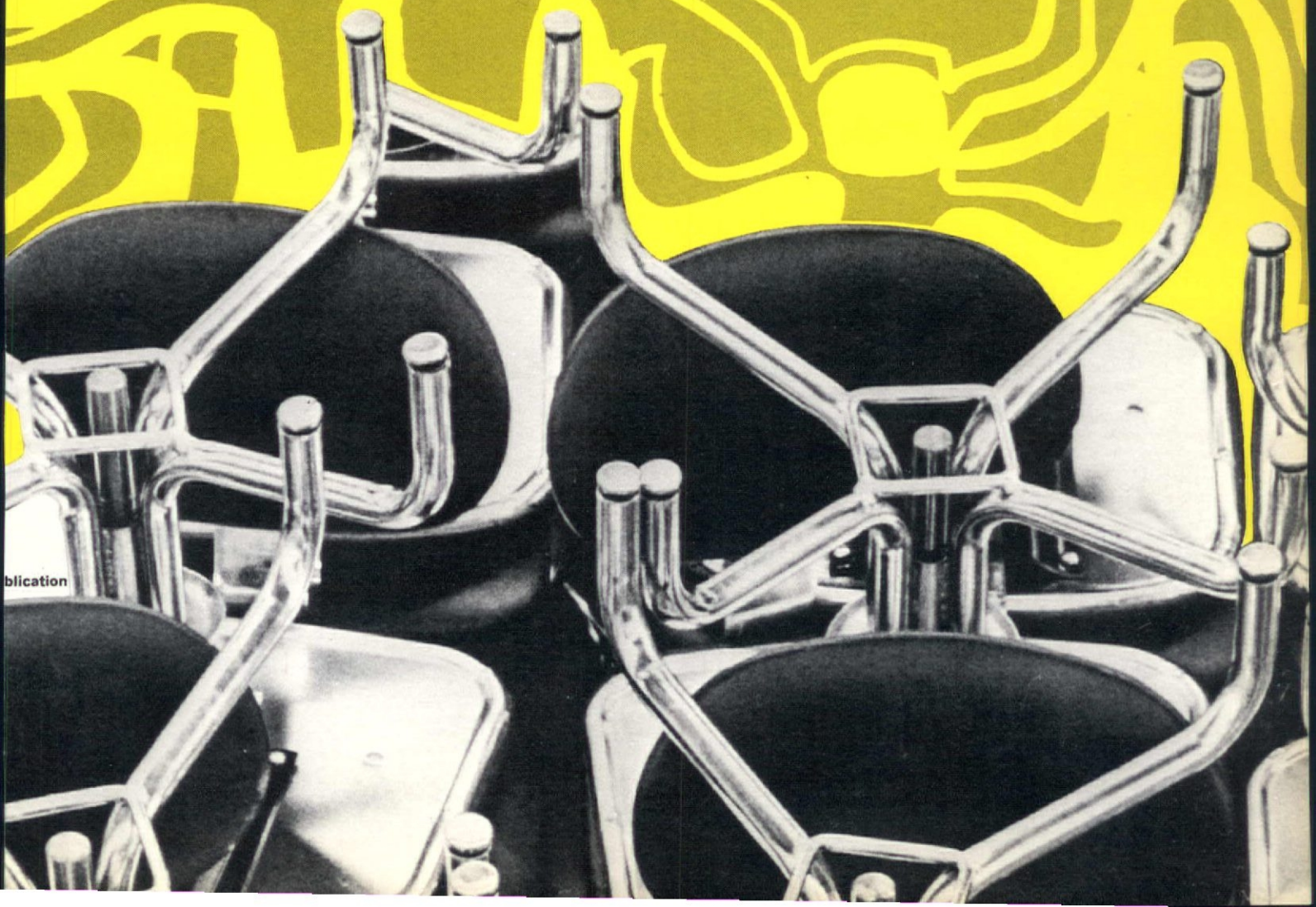


# CONTRACT

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

Office Furniture Review  
JFN'S Computer Planning  
Vertical Space Efficiency





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### The Cover

Office swivel chair bottoms make an interesting pattern on this cover designed by Patrick Norado to introduce this issue's office planning and design coverage, which starts on page 64.

# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 6

JUNE, 1968

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- 64 HOW JFN USES THE COMPUTER AS A PLANNING TOOL
- 70 WHERE SPACE IS SCARCE—GO VERTICAL
- 76 DESIGN ELEMENTS IMPROVE COMMUNICATIONS FLOW
- 80 ADEQUATE WAITING ROOM IN ATTORNEY'S OFFICES
- 82 "COLORLESS" COLOR SCHEME IN POWER OFFICES
- 84 DESIGN CHANGES BANK'S IMAGE
- 86 OFFICE FURNITURE REVIEW
- 92 EVOLUTION OF CONTRACT DEALER  
By Sidney Schwartz
- 6 POINT OF VIEW: PROFITABLE WORKING ENVIRONMENTS  
By Crawford Dunn
- 10 CONTRACT BUSINESS: NOTES AND COMMENTS
- 19 NEW SHOWROOMS: INTEGRATED CEILINGS, INC.
- 20 PEOPLE
- 26 CONTRACT NEWS
- 28 CALENDAR
- 98 CONTRACT PRODUCTS AND SERVICES
- 120 MANUFACTURERS' LITERATURE
- 123 CLASSIFIED ADVERTISEMENTS
- 124 ADVERTISERS' DIRECTORY

### COMING IN CONTRACT

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.

AUGUST—Mid-Year Product Review—a comprehensive report on new contract furniture, furnishings, and accessories. Also, a wrap up on Lamps and Lighting, and a review of Contract '68 Seminars.

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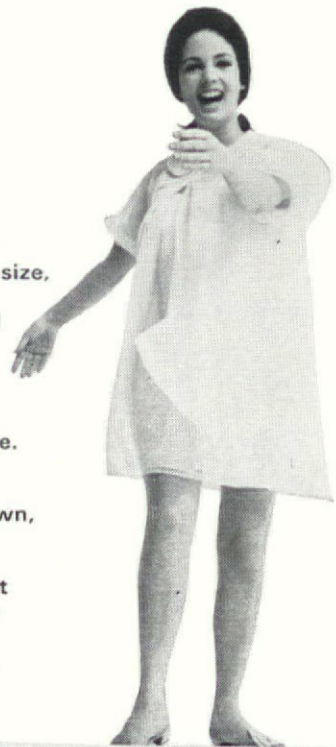
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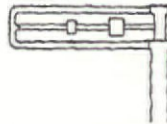
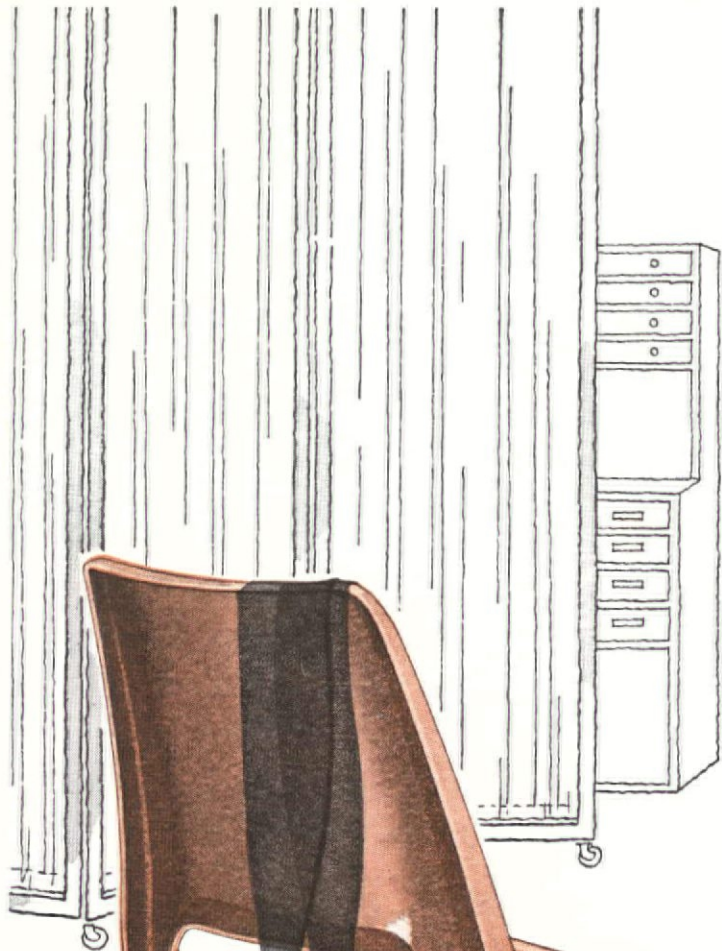
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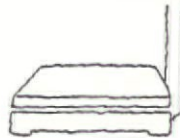
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## POINT OF VIEW



*By Guest Editor:  
Crawford Dunn  
Interior Designer  
Crawford Dunn Associates  
Dallas, Texas*

## GOOD WORKING ENVIRONMENTS ARE PROFITABLE TO THE CLIENT!

There was a time when it seemed appropriate to furnish offices as superficially as a stage set. Executive offices were "decorated" to reflect the rank and the alleged taste of the various members of top management. All other offices were "equipped" to reflect the lack of rank and supposed lack of taste of everyone else. The concept was simplistic, if not simple-minded, and the solution consisted of bringing in a less-than-realistic interior decorator to choose as many unuseful items as the traffic would allow for the executive suite and bringing in an office-supply salesman to choose as many unbeautiful items as the budget would allow for the other offices. The results were often as could be expected: a splurge-where-it-shows, scrimp-where-it-doesn't effect of early robber-baron ornateness in the management areas and a disenfranchised, disinherited conglomeration of early typewriters, desks, chairs, wastebaskets, adding machines, and pencil-sharpeners everywhere else.

All this took place, if you please, in what was advertised as a classless society. Today, this sort of comedy happens only in the mindless society of those organizations which still conduct their affairs on a folk level. Elsewhere, throughout the country, something different has been taking place.

The great changes in contract interiors that have come about in the last decade or so all can be traced to one central fact: an increasing awareness of the real purpose of contract interiors. This is the direct result of a new sophistication that is itself a product of the fantastic jump in the quantity and quality of information flowing to us all in what some like to call the "communication explosion." This steadily rising sophistication involves not only management, which hands down the ultimate go/no-go decisions about contract interiors, but also the designers themselves, who present the proposals that trigger the management decisions.

### **Environment influences work performance**

Management has begun to accept several new and rather logical concepts about contract interiors. First, there is the realization that contract interiors constitute—for better or for worse—a working environment that affects all those who work within it. Any working environment, by affecting its occupants, affects the work performed within it.

There are factors thought of as more or less physical (thermal, sonic, luminous, tactile, and

such), which must be controlled, but there are also other factors (visual and aural modulation, proximity to other employees, spatial crowding, degrees of identification of employees with the particular esthetic idiom), which are conceded to be psychic in nature and that must be consciously taken into account. (Many of these factors, to be sure, rest primarily in the purview of the architect, but many also are the legitimate concern of the professional interior designer, working with the architect.)

### **Arbitrary budgets are prejudicial**

With so many variables in the equation of creating successful working environments, management has come to suspect that a schedule and a budget arbitrarily arrived at might hopelessly prejudice the long-term results. Management also has begun to suspect that the former standard requirement for expressing the taste of the one or two top executives, perhaps, should not be assigned the highest rank in the long list of salient items in the program agenda, particularly if this contradicts solutions for other, more important requirements. In short, management has begun to realize that an insistence upon the expression of executive ego through interior design may not always really be in the best interests of the organization.

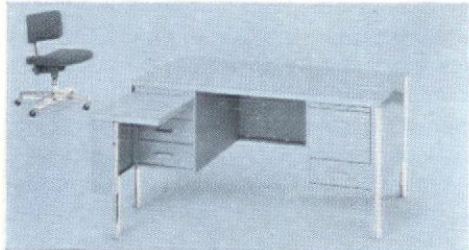
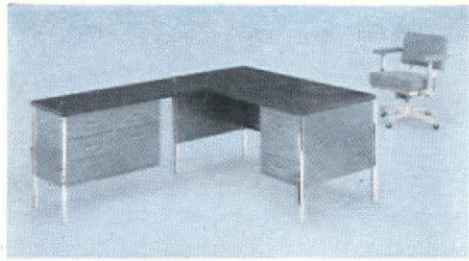
It has become more and more understandable to management that the working environment, of itself, communicates impressions to employees, to visitors, to customers, to clients, and to prospects that cannot often be communicated in any other way. These impressions generally relate to concepts difficult and even impossible to express verbally and believably: progressiveness, modernity, helpfulness, ethicality, expertise, knowledgeability, productivity, efficiency. There has been as a result of today's national and international commerce an increasing implication that any company that is good and modern ought to look good and modern. This has not escaped management's notice so much lately as it had before.

### **Provincialism is a liability**

Somewhat in the same context, management has spent some time with the notion that it is no longer appropriate for any truly ambitious company to speak to its public with a regional accent of any kind. Provincial methods may be an asset in the case of some companies in very special situations—and provincial appearances can be faked in such

*(Continued on page 8)*





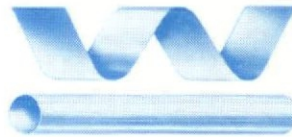
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Vinyl Wallcoverings



Circle No. 7 on product card facing P. 116

### POINT OF VIEW—continued

cases as we all know. But these are theatrical situations (e.g., the phony folksiness of several well-known whiskey distillers and the counterfeit grandmotherliness of almost all large U. S. bakeries) and are, fortunately, exceptions to the world of real business. In the great majority of cases, provincialism—whether expressed in office procedures, customer relations, corporate stationery, or working interiors—is a distinct liability to any business.

Some management can now see the connection between good, pleasant working environments and a better grade of job applicants from which to choose employees, an arrangement that in effect allows management better control over its own destiny. And some management knows that there is a positive relationship between well-planned working environments and lower employee turnover.

In sum, the new sophistication among those in management has brought a new awareness of what good working environments are for: *they are for making money.*

One could say, then, that the best definition of good contract interiors is that they are the ones consciously designed to make money for their owners. They do this by helping to enhance a company's reputation as well as its self-esteem. They do this by helping to dramatize a company's approach to production and service. They do this by showing the world what a company thinks not only of its top management, but of all its employees. They do this by making a public statement of what a whole company thinks of itself. And, certainly not least, they do this by deliberately encouraging efficiency and productivity through careful attention to the facts of human behavior.

#### Designer sensitive to client's needs

Enlightened management, because it is coming to maturity in the stiffening competition of business in today's world, has begun to understand all these aspects of the working environment. The enlightened interior designer of today understands these—and also one more: he understands that his assignment is not a self-indulgent foe of expressing his own ego, but rather a mature, far more satisfying one of being sensitive and responsive to the needs of his clients.

All this is not to say that the millenium is upon us—not quite yet. It is likely to be some time before there are no more office-equipment opportunists, no more gung-ho furniture pushers, whose eyes are only on the sales charts. And we have not yet run the course of garish gold or chartreuse carpeting or classy coral desks or turquoise chairs. After all, as Havelock Ellis once reminded us, "The place where optimism most flourishes is the lunatic asylum."

But today all the elements of good interiors for offices are abundantly available, and more and more management/designer teams are putting them to good use. (C)

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## Institute Of Texan Cultures designed by Californians

The Southwest went West for just the right combination of talent to create the popular Institute of Texan Cultures at San Antonio's HemisFair '68 (see cuts). Two nationally known design firms, Usher-Follis, Inc., Los Angeles, and The Office of Gordon Ashby, San Francisco, were responsible for creating the permanent, centralized historical information center for the state and for the exhibition, which provides information on the 24 ethnic groups whose cultural contributions influenced Texas' heritage.

After visiting clusters of showcases and graphic illustrations on each of the ethnic groups, visitors end up beneath a 90-foot ceremonial dome, where a multi-screened film presentation is made.



Architectural model of portion of the 40,000 sq. ft. main exhibition hall of Institute of Texan Cultures.

## Architecture-oriented course offered at Kansas State

Professionalism in interior design has grown greatly in the past decade, yet it still has a long way to go. Only by attacking the problem of unqualified personnel at a grass-roots level can the profession attain the necessary expertise demanded by business.

One notable step was recently taken by the College of Architecture & Design at Kansas State University with the establishment of a new option in its curriculum program: Interior Architectural Design.

The program is based on five years, 160 credit hours—the same requirements for a regular degree in archi-



John Follis (l.), partner of Usher-Follis, and Dave Hammer, head of firm's design development, review showcase construction.

ture. For the first two years, the student follows a basic architectural curriculum. The last three years broaden the student's interior and architectural vocabulary in such areas as interior and architectural design, furniture design and construction, specifications, materials acquaintance, as well as structural design, air conditioning, illumination, and other related areas.

The basic philosophic concept underlying the program, according to Associate Professor Jack Durgan, AIA, director of IAD, is that of total design and the esthetic and functional integration of all phases of the design process. The addition of IAD was prompted by the increasing trend by architectural firms to establish their own interior design departments and an increasing demand for designers oriented in architectural interiors.

## Scholarships by Celanese

Celanese Fibers Marketing Co. has designated five interior design schools to receive the Celanese Scholarship Awards. Each school will select a student to receive the \$1,000 award. The five schools selected for the 1968 awards are: New York School of Design, N.Y.; University of Florida, Gainesville, Fla.; Richmond Professional Institute, Richmond, Va.; University of Oregon, Eugene, Oregon and the University of Kansas, Lawrence, Kansas.

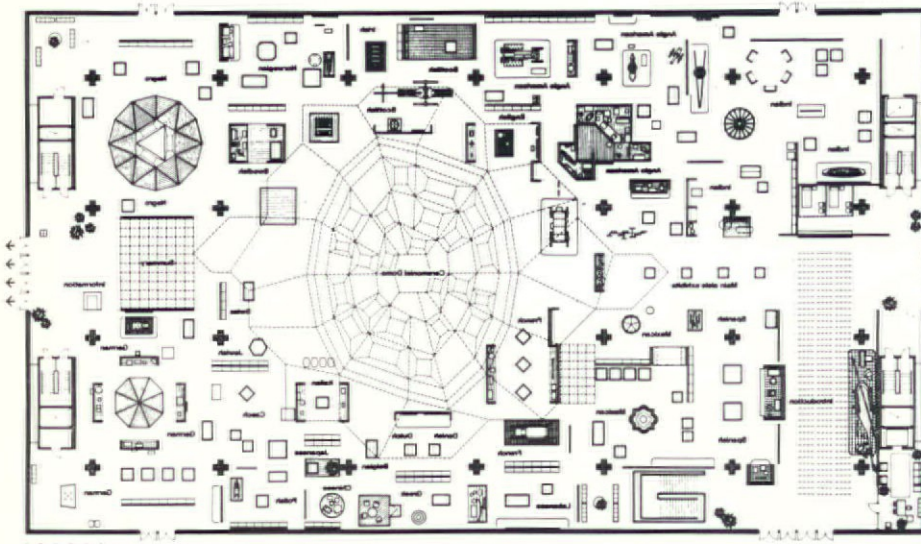
## Contract expansion anticipated

Signing of long-term leases at the Western Merchandise Mart, San Francisco, by 28 furniture and furnishings manufacturers augurs an increase in sales over the next four to six years, according to the Mart. Included in the list of lessees are manufacturers of furniture, floor coverings, lamps and art exhibitors, who plan to expand their wholesale showroom facilities.

## Ford study to update courts

Step into any courtroom (as a visitor, hopefully) and what you see is a plan and design based on a precedent that has been long obsolete. To help correct this, Ford Foundation recently made a grant of \$179,000 for a two-year study to establish standards for modernizing the physical facilities of courts and court-related agencies. The

(Continued on page 13)



Schematic drawing of cultural exhibition hall on main level of the Institute of Texan Cultures, which opened in April in San Antonio.





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study will be conducted under the supervision of a joint committee representing American Bar Association and American Institute of Architects. The study will assess the physical environmental needs of courts, as well as specialized court-related activities and technological advances in court administration.

## Seven U.S. libraries awarded

A jury composed of architects selected seven U.S. library buildings to receive architectural awards in the fourth Library Buildings Award Program sponsored jointly by American Institute of Architects, American Library Association, and National Book Committee. Awards covered three categories: academic, public, school libraries.

Three Awards of Merit/Academic were awarded to:

Harrison & Abramovitz, for Library Institute for Advanced Education, Princeton, N.J.; Marcel Breuer and Hamilton P. Smith, for Saint John's University Library, Collegeville, Minn.; Warner Burns Toan Lunde, for Hofstra University Library, Hempstead, Long Island, N. Y.

Three Awards of Merit/Public Library were issued to:

Wurster, Bernardi, & Emmons, Inc., for Mill Valley Public Library, Mill Valley, Calif.; Hackner, Schroeder & Associates, for La Crosse Public Library, La Crosse, Wisc.; Schaefer, Schirmer & Eflin, for Wichita Public Library, Wichita, Kans.

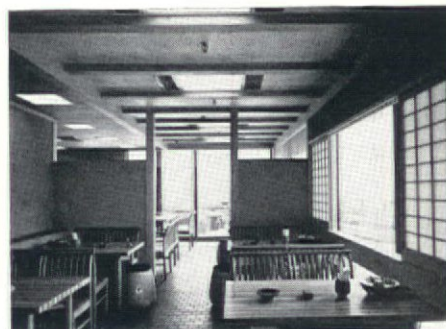
One Award of Merit/School Library was given to: Benjamin Thompson & Associates, Inc., for Mount Anthony Union High School Library, Bennington, Vt.

## Indian Arts award for peacock

The first biennial exhibition of American Indian Arts & Crafts was recently held in Washington, D. C., during which painter Yeffee Kimball was



awarded the third prize in textile design for Peacock's Peacocks. Miss Kimball was commissioned by Peacock Wallpaper Collection for the design.



New Shinjuku complex (upper left) includes Odakyu department store, which has several restaurants (upper right) and enormous lobby spaces (lower right). Terminal's facade (lower left) is of aluminum panels and bronze-colored solar glass.

## Tokyo builds huge landmark

Tokyo's multi-million dollar urban redevelopment project was advanced with the recent completion of Japan's largest department store in the Shinjuku terminal station building (see cuts above). The total redevelopment project involves three terminal areas, with Shinjuku the first target in the huge program of the Tokyo Metropolitan Government. Since March 1960, the terminal has undergone a \$40 million complete remodeling.

The mammoth terminal building, largest in Japan, has three stories below street level and 14 above. The completion of Odakyu department store, major unit in the terminal, marked the end of the Shinjuku project. The store, occupying the second basement and all floors from the second above street level, has a total sales floor space of about 1/5 of a square mile. Takenaka Komuten Co., Ltd., faced the challenge of an odd-shape for the store. It is sandwiched between existing parts of the terminal, and one end is abutted on an abnormal curve of the railway tracks. All work was done during off hours, without once disrupting train schedules.

## Arts Center refurbished

Decorative Arts Center, one of New York's first and oldest showroom buildings, just underwent a face lift that involved a new facade, enlarged lobby, and adjoining conference lounge. The 17-story building has housed manufacturers of top quality furnishings for both home and office ever since it was built in 1927. Tenants in the building include: Kittinger Co.; Baker-Manor House; Dunbar; Dux; Nahon; Scalia, Schmiege & Kotzian; Milling Road; Melding; Wood & Hogan; Richard Wheelright; Mason-Art; Wycombe, Meyer Co.; Romweber; American of Batesville; Ficks Reed, Lee L. Woodard; Kent-Costikyan.

The facade and lobby facilities were redesigned by John Gerald, AID.

## "Excellence In Corporate Design" awarded to Sarnoff

Recipient of the 1968 National Design Center Award for Excellence in Corporate Design was Robert W. Sarnoff, president and chief executive officer of RCA. The award cited Sarnoff's leadership in advancing the art of in-

(Continued on page 16)

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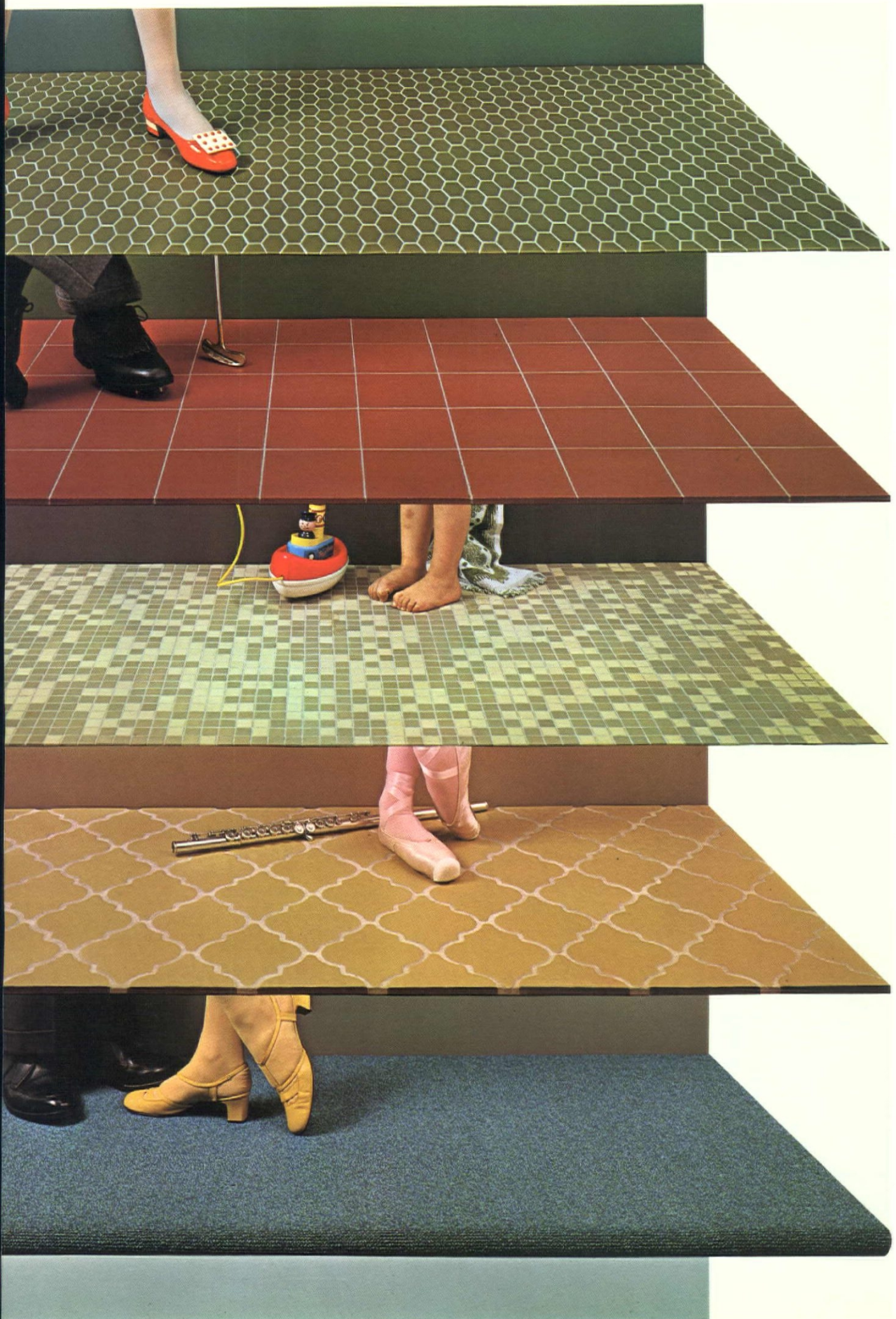
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## Summitcrest Commercial Carpe

. . . one of the most complete lines available.  
All the famous fibers: Nylon, Acrylic, Polypropylene, Modacrylics and Wool, featuring super-tight, 10th gauge construction, wide contemporary color selection. Available through Summitville Tile reps and leading Ceramic Tile distributors and contractors.







the brute  
belongs

wherever  
your  
imagination  
puts it...

**TENNSCO** CORP.

DICKSON, TENNESSEE 37055, A/C 615-446-8000

Circle No. 13 on product card

## CONTRACT BUSINESS: NOTES & COMMENT

dustrial design in corporate life through the use of modern graphics, interiors, advertising, packaging, and all other forms of communication that convey impressions to the public.

### Old keys presented to Miller

The latest move to new and larger quarters by The Miller Organization, Inc., New York City, resulted in a



nostalgic presentation of a key sculpture (see cut) to Sy Miller, president, by members of his staff. The sculpture consists of all the old keys of outgrown offices used by the staff in the firm's various locations. The new offices are located at 545 Fifth Ave., New York.

### New assignments . . .

Karl Steinhauser, AID, NSID, Chicago interior designer and merchandising specialist, has been retained by American Carpet Institute, Inc., to design its new showrooms in the Merchandise Mart, Chicago. . . . Dorian Hunter, AID Interiors, Fullerton, Calif., will redesign the Brentwood branch of United California Bank. The major design project includes new floor plans, electrical layouts, bank fixture placements, and furnishings. The existing structure was originally designed about 13 years ago. Architect for the project is Robert E. Faxon, AIA, of Faxon, Gruys & Saylor, Los Angeles. . . . Capitol Business Interiors, Charleston, West Virginia, has been retained to provide interior space service for the new \$10.5 million University Fieldhouse at West Virginia University in Morgantown. Upon completion, the fieldhouse will have a seating capacity of 13,500, augmented with various public lounges, reception areas, offices, and educational spaces. Architect for the project is C. E. Stilling & Associates. Capitol is also currently space planning and designing offices of News-

paper Agency Corp. of Charleston in a major remodeling project. Architect is Donald Moses & Associates. . . . B. Brody Seating Co., Chicago manufacturer of commercial furniture, has been awarded seating installation contracts in nine states. These include: Ramada Inn Southwest, Burr Ridge, Ill., with seating furnished by Space Planning Services, a division of Carson Pirie Scott & Co., Chicago; Remington Rand Office Systems, Library Bureau, Indianapolis, will handle installations of Brody seating for Fort Wayne Public Library; Shenandoah Country Club, Orchard Lake, Mich., will be equipped by Harry Altman & Sons, Detroit; Holy Remeemer College, Waterford, Wis., will be handled by Institutional Buyers Service, Park Ridge, Ill.; Civilian Club of Wright Patterson Air Force Base will have seating installed by Gardner Restaurant Equipment & Supply Co., Franklin, Ohio; Ramada Inn, Sherman Tex., through Dallas Foundation & Fixture Co.; Carriage House Motel, Lebanon, Va., through Sears, Roebuck & Co., Knoxville, Tenn.; Cobb General Hospital, Austell, Ga., will be handled by American Hospital Supply, Chamblee, Ga.; Presidio NCO Club of Letterman Army Hospital, San Francisco, through Huffman Sales Co., San Francisco. . . . Western Contract Furnishers, San Francisco, has been awarded the interior design and furnishings contract for the new Vallejo (Calif.) Elks Club, which calls for dining, banquet and lodge rooms. (C)

### SEARS CONTRACT IS SERVICE ORIENTED

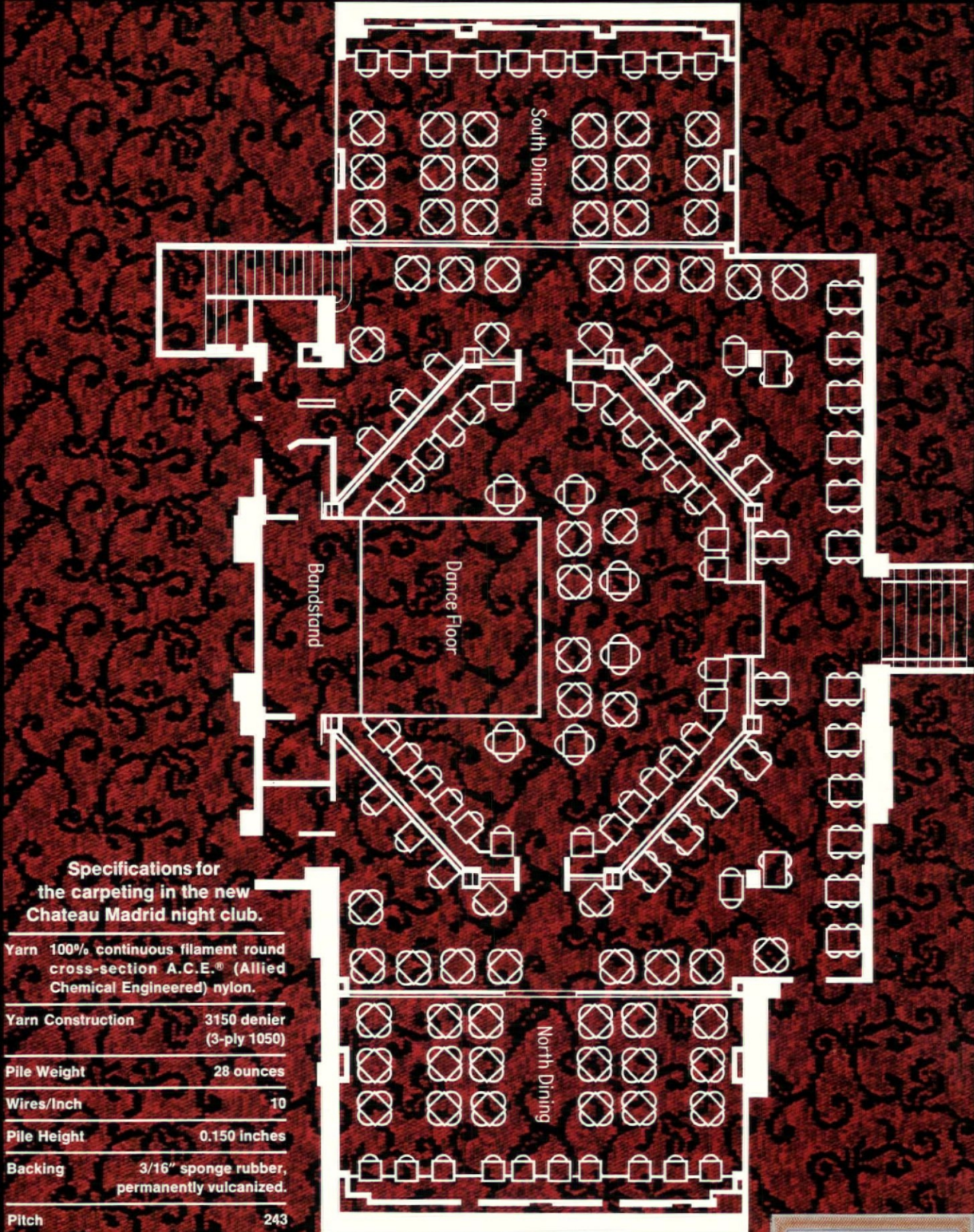
Planning, specifications, and installation are keystones upon which 175 field offices of Sears, Roebuck will provide contract service across the entire range of commercial and institutional installations. The first regional office was opened in Chicago, recently, in 7,000 sq. ft. of designed space, to serve as a pilot interior design center for the chain. With 12 room settings and a complete sales and design staff, the center offers complete "one-stop" planning and installation capability to clients. The editors will bring you more details of this gigantic contract operation and the reasons for its formal establishment in the July Issue of CONTRACT Magazine.



