of course there's a catch. We'd like to swap some ideas with you. Ideas designed around our line with a chance at a vacation attached.

Virtue has a pretty healthy reputation in dining room furniture. But that's another division. We're in the contract end. We specialize in multi-purpose tables and chairs that are among the very best.

Our Director's chair (like the one the young lady's sitting in) has hosted everything from board meetings to quiet cocktails. Kids have been squirming on our 9324 in restaurants for years. Salesmen and conventioneers have used some of our 9316's for everything from shoeshine stands to luggage racks. And they still look great.

We have a wide spread of chairs, stacking chairs and tables, cocktail and side chairs, and bar stools in any vinyl, fabric or combination, in ten frame finishes. All well designed, functional and lasting.

Of course we have some ideas where, and how, our line can be used. We're sure you have some too. But we need to talk to you somehow.

Barging into your office would probably get us thrown out. And charging around the country would take too long.

So we thought maybe a "Vacation by Design" contest might be a good way to break the ice. It's all relatively easy and painless. And here's how it works.

Fill out the coupon for the "Vacation by Design" idea package. One of our reps will drop it by (he's pledged not to intimidate you) or we'll just mail you the package. In the package is a folio containing a contest blank, the rules, a brochure of styles and color combinations of tables and chairs, and several commissioned sketches of environmental settings based on some of our furniture.

So, let's swap ideas. Some of ours for some of yours. No obligation. Then if, after looking through the idea package, you want to enter, great! Send in your ideas. (The best will be culled out and put into a larger folio which we plan to issue later.) And the top three winners will receive prizes.

So let us tell you all about it. You'll find a good idea can really get you places. Like Acapulco. Lake Louise. The Bahamas.

Vacation by Design

☐ I'd like your Vacation by Design contest idea package.

☐ I don't have time for the contest thing, but I'd like the design ideas anyway.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Void where prohibited by law. Requests must be received by midnight June 30, 1968.

Virtue OF CALIFORNIA

Commercial Division
19801 South Sante Fe Avenue, Compton, California 90221

Circle No. 67 on product card facing P. 214

LIGHT

Lighting devices that are totally original . . . classic Bubble Lamps . . . all bear the unmistakable imprint of architect-designer George Nelson. A variety of shapes and sizes, all cast a soft even light. A choice of accessories turn the basic Bubble into adjustable ceiling fixtures, wall pin-ups, floor and table lamps. Now offered as a ceiling hung fixture with hangers and extra length cord for baseboard attachment. Write for our catalog. **Howard Miller Clock Company, Zeeland, Mich. 49464**

TABLE-DESK

EQUIPMENT TABLE

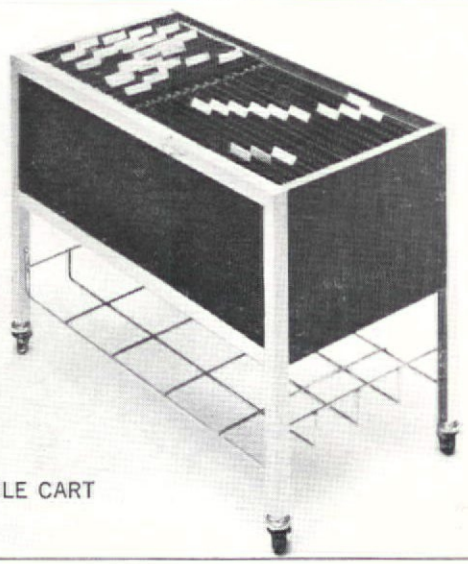
FIRST FULL-LINE OFFICE LANDSCAPE SYSTEM

Here's the first full-line office landscape system on the market in the United States. Ruggedly built, beautifully designed with Uniline's patented, flexible construction system. So competitively priced, it meets any budget, and you pick your own design components. Installations already in progress: Kodak and Corning Glass Works.

See it at
CONTRACT '68
Booth No. 314-411
Coliseum, N.Y.C., June 4-6

BOOKCASE/STORAGE CABINET

GROUP FILES



FILE CART

UNILINE

420 ALABAMA AVE., N.W.,
GRAND RAPIDS, MICHIGAN 49504
TELEPHONE: 616/458-1564

Circle No. 69 on product card facing P. 214

Circle No. 68 on product card

Gentlemen: Be seated, the conference is about to begin.

**Conference chairs.
Designed to comfort
executives at their best.
Swivel chairs. Arm chairs.
Walnut, teak, rosewood.
Leather, vinyls, fabrics.
Beautiful. Yes.
O. K. Let's begin.**

Showrooms: New York, Chicago, San Francisco, Los Angeles, Seattle, Dallas, Atlanta, Miami, Sweden, Germany, Denmark, Republic of The Congo

DUX Incorporated, 5000 City Line Road, Newport News, Virginia 23607

DUX

Ordinary floor coverings carry ordinary guarantees.

Powerbond Pile Vinyl carries a 5-year guarantee.

(So what does that make it?)

Powerbond* Pile Vinyl is a very unusual floor covering.

That's why it carries a very unusual guarantee. A 5-year guarantee. Which reads:

"This Powerbond Pile Vinyl is guaranteed by Collins & Aikman against excessive surface wear for five years from date of installation when properly installed and maintained. Excessive surface wear means more than 10% loss of pile fiber per square yard. If the pile vinyl fails to perform as guaranteed, the affected area will be replaced at our expense upon request of the customer. This guarantee does not cover tears, burns, pulls, cuts or damage due to improper cleaning agents or methods."

This unusual guarantee can't be matched. But then, neither can Powerbond Pile Vinyl.

Because it's the only floor covering that combines luxurious pile with durable vinyl. Without the disadvantages of either.

We call it Powerbond because it has a powerbond. In constructing it, we fuse (not glue) four layers of materials:

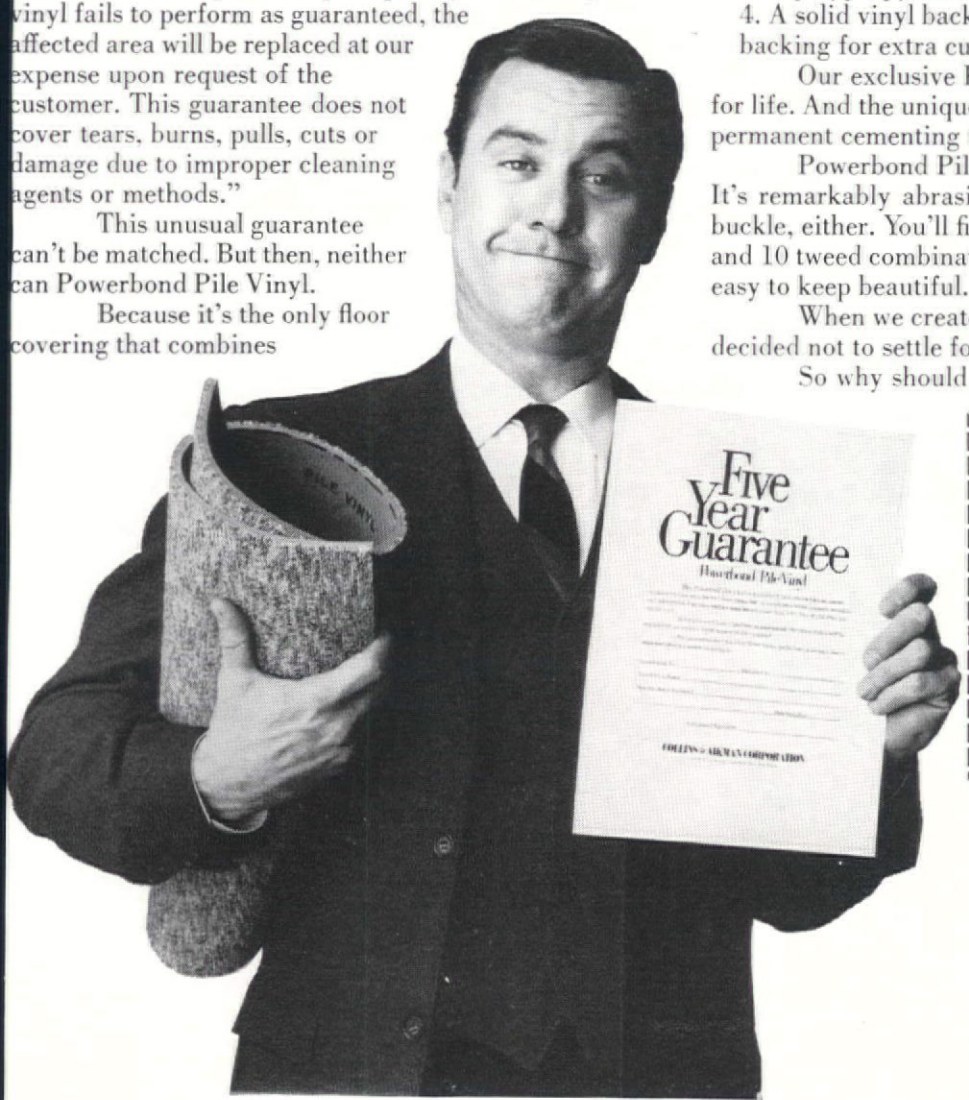
1. A super-dense pile of Allied Chemical's commercial nylon. (Over 168,000 tufts a sq. yd. More than twice as dense as normal commercial carpet.)
2. A polypropylene stabilizer. 3. A pure vinyl precoat.
4. A solid vinyl backplate. (Or a cellular vinyl backing for extra cushioning.)

Our exclusive Powerbond anchors pile loops for life. And the unique vinyl backing assures permanent cementing to any floor.

Powerbond Pile Vinyl has great resiliency. It's remarkably abrasion-resistant. Won't ripple or buckle, either. You'll find it in 9 beautiful cordtones and 10 tweed combinations. And all are incredibly easy to keep beautiful.

When we created Powerbond Pile Vinyl we decided not to settle for anything less than the unusual.

So why should you?



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COLLINS & AIKMAN

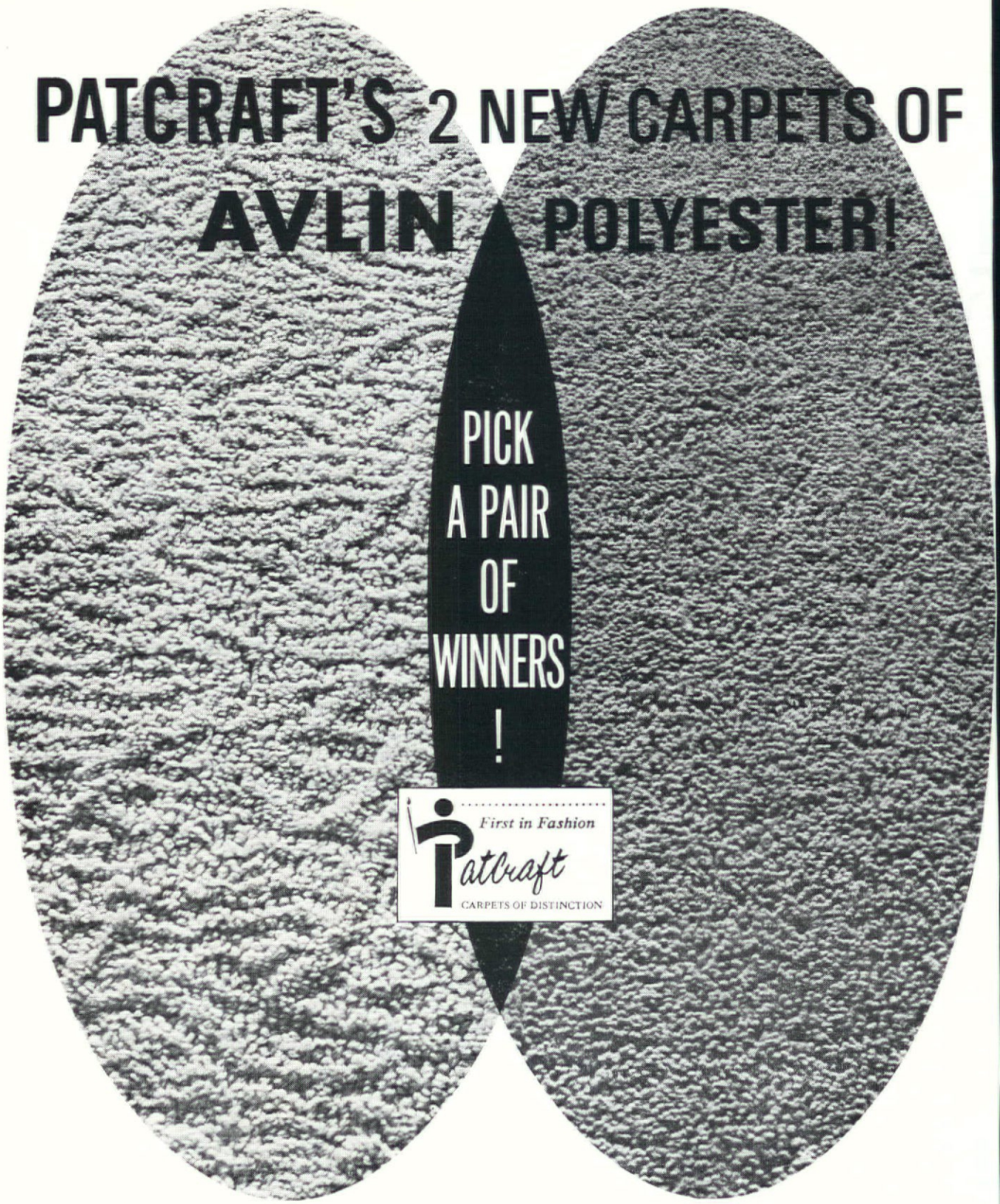
210 Madison Avenue, New York 10016

Contract Division, Dept. 202

*TM of Collins & Aikman

Circle No. 71 on product card facing P. 214

PATCRAFT'S 2 NEW CARPETS OF AVLIN POLYESTER!



"SENORIA"—a subtle shadow-shear design of AVLIN POLYESTER yarn—a product of AMERICAN VISCOSE CORPORATION—has been created for maximum resilience and texture retention . . . excellent wear . . . ease of cleaning PLUS being moth-proof and non-allergenic. 12 Fashion-First colors. 12′ and 15′ widths.

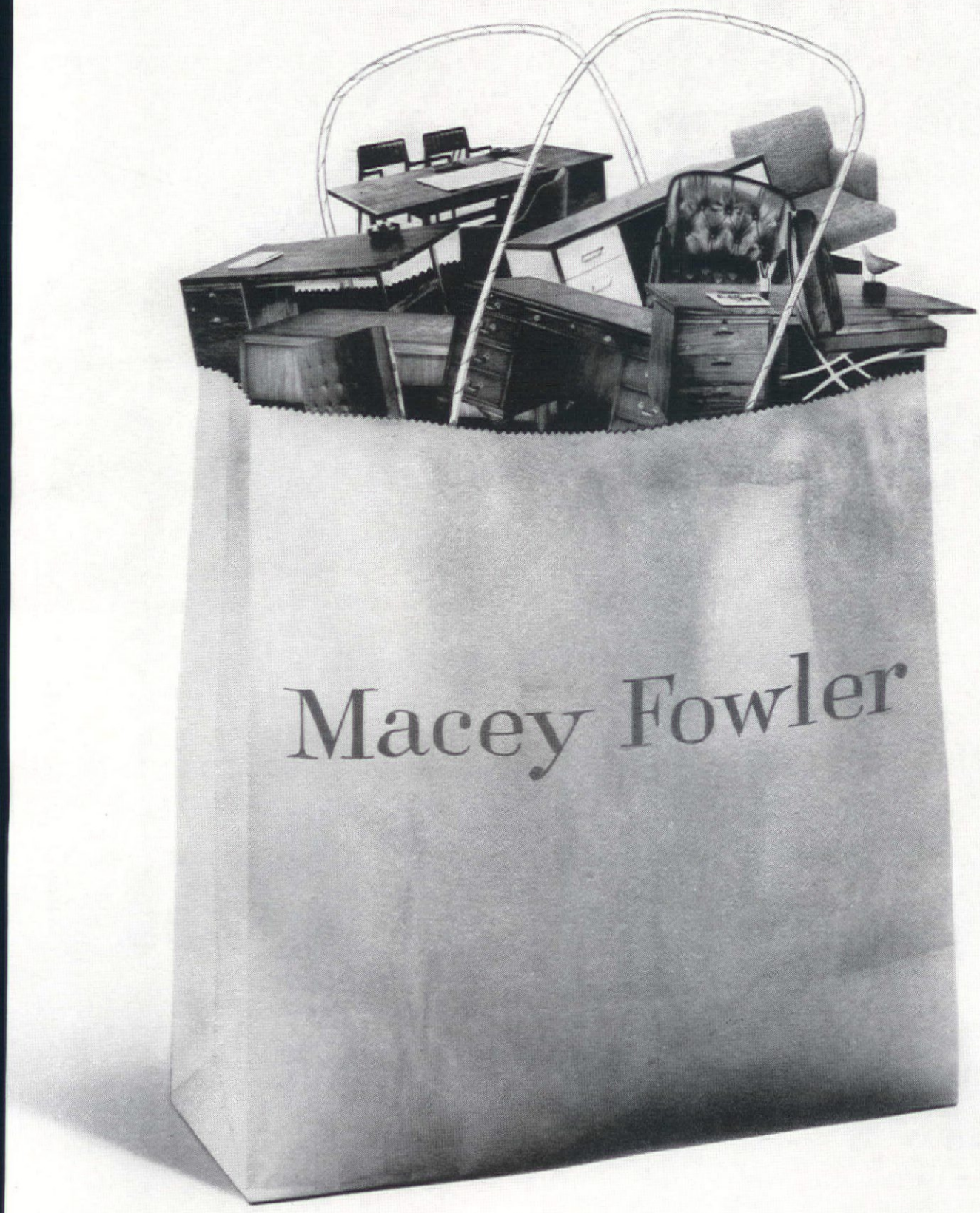
"SMART LOOK"—also made of AVLIN POLYESTER—is a luxurious plush shag texture with amazing resilience to hard traffic. Easy to care for . . . long-wearing. Moth-proof and non-allergenic. 15 sparkling decorator colors. 12′ and 15′ widths.

Both of these carpets are priced to sell in quantity . . . AT A PROFIT • PATCRAFT MILLS, INC., Dalton, Ga.

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

Circle No. 72 on product card facing P. 214

Circle No. 73 on product card

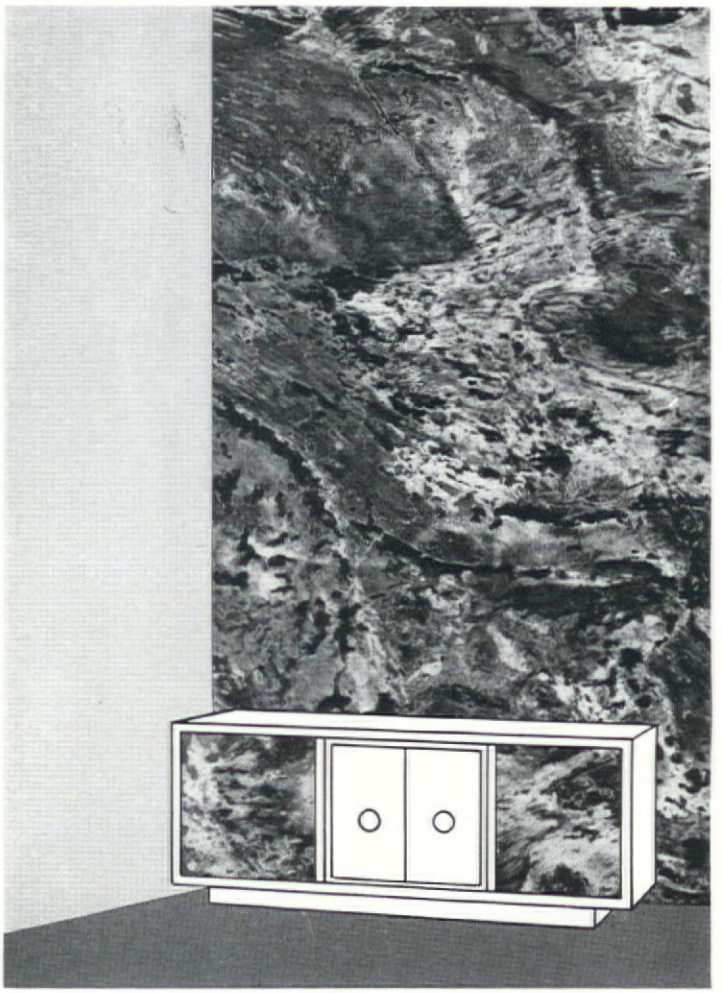


And, we found them all at Macey Fowler...

Steelcase, Risom, Knoll, Stow-Davis, Baker,

Marble, Directional, Dunbar

Great news from Pioneer Plastics



Now you can create unique decorative effects with

copperlite

Hand-etched copper, with a laminate backing for permanent bonding to wood, plastic and metals.

Copperlite by Pioneer Plastics now makes practicable the use of copper as a decorative surfacing material on vertical and horizontal applications of all kinds. Copperlite is a thin sheet of copper applied to a laminate backing and carefully hand etched to produce three patinas of unusual elegance and artistry: Mayan, Etruscan, and Renaissance. Since no two sheets of Copperlite can be exactly alike, any product or installation using Copperlite acquires a beauty and individuality of its own. Samples of this exciting new decorative material are available on request. Copperlite is manufactured exclusively by Pioneer Plastics Corp., Auburn, Maine 04210.

See Copperlite and our new line of Pionite high-pressure plastic laminates in BOOTH 636 at the CONTRACT '68 SHOW, June 4-6, at the New York Coliseum.

copperlite
decorative copper surfacing
Pionite
PLASTIC LAMINATES

products of
Pioneer Plastics Corporation

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Circle No. 75 on product card

THE TELESCOPE FOLDING FURNITURE CO., INC.

PLANT AND EXECUTIVE OFFICES: GRANVILLE, NEW YORK, U.S.A. 12832

There's much more to the Samsonite #6100 than just a beautiful silhouette.

The #6100 Stacking Chair has been created with an elegance of its own. But look past its simple, clean lines and there's a great deal more. The legs are constructed from the strongest welded tubular steel. Available with unique tiering clamps to keep seating rows in line. The seat and back are formed of a grained lightweight molded plastic. (Colors: Blue, Pearl Grey, Red, Black.) And supported with ½" solid steel rods for extra strength and firm comfort. Plastic glides protect floors and carpets. For price and delivery information, see your Samsonite Distributor listed in the Yellow Pages under "chairs."

Yellow Pages

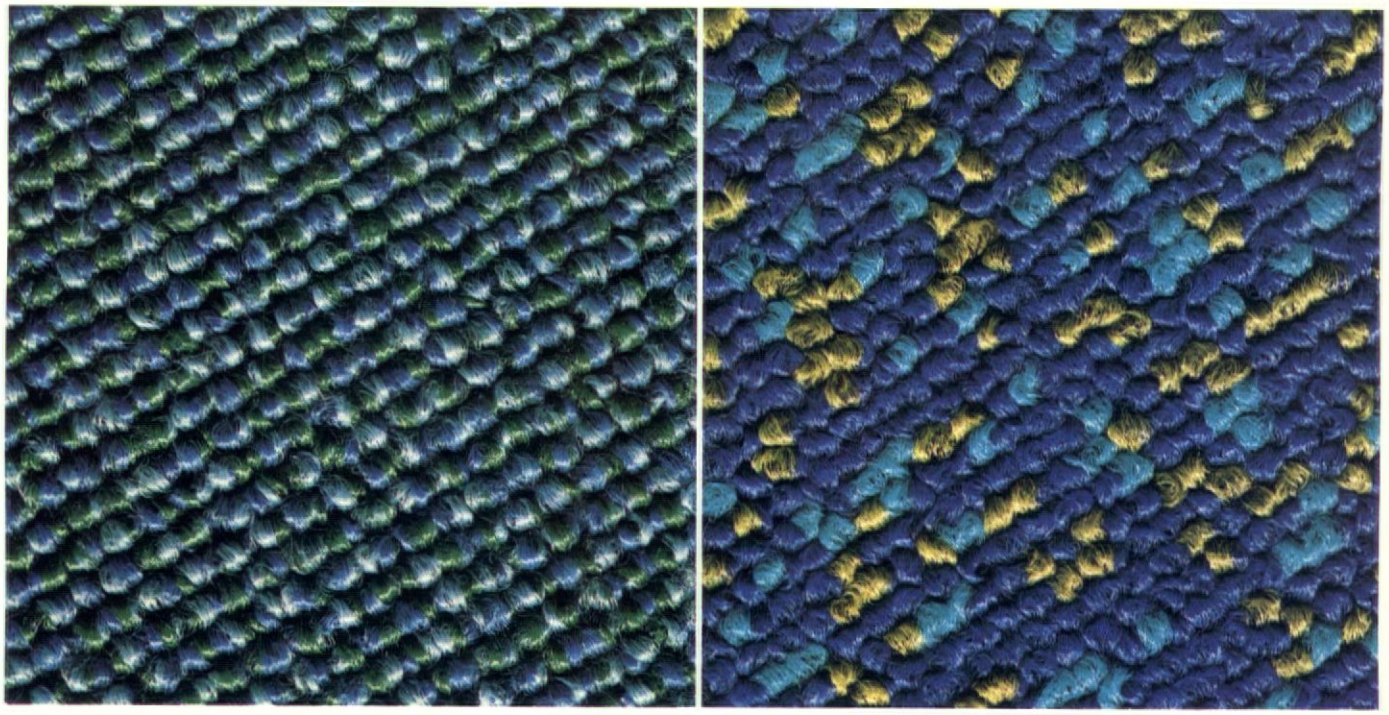
Samsonite® #6100 Stacking Chairs

Samsonite Corporation, Institutional Seating Division, Dept. C-58, Denver, Colorado 80217

Circle No. 76 on product card facing P. 214

Circle No. 79 on product card facing P. 214

Institutional carpet doesn't have to look old fashioned. Ours doesn't.



Ours is Constellation. Super-tough, application-proved Densylon® with a new look. Up to now, you had little choice. Old-fashioned tweeds. Residential patterns that looked good but couldn't stand the wear. Or expensive, one-of-a-kind orders that took all kinds of time and money. Now there's Constellation. Beautiful enough to use anywhere. Tough enough to take the heaviest traffic. With 16 color combinations in stock. Or any custom combination you want. In the same price range as ordinary institutional carpet. All because we're CCC — world's largest manufacturer of commercial and institutional carpet systems.

Commercial Carpet Corporation
10 West 33rd Street, New York, N.Y. 10001
Attention: Mr. Walter Brooks

☐ Please have your representative call on me.

☐ Please send portfolio and Constellation swatches.

Name_____

Title_____ Phone_____

Organization_____

Address_____

City_____ State_____ Zip_____

CCC

Commercial Carpet Corporation

See us at the Construction Specifications Institute Convention, booth 43, Convention Center, Denver, May 27-29.

We don't just want to sell you carpet.
We'd first like to offer our
professional advice.

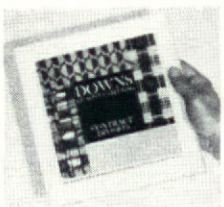
Carpet is probably one of the largest single items on your interiors' specifications list.

And can be the largest, costliest mistake if the construction, color, fiber, texture, design or yardage is not suitable to meet the task.

As a skilled, experienced professional, you can recognize how significant the unbiased, specialized advice of another professional can be.

Advice such as offered by our Contract Division.

Which we offer without strings attached before you decide on any carpet, although we know it will be ours.



FREE! WRITE FOR FULL-COLOR CONTRACT CARPET BROCHURE.

DOWNS QUALITY CARPETS

DOWNS CARPET COMPANY, INC., Philadelphia, Pa. 19134 • Quality Carpets Since 1865

Circle No. 80 on product card facing P. 214

The look is modern... The hotel is Atlanta's Regency Hyatt House... The chairs are THONET

ARCHITECT: John Portman
of Edwards & Portman
INTERIOR DESIGNER: Roland
Wm. Jutras Associates, Inc.

A hotel that stands out as unique . . . ahead of its time . . . and beautiful in every way: That's the ultra-modern Regency Hyatt House in Atlanta, Georgia. To complement this architectural trend-setter, its designers chose Thonet chairs for the Polaris Room and the Club Atlantis.

Why Thonet? Because Thonet chairs not only look beautiful but stand up beautifully, too. For over 134 years the name Thonet has been the hallmark of quality and workmanship. A Thonet chair has more than just eye-appeal; it's specially engineered to withstand the constant stress of daily public use.

No wonder the architects of this sumptuous new hotel looked to Thonet with confidence. You can, too. Whatever your needs in contract furniture for hotel, restaurant, school, library, hospital or nursing home—remember Thonet offers you the most diversified selection in the institutional field—at a single, convenient source. Visit our showrooms in New York, Chicago, Dallas, Los Angeles, San Francisco, Miami and Atlanta.

Club Atlantis
Thonet chair 4669

Polaris Cocktail Lounge
Thonet chair 4411

THONET . . . THE BEST KNOWN NAME IN CONTRACT FURNITURE

THONET INDUSTRIES • INC
At the "Top of One Park"
One Park Ave., New York, N.Y. 10016
Tel.: (212) MU 3-1230

rcle No. 77 on product card facing P. 214

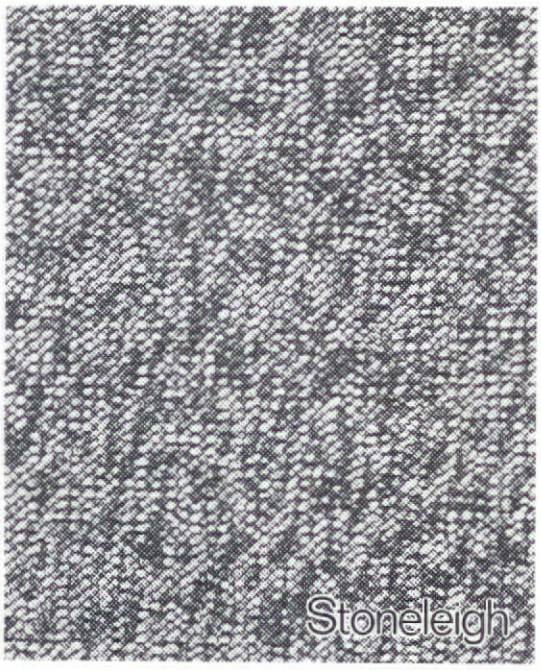
Brasilia™ paneling has a difference guests will feel.

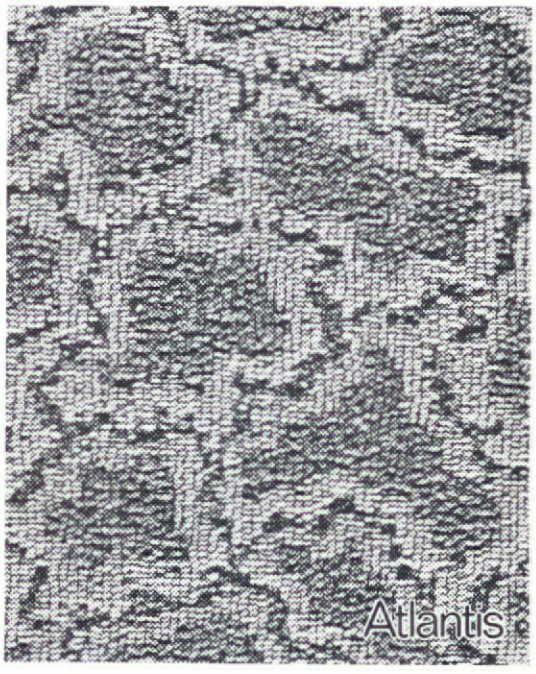
Just about any real wood paneling makes a room *look* good.
Brasilia has a rich textured wood-grain surface that makes the room *feel* right, too. That genuine hardwood surface is protected for good by G-P's exclusive family-proof Acryglas® finish. And you'd never guess how little Brasilia costs. Visit your G-P registered building materials dealer, and choose from the four handsome shades of Brasilia: Midnite, Suntan, Fawn, and Driftwood.

GP GEORGIA-PACIFIC / THE GROWTH COMPANY

BEAUTYTUFT COMES ON STRONG!

in hi-density contract carpet of HERCULON®





There's a new look in contract carpet . . . a look of richness, color and intensity made possible by Beautytuft's fine-gauge tufting. Combine hi-density tufting with the wearability of HERCULON* olefin fiber and superb styling and you have carpets that are destined to sell!

STONELEIGH: Commercial grade fabric . . . exceptionally heavy quality . . . in eight basic colors utilizing three yarn colors in each quality.

ATLANTIS: Commercial/residential carpet . . . heavy and durable . . . in eight basic colors. Ideal for use in many areas.

Enjoy highest markup
. . . fastest delivery
. . . the best in customer service!

Beautytuft Carpets, Inc.
P. O. Box 2045
Ft. Oglethorpe, Ga. 30741
Attn: Mr. Vance Sanders

Please send additional information on Stoneleigh and Atlantis. Please have a contract consultant contact me.

Name_____

Title_____ Phone_____

Organization_____

Address_____

City_____ State_____ Zip_____

BEAUTYTUFT

P. O. Box 2045
Ft. Oglethorpe, Georgia 30741
Phone 404 866-9670

* HERCULES REGISTERED TRADEMARK

Circle No. 81 on product card facing P. 214

Circle No. 78 on product card

EXIT

Contract '68 WHERE THE ACTION IS!

More exhibits, more new contract lines, more participating contract manufacturers, more in-depth seminars, more designer/planner/specifier attendance indicated for the contract industry's greatest show and exhibition, June 4, 5, 6, at the New York Coliseum

Since the opening of CONTRACT '67 in April of last year, this publication has been serving its apprenticeship in show biz. Precisely because CONTRACT '67 set such surprisingly good records for a first performance, we were confronted with the herculean task of doing even better in our second year. Last year's figures were 150 exhibitors, occupying 200 booths, and an attendance by contract professionals that totaled 4,289 individuals, representing purchasing power in the hundreds of millions of dollars. For CONTRACT '68—at this writing, with still a month to go—170 exhibitors have leased space for the show, most of them in bigger units, so that they are now occupying 265 booths.

Over and above the merchandise to be presented, CONTRACT '68 includes many nationally know firms who were not in last year's exposition, and their presence guarantees well-planned exhibits, plus the debut of a wealth of new contract furniture and furnishings items of great interest to the designers, architects, space planners, contract furnishers, and procurement men who will attend the show. Some of the exhibits are very ambitious in concept comprising entire new collections of furniture, floor coverings, fabrics, lighting, accessories, etc., to be shown for the first time at CONTRACT '68.

The seminars, which last year drew Standing Room Only audiences, have been expanded this year to embrace a wider range of subjects, to be discussed by authorities from every segment of the contract industry. Hotel-motel planning, operation of a design firm, fees, government procurement, old age homes, presentations to clients, the new Office Landscape concept, and other basics will be among the topics exposed and explained at the seminars.

To accommodate the larger audiences expected, three meeting rooms have been made available at the New York Coliseum, as against one last year. Afternoon sessions will be held this year too; last year seminars were restricted to the mornings only.

With all this going for us, plus mailing of more than a half-million pieces of literature to professionals who should come to the contract industry's only annual show and convention, we are sure we have a hit on our hands. Join us June 4, 5, and 6 at the New York Coliseum for an array of great exhibits and some very fascinating pow-wows in the conference rooms.

Ben Helburn

Contract '68

SEMINARS TO EXAMINE NEWES

Hospitals, hotels, presentations, and space planning techniques will be scrutinized by industry experts at opening day sessions of the show

TUESDAY, JUNE 4

9:15 a.m.-10:30 a.m.

DESIGNING HOTELS FOR PROFIT
Panel: Roland W. Jutras, Ellen L. McCluskey

The high mortality rate of hotels is forcing surviving and new hostelries to turn to other areas of business to increase profit, relying heavily on the hotel-motel interior design specialist to provide proper convention, dining, and special function facilities; improved guestrooms and suites; attractive and inviting public areas. From their wide experience in hotel design in this country and abroad, these prominent designers will spell out the significance of the designer's role in this important area.

Roland William Jutras was director of design of Hotel Corp. of America, creating interiors for many of the new hotels in the chain before establishing his own practice in Boston. A hotel specialist, he has completed major projects both here and abroad.

Ellen Lehman McCluskey, FAID, heads her own firm in New York. Contract specialties include hotels, motels, offices, restaurants, clubs. She is now working on Portman Square Hotel, London, and Revelon offices, slated for the new G.M. building in N.Y.C.

10:40 a.m.-11:15 a.m.

HOW TO MAKE PRESENTATIONS TO CORPORATE CLIENTS
Speaker: Niels Gabel-Jorgensen

A step-by-step guide through the entire presentation procedure —screening techniques, use of scale models, explanation of the concept and philosophy, and other effective methods in this important phase of contract design. Mr. Gabel-Jorgensen will draw upon the procedures he employs in working with some of the nation's largest corporations.

Niels Gabel-Jorgensen is an officer and director of design of J. Gordon Carr & Associates, N.Y. architects specializing in interior planning and design of offices for major corporations, the latest is the new General Motors Bldg., N.Y.C. He joined Carr in 1958.

11:20 a.m.-12:15 p.m.

SPACE COUNSELING, A NEW DIMENSION IN PLANNING
Speaker: Leon Gordon Miller

Based on his 20 years of successful experience in the planning and design of space for business, industry, and institutions, Mr. Miller will explore a technique used by his firm—the new pre-architectural, pre-rental professional service that matches space to client operational requirements, anticipated growth, public image, and the stern necessities of budget.

Leon Gordon Miller, FIDSA, a pioneer in the field of space planning, is president of his own industrial design firm in Cleveland. He lectures and writes on design subjects, has taught design courses, is a frequent award winner for inventive design solutions.

2:00 p.m.-3:00 p.m.

SPECIAL SERVICES & DEMANDS OF HOSPITAL DESIGN
Speaker: Emily Malino

Even with the development of new materials, the special problems facing institutions remain today the core of the challenge to the designer. Maintenance and safety are still the prime considerations, even though good design and good looks must be provided —in separate but equal portions.

Emily Malino, AID, after opening her own office in 1954, has specialized in contract work for nurses' residences, hospitals, industry, hotels, motels, business. She is interested in new uses of color, in promoting good design especially in low-budget jobs.

EXHIBIT HOURS: 11:00 A.M. TO 6:00 P.M. EACH DAY, 2ND FLOOR, NEW YORK COLISEUM

ESIGN METHODS AND MARKETS

Government, competition, design firm management, and cost control are subjects of second day's Contract '68 seminar program by design leaders

WEDNESDAY, JUNE 5

Montyne Bisher, as chief of interior design division of Veterans Administration, provides services and products for 170 hospitals in the country, each one a complex with not only medical facilities, but also everything else from post office to movie theater.

George E. Baer is an interior designer in Engineering Div. of Naval Facilities Engineering Command HQ, Washington, D.C., which manages Navy's planning, design, and construction programs, plus worldwide shore facilities of $20 billion.

Paul Bischoff is executive vice president of Albert Parvin & Co., Los Angeles, responsible for the firm's four divisions. He joined Parvin in 1967, after a successful stint at Chicago's Carson Pirie Scott, contract division, where he was vice president.

H. E. Glave, NSID, after a fine arts education and 10 years at Sears Roebuck, joined Thalhimers in Richmond, Va., 27 years ago. He is executive vice president of Thalhimers Industrial Sales Corp., specializing in contract design and furnishing.

Malcolm Wheeler-Nicholson is senior vice president of JFN Associates, Inc., N.Y. space planners. Before joining JFN and after a period with a management consultant firm, he operated his own systems engineering management consulting office.

Robert J. Duffy has been in the commercial planning and designing profession for 15 years, the entire time with Duffy, Inc., where he is now president. The N.Y. firm spans the country in its assignments, from New Jersey to San Francisco, and points between.

9:15 a.m.-10:30 a.m.

THE FEDERAL GOVERNMENT: A LOOK AT TWO AGENCIES

Panel: Montyne Bisher, George E. Baer

There is no "typical" Federal agency, but a complex of departments and agencies. Here's how two of them work—one civil, one military. Miss Bisher of the VA will review the importance of psychological and esthetic effects of furnishings in hospitals and how the VA procures various products. Mr. Baer will review NAVFAC's program of integrated facility design that ranges from homes to hospitals. What and how do agencies buy? From what sources? How can industry reach them? What are their needs in information and services? What makes Federal agencies unique customers of contract merchandise and services?

10:40 a.m.-11:30 a.m.

COMPETITION AND HOW IT IS TRANSFORMING THE PLANNING AND FURNISHING OF HOTELS AND MOTELS

Panel: Paul Bischoff, H. E. Glave

How can hotels and motels, both existing and proposed, best merchandise their properties to meet competition? What is the important role of interior design and furnishings in their merchandise picture? Other areas of discussion include the importance of proper planning at the architectural concept stage; use of new ideas in furniture, lighting, and other interior materials; the need for built-in flexibility in guestrooms.

11:40 a.m.-12:15 p.m.

MANAGING A LARGE SPACE PLANNING/DESIGN FIRM

Speaker: Malcolm Wheeler-Nicholson

The major internal business problems—and means of solving them—in large space planning firms will be discussed in terms of both the formal and informal structures that exist and will be related to the control in organizations from the executive committee down to the project teams.

2:00 p.m.-3:00 p.m.

COST CONTROLLING THE BIG CONTRACT JOB

Speaker: Robert Duffy

There are many areas in cost control, among them construction from the landlord; construction the planner must contract for; woodworking; furniture, furnishings; equipment; delivery and labor charges; moving costs—all viewed in terms of the designer's responsibility to the client and his budget.

(Program continued next page)

Contract education, office landscaping, schools, and geriatrics to be explored in detail by educators, designers, and innovators on last day of show.

THURSDAY, JUNE 6

9:15 a.m.-10:00 a.m.

THE EDUCATIONAL CRISIS—RETHINKING THE ROLE OF COLLEGES IN TRAINING THE CONTRACT PROFESSIONAL

Speaker: John F. Pile

Interior Design still has the stigma of "decoration," while "contract" remains unknown outside the field. Why? The reasons will be traced historically from the origins in interior decoration, schools with home economics orientation, schools with art emphasis, and the tenuous connections with architecture and industrial design in most existing schools.

John F. Pile teaches design theory, interior and furniture design at Pratt Institute. An independent consultant since 1961, he works with other designers and industrial clients in product, architectural, interior design, space planning, and related activities.

10:15 a.m.-11:30 a.m.

OFFICE LANDSCAPE—THE MOST CONTROVERSIAL THEORY TO EMERGE IN MANY YEARS

Panel: Hans Krieks, Norman DeHaan, Hans Lorenzen

Three views on Office Landscape: Mr. Lorenzen of the Quickborner Team, originators of the concept, will discuss its cybernetical approach, environmental conditions, sociological aspects, construction design, and planning methods. Mr. Krieks will view the concept as an art, which should have an esthetic solution, something not yet achieved in Office Landscape. Mr. DeHaan discusses the concept within three contexts: nature of the client; nature of the building; and a new relationship between interior designers, architects, and mechanical engineers.

Hans Krieks, Amsterdam-born, started his own space planning, interior/industrial design firm in 1959, recently opened a New York branch. He is a member of the faculty of Boston University, heads the department of interior and furniture design.

Norman R. DeHaan, AIA, AID, heads his own interior design/architecture firm in Chicago. Among his prior activities was that of architectural advisor, Office of the President, Republic of Korea, for which he received a presidential commendation in 1952.

Hans J. Lorenzen is co-founder and managing partner of Quickborner Team, German-based management consultants and originators of the Office Landscape. He heads the Team in the U.S. and Canada, and just completed a DuPont Office Landscape project.

11:40 a.m.-12:20 p.m.

NEW CHALLENGES IN PLANNING, FURNISHING SCHOOLS

Speaker: Jack P. Solovy

Because of their relevance to space utilization, construction, financing, maintenance and long-term planning, furnishings are today a key part in the educational and environmental complex. The interior design expert is rapidly becoming the coordinator of building programs—in some cases, he is the "packager" of campuses, often responsible for financing.

Jack P. Solovy is president of Corco, Inc., institutional consulting, design, equipment firm, Chicago. With the firm since 1952, he has developed its school marketing program. Corco is involved with all phases, from financing to design and furnishing.

2:00 p.m.-3:00 p.m.

PLANNING THE NEW DWELLINGS NEEDED FOR THE ELDERLY

Speaker: Max Wechsler, AIA

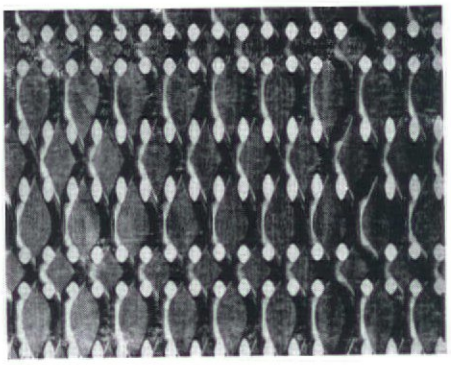
From nursing homes to entire geriatric communities—a chronological history of their past, present, and future will be explored, along with the roles demanded of the architect and interior designer in areas of planning, construction, cost, and financing.

Max Wechsler, AIA, is a registered architect in the partnership of Wechsler & Schimenti, New York, and is a recognized expert in design of nursing homes. He was appointed to Mayor's Panel of Architects, New York; has received design excellence awards.

QUESTION AND ANSWER PERIODS WILL FOLLOW EACH SESSION

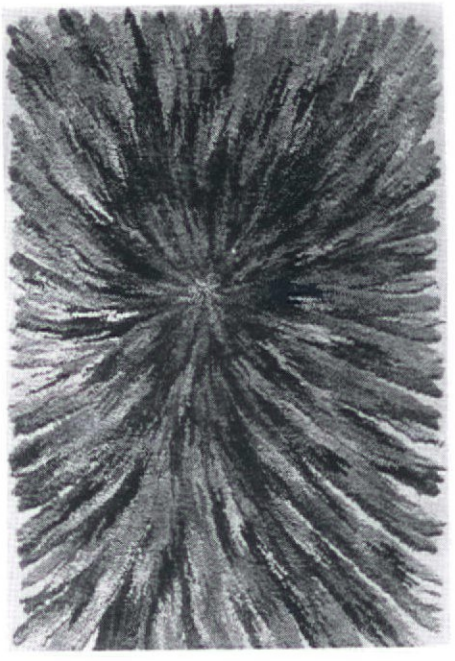
NEW CONTRACT LINES ARE SHOW-STOPPERS

Exhibition features over 175 exhibits replete with new contract products of interest to designer/planner/specifier, a sampling of which is shown through page 120.