# This is a Commander.



Marvin Glyn, Industrial Designer of Glyn Associates, Syracuse, New York. He commands carpeting of Allied Chemical nylon fiber from Seamloc Loma-Loom for this all-new interior of the renowned Chateau Madrid in New York. Why? Because he wanted something special and unique: Spanish scroll pattern; rich, true red coloring; fabric high in durability and low in maintenance. Especially important to a high-traffic area like this popular night club. Mr. Glyn commands carpeting of Allied Chemical nylon.



**Specifications for  
the carpeting in the new  
Chateau Madrid night club.**

Yarn 100% continuous filament round cross-section A.C.E.® (Allied Chemical Engineered) nylon.	
Yarn Construction	3150 denier (3-ply 1050)
Pile Weight	28 ounces
Wires/Inch	10
Pile Height	0.150 inches
Backing	3/16" sponge rubber, permanently vulcanized.
Pitch	243

Become a Commander. Specify carpeting of A.C.E.® nylon on your next contract. Allied Chemical is the only fiber producer to back its labelled carpeting, the A.C.E. label, with an unprecedented 3-year Guarantee.

For more information, write to Allied Chemical Corporation, No. 1 Times Square, New York, New York 10036, or telephone (212) HA 2-7300, Ext. A.C.E.



**In top command of commercial carpeting.**

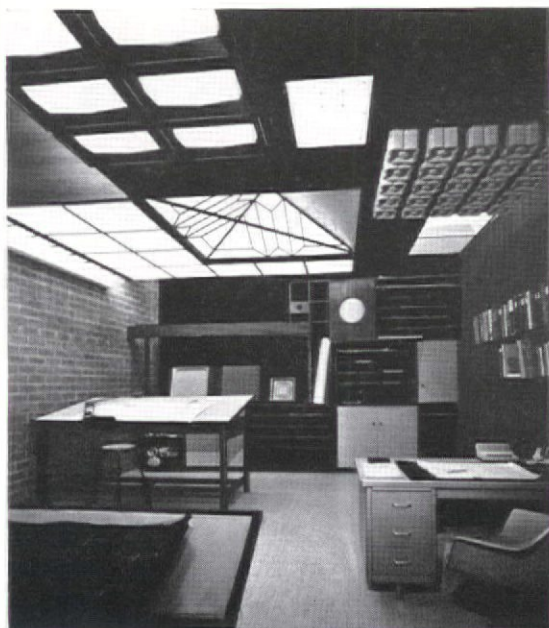
DESIGN —  
TAKEN  
FROM  
THE  
TOP

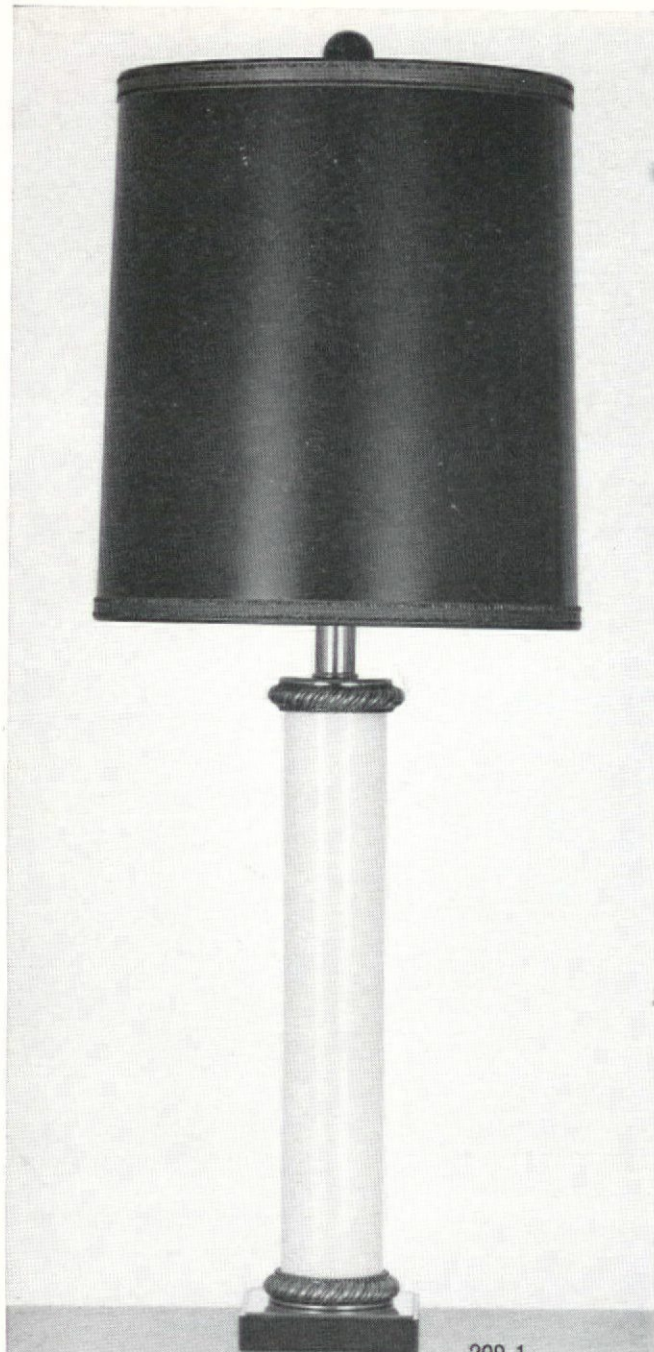


In the new showroom and offices of Integrated Ceilings, Los Angeles, the design of the interior spaces flows from the ceiling surfaces, which feature the firm's complete line of lighted ceiling systems. In the lobby (above, left) the 8 foot ceiling over the receptionist's desk incorporates low voltage lighting set into a wood ceiling, while the foyer ceiling rises to a 13-foot skylight.

The skylight effect is created by using redwood paneling on the tapered walls of the well beneath the Contoura luminous ceiling. Close up (above) shows the lighting diffusers and three-dimensional contour grids.

A conference room provides a showcase for the Celestial lighted ceiling system (left) installed as a rectangular chandelier floating away from the walls at a 10 foot level. The system uses three separate lighting systems, each with its own dimmer control, functioning air diffusers, and a public address system. A series of experimental new lighting systems dominates the design studio (far left). (C)





209-1

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

*Paul Hanson*

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

Circle No. 15 on product card facing P. 116

DAVID B. BENNETT has been appointed to head the newly formed contract furniture division of Burris Mfg. Co. Known as Consolidated Burris International Ltd., the new division will manufacture and market seating for offices, motels, hotels, restaurants, dorms

ROBERT KESSLER has been named national sales vice president for Domore Office Furniture Co.

DEWEY MARSHALL has been named assistant sales manager for Universal Carpets and J & C Carpet Co.

PAUL GIFFORD LIPS, AIA, and EDWARD J. MEYER, AIA, have become partners in the architectural firm of J. Gordon Carr & Associates.

MAURICE M. ROSEN has been elected senior vice president of Walter Kidde & Co. He will continue to serve as president and chief executive officer of Lighting Corp. of America, a Kidde division.

W. PAUL FISHER has been appointed Western regional sales manager for Enjay Fibers & Laminates Co. He will handle merchandising and sale of Nevamar laminates in the 13 western states, Hawaii, and Alaska.

EUGENE B. ROSCOE has been appointed sales manager of Emeco Div. of Standard Furniture Co. and Met-wood Mfg. Co.

National Industries has made the following appointments: EDWARD F. WIELAND, product promotion manager; HYMAN ROSEN, sales manager of restaurant and school furniture; KENNETH HICKMAN, sales manager of Natcolite and hospital patient room furniture.

PHILLIP M. KENTFIELD has become director of market planning and JOSEPH A. KING was named director of field sales for C. H. Masland & Sons.

CLAIR S. MELLANG, recently promoted to executive vice president, will head the Sico division which handles school and institutional furnishings. He will retain his position as treasurer of Sico Inc.

SUBBY PAVONI has been appointed sales manager of the newly created contract and institutional furniture division of J. R. Clark Co.

ALBERT F. FLASH was elected executive vice president of Birge Co. MATTHEW A. KUCLAR was elected to the board of directors.

ANTHONY A. CLEVINGER has been named to head Fred Schmid Associates' Hawaii office.

H. M. MCGRAYEL has joined Berven of California to fill the newly established position of Berven Carpets Corp. marketing manager—distributor lines.

Circle No. 16 on product card facing P. 116

# pamper your customer!

## HE'LL APPRECIATE IT....



**PRESTIGE GROUP**  
ALSO AVAILABLE WITH WALNUT BASES

**SHOWROOMS:**

TORCH/TEPPER INDUSTRIES  
419 PARK AVENUE, SOUTH  
NEW YORK 10016, N.Y.

H & W DISTRIBUTORS  
507 WESTLAKE, NORTH  
SEATTLE 4, WASH. 98109

LEFEBVRE ASSOCIATES  
166 HOWELL STREET  
DALLAS, TEXAS

**FOR YEARS, AND YEARS, AND YEARS....**

# PATRICIAN

## PEOPLE

IAN H. GRAHAM has joined the floor covering division of Ludlow Corp. as marketing manager.

WILLIAM WEBER has been named vice president and national sales manager for Isabel Scott Fabrics Corp.

ALLEN I. HUNTING has been appointed president of Stow/Davis Furniture Co., Grand Rapids, Mich.

ROBERT B. CADWALLADER has been named vice president of marketing for Knoll Associates, Inc. and DONALD R. JOMO was named vice president of finance.

JOHN W. BROOKS, president and a director of Celanese Corp., has been named chief executive officer. CHARLES C. PARLIN, has been elected chairman of the board of directors. EARL BALDRIDGE and JAMES R. KENNEDY were elected vice chairmen of the board of directors.

MARVIN ROSENBERG has been appointed national sales director of Nessen Lamps Inc.

Trend Mills has made the following major realignments of marketing personnel: CHARLES L. GREENE has been named national sales manager, Trend Mills of Georgia. SIDNEY SCHWARTZ was named to the new position of director of merchandising-advertising for all operating divisions, and SHELDON CHESIN is the new national sales manager, Trend Contract. JACK LOVE is new Northeastern regional manager.

DANIEL R. DONALDSON has been named sales and marketing manager of Smith Metal Arts Co.

JAMES C. SIGNORE, JR. has been named executive vice president of Signore, Inc. and of Plex-O-Wood Inc. Signore, Inc., was recently acquired by AMV Corp.

CHARLES T. TWOMEY has been appointed assistant to the sales manager of hotel and restaurant division of Oneida, Ltd.

JOHN KING has joined ISD Inc. as vice president in charge of the firm's New York office, enabling Louis M.S. Beal, executive vice president, to devote full time to practice development and business planning.

IRVING B. LAST, wall decor manufacturer and interior decorating consultant, has been appointed vice president of design for Mikara, Inc.

CHARLES S. SHAUGHNESSY, JR., appointed executive vice president of Moore Furniture Industries in 1966, will now head the company's complete marketing program and contract division.

HERBERT J. BRONER has taken over the newly created position of director of marketing and merchandising—furniture for Mohasco Industries.



# 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; F. Shane Franz, 189 Sycamore Street, East Aurora, New York 14250 • Patterson Representation, 307 East Hennepin Avenue, Minneapolis 55414 • Lloyd 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.



ATP Series Designed by Edward A. Roffman

Circle No. 17 on product card facing P. 116





“Ok, so it’s Vectra fiber . . .  
but I still say it looks like Fred.”



**Amtico’s new “In ’N Out” carpet looks ‘natural’ . . . but there’s nothing natural about Vectra fiber’s amazing resistance to stains, fading and abrasion.**

Amtico’s new fine gauge tufted carpet gives you the best of both worlds. Aesthetics and wear. □ In ’N Out looks so rich . . . so natural . . . you may suspect us of woolgathering. But make no mistake. In ’N Out is made with spun yarns of 100% Vectra® olefin fiber. So stain-resistant, you can depend on fewer commercial cleanings . . . lower maintenance costs. And Vectra fiber’s remarkable abrasion-resistance, coupled with In ’N Out’s tight loop construction makes it a natural for the roughest traffic areas. When you consider that Vectra fiber is also fade-resistant, mothproof, rot-resistant and virtually static-free, you’ll begin to see the true beauty of Amtico’s In ’N Out carpet. □ Of course In ’N Out is an indoor-outdoor carpet in the truest sense. But once you see how lush and natural it looks indoors . . . you may not have the heart to put it outside.

Specifications:  
Gauge: 5/64" (12.8)  
Stitch rate: 8  
Tufts per sq. inch: 102  
Face weight: 26 oz. 100%  
Vectra olefin fiber  
Pile height: 1/8 inch  
Primary backing:  
100% polypropylene  
Secondary backings:  
1. Jute  
2. High density foam  
3. Homogenous vinyl



\*Amtico luxury carpets are a product of the Noxon Carpet Division of American Biltrite Rubber Co., Inc.

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 Charlottetown Center, (704) 333-0761. Enjay makes fiber, not carpets.



Noxon Carpet Division  
American Biltrite Rubber Co., Inc.  
Dept. A/Box 789/Dalton, Ga. 30720

Please send me complete information on new In 'N Out carpet

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

Phone \_\_\_\_\_

Circle No. 10 on product card facing P. 116



If you doubt that steel furniture belongs in executive offices, take a good look at Steelcase *Chromattechs*™



**Communications Center:** vertical telephone panel, pull-out dictating machine shelf, vertical letter file.

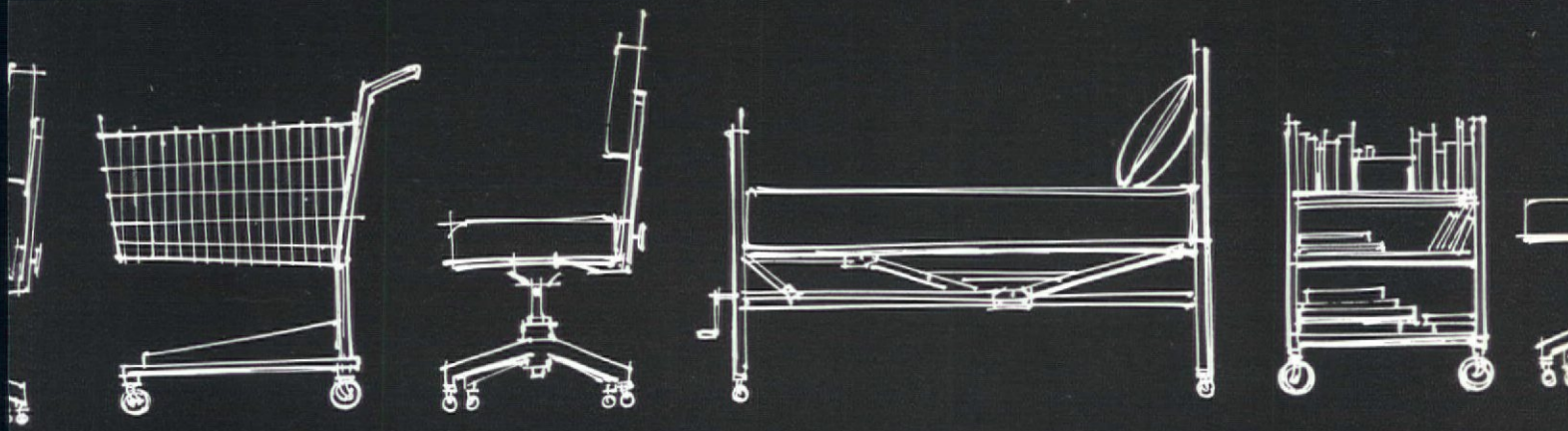
When you do, you'll enjoy a pleasant sense of discovery. You'll see things you've never seen before in steel office furniture. Or any other. Like lustrous Ember Chrome, whose onyx-like surface glows with muted reflections of its surrounding colors. (With brown, for instance, it takes on the look of polished tortoise shell.) And unique new Matte Textured acrylic enamels that make panel and drawer surfaces warm, pleasant to touch. Chromattechs' colors are appropriately muted. Brown and gold are basic, in a palette from umber to olive. With an entirely new range of handsome upholstery textures and colors, that will add rich dimensions to your clients' offices.

Steelcase Chromattechs are luxurious but unobtrusive—elegant yet businesslike. Practical, economical. Dozens of personal preferences are provided for. Such as: hand-rubbed wood tops for desks and credenzas; solar glass table tops; superbly comfortable chairs; a communications center; and many credenza arrangements. Visit one of our showrooms soon and see how Chromattechs can bring a refreshing difference to your next office project. If this isn't convenient, we'll have a representative call with samples or we'll send complete information. Just write Dept. K, Steelcase Inc., Grand Rapids, Mich.; Los Angeles, Calif.; Canadian Steelcase Co., Ltd., Ontario.

**STEELCASE**

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

Circle No. 19 on product card facing P. 116



# Proven perfect answer for specifiers for carpeting areas with wheel activity... Direct glue-down installation of double Jute-backed carpets

Nothing could be simpler. Double Jute-backed carpet cemented directly to the floor . . . new or old concrete or wood. Or over previously installed resilient flooring. No cushion back on the carpet. No padding under it.

Works perfectly, as Ford Motor Co. proved in a two-year test in Dearborn. Ford is now practically standardized on this technique in new office building construction and for replacements in existing structures.

### Benefits

The acoustical qualities, esthetics, luxury and thermal advantages of carpet . . . plus easy wheel and caster movement. Conventional wheels and casters can be used. Pads are unnecessary under chair casters if carpet pile is of good commercial grade.

### Savings

Double Jute-backed carpets cost substantially less than cushion-backed carpets with equal pile specifications . . . or equivalent carpets plus separate underlayment. Installation is greatly simplified.

### Jute's function

Jute secondary backing is vital because it provides maximum floor bond. This quality also guards against delamination of the secondary backing from the basic carpet. Jute's greater stability prevents carpets from shifting, which can misalign floor outlets with cut-outs in carpets.

### Applications

Use in any location where free movement of conventional wheels and casters is desired. General

offices, hospitals, libraries, supermarkets, computer areas, restaurants, etc.

### Taking up

When replacement is necessary, Jute backing comes off easily with solvents or fast-operating scrapers. None of the removal problems common with cushion backing, such as crumbling and sticking.

Write for complete copies of editorial features shown, plus outline of glue-down installation technique and additional material.

## Installation specialist

The National Magazine for Floor Covering Installers

**Editor's Note:** "Something new! Maurice Powell, Universal Carpet Service, Dearborn, Michigan, contacted to report carpet going into several Ford Buildings in Dearborn, Mich., the first of which has become a continuing contract. The job called for carpeted floors that would provide a firm, smooth surface to permit free movement of carts, wheel chairs, and the like without the use of special wheels or casters. The carpet for the installation was of a highly reinforced fiber with double jute back. The procedure developed by Powell was for gluing directly to the floor. In some cases, however, jute has been put in by Powell's method.

Word has gotten around the country about the method for this particular work, with many questions received by the editors of Installation Specialist. Now, readers, we want to Powell and asked him to spell out the procedure, published here. Keep in mind that it is a procedure developed to do a special job for the customer and to meet the special requirements of the installation. We advise you to check with your producer before attempting.



**CONVENTIONAL CARPET GLUED-DOWN**

**FLOOR PREPARATION:** Concrete floors should be sealed against moisture. Wood floors should be sanded and sealed.

**TOOLS REQUIRED:** 1. Utility knife 2. Hammer 3. Mallet 4. Scrapers 5. Solvent 6. Roller 7. Straightedge 8. Tack hammer 9. Tack cloth 10. Tack strips 11. Carpet 12. Jute backing 13. Adhesive 14. Spreader 15. Brush 16. Vacuum 17. Broom 18. Sandpaper 19. Sealant 20. Primer

Left, from Installation Specialist  
Below, from Floor Covering Weekly

### WHAT'S NEW IN CONTRACT

#### New Technique Employed in Big Carpet Installation at Ford Motor Co.

A new technique for carpeting commercial areas that combines the best features of both glue-down and cushion-back coverage has been developed for Ford Motor Co. applications as an installation alternative after 12 months' experience with an initial installation of 100,000 sq. yds.

The technique, developed by Maurice Powell, president of Universal Carpet Service, Dearborn, Mich., in cooperation with the manufacturer, involves the use of jute-backed carpet with a soft, cushion pile, cemented directly to a reinforced floor or, in some instances, to previously installed cushion tile.

The Ford research that was made in this development was reported to the nationally known "Floor Covering" magazine by Powell, president of Universal Carpet Service, Dearborn, Mich.

The rubber floor tiles on the carpet and standard chair casters will not mark the floor, according to reports on the general office area installed in the Ford Motor Co. building, Dearborn, Mich. Universal's double-backed system, instead of carpet with separate backing sheets on both flooring, with no padding or attached foam to slow up wheels.

The rubber floor tiles on the carpet and standard chair casters will not mark the floor, according to reports on the general office area installed in the Ford Motor Co. building, Dearborn, Mich. Universal's double-backed system, instead of carpet with separate backing sheets on both flooring, with no padding or attached foam to slow up wheels.

Even in close areas of 100 sq. yds., the double-backed carpet installation is a great improvement over the usual method.

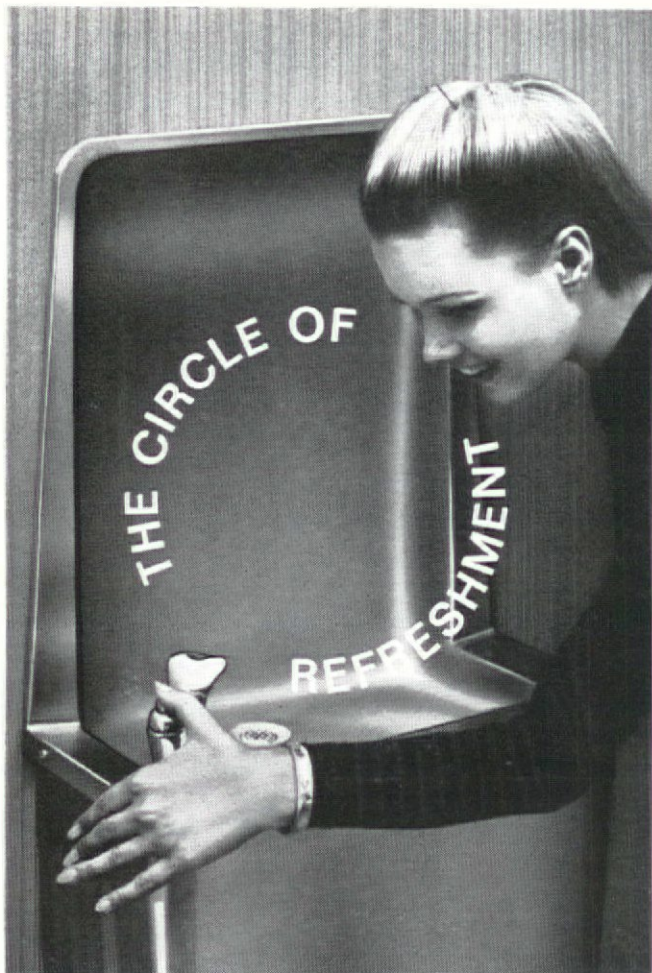
Equipment on rollers without backing or floating of the carpet. No padding or attached foam to slow up wheels.

**JUTE CARPET BACKING COUNCIL, INC.**

Circle No. 20 on product card

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

## CONTRACT NEWS



is the finishing touch . . . because:

Sunroc leads with innovations in engineering and design features acknowledged by imitators . . .

Is first with designs like the semi-recessed and fully recessed drinking fountains . . .

And first with engineering features such as lefthand bubbler, package cooling, and vandal proof drain . . .

With realistic pricing to meet most any construction budget . . .

With constant attention to the small as well as large engineering details, to assure lasting satisfaction for your most exacting client.

See Sweet's Architectural File or Mechanical Products Catalog for basic specification data, or write for A.I.A. Catalog.

# SUNROC

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Glen Riddle, Pa. 19037

S-800

Circle No. 21 on product card facing P. 116

CENTURY DESIGNS is a new planning and design consultant firm, Allentown, Pa., formed by EDWARD SOULIA and ARTURO SOBRINO, NSID.

DYLAN CARPET, INC. has added the following reps: KNEEDLER-FAUCHERE, for 13 western state's Alaska, and Hawaii. HERSMAN & Co., Dallas, in Texas, Arkansas, Oklahoma, and Louisiana. WATSON SMITH, in Illinois, Indiana, Iowa, Minnesota, Nebraska, North and South Dakota, Missouri, and Kansas. JOE SHERRY ASSOCIATES, Miami and Atlanta, will serve Tennessee, North and South Carolina, Mississippi, Georgia, and Alabama.

JORGES CARPET MILLS, INC., Rossville, Ga. has appointed the following distributors: R. N. HOLMER Co., San Diego, Cal., covering San Diego and Imperial counties; TRI COUNTY PLASTICS, INC., Colton, Calif., covering San Bernardino, Riverside, and Inyo counties in California, and Las Vegas and its vicinity; HAYES & LUGEA, INC., San Francisco, covering northern California, and Reno and its vicinity; and STANTON Co., Philadelphia, covering greater Philadelphia.

The Decorative and Home Furnishings Div. of OWENS-CORNING FIBERGLAS CORP. has been re-aligned into three major areas to concentrate on new trends and opportunities. The reorganization has created the curtain and drapery market, special products market, and a national sales organization. WILLIAM D. RADER, has been named manager of the curtain and drapery market, GEORGE E. MITCHELL to manager, special products market, and MARK A. FAY, manager national sales.

OZITE CORP., Chicago outdoor carpeting manufacturer, plans to triple the capacity of its carpet printing facilities by mid-1968, to meet the demand for patterned carpeting. Advanced processing equipment is being planned for the screened printing of the firm's new line, Futuristic.

CLAPPER'S MFG. INC., Meyersdale, Pa., manufacturer of laminated panels, has announced the acquisition of two new buildings, bringing its manufacturing and warehouse space to 80,000 square feet.

VICKERY & Co., Dallas, Tex., has been named to distribute DOWNS CARPET Co.'s line in Texas, Louisiana, and parts of Oklahoma and New Mexico.

ELLER & SUMNER, Minneapolis, will represent THAYER COGGIN INSTITUTIONAL in Minnesota, Western Wisconsin, South and North Dakota, Iowa, Nebraska.

KENTILE FLOORS-HIGHTSTOWN CARPET has appointed three distributors: GEORGE MARTIN Co., Detroit; HERREGAN DISTRIBUTORS, INC., Minneapolis; NORTHERN DISTRIBUTORS, INC., Miami.

MARLITE DIV., MASONITE CORP. is constructing a 180,000 sq. ft. plant in Modesto, Calif., to produce its line of plastic-finished hardboard wall and ceiling paneling. The new \$1 million plant will be in operation by August.

# Announcing **CONTRACT BOOKS, INC.** a new publishing company launched to create books for you—the contract professional

**JUST PUBLISHED! A COMPLETE SALES MANUAL—THE ONLY BOOK OF ITS KIND!**



## 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.

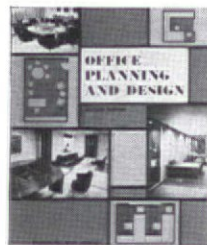
**Contents:** Part I. Pinpointing the Contract Market—Offices, Educational Market, Religious Market, Hotels & Motels; Restaurants, Clubs & Resorts; Industrial; Government; Stores, Shops & Showrooms; Places of Entertainment, etc.—including lists of leading customers in each of these market segments and 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.

## ANOTHER FIRST! JUST PUBLISHED.

### 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.



## OTHER TITLES

**Legal Forms for the Designer.** By Lee Epstein, attorney. Mr. Epstein, the outstanding authority on design protection and copyright law, has written an indispensable manual for the designer who does business with clients, sub-contractors, suppliers, etc. The book includes forms for contracts, cancellations, joint payment authorizations, letters of intents and many others, plus a running commentary by Mr. Epstein on how to use the law to protect yourself in doing business. Price, \$15. Fall 1968 publication.

**Art in Architecture.** By Louis G. Redstone. Unique reference book for architect and designer on integration of art with architecture. Splendid photos, wealth of technical information; endorsed by AIA. 252 pp., \$19.95.

**Architectural Rendering.** By Albert O. Halse, AIA. The techniques of contemporary presentation—a comprehensive manual of treatments for interiors, exteriors, lighting, perspective, media. Over 300 illus. Quarto vol., 277 pp., \$16.50.

**Lighting in Architectural Design.** By Derek Phillips, Architect & Lighting Consultant. A thorough presentation of the techniques of lighting for architects and designers; 385 illustrations. 312 pp. \$18.50.

## FORTHCOMING—FALL, 1968. SPECIAL PRE-PUBLICATION OFFER

**The Office Landscape.** By Hans Lorenzen and Dieter Jaeger, Partners, The Quickborner Team, Inc.

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.

Price, \$22.50. Special pre-publication price, \$19.50.



# **CONTRACT BOOKS, INC., P.O. BOX 45, CROTON-ON-HUDSON, N.Y. 10520**

Please send me the book(s) I have indicated. My check, including 50¢ postage charge per book, is enclosed.

Name .....

Company .....

Address .....

City..... State.....

(ZIP)

- How to Sell the Contract Furnishings Market \$20.00
- Office Planning & Design ..... 14.50
- The Office Landscape ..... 19.50
- Buildings, Plans & Designs ..... 100.00
- The Use of Color in Interiors ..... 15.00
- Art in Architecture ..... 19.95
- Architectural Rendering ..... 16.50
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- Free: Complete Catalog of Books

Books total.....

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**TOTAL.....**

**CHECK MUST ACCOMPANY ORDER. PAYABLE TO CONTRACT BOOKS, INC.**



Los Angeles Home Furnishings Mart  
Elevator Lobby

A stock chandelier that gives a custom-quality splash of Spanish . . . more evidence of lighting styles that fit your interiors at prices to fit your budget.

Full color catalog upon request.

See Our Latest Designs at Summer Markets

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San Francisco—Western Merchandise Mart  
—Space 586  
Seattle—Northwest Furniture Mart—Space 861

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

**lighting-accessories, inc.**

Circle No. 23 on product card facing P. 116

## CALENDAR

1968

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

**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.

**August 23-25.** 14th Annual Florida Furniture Mart. Miami Beach Convention Hall, Miami Beach, Fla.

**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 & Motel Association Annual Convention. Denver, Colo.

Circle No. 24 on product card

Suppose you checked into  
your own hospital tomorrow.  
You'd welcome a Beautyrest®



You'd find out what mode





# Equipment can do for a patient's confidence.

It's easy to see how a patient would figure the doctor's skill is of the same vintage as the hospital's equipment.

Here, there's no problem recognizing newness. Or comfort. Or solid construction. You'll see it all around you in Simmons intensive care equipment.

Doctors see it from another angle. Our beds, for example, adjust to more medical and surgical positions than any other bed available. And Simmons beds are fitted for accessories, like IV rods, safety sides, orthopedic frames.

Simmons makes everything easier on everybody.



There's more to Simmons than mattresses.

You'd see th



# Sterile rooms don't have to feel that way.

It may be an advantage to keep patient rooms sterile, but do they have to look that way?