Handsome Carved Wood Grilles will be featured in Customwood's Curvi-Linear Series, Lydian No. 7062 (left) is one of many interesting carved patterns and designs on display. Circle No. 206.
CUSTOMWOOD MFG. CO. Booth 331

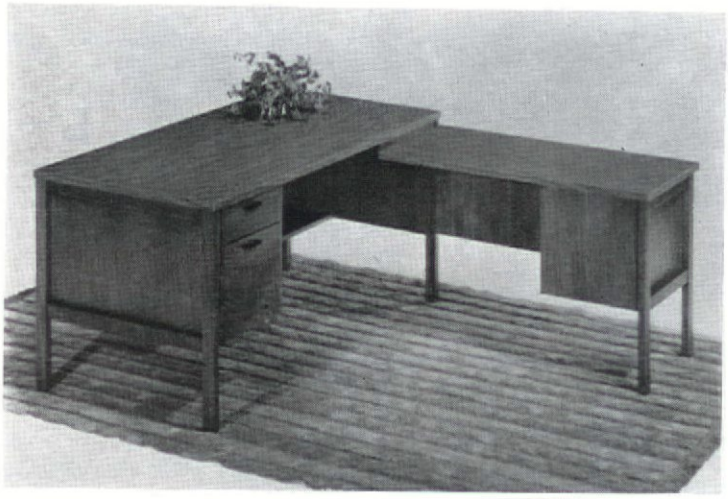
Handmade Fabric Carpets are being shown by Rugcrofters (below), all made of virgin wool in a wide range of color. Display features luxurious naturals and other custom rugs. Circle No. 207.
RUGCROFTERS Booth 622



Comfort And Simplicity are key attractions in Arthur Gross' Summit Series (left) of institutional furniture at the show. Dacron covered foam rubber cushions, and metal finishes in polished chrome or brass. Circle No. 208.
A. G. I. Booth 817

Contract '68

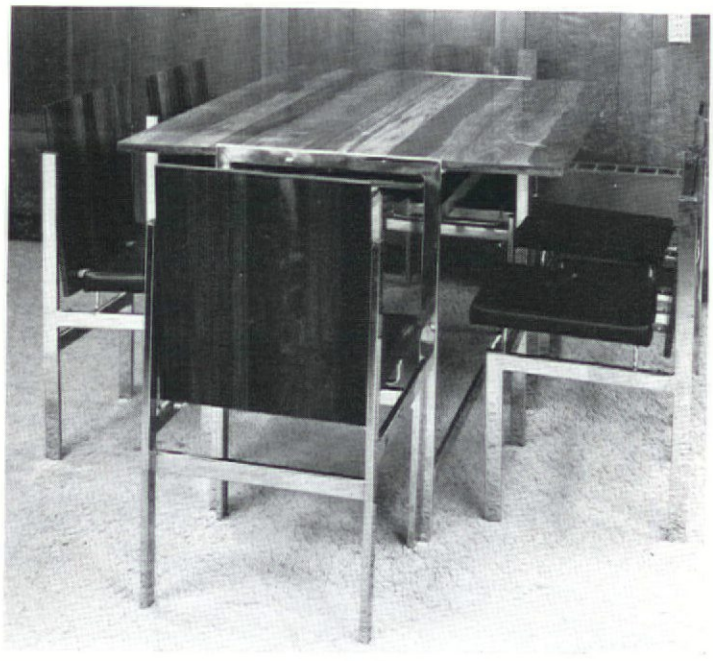
SHOW STOPPER EXHIBITS



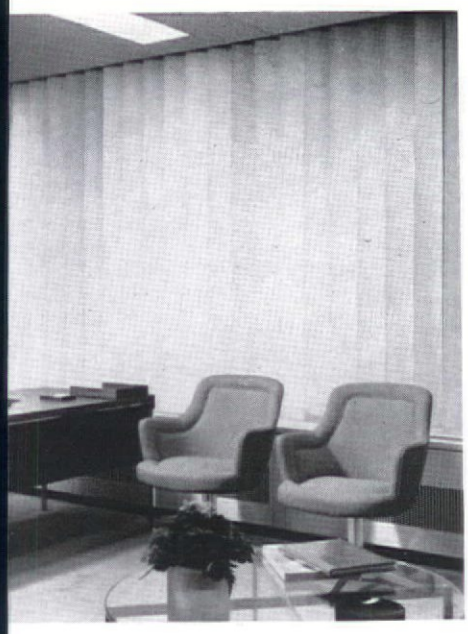
"Futuristik" Bent is evident in International Board Sales' Futuristic Armchair (above), one of many bentwoods to be displayed. Designed by Messrs. Paged, Warsaw, Poland, the chair and others in the line are typical of the revivals of classic Bentwoods. Circle No. 210.
MESSRS. PAGED Booth 133

Desk Flexibility Concept is highlight of Williams' interchangeable desk components (above). Contemporary, straight modern, and curved back pedestal styles can be combined in a variety of modular set ups. Included as standard feature is suspension on all drawers. Circle No. 209.
WILLIAMS OFFICE FURNITURE Booth 309

"Sutton Place" Now In Syracuse—Syracuse China's show display, that is. One of newest Syralite stock patterns (right), it blends an Arabesque motif with Tudor shields to create traditional continental charm. Other new top-of-table designs will be shown. Circle No. 211.
SYRACUSE CHINA Booth 326



Taffet' 75, a new space-saving buffet that converts to a striking walnut and stainless steel table with accompanying chairs, will be the main attraction at the International Special Products Division booth at Contract '68. The table/buffet will be produced in two sizes, a four-chair and a six-chair model. When not in use, the chairs fold under the table, converting it to a buffet. In the ISP companion booth, the Viand Valet and portable dance floors will be exhibited. The Valet is a sturdy, room-service table with a non-porous top of molded fiberglass. ISP will exhibit both its oak parquet modular portable dance floors and a new teakwood model. Circle No. 212.
ISP DIVISION, SICO INC. Booths 111-123

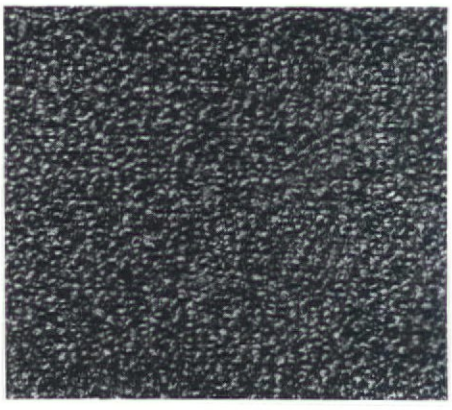


Vertical Blind Is Eye-Opener at Amsterdam Fabricators booth. Designed as a traversing and rotating louvre blind (left), with top and bottom track (or with top track only), the blind is one of many window treatments on display by the company, which also manufactures venetian and audio visual blinds, window shades and draperies. The company supplies, engineering and decorating services, available for architects and interior designers. Blinds are constructed of Du Pont's high impact Delrin. Circle No. 213.

AMSTERDAM FABRICATORS Booth 127

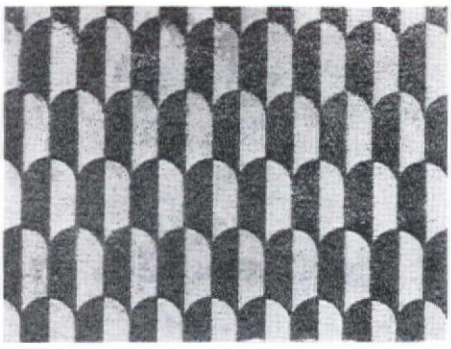
Knitted Seating? Yes. At the Lee L. Woodard show display. Featured will be new outdoor seating (right) that beats the weather, Sculptura Chair with a new type of weather resistant upholstered cushion called vinyl-vent. It is a knitted vinyl nylon reinforced fabric, resembles a knit jersey to promote evaporation. Special metalizing process on all wrought iron surfaces guaranteed against rust for 10 years. Nine colors in line, with variety on display. Circle No. 216.

LEE L. WOODARD SONS Booth 621



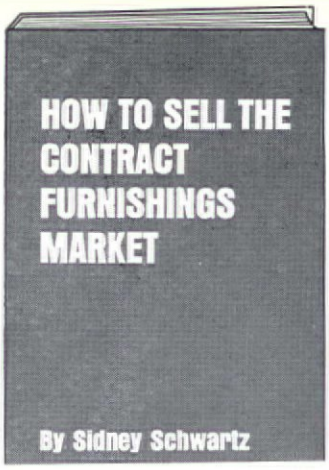
Wall-To-Wall Display of carpeting by Bigelow (right) will feature a number of new contract designs, including Heathpoint, a handsome, textury, loop-pile tweed. Features Cushionlok back. In 54" width, nine clear tweed colorations. Pile: 100%. Continuous filament nylon construction. Circle No. 217.

BIGELOW-SANFORD, INC. Booth 525



Three-D Wallcoverings in Seeman's Sgraffito Collection (left), will be previewed. This is Volume II of the Medici Treasury of Textures, and will be shown with a new group of 3-D textural coverings. Both sandlike and flocked textural effects are featured on textured and foil grounds, in a wide range of colors. Warrior is shown here. Circle No. 218.

JAMES SEEMAN STUDIOS Booth 510



Contract Books Exhibit will feature several new basic manuals for the contract designer, architect, contract dealer, supplier, and manufacturer. Included will be books on selling the contract furnishings industry (above), office planning and design, office landscaping, and law for designers, all by specialists. Circle No. 215.

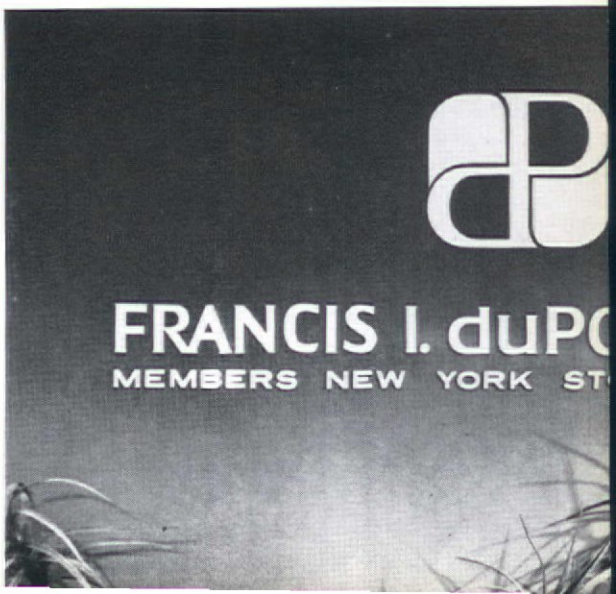
CONTRACT BOOKS, INC. Booth 903

Exciting New Fabrics, including two linen print collections, the Finlandia Collection, an outstanding and varied collection of woven stripe fabrics with inherently flame retardant blending, and a new collection of 11 architectural nettings of flame retardant modacrylic yarn. One of the linen lines encompasses seven designs, each available in five to seven stock colorways. Second grouping encompasses 10 patterns, in six to seven colorways. Circle No. 220.

MAHARAM FABRIC CORP. Booth 614

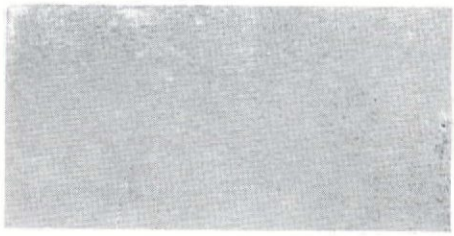
Figure Connoisseurs will have an eye-full at the H. W. Knight & Son booth, where samples of the complete line of metal letters and figures (below) for interior and exterior identification will be shown. Included will be solid bronze, brass, and aluminum letters in a wide variety of faces and finishes. Also photos of standard and custom design. Circle No. 219.

H. W. KNIGHT & SON, INC. Booth 738



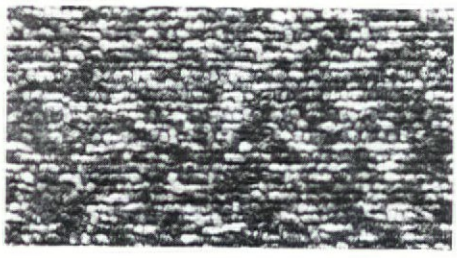
Contract '68

SHOW STOPPER EXHIBITS



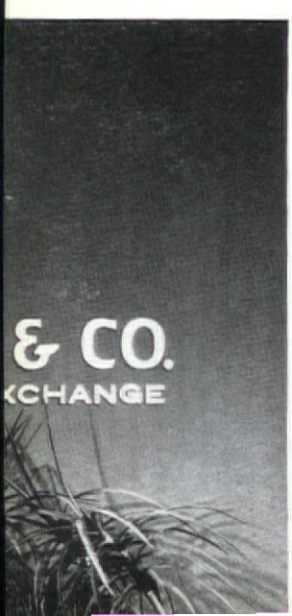
Stucco Simulating Vinyl wallcovering (above) is a three-dimensional design, called Pueblo, by Stauffer Chemical Co. It is the newest pattern in a large line to be exhibited at the Show, offering an excellent general background and decorative effect because of its course-textured appearance. It is available in 23 muted colors of the Southwest. Circle No. 221.

STAUFFER CHEMICAL CO. Booth 421



Columbus Discovers 3rd Generation—a new carpet line, that is (above). Both Third Generation and Total will be exhibited along with Columbus Mills' Contract III and V and newer carpet products. Total is the new outdoor-indoor broadloom of olefin fiber. Circle No. 223.

COLUMBUS MILLS, INC. Booth 705



Vanguard, A New concept in contract carpeting, will be introduced by Universal Carpets at the show. Constructed of heather yarns of vectra olefin fiber, on Universal's 5/64-inch gauge machine for super tight loop formation, Vanguard is available with three backing styles: high density rubber, jute, and pure vinyl. The manufacturer has created this carpet for use in areas where high density is necessary to withstand heavy duty traffic. The carpeting is stain resistant and easy to clean, with no static build-up. The display will also include the Star Trek and Bonanza lines of carpeting. Star Trek is 100 percent wool pile with Brunsmet fiber added. Circle No. 345.

UNIVERSAL CARPETS INC. Booth 724

It's Contoura In The Stretch (right) at the Show. This winner by Goodall Fabrics will be featured on a Drexel chair. It is ideal for bubble or contour chairs and is offered in a homespun type weave with a Scotchgard finish. Contoura I is a heavy, upholstery weight fabric of continuous filament 100% nylon yarn, available in 18 colors, with acrylic backing. Circle No. 224.

GOODALL FABRICS Booth 225

Solid Plastic Board Furniture will be displayed at Fiberesin Plastics booth to show the versatility of this high pressure laminated material, consisting of wood fibers and thermosetting plastic resins. The board is reinforced, dimensionally stable, solid plastic in a wide variety of patterns and colors. Samples include desks, study carrels, cabinets, and a wide variety of furniture pieces, all fabricated of this decorative and structural panel material. Circle No. 225.

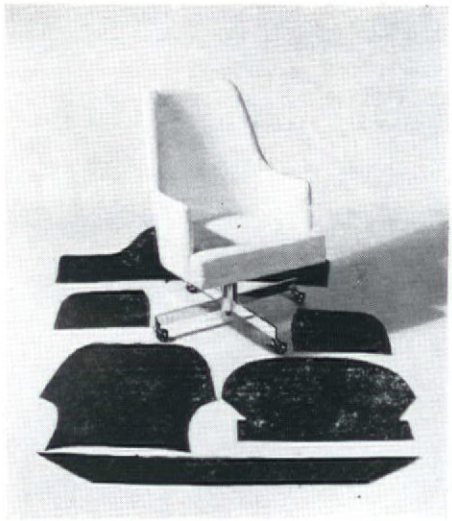
FIBERESIN PLASTICS CO. Booth 707

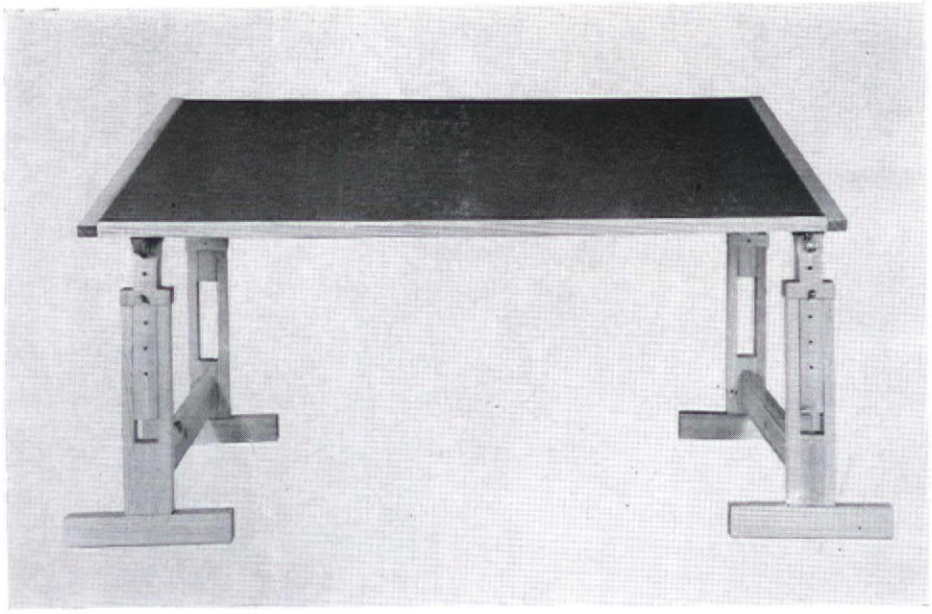
Well Stacked is how this new series of chairs (left) by John Stuart can be described, since they are both beautiful and stackable. The line expands the company's architective furniture. This chair features tubular steel, polished chrome finish with black vinyl upholstery, is 19" wide, 20½" deep, and 31 inches high. Other important contract lines will be shown. Circle No. 222.

JOHN STUART INC. Booth 618-717

Upholstered Shell with tufted back, mounted on a full circle swivel oak chair base (below) is one of shellback series included in Buckstaff's complete oak contract collection, which will be partially displayed in the firm's exhibit booths. Regular and continental dining heights are available in the series. Circle No. 344.

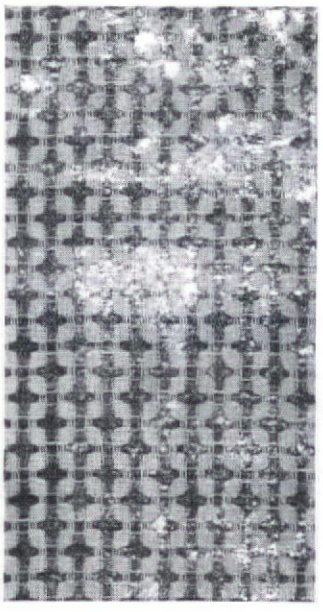
BUCKSTAFF Booths 905, 906, 907





Play Table Adjusts to desired height and angle in this children's workbench (left). Used as a drawing table, it measures 27" x 59", with the top adjustable to 32-inches. Wood is natural pine with wax finish, with a blue/grey linoleum top. It is only one of the fresh designs on display at the Show. Circle No. 226.

THE CHILDREN'S WORKBENCH
Booth 322-417

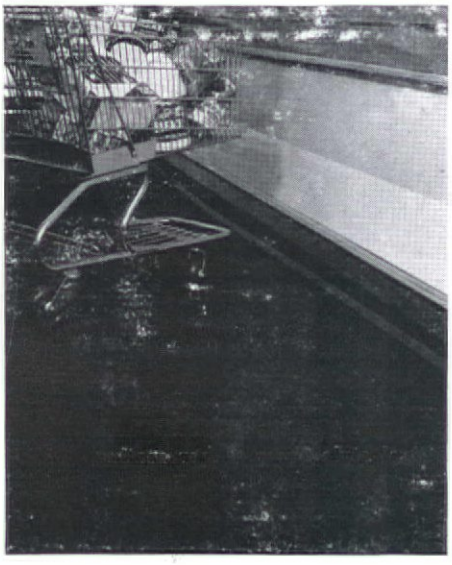


Original Oil Paintings (above), ranging in price from $8 to $600, by known and unknown artists, will highlight the Adamo Galleria d' Arte booth. A wide range of artistic offerings—original oils to lithographs and drawings—make up a fine collection for contract applications in offices, restaurants, hotels, and any installation needing color and design. Circle No. 227.

ADAMO GALLERIA D' ARTE Booth 625

Stacking Stool For Pool. Siesta's new, small, stacking stool for use around swimming pools, hotels, motels, and clubs (above) will be displayed at Contract '68, together with other casual and outdoor lines. Furniture is rustproof, legs are double tubed for strength and safety. Straps are heavy duty vinyl, one inch wider and thicker than the usual. Strap colors may be varied. Circle No. 228.

SIESTA MFG. CO. Booth 612



New Flooring Concept for commercial applications has a 100% nylon face, fusion bonded to a high density foam back (right). Called Texama, it is manufactured exclusively by Glenoit-Dobbie, a subsidiary of Glenoit Mills. It features unique centric knit construction that provides no "break" in the fabric, so that dirt and staining agents are simply lifted off. It carries a three year warranty, is offered in 12 colors. Circle No. 229.

GLENOIT-DOBBIE, INC. Booth 335

Contract '68

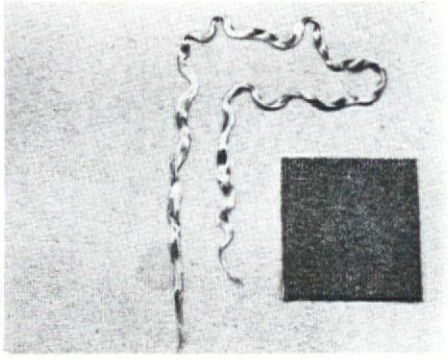
SHOW STOPPER EXHIBITS

"Geometric" From Belgium (left). It is a small scale design by Myron Paul Originals; a light weight Belgian linen casement made in a natural and white coloring only. Together with a number of other contract lines, it will be on display at the show. Dozens of new prints and weaves will be shown in comprehensive displays of these imported linens. Circle No. 230.

BELGIAN LINEN ASSOCIATION
Booth 235

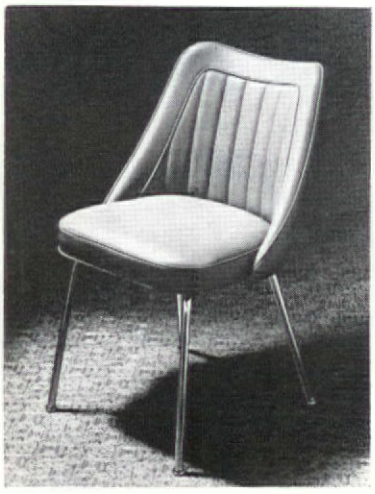
Crowd Control Equipment is featured in Lawrence Metal Products' exhibit. Included is a wide range of stanchions and ropes, including some new, contemporary designs now in use at civic, art, and cultural centers. Newly designed railings (above), a wide choice of paneling, and a number of other specialties will be featured, including sand urns, and portable card holders. Circle No. 231.

LAWRENCE METAL Booth 426



Shock-Free Carpet, using Brunsmet stainless steel fiber in a pile yarn blended mostly of pure wool (above) will be featured by Stratton Industries. Two new wool contract grade carpets, including the shock-free one, will be introduced at the Show. Both lines will be stocked in 12-foot widths and available in 15-foot widths on special order. Other contract carpeting lines also manufactured by the firm will be shown. Circle No. 232.

STRATTON INDUSTRIES Booth 126

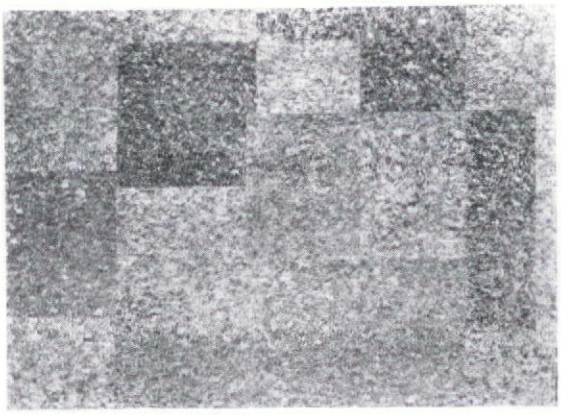


Versatile Side Chairs by Brody (left and above left) at the Show will offer sleek, contemporary lines, sturdy construction, and comfort. Chairs have foam-filled seats and backs, available in a choice of polished chrome, satin chrome or enamel frame finishes and a full range of upholstery patterns and colors. Pedestal swivel style bases also are available with pedestal swivel style bases. Other seating lines for contract also will be displayed at the Show. Circle No. 233.

B. BRODY SEATING Booth 623

Carpeted Curved Walls will be featured in Allied Chemical's show display, which will be showing A.C.E. nylon guaranteed carpeting from 30 manufacturers (above). The samples will serve to demonstrate the wide range of style, colors, and patterns available, ranging from lush shags and dramatic prints to space and tri-dye textures in both woven and tufted constructions. Circle No. 234.

ALLIED CHEMICAL CORP. Booth 536



A Corker For Contract is Genon's "Parquet Cork," a handsome pattern of vinyl wallcovering. It has the look of randomly assembled geometric cork blocks in a broad tonal range. It is fire resistant, will not chip or crack, resists staining, scuffing, abrasions, and mildew. More than 690 colors and textures for all contract applications. Many styles will be on display at the Show. Circle No. 236.

GENERAL TIRE Booth 509

Contemporary Design Desk (above) is one of two rosewood or walnut veneer desks to be shown as part of the entire Otto Gerdau line. Also on display will be a president's chair, bentwood bar stool with a cane seat (or optional upholstered seat), and a bentwood costumer for contract applications. The bar stool is available in three heights. Circle No. 235.

THE OTTO GERDAU CO. Booth 112

Aluminum Umbrella will be featured in Foldown Awnings' booth. Construction of this contract umbrella for outdoor applications eliminates maintenance costs because of its ability to withstand high winds and other adverse weather conditions. Diameter is eight feet. Eight vibrant colors. Patented knuckle assembly allows tilting in any direction, with ease. Circle No. 238.

FOLDOWN AWNINGS Booth 638

Here Is Howe to avoid overcrowded classrooms: use a Howe folding table. Dual Training Table (above) is ideal in corporate training programs for two students. A 60" length allows a full 30" per student. Rooms can be set up for the exact number of students, avoiding the overcrowded or "skimpy" attendance look. Circle No. 237.

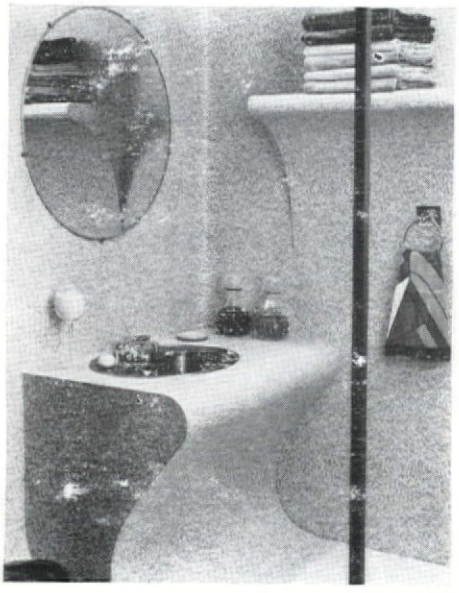
HOWE FOLDING FURNITURE Booth 603

Heavy Duty Strapper fights maintenance costs for multiple-users of casual pool furniture. This new institutional group (right) by Telescope Folding Furniture has extra heavy-duty vinyl strapping in chalk white on black anodized aluminum tubing. Although non-folding, it is stackable for storage. Matching pieces complete the group. Circle No. 239.

TELESCOPE FURNITURE Booth 232

Contract '68

SHOW STOPPER EXHIBITS



Up, Up, And Around, Robbins new Ultraflor covers the floor, the wall, and the counter (left) of this bath created by the firm. The seamless flooring material, particularly useful in areas where a high degree of cleanliness is important, will be displayed in the Robbins' exhibit, along with designer vinyl tiles. Circle No. 241.

ROBBINS PRODUCTS, INC. Booth 108

Marian, The Librarian, would have no trouble keeping order and organization in River City's public library with Stacor's complete line of contemporary furniture (above) for the general or special, library. Included in the exhibit will be units of the firm's filing systems, library furniture, and drafting desks. Circle No. 242.

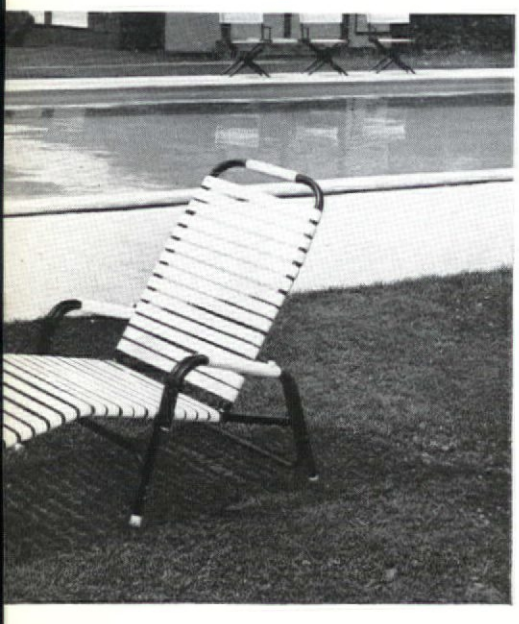
STACOR CORP. Booth 429

The New Scope of Wool is the theme of the exhibit sponsored by the Wool Bureau to dramatize the latest technical developments in wool products. Areas to be featured include carpets, upholstery fabrics, uniforms and blankets. Developments as piece dyeing of wool carpets, permanent-crease in wool uniforms and machine-washable wool blankets will be presented. Emphasis will also be on superior flame resistance of wool products for schools, hospitals, hotels, theaters, jetliners, and other commercial spaces. A variety of printed materials will be available at the booth. Circle No. 243.

WOOL BUREAU Booth 820-822

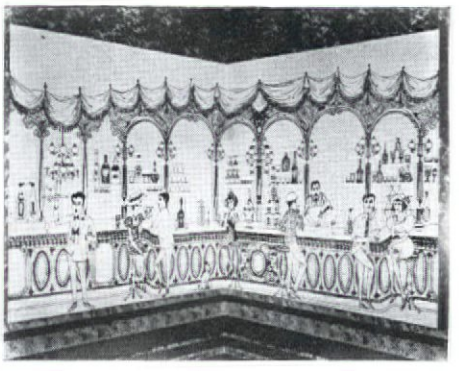
The Touch Of A Wand is all it takes to control the Levolor-Riviera (left), a one-inch slatted blind by Levolor-Lorentzen. The Riviera will be included in the firm's exhibit, along with the standard two-inch blind and the new Blenweave, of woven aluminum. Circle No. 244.

LEVOLOR LORENTZEN INC. Booth 732



Nylon Padded Chairs with chrome shells. The 9000 series is continued by Virco with the addition of this model #9200 (below), a shell chair with pedestal base, to be introduced at the show. Also to be included in the display, is the model #9985 padded tablet arm chair with book rack. Circle No. 246.

VIRCO MFG. CORP Booth 432



Frankie And Johnnie (above), a bright mural suited to restaurant and lounge installations, will be introduced by Classic Wallcoverings Connoisseur, Inc., as part of its new collection of panel, mural, and repeat wallcoverings. This mural is available on paper and vinyl, in four basic colorways, and special colors on request. Circle No. 245.

CLASSIC WALLCOVERINGS CONNOISSEUR, INC. Booth 408

Cloud Soft is the name of the carpet cushioning (above) shown by Leewood at the exhibition. An engineered carpet underlay with soft cushion resilience as well as firm spring-back, the padding is reinforced urethane foam with a specially developed plastic surface. Available in three depths, 53-inches wide. Circle No. 247.

LEEWOOD CORP. Booth 124

Sambonet, Oneida's hotel holloware (above) includes over 125 items in 18/8 stainless and extra-heavy silverplate on nickel silver. Special emphasis on design in crucial areas reduces damage to a minimum. A wide variety of flatware patterns in stainless and silverplate will also be shown. Circle No. 249.

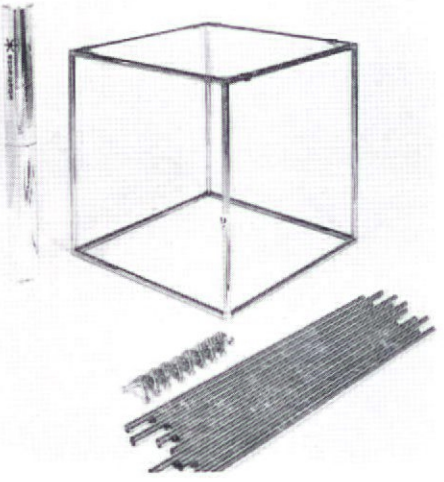
ONEIDA LTD. SILVERSMITHS Booth 140

Heavy Duty Areas are the prime targets for Callaway Mills carpeting: hotels, motels, office, corridors, and lounges. The firm's new lines will be included in the contract exhibit. Circle No. 323.

CALLAWAY MILLS Booth 722

Dimensional And Decorative, HAGO Designers & Builders' full line of wall plaques, murals, furniture and wrought iron pieces will be featured at its booth (above). Plaques are made of vinyl hydracol or cement and can be painted or stained. They are cemented or keyhole hung on existing walls or furring. Murals are of colorful Morano glass crystal. Occasional furniture features sculptured ceramics on wood and crystal. Circle No. 248.

HAGO DESIGNERS & BUILDERS
Booth 812



Cube-in-a-tube is a precision made chrome steel cube which disassembles and comes packaged in a tube. Available in two sizes: 16 inches square, and 21 inches square, the cube is strong and may be used as a bench or table base topped with glass, wood, Formica, marble. In addition, a chrome etagere will also be shown. Circle No. 251.

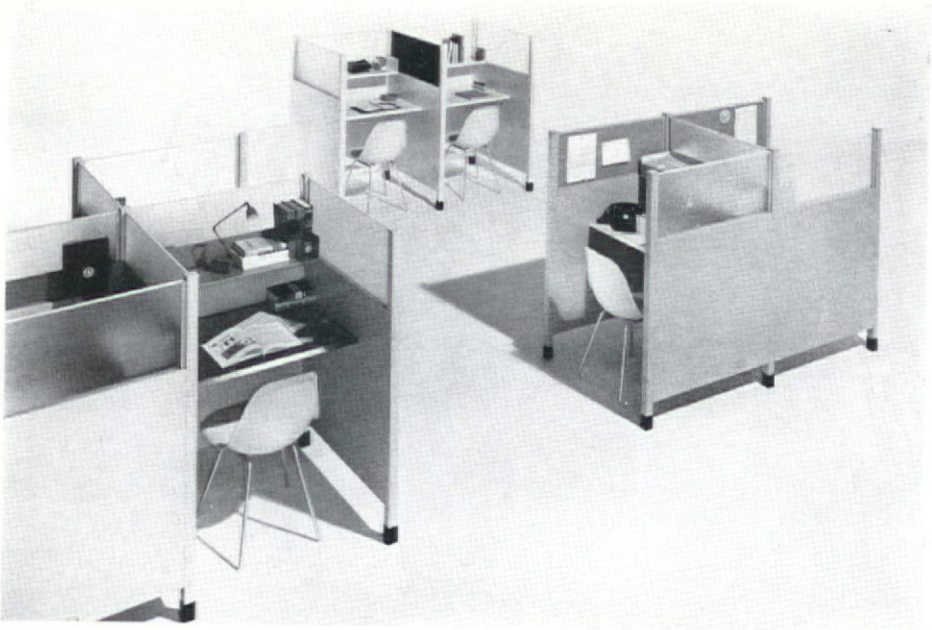
ABSTRACTA STRUCTURES, INC.
Booth 816

Flame Retardant verel casements in textures and architectural weaves for esthetic purposes and light control are among the new fabrics being shown by Design-Tex, at Contract '68. Other fabrics include prints and stripes with flame retardant qualities, nylon upholsteries for contract seating installations, and the Quintus collection of woven designs which introduce a new approach to fabrics for overdrapes. Circle No. 252.

DESIGN-TEX INC. Booth 628

Contract '68

SHOW STOPPER EXHIBITS



Nothing Could Be Finer at the Finer Chrome Products booth than its display of unusually comfortable stack chairs (left), with chrome plated frame, self level glides, foam seat, and foam back. Also on display will be a cross section of other lines, including bars, modular seating, and other contract furniture. Circle No. 253.

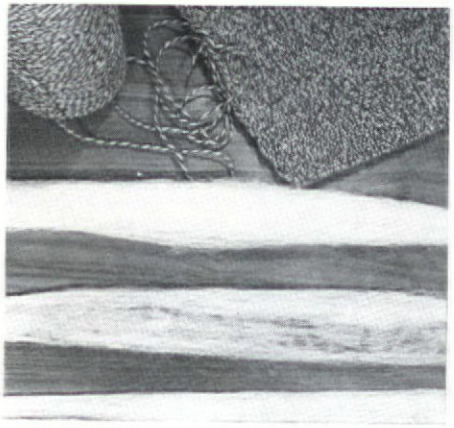
FINER CHROME PRODUCTS Booth 223

Partitioner Mobil-Booth by Rockaway Metal Products (above) provides privacy and isolation for independent work or study. Each booth is movable, consisting of three insulated steel panels topped with plexiglas, or pegboard inserts, Formica desk top, steel shelf. Circle No. 254.

ROCKAWAY METAL PRODUCTS
Booth 726

Instant Stage from Brunswick (below) can be set up anytime, anywhere, for instant speeches. The versatile stages are portable and folding, providing easy handling by one man. Set up is simple; it is rolled into position on built-in casters, unlocked, and extended in a few minutes. Length-width-height combinations. Circle No. 257.

BRUNSWICK CORP. Booth 910-911

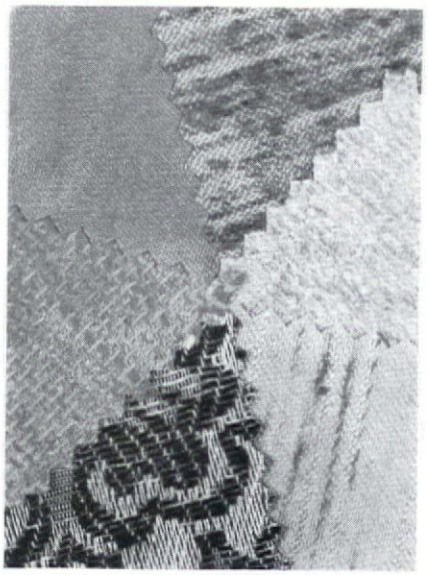


Wundaful, Wundaful, Wundaful Wunda Weve carpets will be displayed at the show. The complete line of commercial carpets will be shown and Sweet's inserts distributed at the booth. Also in the display will be architect kits and sample binders, as well as waterfall racks with large samples. Several new commercial fabrics also will be introduced. The line is tufted through the back of primary jute, and secondary backs of jute or high density foam rubber. Circle No. 255.

WUNDA WEVE CARPET CO. Booth 333

A Stainless Steal for shock-free carpeting is Brunsmet, Brunswick Corp.'s stainless steel fiber (above). It will be exhibited at the show in its various forms: staple, sliver, tow, and continuous filament. Complete lines of carpeting with Brunsmet from seven manufacturers will be displayed. Circle No. 256.

BRUNSWICK CORP. Booth 605

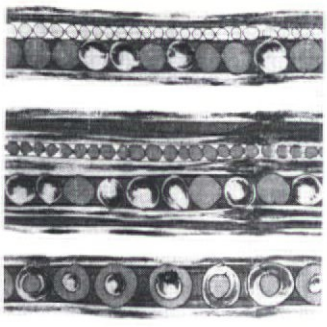


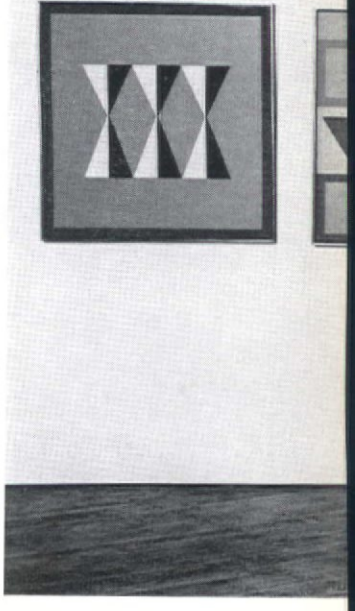
Self-Lined Draperies (right), a completely new concept in drapery piece goods, will be featured at the Rockland Mills booth. The exclusive Roc-lonized velvet-suede finish, an all-white self-lining, protects draperies from rain and moisture condensation, insulates against heat and cold, is fire retardent, has increased opacity and tensile strength, is washable and dry-cleanable. Circle No. 258.

ROCKLAND MILLS Booth 327

Outdoor Products And Art for the outdoors that is said to be impervious to wear will highlight the display at Finkel Outdoor Products, Inc. Featured will be a new gold anodized line of contract furniture, including a stacking chaise, a stack chair, side chair, fiberglass table, and a loafer unit. Also garden and patio umbrella, outdoor accessories, and a rolling, folding bed. From the Dimensions In Art Division: including pictures, dimensional pieces, and statuary. Circle No. 259.

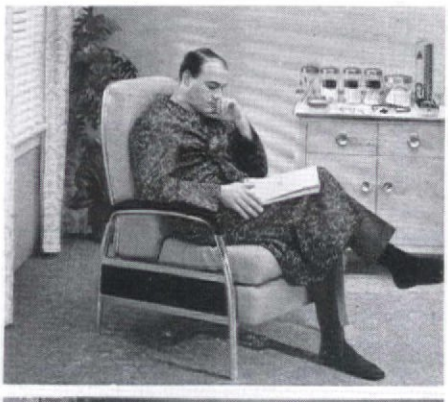
FINKEL OUTDOOR PRODUCTS
Booth 420-523

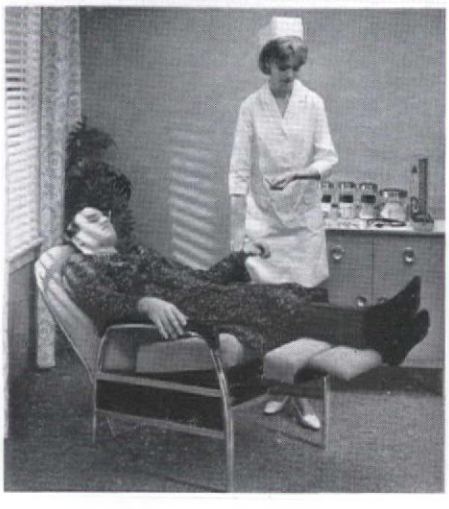




Fabric Merry-Go-Rounds will be featured in Hathaway's show booth. The "Carousel of Fabrics" will display Graphics, the spring collection of 48" and 54" prints (above), new flocked patterns, new sheers, and semi-opaque decorative fabrics. Several new Gemini patterns also will be featured at the show. Circle No. 261.

BERKSHIRE HATHAWAY FABRICS
Booth 311



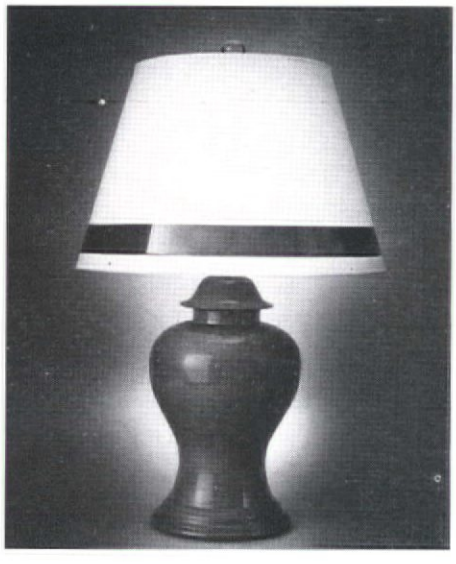


Tilt feature in Mohasco Industries' new patient recliner (above) is a contribution to the Health and Welfare markets. The recliner is one of two new offerings for the market that will be shown, in addition to two new wood hospital room and nursing home case goods lines. The booth also will feature Hospitality and Recreation lines for which Mohasco already is widely known. The hospital room and nursing home case goods lines are a hickory transitional group called "Momento" Series 400, and a Country English in solid cherry called Stuart Court, Series 300. Circle No. 260.

MOHASCO INDUSTRIES, INC.
Booth 218-315

Diversified Products for the American contract market are produced in Belgium and exhibited in the largest booth in Contract '68. Office furniture, hotel/motel furnishings, floor coverings and draperies are included. Circle No. 319.

BELGIAN GOVERNMENT
Booth 235-240

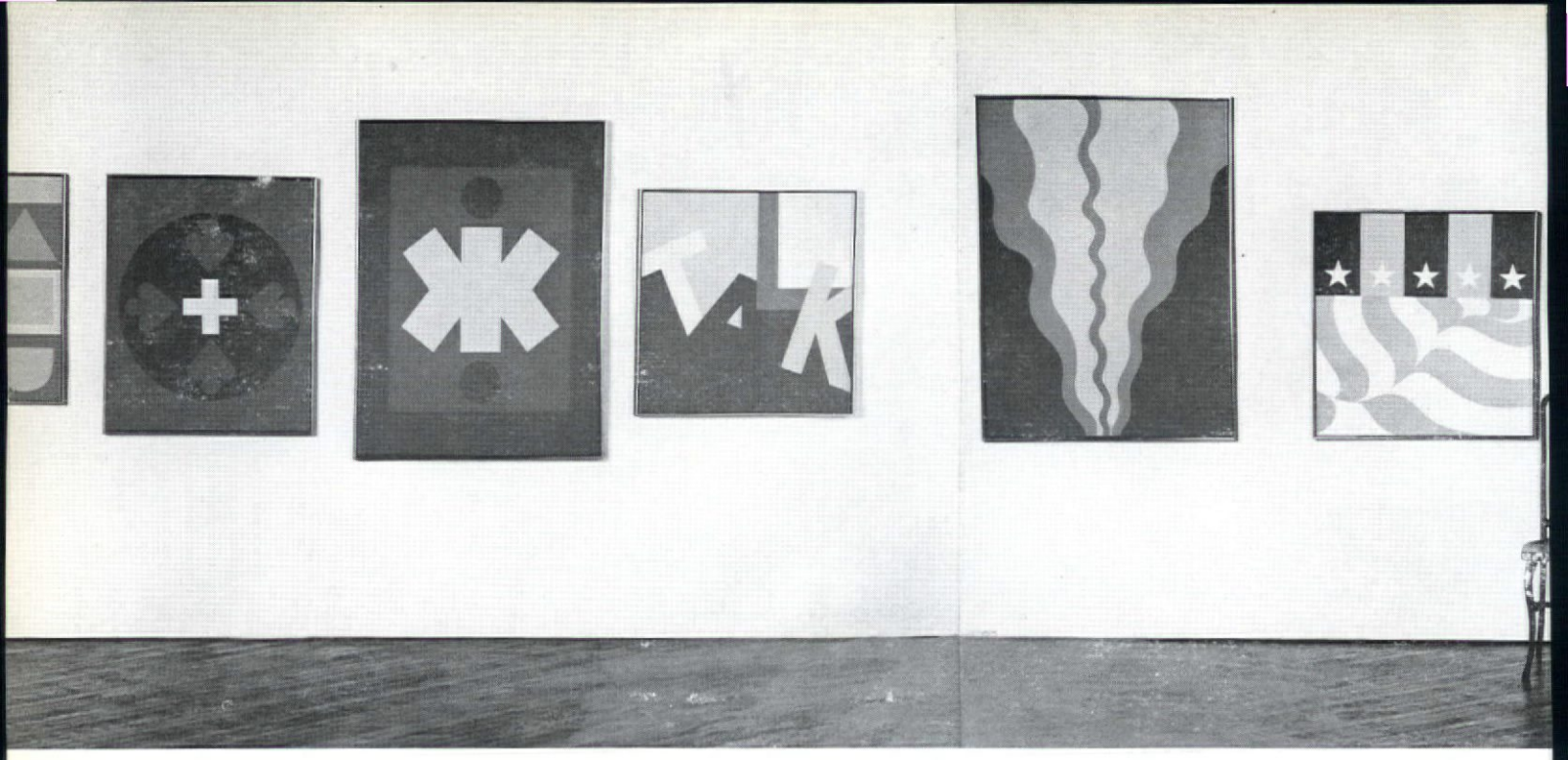


Unbreakable Plastic Lamp Base (above) is the first made with injected plastic molded process by Terrence Moore, Inc. Using DuPont's lucite, an acrylic resin that is one of the toughest and hardest of many thousands of types of plastic, the lamp has an unusually thick wall shell of ¼", making it chip-proof and unbreakable. A variety of opaque colorways and a wide variety of other contract lamps will be shown. Circle No. 263.

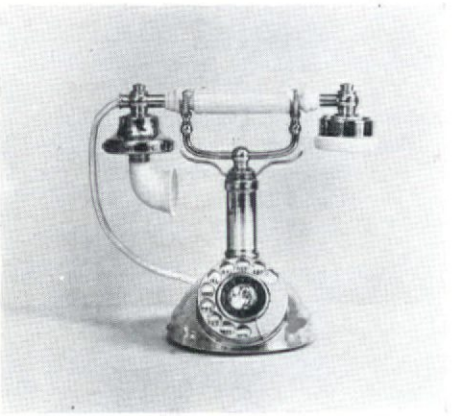
TERRENCE MOORE, INC. Booth 804

Chairs, Lounges, and Modular Units are included in the new series of seating to be introduced by TechFab, Div. of Alsco, Inc., Featuring mix and match coordination, the group (above) is designed for reception areas. Strong one-piece construction of the back and seat provide perfect alignment for comfort, stability, and years of wear. Upholstery comes in a wide range of colors in channeled Uni-Royal Decor Naugahyde. Arms and bases are made of highly polished aluminum, with armrest caps available in a choice of wood-grain laminates. Melamine plastic is used on the tables and armrest caps. Also to be shown in the display is a line of Formold modular seating, a new concept in tandem seating. Circle No. 264.

TECH FAB Booth 518



Geometric Designs in Karl Mann Associates' group of contemporary "hard edge" subjects (above) will be shown together with a wide variety of decorative art for the contract designer at Contract '68. The new collection consists of nine vividly colored geometric designs, silk screened on canvas in limited runs. Circle No. 265.
KARL MANN ASSOCIATES Booth 226



Antique Decorator Telephones or modern or traditional will be displayed at the Show by United States Telephone (left). The telephones are Bell System approved and are finely crafted in antique white with gold sparkle. Also on display will be the Paul Greenhill Collection, reproductions of traditional themes accenting the great crafts of such civilizations as the Egyptian, Roman, Napoleonic, and Ming dynasty. Circle No. 266.
U. S. TELEPHONE COMPANY Booth 913

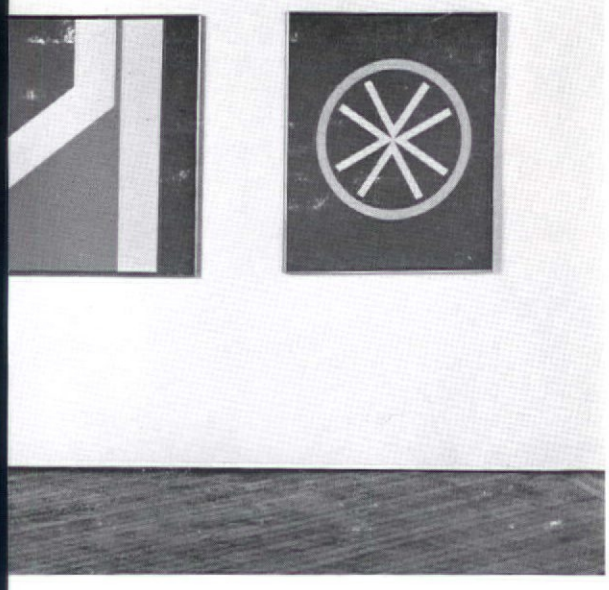
Rugby The Rugged Rhino (below) an almost life-size, electronically programmed robot rhino will move his head and lips and provide voice transmission of important information on Aldon Contract at the Show booth. Two new contract carpet grades, Spearhead and Invader, both constructed of 100% DuPont Antron fiber, will be introduced. The entire exhibit is constructed as a jungle scene. Circle No. 268.
ALDON CONTRACT CARPET Booth 227

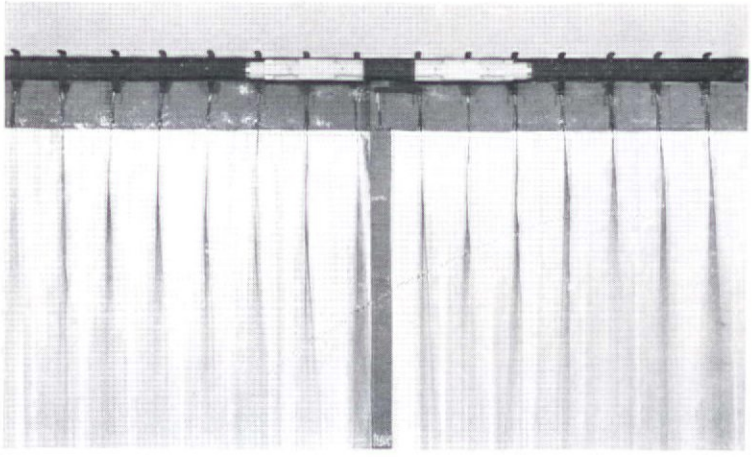
New Executive Seating is the core of an extensive display by Fima International, Ltd. The company will show the latest designs in executive seating, including Model 315 (above). In addition, the company also will exhibit steel and wood desks, stacking chairs, and other fine office furniture products. Circle No. 267.
FIMA INTERNATIONAL, LTD. Booth 409

Designed For Dining, CHF's contract hotel/restaurant table (above) features a sculptured, graceful look that is accentuated by this new Florentine design base. It is one of a grouping of raised four-prong bases and is available in cast iron or cast aluminum. Circle No. 269.
CHICAGO HARDWARE FOUNDRY
Booth 514-617

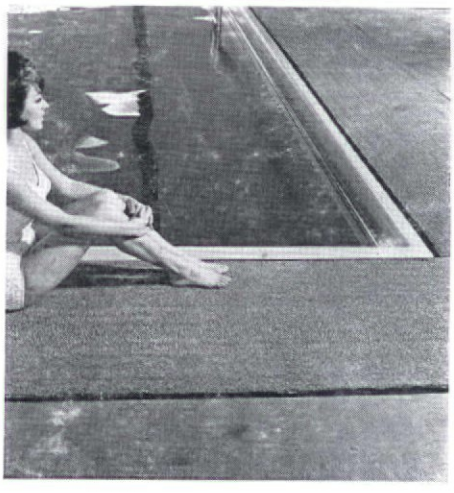
Contract '68

SHOW STOPPER EXHIBITS

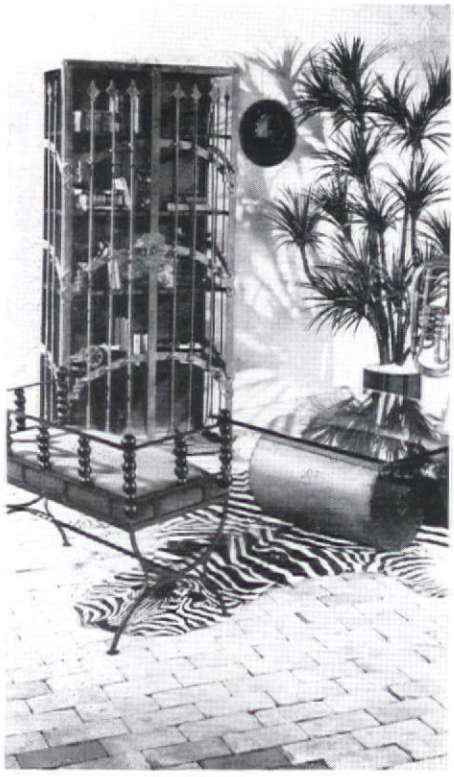




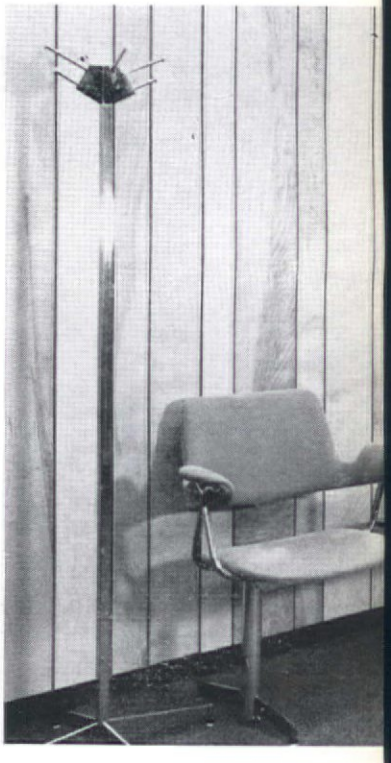
Copper Topper — one of the interesting new surfacing materials to be introduced at Contract '68 is Copperlite, a decorative surfacing made of real copper by Pioneer Plastics. It is made by bonding a thin sheet of copper to the core stock under heat and high pressure and then specially treating it to produce color and pattern effects of unusual beauty. Also to be shown will be a complete line of Pionite high pressure decorative laminates, featuring new decorative patterns, marbles, woodgrains, and solids. Circle No. 270.
PIONEER PLASTICS CORP. Booth 636



Power Traverse Rod, which opens or closes draperies at the touch of a switch, is featured in Kirsch Co.'s Contract '68 booth. When the control switch is activated, a magnetic force field is created, which moves the capsules and lets them act as master carriers for the drapery headings, pulling or pushing succeeding plain carriers along the rod. Can be wall or table mounted. Circle No. 271.
KIRSCH COMPANY Booth 613



Guests Amore Out-Adore, when this new Out-Adore all-weather matting (above) is used at motel and hotel poolside, or anywhere else in contract application. Made by Crown Rubber in "Patio" widths, it will be featured together with indoor Plush-Cover sculptured nylon-on-vinyl floor covering at the company's show display. Constructed of 100% polypropylene. Circle No. 272.
CROWN RUBBER CO. Booth 714



The Cage Is Domesticated (left) and given a worthy purpose in life—to contain and protect books, objets d'art, and other treasures. It is wrought iron with a weathered old world finish. 74 inches high, 34 inches wide, 16 inches deep, and contains four wooden shelves. The Perlotto bench is wrought iron with oak wood spindles. Covered in standard velvet or C.O.M. Scroll table, in gray textured finish, has ¾ inch glass top. Circle No. 273.
SPANCRAFT INC. Booth No. 824-826

Contract '68

SHOW STOPPER EXHIBITS

Menell Associates specializes in the design, fabrication and installation of audio-visual communication systems for all commercial buildings. Three dimensional models of installations, a sample portable control module, photographs and plan view drawings will be exhibited. Space, furnishings, screens, projectors, and subsidiary equipment are planned, designed and installed with ease of operation as an important objective. The installation can be simple or complex and the firm also modifies and updates existing audio-visual systems. Circle No. 274.
MENELL ASSOCIATES Booth 533

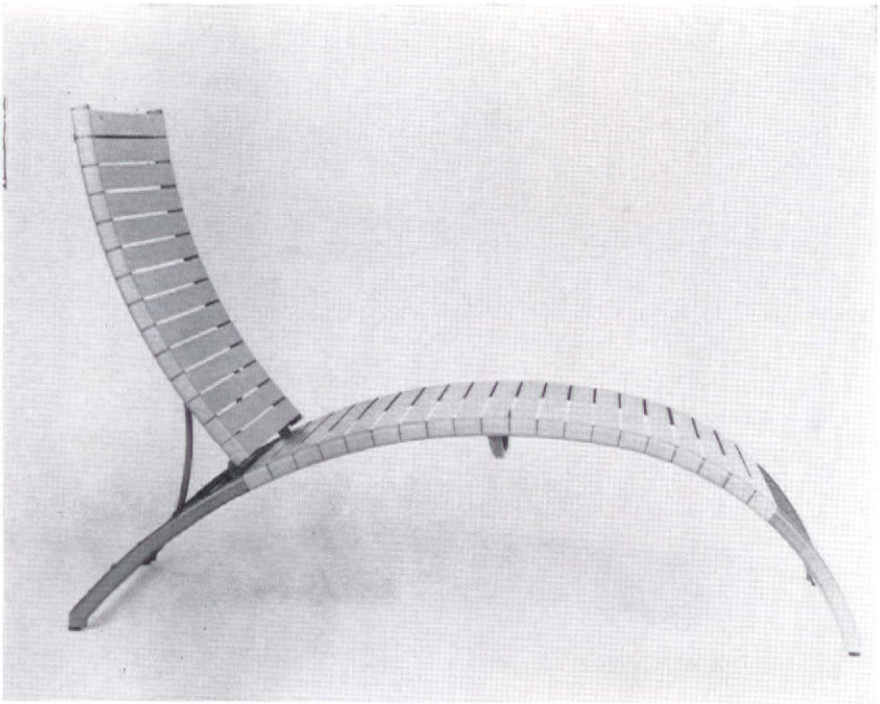
Ten Past Six, says the old-fashioned train station clock motif on Jackson's The Station china plate (left). This two-time award winner (Jackson China Award '67 and Hospitality's Top of the Table Award) was designed to integrate with a new restaurant's decor. Plate is a lustrous black, with antique gold double circles. Circle No. 275.
JACKSON CHINA CO. Booth 427

As Spanish As Castillian Oak, Micarta's new woodgrain plastic laminate pattern (below) blends with the Spanish theme in the design of contract furniture. The new pattern is available in satin, furniture, Lo-Glare, velvet and oil-rub finishes and in 1/16 and 1/32-inch thicknesses. A new Inca marble pattern has been made available and it imparts greater realism, in the high sheen finishes. Circle No. 277.
WESTINGHOUSE Booth 330

Check And Double-Check the new look in carpets (above). On the left, distinctive shepherds' check is cross-piece-dyed of two varieties of American Cyanamid's Creslan acrylic fiber. On the right, cobblestones pave the way to carpet excitement. The two sharp colors of the raised cobblestones are combined in the low-lying background for a subtle tweed effect. Circle No. 276.
AMERICAN CYANAMID CO. Booth 506

Brand New from Fixtures is the Apollo collection of reception room furniture (below). Single and multiple seating units are steel constructed. Upholstered foam chairs are covered with Naughahyde in any contemporary color. Table tops are walnut Formica and coat stand is all steel with a chrome finish and hand-rubbed walnut head. Table tops are available in Textolite and bright chrome. Circle No. 278.
FIXTURES MFG. CORP. Booth 631

To While Away line standing time, at a New York City Bank, Mitten used its designer letters to create a 48-foot mural behind the tellers' cages (above). The deep dimensional letters are made specifically for architectural interior and display applications. The firm has over 130 sizes and styles. Illustrated at Contract '68 will be applications and a full line of variety letters. Circle No. 279.
MITTEN DESIGNER LETTERS MFG. CO.
Booth 324-419

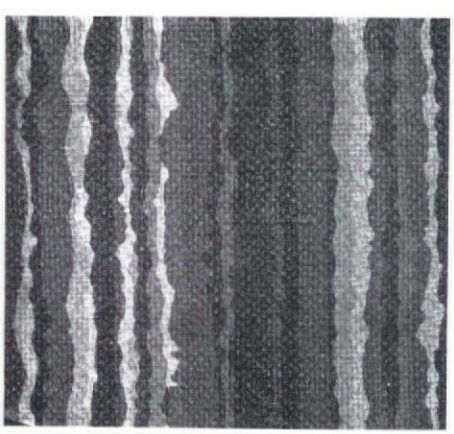


Foldable And Stackable, Brown-Jordan's new Caldwell collection of chairs and chaises received the Pasadena Art Museum Design X Award (above). Fabricated of tough, oval extruded aluminum created especially for the demands of commercial installations, each piece is laced with individually attached wide vinyl straps. Included are 24, 42 and 48 inch round tables. Circle No. 280.
BROWN-JORDAN CO. Booth 213

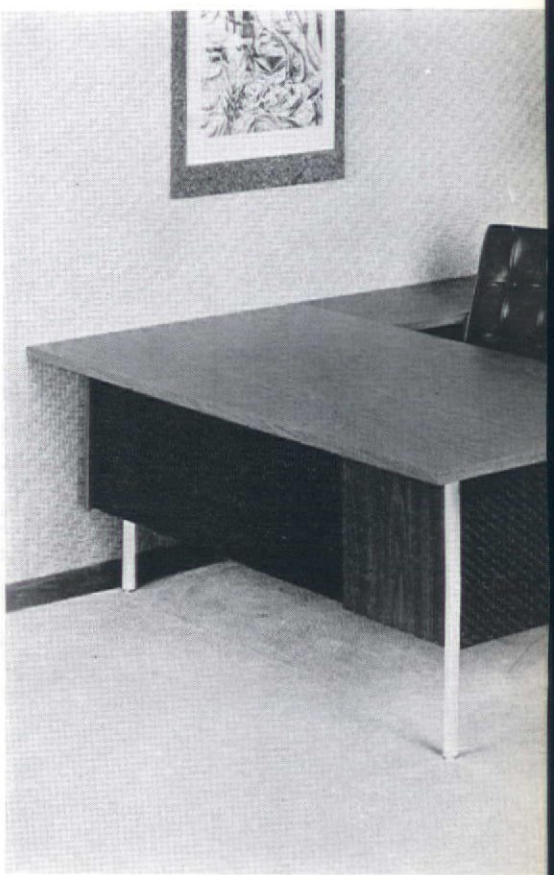
Voyager Abroad, Carnegie Fabrics newest print collection, draws its patterns from international design techniques. The art of India, Persia, Spain, Portugal, Sweden, Denmark, and Mexico have been interpreted in verel, linen, fiberglas, and numerous other special cloths. Also new is the shetland series of wool and nylon upholstery fabrics including plaids, checks, tweeds and solids. A new range of 100 percent verel yarn-dyed casements will be shown plus a collection of flame retardant fabrics imported from Sweden. Circle No. 284.
CARNEGIE FABRICS INC. Booth 740

A Specially Designed plushpile contract carpet will be featured in one of V'Soske's two exhibits. The plushpile is made by Kent Carpet Corp., a division of V'Soske. The second exhibit will be a setting suggesting a lobby or reception area featuring an original contemporary design rug in an unusual texture and color combination. Both exhibit areas were designed by Eugene C. Stephenson. Circle No. 282.
V'SOSKE INC. Booths 207-208

Would You Believe A Desk Set with a mysterious bubbling and frothing liquid light? This is the Executive model (left) of Lava-Simplex's Lava Lites. Liquids in a sealed crystal housing and a color-coordinated chemical substance bubbles into hundreds of formations. Two ball point pens are mounted on the solid walnut base. Pens and swivel mounts are black with gold trim. Circle No. 283.
LAVA-SIMPLEX INTERNATIONALE, INC.
Booth 211



A Turn-of-the-Century Penny Arcade at the Dow Badische exhibit will highlight Zefkrome acrylic, the second generation carpeting fiber. A comprehensive group of specifically designed-for-contract carpets introduced at the January Home Furnishings Market, will be shown and the advantages of the firm's "ZYP" yarn program, that initiated the breakthrough of producer-dyed acrylic fiber in yarn form, will be a feature. A new book for specifying carpet for contract will be included in the exhibit. Circle No. 281.
DOW BADISCHE CO. Booths 228-32



Casino Is The Name of the latest addition to the Masland Duraleather upholstery line. Made in supported and expanded weights Casino (left) is produced in olive, autumn gold, toast and peacock. Also included in the exhibit will be the twilight pattern, in five colors, Dundee in fifteen colors, Bella in eight and Sonya in eleven colors. Circle No. 285.
MASLAND DURALEATHER CO.
Booth 524-627

Contract '68

SHOW STOPPER EXHIBITS

Burnished Gold is the featured color on the Flamenco and Monaco architectural ceramic tile patterns from Metro Mosaics. Created especially for the contract market, the tile reflects the elegance of old world Mediterranean charm. Flamenco is 4⅛ inches high by 3⅞ inches wide and Monaco is 3¼ inches high by 2 inches wide. Aztec gold, antique brown, olivetone, ebony, Capri blue, and ermine white are other available colors. Free kits show both styles in rich colors. Circle No. 286.

METRO MOSAICS INC. Booth 430

Convict Striping imprisons the lounger on Keller's chaise (left). The extra-thick vinyl strapping, also in a X pattern, comes in tangerine, avocado, yellow, turquoise, charcoal, gold, black, and white. Teardrop arms and body construction is square tubular aluminum with a permabond finish which prevents rust and weather damage. Circle No. 287.

KELLER CASUAL, INC. Booth 113

The Stress Is Service value at International Crating & Container Corp. This firm's exhibit will stress the fact that it exists to move contract shipments and to provide services that change this movement from a series of unconnected events into a totally controlled, efficient system. These services include consolidation, coordinating, reshipping, interim status reporting, inventory control and billing, as well as storage, handling, containerization, and export shipping. Circle No. 288.

INTERNATIONAL CRATING & CONTAINER CORP. Booth 626

Collection Of Paintings depicting the Book of Esther (above) will complement Dylan's oriental rug collection at the show. The paintings, an unusual combination of oil paint and foil in collage on glass, feature Persian rugs and motifs. Dylan's Cultured Originals oriental design rugs are produced in over 200 patterns and colors including Boharas, Kashmirs, and Kirmans. Circle No. 290.

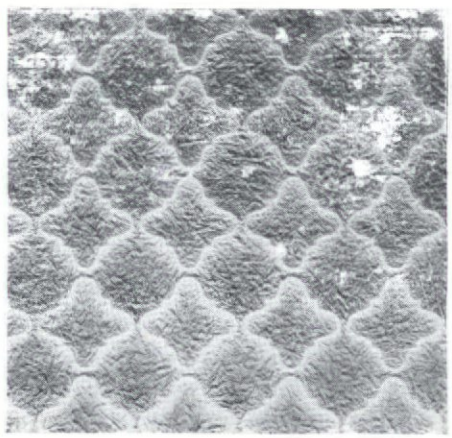
DYLAN CARPET INC. Booth 731

Take Six Basic Pedestals, add L's, files, returns, and Valtronic's Centron Collection (above) can be designed into 1000 or more models. Legs and hardware are interchangeable. Choice of modesty and end panels includes walnut laminate, tawny vinyl leather, black vinyl leather, and cane. Both side legs and underlegs are available, in walnut, mirror polish, and black finishes. Circle No. 289.

VALTRONIC CORP. Booth 528

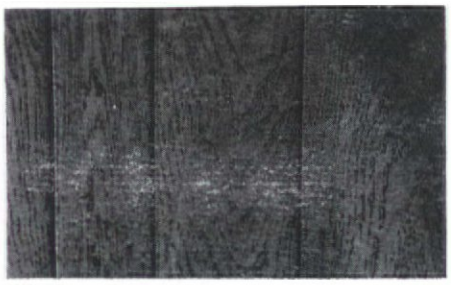
Shimmering Arabesque patterned plastic paneling adapts to many uses including room dividers, interior and exterior wall panels and illuminated ceilings. This is Dimensional's Krinkleglas (right) in a debossed effect. There are 45 standard colors, 9 pastels, 20 multi-hued combinations and three standard overlay forms of grouting. Standard panel sizes are 4 by 8 feet and 4 by 10 feet. Circle No. 291.

DIMENSIONAL PLASTICS Booth 410



A Patented Method of furniture construction for producing chairs, desks, tables, to specifications, designed by Andreef/ Hadtke & Assoc. and produced by La Chaise Inc., will be introduced at Contract '68. The laminated furniture (below) offers flexibility of design, the chairs, tables, desks, and credenzas can be produced in a choice of woods. Circle No. 292.

LA CHAISE INC. Booth 214

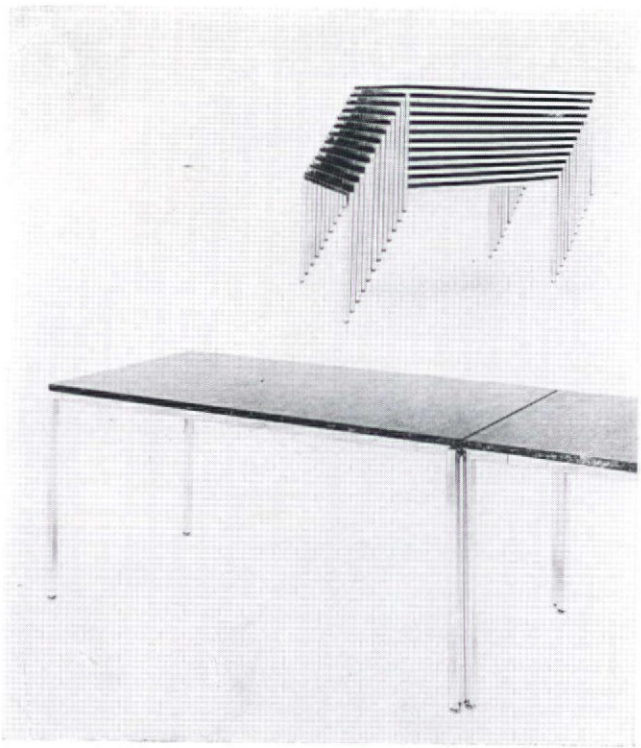


Exotic Brasilia Hardwoods with striking woodgrain swirls characterize Georgia-Pacific's low-maintenance hardwood plywood wall paneling (above). Driftwood and fawn are the newest finishes. Brasilia also comes in suntan and midnight colors. Avocado has been added to the dozen color choices on G-P's gypsum drywall. Circle No. 294.

GEORGIA-PACIFIC CORP. Booth 916-917

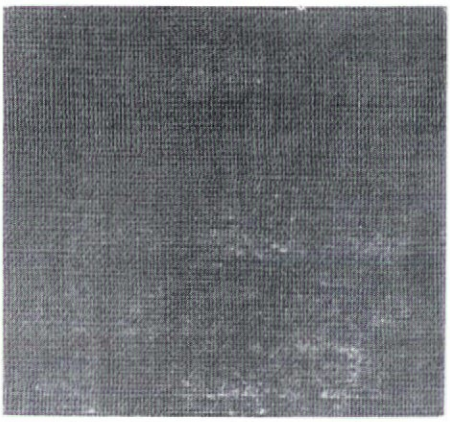
Durhair Carpet Squares will be introduced by Durkan Carpet Corp. at the Contract '68 show. Available for the first time in squares, Durhair can be installed without the necessity of professional carpet installers. Easily maintained and cleaned, the squares have the advantage of being quickly replaced in case of damage. In addition to samples of Durhair, nine other commercial qualities will be shown, most of them for the first time. These include special grades for hospitals and nursing homes. Circle No. 297.

DURKAN CARPET CORP. Booth 816



Bumper To Bumper, Virtue's steel-edged tables can be butted together end to end for banquet use. The 9100 series of stacking tables (above) now includes a vinyl bumper set flush to the edge of the steel frame. Frames are 16 gauge bright chrome steel; tops are walnut Micalite, a special laminated vinyl process. Tables are 28½ inches high, in four sizes. All models stack to eleven high. Circle No. 293.

VIRTUE OF CALIFORNIA Booth 222



The Look Of Hand-Loomed Linen is all blarney, but McCordi got its Irish up front with its new Killarny vinyl wallcovering (above). The pattern has the delicate texture of woven linen threads in a solid washable wallcovering. Each of the 10 colors have shadings which are the result of deeply embossed textures. Killarny is in 54 inch width. Circle No. 295.

McCORDI CORP. Booth 829

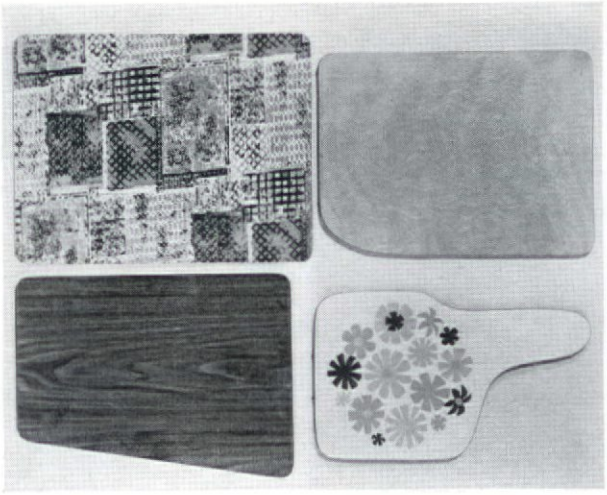
White Wall Panels of Micarta combine good looks and practicality in this florist shop (above). Distributed by U. S. Plywood, the high pressure laminate is resistant to moisture, humidity, and warping and has a wipe-clean maintenance. Micarta is available in satin, furniture, Lo-Glare, and oil-rub finishes and 1/16 and 1/32 inch thicknesses. Circle No. 296.

U.S. PLYWOOD Booth 609

Contract '68

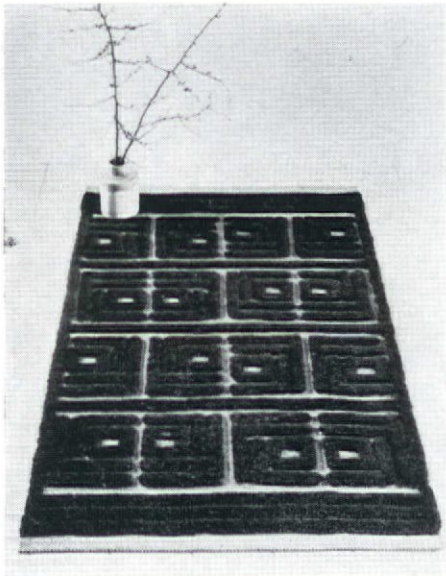
SHOW STOPPER EXHIBITS

Top Of Table Styling (above) will be featured at the Shenango Ceramics display. A new array of patterns, shapes, vibrant colors, and new styling will be shown, in addition to the new high strength Citation shape, which is proving a popular contract design. Lines will be displayed in actual top of the table arrangements for easy perusal by specifiers. Circle No. 298.
SHENANGO CERAMICS Booth 422



Stylings Of Table Tops (above) will be featured in Den-Gre Plastics' booth, where three new custom plastic processes and a complete line of Lamalite plastics and table tops will be shown. Silk screening, die-cutting, and custom fabric lamination will highlight an exhibit of woodgrain, solid, and marbleized decorative laminates; plastic, restaurant, replacement desk, and educational tabletops. Circle No. 299.
DEN-GRE PLASTICS Booth 828

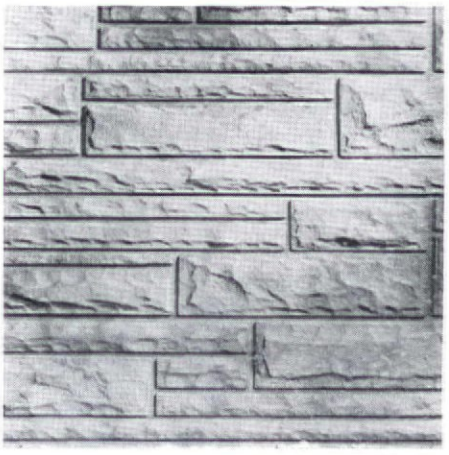
Hercules Is A Softy when it comes to a carpet's hand. The soft, luxurious feel of Herculon olefin fiber in indoor/outdoor carpet, such as this 100% Herculon olefin fiber rug by Regal Rugs, Inc. (right), will invite inspection at the show, where the company will have extensive samples of carpet lines made with its fibers in mustards, avacados, cranberry. Circle No. 300
HERCULES INC. Booth 718



Group Debut at New York Coliseum will feature Carolina Forge's new wrought iron line of casual and outdoor furniture, designed particularly for hotel and motel swimming poolside, terraces and patio use. It will combine outstanding design, sturdy construction, easy maintenance, and modest pricing, features of particular interest to major hotel and motel chains. Circle No. 301.
CAROLINA FORGE Booth 721

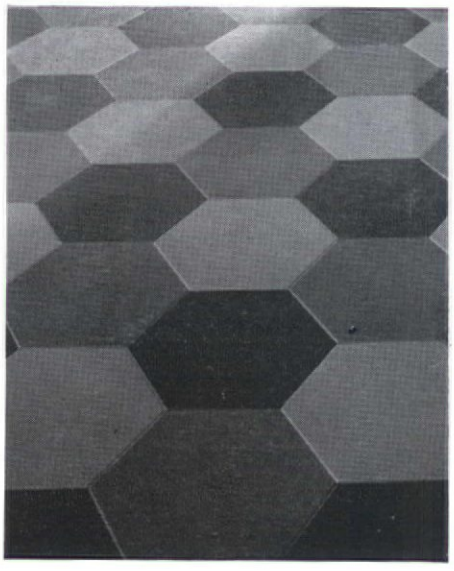
Stain-Free Carpets are possible with a unique silicone-based product called Protasil, developed in England and being introduced to the United States contract design community at the Contract '68 Show. It is an effective stain repellant for carpets, is easy to apply (left), gives full carpet penetration, dries quickly, and is reasonable in application costs. Gravy, tea, coffee, soft drinks, wine, alcoholic beverages—even animal stains—are no match for its protective powers and are easily removed with a cloth. Circle No. 302.
PROTASIL LTD. Booth 723

The I As Seen by Hugh Acton, of Burke, is a structural system (left) with the mark of the executive on it. Desks, credenzas, conference tables, carrels, check stands, wardrobes, and other furniture for office and library, are in the group. The structure is a steel spine, continuous from one leg to the other and treated with a micro-mirror finish. Circle No. 303.
BURKE DIV. Booth 909



Bolen 'Em Over at the Show will be decorative Roxite Fiberglas brick and stone panels (above), to be shown for the first time, by Bolen. They provide the look and feel of real masonry in four foot panels that are nailed on. The rigid, waterproof panels of stone and brick have colors bound in. Wide choice of colors, accessories. Circle No. 305.
BOLEN INTERNATIONAL Booth 609

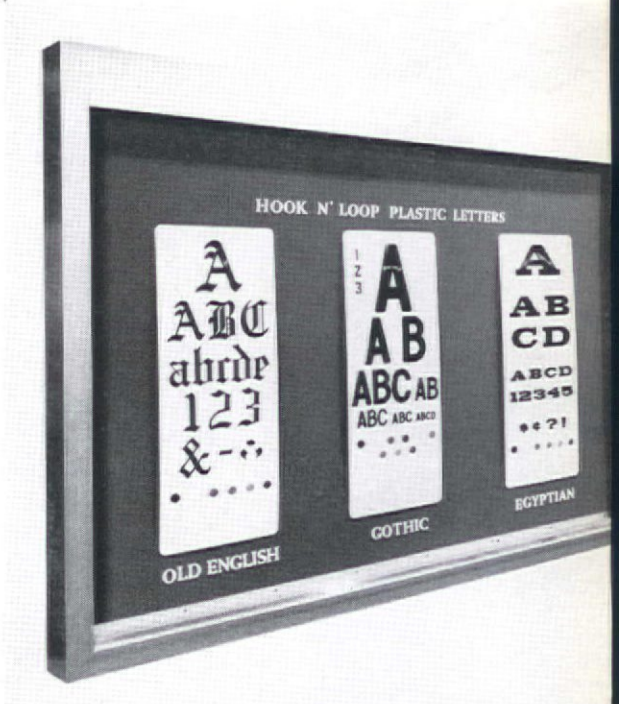
Tempting Temptierra Carpet (below), made by Borg Fabrics, is the Show-stopper of Hollytex Carpet Mills, distributor of the line, through the establishment of a contract division. Made by the sliver knit process, a new development in the carpeting industry, this indoor-outdoor carpeting has the look and feel of deep-pile luxury, plus outstanding durability and minimum care. Circle No. 306.
HOLLYTEX CARPET MILLS Booth 114



Vinyl Flooring Stars in Amtico's Limited Editions Collection, showing Kaleidoscope (above), stockpiled in 50 colors in tiles and slabs. Also on display will be luxury carpeting and other resilient flooring. Circle No. 346.
AMERICAN BILTRITE RUBBER Booth 129

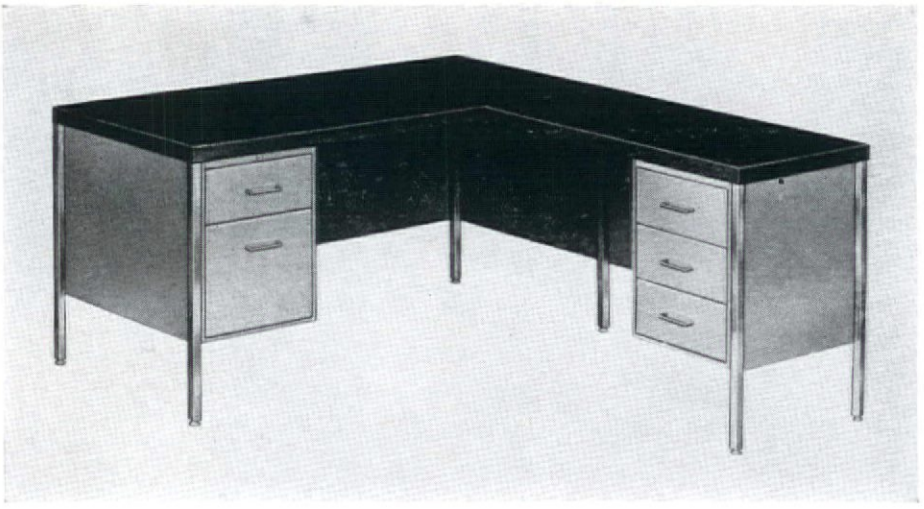
Artfully Designed and constructed furniture in contemporary and advanced styles will be exhibited by Jansko. Circle No. 341.
JANSKO INC. Booth 425

Scroll Discovers Marco Polo (left), a completely new and fresh casual furniture line. The feeling is of a stylized treatment of bamboo, for either outdoor or indoor application. It is made of solid aluminum and can't rust, with unitized construction. Also on display will be other Scroll and Keller Casual groups. Circle No. 307.
SCROLL, INC. Booth 118



Contract '68

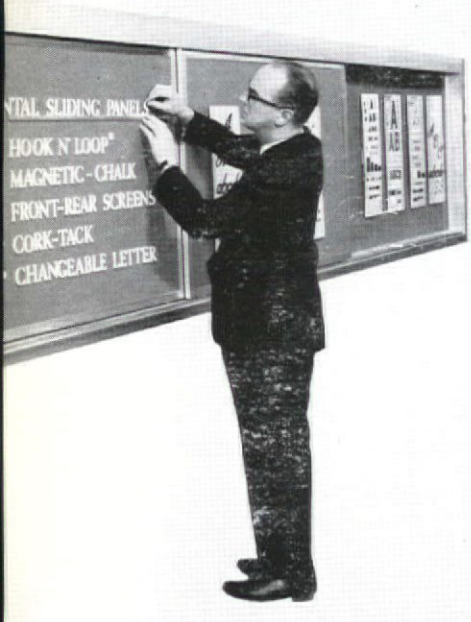
SHOW STOPPER EXHIBITS



Seating As You Like It—bar stools, sofas for the office and reception area, conference room, executive and office chairs, all are included in The Black Mfg. Co. exhibit. Circle No. 320.
BLACK MFG. CO. Booth 128

From File Cabinet to executive desk, Browne-Morse creates a complete and coordinated line of office furniture and equipment. Circle No. 321.
BROWNE-MORSE CO. Booth 407

Hook 'N' Loop display and presentation panels (below) are the product of the Charles Mayer Studios. Nylon loop fabric in 14 clear colors is used to cover the panels, and small pieces of hook tape is attached to the rear of the display objects, causing them to adhere to the panel securely. Several variations are available and will be displayed. Circle No. 310.
CHARLES MAYER STUDIOS Booth 915



Carpet Crafted for use in all types of contract applications will be exhibited by Cabin Crafts. Circle No. 322.
CABIN CRAFTS Booth 224

Protection is the name of the game in the American Mat exhibit—protection for flooring and carpets with service mats. Circle No. 317.
AMERICAN MAT CORP. Booth 624

Furniture For The Office is styled by Art Steel; desks, seating and credenzas are crafted for every need. Circle No. 318.
ART STEEL CO., INC. Booth 132

Flexibility is the idea behind the partitions and dividers created by Hough Mfg. for use in offices and public spaces. Circle No. 340.
HOUGH MFG. CORP. Booth 136

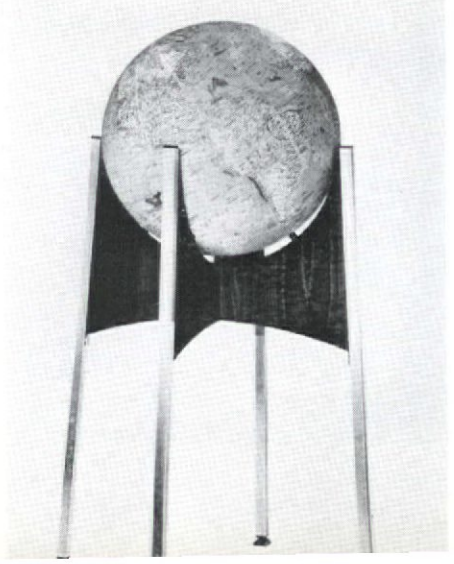
The Appearance of stone, brick or wood is simulated by Cavrok in Fiberglas panels and related accessories for contract application. Circle No. 325.
CAVROK SALES INC. Booth 914

Tough, specially woven carpet made specifically for heavy traffic areas in wide range of colors and textures will be on display in the Commercial Carpet Co.'s exhibit. Circle No. 326.
COMMERCIAL CARPET CO. Booth 512

The World at His Fingertips (right) is a great idea for the busy executive, teacher, or librarian, says Replogle Globes. And this model, distinctively styled with a vertical sweeping aluminum pilastered base inspired by metal and glass architecture, will be included in the exhibit with a 24-inch diameter globe. Circle No. 311.
REPLOGLE GLOBES INC. Booth 708.

The CP Desk for VIP's is L-shaped on double pedestals (above). Crafted by Stylex, the desk is part of the firm's display of competatively priced, well designed office, school, and personal furniture. Being introduced at the show will be a comprehensive collection of modern seating for office and institutional use. Circle No. 309.
STYLEX, INC. Booth 137

Solid Colors For '68 is the new idea at Formica—and all with a Suede Finish as standard. The color groups are separated into families: reds, blues, greens, yellows, neutrals, and accents. Each of the groups coordinates with the entire Formica line of patterns and designs. Suede Finish is a non-coated, non-glare finish which doesn't resemble any plastic laminate, but retains all the protective properties of the original. Samples of each of the new colors will be seen in the display. Also included in the booth will be a custom collection of furniture using Formica woodgrain, marble, or leather reproductions as surfaces. Circle No. 308.
FORMICA CORP. Booth 418-521



Dimension is achieved by L. E. Carpenter with vinyl wallcoverings designed for contract installations in an almost unlimited variety of colors. All will be exhibited in the firm's display booth. Circle No. 324.
L. E. CARPENTER & CO. Booth 728

Wrought Iron, aluminum and stainless steel are styled into casual and outdoor furniture for the contract market, by Creative Metal. Circle No. 343.
CREATIVE METAL PRODUCTS INC.
Booth 640

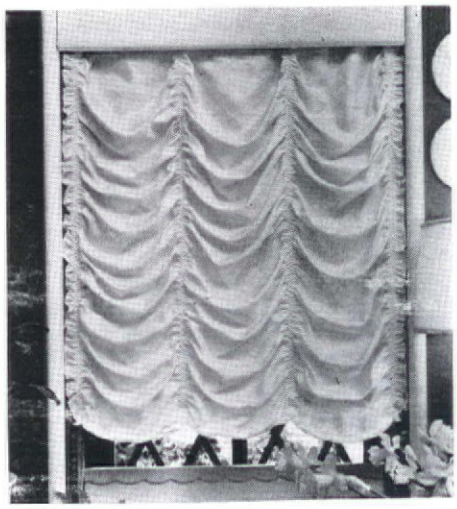
Indoor-Outdoor carpet for use in such commercial/contract installations as hotels, motels, commercial kitchens, pro shops and lounges are exhibited by Crown Products. Circle No. 327.
CROWN PRODUCTS CORP. Booth 714

Weather-Proof is the outdoor and patio furniture produced by duCor in fiberglass and displayed in Contract '68. Circle No. 339.
DUCOR Booth 532

Accessories for contract; desk, table and floor lamps, smoking stands, and ashtrays in many styles, colors. Circle No. 328.
EXCEL MFG. CO. Booth 535

Original and Custom designs in floorcoverings are created and displayed by Edward Fields. Carved rugs, broadlooms, period and modern styles are included. Circle No. 329.
EDWARD FIELDS INC. Booth 639

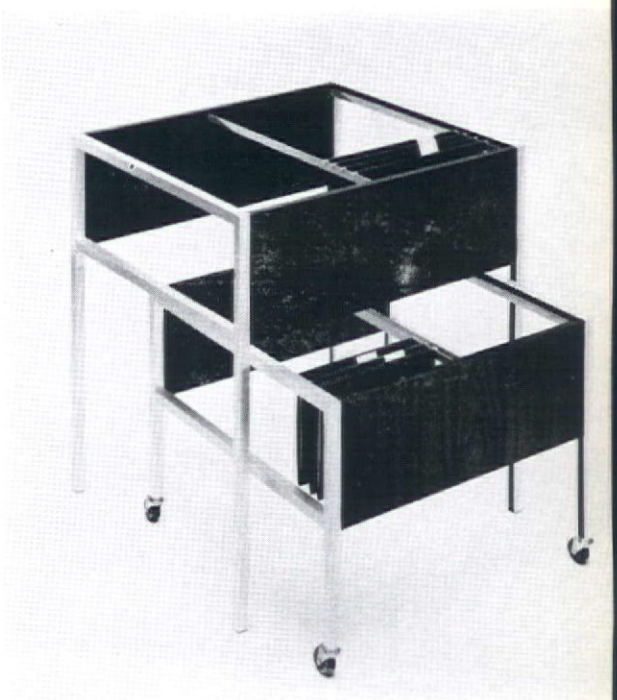
Daisies Do Tell, when they are made of Suval virgin vinyl (above). The boldly printed fabric, which is scuff and stain resistant and retains its bright colors, will be included in the Unusual Fabrics exhibit, along with other prints, and leather-look solid colors. Circle No. 312.
UNUSUAL FABRICS, INC.
SUVAL INDUSTRIES, INC.
Booth 610



Window Elegance (above) and easy care are combined in Alfred-Shay's Vienna Austrian shades. Adjustable, and available with inside or outside mounting, the shades are constructed of fiber glass and are washable, flame- and sun-resistant and stain-repellent. The shades are included in the firm's exhibit at Contract '68. Circle No. 313.
ALFRED-SHAY, INC. Booth 428

Carpeting For Every commercial and contract installation is included in Seamloc Loma Loom's complete line to be shown at the exhibition. 100 percent wool, wool and nylon blends, acrylic, and continuous filament nylon are used. New patterns are shown, along with the firm's custom program. The display will feature, in addition to the range of fibers, information on ease of installation and maintenance. Circle No. 250.
SEAMLOC LOMA-LOOM CARPET
Booth 635

Vinyl Fabrics in a stunning range of new dimensionals and valley-printed textured effects for contract upholstery and wallcoverings, will be shown at the Ford Fabric exhibit. Circle No. 330.
FORD FABRICIS, DIV. CF FORD MOTOR CO. Booth 209



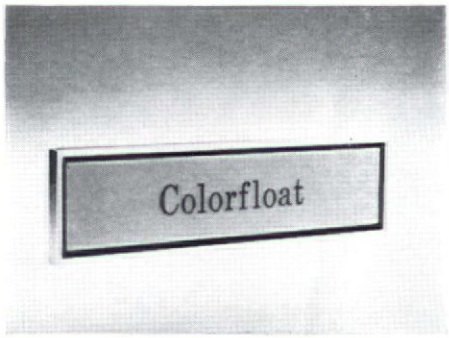
Carpet for Squares—no, just a carpet system based on the square (below). Heugafelt, by Van Heugten, is a floor covering of loose-layed carpet tiles which stay firmly and safely in place without the use of adhesive. Effective for use as an acoustic barrier, the tiles are sound absorbing and perform well in many contract installations requiring low sound level. Easily interchanged in the event of damage, the tiles may be cut into any symbol or company logo desired. Circle No. 304.
VAN HEUGTEN, U.S.A. Booth 825

Contract '68

SHOW STOPPER EXHIBITS

A Collection of chairs, tables, folding chairs, in metal and vinyl, particularly suited to contract installations will be displayed by Howell Co. Circle No. 331.
HOWELL CO. Booth 709-711

The Rustic Style is seen in solid oak, maple and other wood furniture by Hunt Country, designed for restaurants, bars, dining rooms, and resorts. Circle No. 332.
HUNT COUNTRY FURNITURE Booth 319

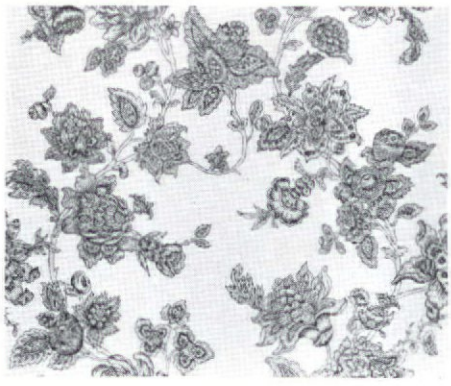


Elegance in wrought iron is created by Molla for use in contract installation including hotel and motel poolside, resort area, and beach areas. Circle No. 333.
MOLLA CONTRACT CO., INC. Booth 529

Name, Rank, Number take on special interest with Design-A-Sign's unique signing product, Colorfloat (above). Bronze, aluminum, wood or Plexiglas framing combined with a wide color range of inserts allows material color-coordination with surrounding furniture and wall surfaces. Custom alphabets, logos and trademarks are available. Circle No. 315.
DESIGN-A-SIGN CO., INC. Booth 830

Chairs in swivel rocker style for the office, molded plywood type chairs, steel office and occasional chairs will be the subject of the Charlton exhibit. Circle No. 338.
CHARLTON CO., INC. Booth 431

Sportin' Life is the name of the new wallcoverings collection being shown by Pageant Wallcoverings. Golf, bowling, sailing and tennis are depicted. Circle No. 334.
PAGEANT WALLCOVERINGS. Booth 536



Decorative high pressure laminates, laminated furnishings, vinyl-hardwood veneered surfaces and vinyl flooring tiles will be the subject of the Parkwood exhibit. Circle No. 335.
PARKWOOD LAMINATES Booth 508

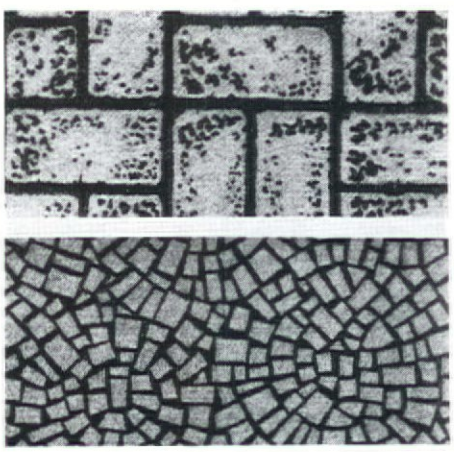
Office Landscape Furniture (above), a line specifically designed for open layout planning, is by Uniline. This completely flexible furniture is in application in several of America's first office landscapes, is very competitively priced, and is available in a variety of design variations. File carts (above) easily can be adapted to legal, or regular size files. Circle No. 240.
UNILINE Booth 314-411

Shock-Proofing, an essential in carpeting used in some contract installations, woven into Stratton's wool carpet. Circle No. 336.
STRATTON INDUSTRIES Booth 612

Carpeting in all grades, styles, and colors will be shown by Triton Contract Div. of Trend Mills. Circle No. 337.
TRITON CONTRACT, DIV. OF TREND MILLS. Booth 632

A Jacobean Floral, in orange/fuschia, or turquoise/pink combinations on white, and in a deep green/mustard on golden silk-look vinyl (above), is representative of the wallcovering collection to be exhibited by Columbus Coated Fabrics at Contract '68. The design, available with coordinating fabric, is part of the first edition of Satinesque/Foil, Flock and Fashion Collection. Circle No. 262.
COLUMBUS COATED FABRICS Booth 217

A Carpet of Bricks has been created by Ozite Corp., utilizing Enjay Fibers & Laminates Co.'s Vectra fiber (right). The brick-look carpet is part of the Fiesta group, which also includes Mosaic and wrought iron (not shown). The Enjay exhibit will include samples of each line using Vectra and material pertaining to the fiber and its uses. Circle No. 316.
ENJAY FIBERS & LAMINATES CO. Booth 737, 739

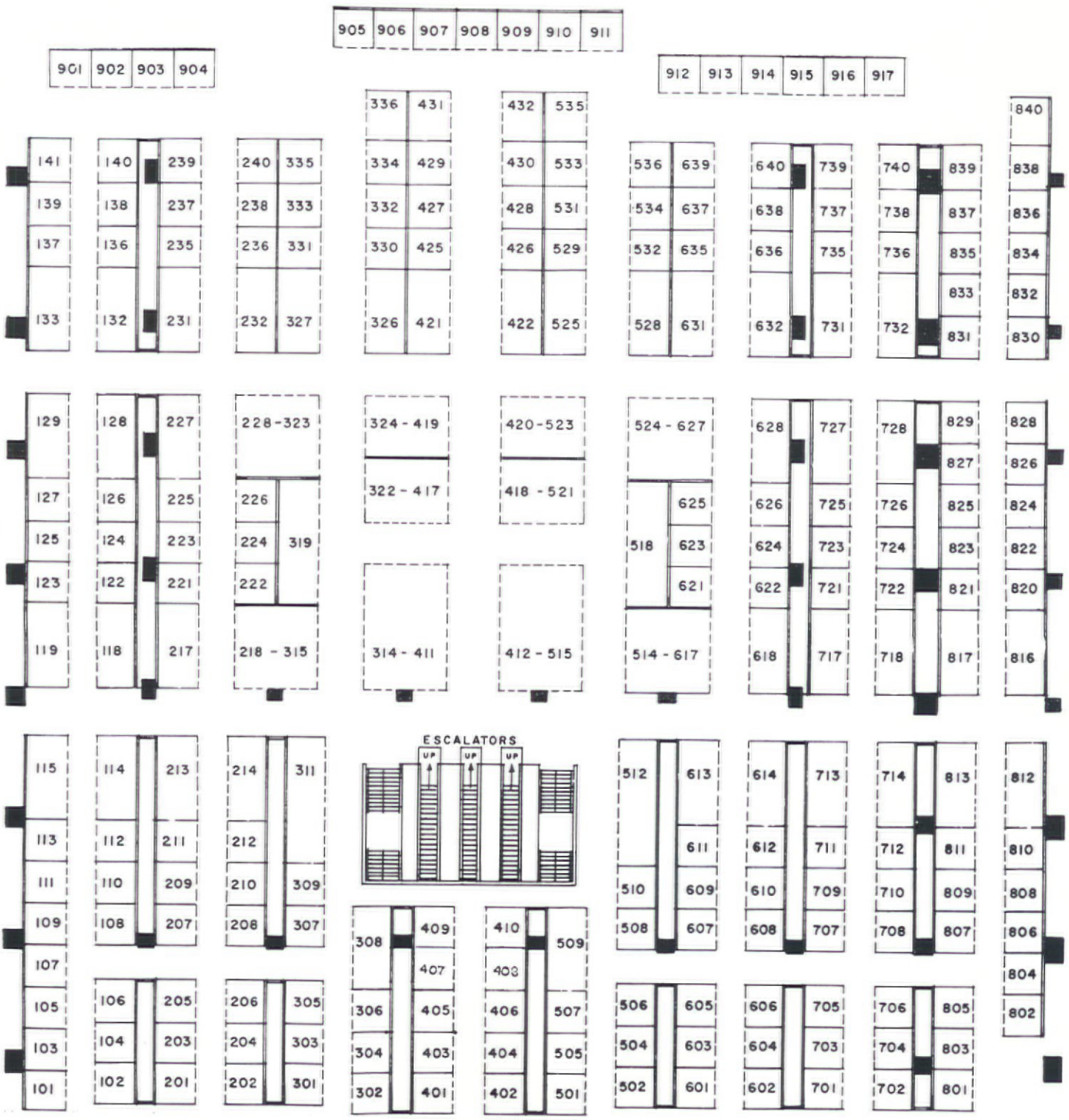


. . . And More On June 4-6

Just about all CONTRACT '68 exhibitors have been included in this special preview section. A good many are promising "surprises," which will not be revealed until the opening day, June 4. Others, unfortunately, were not able to prepare advance material for this issue.