Simmons says no. And we can argue that point with several styles of patient room furnishings. And wood-grained finishes. And sparkling chrome. And plush vinyls. Nice to look at.

Even staying in bed is easier because Simmons motorized, patient-operated beds chase away that "helpless" feeling. And they leave nurses and attendants free for other duties.

But there's more than comfort and looks. Surfaces seem like wood but wear like iron. Cornerless drawers clean as easily as a soup bowl. High-impact drawer fronts won't tell if someone bumps them with a cart. They're as tough as they are good looking.



There's more to Simmons than mattresses.



You might even agree that a mod



# ing solarium is a medicine all its own.

There's hidden therapy in a cheerful lounge where you can relax, make friends with fellow patients and visit with relatives who come and kid you about your "vacation."

Simmons upholstered furniture creates this kind of quiet, comfortable atmosphere in Contemporary, Modern or Traditional styles.

And they're all easy to take care of because they're made with high-traffic areas in mind. Heavy vinyls. Sturdy fabrics treated to defy oil and water-borne stains. Wood-grain melamine plastic laminate table tops that won't warp, stain or burn.

They do wonders for staff morale, too.



There's more to Simmons than mattresses.

# Simmons' business is helping you do a better job in yours.



We understand what it takes to make patient living easier. Easier for the patient and the people taking care of him.

That's because our experience in school, hotel, business and health care furnishings taught us a lot about making furniture functional and easy to take care of—as well as good looking.

Our Beautyrest® mattress with Fabrisan® is a good example. Fabrisan is a waterproof, flameproof, odor-proof covering. It's Sanitized® to prevent growth of bacteria, fungus or mildew. It's non-toxic and resists staining from urine, blood, oils and normal hospital chemicals and medicines. It's about as carefree as a mattress covering can be.

Or take high-pressure plastic laminate. Looks just like wood. But it won't absorb or stain, and it really fights off scratches, abrasions and burns. So does Sim-Clad®, our exclusive wood grain or textured covering. Bonded onto synthetic board or steel, it's just as tough as melamine.

We're extra proud of our one-piece, die-formed steel drawers. They stay solid because there are no joints to loosen. They clean quickly because there are no corners or cracks. And our high-impact thermoplastic drawer fronts are tougher than football helmets.

These are just a few of the features that keep Simmons furnishings from getting old before their time. There are many more. In fact, everything we could think of to make patient care more convenient and maintenance easier has gone into our broad line of special hospital and nursing home furnishings.

And with the Simmons system, your complete patient room, treatment room, lounge and office furnishings package can be financed to make budgeting easier, too. We offer extended term and leasing plans through our American Acceptance Program.

Next time you think about furnishings, think about Simmons.



**SIMMONS**

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL. 60654

For further information, contact Ed Ranahan, Box H, 1870 Merchandise Mart, Chicago, Ill. 60654

# Our woven carpets of pure wool pile

Sun Luck Restaurant, Flushing, N. Y.



are the **“uncontract”**  
contract carpets.

Above is one example of the multitudes we are asked by your confreres to design, match or suggest. In an equal multitude of colorations, patterns and textures. For every task and purpose. And “uncontract” contract carpeting is what we provide. Via the wider latitude our years of weaving skill allows. And via the demanded performance all wool face yarn endows. There is the added prestige, too, in the wool mark label—mark of the world’s best . . . pure wool pile.

Since you are also vitally interested in commercial carpeting which looks “uncommercial” . . .

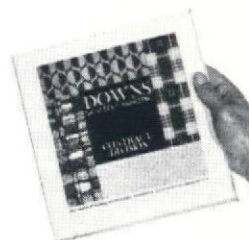
REQUEST FURTHER INFORMATION AND  
OUR COLORFUL CONTRACT BROCHURE.

THE MARK OF THE WORLD'S BEST.



PURE WOOL PILE

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



## DOWNS QUALITY CARPETS

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

Circle No. 25 on product card facing P. 116

# Cabin Crafts carpet specified again at Salishan Lodge





Architect: John Storrs; Interiors: Henry Janders,  
Hermann Company; General Contractor: A. J. Bennett.

"We were fortunate to have been able to observe the wearing qualities of the Cabin Crafts carpet in our first one hundred units for over two years before we specified Cabin Crafts again." These are the words of Mr. Alex Murphy, General Manager of the magnificent Salishan Lodge at Gleneden Beach, Oregon.

Salishan boasts 126 of the most luxurious rooms you'll find anywhere. Just recently completed is the new Chieftan House with 26 more deluxe suites—complete with Cabin Crafts carpet of Acrilan® acrylic fiber. "The fact that dirt gets *on* the carpet rather than *in* it should be reason enough for installing Cabin Crafts," Mr. Murphy adds, referring to the density of the pile. "We are definitely pleased with our Cabin Crafts installation."

Salishan Lodge is a perfect example of how Cabin Crafts becomes an integral part of the architect's and designer's scheme of things. Cabin Crafts styling, coloring and manufacturing leadership gives them the ability to fit your exact specifications. For more information, send the coupon below.



This is a typical room in the newly completed Chieftan House. Cabin Crafts carpeting of Acrilan acrylic fiber lends beauty, warmth and practicality to all 26 new guest rooms. And it was re-specified after a two-year "test" in the original 100 rooms!



Salishan Lodge, part of a 600-acre ocean front development on the central Oregon coast, consists of 14 buildings—the spacious surroundings reflect a casual, relaxed atmosphere.

Mr. Campbell F. Petty  
Contract Advertising Department  
WestPoint Pepperell  
P. O. Box 1208  
Dalton, Georgia 30720

Please send me information on your complete contract/commercial carpet line .  
Please have a contract specialist call to make an appointment .

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Street Address \_\_\_\_\_

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

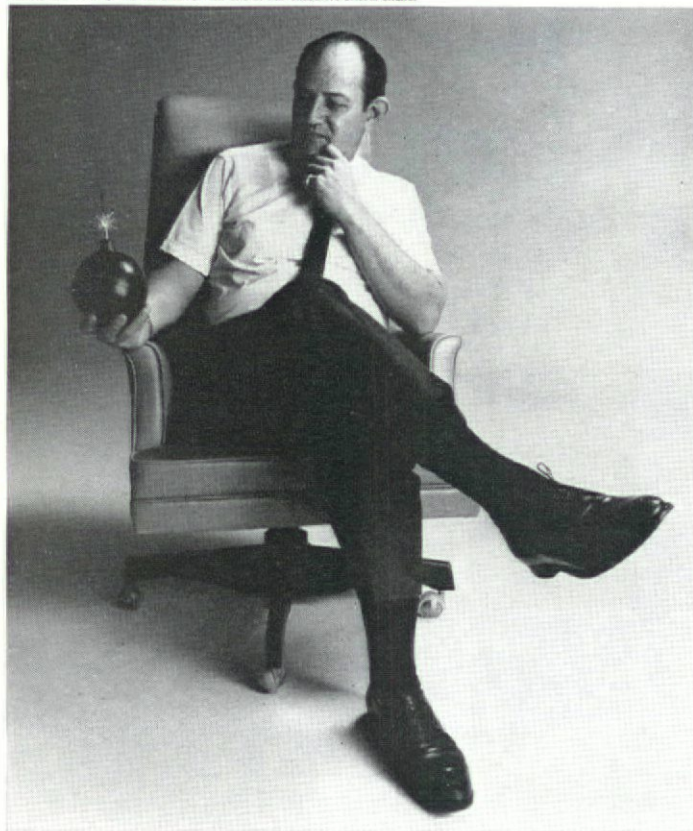


WestPoint Pepperell   
Carpet and Rug Division/Dalton, Georgia 30720

# Myth:

**If you make furniture with class,  
you've got to charge an arm and a leg for it.**

Harold Gutterman, Vice-President, with one of our executive swivel chairs.



We made up our minds to do away with this one a long time ago at Monarch. We figured that most people have to consider budgets as well as appearances. And most furniture that fit the budget was pretty hard on the eyes. Or it was so poorly built that it wasn't around very long.

So we worked hard to find ways to make fine-looking, well-built office and institutional furniture at a reasonable price.

So far, we think we've been pretty successful at it. Look our furniture over; then look over the prices.

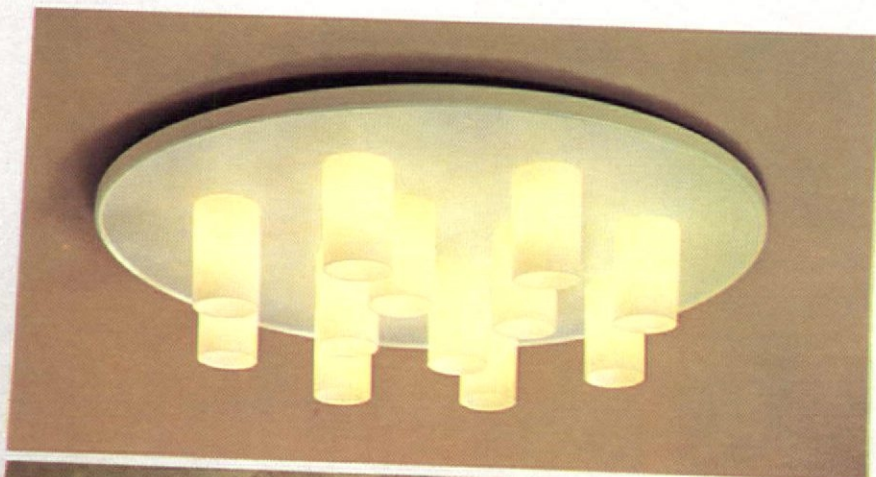
We think you'll be pleasantly surprised.

Just write for the name of the Monarch rep nearest you. He can give you the full story. Just don't expect myths. He doesn't believe in them either.

Monarch Furniture Company, High Point, North Carolina, 27261. Showrooms in High Point; 440 Park Avenue South, New York; 3720 La France, Dallas.

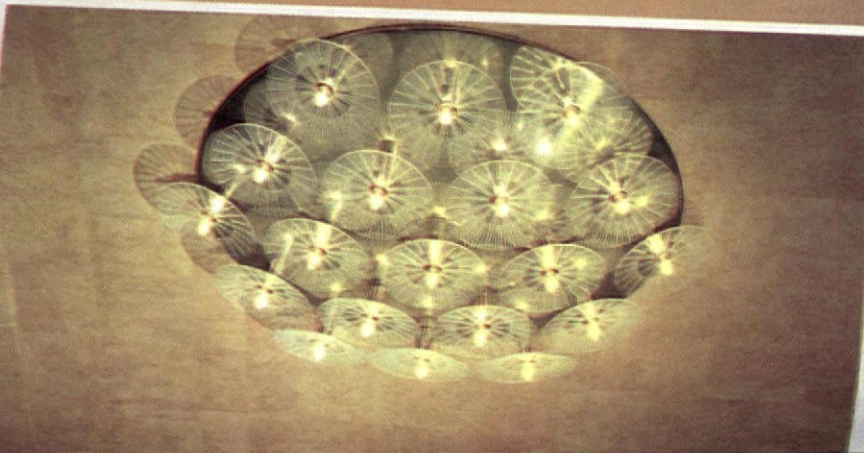
INNOVATORS IN THE DESIGN OF LIGHTING  
**LIGHTOLIER®**

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



When low ceilings in your design projects require an ornamental touch, consider these designs from Lightolier's Portfolio Collection. These are two from a group of commercially scaled fixtures in current design themes which relieve you of the expense and uncertainty of custom work.

Luminous cylinders on a flat, bone-white disc. Depth 8 $\frac{1}{4}$ ". In 24", 33" and 42" diameters.



Starbursts of light in settings of sparkling glass, on a convex polished brass dome. Depth 6 $\frac{1}{2}$ ". Available in 31" and 39" diameters.

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





*Costa Mesa  
Magic*

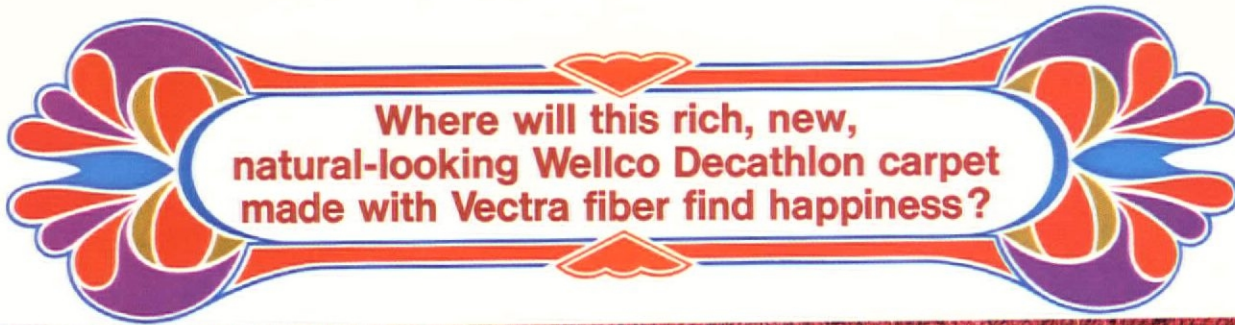
*Delivers all you need to do the trick*

It's easy. You start with six complete lines of distinctive wood office furniture, 700 variations in each line, and a big catalog of accessories, finishes and options. Now add quick delivery and handsome durability. Whether it's one desk or a hundred...with Costa Mesa you always come up with a beautiful answer.



COSTA MESA DIVISION / VISTA-COSTA MESA FURNITURE COMPANY 411 East Julianna Street, Anaheim, California 92803 (714) 535-2231

Circle No. 27 on product card facing P. 116



Where will this rich, new,  
 natural-looking Wellco Decathlon carpet  
 made with Vectra fiber find happiness?



In some traffic-heavy, stain-prone, fade-inducing  
 place where most other carpets would find grief.

Happiness is finding a carpet with maximum stain, fade and abrasion-resistance, minimum maintenance...and discovering that it's also rich in natural beauty. □ Such a carpet is new Wellco Decathlon, made with Vectra® fiber. □ Here at last is a fine gauge tufted carpet that passes every rugged test in the book. Made with spun yarns of 100% Vectra olefin fiber, Decathlon also has such natural-looking tufted beauty, you may suspect us of pulling the wool over your eyes. Until you see Decathlon's remarkably modest cost. Available with all weather backing...and jute or high density rubber for interior use. □ Of course Decathlon made with Vectra fiber is outdoor-indoor carpet in the truest sense. But once you see how lush and natural it looks indoors...you may not have the heart to put it outside.

**SPECIFICATIONS:**

Pile of 100% solution  
 dyed Vectra® olefin fiber  
 1/10 Gauge (270 Pitch)  
 Pile Wt.—33 oz. per yd.  
 Pile Ht.— $\frac{1}{8}$ " or .125  
 Stitches per inch—9  
 Tufts per sq. inch—90

Yarn Count—3.00 cc (3 Ply)

Primary Backing—  
 100% polypropylene  
 Secondary Backing:  
 (weight per sq. yard)  
 A. 9 oz. jute  
 B. 32 oz.—high density rubber  
 C. 20 oz. special all-weather back  
 (all bonded with 26 oz. of latex)

For additional information and samples on Decathlon  
 write to: Wellco Carpet Corporation, Department V,  
 P.O. Box 281, Calhoun, Ga. 30701

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_



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

Circle No. 28 on product card facing P. 116

*In recognition...*

of the special requirements of the contract market for well-designed, soundly constructed furniture, A. G. I. proudly presents an original new collection of institutional furniture.

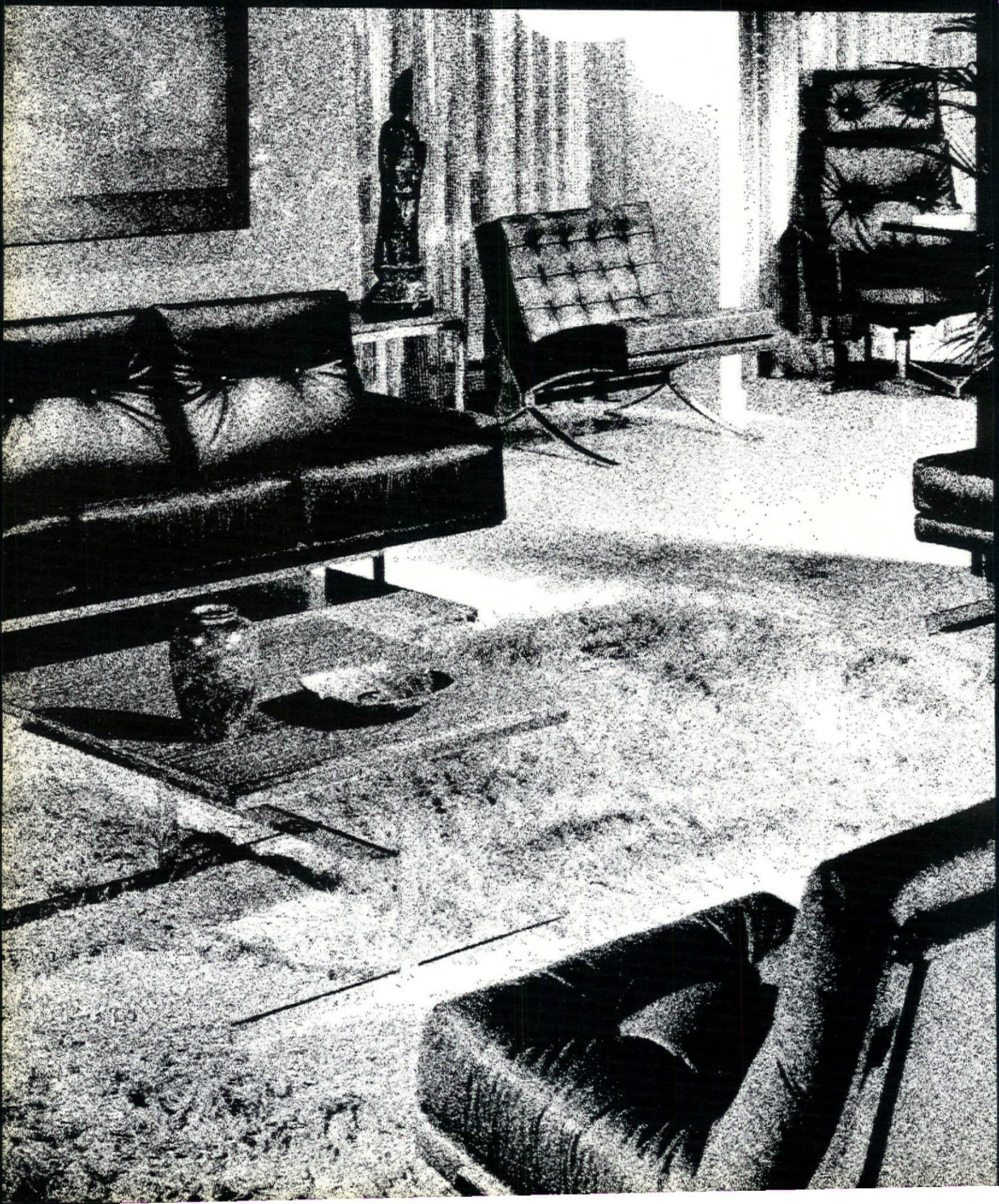


*arthur gross, incorporate*  
P.O. BOX NO. 142 HIGH POINT, N. C. 2726

SHOWROOM



**STORCH / TEPPER INDUSTRIES**  
432 PARK AVENUE SOUTH, NEW YORK 16.





**Backgrounds from the orient!** An exciting collection of Grass Cloth, Burlaps, Reed Textures, Foils and Linens. New colors and textures to help you create pacesetting interiors of quiet luxury and elegance, charm and personality in the Warner tradition of beautiful wallcoverings. Write today for samples.

**Warner**  
WALLCOVERINGS

**The WARNER COMPANY**

CHICAGO: 108 South Desplaines Street    DALLAS: 470 Decorative Center  
PITTSBURGH: Vista Industrial Park—Campbell's Run Road off Parkway West

The Warner Company  
108 South Desplaines Street  
Chicago, Illinois 60606

Please send me samples from Backgrounds of the Orient.

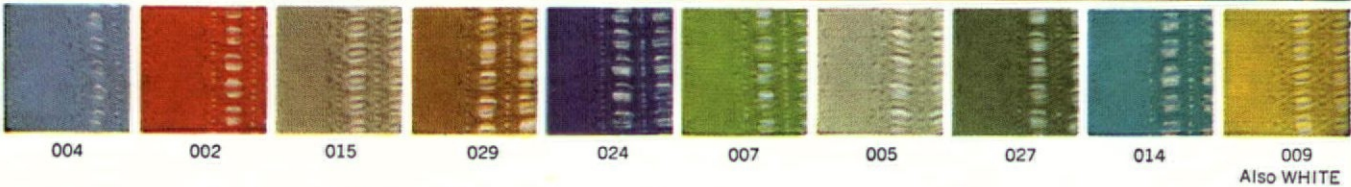
Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Circle No. 30 on product card facing P. 116

Drapery shown in color 017



## It's Chatham. It's flame-resistant. It's 100% VEREL® modacrylic.

Chatham offers a distinguished new group of drapery fabrics in Verel. This and five other Chatham fabrics come in the colors shown. That adds up to dozens of beautiful answers to your contract needs. Credit Verel for the rich, wool-like texture . . . for the graceful drape, shape retention, resistance to sun deterioration . . . and, above all, for the built-in flame resistance.

Available through a Chatham drapery distributor in your area. For further information, write Drapery Division, Chatham Mfg. Co., 666 N. Lake Shore Drive, Chicago, Ill. 60611.



EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, 260 MADISON AVENUE, NEW YORK, N.Y. 10016. Verel is the trademark for Eastman modacrylic fiber.

Circle No. 31 on product card facing P. 116





The carpet looks  
great now! How about  
a year from now?

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

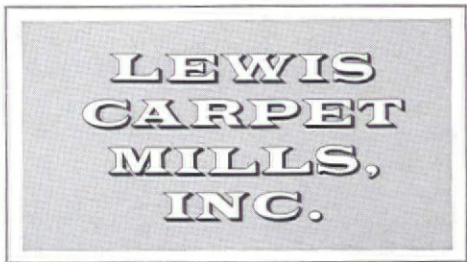
In a word, great! Or even five years from now for that matter, because Winchester 44-oz. carpet is made to stand up to business pressures. The durability of Zefkrome\* keeps your clients happy day after day. *Specify Winchester... it's good business.*



\*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. 32 on product card facing P. 116



**T**HE VIEW FROM THE TOP



AN WORKS HARD  
REACH THE  
NER OFFICE ON THE  
CUTIVE FLOOR.

OW, FROM HIS  
POINT, THINGS  
K PRETTY GOOD.  
DON'T LET ANYTHING  
ND IN HIS WAY.

NOT WHILE LEVOLOR  
MAKES RIVIERAS.

YOU SEE,  
LEVOLOR RIVIERAS  
CONTROL LIGHT THE  
WAY ONLY BLINDS CAN.  
YET DO IT IN A WAY NO  
OTHER BLINDS CAN:  
WITH SLENDER SLATS  
THAT SEEM TO

DISAPPEAR, NEARLY  
INVISIBLE POLYESTER  
LADDERS AND, INSTEAD  
OF TILT CORDS,  
TRANSPARENT LORITE  
RODS WE CALL  
"MAGIC WANDS."

YOU CAN'T SEE?  
THAT'S WHY WE  
CALL THEM "MAGIC."

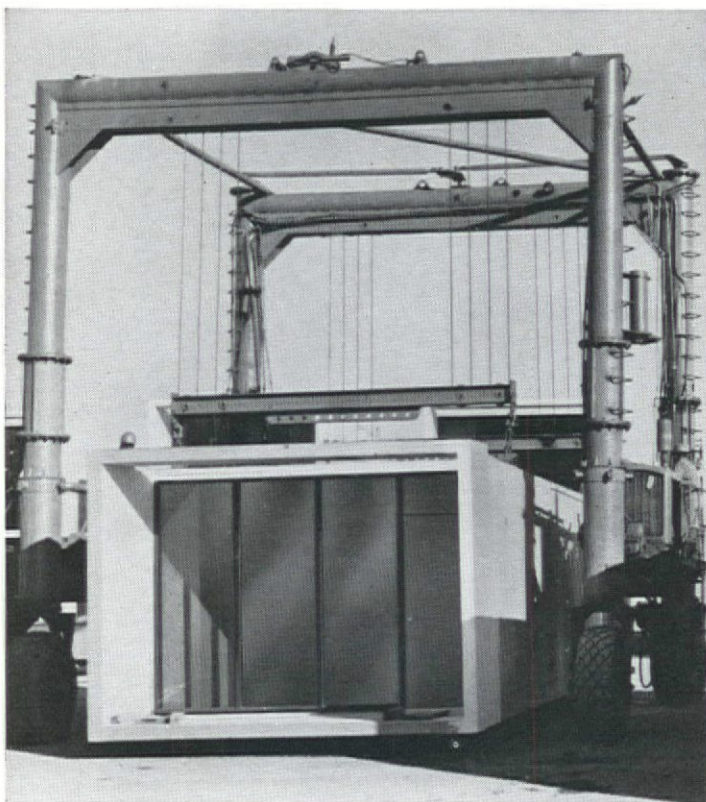
### LEVOLOR RIVIERA

THE SLIM-SLAT BLIND THAT  
DOES JUSTICE TO YOUR DESIGN.

ARCHITECTS SHREVE, LAMB &  
HARMON ASSOC., SPECIFIED  
LEVOLOR RIVIERA BLINDS FOR THE  
AMERICAN TOBACCO COMPANY'S  
PARK AVENUE, NEW YORK  
HEADQUARTERS. FOR COMPLETE  
DETAILS ON THOSE AND OTHER  
SPECIALIZED BLINDS, WRITE TO:  
LEVOLOR-LORENTZEN, INC.  
718 MONROE STREET,  
HOBOKEN, NEW JERSEY 07030



# Funny, it doesn't look like a hotel room.



But it is. And it's completely equipped from bathroom fixtures to wiring. And furnished right down to the carpet cushion.

For this is one of the modular units for the Hilton Palacio del Rio in San Antonio, Texas.

The carpet cushion is from B.F. Goodrich. It's natural rubber so it'll last longer.

The Hilton designers also chose Matador-pattern Koroseal vinyl upholstery fabric for use in the lobbies, restaurants and bars.

And firm, comfortable, non-allergenic Texfoam mattresses for the bedrooms.

If these B.F. Goodrich products are good enough for the unique Palacio del Rio, maybe you should look into them for your next project.

But don't stop short with carpet cushion, upholstery and mattresses. We also make Koroseal vinyl wall covering, pure latex foam pillows and Texfoam molded foam cushions. A complete line of contract furnishings. Any way you look at it.

For all the details, write B.F. Goodrich Consumer Products, Akron, Ohio 44318.

Koroseal—T.M. Reg. U.S. Pat. Off.

Circle No. 34 on product card facing P. 116

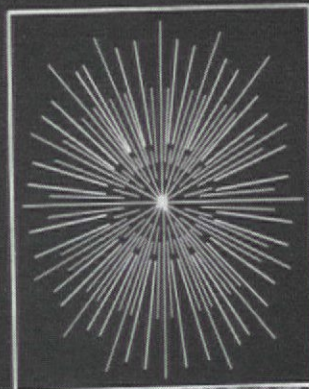
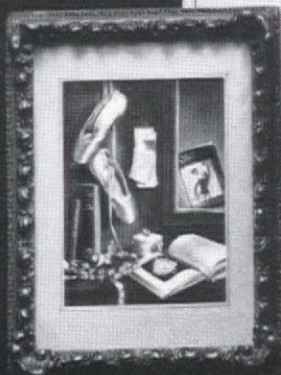


# Oxford

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. Slip them into corridors.

You can with Oxford Laterals because they're wall huggers, 2 feet shallower than standards.

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



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.



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.**

**They'll  
clean  
up.**



# 1969 LIVING BEDROOMS

Both stain-wise and promotion-wise—thanks to **Du Pont ZE PEL®** stain repeller.

Where there are snacks there are stains. And today people spend more time in the bedroom eating snacks while watching TV, reading or doing homework. So where else would you find a better place for fabrics with the stain protection of Du Pont ZE PEL?

Rooms designed for living—that's the idea behind the six 1969 Living Bedrooms created by Karl Steinhauser, AID, for a group of cooperating manufacturers. And that idea will be told to millions via a six-page, four-color ad in October **HOUSE & GARDEN**.

So while ZE PEL cleans up the stains, you get set to clean up on this promotion.

See the 1969 Living Bedrooms at the Chicago June Market in the showrooms of **Restonic Corporation**, 445 American Furniture Mart.

And don't miss seeing the complete, exciting lines of these other participating Living Bedrooms manufacturers:

**Stanley Furniture Company**, 613 American Furniture Mart

**Kirsch**, 1306 Merchandise Mart

**The Seeburg Corporation**, 445 American Furniture Mart

**Mand Carpet Mills**, 13-122 Merchandise Mart



# ZePel®

stain repeller

Circle No. 36 on product card facing P. 116



A showroom is to look around.

Go to a Stow/Davis showroom and what do you see? Everything. Because you can see around corners. It's a place to work out spatial solutions with office furniture of the highest calibre. Look around Stow/Davis. NEW YORK, 49 E. 53rd St. (212) 688-9410 • CHICAGO, 1181 Merchandise Mart (312) 321-0436 • LOS ANGELES, 8899 Beverly Blvd. (213) 878-3050 • DALLAS, 650 Decorative Center (214) 742-1661 • GRAND RAPIDS, 25 Summer Avenue, N.W. (616) 456-9681. For a designer's library of Stow/Davis, write on your professional letterhead to Dept. 55 Stow/Davis, Grand Rapids, Michigan 49502.

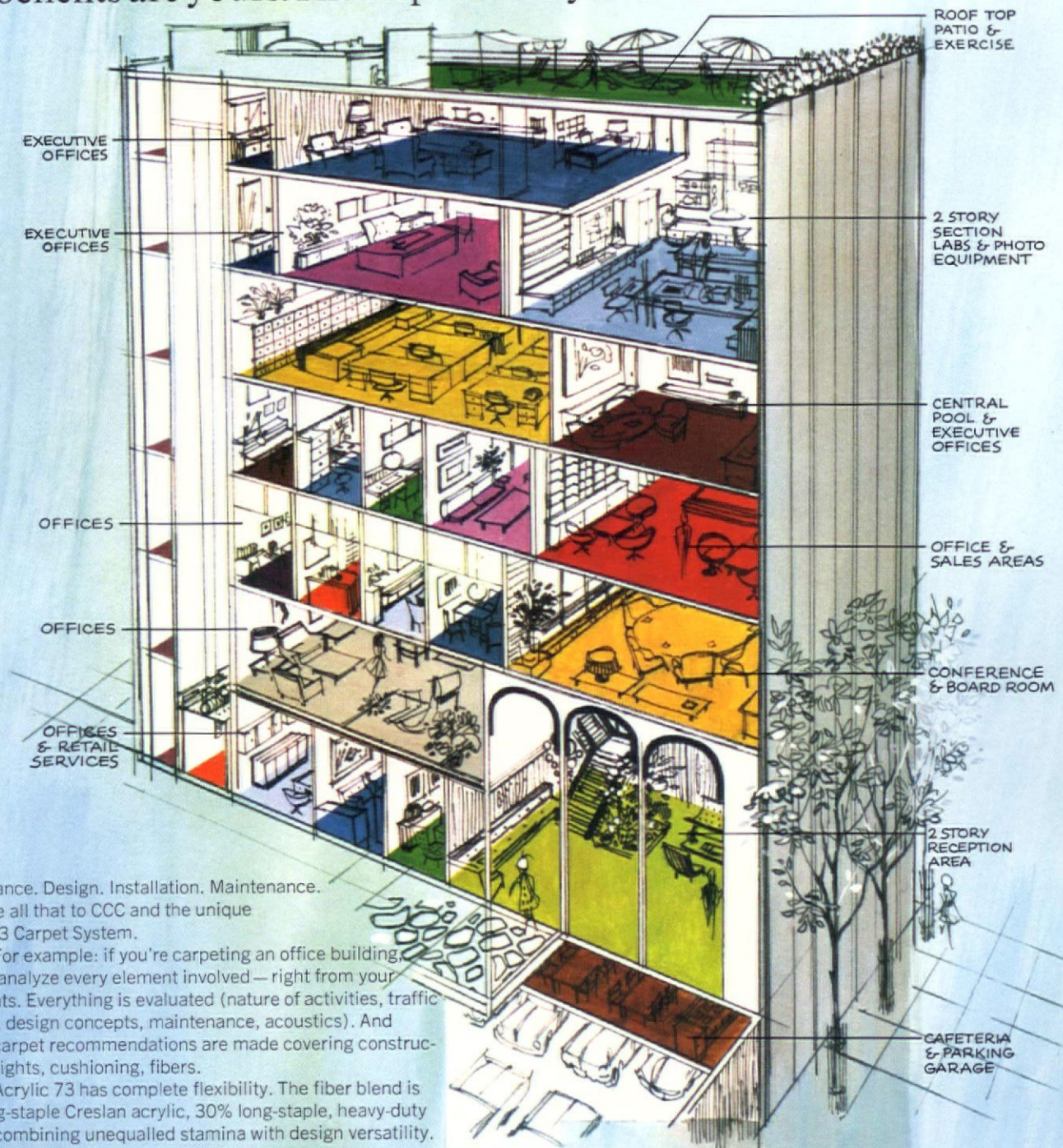
**SD**  
STOWIDAVIS

**CONTRACT**



# Carpet System from CCC with Acrylic 73

Engineered to cover every detail of your carpet project.  
The benefits are yours. The responsibility is CCC's.



Performance. Design. Installation. Maintenance.  
You leave all that to CCC and the unique  
Acrylic 73 Carpet System.

For example: if you're carpeting an office building,  
CCC will analyze every element involved — right from your  
blue-prints. Everything is evaluated (nature of activities, traffic  
patterns, design concepts, maintenance, acoustics). And  
precise carpet recommendations are made covering constructions,  
weights, cushioning, fibers.

Acrylic 73 has complete flexibility. The fiber blend is  
70% long-staple Creslan acrylic, 30% long-staple, heavy-duty  
nylon — combining unequalled stamina with design versatility.

With CCC engineering, there's no overcarpeting or  
undercarpeting — each area gets exactly what's needed. And  
the carpet is produced in appropriate widths — minimizing  
waste and installation costs.

CCC will arrange for certified installation, warrant it,  
and set up a complete carpet maintenance schedule.

CCC is the world's largest manufacturer of commercial  
and institutional carpet systems. That's why if you're after  
top-to-bottom carpet coverage, all you do is send in the coupon.  
CCC experts will do the rest.

Creslan is a product of American Cyanamid Company, New York

**CYANAMID** **Creslan**<sup>®</sup>  
LUXURY ACRYLIC FIBER

## CCC

Commercial Carpet Corporation  
Dept. 112  
10 West 33rd Street  
New York, New York 10001

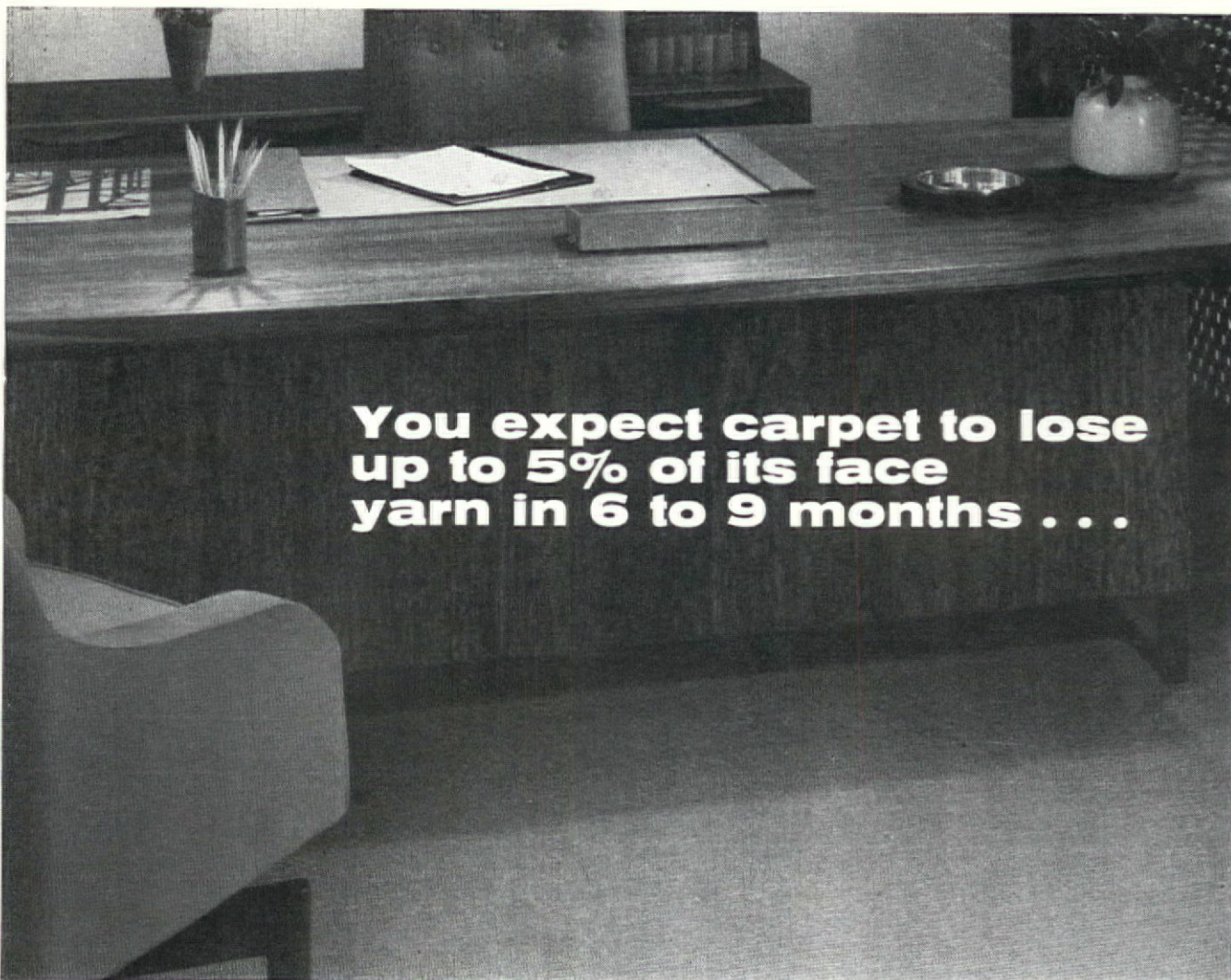
Attention: Mr. Walter Brooks  
Please send me a copy of the booklet, "Office Carpet Systems, with  
Acrylic 73".  Please have a CCC consultant contact me.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

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



**You expect carpet to lose  
up to 5% of its face  
yarn in 6 to 9 months . . .**

## **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.

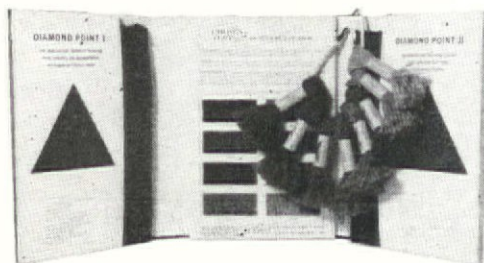
### **DIAMOND POINT CUSTOM OPTIONS:**

**Exact Yardage Program:** On every contract order of

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**



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



Atlanta/Chicago/Dalton/Denver  
Los Angeles / New York  
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Circle No. 38 on product card facing P. 116



Top of the 230 Club, St. Louis, Missouri

### Woodard In Contract

A mood of intimacy and romance is created with decorative detail and the functional beauty of Woodard's Andalusian Wrought Iron Furniture group.

Refer to the new Woodard Catalogue, all in color, when planning dining facilities serving the public. Wrought Iron is practical, long-lasting, comfortable and beautiful.

Contract Division  
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Write for our new catalogue.  
LEE L. WOODARD SONS, INC. OWOSSO, MICHIGAN

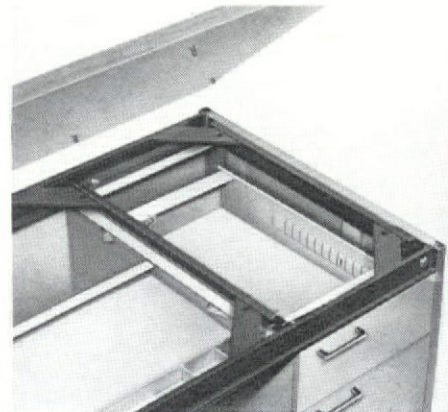
305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO  
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568 WESTERN MERCHANDISE MART, SAN FRANCISCO  
306 OCCIDENTAL AVENUE SOUTH, SEATTLE, WASHINGTON



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



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



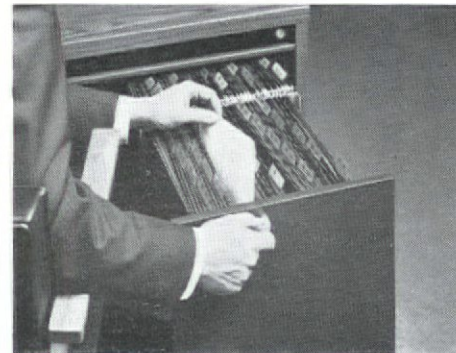
**strong**—I-Beam construction provides a framework of built-in strength... does not rely on top for primary support. Makes every Accent' desk firm and solid... and a solid investment, too.

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

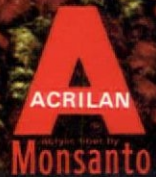


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from  
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Showrooms and warehouses: New York, Chicago, St. Louis, Dallas, Los Angeles, Portland, Oregon



Circle No. 40 on product card facing P. 116



## WHO IN HIS RIGHT MIND WOULD PUT HIS CHEF ON A CARPET?

It's being done. The old ideas about spills and treating carpets like fragile flowers are out of date. Carpet today can go anywhere. With little worry about maintenance yet all the extras only a carpeted floor can give. It's quieter. Reduces breakage and slippage. It's easier on feet and legs. Boosts morale. And it's just plain beautiful.

Take the carpets we make of Acrilan® acrylic fiber. Barwick Mills was among the first to use man-made fibers such as Acrilan because of their superior resiliency, low absorption of soil and moisture, and styling possibilities. Combine these advantages with our own more recently developed process for tufting carpet more

durably dense than even before, and it's easy to see why you'll find Barwick carpets of Acrilan practically everywhere you go—in schools, cafeterias, locker rooms, hotels, office buildings, industrial plants, and even in outdoor installations.

It's innovations like these that have made Barwick the industry leader in not quite 20 years in business. With more carpets, in more colors, patterns, and textures to choose from than anybody. Maybe it's time you talked to Barwick about putting your employees on the carpet.

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

If you're doing a room for elegant dining in a luxurious atmosphere you're probably already specifying Shelby Williams seating.

Or should be.

Shelby Williams, America's leading manufacturer of fine seating, offers you a choice of more seating, in more distinctive styles, than any other manufacturer anywhere. Visit a Shelby Williams showroom and see what we mean.

Or write for a free copy of our new catalog.



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Circle No. 42 on product card facing P. 116



# Universal "Vanguard" carpet made with Vectra fiber looks so "natural"... only your shepherd will know for sure.

## Specifications

Pile of 100% solution dyed Vectra® olefin fiber

$\frac{5}{8}$ " Gauge (12.8)

Pile Weight—28 oz. per sq. yard

Pile Height— $\frac{1}{8}$ " or .125

Stitches per inch—10

Tufts per square inch—128

Primary Backing—4 oz. 100% non-woven polypropylene

Passes ASTM E-84 flame spread test on jute back

*Secondary Backings* (wt. per sq. yard)

1. 40 oz. high density rubber

2. 9 oz. jute

3. 60 oz. vinyl for indoor-outdoor

In Vanguard fine gauge tufted carpet, you get the prized "natural" look, coupled with the stubborn stain, fade, abrasion and static resistance you get from spun yarns of 100% Vectra® olefin fiber. And Vanguard is available in eight heather colors. The cost? Impressively low.

In short, no matter where you decide Vanguard carpet belongs . . . it belongs. For Vanguard is an indoor-outdoor carpet in the truest sense. But once you see how lush and natural it looks indoors . . . you may not have the heart to put it outside.



A new stain, fade, abrasion and static resistant tufted carpet...in a flock of decorator colors.

For samples and information on Universal Vanguard...the carpet for commercial installations, schools, churches, lobbies and all other heavy traffic areas...write:

Universal Carpets, Inc.  
Department A, Ellijay, Ga. 30540

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

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

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 Charlottetown Center, (704) 333-0761. Enjay makes fiber, not carpet.

Circle No. 44 on product card facing P. 116



## 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 extraor-

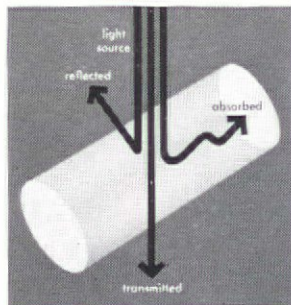
dinary office wear and tear. It's obvious Co/ordimate is solid quality. Suzy is hooked on it. The other girls in her office are too. So is her boss. And her boss's boss. Tho' he may never admit how little it cost to go first class. But it's really no secret! Call your Drexel representative. Or write 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.







# Antron® picks up just as much day-to-day soil as any other carpet fiber. But your clients will never believe it.



"Antron" fiber balances light to look clean.

"Antron" is the surprising new fiber from Du Pont that keeps its new look longer—and keeps the appearance level of the busiest buildings at their highest.

Even light colors look clean longer, because Antron\* nylon minimizes the appearance of soil. Some carpet fibers are transparent, so you see not only the dirt on the side facing you, but the dirt on the opposite side is magnified. "Antron" is different. It is specially structured to be opaque. It controls absorbed, reflected and transmitted light to minimize the appearance of soil.

And "Antron" is remarkably durable. It resists crushing, pilling and fuzzing and is easy to clean.

When you combine all these benefits, your clients end up with carpets that need less frequent cleaning and keep their new look longer. Carpets with pile of "Antron" deliver a long term saving. And *that's* something you *will* believe!

"Antron" is the optimal carpet fiber for high traffic areas and is available in a wide variety of contract styles from leading mills. Ask CORONET about "Lifetime."

For a free brochure on "Antron" (and Du Pont's other contract fibers) write: Contract Carpet Specialist, Du Pont Company, 308 East Lancaster Avenue, Wynnewood, Pa. 19096.



\*Du Pont registered trademark. Du Pont makes fibers, not carpets.

Circle No. 45 on product card facing P. 116



# HOW JFN USES THE COMPUTER AS AN IMPORTANT PLANNING TOOL

**Big volume space planning firms can put electronic data processing profitably to use in determining client requirements despite high costs of research, programming**

No man or group of men can effectively retain and mentally inter-relate all factors essential in determining client needs. Not when they're concerned with areas ranging from 750,000 square feet down to 25,000 square feet for a roster of more than 40 nationally prominent clients. And JFN, systems-engineering oriented space planning firm, doesn't even try.

The answer for JFN is the computer. It does the same thing the human brain does, but at a speed calculated in nano-seconds (which is to a second what a second is to thirty years).

No one at JFN is more dedicated to computer usage than Douglas Wheeler-Nicholson, president of the firm. Yet he is the first to warn of problems that exist. One problem lies in initially setting up a meticulously worked-out program for the computer. It requires infinite time, thought, and foresight.

The computer is not indicated for firms concerned with planning space, furniture, equipment, layout, and physical environment unless, he cautions, there is enough volume to cover initial research and development programming cost. This can be quite high, in terms of the hours top management must spend in order to decide *what*

it wants to program. In addition, there is the payroll expense of well-paid programmers (\$20,000 is standard). To this must be added the cost of computer time for testing programs. If an outside service is used, this can run to \$250 an hour.

## EDP—but first, intuition

A growing number of architects and a handful of space planners have just started to employ electronic data processing. Those involved have done so with the full knowledge that the systems and equipment they're now using will eventually become obsolete. But Doug Nicholson has no doubt that EDP will soon become standard procedure for all large, and even many medium-sized, architectural and space planning firms.

And when it is indicated, he says, they must remember that data gathering and analysis, whether by computer or not, still is not a scientific process.

"Initially, experience, and empathy," he stresses, "must play a role. Often when we ask a question or collect a set of facts we cannot be precise about why we do so. In certain areas, we must feel our way until satisfied that all the relevant data is assembled."

Whether or not a computer is indi-



JFN's top management team—(opposite page, r. to l.) Salvatore Fili, executive vice president, Douglas Wheeler-Nicholson, president, and Malcolm Wheeler-Nicholson, vice president—spends many costly hours deciding what it wants to program in its data gathering and analysis operation, which uses computer (above) at an outside data processing agency.

## SERP and VTS studies provide valuable data for analysis

cated for other planning firms, the system that JFN applies in data gathering and analysis should prove useful as a guide line. Indeed, it is currently of use to several firms around the country that have collaborated with JFN. These organizations include builder-developers, real estate firms, architects, interior design firms, and the internal staff of large corporations.

### First step: educate management

At JFN the process starts immediately after a client has commissioned a project. The first step—and one of the most important—is to educate top management and everyone else right down to the receptionist, secretaries, and mail clerks as to what, why, and how JFN will be researching in the ensuing weeks.

JFN prepares indoctrination memos, agenda, and schedules which, in Napoleonic terms, consider “the last but-

ton on the sleeve of the last soldier in the last platoon.” The purpose: to get complete understanding, involvement, and cooperation from the client’s senior management. Once this is accomplished, the chances are better than excellent that the attitude will be transmitted down through all levels.

### SERP: getting detailed data

JFN is now ready for its first study: SERP—a word fast becoming a generic term in the profession. SERP, in the JFN lexicon, stands for Space & Equipment Requirements Program. It is a computerized method for recording, calculating, and printing data reports about space and equipment requirements for all large space studies and design projects. It is an open-end and flexible program that can be customized for the particular needs of specific clients.

SERP handles *existing* inventories, optimum *present* requirements, and *future* requirements. It records the results of workplace studies, design studies, and traffic studies. It creates equipment-procurement lists and equipment budgets, as well as itemization of total space needs.

It includes organization names, job

titles, status, employee names, space types, and equipment. It can also handle detailed data about each of these such as locations, adjacencies, colors, materials, conditions, and costs.

SERP records the area requirements for private offices, conference rooms, libraries, reception rooms, computer rooms, and filing areas, as well as unit area allowances for workplaces and equipment from which it can automatically compute requirements for large open areas.

The SERP data are summarized on three levels: 1) Units which consist of 10 to 15 persons; 2) Sections which consist of groups of units; 3) Departments, of groups of sections.

Questionnaires are prepared for all unit, section, and department heads, so that they can elucidate and confirm the data obtained. This provides JFN with a “triple-check” on its questionnaires and responses elicited.

In collecting this data, JFN is also guided by a set of constraints that go beyond what most persons think is the role of the space planner.

It weighs requirements such as the labor market and the client’s personnel recruiting problems, the desired public image, company and industry

7. Indicate the type of tasks which might require special lighting and the hours occupied by these tasks in a normal week.

Not Applicable _____	HOURS PER WEEK				
	1	2+	10+	15+	20+
DRAFTING					
READING SMALL PRINT					
COLOR IDENTIFICATION					

8. Indicate the types of activity you perform at your workplace by marking the appropriate maximum hours per week.

	HOURS PER WEEK									
	OCCASIONALLY					EVERY WEEK				
	1	2+	5+	10+	20+	1	2+	5+	10+	20+
READING AND EDITING										
READING AND WRITING										
DRAFTING, SKETCHING OR GRAPHICS										
TALKING OR WORKING WITH OTHERS										
TELEPHONE OR INTERCOM										
CALCULATOR OR ADDING MACHINE										
TYPING										
DICTATING (PERSON TO PERSON)										
TAKING DICTATION										
FILING OR STORING										
SORTING OR COLLATING										
TELETYPE										
KEY PUNCH										
OTHER:										

9. Indicate the number of meetings per week at your workplace according to the following criteria:

A. The total number of meetings held.

TOTAL MEETINGS	TIMES PER WEEK				
	0	1+	5+	10+	20+

B. The number of persons attending other than yourself.

ONE PERSON ATTENDING TWO PERSONS ATTENDING THREE PERSONS ATTENDING FOUR PERSONS ATTENDING MAXIMUM PERSONS	TIMES PER WEEK				
	1+	3+	5+	10+	20+

C. The type of person attending.

OTHER EMPLOYEES CUSTOMERS OR POTENTIAL CUSTOMERS VENDORS OR SUPPLIERS EMPLOYMENT APPLICANTS	TIMES PER WEEK				
	1+	3+	5+	10+	20+

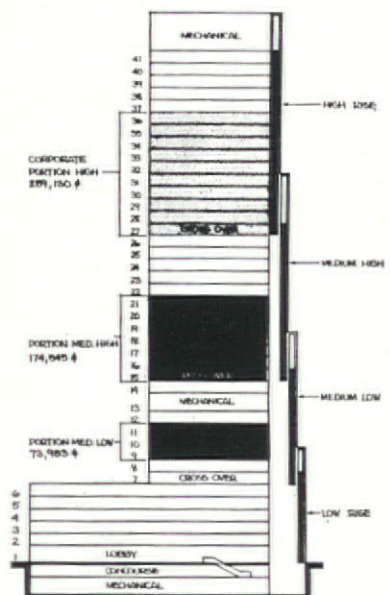
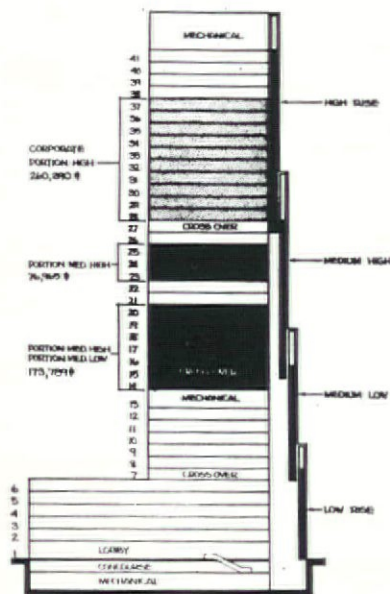
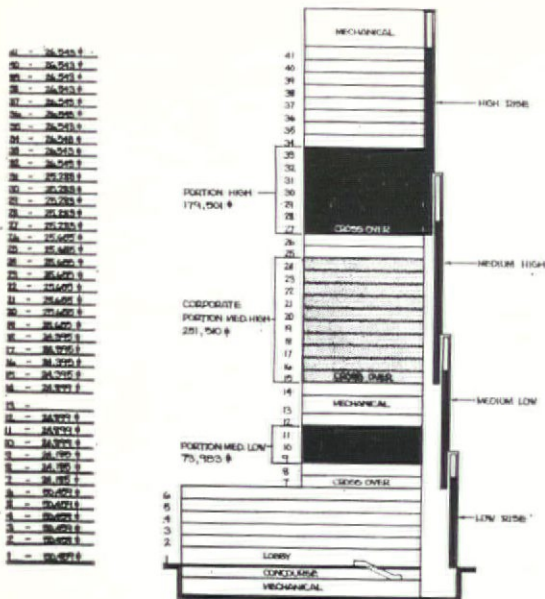
D. The nature of work conducted.

WORKING WITH DOCUMENTS WORKING WITH REFERENCE MATERIAL TALKING OR TAKING NOTES	TIMES PER WEEK				
	1+	3+	5+	10+	20+

Typical pages from comprehensive employee questionnaires give JFN the facts to feed into the computer.



### Design and layout solutions based on EDP readout



For a large corporation, JFN prepared schemes showing alternate vertical locations within a new building in which the client will be the major tenant.

phone or in visits are confidential; the types of persons who should not hear conversations or see visitors; the need for security for items kept at the workplace.

Not the least important among the other questions asked concerns the individual's present satisfaction or dissatisfaction with his environment, location, convenience, and decor.

At this point the answers to the Workplace Questionnaire are analyzed and recorded in the computer program and checked by unit, section, and department heads.

#### Design determined by data analysis

Now, and not until now, with its computer print-outs in hand, can JFN begin to come up with a data analysis and begin schematic design and layout solutions to the functional requirements of workplaces and groups.

Ideally, the building the client will move into has not yet been designed. If it has been designed, its configuration is one of the factors to be considered at this point.

JFN analysts then develop typical workplaces for similar requirements and assign them by job title, while recording the components and space allocation in the SERP program. They summarize the adjusted VTS results based on management's decisions on which traffic patterns they want to expedite or inhibit. They also establish recommendations for communication and special facilities, such as reception rooms, mail and messenger service, food service, telephone and conference room requirements. SERP can then calculate and print out total space requirements by unit, section, and department.

#### Now—the design solution

Up to this moment JFN hasn't taken any steps toward arriving at the design solution. Before it does so it has an orientation meeting with the client's senior public relations officers, and a coordination meeting with the architects to discuss design concept.

It checks out whether the client manufactures products that should be used; or, in the case of service clients,

whether any of the client's customers have products that should be considered in the design solution.

Frequently JFN has helped determine the building standards and allowances. These are now reviewed and become part of its preliminary design concept. JFN, for example, helped determine building standards and studied the space and other architectural requirements of Banco Popular de Puerto Rico (see CONTRACT, July 1967) before its new building was designed. Sometimes JFN is called on to study existing facilities and to recommend and estimate the cost and efficiency of renovating existing buildings versus design and construction of new buildings.

#### Purchasing, patch-ups via computer

The client—or JFN—can now enter into lease negotiations and request appropriations from the building owners. All the information previously acquired during data collecting analysis is brought into play: JFN does not have to ask for items that the client does not need; it can trade these off for those items the client does need.

With negotiations completed, JFN and its client are ready for the final step: the actual design phase. The client is presented with a design concept along with a preliminary budget. After these have been approved, JFN presents its approved, detailed furniture layout, its final design presentation, and the completed budget.

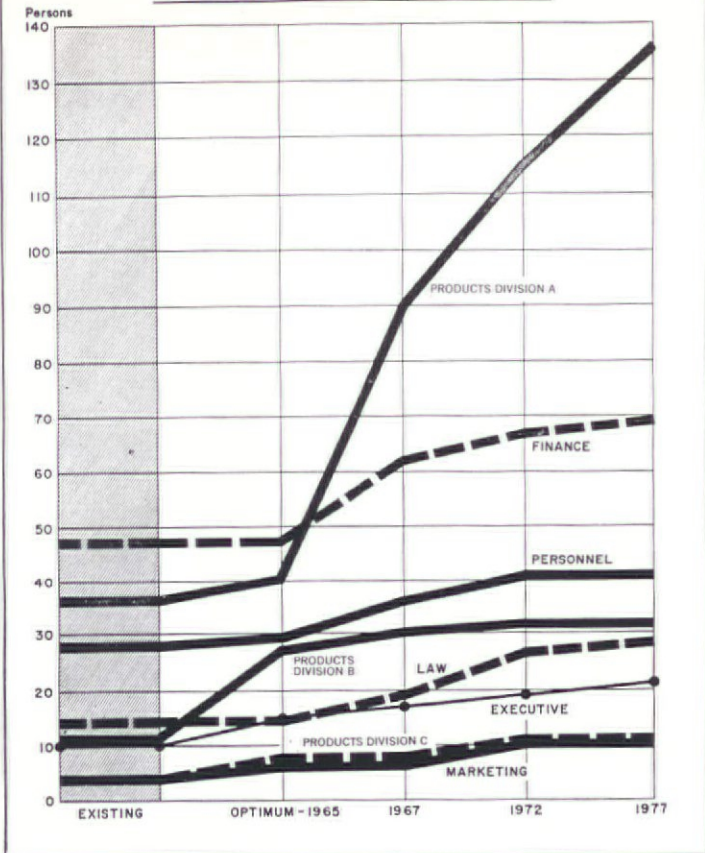
To expedite preparation of client's purchase orders and delivery of furniture, orders can be processed by computers. JFN then completes its working drawings and details of interior construction and cabinetwork.

To assure the client of the final result—and to make sure the results reflect the effort in data gathering analysis, planning, and design—JFN assists in letting the contracts and always supervises the execution on site. On move-in date, a staff of JFN supervisors is present to make sure that every detail is correct.

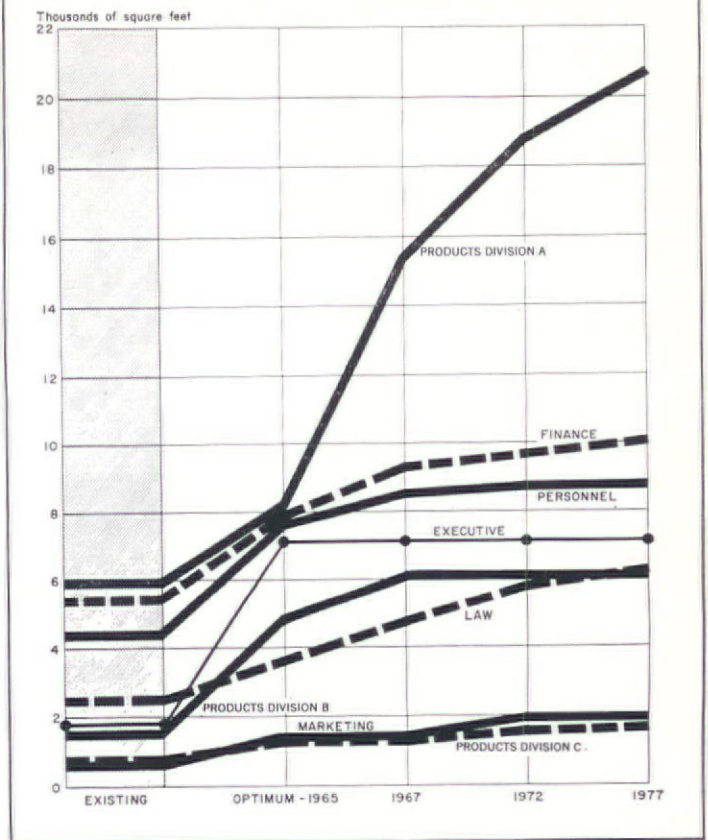
A punch list is then made of "patch ups," such as broken ceiling tiles, scratches on paint, damaged plaster, faulty balance in the air conditioning system. And the computer programs are called upon once again as part of a system to maintain a space/environment standards program.

JFN's last step is to give the client a manual outlining how future changes are to be accomplished, whether by the client's office manager or internal staff of JFN. (C)

## PERSONNEL GROWTH GRAPH

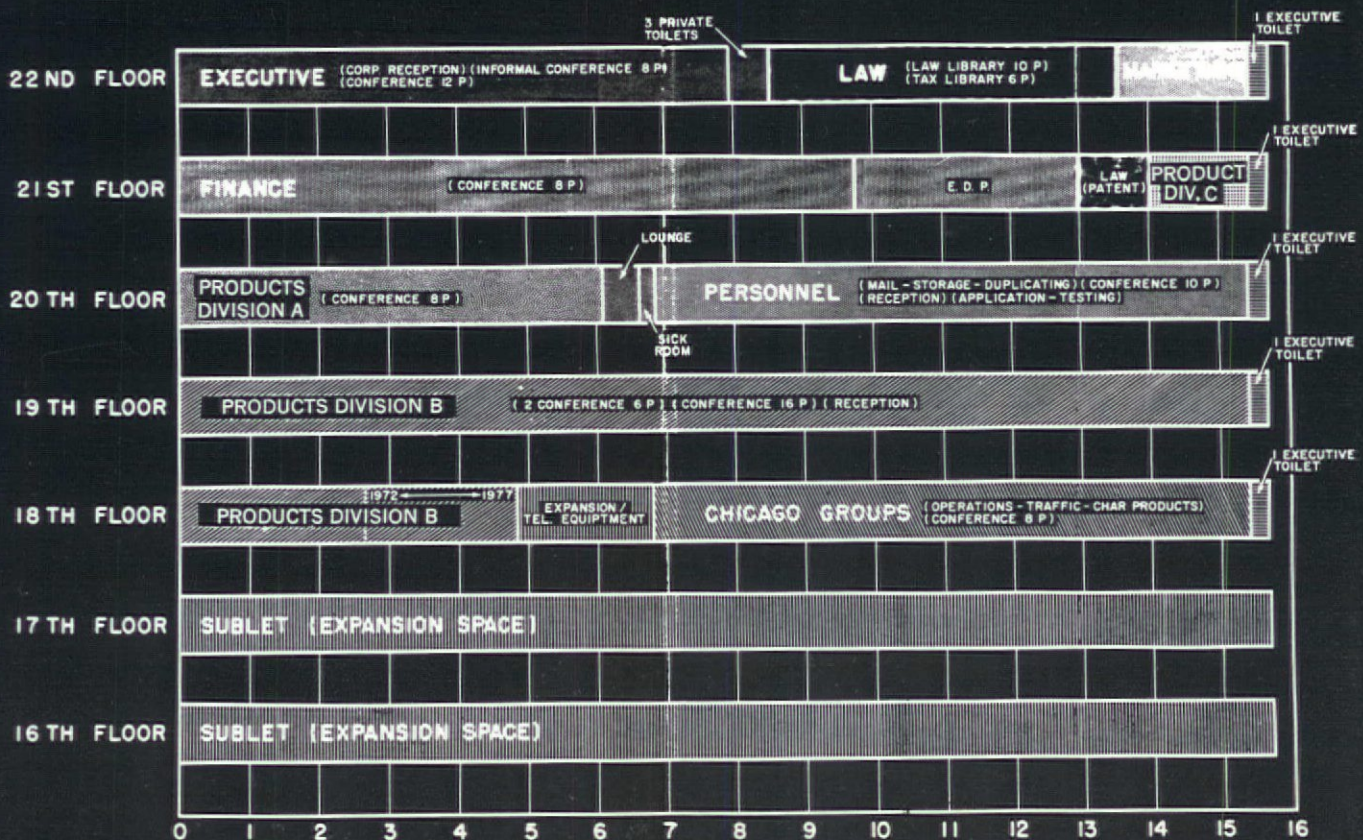


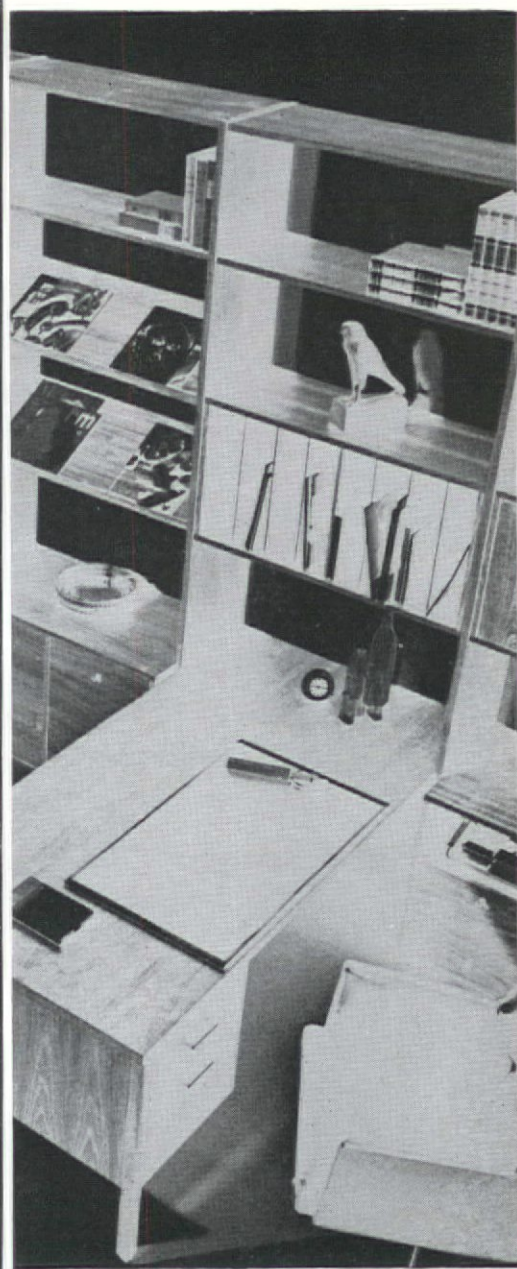
## SQUARE FOOTAGE GRAPH



After painstakingly analyzing all information gathered during the survey phase, JFN issues a bound report to clients. Often close to 100 pages, the report covers all information regarding present and future office space requirements. It details summaries and conclusions on such items as personnel projections, standards, total space required, adjacencies, building space analysis. The report is supported by all necessary charts and graphs, such as the three on this page prepared for a New York-based firm.