FLOOR PLAN GUIDE TO EXHIBITORS

NEW YORK COLISEUM, SECOND FLOOR, JUNE 4-6, 1968



Contract '68

EXHIBITOR LIST

EXHIBITOR	BOOTH
Abstracta Inc.	816-A
Adamo Galleria d'Arte Ltd.	625
A. G. I. Furniture	817
Aldon/Contract Carpet Engineering	227
Alfred-Shay	428
Allied Chemical Corp.	536
American Biltrite Rubber Co., Inc.	129
American Cyanamid Co.	506
American Mat Corp.	624
Amsterdam Fabricators	127
Amtico Flooring Div., Biltrite Rubber Co.	129
Art Steel Co., Inc.	132
Belgian Government	235-240
Berkshire Hathaway Inc.	311
Bigelow-Sanford Inc.	525
Black Mfg. Co.	128
Bolen International Inc.	609
The Borden Chemical Co., Columbus Coated Fabrics Div.	217
B. Brody Seating	623
Brown-Jordan Co.	213
Browne-Morse Co.	407
Brunswick Corp., Burke Div.	909
Brunswick Corp., Commercial Furniture	910-911
Brunswick Corp., Technical Products Div.	605
The Buckstaff Co.	905, 906, 907
Burke Div., Brunswick Corp.	909
Cabin-Crafts	224
Calif-Asia	213
Callaway Mills, Inc.	722
Carnegie Fabrics	740
Carolina Forge, Inc.	721
L. E. Carpenter & Co.	728
Cavrok Sales Inc.	914
Charlton Co., Inc.	431
Chicago Hardware Foundry Co.	514-617
The Children's Workbench	322-417
Classic Wallcoverings Connoisseur, Inc.	408
Columbus Coated Fabrics Div., Borden Chemical Co.	217
Columbus Mills Inc.	705
Commercial Carpet Corp.	512
Contract Books Inc.	908
Contract Magazine	231
Creative Metal Products Inc.	640
Crown Products Corp.	307
Crown Rubber Co.	714
Customwood Mfg. Co.	331
Den-Gre Plastics	828
Design-A-Sign Co., Inc.	830
Design-Tex Inc.	628
Dimensional Plastics Corp.	410
Dow Badische Co.	228-328
duCor	532
Durkan Carpet Corp.	816D
Dylan Carpet Co.	7[illegible]
Enjay Fibers & Laminates Co.	[illegible]
Excel Mfg. Co.	535
Fiberesin Plastics Co.	707
Edward Fields Inc.	639
Fima International Ltd.	409
Finer Chrome Products Co. Inc.	223
Finkel Outdoor Products	420-523
Fixtures Mfg. Corp.	631
Ford Fabrics, Div. of Ford Motor Co.	209
Formica Corp.	418-521
Foster Bros. Mfg. Co.	138
Franciscan Fabrics	531
General Felt Industries	307
The General Tire & Rubber Co.	509
Georgia-Pacific Corp.	916-917
Otto Gerdau Co.	112
Glenoit-Dobbie Inc.	335
Goodall Fabrics of Burlington Industries	225
Grass Design Corp.	827
Hago Designers & Builders Inc.	812
Hampden Specialty Products Corp.	611
Hercules Incorporated	718
Hollytex Carpet Mills	114
Hope Picture Co.	735
Hough Mfg. Corp.	136
Howe Folding Furniture	608
The Howell Co.	709-711
Hunt Country Furniture Inc.	319
Institutions Magazine	821
International Crating & Container Corp.	625
I.V. Chair Corp.	736
Jackson China Co., Inc.	427
Jansko Inc.	425
Keller Casual Inc.	118
Kirsch Co.	613
H. W. Knight & Son, Inc.	738
La Barge Mirrors	113
La Chaise Inc.	214
Lava-Simplex-Scribe International Inc.	211
Lawrence Metal Products Inc.	426
M.H. Lazarus & Co., Inc.	725
Leewood Corp.	124
Levolor Lorentzen Inc.	732
Lewittes Furniture Enterprises Inc.	710
The McCordi Corp.	822
3M Company	412-515
Magee Carpet Co.	813
Maharam Fabric Corp.	612
Karl Mann Associates Inc.	226
The Masland Duraleather Co.	524-627
Charles Mayer Studios, Inc.	915
Medallion Corp. of Florida	637
Menell Associates Inc.	533
Messrs. Paged	133
Metro Mosaics	[illegible]
Middletown Mfg. Co. Inc.	[illegible]
Bob Mitchell Designs	501
Mitten Designer Letters	304-419
Mohasco Contract Furniture Div.	218-315
Molly [illegible] Co., Inc.	529
[illegible] Co., Textiles Div.	713
Lawrence Moore Inc.	804
Multicolor Corp.	119
No-Sag Spring Co.	314-411
Noxon Carpet Div., American Biltrite Rubber Co. Inc.	129
Old World Moulding & Finishing Corp.	125
Oneida Silversmiths	140
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Parkwood Laminates Inc.	508
Patterson Furniture Co.	332-334
Philadelphia Carpet Co.	221
Pioneer Plastics Corp.	636
Porter Carpet Co.	308
Protasil Inc.	723
Replogle Globes Inc.	708
Robbins Floor Products Inc.	108
Rockaway Metal Products	726
Rockland Industries	327
Rugcrafters Inc.	622
Scroll Inc.	118
Seamloc-Loma-Loom Carpet Co.	635
James Seeman Studios Inc.	510
Shenango Ceramics Inc.	422
Sico Inc., International & Special Products Div.	111, 123
Siesta Mfg. Co., Inc.	612
Spancraft, Ltd.	824-826
Spring Mills Inc.	710
Stacor Corp.	429
Stanley Furniture Co., Inc.	303
Stauffer Chemical Co.	421
Stratton Industries, Inc.	121
John Stuart Inc.	618-717
Stylex Industries	137
Sunburst Aluminum Umbrellas	638
Sure-Fit Products Co.	727
Suval Industries, Inc.	610
Syracuse China Corp.	326
Techfab	518
The Telescope Furniture Co., Inc.	232
Thinline Mfg. Co.	213
Trend Contract	632
Tropitone Furniture Co. Inc.	912
Unifine Corp.	314-411
United Chair Co. Inc.	[illegible]
UniRoyal, Inc.	[illegible]-841
U. S. Plywood	607
United States Telephone Co.	913
Universal Carpets Inc.	724
Unusual Fabrics Inc.	610
The Valtronic Corp.	523
Van Kleeten U.S.A., Inc.	823-825
Vitro Mfg. Corp.	432
Virtue of California	222
Vogue Rattan Mfg. Co.	113
W[illegible]	207-208
Walker China Co.	141
Wall Tube & Metal Products Co.	115
Wellco Carpet Mills	839
Westinghouse Electric Corp. Decorative Micarta Div.	330
Williams Mod-U-Plan Office Furniture Corp.	309
The Wool Bureau	820 822
Lee L. Woodard & Sons	621
Wundo Weve Carpet Co.	333

Boston Common sets off mixture of modern and traditional buildings.

IS "BEAN AND COD" FLAVOR UNPALATABLE TO DESIGNERS?

Feelings are ambivalent over retaining regional flavor in both exterior and interior designs during an unprecedented building boom launched in 1959.

BY IRVING LEOS

"I believe furnishing the interior is part of architecture. You can't draw a line between the two things. Once you've put up a building, it's very difficult to get it furnished. Very often you finish a building and the damn thing is ruined by its occupancy . . ." *Benjamin Thompson, Benjamin Thompson & Associates, Cambridge, (quoted in New Yorker).*

In the Boston area, as in other parts of the country, architects are increasingly involved with interior design and space planning. Whether by means of specialists on staff, through an interior design affiliate, or via a consultant on retainer, the architect's drive to orchestrate all elements of a structure grows more and more evident.

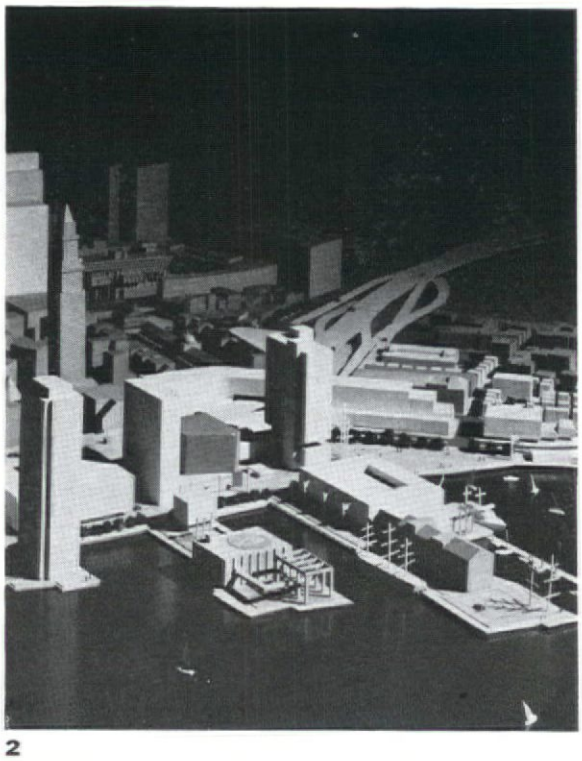
"The separation of the interior designer and the architect seems to be characteristic of the United States, rather than Europe or Australia," says architect John Cortney of the Boston Redevelopment Authority. Cortney, who hails from down under, points out that BRA architects are actively involved in space planning and interior design: "Anything that can be seen from the outside—lobbies, ceiling heights, lighting—is of concern to us."

Regional flavor in design

In Boston, this adds up to a sizable package. By 1975, new construction expenditures will total $3.6 billion, with 56 percent of this bonanza in private construction. Already pointing

TWO BOSTON AREAS PROTECTED BY LAW TO RETAIN LOOK OF BYGONE ERA . . .

1



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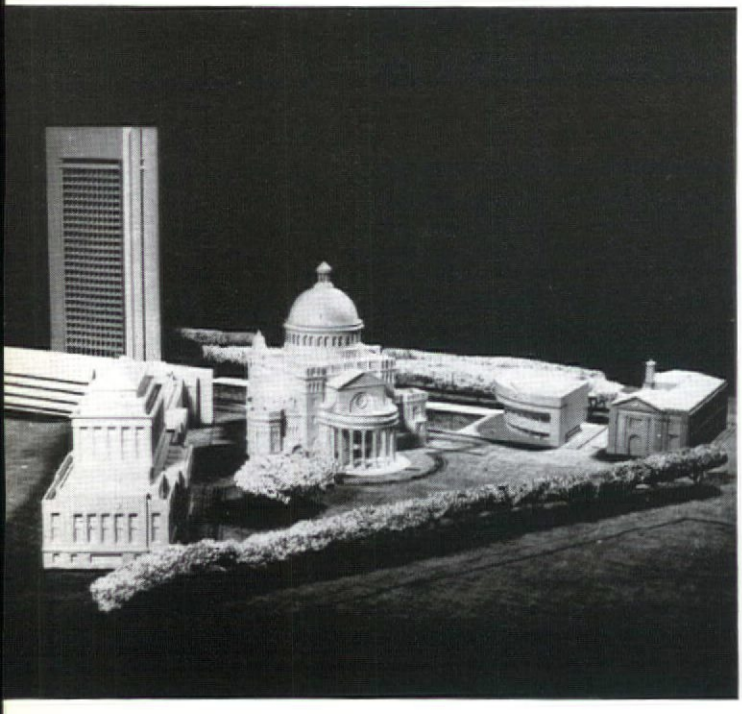
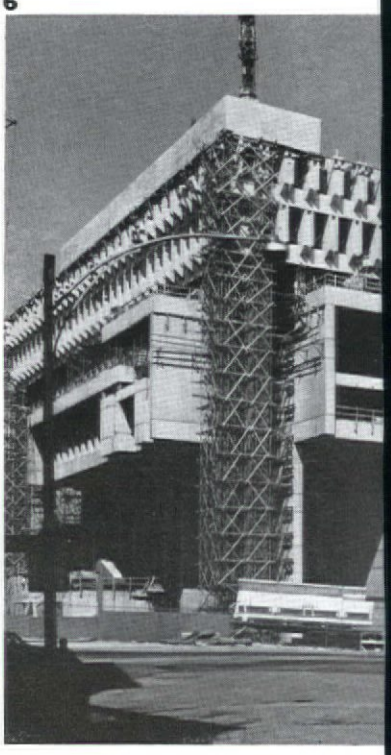


Notable examples of Boston's new skyline combine both contemporary and traditional architectural styles. **1** *Center Plaza, in a long, sweeping curve, by Welton Becket & Associates, New York.* **2** *Waterfront aquarium (foreground, center) by Cambridge Seven Associates.* **3** *Mockup of First Church of Christ, Scientist, complex, a $65 million project designed by I. M. Pei & Partners, New York.* **4** *Prudential Center, a vast redevelopment project by Charles Luckman Associates.* **5** *Facade of State Street Bank Building.* **6** *Under construction—Boston City Hall, by competition winners Kallmann & McKinnel, Boston.* **7** *Copley Square also won in competition, by Sasaki, Dawson, Demay Associates, Watertown, Mass.* **8** *Harvard Medical Library in Cambridge.*

4

5

6



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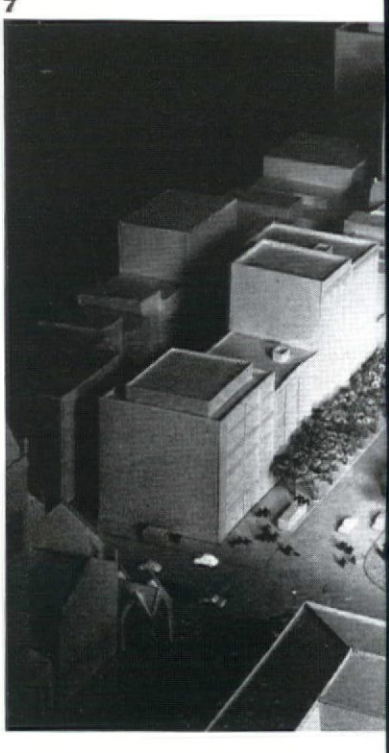

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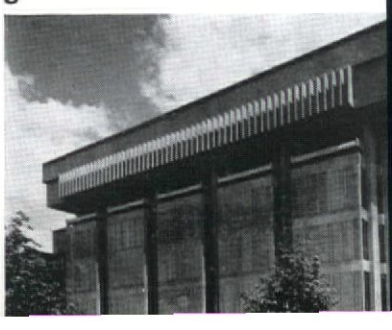
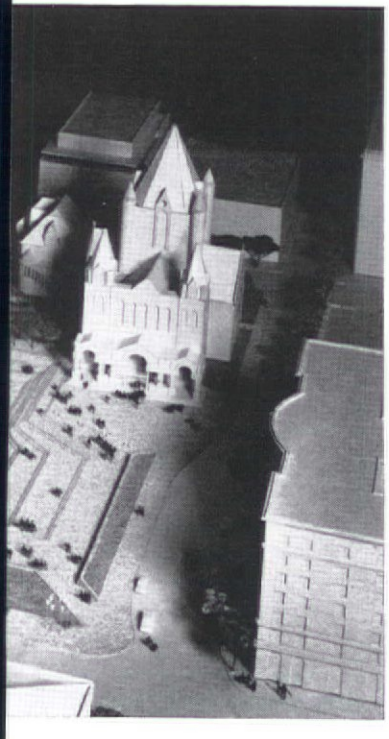
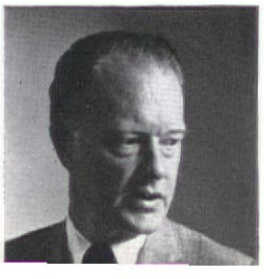


NEW LOOK OF OTHER PARTS AVERAGE, WITH EXCEPTIONS SUCH AS CITY HALL.





distinguished" is Benjamin A. k, AID, describes new contempor- Boston scene. The onal flavor he ad- ites is apparent all of his work.

DESIGNER COMMUNITY: BOSTON

new profiles into the Boston skyline are the $200 million, 60-acre Government Center program, and the Prudential Center, with a 52-story office tower, the new Sheraton Boston, and high-rise luxury apartments among its amenities. A ten-year urban renewal program for the Back Bay area is tagged at $325 million, and the Waterfront Redevelopment program promises a near-total transformation of that area. Will Boston become another anonymous conglomeration of monotonous cubes?

Benjamin A. Cook, AID, head of Trade Winds, Inc., reveiws the trend, and plumps for regional flavor:

"Though Boston got off to a slow start in urban renewal and governmental structures, the past five years has seen vast areas demolished. In their places huge monolithic-like structures, undistinguished for the most part, have arisen to change Boston's personality more drastically than at any period in the past 100 years. Around the perimeter of the city the peaceful countryside has seen a myriad growth of low-lying structures, some provocative and well landscaped.

"Boston has two large areas protected by law to retain their architectural distinction of a bygone era. They are the Beacon Hill area, mostly of late eighteenth to mid-nineteenth century architecture, and the Back Bay area, of predominantly late nineteenth century style. This is mainly what is left of historic Boston in large areas. The 'new' Boston resembles any modern city in America—there is no regional style here.

Outside design firms help fill need

"There are notable exceptions of architectural distinction such as the new Boston City Hall (design selected from a nation-wide contest and won by the firm Kallmann & McKinnell of Boston) and the First Church of Christ Scientist's new administration building and lagoon designed by I. M. Pei & Partners of New York City and soon to be under construction. Another noteworthy exception is the newly designed plaza for Copley Square, also the result of a national contest and won by Sasaki, Dawson, Demay Associates Inc. of Watertown, Mass.

"Interior design interest has quickened because of a natural demand due to the new buildings. Most major banks, for instance, have built or are building, their own new skyscrapers. With such a volume in contract designing, many New York firms have either established branch offices here or sent personnel to seek contracts, because Boston designers were ill-equipped to handle the demand for this upsurge of office building. Prior to this new era, Boston executives 'had their offices' as Boston women 'had their hats'!

Keeping the past current

"Our firm often attempts to introduce some local flavor for we think it highly desirable to recognize our heritage, and to perpetuate this for individuality, rather than the international style so prevalent over the world. I feel strangers enjoy *knowing* they are in New England and not just any city. For example, when designing the Stop & Shop executive offices we used a rather contemporary version of eighteenth century architecture and antique furniture in the reception room, all bleached, and many antique accessories related to the grocery trade. In the secretaries' offices, brown and white murals of nineteenth century Boston furthered the local identity. Even had we done a contemporary background we would have identified the product and the environment by suitable memorabilia.

"We also did the same for the new offices for Fairfield & Ellis, Inc., insurance offices. Finished light pine woodwork with dark cork walls, one slate wall with nineteenth century gilded wooden lettering of the firm name below a gilded grasshopper weathervane—a duplicate of that on the Old State House and the company symbol; a contemporary abstract patterned rug; bird's-eye murals of nineteenth century Boston, one view of which is the brick mansion which once existed on the site of the present building. Other areas with spectacular views (28th floor) are done in sub-

"HUB'S BATTLE FOR MODERN HAS BEEN WON. QUESTION NOW IS: WHAT IS MODERN?"

Gilbert Garte's interior design services often include special furniture, wallcovering, and fabric designs, which many times prove less costly than equivalent standard items. Examples: upholstered two - seater; medical clinic cabinet; silk-screened drapery fabric. Garte, drawing on a cabinetmaker's background, usually creates interiors in a contemporary idiom, even in traditional Boston.

DESIGNER COMMUNITY: BOSTON

dued colorings such as black carpeting and walls in order not to compete with the panorama.

"Why not maintain identity with an area which abounds in a history rich in achievement in government, commerce, architecture, education, music and the arts and achieve results of individuality?"

Enlightenment offsets inertia

In contrast, young architect John Fialat of The Architects Collaborative came east "because the most exciting building I've seen anywhere was going on here. This area has an approach to architecture that appeals to me more than any other, as versus the 'international' style of Denver, for example. Here buildings that are done well are much bolder—City Hall, for instance—compared with the typical 'conservative' approach. The enlightened attitude of some is gratifying, even if there is inertia."

The interior design consultant to Benjamin Thompson & Associates is Joan Sprague, an architect in her own right. She considers Boston "a very conservative area" because of its academic orientation — something others see as a dynamic yeast.

"The battle for modern has been won," says Miss Sprague. "The question now is what is modern. All too often, even among those reputed to be modern-minded, there is resistance to anything that hasn't been seen before. Most people feel something has to be proven before it can be accepted. This is also true in marketing furnishings —and I'm not advocating anything like New York City's over-emphasis on novelty, as distinguished from true innovation, or better yet, exploration. Modern is traditional here, with set ideas of what is modern." As for Boston's urban renewal, architect-designer Sprague feels "They're tearing down architecturally significant areas and replacing them with characterless architecture. As far as I'm concerned the so-called luxury apartments in the North End are luxury in price only."

Maximum design control sought

Miss Sprague explains that as interior design consultant to the Benjamin Thompson organization she works in tandem with the key designers in the office. "We work hand in hand continuously until the problem is solved." She begins work on a job when it is in the formative stages and tries to follow it all the way through. She builds mockups to help with design decisions. "The real serious work begins after the job has been let."

The Architects Collaborative is another group which seeks maximum control of the interior. Designer Ann Elwell handles a range of responsibilities, varying with each assignment from scheduling to a complete space planning job. Often she handles the interior design under the supervision of a job captain. Sometimes a job captain will consult with her. And sometimes the job captain handles the interior design on his own. As for modes, TAC might be called eclectic, preferring to select what it considers the best of contemporary design, rather than concentrating on innovation.

In similar vein, Paul E. Dietrich of the Cambridge Seven says, "We feel an architect shouldn't give the client a job and not be concerned with what it's supposed to do." He cites Perkins & Will, Saarinen, Alvar Aalto, and Louis Kahn as just a few of the architects who share this credo.

Inveighing against "sight pollution," Dietrich declares: "The role of a designer is to establish a standard of quality so as to take the public with him." With due respect for economic realities, he feels, the designer is "under an obligation to show how nice things could be."

Create a merchandising concept

It is at the point of economics that Roland Jutras parts company with the "non-profit" segment — those who work on schools, hospitals, libraries, and museums.

Specializing in hotels and restaurants, Jutras avows, "This is a business, not a profession. We have to be operations-oriented. (Boston is home base for Hotel Corporation of America, Sheraton, Howard Johnson, and the Fenway chain.)

"BOSTON OFFERS CONCENTRATION OF GREATEST ARCHITECTURE IN COUNTRY TODAY!"

"We're hired to create a merchandising concept that will produce maximum profits, and it is our responsibility to engineer it, right down to involvement with menu planning.

"We produce all the working drawings. We function as interior architects handling everything but the structure *per se*. We consider ourselves technical and esthetic designers —we're not competing with the interior decorators who pick color schemes and furniture.

"People look for atmosphere in hotels and restaurants. They're seeking entertainment. Therefore establishing themes for these environments is vital. The buildings we work with are contemporary in spirit, for the most part, but the wrong decor can be the kiss of death in a hotel. We try to do interiors which are as contemporary as possible, but if they become clinical, it's suicide.

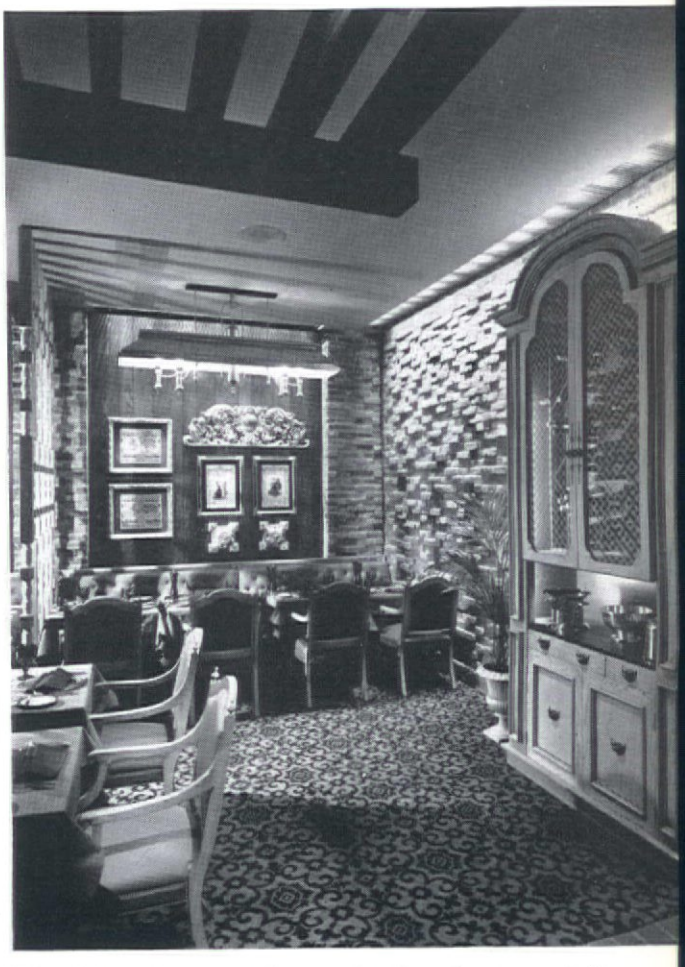
Concentration of great architecture

"Boston offers a concentration of the greatest architecture in the country. We have buildings by Le Corbusier, Rudolph, Saarinen, Breuer, Aalto, Pei. This is great university architecture. These architects are not as concerned with cubage cost as one must be with commercial buildings.

"Architects have design staffs because there aren't enough competent freelance designers to go around," Jutras declares. "We can't find creative designers. A creative designer on our staff would be first a trained architect, then a designer, with an operational background."

What if a designer isn't "first a trained architect"? If Boston area architects are increasingly involved with interior design and space planning, could it be because interior designers are not sufficiently involved with design and its ramifications?

Designer Gilbert Garte believes that when a client needs 110 desks, for example, a designer can well save his client money and deliver a desk more suited to the client's needs by offering a custom-designed desk. "We like to think we can do more than go through catalogs," Garte observes, adding,



"People look for atmosphere in hotels and restaurants," says hotel/motel design specialist Roland Jutras. "The buildings we work with are contemporary. . . . "We try to do interiors as contemporary as possible, but if they become clinical it's suicide." A notable example of Jutras' philosophy is his design of interior spaces at the Sheraton Boston Hotel (above). Jutras, like many other Boston-based designers, works in many other sections of the U. S. and in foreign countries as well.

BOSTON DESIGNERS/PLANNERS PLY THEIR TRADE IN OTHER STATES AND COUNTRIES.

Paine Furniture Co. notes the increasing use of residential furniture, particularly in traditional styles, in Boston offices, as illustrated in upper photo. Paine also furnishes contemporary lines, as in this library (immediately above).

DESIGNER COMMUNITY: BOSTON

"You've got to have an ethic about this. You can't do it just to burn up the client's dough or feed your ego."

Garte, who draws on a cabinetmaker's rather than an architect's background, handled a 110-desk assignment like the above. They were proofreading desks, for a book publisher, with laminate surfaces, pipe legs, and 24″x 26″ returns for proofs, instead of the usual 15″ or 18″. He estimates the cost of each desk at little more than half that of a standard rosewood desk.

Turning to wallpaper, he designed a pattern for patients' rooms in a hospital, using colors which seem to change when artificial light takes the place of daylight, so that the bedridden might enjoy some visual variety as the hours pass. For an NCO club in Seigelbach, Germany, he designed a dining table which comes apart into four cocktail tables, for use in a multipurpose room. As a dining room, accommodations for sixty are provided by the tables. As a cocktail lounge, the separated units can serve 240.

Boston designers in demand elsewhere—here and abroad

If it seems like a long way from Garte's Boston base to Seigelbach, his neighbors' activities take them at least as far. Roland Jutras does 90 percent of his work outside of the Boston area —Acapulco, Hamburg, Milan, Quito— to name a few. Bill Bagnall Associates, Inc. is active in five states currently. The Cambridge Seven has done close to 30 offices for the Shearson, Hammill & Co. brokerage firm. And neither TAC nor Benjamin Thompson are confined by geographical boundaries.

Turning from spectacular hotels, office towers, and campus structures, however, one is more likely to find a loyalty to traditional flavors and modes.

"In Boston, knowledge of the client's image and temperament is the key, unless you're working with a giant corporation which is impersonal," Gil Garte reports, adding, "This is especially true of small companies employing no more than 100 persons."

Jim Martinez, sales manager for the contract department of Paine Furniture Co., indicates there is increasing

non-residential use of such lines as Baker, Dunbar, Erwin-Lambeth, Henredon, and Weiman tables. As an example, he cites his firm's work on the boardroom at the executive offices of a Worcester bank. An 18-foot Baker table, Kittinger chairs, Schumacher fabrics, oriental rugs—all in all a far cry from exploration.

Coordinated design services supplied

In the Boston sphere as in other parts of the nation, the *total design* approach also is gaining momentum. Early this year Milo Baughman announced the formation of Design & Communications Collaborative, "a new firm specializing in total design for corporate identity programs." The organization combines the services of Milo Baughman Associates in Wellesley, Walter Baerman Associates, industrial designers of Raleigh, N.C., and Univision, a motion picture production concern of Boston.

The combine will specialize in providing coordinated services in the fields of graphic, product, package, and interior design, audio-visuals, exhibits and displays, including public relations.

"The whole idea is to provide the client with a total creative capacity that will permit him to communicate better and to use design in harmony with the physical and social environment in which he does business," Baughman explains.

Dynamic future forecast

The Cambridge Seven does not include audio-visuals within its scope, but it tackles graphics, urban planning, architecture, air transportation and even urban mass transportation. To say nothing of the U.S. Pavilion at Expo '67, in which everything but the structure was theirs, and the coming New England Aquarium in Boston.

With over 50 degree-granting educational institutions in the region, with precedent-shattering urban renewal programs transfiguring the city, and with new industry practically leaping up along the Route 128 perimeter, the dynamism of the Boston area promises an impact of truly international proportions on the contract industry. (**C**)

Milo Baughman, long-noted for his spirited and avant-garde furniture designs for Thayer Coggin (shown in showroom settings above), has become a "packager" of total design, recently forming a combine to provide graphic, product package, and interior design; audio-visuals, exhibits, and displays.

APPROVAL OF DESIGN PRESENTATION SETS OFF CHAIN REACTION

By Michael Saphier

Acceptance of the design presentation by the client is the rewarding end of the most creative part of the design cycle and the beginning of the equally difficult translation of those ideas into reality

One of the more rewarding aspects of design will come when you prepare and present to the client the drawings, renderings, samples, photographs, and other pertinent details necessary to illustrate your design approach. This is the point in your effort when you will give dimension to your already proven understanding of the client's functional requirements and add to it the form and color of his "image."

This is always an exciting time for the designer, no matter how often he goes through these presentations. Awaiting client reaction and the interest in hearing it voiced is the ever recurring anticipation of "opening night."

After the presentation has been approved, a chain reaction is let loose. It starts with the preparation of the working drawings used by contractors for bidding and building and ends with the activation of a purchasing program that will assure the delivery of all the things needed to make the client's offices work as you planned they should.

SECTION 1. PREPARING A DESIGN PRESENTATION

A design presentation has but one reason for being: the necessity to delineate for the client exactly what you are trying to accomplish for him in the plan and design of his space. Each presentation combines a pictorial submission with a financial evaluation of the costs involved.

The financial evaluation is no more nor less than your budget brought up to date. It now includes the specifics of the costs of furniture, fabric, and other details of selection and specification to which actual prices can be assigned. It will also include the updating of your original "guesstimates" on cabinetwork and the other aspects of design that are more detailed now than they were when the first budget was prepared. If, during the exploration of design, you constantly keep the approved budget in mind, your design presentation budget should contain no unhappy surprises for the client.

Pictorial presentations. The pictorial part of the presentation should be as detailed as you can possibly make it and must always be prepared so that the viewer, knowing nothing whatsoever about the subject of office design, can be made to understand exactly what is planned for him.

A design plan, usually done in a scale larger than that used for the working drawings and the other plans of the project, delineates the furniture, flooring, and accessories in more detail than would be used for a regular furniture plan. Some design plans are done in color with an indication of wood color, fabric color and weave, carpet color, etc. The purpose of the plan is to clarify the perspective rendering of the room.

Renderings can be misleading

The perspective rendering is the picture that must do the big job of showing the client exactly what it is you are trying to accomplish within the room. Like all such pictorial representations, it can be as detailed or as atmospherically abstract as you wish to make it—or as you wish it to be made to get the "message" to the client. This, too, is part of the design philosophy that must be decided by each designer according to his own particular desires. Drawings in which rooms are made to look twice as large as they really are, with sofas made to look ten feet long when they are actually seven feet long, may be fine selling tools for some designers, but others prefer more exact representation of things as they really are—or as close to reality as they can be made to look. The surprise of not getting all that the presentation led him to believe can be most unpleasant for the client—and the designer.

The third part of the pictorial presentation, the design board, consists of the photographs of furniture and accessories, the samples of carpet, floor tiles, upholstery, fabrics, drapery fabrics, leathers, wallcovering, paint color swatches, wall finishes, laminates, and all other samples that represent the materials shown on the perspective rendering.

In addition to showing photographs of the furniture, it would be well to get the client to see and to try the furniture you are suggesting for him. His desk chair should certainly be "tried on for size." Each client has such personal sitting habits that it would be well to make certain that the chair is right for him. Occasionally, when it is impossible for the client to visit showrooms, the furniture supplier may be able to send a sample of the chair to the client for a "try on."

One way or another, you should try to get the client and his people to see the furniture they will use. Not everyone is capable of understanding exactly what furniture is like when he sees it in photographs. Seeing and trying the actual pieces will avoid any later disappointments.

Shopping with the client has its dangers as well as its advantages. A client wandering around a showroom suddenly becomes exposed to things other than those that have been suggested. As a result you may spend more time with the client than you had anticipated as you explain the reasons for the choices that have been made.

Design board should make idea clear

All presentations will not be alike. The furniture plan can be of a room, a part of the space being planned, or the entire space, depending upon the size of the project and the extent of the design within the project. The perspective renderings can be finished drawings, quick sketches, color, black and white, or simply elevations of specific areas.

Sometimes, management will decide that a group of executives, like account executives in an advertising agency or associates in a law or accounting office, should all have the same kind and amount of furniture. Each would then be given a choice of colors and fabrics and a rendering would be prepared of the typical room. Three or four design boards would then show available alternate colors.

The design boards can be boards; they can be prepared in book form; they can be prepared as cover flaps for the renderings; or in one of a dozen other presentation methods. Again, each designer will devise his own way to present design, but each must remember that no matter how creative or clever his presentation form may be, its prime purpose is to make his design thinking clear to the client.

Making the presentation. While the form of the presentation is extremely important, it is also important to plan for the way in which presentation will be made and where it will be made. This is not so much a matter of "selling" but rather one of understanding the importance of the presentation for both client and designer.

At the presentation you will be asking the client to make decisions that will affect not only what his offices will look like, but will affect the spending of the money necessary to make them look that way. You should have—and he should want to give—his undivided attention to what is really his problem.

The presentation should be carefully conducted with one room or area shown at a time. It would be best to complete the entire presentation before inviting comments or questions about details. The client should see the total concept before he begins to concern himself with the details of any one room. Very often the questions at the beginning will get answered before the presentation is over.

The way in which the client accepts or rejects the design presentation is predictable only to the extent that he will fall into one of two basic categories: the decision-maker or the decision-leaner. The first says "yes" or "no" or "yes with changes." The second needs time to make the decision and will, admittedly or without informing you, lean on his wife, secretary, or friend for his decisions.

"Leaner" causes most serious problems

The client who said, after seeing a design presentation, "This is not my preconceived idea of what my offices would look like. However, I retained you to design them because I had faith in your ability, so please carry them out just this way," comes close to being the perfect client.

It is the "leaner" who causes the most serious problems for himself and for the dedicated designer whose presentation is the result of weeks and months of background study of the client's problems plus years of training and exposure to hundreds of such problems. To be suddenly faced with the "taste" of wife or secretary, who, because she has been asked, must voice a criticism, will try the tact, the patience, and the nerves of any designer who allows this to happen to him. In the final analysis, it is the designer who must keep himself from being imposed upon by an early declaration of his position.

No doctor, no lawyer, no accountant would stand for the kind of interference that some clients attempt to impose on the designer. A businessman, retaining a designer to plan and design his offices, should do so after thoroughly investigating the work of the designer. Having retained him he should have faith in his own judgment.

A realistic budget. The budget that is submitted as part of the design presentation should be no surprise to the client if the original budget was a realistic one. Examined once more in conjunction with the design presentation, the budget may under-

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The first authoritative guide to the science and practice of office planning, specifying, and furnishing, Office Planning and Design, *from which this article is excerpted, explores in detail the techniques that have evolved during the past 20 years. Its author, Michael Saphier, is Chairman of the Board of Saphier, Lerner, Schindler, Inc., leading planning/design firm based in New York City.* Office Planning and Design *is published by McGraw-Hill.*

go some further revision downward—or upward. Some few clients approve a preliminary budget with the hope, unvoiced, that actual prices will prove to be less than the guesstimates. When they don't the budget must then be pared to where it should have been pared originally. This unrealistic approach, on the part of a client, to a realistic budget, should be discouraged by letting him know that he will be expected to pay for any additional design effort caused by his inability to face the budget problem at the time it was first discussed.

SECTION 2. PREPARING WORKING DRAWINGS

With design presentations and budget approved, the next step will involve you in the preparation of the working drawing that will serve as the bidding and building documents. They will turn the "dreams" of your design into the three dimensions of reality.

A good deal of information and work will be contributed by others before you will be able to call working drawings complete. The information received from such people as the telephone company engineers will have to be shown on your plan. The drawings of structural and mechanical engineers should be coordinated by you into the working drawing set.

The first plan to be prepared would be the furniture, telephone, and electrical plan. It must delineate all of the space-taking furniture and equipment inventoried as existing or proposed. This plan is prepared first because the first of many of its purposes is to validate the space study by proving that all of the furniture actually fits within the spaces allotted to it. At times minor changes may have to be made to accommodate the equipment by making one room larger than anticipated and another smaller, but any required adjustments should be made before you begin work on any of the other plans that are part of the working drawing set.

"No doctor, no lawyer, no accountant will stand for the kind of interference that some clients attempt to impose on the designer. . . . Having retained him, he should have faith in his own judgment."

After the furniture has been located satisfactorily the telephone and electrical information should be added to the plan. On it will be located, by dimension and symbol, all electrical and telephone outlets. By showing both of these on the furniture plan you enjoy the obvious advantage of assuring the placement of electrical outlets where they are required and the placement of telephones where they will be used.

Any areas that would require elevations and details for cabinetwork would be shown on the furniture plan and symbol reference made to the particular sheet of cabinet details on which it appears.

The furniture plan should also be used to indicate which pieces of furniture are existing, which are to be purchased for use when the client moves into the space, and which will be purchased in the future. This will be of value as a check on the purchasing program and as the key plan for the actual move.

From this point on, the order in which you prepare the working drawings will depend on the dates agreed to in the lease or the pressures put on you by the schedules to be maintained.

On the construction plan will be located, by dimension and symbol, all of the types of partitions and doors that are to be used in the space.

This plan will also contain whatever special details of construction are required, such as any special door bucks, wall openings for pass-through windows, or any other details needed to describe odd or unusual construction elements.

The reflected ceiling plan shows all lighting fixtures located by dimensions and specified by symbol. It will also show the location of all switches, dimmer controls, etc. The desired ceiling heights of each room should be indicated on this plan along with any construction or design details that may have to be part of the ceiling or used in the ceiling breaks at the point where ceiling heights change.

Plan changes can be catastrophic

The plan should also indicate which rooms, such as conference rooms, classrooms, etc., will have more than normal people occupancy and which rooms will contain heat producing equipment that must be provided for by the air conditioning engineers. The plan should also show specific requirements that there may be for any special air conditioning, such as thermostatic-humidity controls.

The last of the basic set of working drawings is the paint and flooring plan. This plan should show the paint and wallcovering to be installed on all wall surfaces and the materials to be installed on the floors. It will also carry information concerning the installation of draperies and blinds.

The working drawings are augmented by the elevations and details of construction and cabinetwork that is to be installed on the job. These detail drawings should include whatever notes are needed to provide for the coordination of cabinetwork with other trades. The details should be keyed to the numbers and symbols used on the furniture plan.

Although each plan in the set of working drawings illustrates information peculiar to it, the drawings are completely interrelated. Rarely can a change be made on one without causing changes on others. You must make certain through careful plan checking that any such possible chain reaction is fully recorded on all plans. A change in position of an electrical outlet may require a position change in a piece of furniture which might, in turn, force a change in a ceiling light fixture and a telephone outlet. To change one plan without checking its effect on others could be catastrophic if construction is completed before problems are caught. (**C**)

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Hidden beneath a series of rich wood exteriors is a unique, self-stressed internal steel frame... to combine light-scale design with stability, economy, and long life...easy replacement of damaged tops or panels. Available in six distinctive lines of office furniture...700 variations in each line plus accessories, finishes, and options. Yes! The magic of Costa Mesa beauty is more than skin deep.

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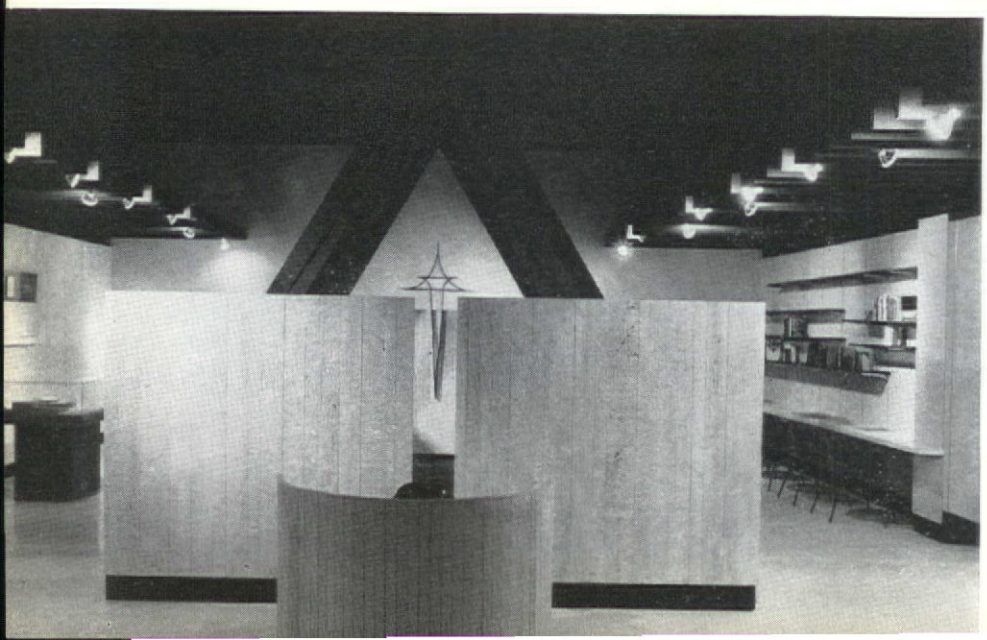
INPOST WINS INNER CITY BLIGHT FIGHT

"When I was approached by Inpost of Akron, Ohio, to design a new home for them, its location in a blighted area of the city posed the challenge of creating a showpiece amidst a maze of neon signs, concrete, and asphalt," says John P. Mazzola, interior designer/planner. The organization is a non-denominational religious organization concerned with urban redevelopment and the American inner-city plight.

The premises was formerly used as a street level showroom, occupied last by a sporting goods store, which was jammed between 30-year-old concession stores and various other commercial enterprises of a marginal nature. In Mazzola's own words, "I knew that I would have to prove that good design glows brighter than neon signs."

In about 1,600 feet of usable interior space, he planned for a reception area, a chapel, a display and reading gallery, a board room, a director's office, two smaller offices, and a rear office work area. Although designed on very limited budget, the installation, as these photos show, works.

Sources: carpet—Sisal, Cabin Crafts, Inc.; seating units—custom made with Naugahyde; flooring—travertine vinyl asbestos by Goodyear Tire & Rubber Company; acoustic ceiling — United States Gypsum Co.; burlap—S.M. Hexter Co.; lighting system—Lightolier; chair—Dunbar; wall system—Omni, Division of Aluminum Extrusions; walls—Videen Teak, Goodyear Tire & Rubber Co.; stacking chairs—General Fireproofing Co. (**C**)



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AND THEN THERE WAS DANLITE

Lamps shown at eye level at Poughkeepsie showroom

One showroom is worth ten million words, to inflate and paraphrase an old Chinese proverb. But that is exactly what is accomplished in Danlite, Inc.'s Poughkeepsie, New York, showroom and offices, where all fixtures are hung more or less at eye level to make it easy to visualize what the fixture will look like upon installation.

Contemporary furniture in various groupings that simulate office, dining room, or reception area are positioned on a flagstone floor, with lamps hung overhead or positioned on desks and tables, as they would be in application.

The furniture and lighting fixtures are 99 percent Danish imports, with the latter consisting of crystal chandeliers, pin-up lamps, surface-mounted fixtures, floor lamps, and other variations, all incandescent.

About 8,000 square feet of showroom space is devoted to the combined lighting and furniture displays. Furnishings sources include Fritz Hansen and Royal Systems furniture, Unika Vaev fabrics, and other Scandinavian designs and lines. (**C**)

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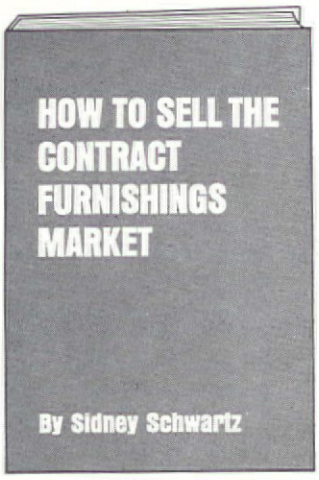

How To Sell The Contract Furnishings Market. By Sidney Schwartz

Mr. Schwartz, merchandising director of Trend Mills, Inc., and a veteran in establishing and running contract departments for leading manufacturers of furniture and furnishings, has written a complete sales manual—A MUST for companies and sales personnel who want to sell their products and services to the multi-billion-dollar contract market.

Contents: Part I. Pinpointing the Contract Market—Offices, Educational Market, Religious Market, Hotels & Motels; Restaurants, Clubs & Resorts; Industrial; Government; Stores, Shops & Showrooms; Places of Entertainment, etc.—*including lists of leading customers in each of these market segments and how they buy.* **Part II.** The Organizations in the Contract Market and Their Roles—The Contract Dealer, Architect, Contract Designer, Corporate Purchasing Agent, Government Procurement Agencies, Hospital Planners, Store Planners, etc. Introduction by Ben Hellman, Publisher of Contract Magazine. $20.00; illus.

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Office Planning and Design. By Michael Saphier.

Written by the Chairman of the Board of Saphier, Lerner, Schindler, Inc., this book is the first authoritative guide to the science of office planning, specifying, and furnishing. Explores in detail the techniques that have evolved over the past 20 years—esthetic goals; best methods of working within budgets; fee structures; specifications and standards; "do's and don'ts" checklists. PLUS, an indispensable chapter on how to organize and run a successful office planning firm. Includes a large number of detailed drawings and photos.
$14.50; illus.; 256 pp.