## BAR CHART





WHERE SPACE IS SCARCE—GO

# VERTICAL

Space, the one commodity that is used up as fast as money, is being used by designers to better advantage in existing office, dormitory, school, and other applications as the result of the development of unusually flexible component systems.



Because office space is becoming scarce — and expensive — Hardwood House puts walls to work, using the area from the desk top up. Hardwood's new system of component wall furniture (left) has three basic supports — free-standing wood standards, a fully adjustable wall-mounted device, and an extruded aluminum pole. More than 100 individual cabinets in traditional and contemporary styles come in three modulars, 18, 30, and 36 inches, and two depths, 14 and 18½ inches. Circle No. 105.

Economy of space and inexpensive materials characterize the general office areas (right) at the Stendig, Inc., New York showroom. Double rows of desks are separated by wallboard partitions, with built-in storage and shelving, designed by The Space Design Group. The desks are standard tables; legs at one end are removed and the top is secured to the white-painted gypsum wallboard divider, thus creating a custom job with standard materials. Circle No. 106.



What have the designers of the Murphy Bed, supermarket refrigerated display fixtures, and skyscrapers got in common? The answer is a solution to the problem of the high cost of space — the use of heretofore unused air space in laterally defined areas. All three reached for the sky in utilizing space ordinarily wasted.

Today, due to the development of built-in and component furniture systems, the trend is for interior designers and planners to fill space upward, as well as laterally, in offices, dormitories, schools, and other commercial and institutional buildings.

In crowded metropolitan areas such as New York City and Los Angeles, where office space is at a premium due to an inability of developers and builders to keep pace with the demand, expansion renovation by taking advantage of vertical air space is proving highly popular. It has to, considering that the average cost of office space is about \$6.00 per square foot per year, with costs ranging as high as \$12.50 per square foot per year in very desirable buildings.

The reason for the soaring cost of office space in densely populated urban areas is easy to determine when one

considers the inflating cost of midtown land. For example, 150,000 square feet of buildable area around New York's Grand Central Station would be worth about \$400 per square foot, *just for the land*. Added to this \$60 million land cost would be the cost of the building and all the costs that such an enterprise entails. The result, of course, has been sale of air rights, such as over Grand Central Station, which will permit a building to be erected that will be larger than the neighboring Pan Am building and which will offer some two million square feet of rental space. The cost

for such space will have to exceed the \$6.00 per square foot average, if rents continue their upward pace.

#### Space for telephones or bars

Similarly, interior designers and space planners will be asked by clients in growing numbers to make maximum use of existing space. Like TWA, they will be designing up, up, and away! Many interior designers already are designing to take advantage of vertical air space, using either wall-hung, pole, or free-standing furniture systems, which provide a place for everything from telephones to office bars to files in space that usually goes to waste.

In office layouts, where there are open spaces not fully utilized because of their lack of proximity to walls, the free-standing wall and pole systems permit establishment of almost instantaneous room divisions. These permit a full use of space, no matter how tight, simply because components then can be added in over-desk-height space to provide an efficient work area, if not one that is spacious.

Systems apparently vary from manufacturer to manufacturer only in the number and type of components to be hung and how they are hung.

#### Limitless design potential

For example, Omni Plus, an architectural furniture system for custom designing active storage and work areas, provides for flexibility in arrangement of its system components by a multi-directional-connection-plus-configuration bracket, which joins the system's support rails and allows complete vertical and/or horizontal enclosure of space. It offers a complete selection of

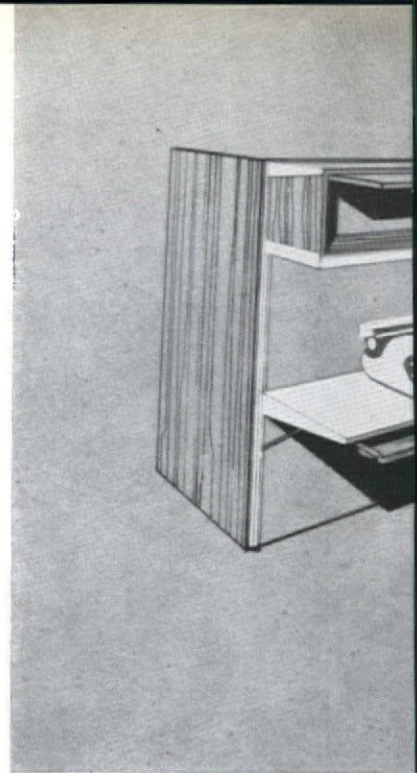
component drawers, files, panels, work surfaces, and organizers in a variety of materials, including walnut veneer, clear or bronze glass, plastics, and laminates.

Apparently limitless design potential is made possible by the extruded aluminum rails and brackets, which economically and mechanically permit any type of arrangement and application. The installation may be free-standing, wall supported, wall-and-front supported, or with floor-to-ceiling support. The free-standing units are well suited for "office landscape" installations.

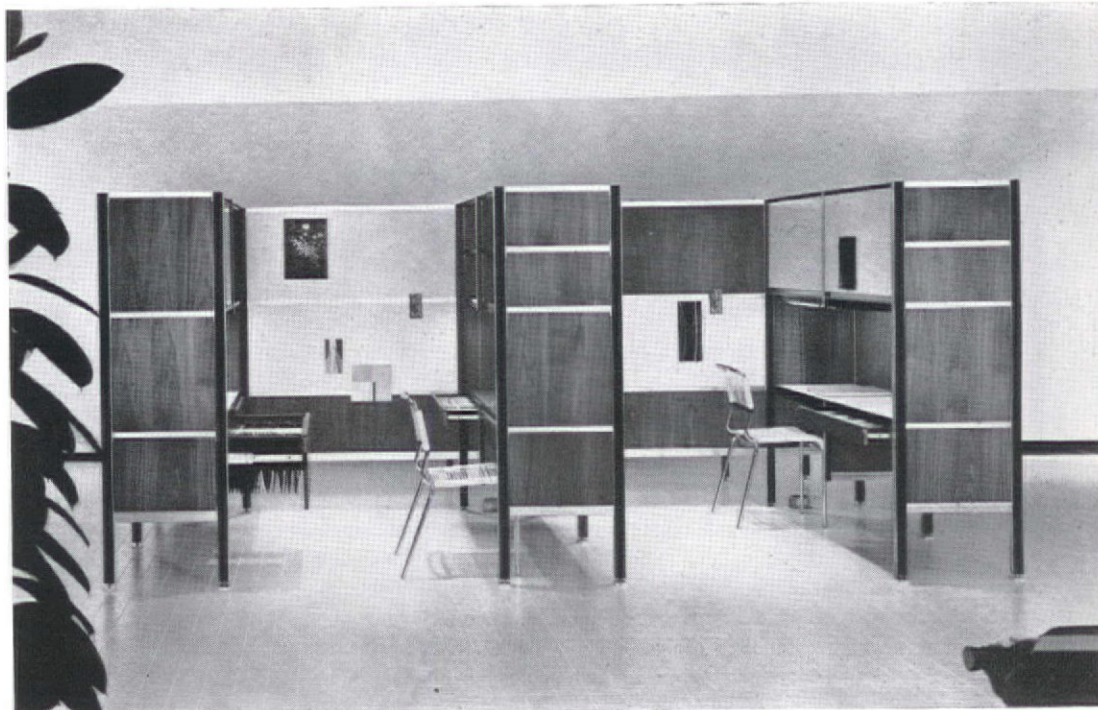
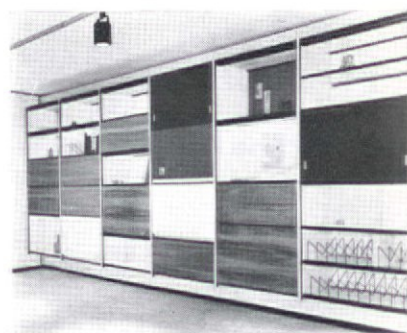
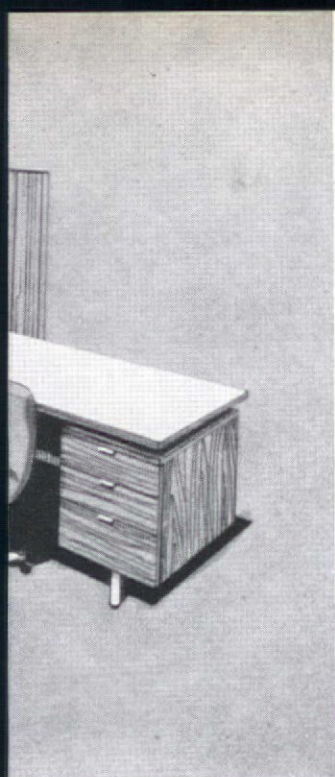
#### High density "spatialization"

Herman Miller's Comprehensive Panel System provides flexibility in configuration as well as office layout and design. It combines panel-partitions, interlocking poles with simple connectors, and wall-hung furniture components, with panels designed to interlock with poles for the organization of any number of rectilinear spaces. These intersecting right-angled panels, extending beyond both sides, provide stabilization for the system. Standard components such as: desks, display units, tack boards, shelves, storage units, drawers, file bins, and pigeonhole units are hung from poles.

More than 1,300 combination configurations, it is estimated by the company, can be created, with sliding doors of wood or glass, flipper doors, drop-fronts, and easels to broaden the scope. The CPS system permits high-density "spatialization," encouraging free use of vertical space, with wall channels for future mounting of shelving, worktops, cabinets, and light-



Use of **VERTICAL** space is made simple  
with highly flexible component systems



Newly developed by Herman Miller, the Comprehensive Panel System (topmost) combines panel-partitions, interlocking poles with simple connectors, and wall-hung furniture components. Desks, display units, tack boards, shelves, storage units, drawers, file bins are compactly integrated, providing semi-private work area while making use of otherwise wasted vertical space. Immediately above: In the traffic department of New York ad agency BBDO, just about every available inch of wall surface is fully utilized, with Miller's Comprehensive Storage System literally going up the wall. Circle No. 107.

Using a minimum of floor space, Omni Plus wall-attached, six-bay installation (shown with panels opened and closed, topmost photos) can be fitted with any of the many standard components to suit particular needs. Immediately above: Instant office is how Omni describes its architectural furniture system for vertical work organization and active storage. Units can be quickly rearranged in any number of schemes. To assure privacy, panels connect the bays, supported by extruded aluminum rails to create a "wall," making it ideal for the wall-less office landscape concept. Circle No. 108.

ing to produce storage walls, display units, carrels, secretarial stations.

System Cado and Royal System is based on a series of rails and stanchions to which shelves and cabinets may be added at any given point, with the manufacturer claiming over 16 million different arrangements. Cado provides a custom-designed paneled storage wall in any room by means of matched floor-to-ceiling panels of fine hardwood, which are secured to an existing wall, or erected back-to-back to form a partition wall.

Component cabinets and shelves in matching woods, hung invisibly on these panels, may be combined in a great variety of arrangements to fulfill storage and esthetic requirements. The invisible supporting system for the line is a neat vertical row of holes that borders each wall panel and which utilizes angled wooden dowels that are built into the back of each component piece and that are inserted downward at an angle of 40 degrees into the angled holes. No further supports or screws are necessary, no matter how much weight the cabinets are required to contain.

#### Two different approaches

Hardwood House's system of component wall furniture has three basic supports: free-standing wood standards, a fully adjustable wall-mounted device, and extruded aluminum poles. More than 100 individual cabinets are offered in three modules: 18 inch, 30 inch, and 36 inch, in 14 inch and 18½ inch depths. Cabinets can be used with any of the three basic supports, and a series of desks and tables can be combined with the component wall system

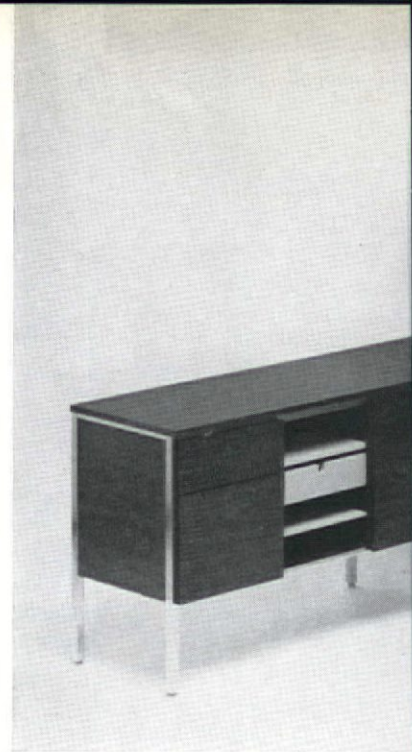
to provide executive and clerical work areas. Wardrobes and Murphy beds also are available as is an executive library furniture line.

Two manufacturers recognizing the utility of vertical space, but approaching the problem from different points of view are Grant Pulley & Hardware Corp. and Marble/Imperial. Grant makes a versatile shelf system that permits a wide variety of wall arrangements for office storage purposes. Marble/Imperial, on the other hand, attacks the problem by offering components that add on to free standing desks, to provide vertical storage and filing areas as part of a desk, rather than wall or pole system.

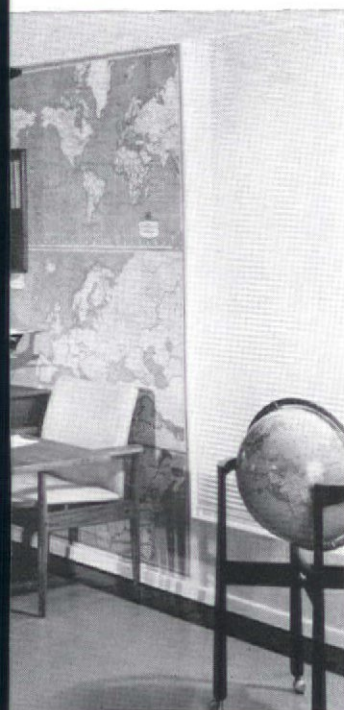
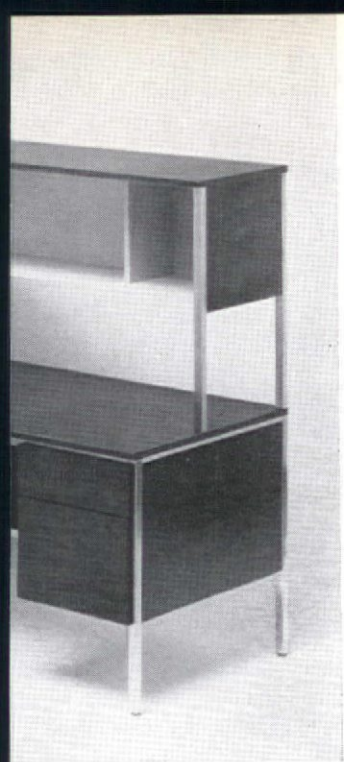
#### Systems offer rearrangement flexibility to designers/planners

In all cases, the trend is up, insofar as space usage is concerned, with an additional benefit accruing to designers using any of these systems: flexibility of office arrangement. Departments can be set up, expanded, torn down, and relocated with ease, using simple tools and a minimum of labor. Some of the systems feature built in raceways to accommodate electrical and telephone outlets. Others have built-in lighting fixtures. Some lend themselves to the office landscape.

It would benefit the designer, however, to look into more than one system when planning, since the systems and their components *do* vary, and depending upon the design of the space, one may be better suited than another. Only close inspection and a familiarity garnered with demonstrations can chart the way to which is best for what new application. (C)



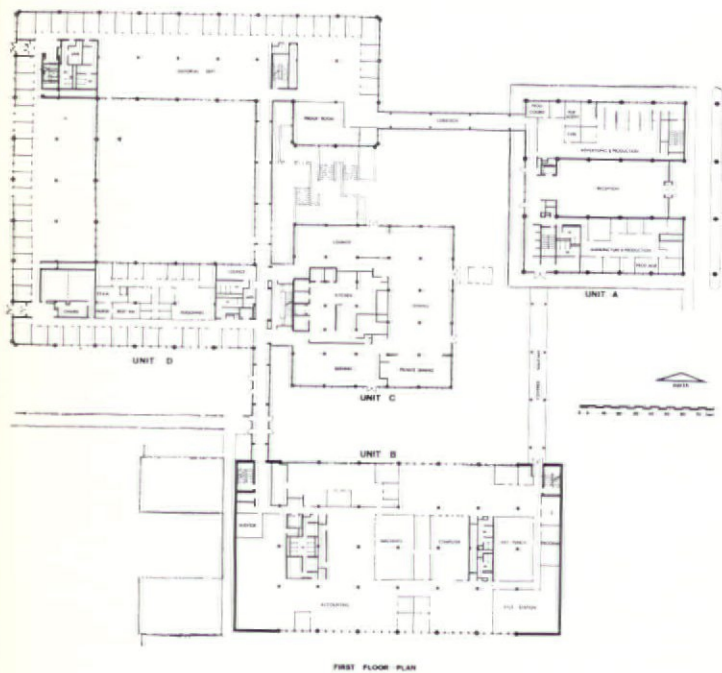
Other **VERTICAL** space systems approach problem from different points of view



Vertical Space Planning system by Marble/Imperial is applicable to both standard module planning and office landscaping. As exemplified by this desk (topmost), the series provides needed storage space by going up — with credenza-like units rising from desk tops. Circle No. 109.

Immediately above: Albert Herbert, AID, designed this travel agency office using System Cado in walnut. Cabinets, shelves, desk, and lights are movable units, which may be secured to the wall or erected back-to-back to form a partition. Circle No. 110.

A full line of office equipment, including this bookcase storage cabinet (topmost), was specifically designed for the office landscape installations by Uniline Furniture. The portable units are ruggedly built with a flexible construction system. Immediately above: Uniline's vertical storage makes the most of limited space in dormitories. This one at Lancaster General Hospital for resident staff incorporates wardrobe, cabinets, drawers, shelf space, and a desk. Circle No. 111.



## DESIGN ELEMENTS IMPROVE COMMUNICATIONS FLOW

A feeling of spaciousness compatible with its suburban location is also achieved by ISD, Inc., at Scott, Foresman & Company, educational publishers

To fit a commercial building complex into a fashionable residential surrounding—that was the design objective of the architects, The Perkins & Will Partnership. To extend the open and spacious architecture and the changing seasons indoors—that was the interior design objective of ISD, Inc. Both succeeded in creating a free-flowing interchange of spatial relationships in the campuslike cluster of four brick and precast concrete buildings, joined together by glass-enclosed connecting links, at Scott, Foresman & Co.'s new quarters in Glenview, Ill.

While ideally suited to presently serve this publishing company's personnel and client needs, the interiors are adaptable to future needs, as well. Only the perimeter walls, walls of executive offices, and mechanical cores

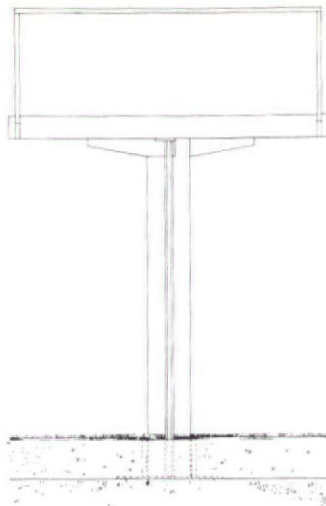
are permanent. All other interior walls are movable steel partitions set in steel channels laid on top of the carpeting, which covers 95 percent of the floor area in the buildings. By installing the partitions after the carpet was laid, labor costs were lowered and flexibility of space was achieved.

These movable steel partition walls in all buildings are painted the same neutral color to give continuity to the interior spaces. Office doors are painted a different color in each unit to create variety and identity. Side chairs, desks, and permanent walls are in livable, low-keyed colors.

ISD found that only about 5 percent of the company's furniture was reusable. Replacement of such items as special filing cabinets and storage pieces would have been extremely

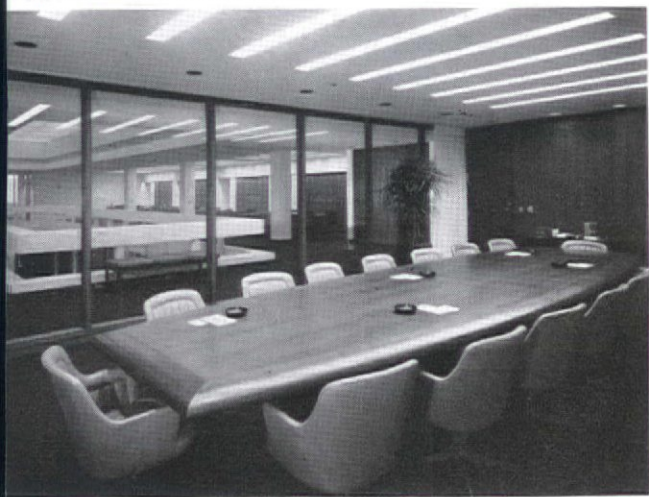
costly, according to ISD, so it had these spray-painted to match the new furnishings and they were then integrated into the design. The designer specified the use of standard components, rather than custom-designed units in the majority of instances, to save both time and money.

In addition to esthetics, one of the key elements desired by executives, as determined in pre-design question and answer sessions with the designers and executives, was a free flow of space and communications for an unrestricted exchange of ideas. Open glass areas, consequently, abound. Even the dining room figured into plans for a better communication environment, with special china, flatware, and glassware carefully selected by the designers to set the mood. (C)



The three-story skylighted reception lobby (left) in Building A of the new Scott, Foresman complex conveys a sense of immense vertical space. Glass wall at the rear provides a view of the courtyard and other buildings. Furnishings include a warm brown and black carpet, natural leather furniture, a reception island of Gothic oak, and Plexiglas display cases (above). Brick walls are brightened by precast concrete with quartz aggregate, echoing the exterior.

page: Bill Engdahl, Hedrich-Blessing



Board room (above) in Building A provides spaciousness and light, achieved by maximum use of glass. The specially designed table is a warm brown oiled wood; chairs are of light tan leather.

Art department in Building C has a series of work stations (right) specially designed by ISD. Built-in fluorescent lighting illuminates the custom-designed drafting board, tack board, and extra work surface provided by filing cabinets.





Design Improves Communications—con

**Floor-to-ceiling window walls bring four seasons of outdoor atrium into each executive's office of this attractive publishing complex.**



Top: Typical executive office has white walls, oak parquet floor, warm brown oiled wood, oyster white drapery, light tan leathers, providing a neutral ground for color accents in area rugs and side chair.

Center: Open secretarial areas surround the center light well. Service wall at right includes full-height bookcases, coat closets, storage and file enclosures.

Bottom: Executive dining room has ISD-designed tables of mirror-finished Gothic Oak. ISD selected special china, flatware, and glassware for the room.

#### SCHEDULE OF SUPPLIERS

Reception: Island and wood bookcases, ISD designed, executed by **Herner Geissler Woodworking**. Plexiglas display cases, ISD designed, manufactured by **J & K Metal Specialties**. Lounge furniture, **Lakeside Furniture Mfg.**, upholstery by **American Leather Mfg.** Board room: Conference table, ISD designed, top by **Herner Geissler**, base by **Stembridge Mfg.** Chairs, **Lehigh Furniture**, upholstery by **American Leather**. Art cubicles: Plans files, **All Steel Equipment**. Chair, **Domore**. Partitioning, **General Cabinet Mfg.** Drapery fabric, **Herman Miller**. Executive office: Table/desk and back unit, ISD designed, by **Herner Geissler**. Desk chair and pull-up chairs, **Ward Bennett Designs**, upholstery by **American Leather**. Side Chairs, **Lehigh**, upholstery by **Anton Maix Fabrics**. Drapery, **Ben Rose**. Secretarial area: Desks, credenzas, and files, **Corry Jamestown**. Side chairs, **Lehigh**. Editor's office: Storage wall, drapery fabrics, **Herman Miller**. Executive desk, **Lehigh**. Desk chair, **Ward Bennett**. Sofa and lounge chairs, **Lehigh**. Dining room: Tables, ISD designed, executed by **Herner Geissler**. Dining chairs, **Stendig**, upholstery by **C. I. Designs**. Lounge seating, custom designed by ISD, made by **Lakeside Furniture Mfg.** China, **Syracuse China**. Silverware, **International Silver**. Crystal, **Fostoria**. Lighting throughout, **Gotham Lighting**. Parquet floors throughout, **Wood Mosaic Corp.** Carpeting throughout, **Commercial Carpet Corp.**





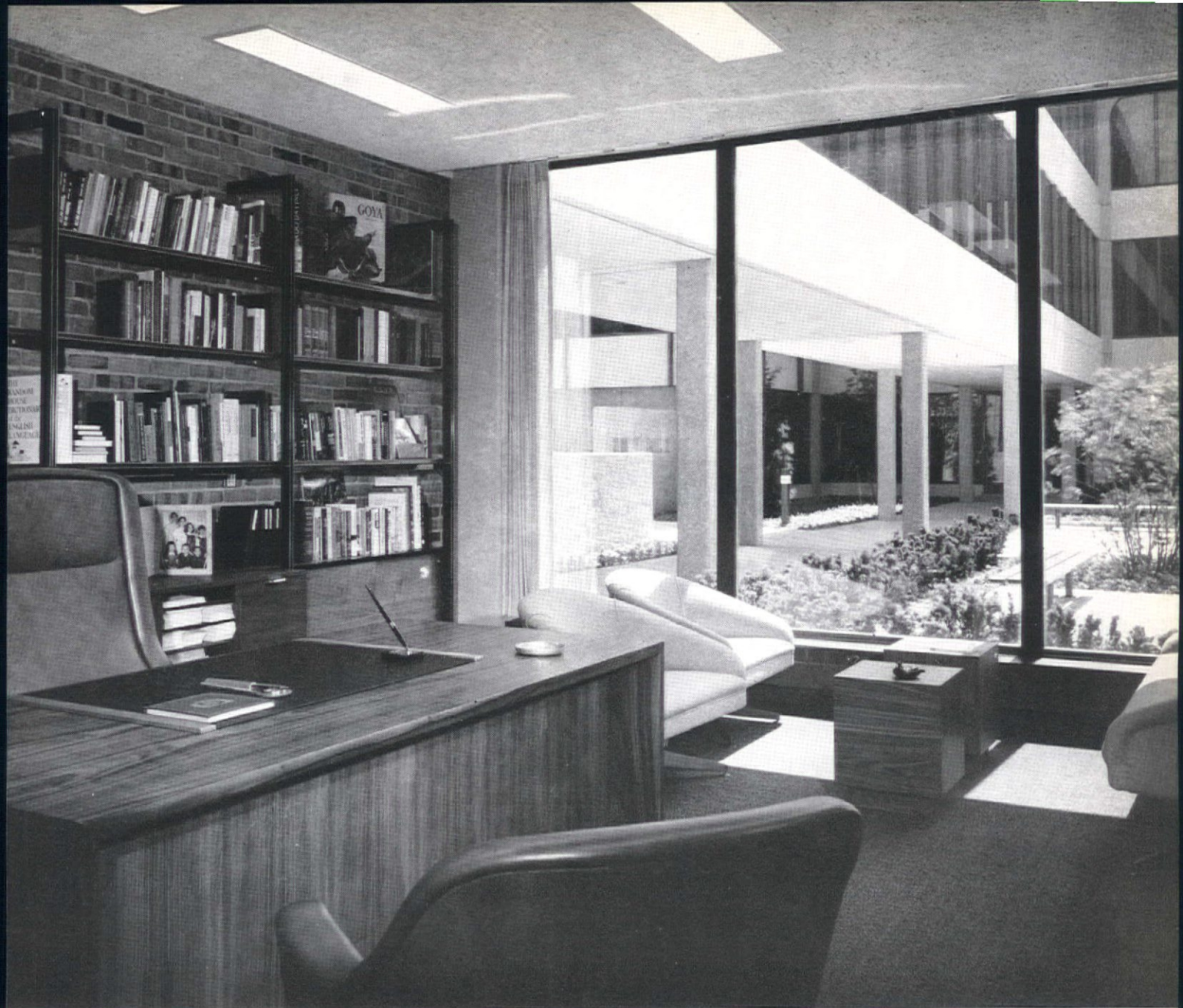


Photo: Bill Engdahl, Hedrich-Blessing



An editor's office in Building D brings an exterior view of the courtyard inside. Dark wood and leather desk chairs are accented by light-toned side chairs in a casual grouping for conference and study. Mounted shelving on the brick wall keeps the work area clear and provides a neat display of reference materials.

## ADEQUATE WAITING ROOM IS KEY DESIGN FEATURE OF ATTORNEY'S OFFICES

### Three guest seating areas serve six waiting clients

Unlike a dentist's or a doctor's office, where waiting patients silently commiserate with one another, waiting rooms of lawyer's offices seldom are good places to socialize with neighbors. The business at hand usually is more emotionally charged; the waiting periods could be lengthy, considering the complex discussions that involve the law; and clients would rather wallow in their own private misery.

That is why Veronica R. Morgan, AID, interior designer in Boston, took such pains with the design of the waiting room area in a complete renovation of an entire seven-room suite for the Boston law offices of Joseph J. Balliro & Associates.

Of the three design areas, the reception room offered the greatest challenge to her in space planning. Demands on the 11 by 25 foot area consisted of accommodations for two legal secretaries, six waiting clients, plus the usual complement of files, guest coat storage, and reading material. These elements had to be planned so that

they would not obstruct passage through seven doors opening off the room—an entrance, five private offices, and the conference room.

Limited and unevenly distributed wall space provided the impetus for three, individual guest seating areas, each distinguished in upholstery and art work by its own monochromatic coloring (shades of deep blue, magenta and blue-purple).

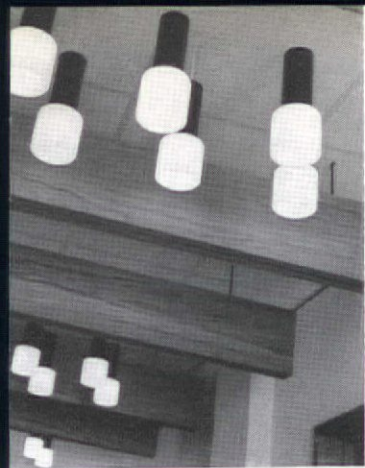
### SCHEDULE OF SUPPLIERS

Reception: Aluminum pedestal chairs, tables, **Burke Co.** Magazine rack, **Frederik Lunning.** Teak file cabinet, reception desk components, **Robert John.** Conference room: Chairs, **Burke/Brunswick.** Conference table custom-designed by Veronica Morgan and John O'Brien. Planter, **Architectural Pottery.** Executive Office: Desk and chair, **Harvey Probbler.** Sofa and lounge chair, **Thayer Coggin.** Bar and wardrobe (not shown), **Hardwood House.** Cork foil wallpaper, **Timbertone.** Desk accessories, **Duk-It.** Throughout: Draperies, **Maharam;** carpeting, **Mohawk.**



*One of the three seating groups (uppermost) sits under soffit designed to house existing air conditioning/heating ducts. Two teak and natural tan suede magazine racks (above) were mounted and doweled together to form one space-saving unit next to teak file cabinets. Secretarial desk (right) was designed using standard desk components.*



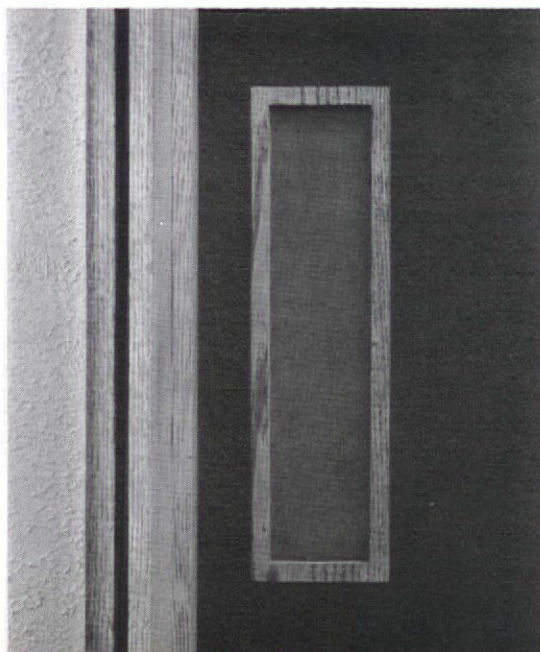
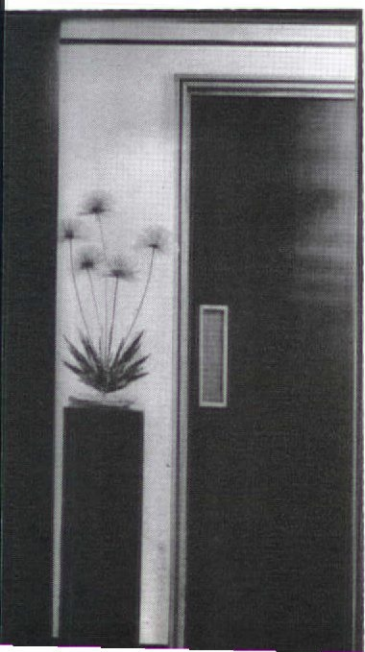


Teak "space modulating," or non-structural beams span the reception room ceiling and separate clusters of lighting fixtures.

Photos: Stephen F. Grohe



Attorney Balliro's desk (left) faces a wall paneled in 2-foot modules of oiled teak, with half-inch reveals between panels covered in black Naughyde. The antique pine dry sink was a Charles Street curio shop "find." The long narrow proportions of the conference room (above) dictated the use of a boatshape conference table, a custom design made of two-inch teak top supported by two 11-inch square pedestals of Portuguese aurora-rosa marble. The columns pierce the top and are flush with the teak surface.



Careful attention to details is illustrated in this narrow corridor (far left) leading to an associate's office. One of seven doors located off the reception area, this one has space enough for the display of Cactus Flower, a bronze wire sculpture from America House. Door plate (near left) has natural tan cowhide surface with teak surround. Door jamb of teak-stained oak is accented with a black-painted reveal, used wherever one material or surface joins another. Doors are solid core birch finished in matte black-lacquer and have concealed, magnetic-type catches.



## "COLORLESS" COLOR SCHEME IN UTILITY OFFICES

**Offices remodeled by Interiors for Business uses art, rich textures, and neutral colors to achieve feeling of quiet dignity without being traditional**

Every designer should remember the three purposes of color in interior design: 1) function—that is to create a mood or give a depth perception effect; 2) communication—to achieve a result, such as emphasize a wall or de-emphasize columns; 3) neutralization—to achieve color harmony through a choice of natural color materials and textures.

Joe Langford, project designer, and Mary Nikas, president, both of Interiors for Business, Atlanta, Georgia, used neutralization to come up with a completely colorless "color scheme" in remodeled offices of Georgia Power Company, Atlanta.

Arguing that the southern heritage of richness, dignity, and graciousness is not necessarily obtainable only

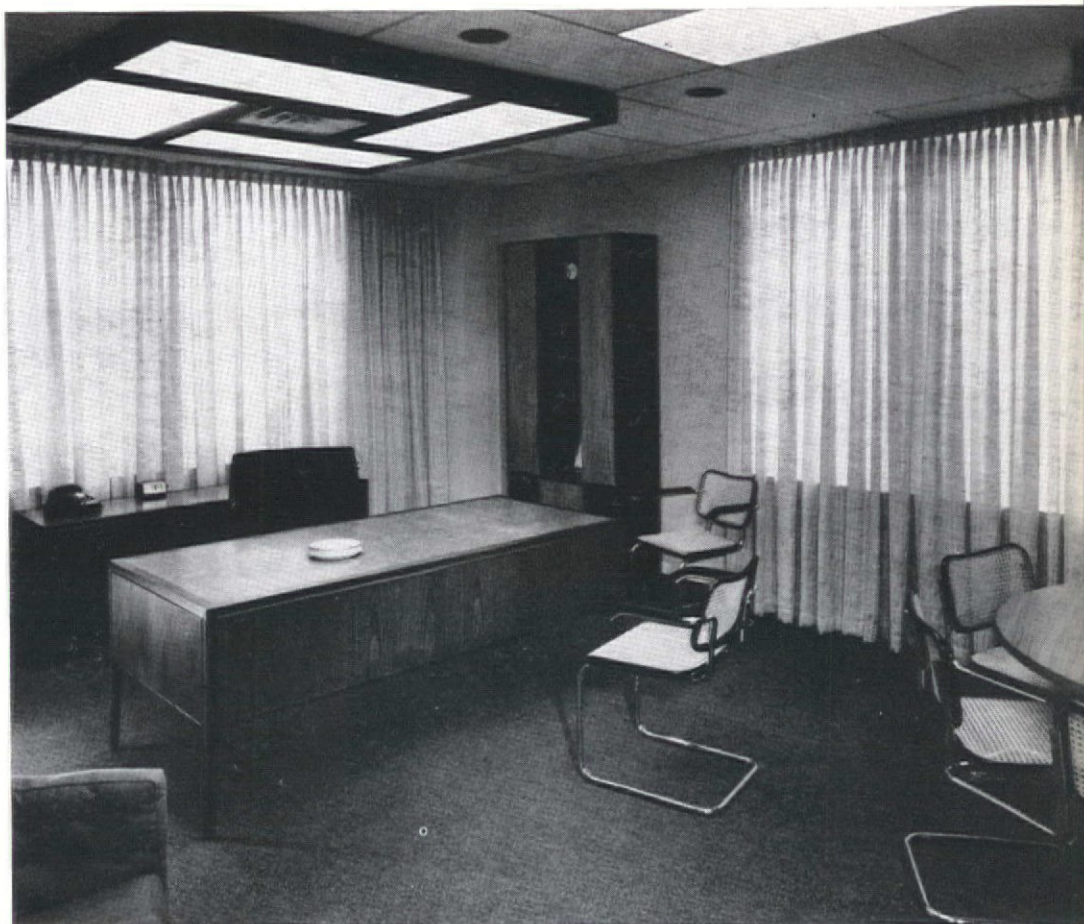
through Williamsburg styles, the designers used classic designs from the present, special art selections of exclusively Atlanta artists, and the interplay of natural colors and textures to achieve grace and charm.

The richness achieved in texture and materials is without ostentation, ranging from gray-brown tight loop pile carpet to silver-gray foil on one wall, to natural cork on one wall of the lobby and dark gray vinyl on the other walls.

Art work throughout the executive suite is with only two exceptions devoid of "color." All of it was chosen with great care by one of the power company's executives and Mrs. Nikas from hundreds of varied art works, including several sculptures, created

exclusively by Atlanta artists. An abstract still life in one of the offices uses blue and red with bold blacks and white and is the only definable color in the entire suite. Another office uses a black ink drawing on white paper and a block print of neutral colors, with a lobby painting done in all white oil, hung over an off-white gray tweed sofa.

Langford fully exploited the self-imposed "limitation" of using neutrals throughout. He mixed woods: walnut, elm burl, birch, ebonized pine, oak paraquet, and dark walnut; and he used stainless steel and lacquered wood and marble as well. Through his carefully controlled "color" scheme, he unified all the materials and textures into an harmonious atmosphere. (C)



Photos: William A. Barnes



From glass-walled reception room (left) to executive offices of vice president Eugene Yates (above and right) and division manager Hoyt A. Wiggins (lower right) a carefully controlled color scheme of neutrals is heightened by a mixture of textures in fabrics, carpeting, and wall-coverings, as well as by original paintings and sculpture by Atlanta artists. The offices are well lighted, with considerable flexibility of levels and a combination of fluorescent and incandescent fixtures. In several areas, the fixtures are given a custom look by grouping walnut trimmed fluorescent fixtures around air ducts.

#### SCHEDULE OF SUPPLIERS

Reception: Thayer Coggin sofa, Jack Lenor Larsen upholstery. Knoll Brno chair, designed by Mies van der Rohe, Knoll leather upholstery. Metropolitan armchairs, cube end tables. Intrex console table. Mr. Yates' Office: J. G. Furniture desk and credenza. Richard Thompson swivel chair. Harvey Probbler cabinet. Stendig Breuer side chairs and armchairs. Jill Associates conference table. Metropolitan lounge chairs. Jack Lenor Larsen drapery fabric. Mr. Wiggins' Office: Jens Risom desk. Metropolitan sofa, Boris Kroll upholstery. Domore executive chair. Stendig round table and Prague armchairs. Knoll lounge chair. Metropolitan lamp table. Carpeting throughout, James Lees & Sons. Wallcoverings throughout, Naugahyde; Vicrtex; Winfield (foil); Maharam (cork); Dwoskin (cork).

# DESIGN CHANGES BANK'S IMAGE

Morgan Guaranty Trust Company's newest branch at 48th Street and Park Avenue, New York City, was designed by Chandler Cudlipp Associates to reflect its venerability without being stuffy about it.



The main floor of the new uptown branch (above) reflects a contemporary mood, in sharp contrast to the main banking area of the original office (right) in downtown New York City's bustling financial district.



Give some designers an old, venerable institution to design, and they'll inevitably come up with a block of granite from a quarry in New Hampshire. Chandler Cudlipp Associates, on the other hand, came up with a mixture of traditional and contemporary that not only sets a solid image, but launches the newest uptown branch of Morgan Guaranty in high style and in sharp contrast to the formally traditional downtown main office.

Working closely with the architectural firm of Eggers & Higgins, the interior designers dealt successfully with a full house of challenges, including an odd shoe-box shape of the main floor, to produce a two-floor banking establishment distinct in size, mood, and design.

A long sweep of ceiling in the main floor banking area was broken by the designers with installation of three lowered sections, each with a luminous oval cutout framing a spectacular three-tiered, gold-and-aluminum chandelier. On one side, 23-foot floor-to-ceiling panels of muted green silk-and-linen draperies frame tinted windows. On the opposite wall, are perfectly matched panels of English oak.

## Efficiency aided by desks

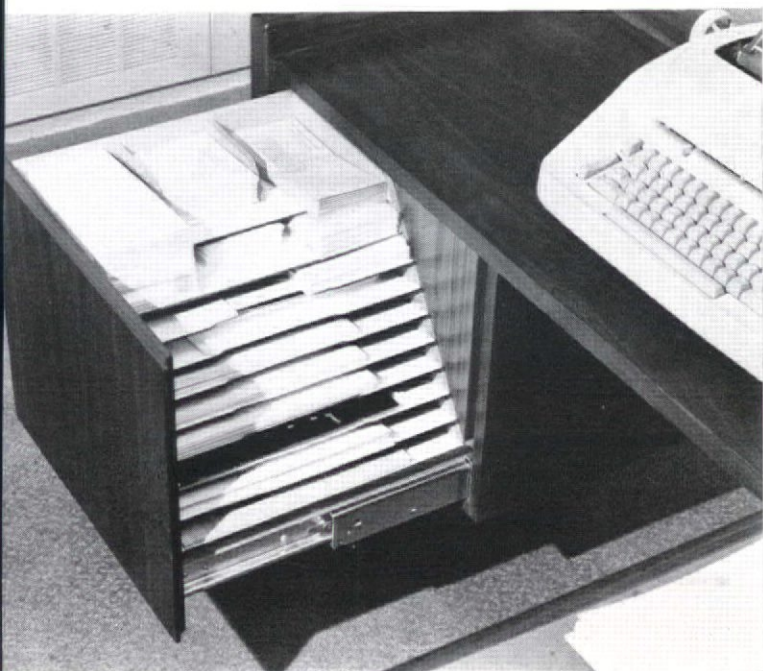
The back wall, too, uses soaring vertical panels of fine-grained wood, accented only by a massive gold sunburst clock. Throughout, spruce green wool carpeting sets off the wood tones.

Efficiency coupled with craftsmanship is the combination provided by the office furniture in both executive areas of the banking floor and the second floor executive areas. The desks, particularly, incorporate labor-saving efficiencies that provide plenty of storage for papers, envelopes, and bank forms, while concealing telephone wires in internal raceway channels.

Imaginative lighting on the second floor in contrast with the elegant contemporary chandeliers of the first, consists of softly glowing recessed panels that provide shadowless light. (C)



View of the second floor (above) of the new Park Avenue office. The muted green and gold scheme is softly lighted with glowing recessed panels for excellent illumination.



Secretarial desks (above), designed and fabricated by Cumberland Furniture, are made of finely grained walnut with a natural oiled finish. The half-groove detail around the outer edge adds lightness, conceals a slide-out panel. The shallow middle drawer, with an exclusive lock mechanism, appears to form a continuation of the contour. Incorporated in each desk is a pull-out stationery file of unusual capacity (left), a locked cabinet for valuables, special channels for telephone cords. Executive desks are similarly designed for such efficiency.

# OFFICE FURNITURE REVIEW

## Exotic Wood and Polished Steel In Newest Designer Lines

**A Gleaming Stainless Steel** in one inch by one inch bar stock is shaped to frame Mueller Furniture's new line of contract furniture. Biscuit-tufted seat and back cushions are upholstered in a variety of colors in leather, vinyl, or fabric. Solid bronze frame is available also. Circle No. 112.

**B Steelcase BroadSides** are lateral files in 42-inch, 30-inch, and the new 36-inch widths. The three units, each 18-inches deep, can be used in combination to maximize use of available space. Overfile add-on units, used in space above cabinets, are also available in the new 36-inch size. Circle No. 113.

**C The Cube Is the Root** of Herman Miller's new group designed by George Nelson for use in offices, lounges, and clubs. Shown here, framed in light oiled ash with the bold contrast of black leather cushions and black lacquered ash for the sides, backs, and drawer fronts of the desk, are the pull-up chair, sofa, and desk, with black Naugahyde top. The group also includes an armchair, another desk, two tables, and two credenzas. Circle No. 114.

**D Add-on Furniture System** begins with Art Woodwork Ltd.'s console (top, left in photo D), featuring stationery storage in the top and reserve storage below. Bin file will hold all file sizes. A built-in wastebasket, pencil tray, and pin/clip tray are provided. An add-on writing table or desk top may be attached (lower left). In addition, a mini-file (top right) may also be utilized. Circle No. 115.

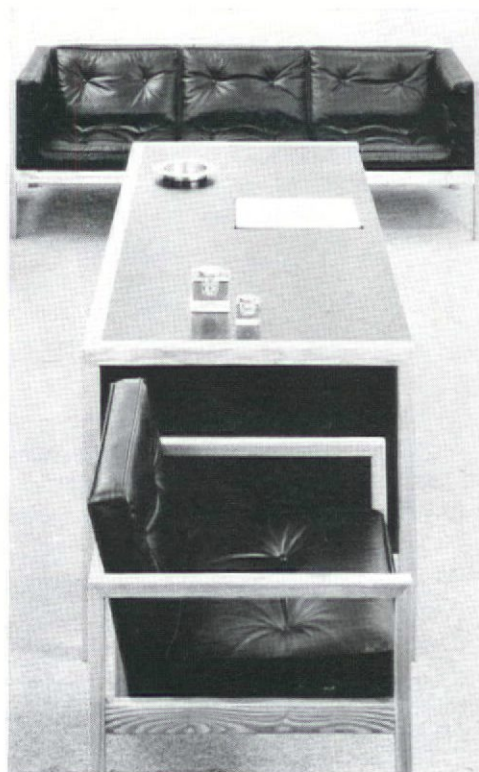
**E Executive Book or Display Cases** top Fima International's rosewood or French walnut, and stainless steel credenza. The bookcases, with glass doors, are finished inside and out, with magnificently grained wood. Shelves are adjustable, with units available in three, four, or five section pieces. Circle No. 116.

**F The Organizer**, Robert John's new work desk, provides a place for everything—within easy reach. Combining the advantages of table, credenza, shelves, and files, the desk is almost a complete office. It features a distinctive sleigh base in polished or satin chrome, satin brass, or shadow bronze finishes. Circle No. 117.

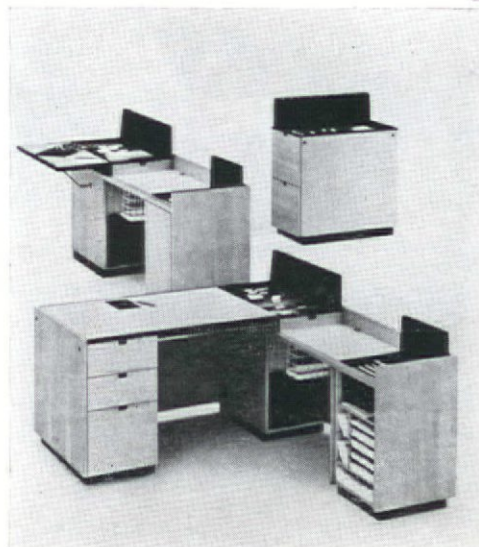
**G The Duo-Desk**, by Scandia Craft Import, Inc., is 31½ by 63 inches in size and is available in teak and in rosewood. Fea-



A  
B



C  
D





tured are twin floating pedestals with separate locks. Circle No. 118.

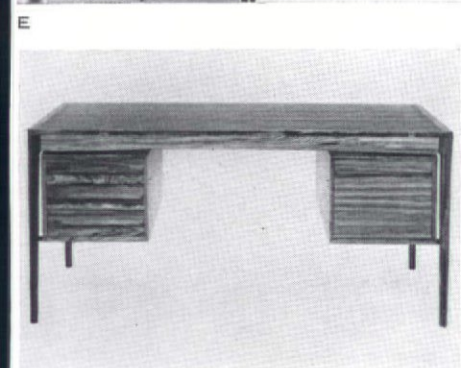
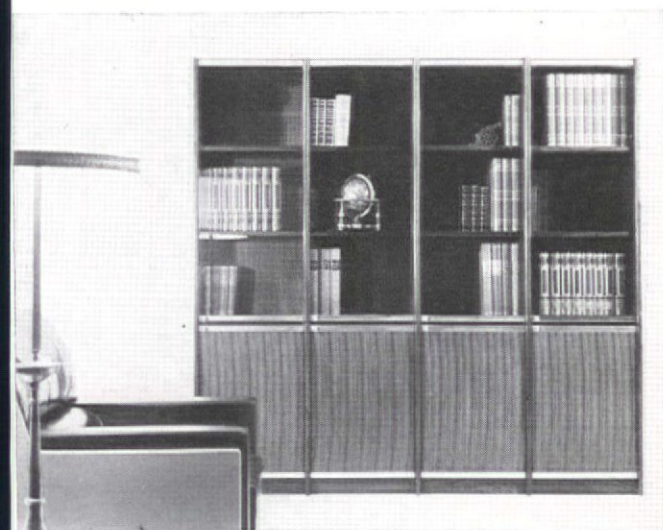
**H Executive L** desk by Costa Mesa, has an optional comfort edge of walnut. Just one of more than 700 configurations of single and double pedestal desks, this style is a new model in the 9000 series of customized furniture. Walnut covered desks and credenzas are available with wood or plastic top. Circle No. 119.

**I The Stephens chair**, designed by Bill Stephens for Knoll Associates, combines graceful design with exceptional strength. Oak frame design utilizes and enhances laminated wood. A special process for fastening the shell to the frame eliminates the need for stretchers. Circle No. 120.

**J New lounge furniture** by Harter Corp. features a massive oak frame with thick, rounded edge cushions of fire retardant

polyurethane foam. The group includes single chairs, settees and sofas, single benches, cubes, and a series of tables, in three heights. Circle No. 121.

**K Executive And Secretarial Seating** must provide posture control with comfort, says Thinline Mfg. Co. Other important qualities are beauty, utility, and durability, all to be found in the firm's seating collections. Circle No. 122.



# OFFICE FURNITURE REVIEW

## Layout Flexibility and Seating Innovations Featured

**A Mobility and Maximum Efficiency** blend in Oxford's Executive pendaflex file. Steel constructed with a Formica top, the file will contain letter and legal-size hanging folders, concurrently if desired. Available in two styles. Circle No. 123.

**B Traditional Design** is provided for the firm or executive who prefers the look of collector's items for the office, by Baker Furniture. A comprehensive collection combines elegance with efficiency and practicality. Circle No. 124.

**C Three Views** of contemporary design show Davis' #3265 chair, which features a 16 gauge frame of steel available in mirror chrome, ember chrome, mirror bronze, and antique bronze. The upholstery covers are in a variety of fabrics, leathers, and vinyls. Circle No. 125.

**D Versatility in The Contemporary** manner is found in Magnum, Monarch Furniture's new line of correlated chairs, sofas, benches, and tables. The forty-six piece group is available with chrome or walnut bases. Basic design in the chrome series is Bauhaus, while the walnut group gives a transitional look. Feature attractions in both series are the fastback chairs and tuxedo sofas. Circle No. 126.

**E Executive Swivel** chair is manufactured by Cramer Industries in chrome or bronze finish on the arms, and free-wheeling swivel base. The adjustable posture back and tilting seat are available in a complete selection of vinyls, fabrics, and colors. Circle No. 127.

**F Solid And Substantial** is the look of Domore's Eton group of office furniture. The coordinated and comprehensive grouping includes desk, credenza, lounge chair, and desk chair. Circle No. 128.

**G Tuxedo Styling** is reflected in Jansko's sofa and chair with chromed steel bases. Loose cushioned, the pieces are available covered in soft glove black vinyl, or in grade 2 Naugahyde. Circle No. 129.

**H Link Bench** acquires arms and back units and a variety of new looks and uses. Units by Design Service, may now be assembled in any length, with or without

backs. The arm units, with solid walnut cap, may be used between links, or at the ends of several links. Circle No. 130.

**I Diplomat**, richly grained walnut furnishings by Globe-Wernicke, is designed to accent the status of executives and secretaries in the middle management group. Desks and matching credenzas feature woodgrain plastic tops and polished bar stock legs. Circle No. 131.

**J A New Office Overnight** is possible with Art Metal's unique system of panel dividers. An interlocking stud and key-hole slot design permit firm attachment to the backs or sides of desks, returns, tables, or files. The panels are available



A

in standard modular sizes and need no special tools or skills to set up. Dividers may also be free standing. Circle No. 132.

**K Distinctive Seating** is designed into the Lunar chair by Lehman Hansen for Stendig, Inc. The rounded silhouette of reinforced fiber glass is tightly upholstered in natural or black leather. Loose, down-filled cushion fills in seating area. Circle No. 133.

**L Wing Desk Chair**, a Milo Baughman design for Thayer Coggin, has straight back with headroll. Arms are low, and back and seat are slightly scooped. Mirror chrome steel base on ball casters has easy mobility and a contemporary look. Shown in vinyl, the chair is available in leather and a range of fabrics. Circle No. 134.



B



C



D



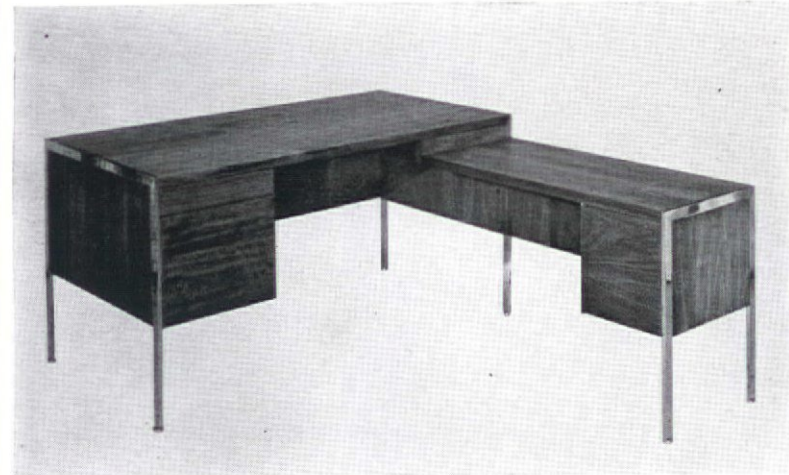
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L





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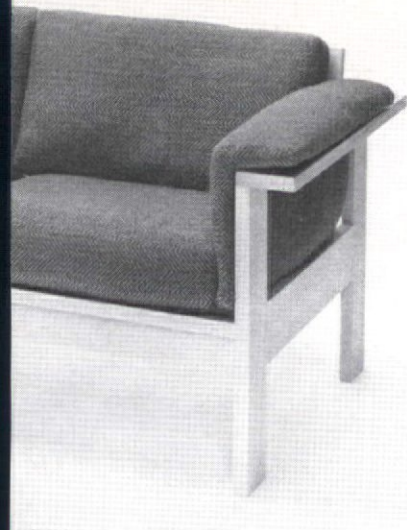
F



G

# OFFICE FURNITURE REVIEW

## Menswear Upholstery Fabric, Sculptured Seating Introduced



**A Imposing Appearance**, ideally suited to the executive office, is seen in Carolina Seating's component cases. The deck, 64 inches wide, by 12¾ inches deep by 52 high, is in two sections. Left section has one fixed and two adjustable shelves behind locked doors, with the right section an open bookcase. Below, the credenza has two locking drawers and two storage compartments. Circle No. 135.

**B Architecturally Styled** furniture designed for the contract/institutional market, is shown here by A.G.I. Selected pieces from the Dante' series, presidential series, and encore series are assembled in the setting shown. Circle No. 136.

**C Solid Beech** is framed by Tech Furniture to carry poly/Dacron seat cushions on rubber webbing. The back cushions and arm pads are filled with Dacron for additional comfort and softness. For easy care, the cushions are loose, and the removable arm pads are attached with Velcro. Circle No. 137.

**D Seating Modular** as designed by Gregson Mfg. in the Series 60 institutional lounge seating units, has three upholstery styles, four base finishes, and with or without arms, in one, two, three and four seat units. A variety of covering materials is also available. Circle No. 138.

**E First Impression** is the name of the contracting line at Patterson Furniture, and the line is enlarged to include a new conference swivel chair. The high back provides comfort and proper back support. Circle No. 139.

**F Beech Plywood** with a walnut finish is used by Taylor Chair Co. to create this lounge grouping. The cushions are extra soft full top grain leather with dacron fibrefill. Circle No. 140.

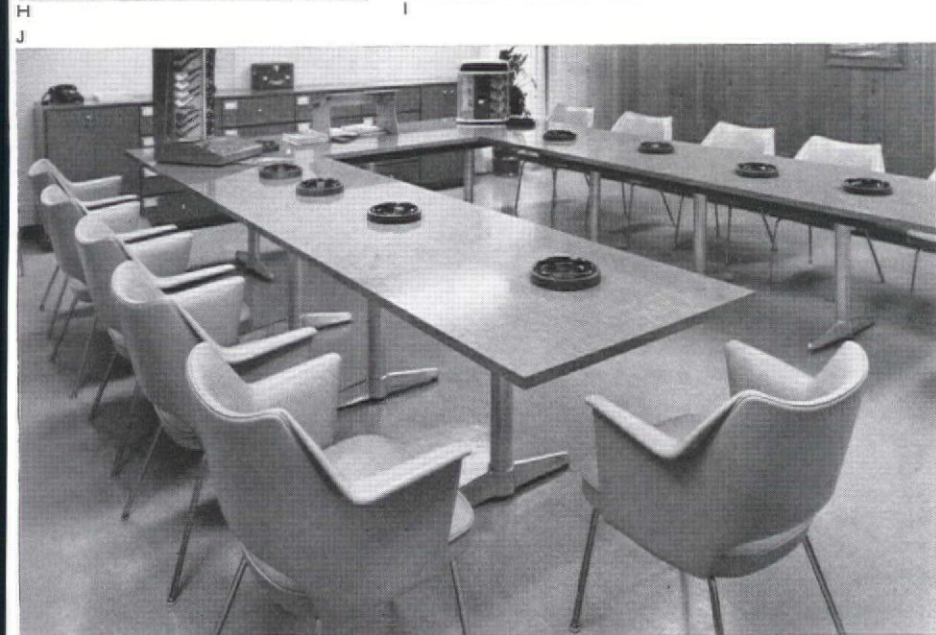
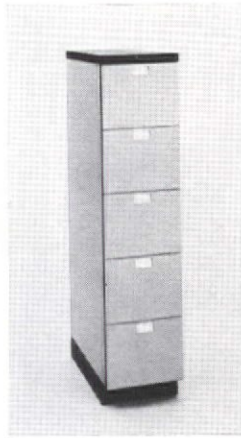
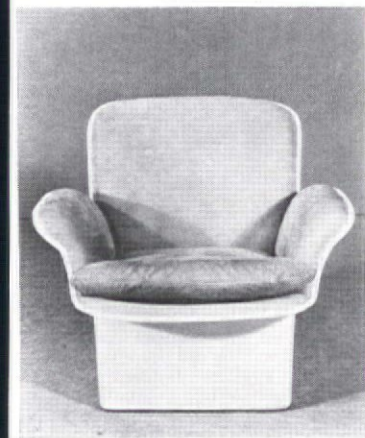
**G The H Series**, by Indiana Desk, takes its name from the walnut or English oak H-frame leg style of this line. This group includes three double, and three single pedestal desks, returns, tables, two chairs, and cabinets. Circle No. 141.

**H Sculptured Lounge Chair**, handcrafted in Switzerland and imported by Hank Loewenstein, Inc., is appropriately named Flor (Swiss for flower). White fiber glass shell contains thick foam padded leather interior in black or orange. Circle No. 142.

**I Source Group**, designed by Warren Platner for Corry Jamestown, features recessed hardware on files and a choice of toe space of flush base. Available in two, four, and five drawer heights in both letter and legal sizes. Circle No. 143.

**J Polished Metal** strongly supports Thonet's conference room furniture. Chrome base chair is upholstered in durable vinyls, soft fabrics, or in client's own material. The tables, three feet wide by ten feet long, have plastic laminated tops in a fruitwood design. Bases are polished aluminum pedestals. Circle No. 144.

**K Look Ahead Styling** for the office is shown by Murphy-Miller, Inc. in the Custom 70 group. Decorative graining in walnut and polished chrome legs and hardware have a distinctive look. Group includes desks, cabinets, chairs. Circle No. 145.



# EVOLUTION OF CONTRACT DEALER DUE TO EXPANSION OF SERVICES

BY SIDNEY SCHWARTZ

**Who is the contract dealer? How did he start? What is his function? What is his future? This excerpt from the chapter on contract dealers in Sidney Schwartz's new book, "How To Sell The Contract Furnishings Market," provides important answers to these probing questions.**

The dealer who can supply a complete package of furnishings for a motel, a dormitory, a school room is the contract dealer. He is in the business full time. Most contract dealers provide a "turnkey" service, starting with the over-all design of the facility right on down through purchasing, installation, and including financing of all the furnishings. In addition, there are many single item specialists, such as carpet dealers, drapery houses, or furniture dealers who specialize in the contract field.

A contract dealer—or furnisher—may serve one or more areas of the contract marketplace exclusively—motel and hotels, restaurants, educational facilities, institutions—or he may sell any area he can. Dealers generally develop a basic area of expertise, although they may be called into other areas because of their exposure to the market.

In each segment of the contract business there are large, highly specialized and well-established dealers who serve that segment. They rarely stray from their basic area. In the bank supply field, for instance, Bank Builders of America, headquartered in St. Louis, is the most important national furnisher and supplier of banks and allied properties. In the hospital supply industry, there is American Hospital Supply Co., Inc., of Evanston, Ill. In school furnishings, there is

*How to Sell the Contract Furnishings Market, by Sidney Schwartz, is a unique book in this field. It can be ordered from Contract Books Inc., P. O. Box 45, Croton-On-Hudson, N.Y. 10520. Price is \$20 per copy, plus 50¢ for postage.*

American Seating Co. of Grand Rapids. The drug store furnishing and supply field has McKesson-Robbins Corp., New York.