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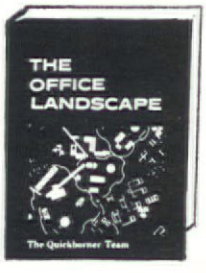

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The definitive book on the most exciting, most controversial concept to hit the office planning field in the past ten years! By the originators of the Office Landscape theory, The Quickborner Team of Hamburg, Germany, which is now applying its working philosophy to major assignments in the U.S. for such clients as DuPont and other leading firms. *The Office Landscape* is the first comprehensive study of this revolutionary new system—an illuminating guide for designers, architects, students. Tells how to achieve optimum environmental conditions, improved information flow, greater flexibility for expansion of the client's operations, and increased staff efficiency at all levels. Illustrated with charts, matrices, photos, graphs, architectural renderings.
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QUEEN ANNE, Crown Gold—The rich, luxury look... regal. In 12 colors plus 5 metallic-sheen hues, as in *Crown Gold*.

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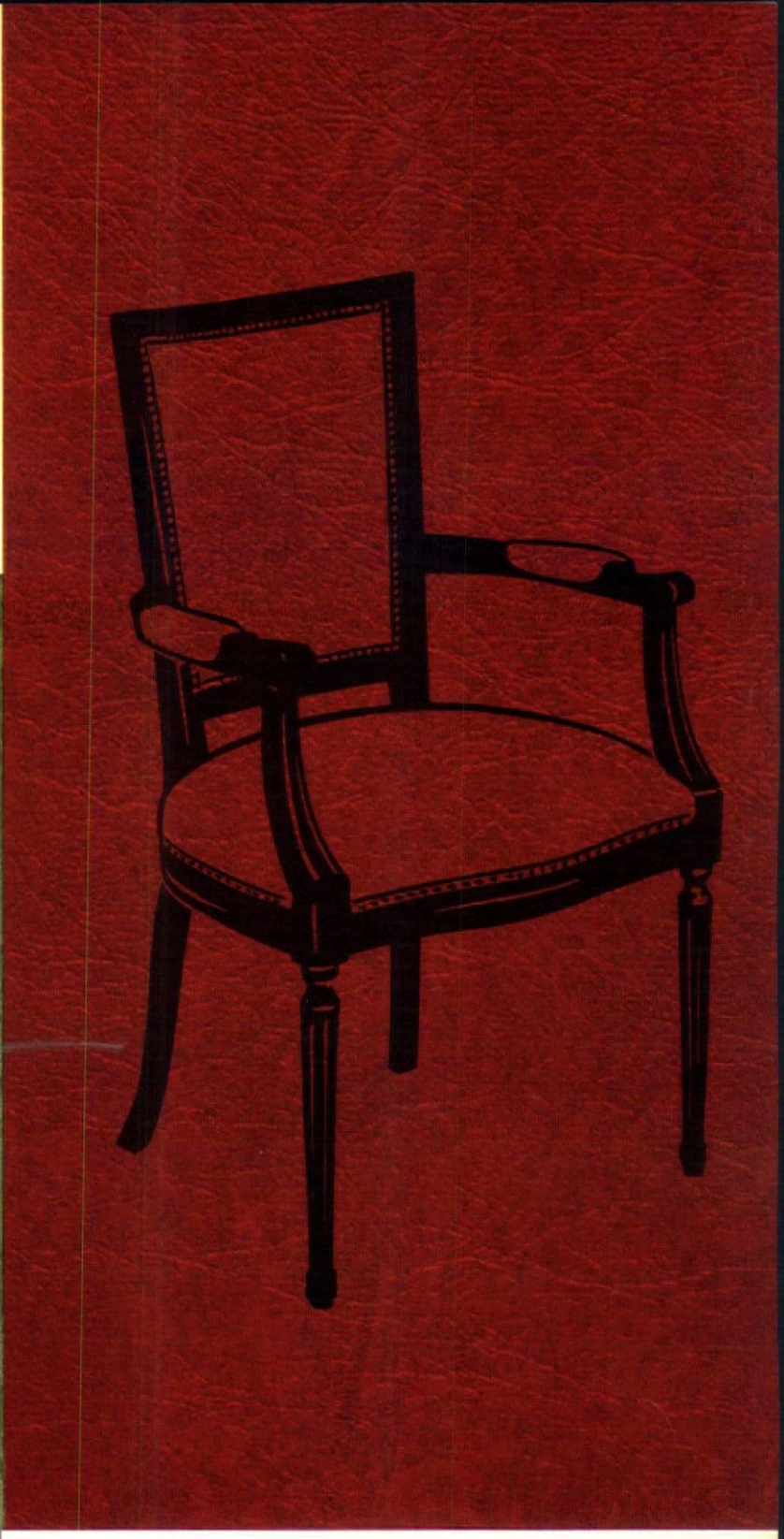
Design for a world-famous New York restaurant by John B. Maurer, A.I.D.: *Furniture:* Shelby Williams; *Vinyl Upholstery:* FABRILITE®



The effect is total...a marvelous marriage of grace and function, style and durability, color and convenience.

The chairs are merely representative of the big Shelby Williams collection for public and commercial use. The FABRILITE, too, just hints at our wide, wide range of high style patterns in whole spectrums of color. More than enough choice for any decor and furniture style.

See patterns at our showroom, Decoration and Design Building, 979 Third Avenue, N.Y.C. Or at the Chicago Merchandise Mart. For samples, write to Stauffer Chemical Company, Plastics Division, Newburgh, N.Y. 12550.

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Heywood-Wakefield seating makes these new auditoriums more than just beautiful.

Heywood-Wakefield seating is engineered to give the kind of deep, luxurious comfort that makes people want to come back. Backs are generously padded. Deep-cushioned seats have 16-coil spring construction. Heywood-Wakefield seating is designed to work hand-in-hand with modern architectural designs, to give you the flexibility of color, fabric and style you want. And it's made to last a long time, with a minimum of maintenance. For more information, see Sweet's Catalog.

HEYWOOD-WAKEFIELD EST 1826

Gardner, Mass.

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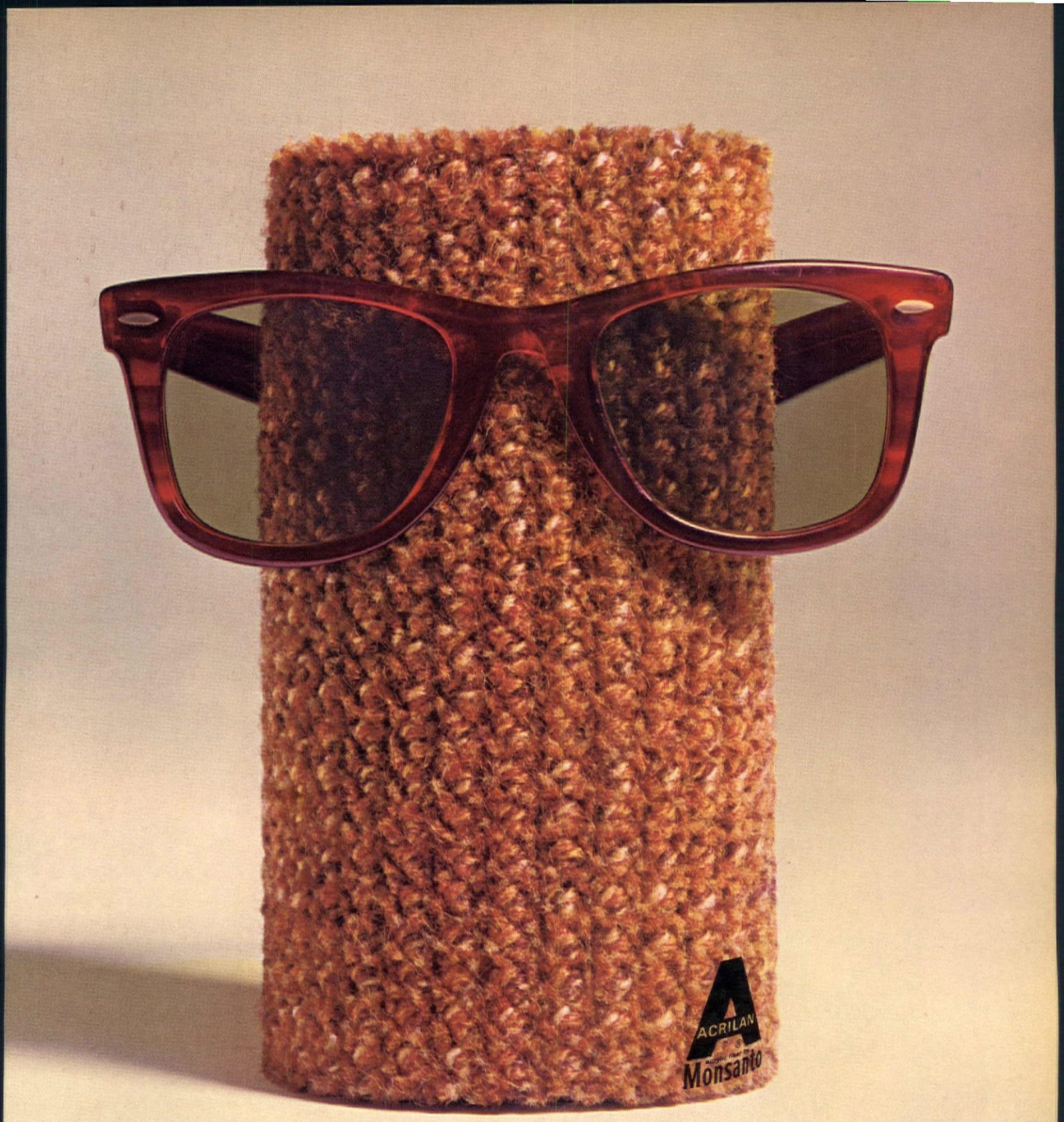

The Sunfighter: it isn't afraid of glass offices.

We just came out with a contract grade carpet that can stand up to sunlight. A lot of sunlight. We call it Heather-Lok.

What makes our carpet so sunproof is something new from Monsanto called Solution Dyed Acrilan® acrylic. This is a fiber that locks in color and is practically impervious to fading.

Other forms of wear don't have much chance, either. Heather-Lok is woven through the back with four ply yarn. So you can use it in offices, halls, lobbies, wherever traffic is heavy.

Colors? Fifteen of them will give you a lot of choice in the matter.

We'll send you samples as soon as we receive your phone call or letter. Ask for the Sunfighter. We'll put him on the next train out.

Carpet by Roxbury

Framingham, Massachusetts

you're invited to lose your head over one of these Vicrtex patte

VICRTEX® V.E.F.*
vinyl wallcoverings

You've seen on this page just twelve of more than 50 beautiful Vicrtex V.E.F. Vinyl Wallcovering patterns. And just 12 colors—from hundreds.

Of course, pictures don't do justice to Vicrtex wallcoverings. can't really appreciate—or feel—their inviting textures. Or their durability—they don't crack, chip or peel. Or their easy maintainability—grease, grime, dirt just wipe away.

And you aren't doing your own decorative talents justice, if don't know the whole Vicrtex story. You can get that story fast, and instructively—from our handsome new color Brochure illustra with examples of installation.

Write today for your copy of the new Vicrtex V.E.F. Vinyl Wallcovering Brochure.

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It's **Winchester** by Lewis . . . made from **Zefkrome Acrylic***

In a word, great! Or even five years from now for that matter, because Winchester 44-oz. carpet is made to stand up to business pressures. The durability of Zefkrome* keeps your clients happy day after day. *Specify Winchester . . . it's good business.*

LEWIS CARPET MILLS, INC.

DOW BADISCHE ZEFKROME ACRYLIC

*Zefkrome, trademark of Dow Badische Company

Manufacturing specifications: Winchester
Pile Yarn: 70% Zefkrome Acrylic, 30% Modacrylic/Yarn Size: 220/2 ply/Pitch: 270/Rows: 9/Pile Height: 250/Yarn Weight: 44 oz.
Primary Back: Poly/Secondary Back: 3/16 HDR & Jute/Total Weight: 104 oz. HDR, 77 oz. Jute/Widths: 12'

Circle No. 87 on product card facing P. 214

← Circle No. 84 on product card

Cabin Crafts Carpet passes first yea

Color was the first reason why Cabin Crafts carpets were reco
mended over other brands for the beautiful San Domen
School for Girls in California.

"We were pleased with Cabin Crafts' greater variety of co
combinations," says a spokesman for the San Francisco firm
Richardson Contract Furniture Co. "We wanted to create
warm, home-like feeling with these color combinations in car

"How quiet it is!" remarked Sister Maurice upon the more recent addition of Cabin Cra
"Cimarron" carpet in the study hall. Students come and go . . . unheard.

San Domenico school with flying colors.

still had a good commercial grade of wear."
ister M. Maurice, O. P., Principal of the School, is most essed with the acoustical benefits of the carpet and its ease aintenance. As she says enthusiastically, "The more we can f it—the better!"
abin Crafts offers a complete line of contract/commercial ts specially engineered for heavy-traffic installations. They're made of fibers that have been proved for durability and easy maintenance, such as Acrilan® acrylic. Cabin Crafts contract/commercial carpets are setting excellent performance records in schools, hospitals, hotels, motels, offices, restaurants and other public installations.

For on-time deliveries in any quantity you need—from a school to a skyscraper—specify Cabin Crafts carpets.

Domenico School for Girls, the oldest girls' school in California, found a home nestled serenely among rolling hills and valleys. The beauty outside choed indoors with handsome, yet serviceable furnishings . . . including in Crafts carpets.

practicality as well as a home-like feeling of warmth, dormitory living rooms an Domenico are carpeted with Cabin Crafts "Foothill." This carpet pile is urable construction of Acrilan® acrylic especially engineered for contract/mercial installations.

Now one year old, the San Domenico School shows by its immaculate cleanliness the importance placed upon maintenance. The installation of Cabin Crafts carpets, even in heavily-traveled corridors, contributes to the ease and economy of upkeep.

more information or a representative to contact you, hone Cabin Crafts' Contract Information Services ny of the following numbers: Dalton: 404-278-1100 v York: 212-684-5200 / Chicago: 312-644-2136 Francisco: 415-861-3144/Los Angeles: 213-627-5888 las: 214-741-6378.
Be sure to ask for the Contract Information Services nager.

Cabin Crafts makes the Contract Carpet that makes specifying easy.

ACRILAN® acrylic fiber by Monsanto

CABIN CRAFTS

West Point Pepperell®
Carpet and Rug Division
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MEDALLION—Guaranteed forever against rust—Solid Wrought Aluminum Frames—Virgin Vinyl Straps Individually Fastened — Comfort Without Care — Still Maintenance Free After Five Years. Color It with MEDALLION 21 Frame Colors, 18 Virgin Vinyl Strap Colors

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Circle No. 90 on product card →

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The Goodall solution

Contoura: Our new woven stretch fabric

There, we've just made continuous unbroken lines easier to achieve.

Contoura is 100% nylon upholstery fabric with texturized filling fibers. It fits contour furniture like a glove. No seams. No piecing. No pulling. No puckering. No darts.

Contoura is a luxurious woven fabric by Goodall Fabrics, a department of Burlington Industries. Available in 24 decorator colors, it is protected by Scotchgard* Brand Fabric Protector.

And Contoura is perfect for any contract furniture job that requires a smooth, moulded look. Office furniture manufacturers, airlines, buses, theaters take note. Contoura. It fits.

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Available to designers and architects through

Think big or small. Reach the heights in carpeting.

How much contract carpet must you order to go custom in color and design?

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That's the beauty of Philadelphia's custom Wilton weaving service. It is geared to process limited size contract orders with personalized care and attention to detail. Without a price premium. With kept delivery promises.

Yet the sky is the limit creatively (we'll even reproduce the sky if you wish). We successfully interpret original concepts for America's leading, most exacting designers and architects. We also offer a choice from our extensive design library custom woven in your colors.

In contract carpets the choice is

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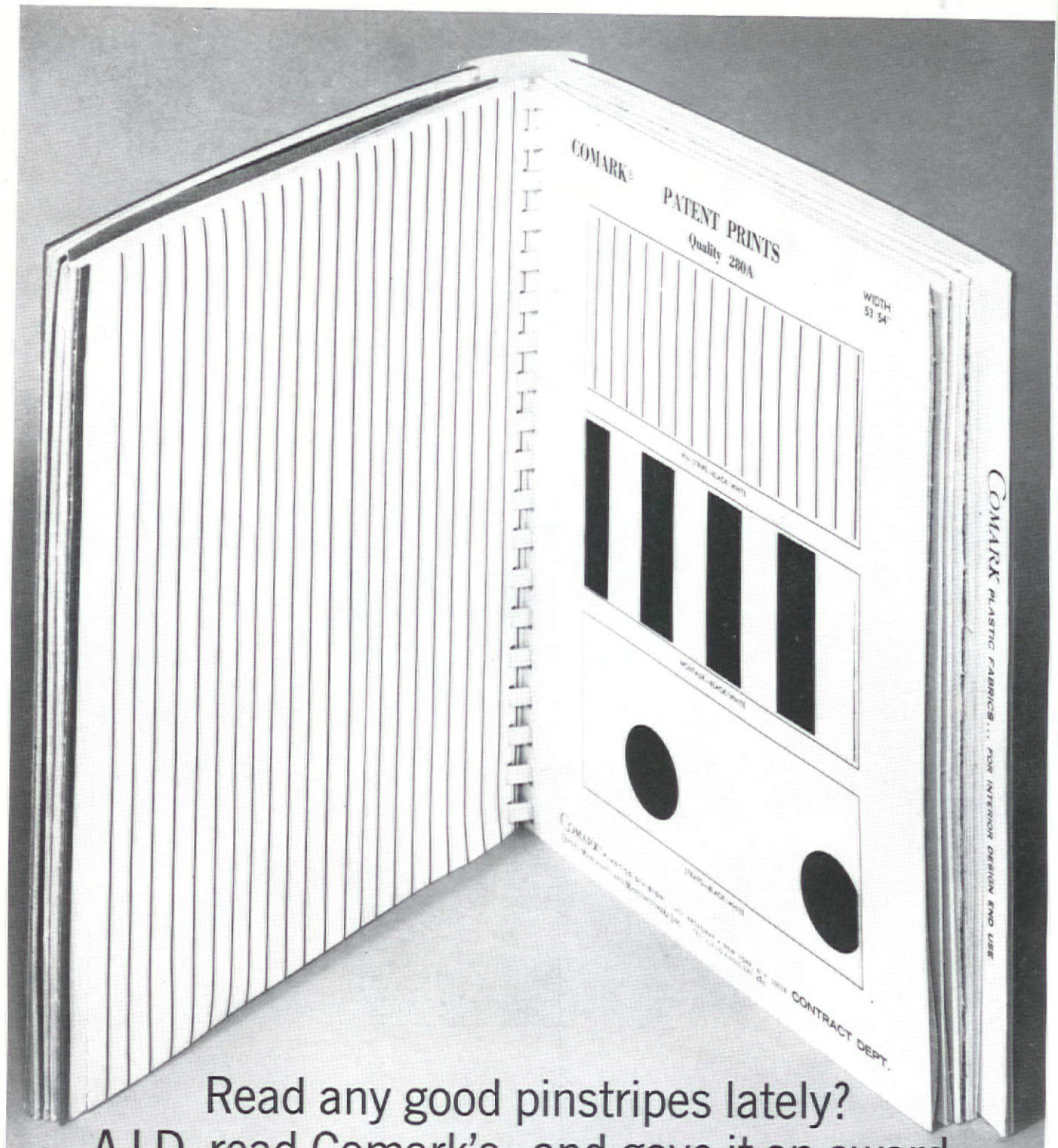
Carpets above, left to right: For the Japanese Cultural Center, San Francisco, Calif. • For the Lobby, 200 N St. Apts., Washington, D. C. For the Nashville City Club, Nashville, Tenn. • For the Pump Room, Hotels Ambassador, Chicago, Ill.



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We pinstriped our patent vinyl. And the American Institute of Interior Designers applauded. Awarded Comark a Citation of Merit. For product excellence. For superior design. In fact, our Pinstripe Patent Vinyl #280-A walked away the winner of a whole award category from the A.I.D. And, it has sisters and brothers, plain and printed. If you haven't read any good pinstripes lately, look us up. A.I.D. did.

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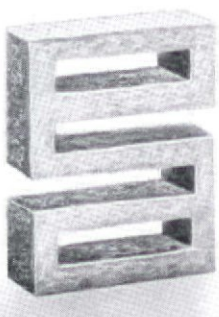
Organization Man

His name is Russ Gureasko. His business is helping interior designers organize the complex problems of filing and storage space allocations. He has the technical know-how that comes with years of working with the best interior designers and space planners in the business. And he works for Supreme — the Organizers — the people with more filing and storage components, that can be adapted and used more ways, than any other manufacturer in the business. Russ knows how to do it, and has more to do it with, than anybody else you can call on. If you're shaping up an office, we'll ship out Russ. Call us and ask for him, or send the coupon.



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makers of Roll Out Conserv-a-file®–full-suspension lateral filing. Conserv-a-file V®–double-bank filing.
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The Organizers

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Flowers of Spring

Boussac prints bloom all year long. The vast Boussac collection of designs is available in almost unlimited color ways—from simple black and white to complex multi-color printings. They are available at showrooms throughout the country.

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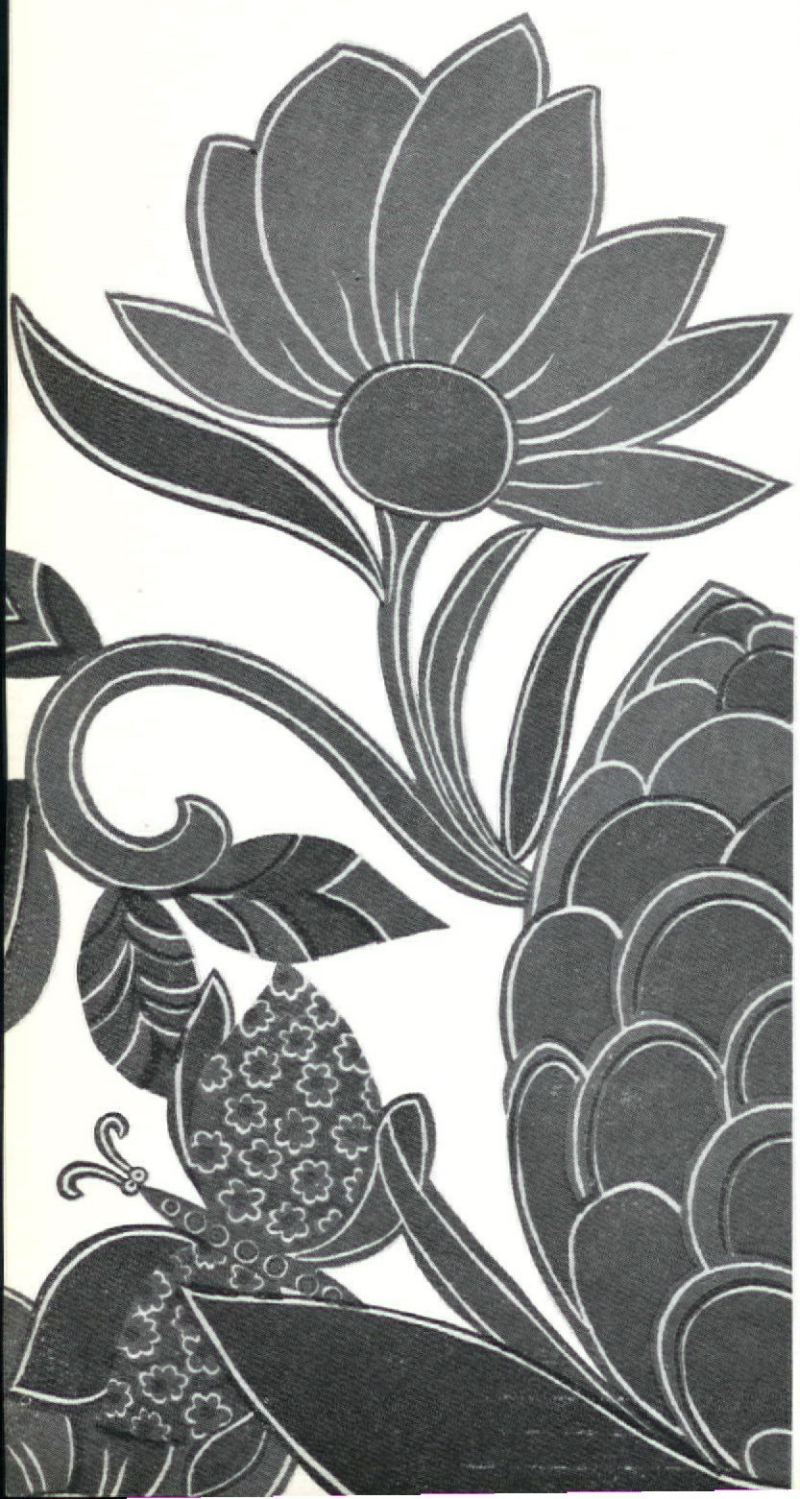
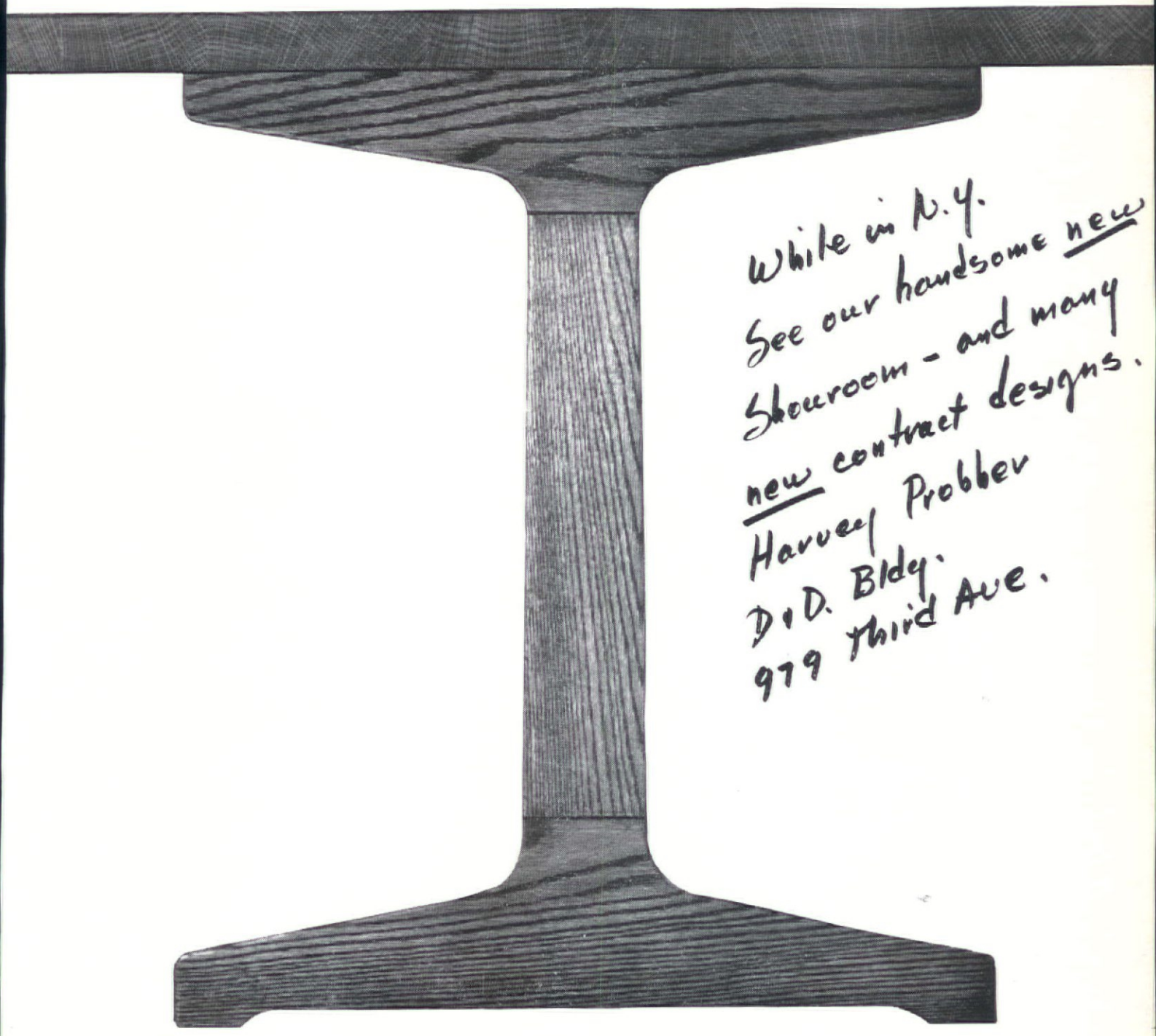


Educational furniture honestly built of solid oak to last and last and last and last and



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Showroom - and many
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NEW IN ALUMINUM FROM MEADOWCRAFT!

The look is bold and masculine . . . yet the weight is light! These handsome Meadowcraft contract chairs for institutional or residential use are sturdy extruded aluminum, giving amazing strength without additional weight.

Adaptable for use anywhere, the robust chairs are particularly excellent for men's grills, club or card rooms, directors' rooms, and offices. The spring-construction seats and backs are upholstered in durable, yet glove-soft, expanded vinyl.

Choose from twelve distinctive hand-rubbed, antiqued frame finishes and team with one of Meadowcraft's distinctive pedestal base tables or any table of your choice . . . on the table shown, you may select either re-constituted slate or Formica—each custom-sized in dimensions to fit your needs.

To view Meadowcraft, visit our showroom in the Decoration and Design Building, 979 Third Ave., New York City or for a complete catalog of Meadowcraft designs, write Birmingham Ornamental Iron Company.

Meadowcraft

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Always a wise rule: divide ...and conquer!

It's good, sound strategy in decorating, too.
Bare, boxy rooms take on
a fascinating new character when they're divided
by System Cado's telescoping poles.
Not only can these create
a hallway or foyer, but they offer
a wealth of handsome storage area as well.
The effect is decorative,
airy, open... still spacious... but, oh,
so much more interesting.
System Cado's woods
(rosewood, teak, walnut, or light oak)
and wall components work beautifully
to divide dining and living areas,
dens, bedrooms, almost any room.
Use them free standing or against the wall.
But do use them.

DESIGN POUL CADOVIUS

System Cado

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See our complete line At Booth 610 CONTRACT '68 New York Coliseum June 4-6

ADORNA, the proud achievement of SUVAL is the FIRST MULTICOLOR VALLEY PRINT ON VINYL FABRIC produced in this country. Soft to the touch and luxurious in texture, it is a striking simulation of tapestry that will lend added beauty to any period, traditional or mediterranean setting. The applications of these fabrics are limited only to the extent of the imagination. ADORNA is available in 12 color combinations. YOU MUST SEE IT TO BELIEVE IT! Write or call direct or contact the Suval representative in the area nearest you.

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516 334-8244

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Circle No. 202 on product card

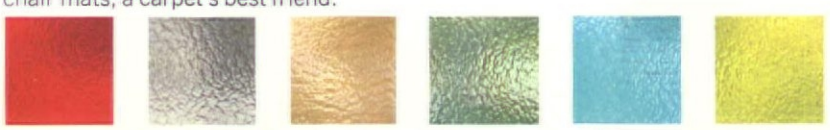
CARPET'S-EYE VIEW OF PUBLIC ENEMY NO. 1

Casters kill carpets. Acrylite® acrylic plastic chair mats keep casters from killing carpets.

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.

So, the next time you're designing an office be sure to highlight it with Acrylite chair mats, a carpet's best friend.



644V Vermilion 101V Smoke Quartz 403V Beige 401V Moss Jade 427V Turquoise 805V Citron

AMERICAN CYANAMID COMPANY · BUILDING PRODUCTS DIVISION
P.O. Box 350 C
Wakefield, Mass. 01880

Gentlemen: I would like more ACRYLITE Chair Mat information. I'm interested in:

- ☐ Clear mats ☐ Colored mats
- ☐ Clear textured mats
- ☐ Cost quotation for _____ chair mats

_____ x _____
(approximate size)

- ☐ Name of nearby source for ACRYLITE chair mats

ACRYLITE® ACRYLIC SHEET
CYANAMID

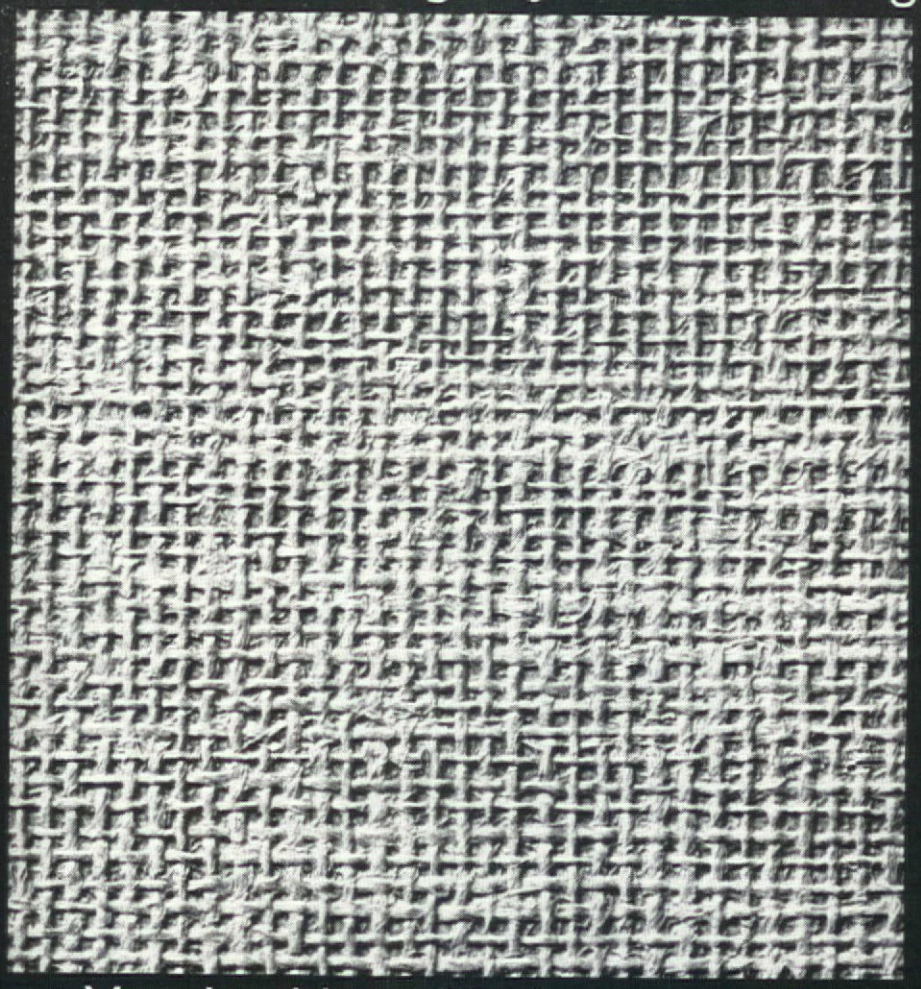
Name _____ Title _____

Firm _____

Address _____

City _____ State _____ Zip _____

This is our autumn gold jute wall covering.



You should see it in Autumn gold.

You should also see it in Sunset Red, Peach Blush, and 19 other beautiful decorator colors.

And while you're at it, see the variety of other exciting patterns Guard comes in. Everything from foils to woodgrains.

But besides being very pretty, Guard is very practical.

It's made of fabric-backed vinyl, which resists scuffs and scratches. So your client won't have to spend so much for maintenance.

Guard is durable, so he won't have to go through the expense and mess of redecorating every few years.

Guard comes in three different weights, (Type I, II and III) so he won't have to spend money on a heavy material when a lighter one would do.

What's more, Guard is Underwriters Laboratory Tested under ASTM-E-84, and meets Federal Specifications CCC-W-408.

In the long run, Guard comes out a lot less expensive than most other wall coverings, including paint.

It comes out a lot prettier, too.

We recommend that you recommend Guard. The only one who will appreciate it more than we do is your client.

Guard®

Columbus Coated Fabrics, The Borden Chemical Company, Box 208, Columbus, Ohio.

BORDEN

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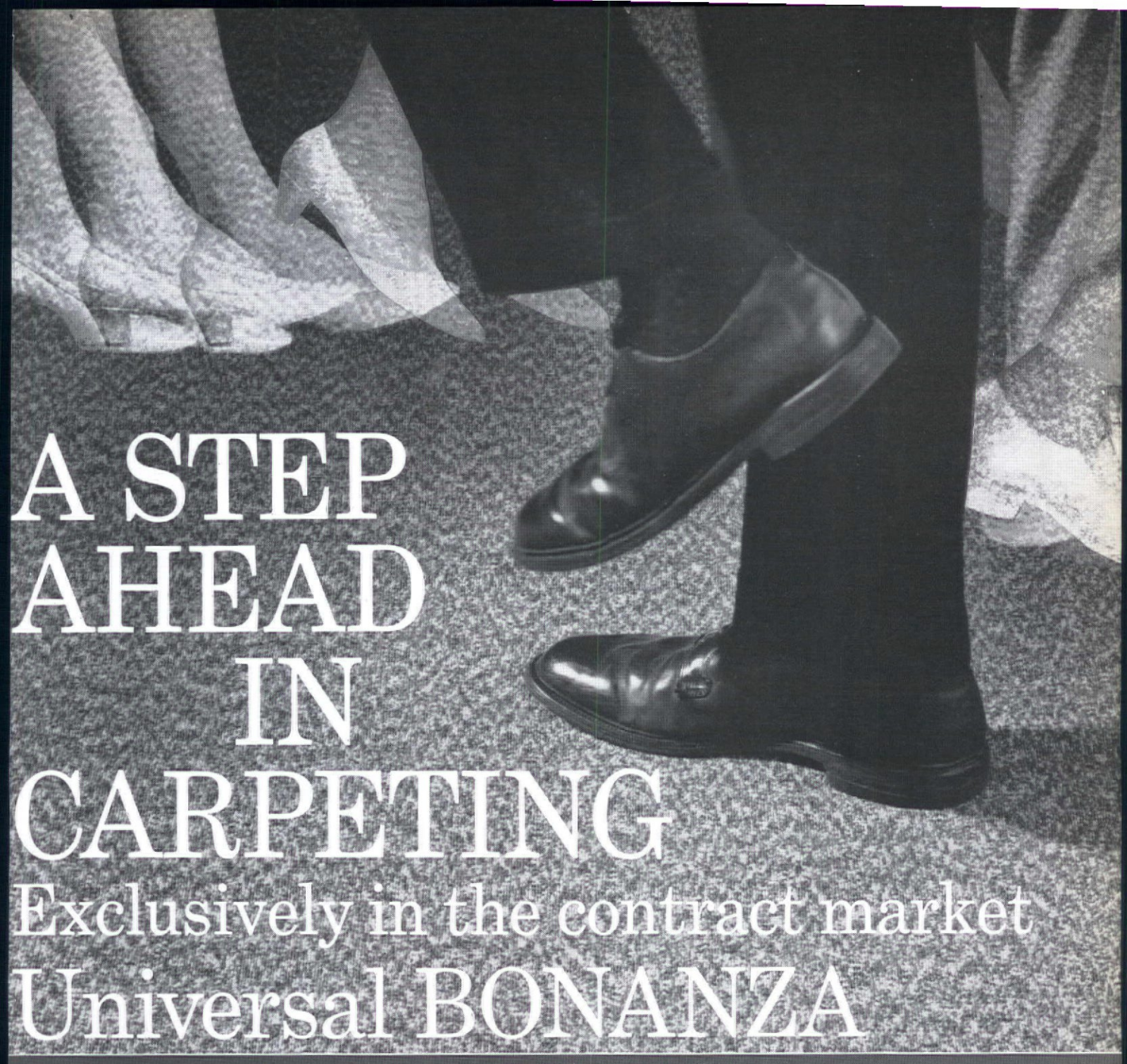

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Exclusively in the contract market

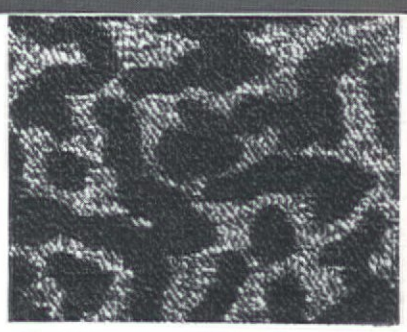
Universal BONANZA

By the innovators of the 2400 needle 5/64" gauge tufting machine, BONANZA's a tighter, tougher contract carpet—with 42% more tufts per square yard than most other carpets on the market!

Compare Universal BONANZA specifications with all others!

- Backing: Hi-D foam rubber, Double Jute or Vinyl
- 100% yarn dyed continuous filament nylon
- Tufts per sq inch: 128
- Tufts per sq yard: 165,800
- Pitch: 345
- Gauge: 12.8
- Pile height: 1/8"

And Universal BONANZA exceeds these tests: FHA Surface Density: SUPERIOR (139,392); Compression: EXCELLENT; Pilling: A-1 RATING; Surface Burning: Fed. Spec. DDD-C-95 and ASTM E-84; Acoustical: A.S.T.M.-C423-65T.



Lucky Strike

BONANZA's variation! Excitement in design pattern, deeply color printed into the dense BONANZA tufting, with Hi-D foam or double jute backing. Samples of BONANZA and LUCKY STRIKE are available on request—or see your local distributor.

universal carpets inc. Ellijay, Georgia 30540 Phone: 404/635-2332

Circle No. 101 on product card facing P. 214

*Our drapery linings stay at the best places

Rockland Industries produces the most complete line of Blackout, Fire Retardant, and Insulated Linings and Fabrics for the Contract Field available anywhere.

Send for brochure and complete information on how Rockland can solve your window problems — Write to Contract Division, Rockland Industries, Brooklandville, Md. 21022

*

Century Plaza, Los Angeles
designer: Western Service and Supply

*

Regency Hyatt House, Atlanta
designer: Ray Lang Interiors

*

Statler Hilton, Baltimore
designer: H. Chambers, Inc.

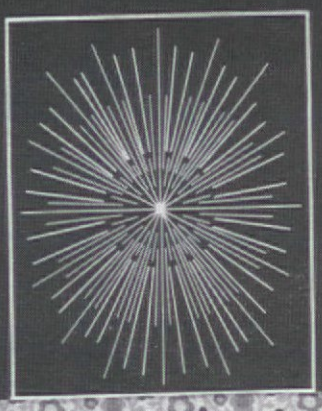
Rockland Industries

BROOKLANDVILLE, MARYLAND, 21022 • 347 FIFTH AVENUE, NEW YORK, NEW YORK 10016

Circle No. 40 on product card facing P. 214

Circle No. 103 on product card

Oxford®



Why should file cabinets come only in Seaweed Green and Asphalt Grey? Oxford Laterals give free rein to your ideas on decor. You can specify your own colors or two-tone combinations or choose from 12 standard colors, including black and white.

File cabinets don't have to just stand there. Not if you have better ideas. Make room dividers of them. Recess them from floor to ceiling. Slip them into corridors. You can with Oxford Laterals because they're wall huggers, 2 feet shallower than standards.

No gaping "garage door" onts on Oxford Laterals. They have handsome rigid front panels with recessed rawer handles. Color-matched 2-shelf storage units can be fitted on top.

Is this a lowboy in the president's office? A graceful accent at the end of a corridor? The Oxford Executive Lateral lends itself to your thinking. Beautifully.

Pore over the Oxford Lateral brochure and let your imagination run riot. For your copy, write to Oxford Filing Supply Co., Inc. Clinton Road, Garden City, N. Y. 11530.

Oxford Lateral Cabinets. If you have ideas of your own.

Circle No. 104 on product card facing P. 214

Circle No. 105 on product card

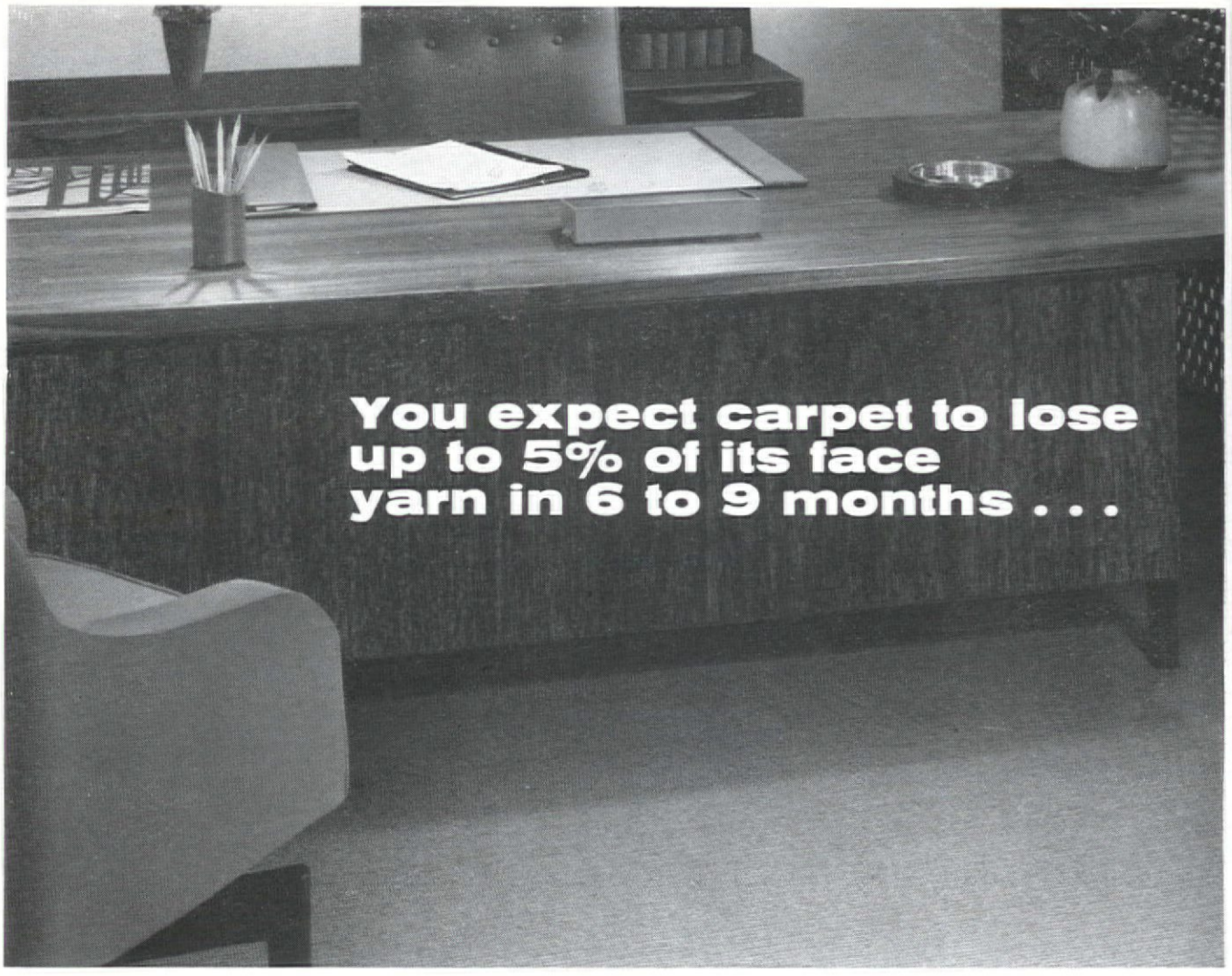
FREAKED OUT?

Man, you were really up there: cool, calm, ready to do your thing with that beautiful flameproofing contract. (It was *so* beautiful.) Then you realized your finisher wasn't hip. He ignored your deadline and treated your fabric like he wanted to see you drop out. So you freaked out: very negative scene—until you found out about Kiesling-Hess. K-H is out of sight when it comes to tuning in on specs and turning out on schedule. And K-H alone has got what it takes to give groovy one-day service on both coasts. Make it Flameproofing, Scotchgard*, or Ze Pel®. Make it the fastest, and fastest-growing, finisher in the country. Like, you'll have it made.

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 St., New York, N.Y. • 1011 Wood St., Philadelphia, Pa. • 1714 Euclid St., Santa Monica, Calif.

®Du Pont Trademark *a 3M Product



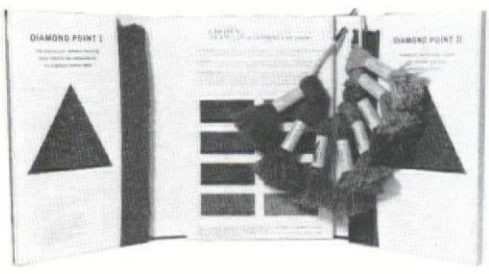
This one doesn't!

It's Crown Tuft's Diamond Point series . . . made with an exclusive Hot Melt polymer backing lamination process that locks each fiber in place more securely than any other process. This means that up to 5% more fibers **stay** in the carpet to provide longer life. Fuzzing, pilling are now history.
Hot Melt polymers are applied only on the back of the carpet. No damaging heat is applied to the pile. This not only adds longer life . . . it also provides clearer, more wide-awake colors.

Crown Tuft's exclusive Hot Melt polymer backing lamination process creates stronger carpets . . . provides neat, clean seams that are virtually invisible, yet are stronger than any heretofore possible. Diamond Point's wear-resistant Zefkrome® acrylic fiber provides superior performance and soil resistance . . . plus new multichrome effects to keep carpet looking new, vibrant.

DIAMOND POINT CUSTOM OPTIONS:

Exact Yardage Program: On every contract order of 1,000 sq. ft. or more, Crown Tuft will deliver EXACT YARDAGE. Buy only what you need. No penalty. No price premium.
Special Colorations: Crown Tuft will make any coloration from existing eight standard colors for minimum order of 250 sq. yd. with 25¢ premium per sq. yd.
Special Widths: Crown Tuft will make any width from 9′ to 15′ for minimum order of 250 sq. yd. with 25¢ premium per sq. yd.