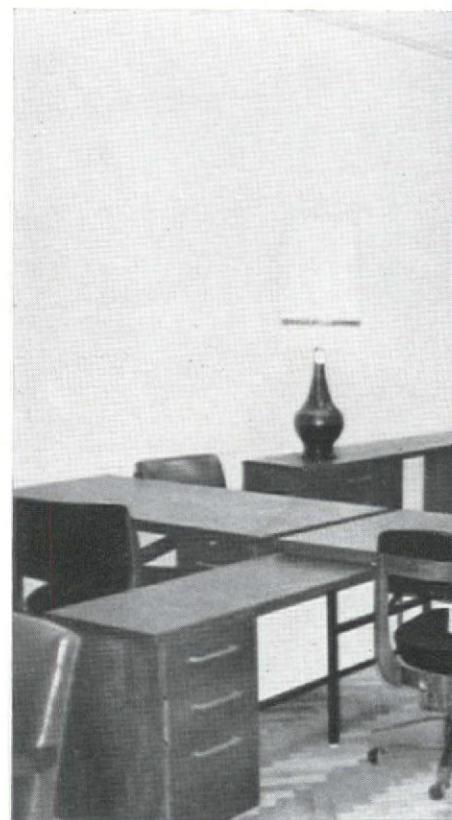
## **Some suppliers even manufacture**

Each of these major suppliers is national, even international, in scope. They maintain branch offices, satellite facilities, and in some cases, manufacturing plants for certain products.

In the hotel-motel field, Revere Furnishings & Equipment Co. of Washington, D.C., and Albert Parvin Co. of Los Angeles are the closest thing to being truly national operations. They do not have satellite facilities and branch offices and thus cannot compete locally in a real sense across the nation. They are national in the respect that they design and furnish projects all over the country (and abroad) and are capable of handling the complete package anywhere in the country.

The Dohrmann division of Parvin-Dohrmann covers the entire West Coast in the field of restaurant supply, has branch offices and satellite facilities, but it cannot be called national in the real sense of the word. There are few major houses in the restaurant supply business that can handle installations any place in the country because the business itself is really more local than national.

Aside from these and a few other highly specialized national giants, most contract dealers are relatively small and local. While many have the staff and capacity to pick off jobs outside of their trading area, and often do, their regular business is generally confined to a radius of a few hundred



miles. The Morton Textile Co. of Chicago, for example, handles major installations, particularly motels and nursing homes, in such distant places as Florida and California and operates branch offices. Still its basic business is probably within five hundred miles of its Chicago headquarters—and Morton is one of the largest and most versatile contract dealers in the industry.

## **Few department store contract divisions in existence**

The majority of local dealers are either privately owned independent concerns or divisions of larger businesses, such as furniture stores or department stores. Relatively few department stores can boast a truly active and professional contract operation that



The contract division of Barker Bros., Los Angeles, is integrated with the retail operation, making full use of Barker's immense buying power and credit facilities. A core of speciality salesmen (left) services a wide area in Southern California. The contract division devotes almost half of its 10,000 sq. ft. display space to office equipment (below left).

Thalhimer's Industrial Sales, the largest contract dealer in the south, provides the products and services for all types of contract installations—from churches to colleges, offices to hotels. At its showroom in Richmond, Va., room settings display merchandise to best advantage. Example (below): motel room.



compares with the independents. Most are little more than a decorating accommodation. Those that do support active contract divisions have usually seen them grow and prosper. Thalhimer's Commercial & Industrial Division, Richmond, Va., and the contract arm of Watt & Shand, Weshaw Design, in Lancaster, Pa., the contract divisions of Carson Pirie Scott and Marshall Field & Co. of Chicago, or the Bon Marché of Seattle, are examples of professional and prosperous contract divisions allied to department stores.

The function of the contract dealer is to provide the products and services necessary to furnish the project of his contract client. Though the extent of products and services offered by individual contract dealers may vary, the basics are the ability to pro-

vide the furnishings product, to handle the installation, and to render professional advice.

The products usually include furniture, carpeting, resilient flooring, wall-covering, lamps, lighting, mattresses and bedding, linens, curtains and draperies. Of these, the prime supplies are: furniture, floor coverings, bedding, wallcoverings, window coverings, and lighting. There are other more specialized products that are highly profitable to supply even though they may not be one of the basics. The services supplied by the dealer usually encompass decorating and design, coordination, installation, financing.

#### **Cost-plus was by-word**

Many dealers started in business by providing one basic service and then

expanded into the others. One of the first services (rarely mentioned now) was price. Instead of using the conventional retail price structure when dealing with the commercial and institutional buyer and trading down, the contract dealer started with his cost structure and traded up. Cost-plus was his by-word. Cost-plus-ten became the standard. The contract dealer who operated on this basis functioned as a broker, supplying the products at a percentage.

As he became more involved with his commercial customers, the dealer soon discovered there were other profitable services that he could perform. He could install the products. But for this he needed a deeper understanding of his customer's operation.

To handle an installation intelligent-

## Contract Dealer Evolution—continued

*W & J Sloane in Washington, D. C., emphasizes service and quality and has its own drapery, cabinetwork, upholstery shops to supplement a wide selection of top-quality lines and its own private-label stock made to order. Among installations recently completed: Cowles Publications (right) in Washington focuses on Look Magazine covers integrated into reception room divider. Automobile Manufacturers' Association (below), Washington, D.C. is keynoted by contemporary design in the spacious reception room.*



## NON-PROFESSIONALS NEED PROFESSIONAL ADVICE

ly he needed to know the contract buyer's needs and capacities, time or season of peak operation and slow periods, and state of his finances. Who receives the furnishings for a new dormitory or a motel? Where are they stored? How long can they be stored? How are installations scheduled? Should all carpeting be installed and then all the furniture and then the mirrors? Or should the installation progress a room at a time, or a group of rooms at a time? If the latter, how do you arrange the logistics of pricing and shipping carloads with the manufacturers of the furnishings?

### Solution of logistics problems

The service of solving these logistical problems was reflected in the cost.

Frequently a first-time buyer, the contract customer was not equipped to anticipate these problems himself. As the contract dealer gained in experience he learned to anticipate the problems, to ask the questions when his customer did not, and came to offer a real service in the coordination of the job.

The advent of the small motel gave the entire market impetus. For many years, the hotel industry had been at a relative standstill. It was basically a refurbishing market — though resupplying is closer to the truth. Until after World War II, furnishing hotels was for the most part a product-supply business. The post-war development of the motel, the precursor of the hotel boom, saw the emergence of

the contract dealer/furnisher as we recognize him today.

The motel owners were non-professionals starting small new businesses who needed advice and assistance on furnishing. Much of the advice and assistance was quite as unprofessional as the owners themselves. But as their projects increased in number and as the quality of the motel increased, so did the need for professional assistance in furnishing.

The motel market developed so rapidly that it motivated the more professional furnishers, both retail and wholesale, to pursue it aggressively. They put traveling salesmen in the field and began to compete with the local furnishing outlets, which naturally expected to get this business. To travel and compete successfully, the contract dealer had to refine his presentations, select more sophisticated products, and expand his services.

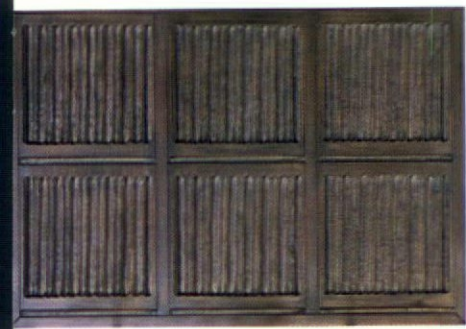
### Complete package deliveries

So another service was born. The traveling salesman or mobile furnisher and supplier sought out the customer and brought a complete package directly to him. The quality and type of services varied considerably, depending on the dealer. While some were selling picture-postcard rooms, others began to personalize and decorate their installations. Motels got bigger. Hotels started to build new properties. Motels started to add facilities—dining and banquet rooms, lobbies, meeting rooms, bridal suites, swimming pools. A motel by the beach became a resort and a new business of resort-motels was on its way. The contract dealer expanded his services to better serve the market. One of the serious needs of this new market was financing — because these properties began to develop peculiar financing problems.

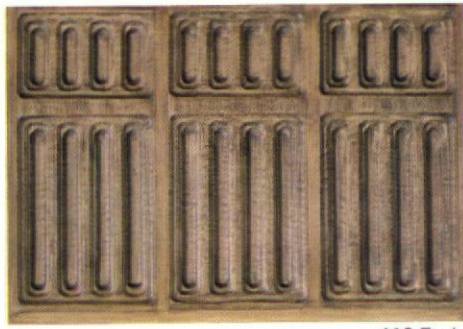
The resort property in particular had peculiar characteristics. Business was seasonal, ten or twelve weeks of feast and forty of famine. Financing had to consider these seasonal conditions. As motels grew larger and their furnishings more sophisticated, the initial investment capital became insufficient to cover the furnishings. Mortgages did not cover them either, so secondary financing became critical. As financing became common, secondary financing had to be stretched from two-year repayment to three to five years. The contract dealer had to understand money in order to ar-

*(Continued on page 96)*





101E Antique walnut



A12 Teak



800 Oak



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## THE PENALTIES OF LATE DELIVERY CAN PUT DEALER OUT OF BUSINESS

range secondary financing, to handle conditional sales contracts and leases, to endorse paper, to finance the complete furnishings package—and yet another service was born.

### Professional design service evolved

As projects grew larger and more elaborate, the interiors required more skillful planning. Few architects were able to provide this service because so few had any experience with it. The interior decorator was not yet involved in this field and so the design started to come from those who were directly involved: the owners, a few architects, and the contract dealers.

This service developed as the industry developed. From non-professional, to quasi-professional, through semi-professional to fully professional design service status. The new specialists who understood the functions, requirements, and characteristics of this industry began to develop an entirely new type of design. They even designed the products for the rooms. Conventional furniture looked out of place in the functional motel unit. The impetus for redesigning case pieces, wall-hung headboards, furniture that fit the motel's function came from contract designer affiliated with the contract dealer/furnisher.

From showing mom and pop a catalog picture and telling them what color to paint the walls, the contract dealer expanded his service to extensive staffs of interior design professionals, product designers, and architectural consultants, capable of integrating the interior design with the building design from its inception.

Not every contract dealer is this sophisticated or even needs to be. Many highly skilled, exceptionally experienced operators specialize in certain types of projects and can handle every facet of that project, including design, quite competently without the benefit of an extensive design staff. Every business has to expect complaints and make adjustments. In the

*Serving a specialized segment of the contract market, Bank Builders of America concentrates on banks and allied properties and works on a national level. Its sample room below is located at headquarters office in St. Louis, Mo. Bank Building designed and furnished Fidelity Savings & Loan (right) located in Pleasant Hill, Calif.*



contract business this is a particularly sensitive problem. Late delivery to the home of a retail consumer is frustrating and unpleasant but cancellation of the order is no catastrophe. Late delivery of a single product to a commercial installation can mean delay in completion of the entire project, loss of revenue, penalties, and liquidated damage clauses. Cancellation can be a disaster. The penalties of late delivery or cancellation on a substantial project can put a dealer out of business.

Continual performance is just as critical. The extended financing and personal endorsement that the dealer gives his customer, plus the delayed payments he assumes, puts the dealer in a serious position of responsibility. The headboards that warp at the beach, or the drawers that stick, or the mirrors that cloud, or the carpet that stretches, are his headaches. The manufacturer may have been paid but the dealer has his name on a long-term contract. The manufacturer may talk about inspections and adjust-

ments, but the dealer must make sure that his customer does not lose occupancy or revenue.

### Dealer is on firing line

The dealer is more than a middleman between the manufacturer and the contract consumer. He is on the firing line, facing the problems that are inevitable. He must be able to resolve them with the manufacturer as well as with his customer. If he becomes involved with the average manufacturer who thinks in retail terms about complaints and adjustments he may as well hang up his hat.

Often, the contract dealer must adjust the problem before he can advise the manufacturer of it. Even when he contracts out the labor or installation service, satisfactory performance is his responsibility. This aspect of the dealer's service is all too frequently overlooked by the manufacturer who has initially supplied him and by his contract customer while they are both busy counting their own profits. (C)

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# CONTRACT PRODUCTS AND SERVICES



A



B

**A** Dupont's Zepel-treated, David & Dash fabrics highlight the windows in the lobby and reception area of the Fontainebleau Hotel in Miami Beach. Between the windows, hung in blue and gold satin, are pictorial panels suggesting the French origin of the hotel name. Circle No. 146.

**B** On Wings of . . . could be the name of this natural polished steel sculpture, but it isn't. The sculptor, William Bowie, calls it Hawk on a Rock. It is just one of a new collection by the artist which also included a commission by a New York bank for a sculpture 88 feet long by 5 feet high. Circle No. 147.



C



D

**C** The Look and Feel of fine leather is captured in Plymouth Rubber Co.'s Plypel—an ultra-soft, urethane-cushioned material. Plypel has the glove-soft hand and workability required for the plump, cushy look in sofas and chairs. Circle No. 148.

**D** Logo in the Round, or square—for floor or the wall. A custom area rug by Greeff Fabrics, Inc. makes it all possible. This one, a six-foot round, was designed for the headmaster's office of Connecticut's Hotchkiss School. The all wool rugs are available in several qualities. Circle No. 149.

E



**E** The Sound of Music, math, or market reports, will surround the listener sitting in Eklektix, Inc. Expo II stereo chair. Ideal for use in an exhibit or display, the chair will also perform well in an art gallery or museum, language labs and like areas. Circle No. 150.

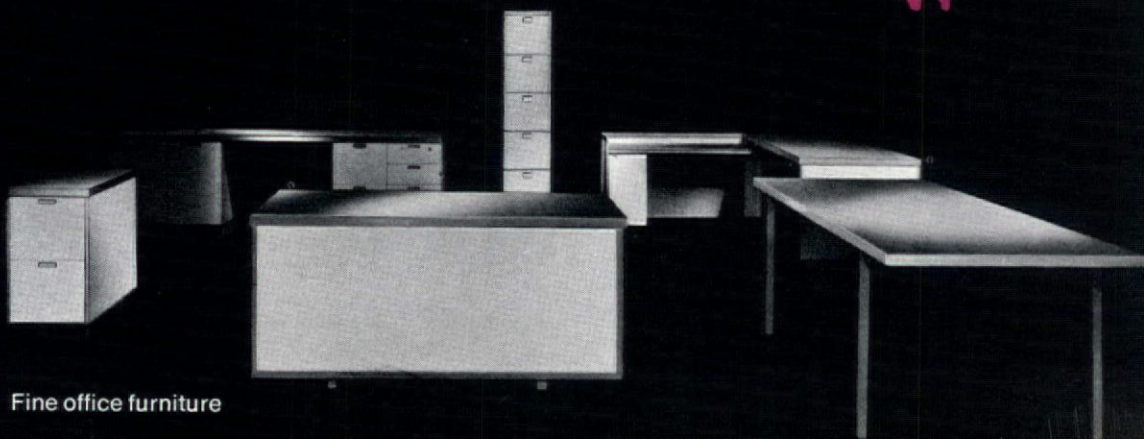


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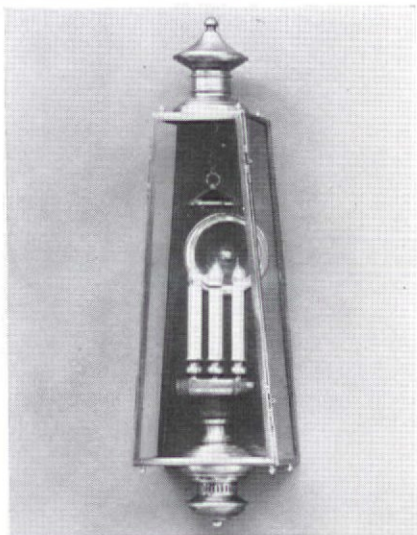
Circle No. 49 on product card facing P. 116

## PRODUCTS & SERVICES

CONTINUED

### Indoor-outdoor wall fixture

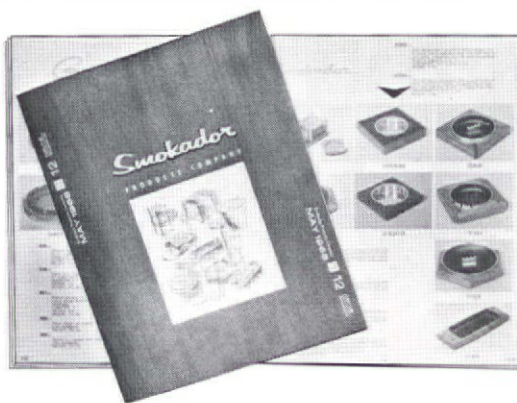
For both exterior and interior applications, Artolier's Grandfather-styled wall lantern is set off by three lights with candelabra sockets. Its clear glass gives



a gleaming effect on weathered brass or copper finishes. It is 9½ inches in width, 34½ inches in height, has a 7-inch extension, 16-inch mounting unit.

Circle No. 151 on product card facing P. 116

Circle No. 84 on product card facing P. 116



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design: Walter Müller/Karl Odermatt/Franz Hero

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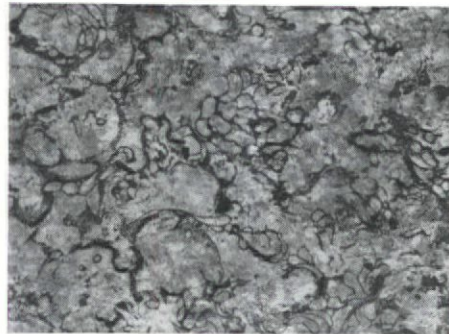
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## PRODUCTS & SERVICES

CONTINUED

### Reversible motif needs no matching

Versailles marble is a swirled marble pattern flecked with gold and deeply embossed to capture the rich veinings of natural marble. The design is the latest addition to Ruberoid's Luran Regency Embossed Vinyl floor covering line and is especially suited to French and Italian decor. It comes in six shades:



blue, white with golden metallic, green, white with gold ink, dark beige, and light beige. The overall marble motif is reversible and needs no matching, thereby creating a seamless look on the floor. The easily cleanable vinyl surface is underlined with Quiet-Cor Vinyl Foam. The six-foot-wide rolls are easily installed on, above, or below grade.

Circle No. 152 on product card facing P. 116



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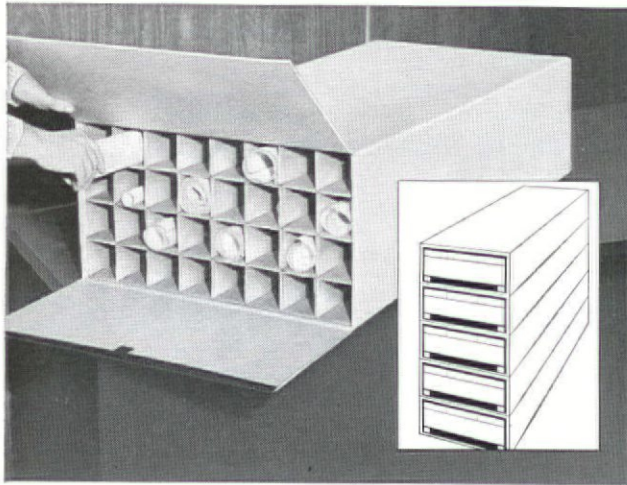


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Circle No. 57 on product card facing P. 116

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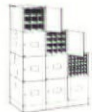
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## PRODUCTS & SERVICES

CONTINUED

### Kerosene lamp hung and electrified

The kerosene lamp of old has been updated in the New American manner by Moe Light of Thomas Industries. The chain-hung lighting fixture has burnished brass, deeply fluted oil front, and large brass

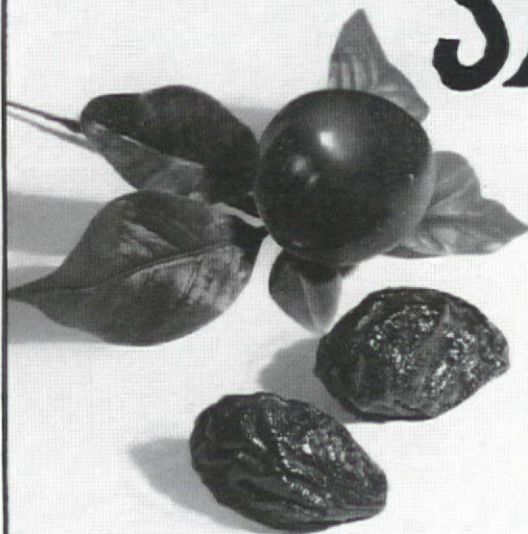


key, set off with a black parchment shade, gold braid, and a gold shade liner. Pull chains separately operate the two 100-watt lamps. The fixture measures 17 inches in diameter, is 18½ inches high.

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51-195



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Circle No. 53 on product card facing P. 116

GROUP NINE-EXECUTIVE: Risom's special contribution to the executive environment. A collection of furniture attuned to the modern concepts in architectural and interior planning—strikingly practical and handsome furniture—sets a mood for the individual and an atmosphere for executive action. Desks, cabinets, chairs, deftly designed in natural walnut; together with hundreds of Risom fabrics, vinyls or leathers to choose from. Pieces that are individually important—collectively balanced. The Risom Group NINE-Executive planning brochure available on request.

*the answer is Risom*

**R**  
Risom  
Jens Risom  
Design  
Inc.



**Executive Offices:**  
444 Madison Ave., N.Y.C. 10022.

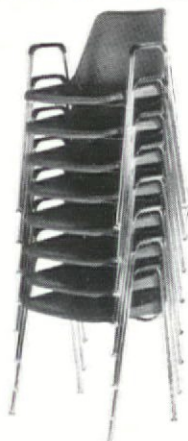
**Showrooms:**  
Atlanta, Chicago, Los Angeles,  
New York, San Francisco.

**Sales Offices:**  
Dallas, Detroit, Minneapolis.

**International:**  
Argentina, Australia, Canada,  
Denmark, Great Britain, Singapore.

## THE LIGHTEST

of the Thermoplastics  
With or without arms. Stacks straight up.



## THE STRONGEST

Laboratory tests subjecting the chair to a 100 lb. force applied 30 times per minute registered a change of less than 2 cm. after 250,000 applications. Will not craze or crack. Resistant to mars and stains.



## MOST COMFORTABLE

The contour of the chair with its compound curvature creates its own structure that combines great strength together with a resilience that yields to the pressures of body weight and shifting positions.



*Viewed from beneath*

The seat is attached to the base with four self tapping screws which go directly into webbed bosses integrally molded with the underside of the chair seat. The angle and position of the screws are in line with the direction of the stress imposed on the chair when in use. Ball and socket, self-leveling glides.

Made in U.S.A. by JOHN STUART INTERNATIONAL

In use in 23 countries in schools, dorms, clubs, libraries, auditoriums, waiting rooms, hospitals, hotels, restaurants, banks, shops, offices and homes.

Write for catalog showing 14 versions of the chair, color chart and specs.

**JOHN STUART INC.**

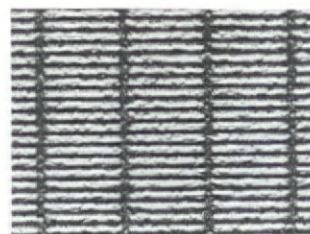
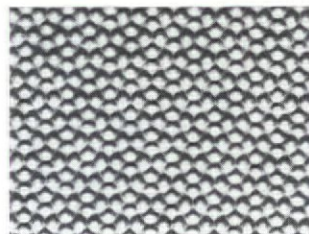
Contract Division  
205 East 58th St., New York 10022

## PRODUCTS & SERVICES

CONTINUED

### 3-D metal textures

Metal sheets are textured in a number of new patterns by Rigidized Metals Corp. by means of a new texturing process called Duo-tex. The three-dimensional, design-strengthened texture is applied on two levels—on its upper surface and within the depressed

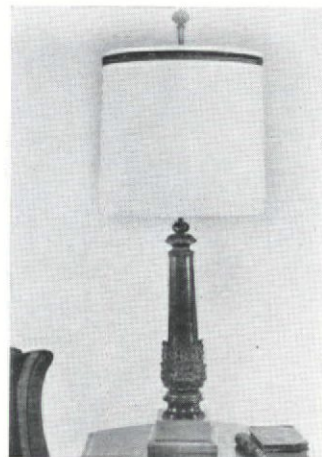


areas as well. Duo-tex is offered in widths to 8 $\frac{1}{8}$  inches and thickness to .037 inch, in eleven distinctive patterns. Other designs will be available in widths to 52 inches. Available in all metals, ferrous or non-ferrous, any finish, solid or perforated, any color.

Circle No. 154 on product card facing P. 116

### Early American table lamp in Federal design

One of the current additions to the Sandel collection of floor and table lamps is this Early American table lamp with a Venetian red center column. The column is embellished with gold leaf foliation and a

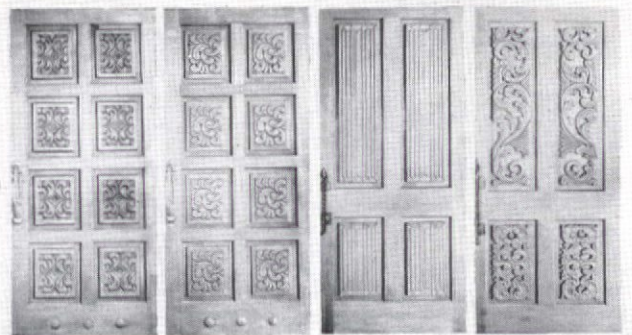


matching finial and is set on a blue base with a wooden footing of gold leaf. The shade is textured white shantung, trimmed with self folds and gros-grain ribbon in coordinated colors matching the base finish. Model 776 is 44-inches high and has three-way lighting with a line switch.

Circle No. 155 on product card facing P. 116

**Decor doors galore**

Ponderosa series of hand-crafted wood panels are made by Decor Doors for attaching to the raised sections of commercial doors. The panels, manufac-



tured to exact size of the raised section for a perfect fit are easily applied, providing the doors with a custom look. There are six different designs to fit 4-, 6-, 8-, and 12-panel doors. Complete Ponderosa doors with carved panels attached are also available.

Circle No. 156 on product card facing P. 116

**Stretch wool—first of new upholstery line**

Stow/Davis has introduced its new Stretch Wool, the first of a new upholstery fabric collection. Designed by Suzanne Huguenin and woven in Belgium, the fiber is a blend of 97 percent wool and 3 percent elastomere yarn, which gives the fabric double stretch properties. Both the warp and the weft pro-

vide the necessary stretch for such upholstery applications as contoured seating. Colors range from bright contemporary to earth tones, fourteen solids in all. Swatches, prices, and complete information on Stretch Wool are available through the new Fabric Division of Stow/Davis.

Circle No. 157 on product card facing P. 116

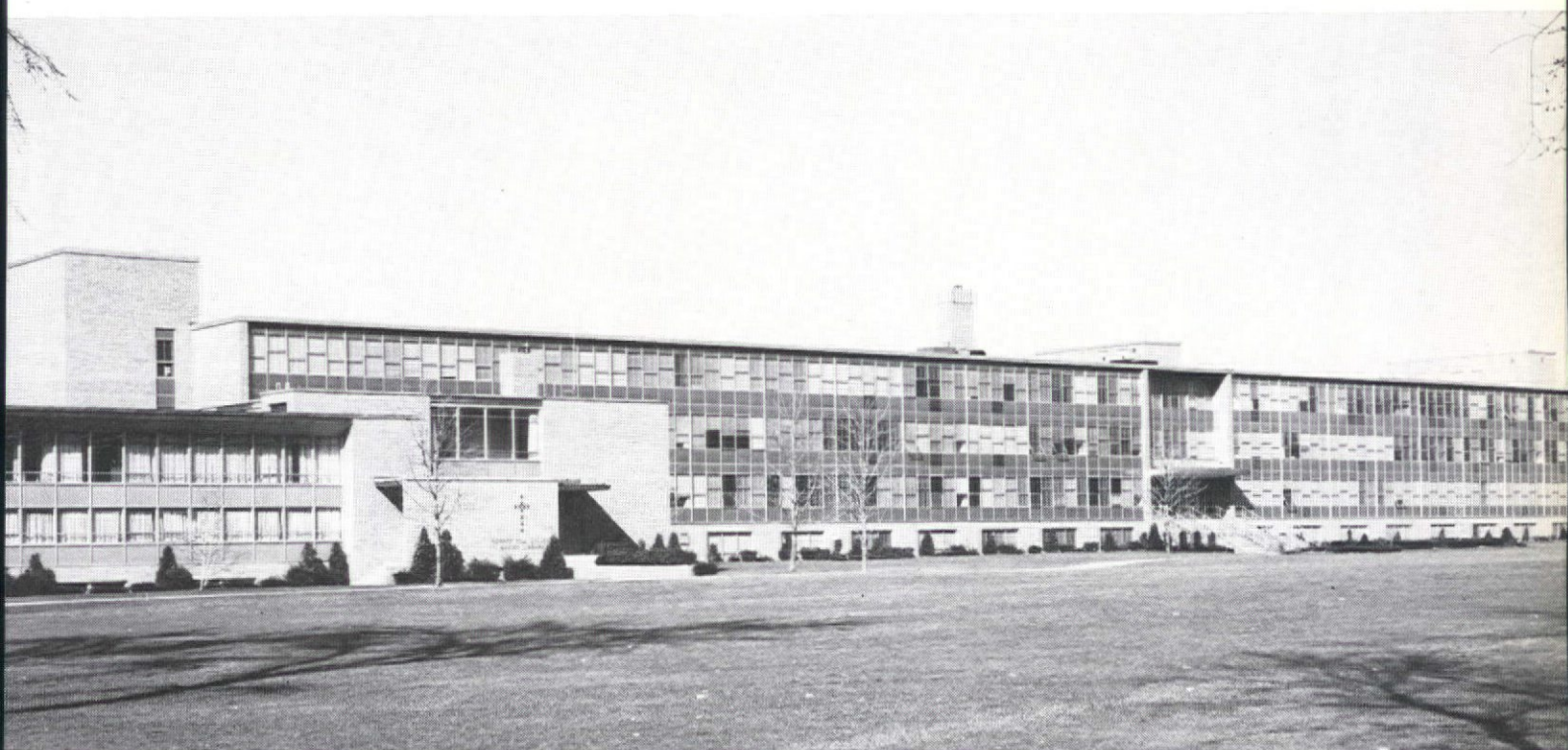
**The look of leather**

Airco's new fabrics, Rembrandt and Van Gogh, follow the trend to more realistic reproductions of grain, shading, and texture or natural leather in durable, high-style vinyl. Van Gogh, on the contemporary chair



by Moore Furniture Industries, features a soft matte grain that blends well with today's wood tones. Rembrandt, on Thayer Coggin's traditional reclining chair, simulates the glazed look seen in genuine leather.

Circle No. 158 on product card facing P. 116



**INSIDE . . . 3,950 SQ. YDS. OF PORTER CARPET LUXURY CAMPERS COLLEGE GIRLS**

Porter Carpets' Sovereign installed in Rosary Hills College student apartments for girls. Buffalo, New York.

Designers required a floor covering with stamina to withstand constant college traffic—plus looks of fashionable decor. Specifications? Porter Carpets' Sovereign; 1/10" gauge tufted carpet of rugged 6" staple fiber of worsted spun acrylic. Sovereign's extremely tight face stands up



under roughest use without problems of pilling. Luxury looks bounce back after daily vacuuming. Easy to clean, easy to repair. Comprehensive color selection.

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

*Inquiries receive immediate attention*



**INSTALLATION**

P. O. Box 333, Cartersville, Georgia  
(A Division of Tifton Rug Mills)

## PRODUCTS & SERVICES

CONTINUED

### Hutch has adjustable bookcase shelves

Mosler Harbor's hutch features 90 inches of letter filing, regular or hanging folders, 77 inches of legal filing, Textolite plastic laminate work surface and



bookcase top in all available patterns with polished or chrome trim, and finished back for room divider applications. Model H 76 has woodgrain vinyl drawers and is 76 by 41½ by 18⅞ inches.