DIAMOND POINT CONTRACT DISPLAY/SPECIFICATIONS KIT, COMPLETE WITH CARPET SAMPLES AND YARN POMS, $5.00. WRITE: CONTRACT DIVISION, CROWN TUFT CARPET, INC., 444 N. HAMILTON ST., DALTON, GEORGIA 30720

DOW BADISCHE
ZEFKROME® ACRYLIC

ZEFKROME® IS THE REGISTERED TRADEMARK OF DOW BADISCHE COMPANY, NEW YORK CITY, FOR THEIR ACRYLIC FIBER

CROWN TUFT Carpet INC.

Atlanta/Chicago/Dalton/Denver
Los Angeles / New York
San Francisco/Seattle

Circle No. 106 on product card facing P. 214

Circle No. 107 on product card

Try our "convince-the-client" test for Du Pont X-12* Flame Retardant

Even people who know fabrics could be skeptical about Du Pont "X-12" flame retardant. If it's effective against fire, they reason, it must have some effect on the material's appearance.

That's why the most convincing test they can make is to inspect a piece of treated cloth. The colors are still bright, with shade and light fastness unchanged, and no crocking or blooming. Hand and feel are normal.

The only thing left to do is to hold a lighted match to a piece of fabric treated with "X-12". Take the match away, and the fire stops, with no afterglow. End of test. Only fire can tell the difference.

"X-12" works on any natural fiber or viscose rayon. Its long-term protection lasts until the material is washed or dry cleaned. Since it's a renewable flame retardant, "X-12" is easily reapplied. You can even provide flame retardancy for a wide variety of materials such as wadding, quilting, mattress fillers, carpet backing, and nonwoven disposable garments.

Convince yourself. We'll send you a fabric test sample along with additional information on "X-12". Mail the coupon now.

*Du Pont Trademark

Du Pont Company, Room 5758
Wilmington, Del. 19898

- ☐ Please send a fabric test sample and additional information on "X-12".
- ☐ I am interested in flame retardancy for _____.
- ☐ I am interested in talking to an "X-12" applicator.

Name _____

Title _____

Company _____

Street _____

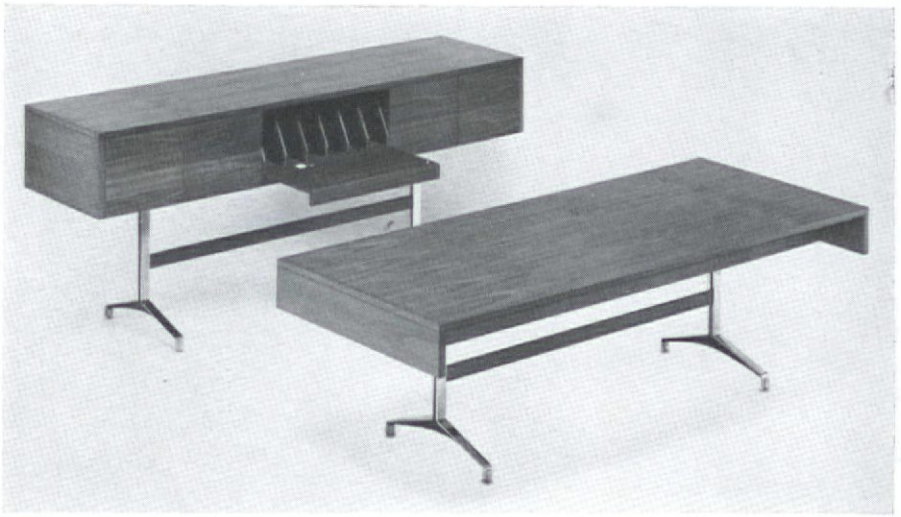
City _____ State _____

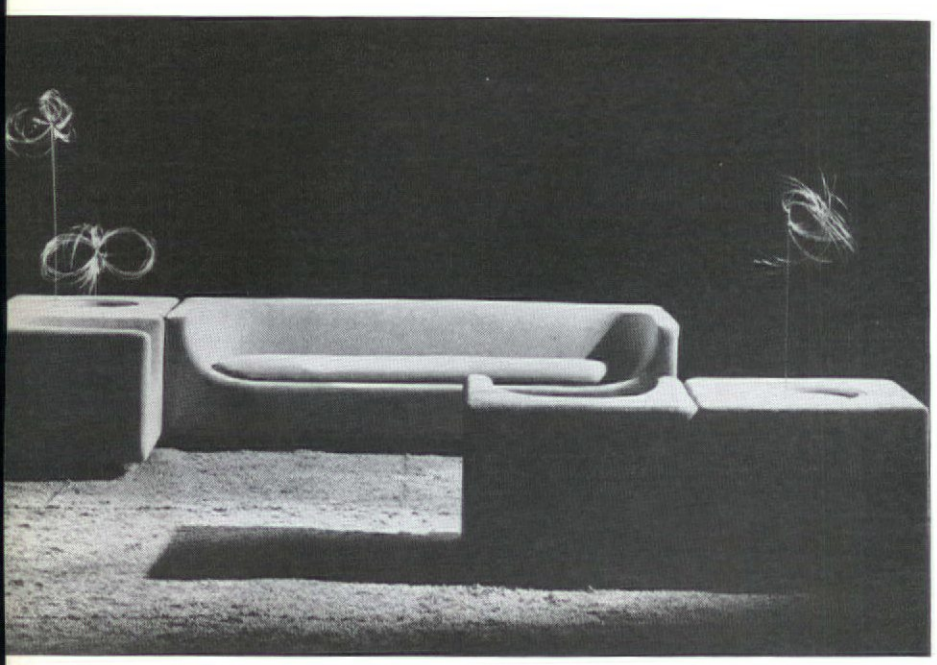
Telephone _____ Zip _____

DU PONT Better things for better living ...through chemistry

CONTRACT PRODUCTS AND SERVICES

Mirror polished stainless steel, black steel, and American black walnut combine to create Marble/Imperial's VSP-111 executive table desk and credenza. Desk contains two side-by-side box drawers on each side of knee space. The credenza contains two file drawers and four box drawers, with extendable organizer section in center. Organizer section contains built-in electrical outlet. Circle No. 385.





Elliptique series by Scandix, designed by Bernard Govin, uses pure geometric forms in counterpoint. The club chair is a bold scoop for seating on a recessed base. The two and three seater sofas have smooth flowing lines which retain the characteristics of the club chair. Also included in the group are a bar unit and a planter, a removable head-rest for the chair, and an ottoman. Circle No. 386.

The People Chair, designed by Wooden Ideas, for nursery schools, kindergartens, and other places little children gather. Hand painted in brilliant color combinations, the chairs portray imaginary people, who will be quickly identified as playmates. And the chairs can be made with any design requested. Next? Sophia Loren? Circle No. 387.

Solid oak or walnut is shaped with square lines in Directional Contract Furniture's chair designed by Kipp Stewart. Soft edge upholstery is featured in the K-1200 upholstered armchair. The K1100-0 armchair has posture slant back. Circle No. 388.

Circle No. 108 on product card →

New Krueger action furniture" for '68

The DIPLOMAT

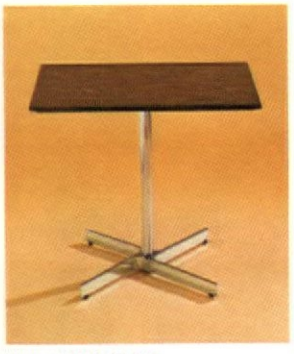
New 2' wide DIRECTOR

6000 upholstered Modular Seating

5200 upholstered Modular Seating

3200 Modular Seating

HS-504 Stack Chair



New 160-R Table

Folding Back/Stack Chair

3205 upholstered Chair

6001 Folding Tablet Arm

Take a look at Krueger and you'll see big things are happening to institutional furniture. With designs as new as tomorrow, Krueger affords a practical, accommodating convenience needed by a "generation on the move". New '68 innovations include contemporary styled, plain and upholstered Modular Seating especially adaptable to airports, hotels, banks, hospitals and other lobbies; new classroom Sequence Seating; new Pedestal Base Tables and Stack Chairs; extensive selections of Hat and Coat Racks with new space-saving floor models — plus a Single Pedestal rack. Include Krueger '68 in your planning and *stand by for action!*

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LaBarge

the ultimate choice of the discerning

No. 2400, size 30" x 40", with anodized aluminum frame, gold or silver finish.

SEE US AT SPACE 113

For wall mirrors of unmistakable superiority, consult with LaBarge at the Contract '68 Show. You may select from an exclusive and select collection of domestic and imported numbers, each incorporating the finest expression of the designer and the craftsman. Like the number 2400 above, the essence of elegant simplicity, supplied by the hundreds to the new Baltimore Statler-Hilton. New full color catalog available.

LaBarge Mirrors inc.
Zeeland, Michigan 49460 / 616-772-2149

PERMANENT SHOWROOMS: 1274-A Merchandise Mart, Chicago; 225 Home Furnishings Mart, Hickory, N.C.

Circle No. 109 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Stack and gang chairs for auditorium

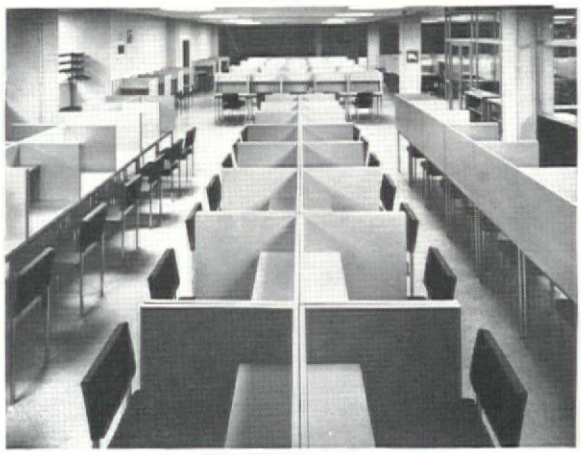
Starting with its excellent design, Harvey Probber's new seating incorporates all the features essential for auditorium/theater use. In row seating, alternating the arm and armless chair provides one arm between two seats, with a rigid steel coupling device

to lock the chairs firmly into place. Structural steel side rails eliminate the need for a front rail, so that the occupant can stand "into" the chair when others are passing. Rubber shocks assure quiet when the seat is lowered. The seat and contoured back are comfortably cushioned with poly foam and can be covered in a range of vinyls or fabrics. The steel frame is in red, white, black, or silver baked enamel.

Circle No. 389 on product card facing P. 214

Five styles in carrel series

There are five new study carrel styles in Steelcase's new 2900 series: a single and a double unit with full-depth side panels and shelf; a single and a double model with half-depth side panels and shelf; and a guard rail model. All are contemporary in design and are sturdily constructed with wood core table tops;



carrel superstructures and shelves are fully covered with self-edged plastic laminate in wood grains or solid colors. Panels extend 21 inches above table top and bookshelves are 8-inches deep. Four-inch-high guard rails have 8-inch-deep returns. Single carrel measures 36 by 24 inches; double carrels are 36 by 48 inches.

Circle No. 390 on product card facing P. 214

Circle No. 110 on product card

We go farther than meets the eye.

(Lots farther!)

All the way to deep-down durability. In functional, style co-ordinated designs. For everywhere from offices to dormitories. Beauty? Outstanding! Luxury woods or easy care metal. Decorator finishes and fabrics. Ask your Royalmetal Dealer for a broader view. Or write Royalmetal Corporation, One Park Avenue, New York, N. Y. 10016.

ROYALMETAL®

DESIGNED FOR COMFORT!

LA CHAISE INC

245 EAST 63RD STREET NEW YORK CITY 10021

La Chaise Inc., presents with pride its collection of chairs for contract and institutional use. Presented are examples of our outstanding range of contract seating offering the most durable materials and the strongest construction techniques. See our display at Contract '68, June 4 to 6.

Circle No. 111 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Spot and flood lighting system

Lite-Trac, a new accent and display lighting system by Prescolite Mfg., is a comprehensive system of spot and flood lighting, providing complete flexibility in application, power distribution, light intensity, color,

direction, and beam position. Lengths of extruded aluminum form a continuous electrified track, in 4- and 8-foot modular lengths in straight runs, corners, squares, tees, or crossovers. Track sections, 1⅝-inches wide and 15/16 inches deep, can be mounted recessed, pendant, on spacers, or flush.

Circle No. 391 on product card facing P. 214

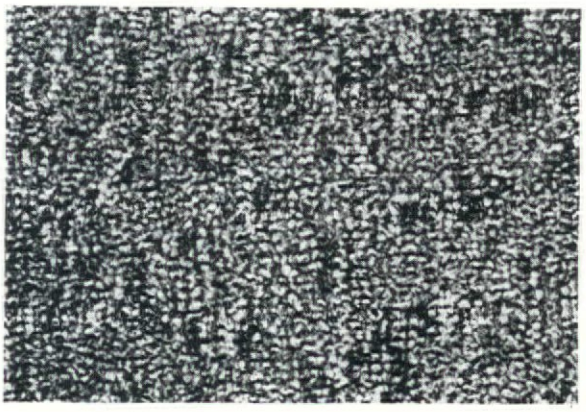
Abrasive flooring prevents slips

Selbagrip Type T is a trowel-applied, monolithic abrasive covering designed to provide safe footing. The abrasive particles prevent slips on all surfaces—wet, dry or oily. The flooring, from Selby, Battersby & Co., withstands heavy traffic and resists oil, chemical, water, and weather conditions. It adheres firmly to concrete, steel, tile, and wood, and can be quickly installed. Drying time is four to six hours.

Circle No. 392 on product card facing P. 214

Flanders Fields of nylon

Using its unusual splash-dyed process, Exclusive Carpets, Inc., has produced a multi-colored carpet called



Flanders Fields. The 501 nylon has been tufted into a high and low pattern, lightly sheared to produce 16 color effects; in durable commercial grade.

Circle No. 393 on product card facing P. 214

Circle No. 112 on product card →

genon®
vinyl wall covering
FOR THE PROFESSIONAL
BY GENERAL TIRE
GENERAL
TIRE

the new vinyl wall covering that set

genon®

in 600 colors, textures and effects

Developed by General Tire Research. Computer engineered specifically for contract use, GENON incorporates the unequaled vinyl technology of General Tire with extensive research to develop colors, textures and patterns that meet the needs of the contract field. Meets all government specifications, including fire resistance. Will not chip or crack; resists scuffing, abrasions and mildew.

600 Colors, Textures and Effects. Only GENON offers you an all-inclusive spectrum of colors and effects that capture all outdoors. Choose from Tweeds & Linens, Silks & Damasks, Grasses & Reeds, Stones & Marbles, Wood, Leather & Cork or Special Effects.

Engineered for Professional Contract Installations. Available with Tedlar* Protection. Most GENON patterns and colors are available with Tedlar* coating that gives superior protection against such powerful staining agents as crayon, iodine, ball point ink and even caustic soda.

Manufactured with Effective Bacteriostat. All GENON vinyl wall covering contains a new ingredient that provides exceptional overall bactericidal qualities and is particularly effective against staphylococcus aureus.

Exclusive Custom Services. In addition to stock colors and effects, GENON offers new flexibility in these custom services: Special constructions and colors to meet any job requirements ■ Our unique Central Styling service provides prompt sampling ■ Special design motifs may be custom silk screened to order ■ Custom Embossing—choose from additional emboss patterns and textures that are available in any GENON color.

genon

The new vinyl wall covering for the professional by General Tire

* DuPont registered trademark

genon®
vinyl wall covering

PATTERNS PROFESSIONALLY PLANNED
FOR OFFICES, SCHOOLS, HOSPITALS, CHURCHES,
RESTAURANTS, HOTELS, AND APARTMENTS.

STAR DUST
widest color selection in the industry

TAC TWEED
flecked tweed

HOPSACK
plain linen

CROSSROADS
linen-like mesh

BURLAP
authentic reproduction

CONQUEST
large box-weave

CATHAY SILK
basic silk duplication

MANDARIN SILK
luxurious toned silk

REGENCY
flocked silk stripe

COLONNADE
tailored wood planking

HAWAII
basic straw

TIKI GRASS
small-scale grass cloth

IMPERIAL GRASS
large-scale grass cloth

TRELLIS
classic cane reproduction

SAND STIPPLE
a fine scale texture

MOONSTONE
eroded stone

TERRAIN
unusual mock stone

TRAVERTINO
exciting travertine

SPANISH QUARRY
exotic Spanish travertine

ROMANZA
formal flocked damask

CLASSIC DADO
fine crushed leather

PARQUET CORK
multi toned geometric

KALEIDOSCOPE
large shimmering facets

CELEBRITY
marbleized foil

INTERPLAY
random-weave linen

AUTHENTIC WOODGRAINS
Diplomat Walnut
Prize Pecan
Royal Teak
Cherry

RANDOM PLANK WOODGRAINS
Planked Prize Pecan
Planked Royal Teak
Planked Cherry

SEND FOR YOUR genon SAMPLE BOOK.
Write today on your letterhead.
You'll find this compactly arranged collection
the handiest item in your working file.

All General Tire wall covering and coordinated vinyl upholstery fabrics are available from the National Fabric Center, 979 Third Avenue, New York, N.Y.
Immediate delivery is guaranteed.

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CONTRACT GROUP
D & D Bldg., 979 Third Ave., New York, N.Y. 10022

EMPIRE STATE CHAIR

For contract seating. Over 400 selected chair style models for every period and geographical decor. Also custom designing to your exact specifications.

"The specialist in public seating for over 40 years"

EMPIRE STATE CHAIR COMPANY, INC.

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Circle No. 113 on product card

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MISSISSIPPI—TENNESSEE:
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25861 Ivanhoe
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Austin Hansen Associates, Inc.*
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Atlanta, Ga.

ILLINOIS—INDIANA—
IOWA—WISCONSIN:
Specialized Contract Interiors*
11-122 Merchandise Mart

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Kershaw-Holbert Sales Agency
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Dallas, Texas

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St. Louis, Mo.
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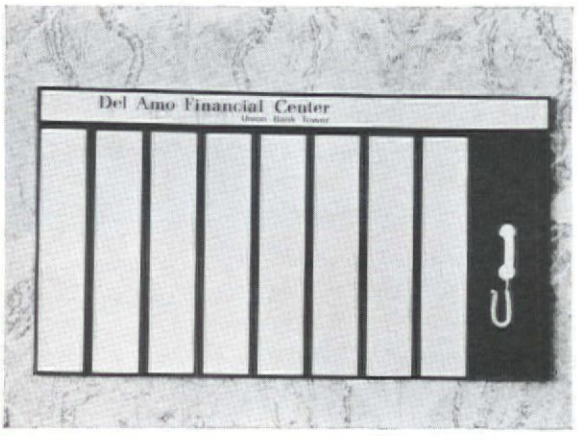
110 West Camelback Road

PRODUCTS & SERVICES

CONTINUED

Lobby directories with or without illumination

Vomar's Vocator Directory System neatly fits in the design scheme of contemporary architecture, yet has enough built-in flexibility to meet the needs of specific projects. The directory may be illuminated or not. The other styles in the line are geared for lobby

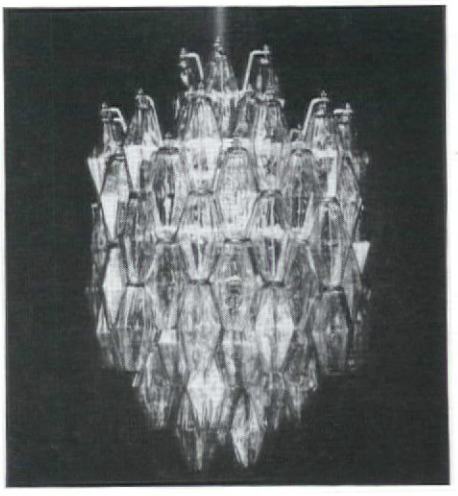


directories, floor directories, changeable or cork bulletin boards, as well as for larger interior and exterior directional and identification signing.

Circle No. 394 on product card facing P. 214

Polyhedron hang-ups

Poly B consists of an arrangement of polyhedrons to form a pendant light fixture. By Camer Glass, Inc.,



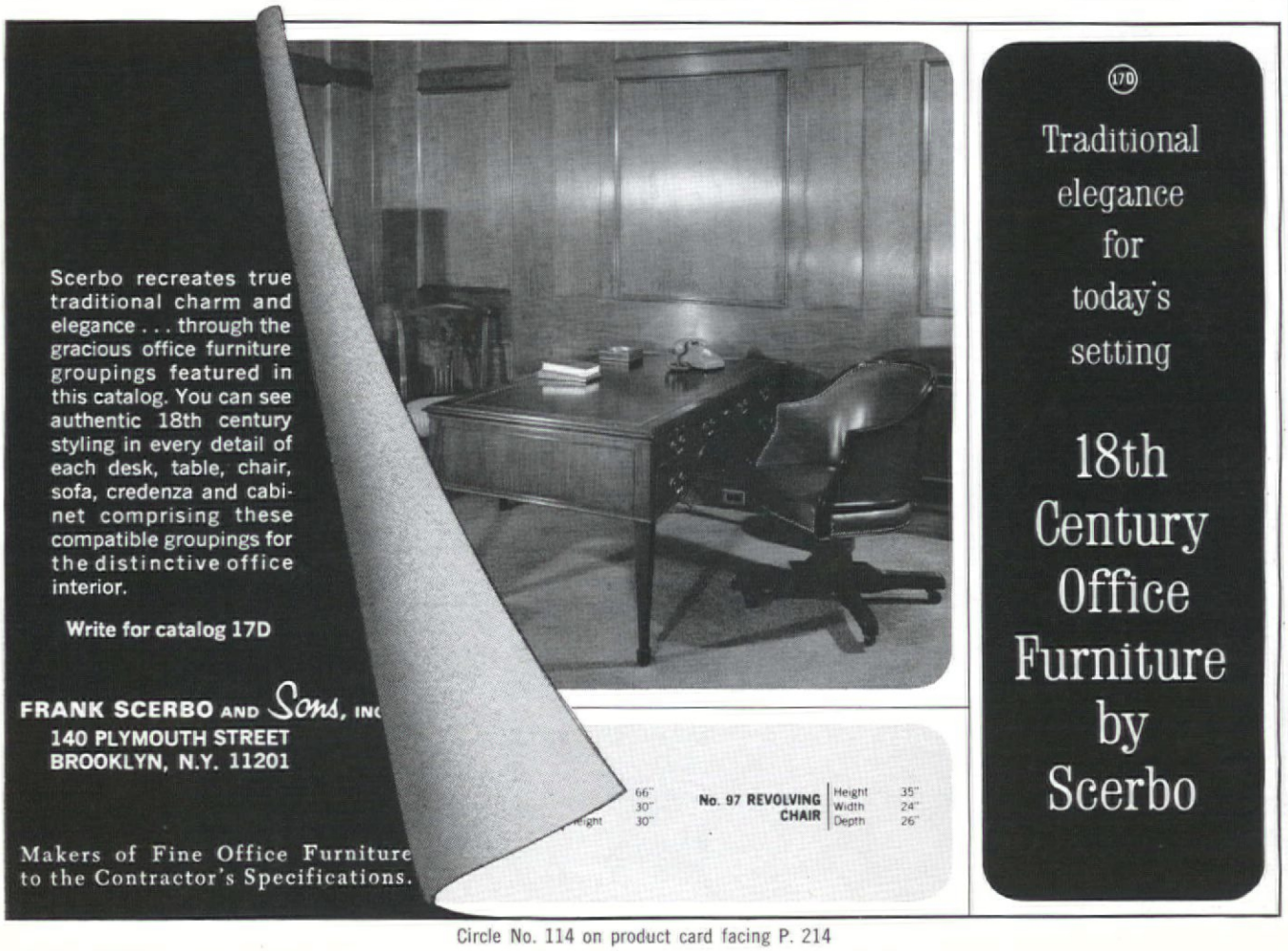
Poly B is available in opaline and amber, as well as crystal in diameters from 18 inches to 12 feet.

Circle No. 395 on product card facing P. 214

Vinyl edging is trimmed with aluminum

The new Cole York series of office furniture is constructed of heavy gauge steel, baked enamel finish, and vinyl edging trimmed with aluminum. There is a choice of decorator colors including Cole gray, desert sand, mist green, Sahara brown, or black; solid colors of brown or gray; grained finishes in green or tan.

Circle No. 396 on product card facing P. 214



Circle No. 114 on product card facing P. 214

Does a room have to be ugly to be practical?

Not anymore.

Not with B.F.Goodrich making contract furnishings that are attractive and comfortable as well as practical.

Like Koroseal vinyl wall coverings. They make drab, dull walls come to life with beautiful patterns, hundreds of warm colors.

Texfoam molded foam cushions make chairs comfortable. And Koroseal vinyl upholstery fabric gives them both durability and beauty.

Then take carpet. B.F.Goodrich carpet cushion makes it feel soft and luxurious. Adds years to carpet life. And because it's natural rubber, it won't mat down.

And what price a comfortable bed? As low as a Texfoam mattress that's firm and non-allergenic. And B.F.Goodrich pure latex foam pillows that don't pack down, lump or sag.

For more details, let our contract furnishing specialists fill you in. You'll find the beauty of our line is more than skin-deep. Write B.F.Goodrich Consumer Products, Akron, Ohio 44308.

B.F.Goodrich

PRODUCTS & SERVICES
CONTINUED

Leather and steel side chair

In a very handsome design where all components are reduced to their simplest forms, this lounge chair combines solid steel, polished chrome finish frame

with natural tan leather seat, back, and armrests. A new addition to the John Stuart Architective Furniture collection, the chair measures 24 inches in width, 24 inches in depth, with seat height of 16½ inches.

Circle No. 397 on product card facing P. 214

Deep-seated auditorium comfort

With just finger-tip effort, a large, properly sloped writing tablet swings up and locks into position. When not in use, the tablet folds in place level with the bottom of the seat. The tablet action is just one

feature of Heywood-Wakefield's TC 477 FTA auditorium seating. Each chair is affixed to a single, heavy-duty tubular steel column, and supports adapt to level and sloping floors, as well as risers. Seats come in a variety of types from formed, full-rubber cushion to individual coil springs. Backs are fabricated of die-formed steel, with long-wearing upholstery fabric covering polyurethane padding.

Circle No. 398 on product card facing P. 214

LOGO AREA RUGS

Typical of the handsome logo area rugs we are making for clubs, schools, banks, hotels, etc., is the one illustrated, a 10′ all-wool rug designed for the Bay Hill Club of Orlando, Fla., by Harold B. Cahn, AID, of Frederick, Md.

We will execute your own design or our studio will submit a design for your approval based on logo and color samples. Any size and shape in choice of three qualities. Quotations on request.

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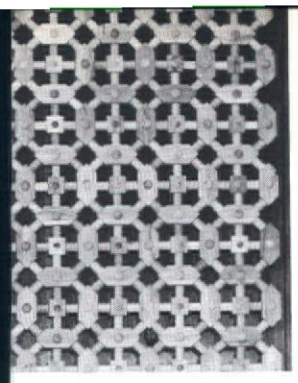
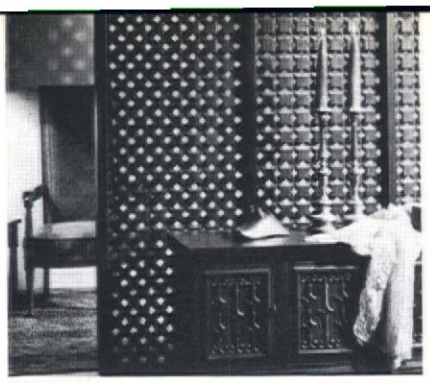
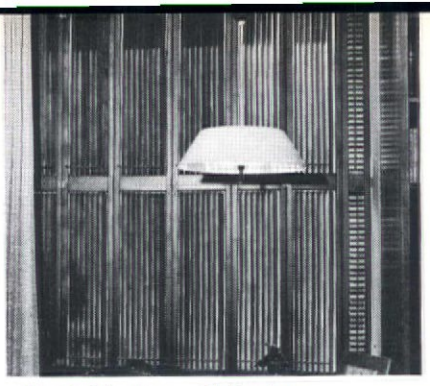


Khan Grille

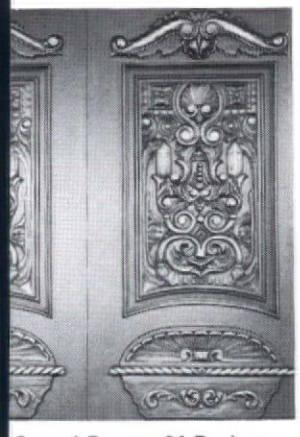


3 Dimensional Carved Wood—25 Designs



Vertical Louvers—24 Designs

Carved Paneling—56 Designs



Carved Doors—34 Designs

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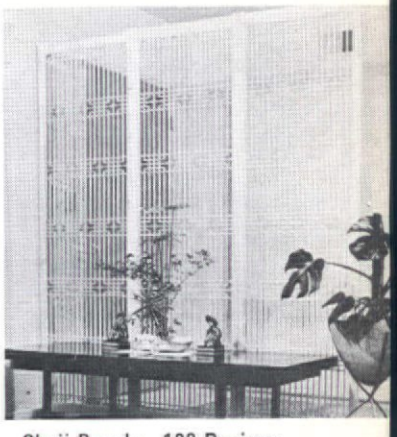
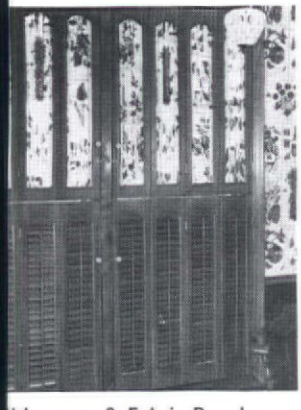
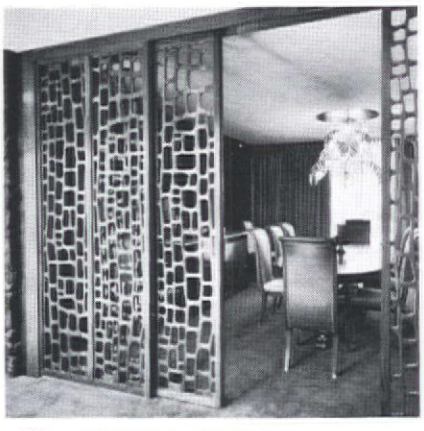
Wood Spindles—30 Designs



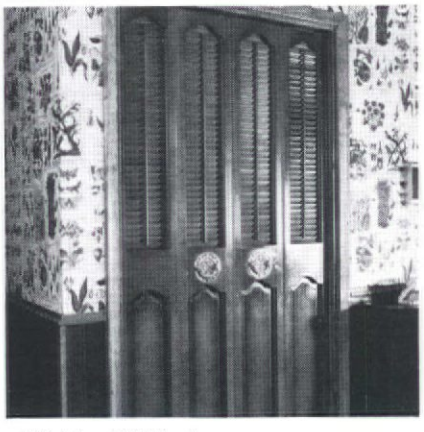
Shoji Panels—120 Designs



l Louvers & Fabric Panels—
Designs



Filigree Dividers—50 Designs



Bifolds—125 Designs

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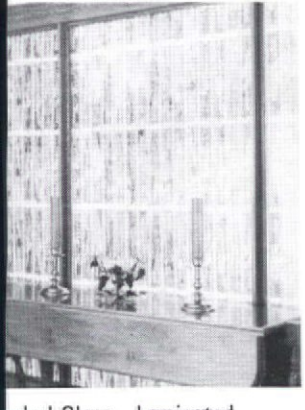

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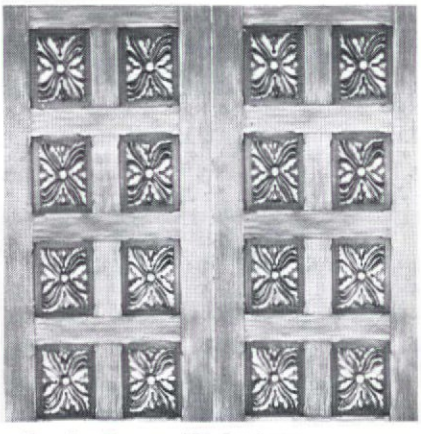

Exterior Doors—150 Designs

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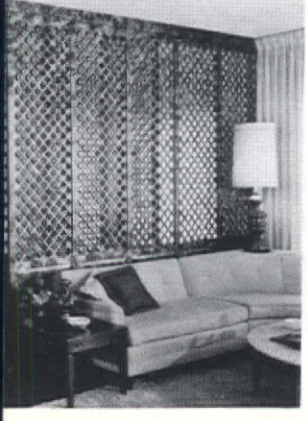

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Circle No. 117 on product card facing P. 214

Hunt Country Furniture -

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PRODUCTS & SERVICES

CONTINUED

United's Red Carpet suite at O'Hare

Domore lounge furniture contributes to the elegance and spacious comfort accorded special passengers at United Airlines Red Carpet suite at Chicago's O'Hare

airport. By interior designer Franz Wagner Associates, the lounges are color-schemed in deep red and white with gold textures and dark wood accents. The Domore lounge chairs in this area are in burgundy and avocado Naugahyde simulated-antique pattern.

Circle No. 399 on product card facing P. 214

THE TABLE THAT CAN'T BE HURT — Nothing damages the beauty of Johnson "Diamond Edge" Table Tops. Johnson's unique, resin-impregnated wood edge is compressed to a hardness unmatched in durability. They're just one of the many styles of Johnson Plastic Table Tops combining beauty and serviceability.

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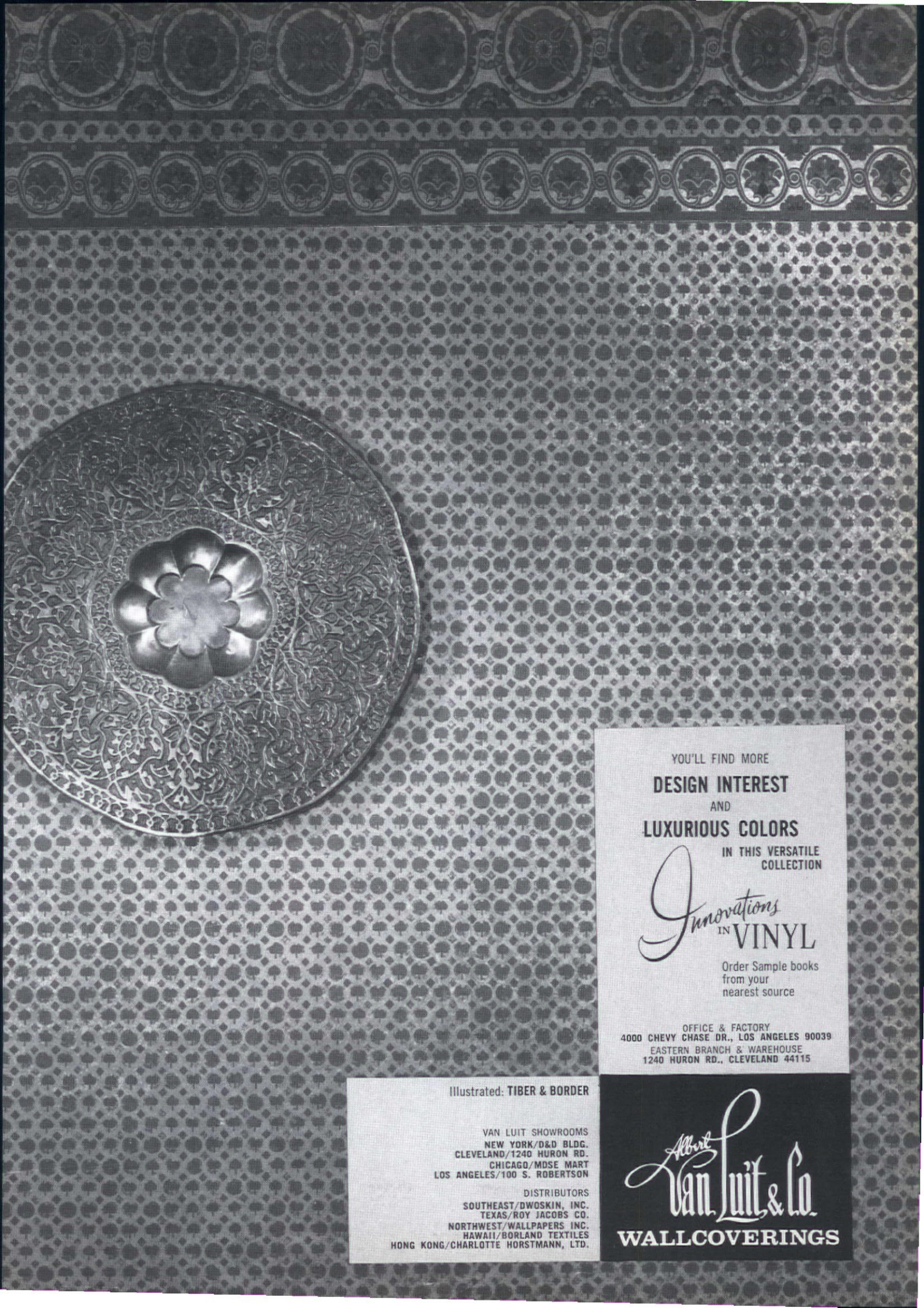

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WALLCOVERINGS

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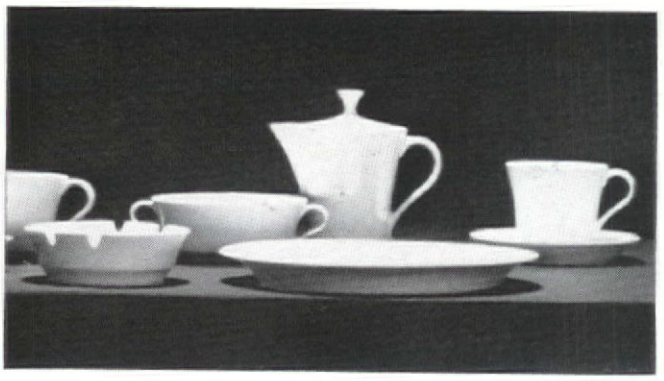

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PRODUCTS & SERVICES

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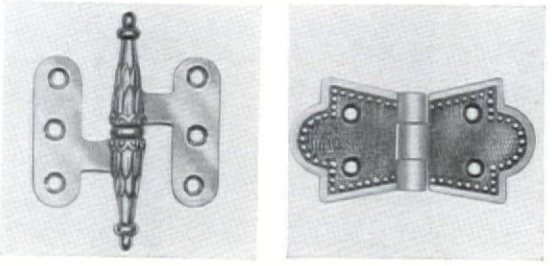
Brass hinges add style to period furniture

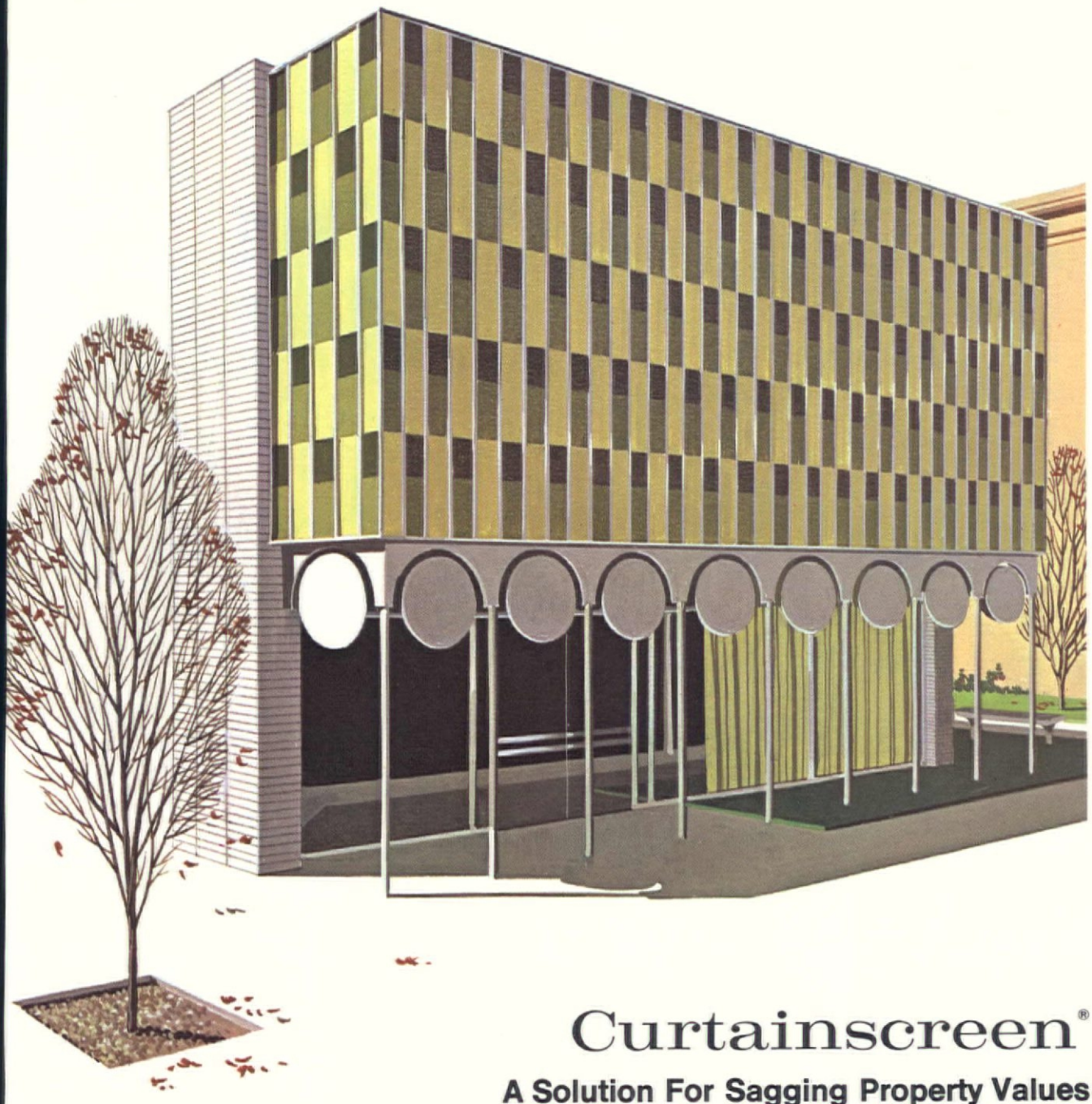
Lift-off brass hinge from Selby Furniture Hardware, No. 319 (left) blends with Italian, Spanish, or French Provincial furniture. Molded in brass, it comes in



polished brass or antique English finish. Sizes are 2¾ inches by 2 inches; 2¼ inches by 1⅞ inches; and 1⅝ inches by 1¼ inches. No. 335 fixed pin hinge (right) was designed for Spanish furniture. Surface is edged with beading and enclosured by a polished trim. Solid brass, it is available in polished brass or antique English finish. Sizes are 3 3/16 inches by 1½ inches, and 2¾ inches by 1¼ inches.

Circle No. 400 on product card facing P. 214

Circle No. 123 on product card facing P. 214



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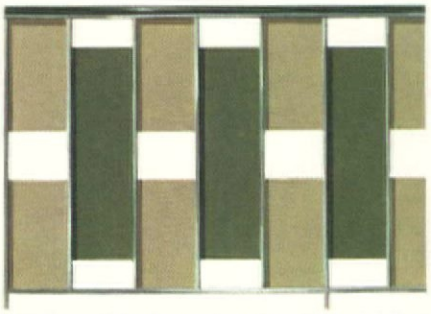
Write for bulletin 751, a colorful new idea book on typical **Curtainscreen** facings, facades, dividers, and railings; plus the timely booklet—"Remodeling For Urban Development."



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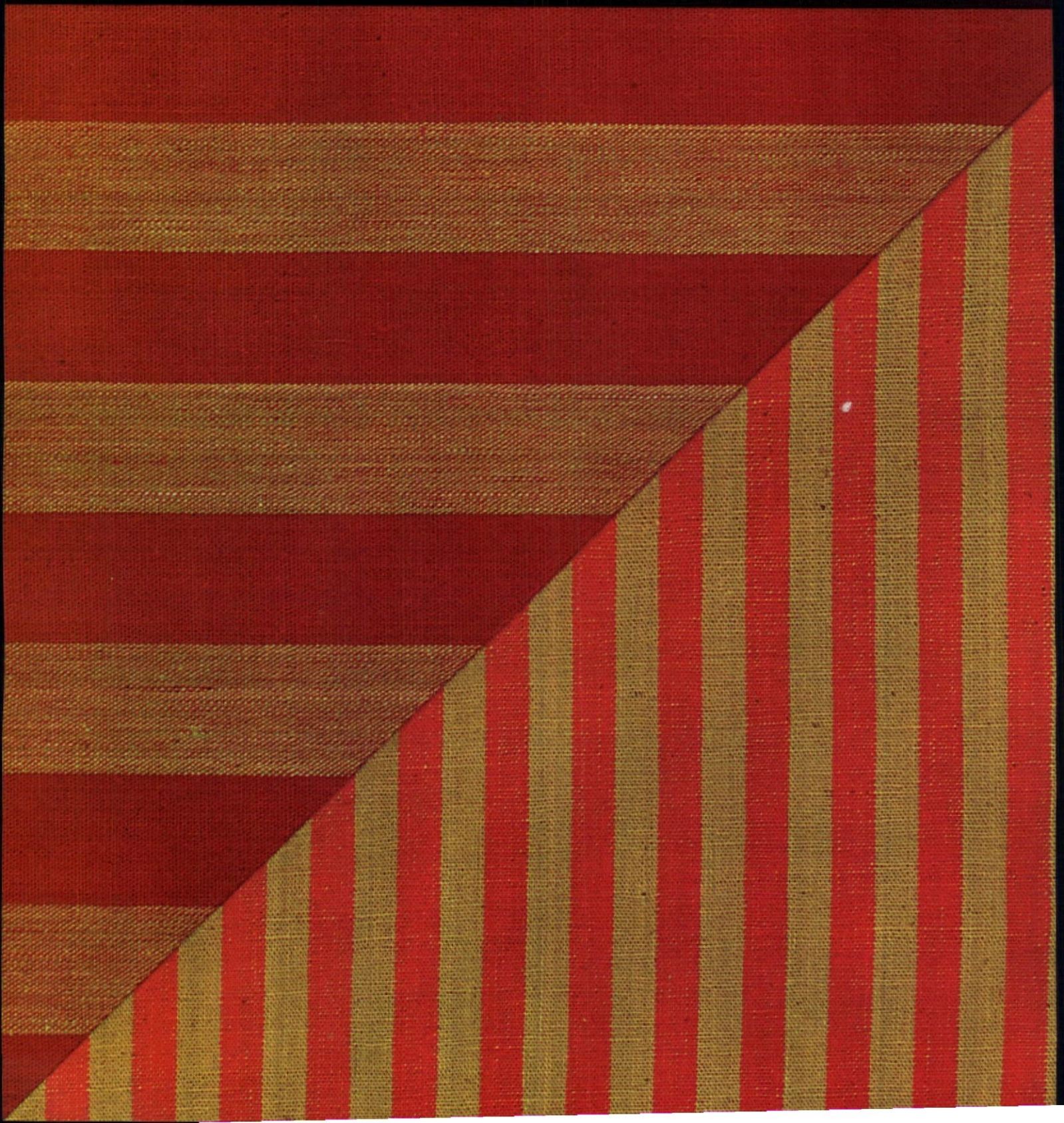
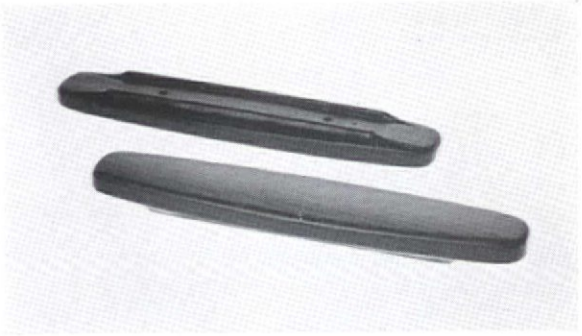


PRODUCTS & SERVICES
CONTINUED

Slim-line armrest

Spartan is Plastiglide's new leather-grain texture armrest designed to fit either one-inch square tubing or any one-inch flat fastening surface. For theater



seating, office and lounge chairs, the armrest is 11½-inches long and because of its symmetrical styling does not require left- and right-hand parts—the same unit can be used on either side.

Circle No. 401 on product card facing P. 214

Umbrella rain cover with built-in rod

New E-Z Reach umbrella rain cover has a built-in rod which allows it to be slipped over the top of tall umbrellas without the user climbing on chairs. A long zipper pull chain eases closure of the cover. A pull and tie cord at the base completely closes the cover. Available in several colors, Finkel Outdoor Products, the manufacturer, recommends the cover for use during winter storage. There are two sizes.

Circle No. 402 on product card facing P. 214

Videne paneling for office use

Videne wall paneling, manufactured by Goodyear Tire & Rubber, was fastened directly to an old block wall with a special adhesive capable of bridging gaps up to ⅜ inch. The Videne wall panels and matching architectural grade doors come in 11 woodgrain patterns

and 18 colors and require little or no maintenance. The paneling consists of a reverse-printed polyester film that is factory laminated to various substrates, leaving the plastic's thickness to protect the pattern.

Circle No. 403 on product card facing P. 214

series 190

190 JR Executive Rotary Chair. From a series of five new office seating designs.
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Circle No. 125 on product card facing P. 214

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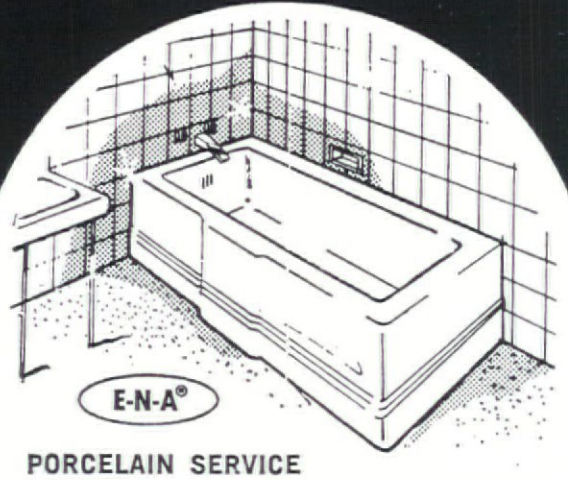

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use, seats and backs cannot chip or scratch and are able to withstand excessive abuse, with easy washability a minimum-maintenance feature. Legs and welded frame are heavy gauge, tubular steel, finished in chip-resistant baked enamel. Chairs are offered in four permanent, non-fade colors.

Circle No. 404 on product card facing P. 214

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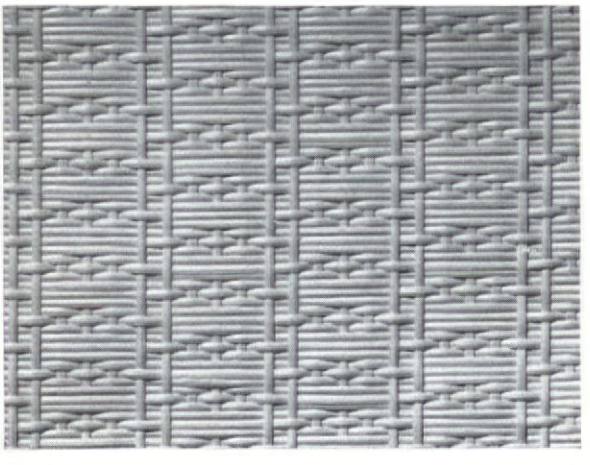

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Circle No. 126 on product card facing P. 214

Director's chair in black vinyl

This Hollywood-inspired side chair from Virtue of California has a gleaming mirror finish chrome-plated

metal frame with padded sling seat and back in deeply channeled textured black vinyl.

Circle No. 405 on product card facing P. 214

Contoured drafting stools

Stools and industrial chairs especially designed for drafting, industrial, or clerical uses comprise Griggs Ultima collection. Models within the line vary. There are plastic, upholstery, or wood seats and backs, all constructed of 16-gauge furniture steel with baked-on enamel finishes in a choice of colors. Chrome plated steel footrests are firmly attached to base supports. Upholstered models are tailored over 2-inch polyfoam. Models with durable, one-piece shell seats of plastic are available in 5 colors. All units are contoured for comfort and posture control.

Circle No. 406 on product card facing P. 214

Museum-inspired chair design

Five new designs comprise the Moresque chairs being added to Bianco's Mediterranean collection. Sculptured in bentwood with foam padded sling seats, the

new designs feature geometrical carving, intricate turnings, rosettes, and floral carvings. The chair shown is one of the five new designs. Matching side chairs are available.

Circle No. 407 on product card facing P. 214

Circle No. 127 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Floral patterned carpet for Penn Plaza Club

Hardwick Carpets provided this custom contract carpeting for the Penn Plaza Club in New York's new Madison Square Garden. The Club interior, designed

by Bramlett Corp., features 550 square yards of the all-wool, contract-grade carpeting. Its regal floral pattern is rendered in tones of teale blue and sand beige, providing the basis for the teale and teakwood color key of the Club's total interior.

Circle No. 408 on product card facing P. 214

One-Fold table and stools

Hamilton Mfg. Co.'s newest mobile folding table, with stools attached, affords the school cafeteria to change into a dual-purpose room with a minimum of furniture moving. When the table is folded, it stands upright on its roller-based legs. Since the stools are attached, there are no loose chairs to drag out of the room and then stored individually. The unit clears any standard single door opening to speed the conversion of the room for other functions. Stools are

supported on a rugged unitized frame and are mar, stain, and fire resistant. Concealed compression springs hold the table in a semi-open position for easy floor cleaning without leg interference.

Circle No. 409 on product card facing P. 214

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Circle No. 130 on product card

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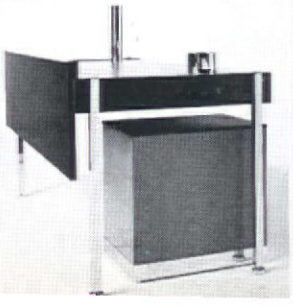

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PRODUCTS & SERVICES

CONTINUED

Chair has a choice of tailoring

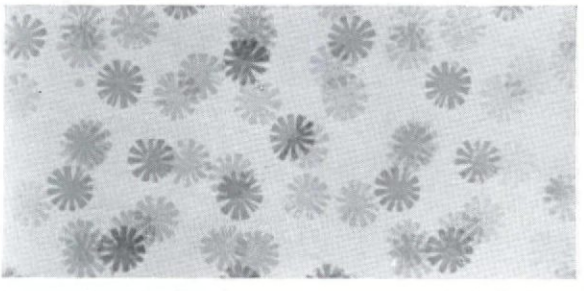
Dependable Furniture Co. has a new chair, DC 1021, that is light in scale and suitable for a va-

riety of contract uses. Variations of tailoring as well as a large choice of stock fabrics are available. All wood frames are walnut.

Circle No. 410 on product card facing P. 214

Decorator designs for plastic laminates

Laminates have come out in a new look and the Ralph Wilson Plastic Co. is producing sheets in deco-

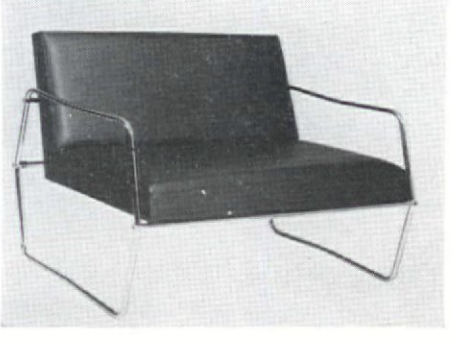


rator designs and colors. The Wilson-Art design illustrated is the new Daisy contemporary floral pattern produced in four colors.

Circle No. 411 on product card facing P. 214

Slim lines, full backs on Curtis chairs

Lightness of scale is achieved by a combination of slim lines and round tube bases. From Curtis Products Ltd., this contemporary reception and lounge



chair comes in three models: single, two, three seaters. Each has full back, generous seat width, hardwood seat frame, Pirelli webbing, polyfoam padding.

Circle No. 412 on product card facing P. 214

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The man is John Philip Sousa
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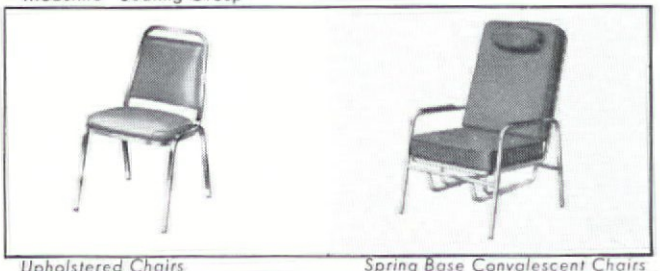
"Moduline" Seating Group



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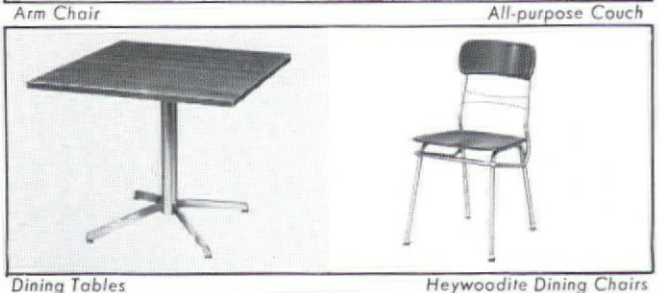
Fiberglass Institutional Chairs/Rockers | Fiberglass Stack and Gang Chairs

Arm Chair | All-purpose Couch



Dining Tables | Heywoodite Dining Chairs

Unbreakable, unchippable, unrustable, unbeatable. Unmistakably Lloyd of Menominee.

Lloyd has just about everything for business or institutional metal seating. Stack chairs. Armchairs. Gang chairs. Dining chairs. Rockers. Convalescent chairs. Plus tables, to coordinate. Backed by Lloyd's century-and-a-half reputation for the highest standards in comfortable, durable construction and good design.

Lloyd

Lloyd Manufacturing Company, Menominee, Michigan.
nationally known—established 1826
A division of Heywood-Wakefield

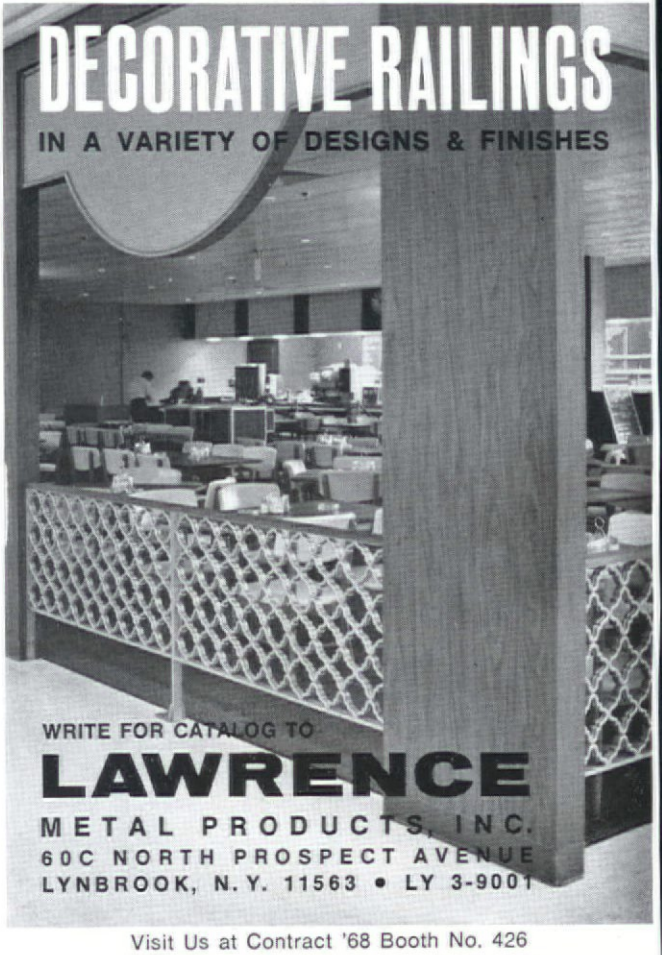
Circle No. 134 on product card facing P. 214

Powder room elegance

This elegant powder room incorporates washable flocked wallpaper in a damask pattern, with coordinated fabric, a Louis XVI-inspired double sink with marble top, scroll design wash basins, crystal and

24-carat goldplate faucet sets, recessed glass and toothbrush holders, and custom cabinets. Recessed medicine cabinets are lighted by crystal-beaded oval lights. The design and fixtures are by Sherle Wagner.

Circle No. 413 on product card facing P. 214



Visit Us at Contract '68 Booth No. 426

Circle No. 135 on porduct card facing P. 214

CARPET ON THE CEILING?

Tunnel connecting two areas of Western Savings Financial Center, Phoenix, Arizona —

Why not?

Especially if it's SEAMLOC • LOMA-LOOM carpeting of PURE WOOL PILE!

SEAMLOC • LOMA-LOOM's Golftrend quality, which was specified for the entire bank, gives unlimited flexibility for unusual, decorative effects. This connecting tunnel is fully carpeted—floors, walls *and* ceiling! As an added distinction, *this carpet bears the wool mark label*—the mark of the world's best . . . pure wool pile.

You can bank on SEAMLOC • LOMA-LOOM, too. Specifically constructed and designed for institutional and industrial use, it's the *original carpet with the built-in sponge rubber cushion*. Permanently vulcanized to 3/16" sponge rubber cushion: noise is absorbed, life of carpet prolonged, maintenance simplified—costs reduced!

Installation is easy, over any type floor . . . ideal 4'6" width suits any shaped area with a minimum of waste. A wide range of colors, qualities and constructions help you achieve a custom look for the most economical to the most luxurious installation. Carpet on the ceiling? It's great, anywhere!

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

SEAMLOC • LOMA-LOOM CARPET CO.
101 Park Avenue, New York, N.Y. 10017 • (212) MU 3-6321
Mills: Sanford, Maine

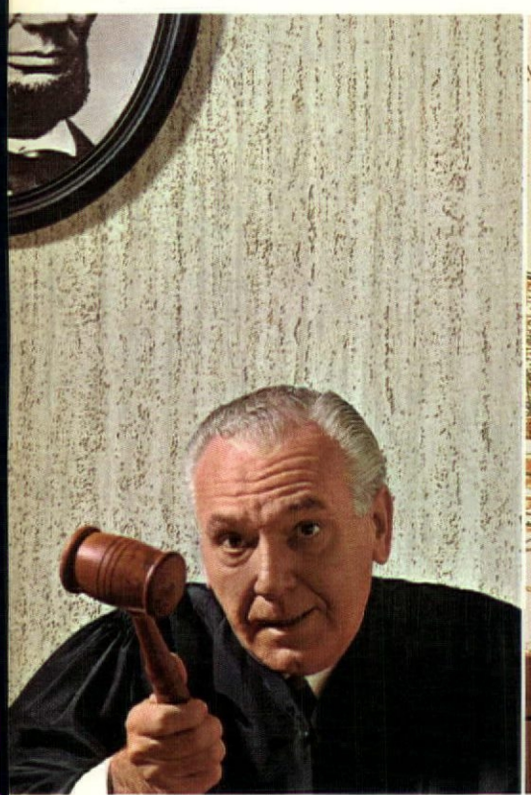
Circle No. 136 on product card facing P. 214

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

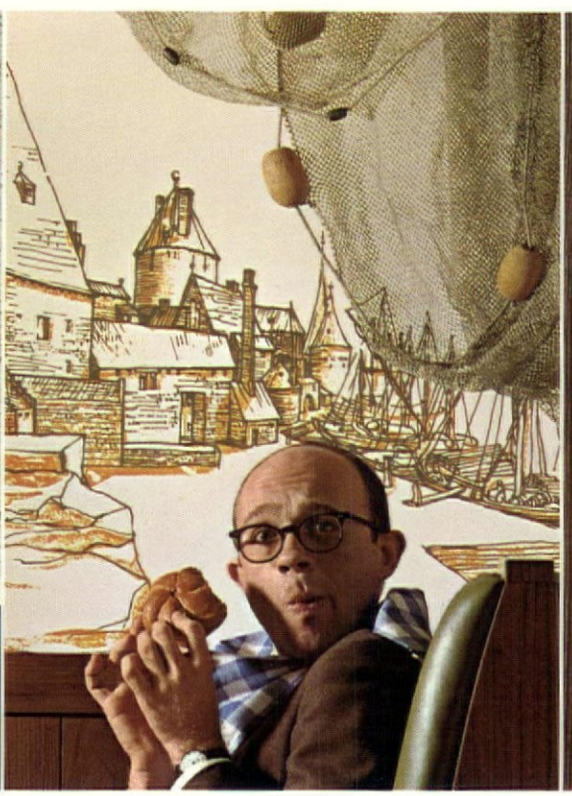
New Rosewood does wonders for a corporate image by capturing all the rich grain and color of hand-rubbed natural wood. Only difference: Marlite stays like new, Annual Report after Annual Report.

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.



New Lombardy Travertine has been accused of looking like costly Italian limestone. That's the idea exactly. So if your customer wants magnificent walls without paying a heavy penalty, make a case for this Marlite paneling.



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.)

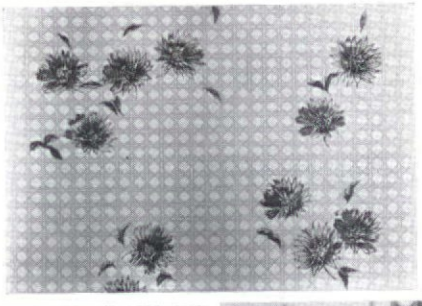
New Textured Oak gives you everything the real wood has except acorns. Authentic texture. Distinctive grain. Plus a rugged plastic finish that resists heat, moisture, stains and dents. A great background for any business.

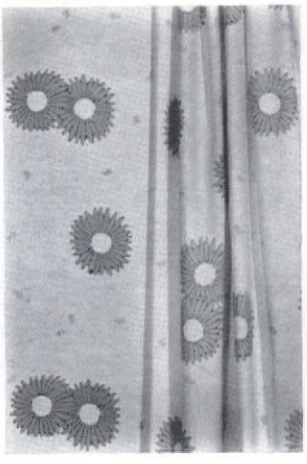
See Marlite's new line of prefinished hardboard paneling (including new Fire-Test Panels) in Sweet's File or write Marlite Division of Masonite Corporation, Dept. 570, Dover, Ohio.

Marlite®

Wall flowers with power

The collection is aptly called Flower Power, and each of the designs takes a favorite posy and treats it in a fresh manner. By Classic Wallcoverings Connoisseur, Inc., the collection is available in paper and vinyl, with coordinated fabrics for four of the group. Windflower On Cane, the only design without coordinated fabric, is a delicately drawn floral set



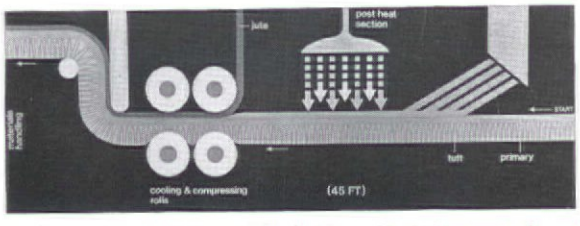


against a cane ground. Wild Flower is a bold, free, and splashy design with strong color accents, the design repeated on 100 percent dacron and 100 percent cotton fabrics. Debs has large-scale flowers geometrically drawn in almost perfect circles.

Circle No. 414 on product card facing P. 214

Bonded backing for tufted carpets

A new carpet lamination process is said to eliminate carpet fuzzing while providing better color resolution and greater stability. The new technique combines the three fiber components (face yarn, primary and



secondary backings) with hot melt polymers to produce a structure within which all elements are inseparable. The process was developed by Stein, Hall & Co. and is called Hallmark Bonded Backing process. The process is now in operation at Revere Finishers.

Circle No. 415 on product card facing P. 214

Couch Classic.

7010. Couch Classic. Tufted grade 2 Naugahyde® and foam rubber on ¾" plywood frame reinforced with fiberglass. Triple chrome plated steel base. Length: 72"; height: 30"; overall depth: 31"; seat depth: 20"; back height: 18". Price: less than $300.

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

Companion pieces include side chair, swivel tilt, ottoman, bar stool, corner lounge and an array of double, triple and divided lounges.

Each of Jansko's 150 table and seating adaptations merits your further investigation. Send for our complimentary color brochure.

jansko

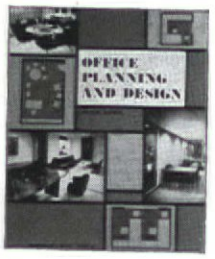
Write David C. Jackson, President
Jansko, Inc. • P.O. Box 1756
Fort Lauderdale, Florida 33302

Visit us in space 425, CONTRACT '68, New York Coliseum, June 4, 5, 6.

Circle No. 138 on product card facing P. 214

Circle No. 137 on product card

Circle No. 139 on product card facing P. 214



JUST PUBLISHED!

Office Planning and Design.
By Michael Saphier.

Written by the Chairman of the Board of Saphier, Lerner, S hindler, Inc., this book is the first authoritative guide to the science of office planning, specifying, and furnishing. Explores in detail the techniques that have evolv d over the past 20 years—esthetic goals; best methods of working within budgets; fee structures; specifications and standards; "do's and don'ts" checklists. PLUS, an indispensable chapter on how to organize and run a successful office planning firm. Includes a large number of detailed drawings and photos. $14.50; illus.; 256 pp.

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Please send me ..... copies of Office Planning & Design. My check, including 50¢ postage charge per book, is enclosed.

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PRODUCTS & SERVICES

CONTINUED

Colorful, contemporary handrail components

A wide range of expression is possible with the variety of stock handrailing components available in Julius Blum's Colorail system. The system consists of plastic clad aluminum posts, plastic handrail moldings, aluminum handrail support sections, and specially designed brackets for wall, floor, or fascia mounting. Posts come in three sizes in five color choices. Ex-

truded from polyvinyl chloride plastic, handrail moldings come in 10 cross sectional shapes, in ten colors. Posts and railing support sections are extruded from aluminum alloy for added strength.

Circle No. 416 on product card facing P. 214

THE *Manor* SERIES

Designed for the most descriminate perfectionist

by Gasser

Comfort Zone®

Fine Contract Seating

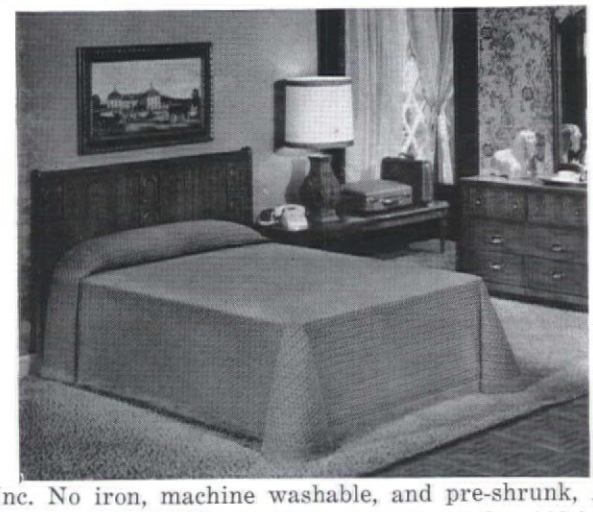
Brochure Available

THE *Gasser* CHAIR CO., INC. ... 4136 LOGANWAY, YOUNGSTOWN, OHIO 44505

Circle No. 140 on product card facing P. 214

New bedspread designs for hotels/motels

Allegro, a wicker work pattern, is one in a new line of First Family cotton woven bedspreads designed specifically for the hotel/motel market by Cone Mills,



Inc. No iron, machine washable, and pre-shrunk, Allegro comes in 79 by 110-inch and 94 by 110-inch sizes in a variety of colors. This initial line includes three vat-dyed woven bedspreads using both shag and welted borders, and seven woven patterns using vat-dyed warps and direct-over dyes.

Circle No. 417 on product card facing P. 214

Product information rushed to you via computer. Use free reader service card facing page 214.

Non-woven fabrics

A number of different types of non-woven fabrics are produced by Kendall Co., some plain with a felt-like appearance, some with a slightly textured or decorative effect. Among them is Webril M series, utilizing a thermoplastic fiber as the binder. Fibers used, singly or in combination, are cotton, orlon, rayon, polypropylene, polyester, dynel, nylon acetate. All of the non-woven fabrics combine strength, softness.

Circle No. 418 on product card facing P. 214

Based on a swivel and tilt action

The Big-M swivel-tilt mechanism for office chairs has simple styling and ease of operation. By Middletown Mfg. Div. of Lear Siegler, the unit is compact enough to permit broad use without infringing upon product styling and is engineered for positive action under strenuous use. Its versatility allows it to be used with all sizes and styles of Big-M pedestal.

Circle No. 419 on product card facing P. 214

TUFTING CONTRACT
A+Plus Value

ET A + VALUE
CONTRACT
UFTING FROM

Porter
CARPETS

We specialize in commercial and industrial carpeting **only.**

Finest tufted contract carpets available

Our 1/10" gauge construction utilizes maximum size, 3-ply commercial quality yarn—without sacrificing density

We engineer and execute fabrics for special problem areas requiring unique solutions

A professional engineer supervises all major installations

Delivery 4 to 6 weeks. Samples on request

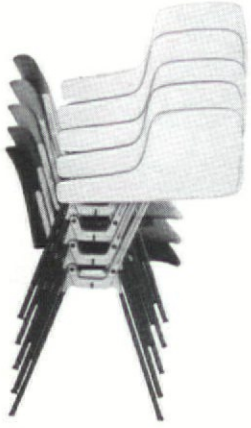
Porter Carpets' specifications preferred coast to coast. Examples below.

- *Above: King of Prussia Shopping Center, King of Prussia, Pennsylvania*
- *Dayton National Bank Dayton, Ohio*
- *Rosary Hills College Buffalo, New York*
- *Retail Credit Union Building Atlanta, Georgia*
- *Bell Telephone Company Building St. Louis, Missouri*
- *Hoag Memorial Hospital Los Angeles, California*
- *Caribe Hilton Hotel Puerto Rico*
- *Owens Corning Glass Building Tampa, Florida*
- *Mexicana Airlines Building Mexico City, Mexico*
- *The Times Newspaper Building Los Angeles, California*

ALLIED CHEMICAL ENGINEERED

...quiries receive immediate attention. P. O. Box 333, Cartersville, Georgia • A Division of Tifton Rug Mills

Style 106 stack chair . . . the ultimate in beauty, comfort and durability.



Acclaimed as one of the most unique designs produced by CASTELLI, this stacking chair offers tremendous flexibility. Arms or tablet writing arms can be added at any time and still maintain stackability.

Features a protective finish over French Walnut or Rosewood to maintain everlasting beauty . . . or exclusive vinyl or fabric upholstery over cushioned foam. Large contour, comfort-shaped backs and seats are completely upholstered—top and bottom! Ganging clamps available. Write for complete brochure.

. . . just one of FIMA's many fine designs of furnishings for commercial and institutional interiors.

fima international ltd., dept. 58c

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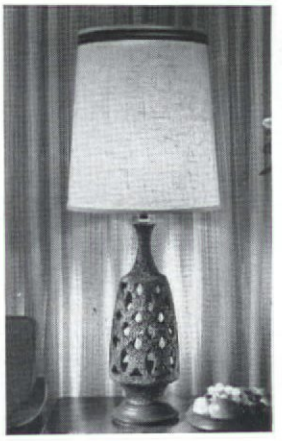
Circle No. 142 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Lamp designs by Phil-Mar

Two new lamps by Phil-Mar Corp. are Nordic (left), in modern styling, and Intaglio (right), with an open sculptured motif. The simplified form of Nordic is heightened with a velvety matte glaze in choice of



white, black, cantaloupe, or olive. The base sits on a hand rubbed walnut mounting. Height, to top of the imported Dublin linen shade, is 36½ inches. Intaglio's sculptured base in Carioca fissured texture comes in olive, blue/green, or orange glaze. With a deep drum shade of imported crash linen, measures 46 inches.

Circle No. 420 on product card facing P. 214

Lawn & Living Room Inc.

CUSTOM CONTRACT LAMPS, STATUARY, & FOUNTAINS

Lightweight cast stone #960 Golden Fleece Fountain. Finishes: Patina, Black Copper, Antique White, Antique Gold, Black-Green

Oriental — Provincial — Contemporary

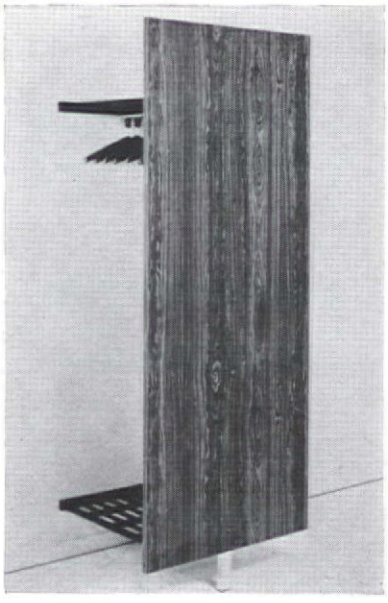
1380 Bedford Av., Brooklyn, N. Y.

212-MA 2-4600 11216

Circle No. 143 on product card facing P. 214

Semi-concealed wardrobe

No need for closets, yet a place for coats that is neat and attractive—it is accomplished with Vogel-Peterson's WA-800 concealed wardrobe. Behind a high-



pressure laminate panel of teak, walnut, or rosewood, there's storage for eight coats and hats. Hanger rail prevents crowding so that garments hang straight. Overall height is 78 inches, the unit extends 26½ inches from the wall and the front panel, is 30 inches wide, which can be mirrored.

Circle No. 421 on product card facing P. 214

COAST TO COAST . . .

they're putting us on!

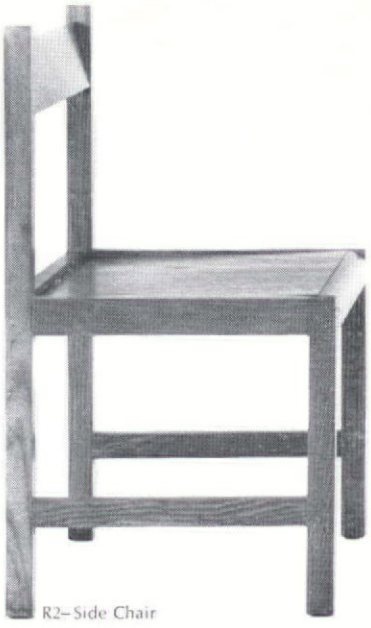
32 sq. feet of CAVROK® *goes up in minutes inside or out*

Now . . . all the color, texture and feel of brick, stone or wood realistically reproduced through the miracle of modern chemistry. Big 4 x 8 sheets of Cavrok go up quickly and easily with hammer and nails or Cavbond construction adhesive. Use Cavrok on new or existing walls and partitions—inside or out.
Available at better building supply firms—coast to coast . . .

CAVROK®

Sales: 55 High St., Hartford, Conn. Factory: Rockville, Conn.

Circle No. 144 on product card facing P. 214



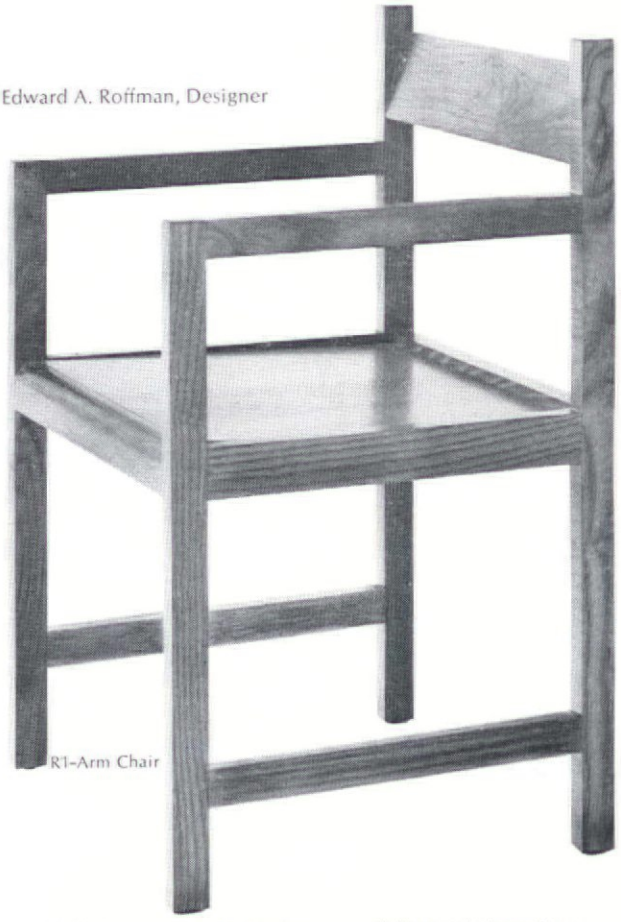
R2–Side Chair

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, The Ice House, 1150 Sansome Street, San Francisco, Calif.; 8900 Melrose Avenue, Los Angeles, Calif. 90069 • Gonzalez Padin Company, Box 2312, San Juan, Puerto Rico 00903; Designs, Inc., 66 Condado Avenue, Santurce, Puerto Rico 00907. Catalog on request.

EDWARD AXEL ROFFMAN ASSOCIATES, INC.

Edward A. Roffman, Designer



R1–Arm Chair

R3–Arm Chair and R4–Side Chair are available as upholstered seats

Circle No. 145 on product card facing P. 214

REAL LEATHER WALLS
are now
PRACTICABLE AND ECONOMICAL

Photo Courtesy of Directional Furniture

Vikon leather-covered aluminum tile is an entirely new decorating material. It is both economical to buy and easy to install.

The leather is beautiful . . . glove soft, superior upholstery leather, magnificently finished. It is available in six decorator-oriented colors: tangerine, gold dust, pine green, tortoise shell, cranberry and saddle tan. Other colors, as well as black, can be produced at slight extra cost for any order in excess of 50 square feet.

The tiles, available in a variety of sizes, are impeccably designed and produced. No grouting of any kind is needed to obtain flawless coverage. Tiles can be supplied with preapplied adhesive tabs or with aerosol-packaged mastic for application at time of installation. In either case, the bond is permanent and not affected by moisture or heat up to 300°F. Installation is so simple that no special skills are required.

Vikon's exclusive leather wall tile may be applied to almost any wall surface, for remodelling or for redecoration. Though permanent, it is purely decorative and its extraordinary light weight will impose no strain on the structure.

We will be delighted to send you more detailed information, prices and samples. Write us on your letterhead.

VIKON TILE CORPORATION
Washington, New Jersey 07882

Circle No. 146 on product card facing P. 214

PRODUCTS & SERVICES
CONTINUED

New looks in wallcloths

The entire Feminique collection of wallcoverings by United Wallpaper Co. is trimmed, prepasted, scrubbable, and strippable. But here the similarities end

no, we don't manufacture everything we sell

One much misused statement you won't hear from us is "We manufacture everything ourselves." It's supposed to guarantee the best price, the best service, the highest quality — it rarely does.

What we offer is: a thorough knowledge of glass (3 generations' worth)—what can be done with it, what is not possible or impractical; experience — which comes from being in constant touch with every major (and a few minor) factories in Murano, knowing what each one does best, which has the best prices and most reliable deliveries. Also we offer service — we assemble and wire every fixture in New York, using U.L. listed materials and providing installation supervision whenever required.

No, we don't manufacture everything we sell, but, if we did, we probably could not offer you the wide variety, competitive prices and high quality for which we are known.

LIGHTING FIXTURES FOR RESIDENTIAL AND CONTRACT USE — OF HAND BLOWN GLASS — CHANDELIERS, POLYHEDRONS, GLOBES.

camer glass inc.
D & D BUILDING 15th Floor
979 Third Avenue New York, N.Y. 10022

Circle No. 147 on product card facing P. 214

and each of the vinyl wallcloths takes on its own distinctive design quality. There are flocks, wet looks, wood grains, florals, animal skins, op arts—and each graphic motif is different. Four of them are illustrated: Flower Power; Audubon, in a shimmering wet look; Groovy, a series of circles that spin; Hypothesis, a strong geometric pattern.

Circle No. 422 on product card facing P. 214

G-P paneling in Scotland office

Wood paneling imported from the United States lines the walls of the directors' dining room at Weir Housing Corp., a large building firm in Scotland. The paneling is real elm wood with a 16-inch plank effect developed by Georgia-Pacific Corp. Walnut

paneling with an inlaid feature strip of pecan every 16 inches was used in the boardroom at Weir.

Circle No. 423 on product card facing P. 214

REGENCY

3 PLY IRONCLAD

"TUFSKIN"

The Ultimate in Beauty and Craftsmanship

A vinyl fabric of unmatched quality and durability . . . **"TUFSKIN"** is especially designed and constructed for extra heavy duty wear . . . exceptionally suited for . . .

- Upholstered Furniture and Chairs
- Beauty and Barber Chairs
- Institutional Furniture
- Hotel, Motel, Bar and
- Restaurant Seating Equipment

When better products are made
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Circle No. 148 on product card facing P. 214

designs by john yellen

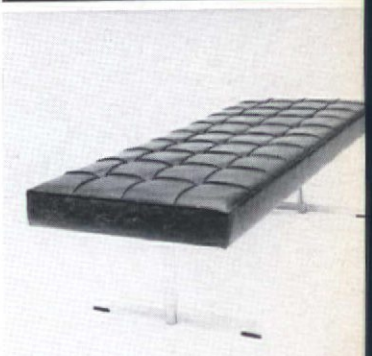
LIST $133 4632

LIST $95 BX-

LIST $240 6603

iv

VERSATILE SEATING AND INTERIOR FURNISHINGS IN A VARIETY OF FUNCTIONS, FORMS AND MATERIALS MAY BE SEEN IN OUR CATALOGUE AND ILLUSTRATED PRICE LIST OR AT ONE OF THE FOLLOWING I. V. CHAIR CORPORATION SHOWROOMS: IN NEW YORK AT 969 3rd AVE.; IN CHICAGO AT 325 NORTH WELLS ST.; IN SAN FRANCISCO AT 430 PACIFIC AVE.; IN LOS ANGELES 8900 MELROSE AVE.; IN BOSTON AT 90 CANAL ST.; IN SEATTLE AT 1658 EAST OLIVE WAY; IN PITTSBURGH AT 719 LIBERTY AVE.



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LIST $131 4833

LIST $298 858

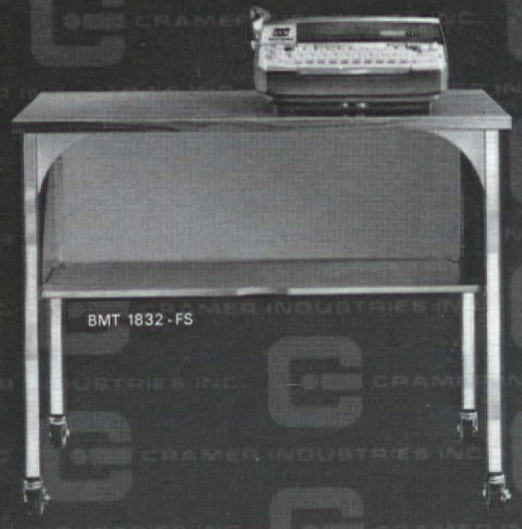
LIST $251 8090B

LIST $345 4900CTC

Circle No. 149 on product card facing P. 214

indispensable

This handsome, indispensable Everything Table can be most anything. Roving calculator stand, "portable" typewriter stand, mini-desk, coffee table. Chromed legs and walnut grained laminated top, 18x32, make it stylish and clean. Casters lock. Storage shelf folds up. Optional stationery rack available. Literature: Cramer Industries Inc., 625 Adams Street, Kansas City, Kansas 66105.



CRAMER INDUSTRIES INC.

A Subsidiary of USM Oil Co.

Cramer—The leader in style and quality

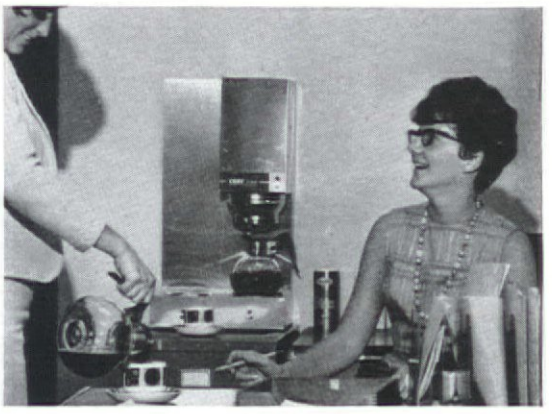
Circle No. 152 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Coffee service plan

Offices with three employees or 3,000 can be supplied with limitless quantities of coffee all day long from automatic brewing equipment that occupies a bare minimum of space at no cost for equipment. Costing only 5¢ per cup (3¢ per cup for large users)



for only the coffee that is used, the automatic brewers can be located conveniently on a desk top or at other convenient spots throughout an office area or plant. The Cory Coffee Service Plan provides installation maintenance service at no cost to the user, providing fresh coffee around the clock and on weekends. A variety of optional plans are also available.

Circle No. 424 on product card facing P. 214

Elements of three styles combined

Malta Georgian, by Hoosier Desk Co., is a new line of executive office furniture combining Georgian lines, Mediterranean-styled hardware and a dark Mission Oak finish. The line includes a complete range of sizes in executive and conference desks, credenzas, case pieces and other accessories.

Circle No. 425 on product card facing P. 214

Chrome and vinyl combine on Moore chair

Highly polished chrome on this steel chair frame has a "see-into" finish. The chair, part of a collec-

tion designed by H. Thomas Keller for Sam Moore Furniture Industries, has vinyl-covered foam cushions. The welted cushions are tailor-tufted.

Circle No. 426 on product card facing P. 214

Circle No. 150 on product card

Bassick Ball Casters turn a heavy piece of furniture into a lightweight. And they don't take a thing away from the most sophisticated designs.

Matter of fact, they *add* something.

Beauty. Polished and satin brass or chrome.

Statuary bronze. English antique. A finish to match any style of furniture. All electro-plated. All die-cast. All made to last the lifetime of the furniture.

So pity the poor housewife.

Bassick does.

I used to be a 97 lb. weakling.

Bassick

THE BASSICK COMPANY, BRIDGEPORT, CONNECTICUT 06602 • DIVISION OF STEWART-WARNER CORPORATION

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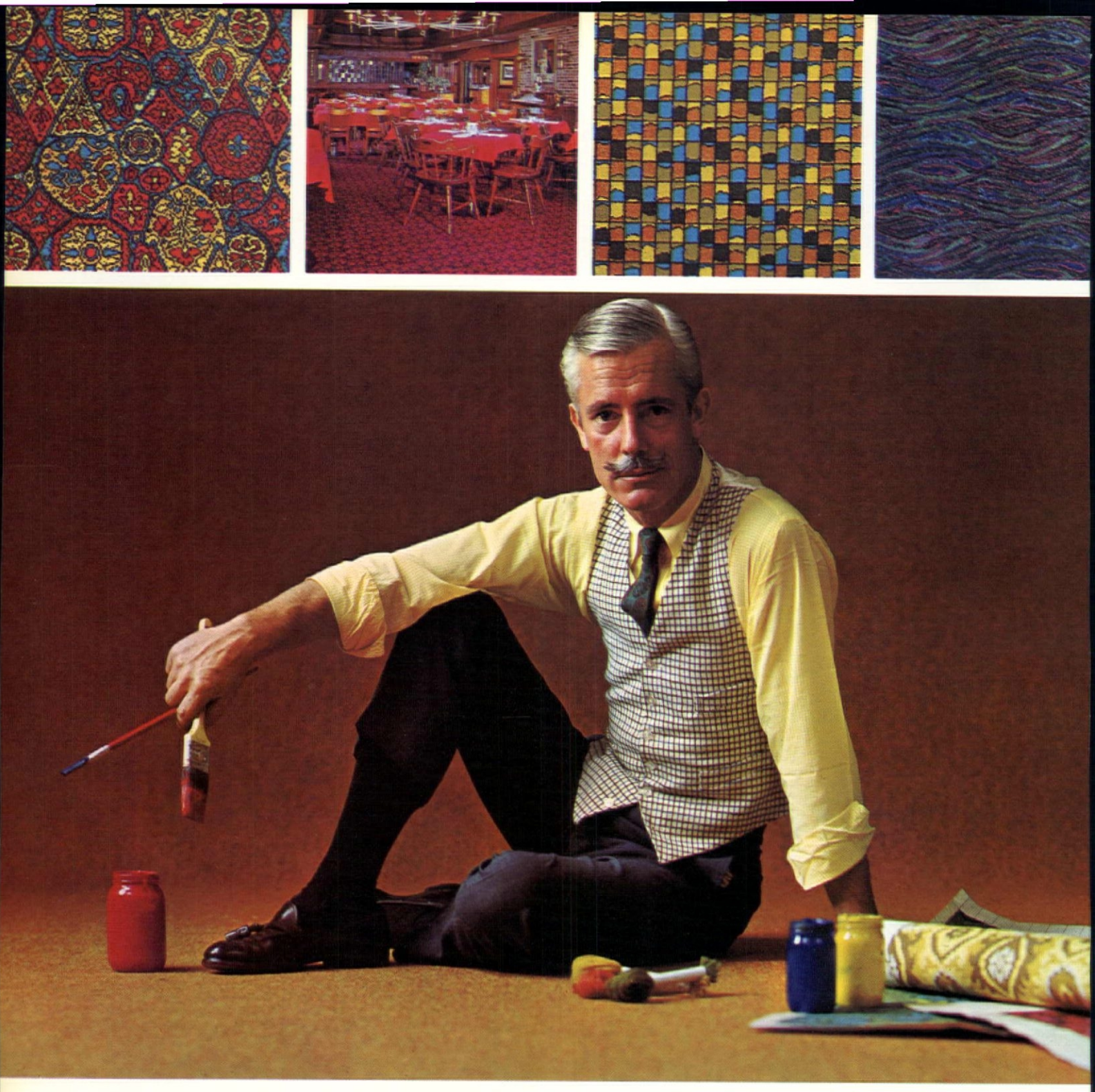
MOVE IT BEST WITH BASSICK



how much design?

What design limitations are real? What design limitations are simply a carpet mill's lack of production flexibility? Get the full story including information on new Steadfast made with Acrilan acrylic fiber, in the "Contract Carpet Guide", a free, full color booklet from the source that offers full scope capabilities in commercial and institutional carpeting, Beattie.

QUALITY SINCE 1840
Beattie
CARPETS

Beattie Manufacturing Co.
242 Main Street, Dept. C
Little Falls, New Jersey 07424

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ACRILAN®
acrylic fiber by
Monsanto

THE BEATTIE MANUFACTURING COMPANY, LITTLE FALLS, NEW JERSEY. Showrooms in Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, San Francisco

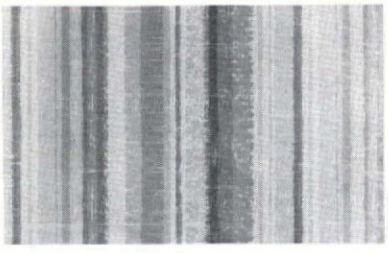
Circle No. 151 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Seeman wallcoverings have handcrafted look

Pallavicini, a new wallcovering collection consisting of 25 designs in 100 colorways, has a handcrafted appearance resulting from a new special printing tech-

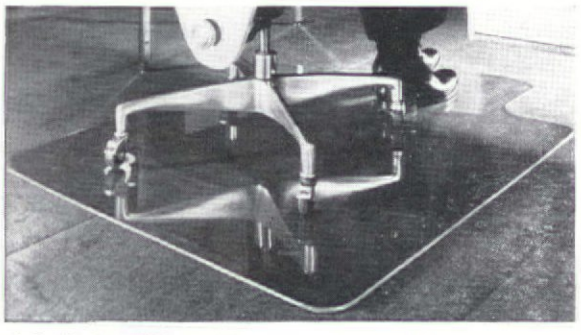


nique. Included in this James Seeman collection are the modern wet look, foil, and flock designs, all vinyl-coated. Candystix pattern is in muted colors.

Circle No. 427 on product card facing P. 214

Tough, transparent chair mats

The Building Products Division of American Cyanamid Co. is marketing chair mats made of Acrylite cast acrylic sheet, a tough, transparent plastic ma-



terial that will not craze or crack and is warp-resistant. The mats are maintained with an occasional cleaning with a mild solution of warm water and liquid detergent. A wide range of colors to blend with office interiors is available.

Circle No. 428 on product card facing P. 214

Rosewood pattern added to Marlite line

Rosewood, a woodgrain with a hand-rubbed appearance, has been added to Marlite's Trendwood line of plastic-finished hardboard. Rosewood is available in

4 by 8 foot panels and 16 inch by 8 foot planks, both ¼ inch thick. Tongue-and-grooved edges on the planks simplify fitting, conceal joints, and speed installation. Matched moldings are available.

Circle No. 429 on product card facing P. 214

DAVIS

*4000

smart looks on a budget!

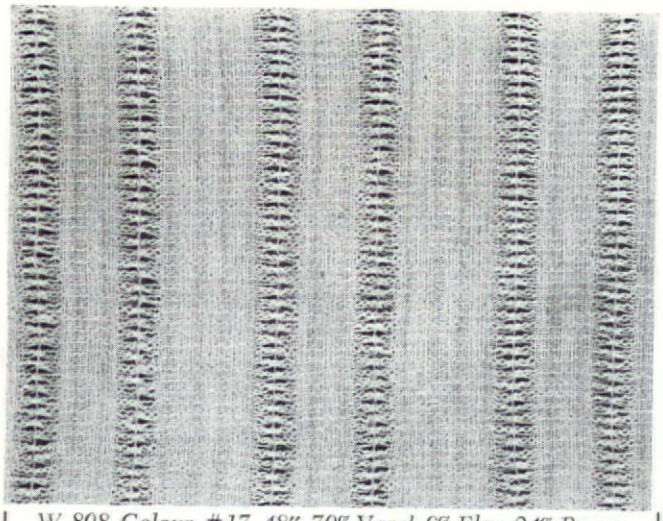
Smart, crisp styling, and comfortable construction in a wide line of institutional and office upholstery.

Send for brochure.

DAVIS FURNITURE IND.
High Point, North Carolina

Circle No. 153 on product card facing P. 214

Circle No. 203 on product card facing P. 214



W-808 Colour #17 48" 70% Verel 6% Flax 24% Rayon

We are very proud to present to the Contract Industry just one of the casements to be included in the First Edition of Gordon Winslow Fabrics, Ltd. VEREL casement and print ground book. This handsome book measures 9"x14" and can be purchased at $5.00 refundable on first order. Minimum orders of 100 yards only. All fabrics included in the book contain at least 70% Eastman's Modacrylic Verel with balance composed of rayon and flax. This provides a stable, inherently flameproof fabric with a high degree of sun degradation. Also in this First Edition will be four architect-inspired prints available custom to order at 100 yard minimums. Special colors available. For full information write or visit:

GORDON WINSLOW FABRICS, LTD.

979 THIRD AVENUE, NEW YORK 10022

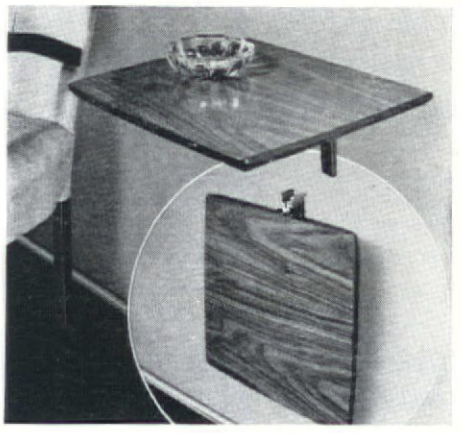
Suite 1712 Plaza 3-7467

PRODUCTS & SERVICES

CONTINUED

Wall-mounted fold-away tables

CeeKay's foldaway tables are attached to wall studs with heavy screws, and, says the company, the table



becomes as solid as the wall upon which it is mounted. The tops are Fiberesin plastic. Fold-A-Table illustrated is 15½ inches, off-square styling with profile edges, and a single support.

Circle No. 430 on product card facing P. 214

WHEN YOU'RE THINKING **CONTRACT**

Think Piedmont!

. . . FOR **SCENICS** . . . BEAUTIFUL HAND-SCREENED DESIGNS ON 10' STRIPS OF I-PEAL® COMPLETELY STRIPPABLE WALLCOVERING

. . . FOR **WALLWEAVE®** . . . THE MIRACLE FABRIC WALLCOVERING IN SCREEN PRINTS, STRIPES, PLAINS

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THIBAUT WALLCOVERINGS
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Showroom: 204 E. 58 St., N.Y.C.

THE WARNER CO.
108 S. Desplaines St., Chicago 60606
470 Decorative Center, Dallas, Tex.

Circle No. 154 on product card facing P. 214

No. 8433—SETTEE FOR THREE

No 8411 ARMCHAIR, TABLE,
No. 8420—SETTEE FOR TWO

Brody settees... strong on comfort and design

Luxurious, comfortable lines create a new decorator trend in functional commercial seating. Singly, or in a variety of groupings, the harmonious blend of chrome, walnut and no-sag construction produces seating that provides the perfect design accent for offices, reception rooms, other area seating. Build customer confidence and your reputation Buy Brody.

No. 8413—ARMCHAIR

Brody*

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Circle No. 155 on product card facing P. 214

Circle No. 156 on product card →

Chandelier No. 6826

CHAPMAN

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

SHOWROOMS

Chapman, 225 Fifth Ave., N.Y.C.; 1260 Merchandise Mart, Chicago; 300 Decorative Center, Dallas; 1194 Logan Circle N.W., Atlanta; 266 N.E. 60th St., Miami; 251 Front St. at Sacramento, San Francisco; 8778 Beverly Boulevard, Los Angeles; 420 Boylston St., Boston; 287 Southern Furniture Expo. Bldg., High Point, N.C.

Lamp No. 6310

RESOURCES COUNCIL

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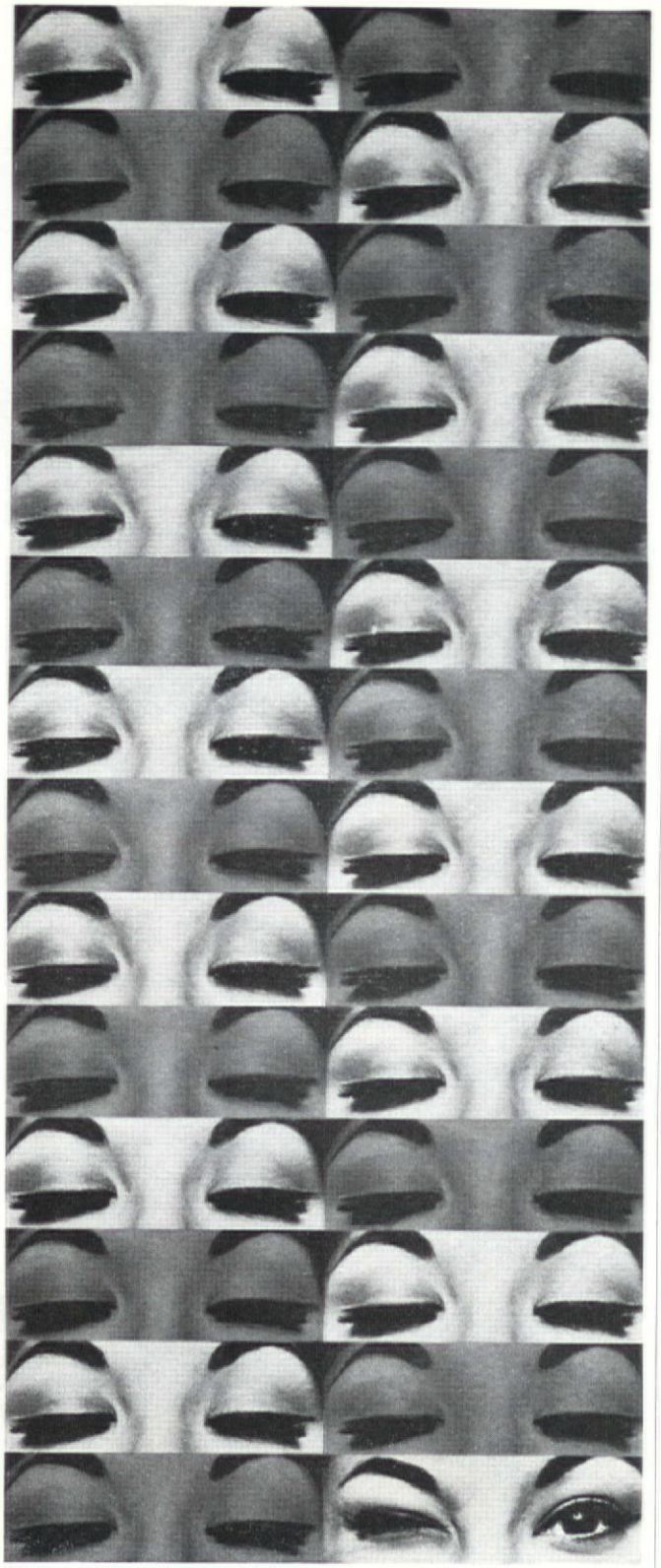

Harvard's new Sleeping Equipment Catalog is a real eye opener. It's filled with our new ideas in bed frames, dorm beds and dual-purpose divans. Does it offer better answers to your sleeping problems? You can bed on it.

For your free copy, please write our Contract Dept.

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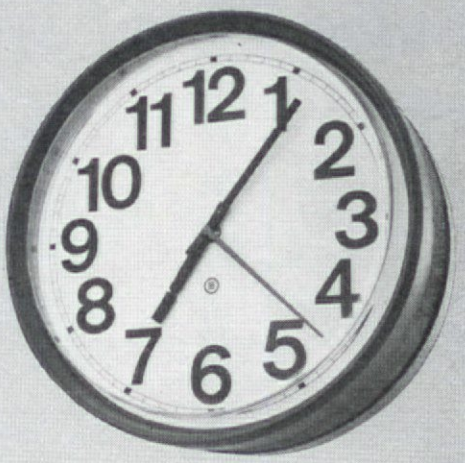
Circle No. 157 on product card facing P. 214

Circle No. 158 on product card facing P. 214

INSTITUTIONAL CLOCKS



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

PETER PEPPER PRODUCTS, INC.
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Town and Country
by MALLIN CO.

TOWN & COUNTRY is the ultimate in casual furniture for the discriminating public who seek the finest. Made of tubular steel, flawlessly welded and treated for years of rust free usage.

Laced in virgin plastic, hand tied to just the right tension. Frame and cord available each in four decorator colors.

For quality and styling, which will be yours to enjoy for years, we sincerely recommend "TOWN & COUNTRY."

Write for catalog

Mallin COMPANY

2335 E. 27th St., Los Angeles, Calif. 90058

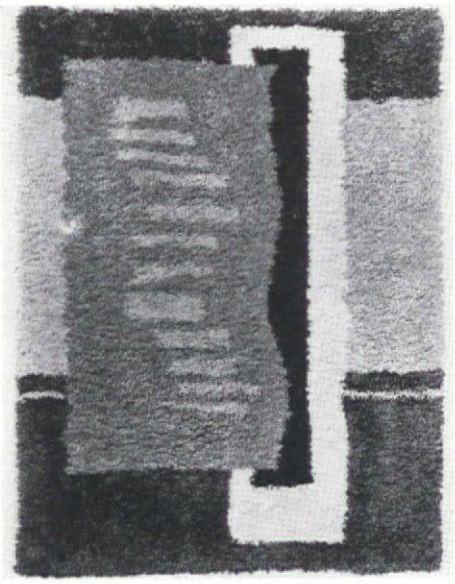
Circle No. 159 on product card facing P. 214

PRODUCTS & SERVICES

CONTINUED

Liebes exclusive abstract for Bigelow-Sanford

Escalier abstracts a staircase in a shaggy, vigorous handhooked texture. Designed by Dorothy Liebes ex-



clusively for Bigelow-Sanford, Escalier has rich tones of blue, purple, green, and black. The yarn is a combination of 70 percent wool and 30 percent nylon.

Circle No. 432 on product card

Circle No. 160 on product card

Summer Production Time Now Open

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A NEW CONCEPT IN DESIGN, COLOR AND CRAFTSMANSHIP IN CONTRACT LIGHTING FOR THE MODERATE PRICE RANGE

We offer a wide distinctive selection of style groupings embracing various types of lighting. Every piece is superbly crafted and finished in a full range of fashion colors and trims.

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We can design to your own specifications, or modify our existing styles, or reproduce any lamps that you desire, all to fit your budget, color scheme and complete mechanical requirements.

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TOUGH and HANDSOME...

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

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

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

1545A

• *Easily cleaned... naturally!*

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

1507

1540 LCA

• *Comfortable ...of course!*

1541

If it's from CHAIRMASTERS you can be sure it's tough and handsome.

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Manufacturers of Hotel and Restaurant Furniture

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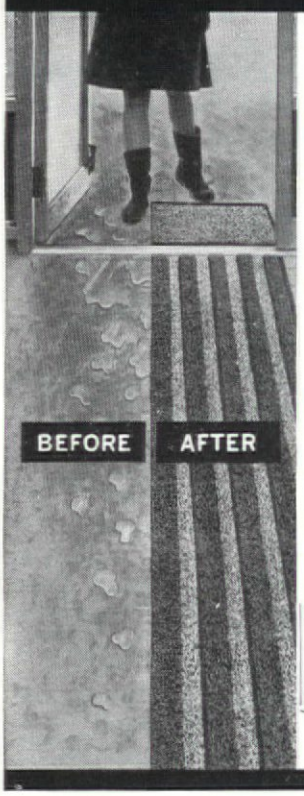
Circle No. 162 on product card facing P. 214

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!

Plush Cover—inside

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!

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

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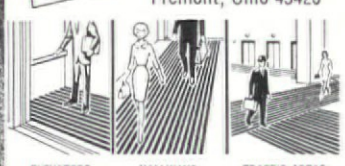
RUBBER CO.
Fremont, Ohio 43420



Visit our booth 714—Contract Show—June 4-6, Coliseum

PRODUCTS & SERVICES

CONTINUED

Choice of seats, backs, colors

Die-formed, hand-brazed braces add strength and durability to Durham's new series of folding chairs.

All have 16 by 16 inch seats, contoured backs, fully curled seat edges, front seat underbraces, and baked enamel finishes. They are available from Randall Co., in a variety of different seats, backs, and colors to meet almost every public seating need.

Circle No. 433 on product card facing P. 214

when Janey's as old as Joan . . .

the SurfLine warranty will expire !

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

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NICKEL STAINLESS STEEL CASUAL FURNITURE

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

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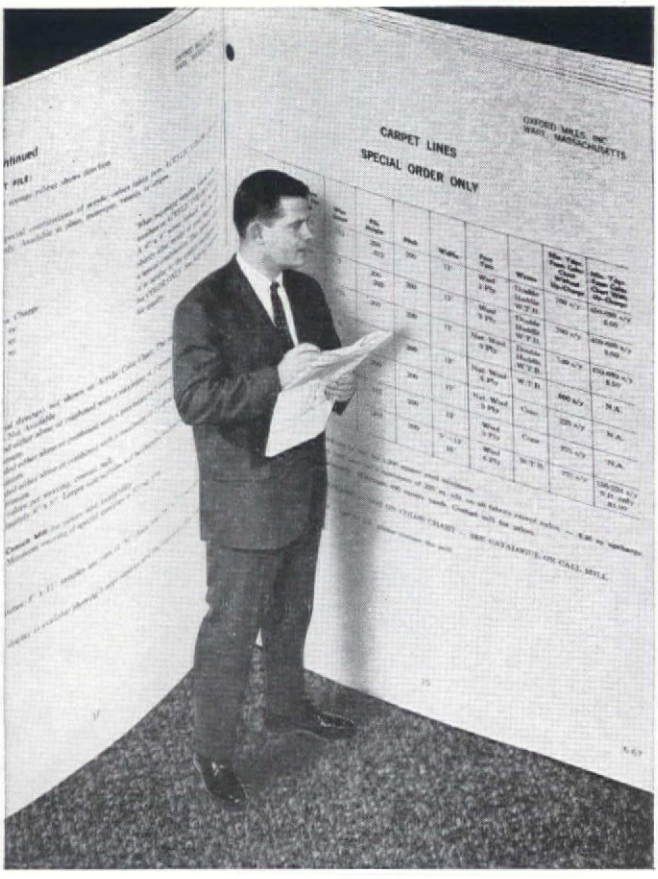

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Oxford Fact-Packed Data and the Oxford Carpet Counselor

Designed to help you specify contract carpeting

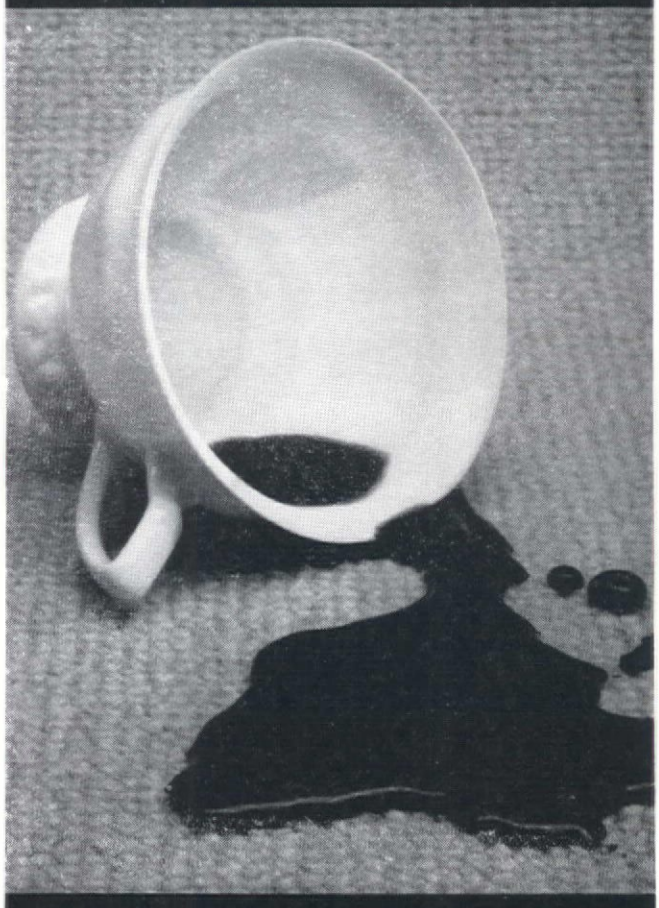
Woven Sample Color Charts ... Performance and Quality Control Test Data ... Specification Sheets ... Construction Details ... everything you need ... even special color strike-offs in 48 hours or less

Esthetically and beyond, when it comes to technical excellence, Oxford commercial carpets are second to none ... plus Oxford's unmatched personal service. Oxford presents its products in a straightforward manner with complete data specifically prepared to assist architects, commercial interior designers, contract buyers and owners. Reference materials include test data and information on flame spread, construction, backing and acoustics. Color strike-offs to your exact requirements, if desired.
There's an Oxford carpet counselor nearby who's eager to work with you. He really gets things done, **quicker.** Your reference library needs Oxford's commercial carpet data. **Write for it today.** Let us know when you want our representative to call. No obligation, of course.

OXFORD MILLS, INCORPORATED
WARE, MASSACHUSETTS 01082

Circle No. 164 on product card facing P. 214

Every specifier of commercial carpet owes it to himself and his clients to know about Protasil.



The first effective stain repellent for carpet that really works.

Visit the Protasil Booth (No. 723) at the Contract Show and see an amazing demonstration of Protasil's properties.

Tea, coffee, ink even animal stains have no effect whatsoever on carpet that has been protected with Protasil.

You have to see it to believe it. So come and see it.

PROTASIL®

Booth 723 Contract '68 Show. N.Y. Coliseum, June 4-6.

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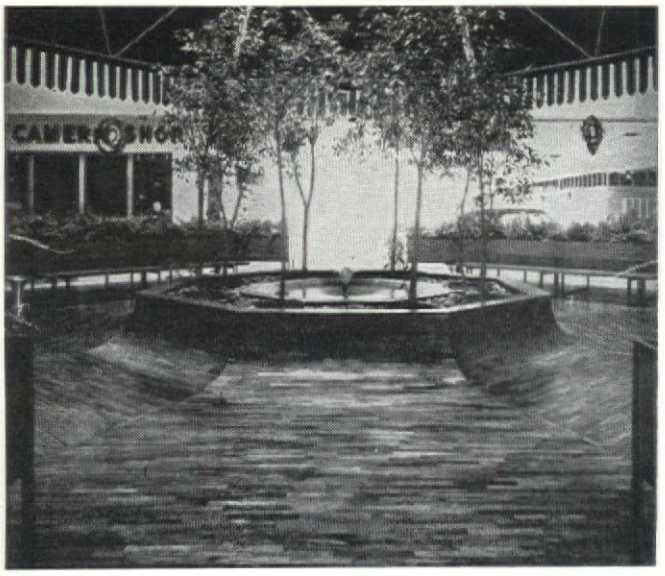

Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects

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WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is the most elegant flooring in the world. It's lustrous and luxurious . . . easy to maintain with just an occasional waxing . . . withstands the hardest wear . . . resists termites, rot, decay. And now, Thai-Teak is available at a cost that compares with medium-priced carpet and vinyl . . . and comes in 85 different patterns. Only Bangkok Industries offers you this endless variety.

See our insert in Sweet's Light Construction Catalog. For complete details, attach coupon below to your firm's letterhead.

GENUINE IMPORTED Thai-Teak PARQUETRY FLOORING

SYMBOL OF EXCELLENCE

BULLETIN 528

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☐ Please have your representative call on me.

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

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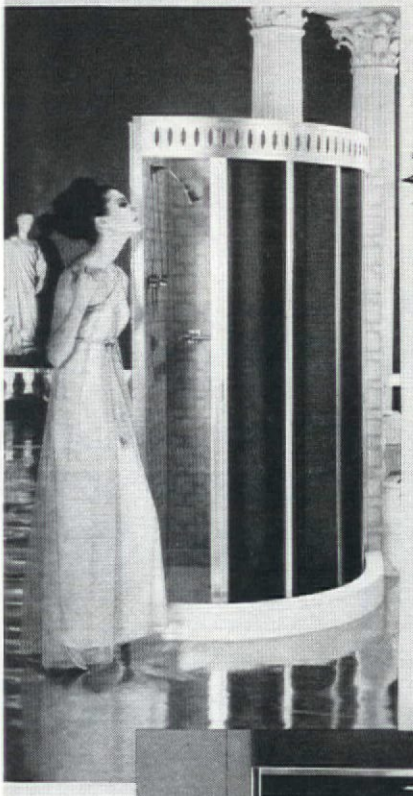
NOW! 2 NEW PRODUCTS from SHOWERFOLD®

Leader in Bathroom Fashion



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CORNER SHOWER.
At last, an elegant approach to beautiful baths. Unique combination of a Showerfold Door and Marblemold Receptor for the most discriminating.

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Doors fold completely open from the center. Custom wood grain accent for a truly distinctive bath.

Introducing two exciting newcomers, created to bring unrivalled beauty as well as convenience and safety to your bathrooms. Nine decorator colors, gold or silver trim. Discover their many advantages now. For complete information, write:

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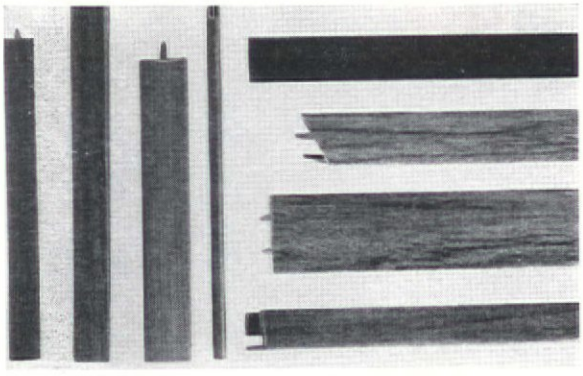
PRODUCTS & SERVICES

CONTINUED

Moldings to match any wood product

Silvatrim has all sizes and shapes of moldings in walnut, teak, oak, mahogany, rosewood, and 25 other grain finishes. Any pattern or grain can be duplicated, including metals. Made by extruding Eastman's Tenite butyrate over foil, while simultaneously overlaying 7-mil photographic, woodgrain vinyl, the finished moldings have the look of real wood. Since the printing is on the underside, the moldings have high scratch and chemical resistance.



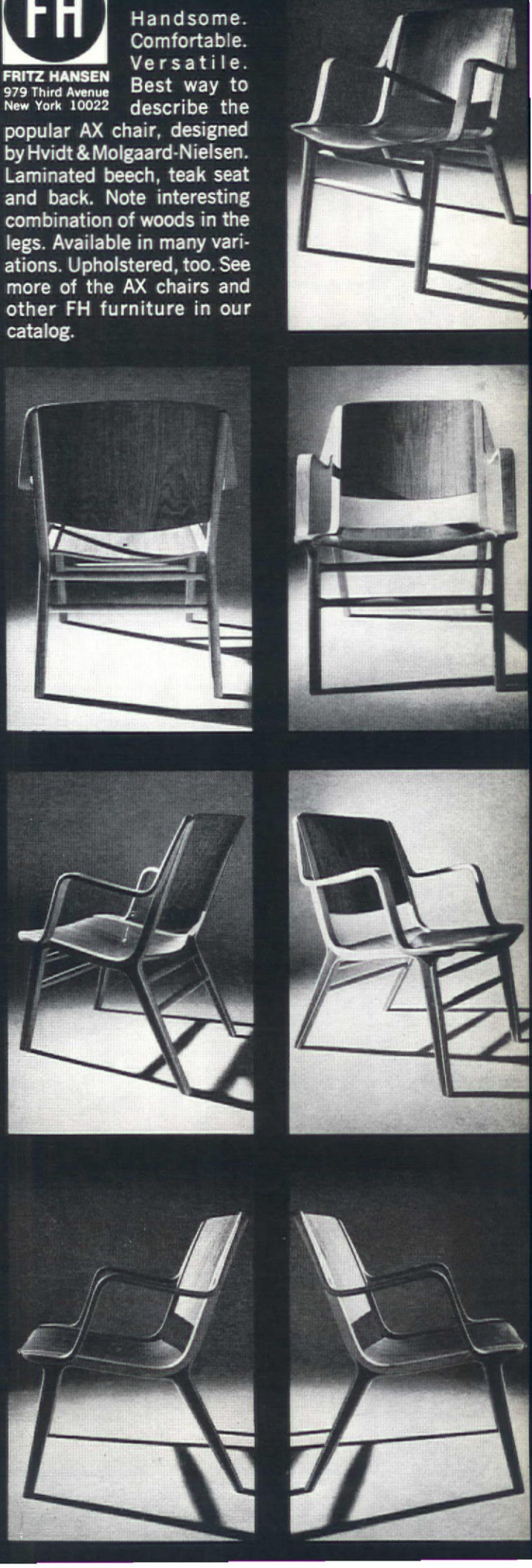
Circle No. 434 on product card facing P. 214

Circle No. 168 on product card facing P. 214

FH

FRITZ HANSEN
979 Third Avenue
New York 10022

Handsome. Comfortable. Versatile. Best way to describe the popular AX chair, designed by Hvidt & Molgaard-Nielsen. Laminated beech, teak seat and back. Note interesting combination of woods in the legs. Available in many variations. Upholstered, too. See more of the AX chairs and other FH furniture in our catalog.



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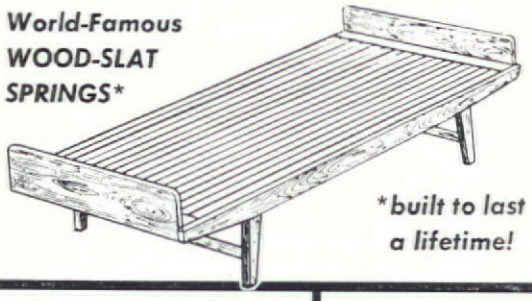
PRECISION-MADE IN SWITZERLAND FOR HEALTHFUL SLEEP

*World-Famous WOOD-SLAT SPRINGS**



**built to last a lifetime!*

Progressive hotels, motels and hospitals can now learn the secret of SWISS HOLMA SPRINGS—Individual Ash Wood Slats . . . each one curved and flexible as an archer's bow. They fit the body, give firm head-to-toe support.

SWISS HOLMA BEDS come in 12 different styles—Bunk Beds, Hi-Risers, Studios, etc. Made in any width or length and such woods as solid Walnut, Teak, Ash, Maple, Mahogany, even solid Rosewood!

Bulky box springs are easily replaced with a clean, light SWISS HOLMA at wonderful low cost.

SWISS HOLMA SPRINGS can give your customer the **best sleep ever!**

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Circle No. 171 on product card facing P. 214

BOHEMIAN GIRL

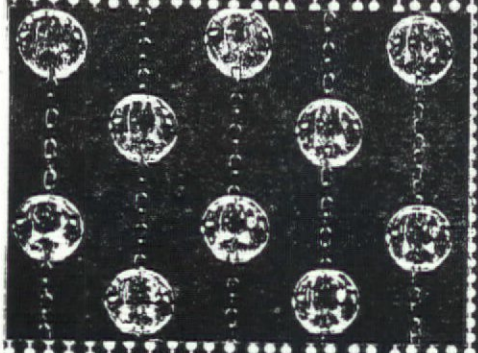
17" High

COMPLETE CATALOG
OF 300 DESIGNS
$1.00

Jo Mead Designs

17 N. ELIZABETH ST., CHICAGO, ILL. 60607

Bead Curtains



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

Write on your letterhead for brochure.

BEAD ART BY KENBURY

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MINK • CHINCHILLA • TIGER • LEOPARD • ZEBRA

No. 600 Tufted Seat. Uph. Back

No. 2000 Full Upho!.

Hand-wiped and hand-rubbed wood decorator finishes.

All chairs can be made swivel • Any furniture finish desired
Upholstered in any vinyls specified • **Free Color Brochure upon request**

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Largest On-Hand Chair Stock in the South!

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Circle No. 172 on product card facing P. 214

MANUFACTURERS' LITERATURE

A picture album of large photos displays the main types of stock office furnishings produced by Art Metal, Inc. Contemporary room settings are shown in full color. The pieces featured are representative of many product lines, hundreds of basic models, and innumerable styles in the vast collection.

Circle No. 435 on product card facing P. 214

Every framed picture shown in the Hope catalog is in full color. Hope Picture Frame Co. has prepared the catalog for all specifiers of commercial/institutional installations. The firm handles any size order.

Circle No. 436 on product card facing P. 214

Sun control is achieved with Filon-Stripes, a new translucent fiber glass panel. Described in a full-color folder, Filon-Stripes come in a number of multi-colored stripes that are chemically integrated into the panel. It is manufactured by Filon, a division of Vistron Corp., for patio protection.

Circle No. 437 on product card facing P. 214

A new universally applicable modular system for the construction of heavy-duty frames and bases has just been introduced by Furniture Components, Inc. It is all presented in a new leaflet. The anodized aluminum legs, stretchers, attachments are fully described, with drawings and specifications.

Circle No. 438 on product card facing P. 214

Component wall systems, accent desks and credenzas, conference and occasional tables, library literature, Citation Series desks and credenzas—these are shown in sections that comprise a new loose-leaf binder by Hardwood House, Inc. The binder is keynoted by flexibility—one or all sections can be contained within the binder—and photos, descriptions, hardware, colors, and finishes provide all necessary facts.

Circle No. 439 on product card facing P. 214

Steps leading to the installation of Design III, a woven Antron nylon carpet at the terminal buildings at McCarran Airport, Las Vegas, are documented in a 4-page folder by Lees Carpets. Photos of McCarran, details relating to installation and maintenance, and specifications for Design III are included.

Circle No. 440 on product card facing P. 214

A versatile line of Quiet Zone study carrels offered by Paneline Div. of Movable Walls Corp. are illustrated and described in a 4-page brochure. Depicted are distinctive construction details, various types in different installation conditions, and architectural specifications. Carrels feature spacious desk tops, shelving, modesty panels on exposed ends. Surfaces are of laminated alkyd-melamine plastic in solid colors or wood-grain finishes. Electric lighting and outlets for audio visual equipment are optional.

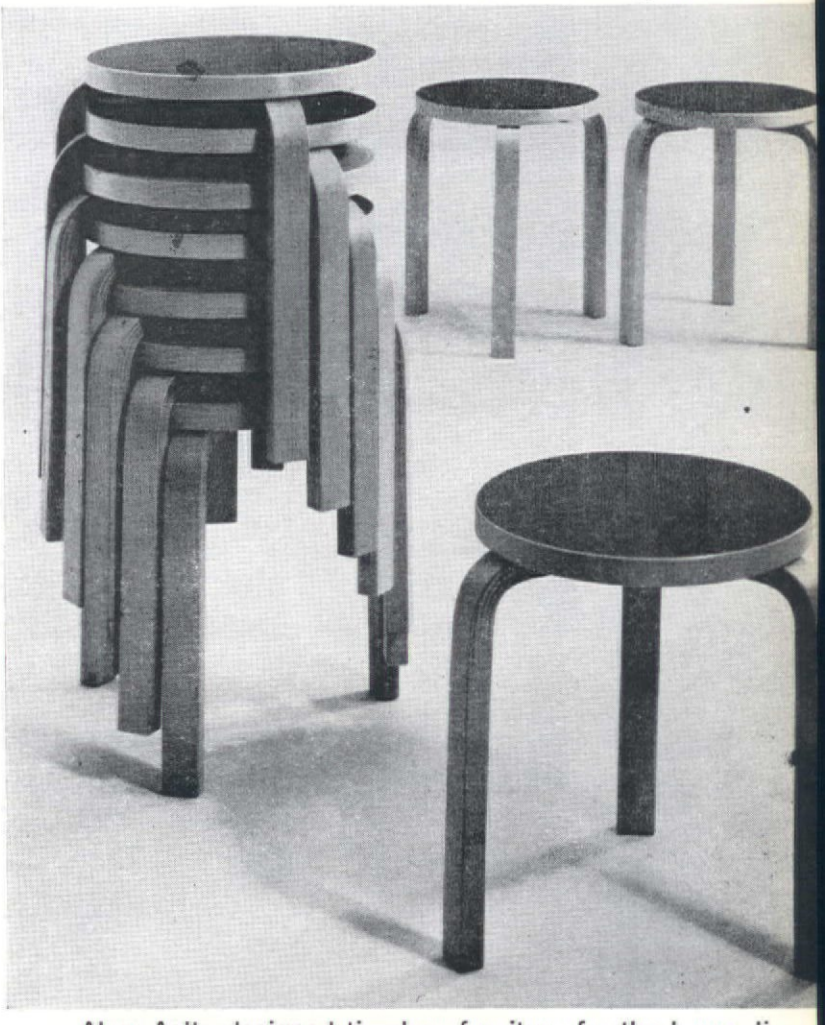
Circle No. 441 on product card facing P. 214

ICF

AALTO CLASSICS

Alvar Aalto chairs and round (or rectangular) tables in children's or adult's height—with birch or linoleum inset tops.

Aalto Classic stacking stool-table.

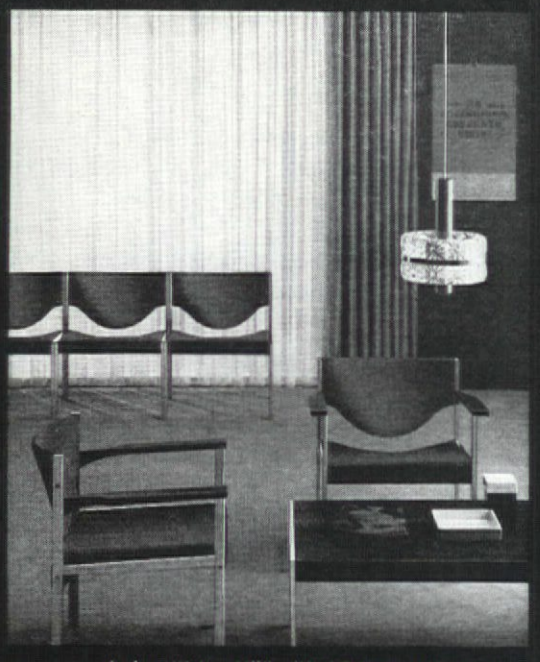


Alvar Aalto designed timeless furniture for the home, library, school and hospital. They are remarkably well constructed for years of use. Aalto's furniture is represented in the United States exclusively by ICF. We welcome your inquiries.

INTERNATIONAL CONTRACT FURNISHINGS INC.

WRITE TO: ICF, INC. 145 EAST 57TH STREET, NEW YORK, N.Y. 10022

team form



design: Walter Müller/Karl Odermatt/Franz Hero

team form starts with this refreshingly different seat and back, subtly—doubly curved for comfort.

From then on, the choice is all yours. Specify wood or upholstered seats and backs. Combine them with wood, chromed, or enamel finish frames. In models that gang, stack, or stand free. Add matching tables if you wish.

The concept is Swiss. The detail European. And Harter/Lübke puts it all together here in the U.S.A.

For a closer look at how **team form** can fit into your future, visit any Harter showroom, or write for your brochure.

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HARTER Lübke

HARTER CORPORATION
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Sturgis, Michigan 49091

Please send me the Harter/Lübke team form *brochure.*

Name

Title

Firm

Address

City State Zip

Circle No. 174 on product card facing P. 214

MANUFACTURERS' LITERATURE

Fixtures Mfg. new catalog contains more than 200 items of commercial furniture in advanced design. More than 50 are new products. For offices, restaurants, schools, hospitals, nursing homes, churches, hotels-motels, clubs, the furniture offers solutions to common seating and table problems. One section has detailed specifications for job proposals.

Circle No. 442 on product card facing P. 214

Over-the-floor protection for electrical cords, computer and telephone cables is achieved with Electriduct rubber product line, featured in a new brochure issued by Ideas, Inc. Components include rubber ducts, pre-wired electrical units, fittings, tape, and cement. The low silhouette of the duct helps eliminate tripping hazards in offices and plants.

Circle No. 443 on product card facing P. 214

The Hang-Rite Pin Strip and Hercules Hooks are the subjects of literature from the inventor, Lewis S. Roberts of L. S. Roberts Drapery Co. Hercules Hooks fit into the channel of the Hang Rite, not into the drapery fabric. Literature describes both, and how to properly use each in contract installations.

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The Source
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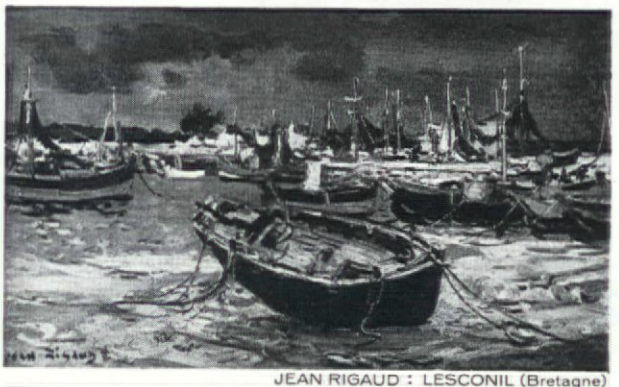

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Circle No. 175 on product card facing P. 214

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Coordinated

New grouping includes
777 Executive Tilt Swivel,
773 Executive Posture Back,
776 Conference Chair

PAOLI CHAIR COMPANY
PAOLI, INDIANA

See full line: Space 902
National Furniture Mart, N.Y.

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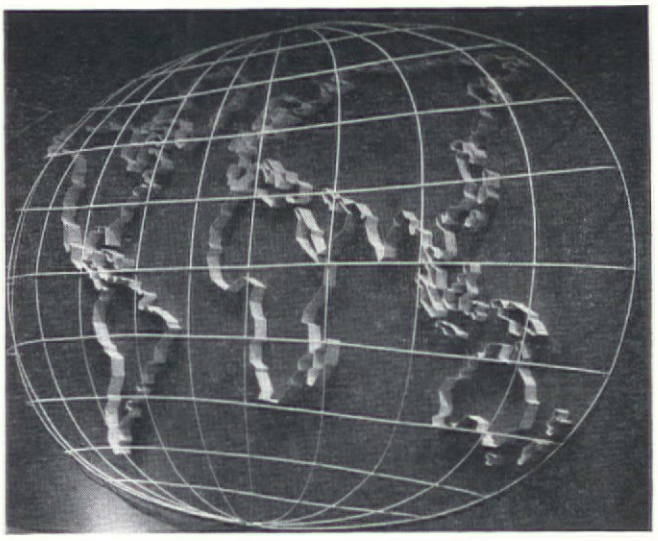

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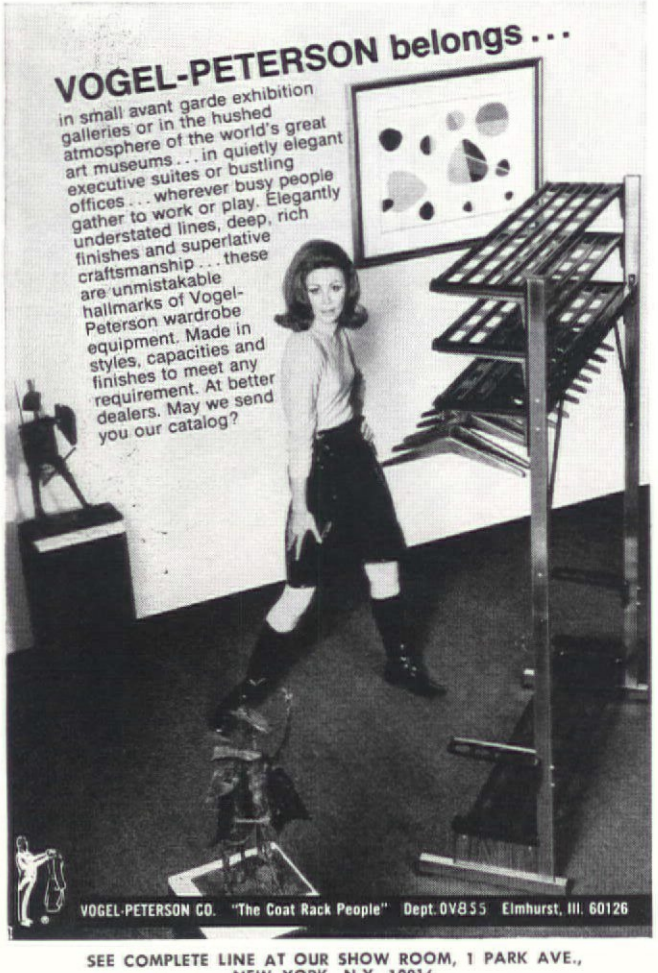

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Brown-Jordan
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Circle No. 180 on product card facing P. 214

MANUFACTURERS' LITERATURE

Ford Fabrics' Comfortweave is produced by actually knitting strands of tough, durable vinyl and nylon filament into a soft, luxurious fabric. Its open-knit design allows air to circulate; its suppleness makes upholstery tailoring neat and easy. A folder describing Comfortweave has samples in three of the colors.

Circle No. 445 on product card facing P. 214

Library furniture, in both contemporary and traditional styles by Bro-Dart, incorporate the working and esthetic requirements for all library areas. Charging desks, card catalogs, reading tables and chairs, shelving, stands and racks, book trucks, plus a special juvenile line are illustrated with photos and line drawings in an 80-page catalog.

Circle No. 446 on product card facing P. 214

Color photos illustrate most applications of carpeting made of Herculon olefin fiber in a recent booklet from Hercules Inc. With each photo is a carpet clue that gives hints on correct installation, cleaning, and carpet care. The most commonly used terms in carpeting are defined in a short abridged dictionary.

Circle No. 447 on product card facing P. 214

Circle No. 181 on product card facing P. 214

Traditional colonial plank flooring, straight edge flooring, BondWood, and Parquet flooring are covered in a color brochure from Harris Mfg. Co. Sample designs, room settings, and architects' specifications are provided for each pattern.

Circle No. 448 on product card facing P. 214

Oriental rugs of most every design, pattern, and color are illustrated in a 44-page catalog from Dylan Carpet Co. These Orientals are machine-loomed reproductions in 100 percent virgin wool. Each design is fully described with available sizes and colors, and pictured in sample room settings.

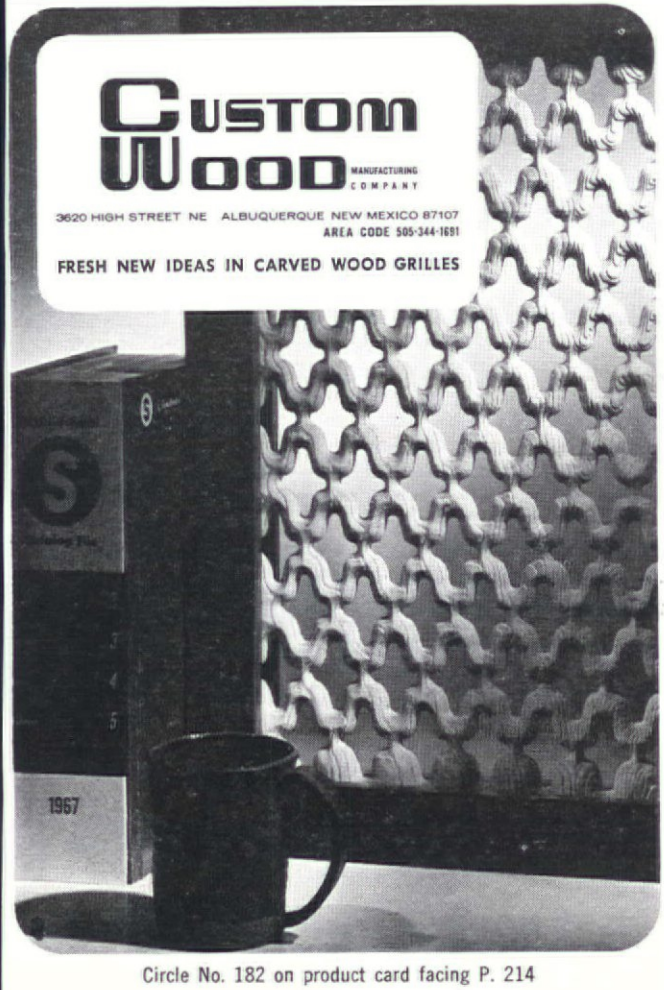
Circle No. 449 on product card facing P. 214

R/K Laminated Products has a Model Guide illustrating its line of Textolite high-pressure plastic laminated office furniture. Desks, desks with L returns, credenzas, pedestals with three box drawers, or one box, and one file drawer are illustrated. Color sheets show several desk models in office settings.

Circle No. 450 on product card facing P. 214

A 32-page guide to ceramic tile, by American Olean, describes a wide selection of tile colors, shapes, and textures. It is a valuable source of information on glazed tile, ceramic mosaics, and Murray Quarry Tile. Included are specifications and installation methods.

Circle No. 451 on product card facing P. 214



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■ We've been serving the contract trade for over 20 years and are priced accordingly! Our wearable and washable ceramic lamps — fabricated completely in our own pottery and assembly plant.

■ Write for our color catalog. If you don't find what you need, our design department can match your color and decorating scheme on orders of sufficient size.

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ATTENTION: Contract furnishers, architects, designers and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to: Publisher, CONTRACT Reader Brochures, 7 E. 43 St., NYC 10017.

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Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. Write to: Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

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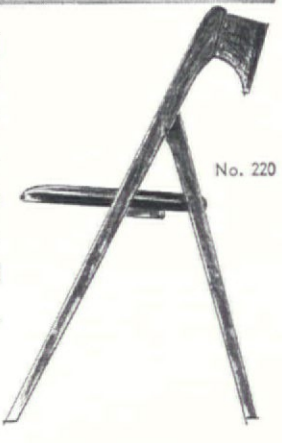

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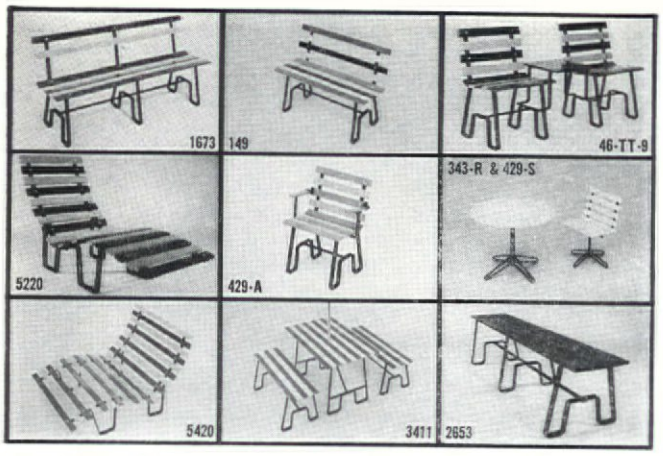

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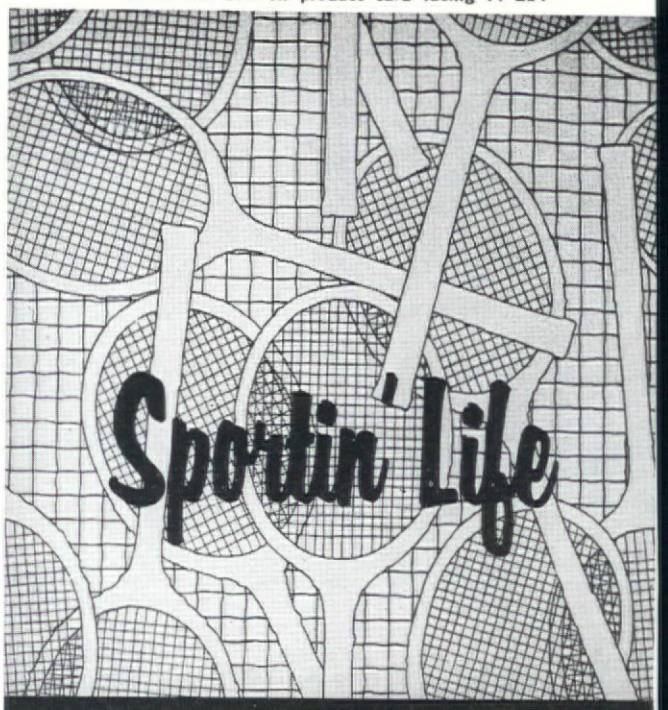

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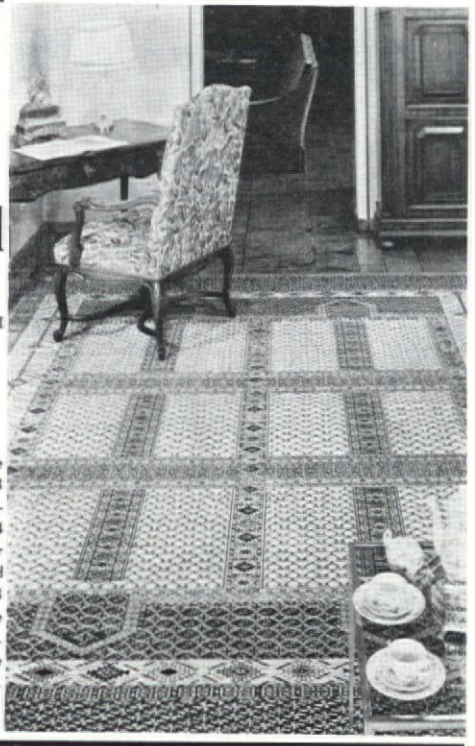

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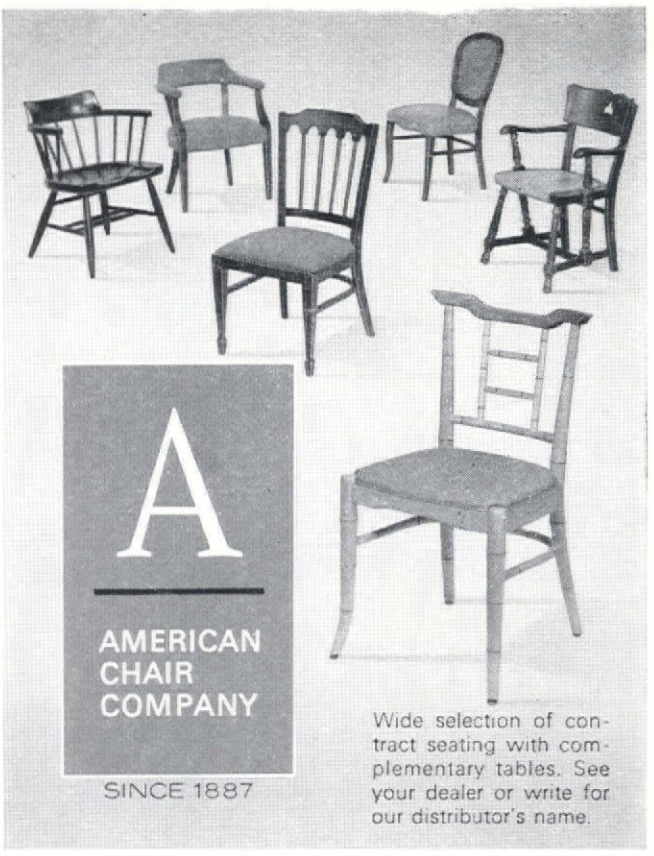

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