Circle No. 159 on product card facing P. 116

### Domore chair is custom-fitted

Domore's 150-XLW chair is a commodious model in contemporary design, featuring a dual spring mechanism for weight adjustment, and is custom-fitted to



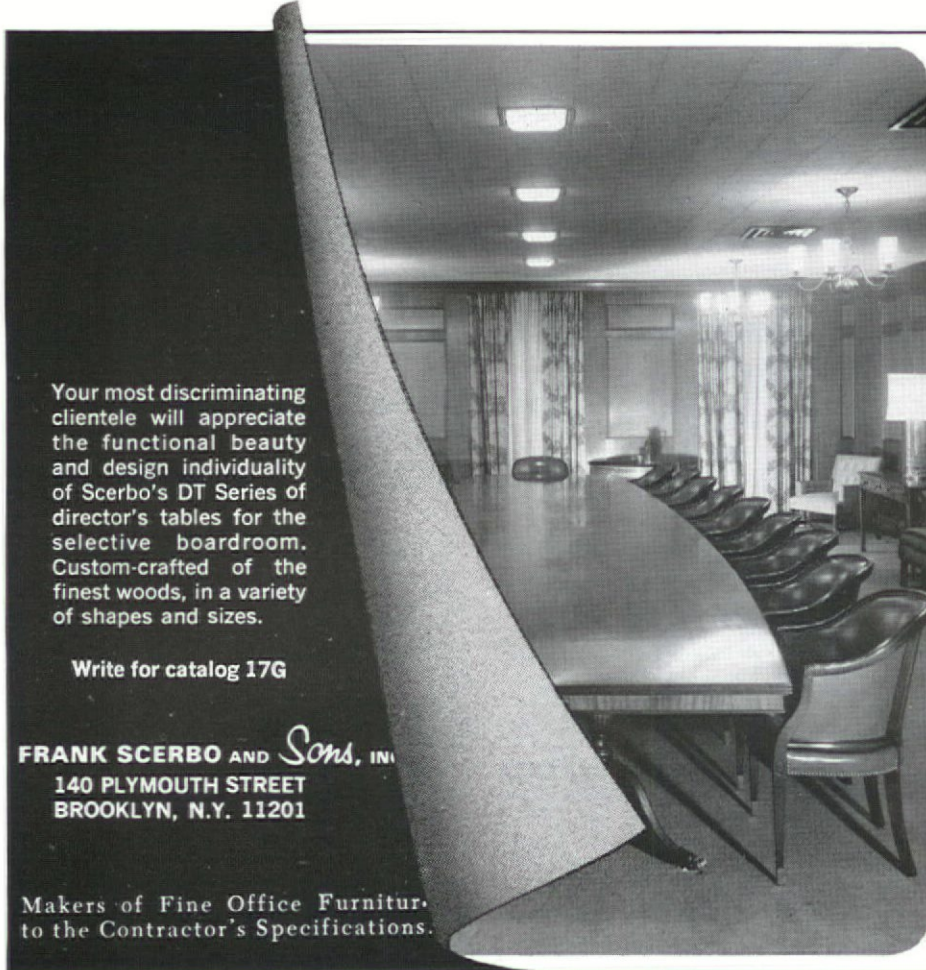
individual requirements. Its lean-back "permissive spring" assures that the chair will move with the body and provide the support lower back muscles need. Base is laminated wood.

Circle No. 160 on product card facing P. 116

### New addition to Minatone ceiling tiles

Newest addition to Armstrong's line of non-combustible Minatone ceiling tiles is Cortega. Random fissured surface design hides acoustical perforations. Washable white latex finish reflects light evenly. Cortega may be mechanically suspended or cemented to plaster, concrete, or gypsum base and comes in 12 by 12 by ¾ inch tile sizes.

Circle No. 161 on product card facing P. 116



Your most discriminating clientele will appreciate the functional beauty and design individuality of Scerbo's DT Series of director's tables for the selective boardroom. Custom-crafted of the finest woods, in a variety of shapes and sizes.

Write for catalog 17G

**FRANK SCERBO AND Sons, Inc.**  
140 PLYMOUTH STREET  
BROOKLYN, N.Y. 11201

Makers of Fine Office Furniture  
to the Contractor's Specifications.

17G  
**SCERBO  
BOARDROOM  
FURNITURE**

for  
the  
distinctive  
business  
setting

Circle No. 58 on product card facing P. 116

# The fearless carpet. It costs about the same as tile.



That's the cost of the carpet. When you figure installation and maintenance Ludlow's new indoor/outdoor carpet costs a lot less.

It's a lot easier to maintain than tile. No waxing or polishing. Most common stains can be removed with mild detergent or cleaner. And it was made to work in areas where you'd normally select hard floor covering because of cost, heavy traffic or weather.

It comes in two fibers; Dow-Badische's Weatherbright™ acrylic fiber blend or 100% olefin. Both of them stand up to just about anything. They're fearless, indoors or outdoors.

Ludlow indoor/outdoor carpet passed the U.S. Government's Hill Burton Tunnel Test for flammability with flying colors. The 100% olefin sample showed a flame spread rating of 70. The acrylic fiber blend sample

showed a flame spread rating of 44. Any rating below 75 is considered more than satisfactory.

Ludlow's indoor/outdoor carpet won't rot or mildew, stretch or shrink, ravel or curl; is completely non-allergenic, and insect proof.

So you needn't worry about using it on any floors where you want the acoustic, insulative and design advantages of carpet. Hallways. Entrances. Reception

rooms. Offices. Stores. Theatres. Schools. Hospitals. You name it. It goes there unafraid.

The range of colors, patterns and textures is big and beautiful. We made it for outdoor use. But designed it for indoor use.

It also comes backed with high-density foam rubber at little extra cost. Or Ludlow can supply quality carpet cushion from the most extensive line in the business.



So if money or practicality have been keeping you from specifying carpet in any situation, you've just lost your two reasons.

You needn't be afraid of specifying Ludlow indoor/outdoor carpet because it isn't afraid of anything, including tile.

## New Ludlow Indoor/Outdoor Carpet.

For specifications, samples, recent installations write: Ludlow Corporation, Floor Covering Division, Dept. C, 295 Fifth Avenue, New York, N.Y. 10013.



## *JB* Traditional Railing Systems

For the design which invites a revival of the traditional style, see the distinguished JB collection of handrail mouldings, spindles, ornaments, and finials. The many JB Traditional components are reproductions of Old World designs. They originated from the archives of European crafts-

men and are manufactured in bronze, steel, malleable iron, and aluminum. These components are available from stock through local fabricators. Ask for literature or see Sweet's Architectural File 3e/BL or Industrial File 3b/BL.



**JULIUS BLUM & CO., INC., CARLSTADT, NEW JERSEY**  
THE MOST COMPLETE SOURCE FOR ARCHITECTURAL METALS

PHONES: CARLSTADT, (201) GE 8-4600; New York, (212) OX 5-2236; TELEX 1-25961; TWX 710-989-0112

Circle No. 60 on product card facing P. 116

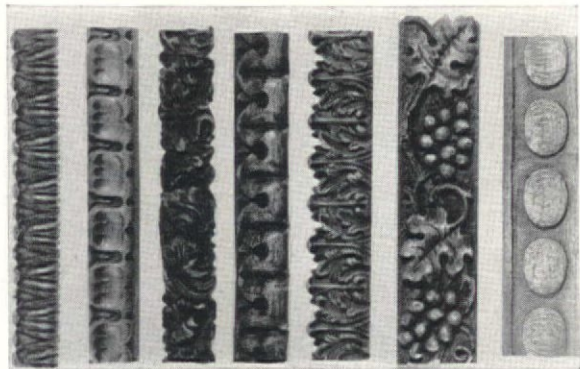


## PRODUCTS & SERVICES

CONTINUED

### New moldings look and feel like wood

The Luron Industries line of decorative moldings provide the look and feel of hand-crafted wood parts. Completely flexible, they will bend if applied to



curved surfaces and can be nailed, screwed, stapled, or glued. They can be finished by staining, painting, leafing, or antiquing. The selection includes a variety of stock patterns; custom designs may be produced to order.

Circle No. 162 on product card facing P. 116

Circle No. 70 on product card facing P. 116

# A

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AMERICAN  
CHAIR  
COMPANY

SINCE 1887

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

MANUFACTURERS OF CONTRACT FURNITURE, SHEBOYGAN, WISCONSIN  
SHOWROOMS: Atlanta • Chicago • Dallas • Los Angeles • Miami • New York • San Francisco • Sheboygan

# TORTURE TEST!

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



FREE  
COLOR  
BROCHURE  
AVAILABLE  
ON REQUEST



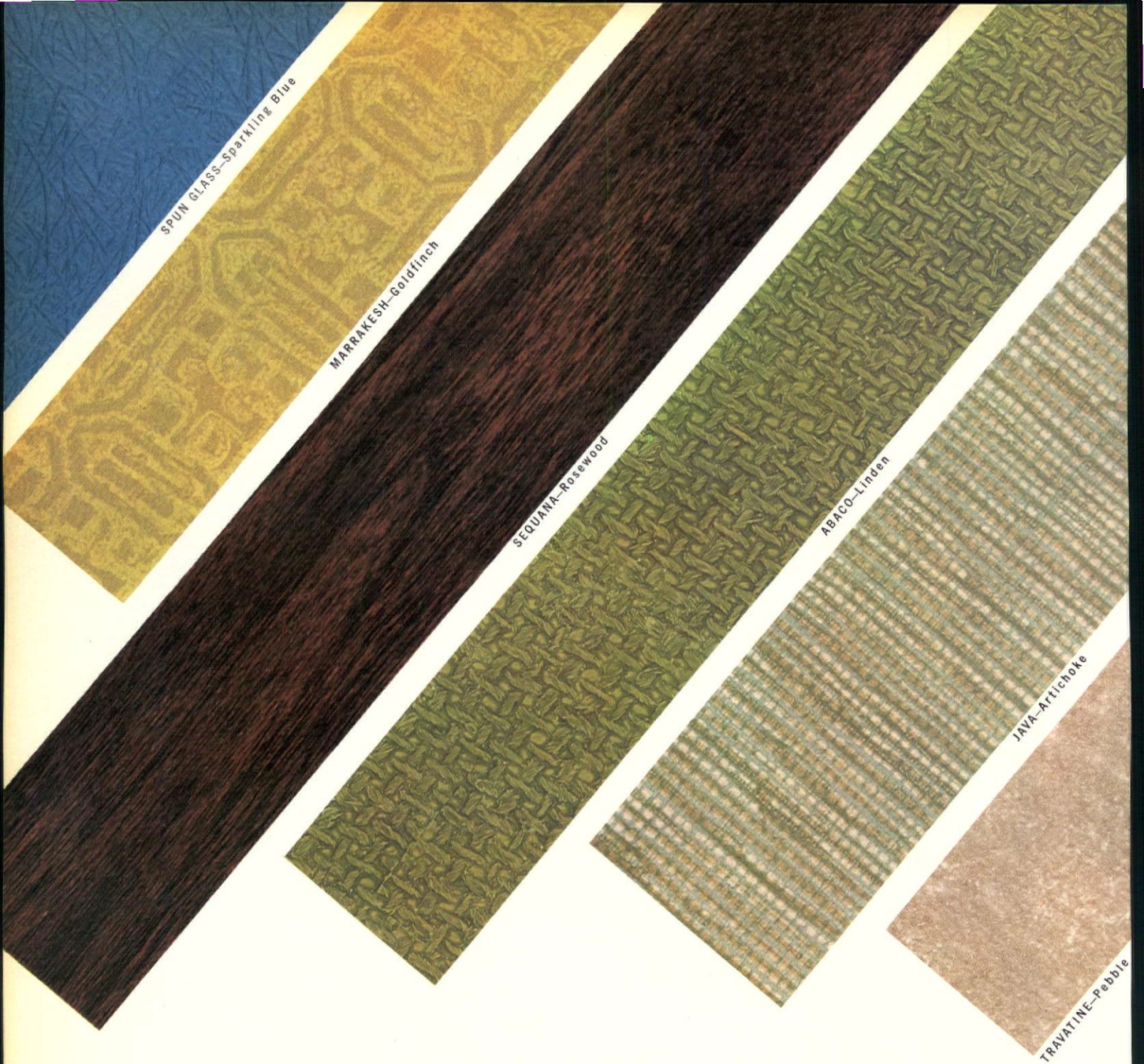
# SurfLine®

NICKEL STAINLESS STEEL CASUAL FURNITURE



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

Circle No. 61 on product card facing P. 116



## "If I had a thousand walls I'd cover every one

with Stauffer vinyl wallcoverings!" We can't blame anyone for being overwhelmed by the wealth of design and color in our vinyl wallcoverings. There are multiple choices to complement every mood and decor. Trend-setters to experiment with. And new this season . . . an exciting selection of unusual designs created by exclusive techniques, using new materials. All in a beautiful array of decorator colors, tones and blends.

After all, we do have the most complete selection in the business . . . four lines that include both coated and

3-ply laminated construction. In fact, we are unique—the only completely integrated manufacturer producing vinyl wallcoverings from his own raw materials.

Stauffer's PERMON, FABRON and VINCO vinyl wallcoverings are U.L. listed. All are available with a top-bonded coating of super stain-resistant TEDLAR\*. See our four lines—in a color range—at New York's Decoration and Design Building. If you would like samples, write today to Stauffer Chemical Company, Wallcovering and Upholstery Sales, 979 Third Avenue, New York, N.Y. 10017.

\*DuPont's registered trademark for its polyvinyl fluoride film.

**STAUFFER CHEMICALS . . . at work everywhere**

CHEVRON-Tango Red

CORTEZA-Green Gold

PETITE STRIPE-Emerald

TAURUS-Goldenrod

BAYAN-Vanilla Bean

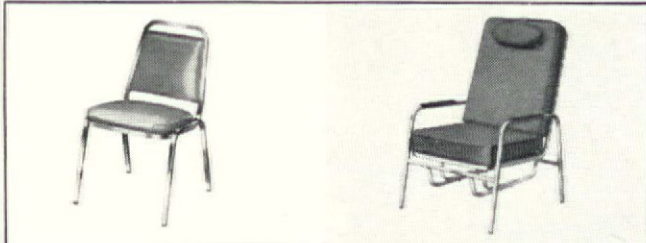


permon®/fabron®/detron®/vinco™ vinyl wallcoverings





"Moduline" Seating Group



Upholstered Chairs

Spring Base Convalescent Chairs



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. 63 on product card facing P. 116

## PRODUCTS & SERVICES

CONTINUED

### New lines of office and institutional chairs

Four lines of office and institutional chairs and multiple seating are new from Milwaukee Chair Co. The



four, all contemporary designs, are Deville, Tempo, Ambassador, and Polara. All have 7/8-inch square steel tube frames in a variety of finishes. Deville (shown) has a molded foam rubber seat on Pirrelli webbing and molded foam rubber back. The frame comes in painted and brushed, or polished chrome. Line consists of swivel chair with full back, executive posture chair with full back and upholstered arms, side chairs, both leg and pedestal type, and steno chairs. There is also two- and three-seat multiple units with optional table surfaces.

Circle No. 163 on product card facing P. 116

### Doric table lines expanded to 30 models

Corry Jamestown Corp. has expanded its Doric I and Doric II table lines from four to 15 models in each line. Top sizes range from 36 inches to 120 inches long and 24 inches to 42 inches deep. Models are available with a choice of two, one, or no

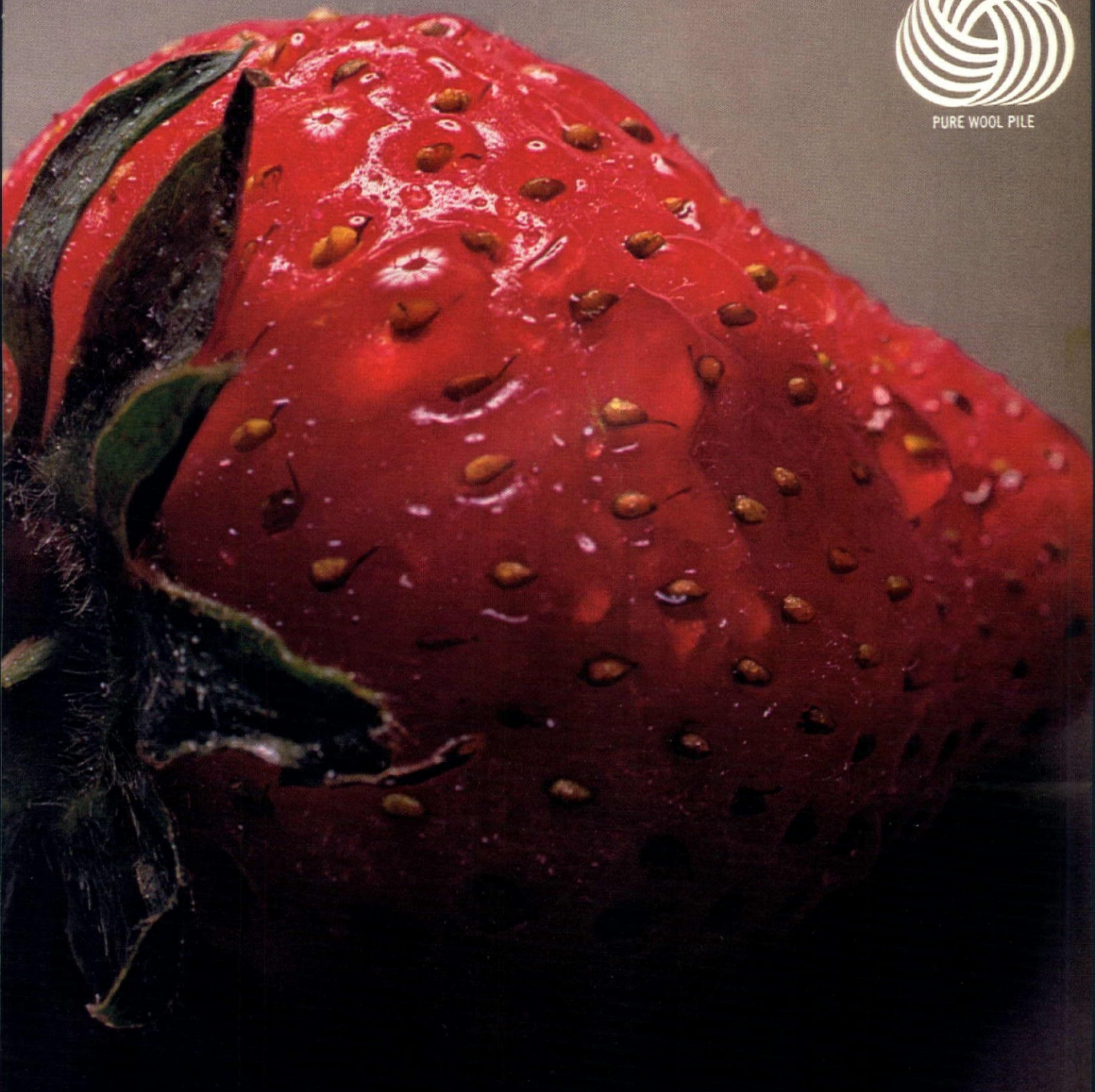


drawers; brushed finish hardware, adjustable leg glides, and all-around, end-only or extra large overhangs. All table models may be ordered in any paint combination, including 16 standard and 9 custom colors. The Doric II, has flush top table and 60 by 30 inch plastic laminate top with legs of one-inch square steel tubing.

Circle No. 164 on product card facing P. 116



PURE WOOL PILE



**If you want 350 yards of strawberry,  
we won't give you raspberry.**

We'll match anything you want to work with: a strawberry, a swatch of French velvet, a piece of saddle leather.

And we'll custom-dye as little as 350 yards. And we won't charge you an extra penny.

The name of this program is Contract 350, and it gives you the widest variety of specialized Contract carpets ever put to-

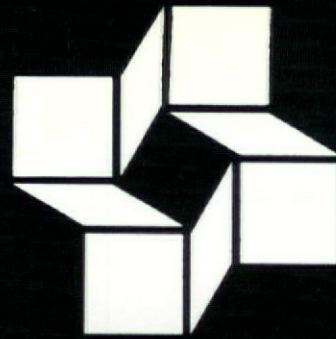
gether. One of them is Scotsmoor: a 324-pitch, thru-the-back grade with the tightest construction anybody can buy. (And as an added distinction, this carpeting bears the wool mark label . . . the mark of the world's best . . . pure wool pile.)

And no other custom contract program can make those statements.

**Contract 350—in pure wool pile.  
Carpet by Roxbury.**

Framingham, Massachusetts 01701

# OMNI PLUS



An Architectural Furniture System for Custom Designing Active Storage and Work Areas

The wall and front supported application of OMNI PLUS expresses structural order and organizational function while achieving more efficient utilization of space. The cantilevered effect of the wall supported application accentuates its classic architectural form which is compatible with any style or fashion. OMNI PLUS' system concept is the most complete and significant new product available to the interior designer interested in environmental design. Its vertical and horizontal flexibility has synthesized function with form, and when necessary can be front supported to combine the ruggedness needed in contract furniture with its architectural simplicity.

Wall supported offices can be equally well designed for the action directed, the reference (or storage) oriented, or both. Enclosures may be ganged or stacked as high as one can reach.

OMNI PLUS offices may or may not be designed to include a desk extended from one of its modules. In a typical application, OMNI PLUS uses as little as one third the floor space of traditional furniture. The many possible applications are an appealing solution to floor maintenance problems, and offer the designer freedom of vertically separated and/or varying depths of custom cabinetry. Rather than being object furniture, OMNI PLUS becomes the background element in any given interior. OMNI PLUS is a complete component system which can be designed into wall supported or wall and front supported applications. It can be disassembled and reassembled in a new location, or be redesigned for a new function. The designer of a system has the freedom and flexibility of unlimited combinations of open areas, enclosures, semi-closures with variable organizer systems, work surfaces and accessories.

Write for the location of the showroom or dealer nearest you, and an OMNI PLUS brochure which shows a variety of applications and details about accessories. OMNI/Aluminum Extrusions, Inc., Subsidiary of Hoover Ball and Bearing Company, 868 Shepherd St., Charlotte, Michigan 48813.



Front rails may be extended to the floor for support when the requirement is more rugged. The library/periodicals rack shown above has a drop front work surface, and is ideal for professional waiting rooms and foyers. Strip lamps are available for horizontal panels.



## PRODUCTS & SERVICES

CONTINUED

### Lamp complements Mediterranean decor

The slender, classic base of Phil-Mar's Santiago lamp is embellished by sculptured medallion and floral designs. The Chromecoat parchment shade in



matching base colors provides a harmonious ensemble. The selection of color combinations includes antique white and charcoal, antique moss green and white, and antique jonquil yellow and white.

Circle No. 165 on product card

### Vinyl-coated flocked damask wallcovering

A flocked damask vinyl-coated wall covering has been produced in 13 colors for the Cohyde wallcovering line of Interchemical Corp. The pattern, Victoria, designed to meet the demand for this type of decor in restaurants, hotels and motels, can also be used with another new Cohyde wallcovering, Dynasty. Dynasty reproduces the weave of shiki silk and is available in 21 colors. Both require a minimum of maintenance and can be wiped with a damp cloth.

Circle No. 166 on product card

### Poppies and daisies on vinyl

Two bright and colorful floral patterns called Poppy (left) and Daisy (right) are available on vinyl fabric



from Suval Industries. Both come in expanded or trim weight vinyls and in a variety of colors.

Circle No. 167 on product card



## SERIES 190

190 JR Executive Rotary Chair. From a series of five new office seating designs. Schafer Bros., Inc. / 1123 North McCadden Place / Los Angeles, California 90038



Circle No. 66 on product card

Circle No. 67 on product card facing P. 116



*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

## PRODUCTS & SERVICES

CONTINUED

### Perforated pattern tops Parisian collection

Chair seats and table tops are patterned with circular perforated patterns on Carolina Forge's new Parisian collection of wrought iron furniture. The firm puts emphasis on lighter weight, easier to move



pieces, scaled to take up less space. A new, more durable finish is guaranteed for 10 years to withstand constant water splashing. Pieces in the collection include chairs, pedestal, lamp, cocktail, and cigarette tables, seat with cushion and a flower cart are in ten decorator colors.

Circle No. 168 on product card facing P. 116



### Want your name remembered? Set your client's in metal!

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

They might be mundane words: Purchasing, Personnel, Production, even Please Enter. They might be the most important words in the world. Like: The Widget Company. And: Office of the President. But how they look is up to you.

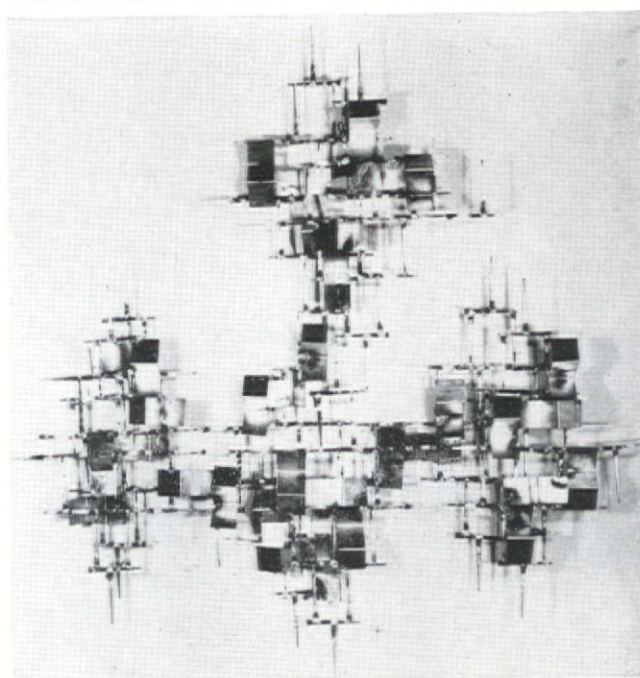
Knight will cast your letters in solid bronze, brass or aluminum. With anodized, polished or satin finish. To your design, or from our huge variety of styles. Cost, about the same as painted letters. But these will last!

And you'll be remembered, with appreciation. First step: Get Knight's FREE CATALOG, now.



70 Lane St., Seneca Falls, N.Y. 13148

Circle No. 68 on product card facing P. 116



"REFLECTIONS" Gold and Silver Leafed Steel Wall Sculpture  
Height 48", Width 48", Depth 6" • Write for Literature

**Bowie**  
WILLIAM

**THE SCULPTURE STUDIO INC.**

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

Circle No. 56 on product card facing P. 116



### Winning design reflects early America

The new Liberty Hill group of tables and chairs from Authentic Furniture Products reflects an early American influence. The distress-styled mate's and captain's chairs have hand-rubbed Salem finish over

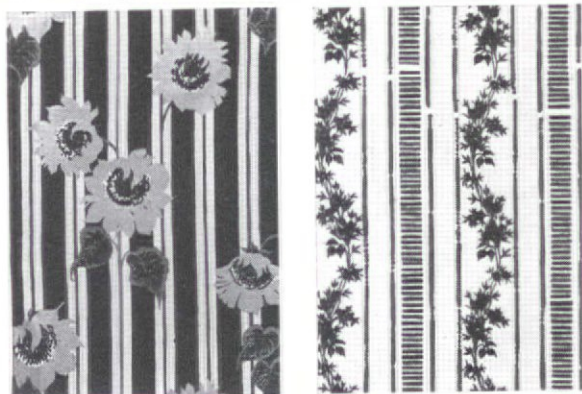


select hardwood and feature deep carved saddle seats and heavy back and armrests. The 48-inch round table extends to 72 inches in length with two 12-inch leaves. Its mar- and heat-resistant plastic suede top is edged with 1 1/4 inch wood trim.

Circle No. 169 on product card facing P. 116

### Fabric mated to wallpaper

David & Dash has developed a new collection of wallcoverings, Fabri-Mates, fabric combined with

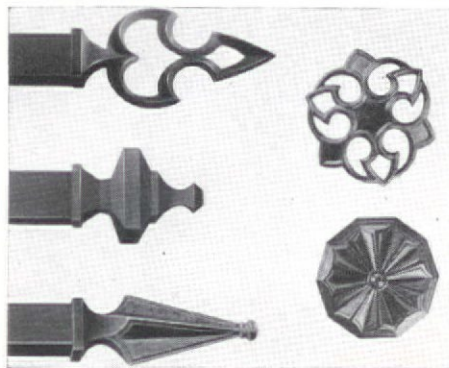


wallpaper. Two of the patterns in this series are Sunflower (left) on Columbia cotton and Rosette (right) on Algodon linen.

Circle No. 170 on product card facing P. 116

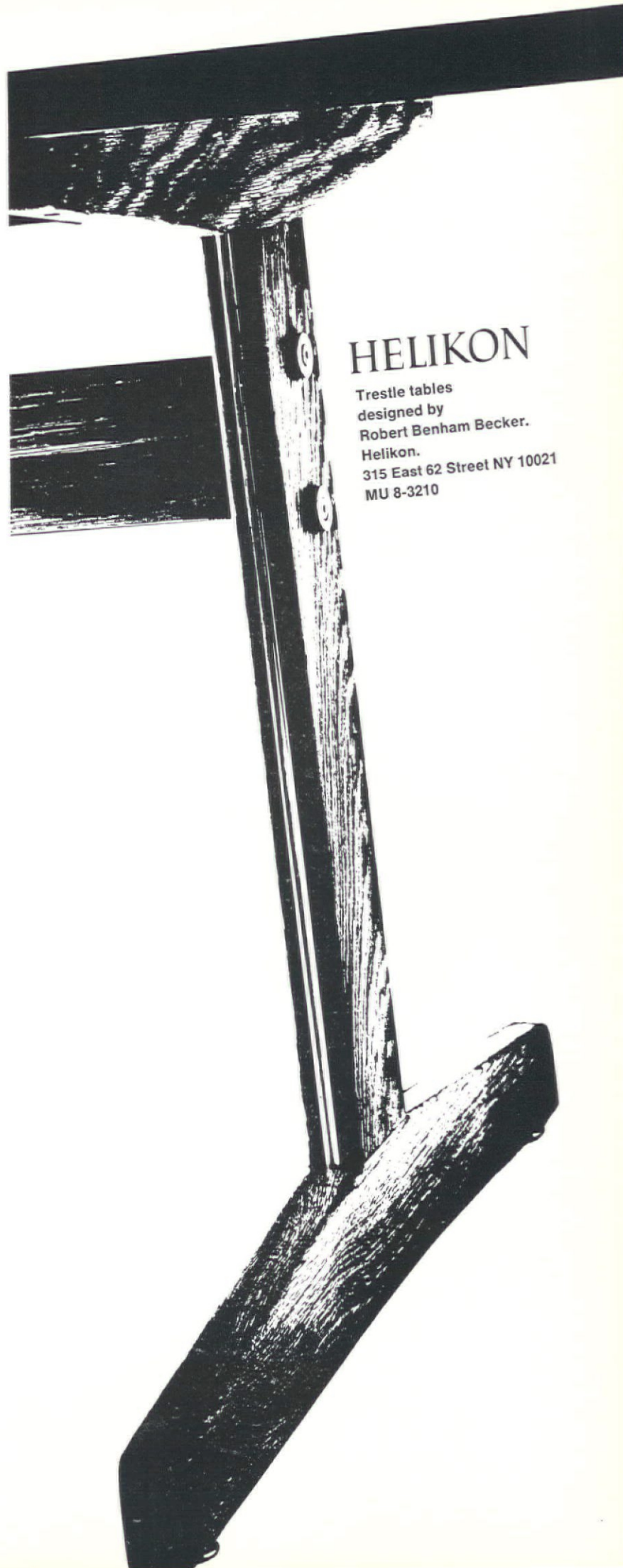
### Holdbacks to match drapery rods

Two new Kirsch holdbacks, an interwoven fleur-de-lis and a decagon, can be used to match the



company's Atavio drapery hardware. Non-tarnishing cast brass, the designs are finished in satin black and antique bronze to match the rods.

Circle No. 171 on product card facing P. 116



## HELIKON

Trestle tables  
designed by  
Robert Benham Becker.  
Helikon.  
315 East 62 Street NY 10021  
MU 8-3210

Circle No. 54 on product card →

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Quality unsurpassed in files  
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horse loads; greatest strength-  
anti-sway.

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two, three, four and five drawer  
heights. Six decorator colors.

. . . unique full-suspension  
cradle floats drawers on hard-  
ened free rollers and balls. No  
axles to twist.

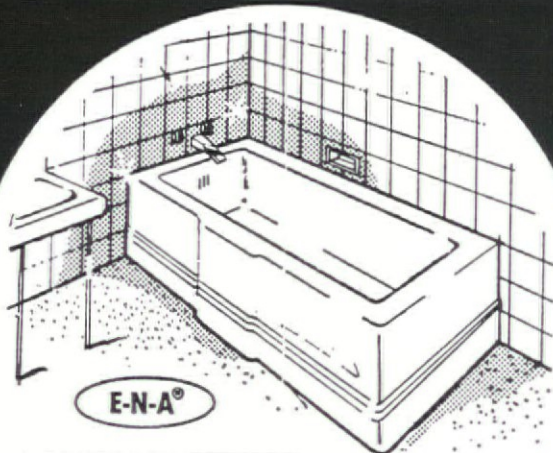
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On location "thermal-fusion" restores bathtubs  
to glossy smooth...and they last like new...  
more chemical and acid resistant than original  
porcelain. Crews of skilled technicians coast-to-  
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SERVICE.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

## ark laboratory

114 Higgins Road / Park Ridge, Ill. 60068 / Area Code 312-763-6600

Circle No. 73 on product card facing P. 116

## MANUFACTURERS' LITERATURE

Williams Office Furniture's new catalog and price list offers a choice of two interchangeable (curved or square) main pedestal styles along with a wide range of matching component pieces. The option enables two different styles with the same desk. Both main pedestals have suspensions and locks on all drawers, independent writing arm slides, 1/4-inch panels throughout, and a hand-rubbed oil finish.

Circle No. 172 on product card

Casters for every purpose are shown in Haydock's 28-page, full-color catalog. The catalog introduces Straight-Line casters, designed to eliminate the protruding wheel so that the caster remains centered like a glide. The complete line includes light-duty to heavy-duty, institutional to decorator-styled casters, all stressing beauty and mobility. Sections show glides, caster hardware, and special plastic parts.

Circle No. 173 on product card

A distinctive way to illuminate vertical surfaces is described in Holophane's folder on Wall-Lite. This new fluorescent luminaire bathes walls in uniform, prismatically controlled light. The acrylic fluorescent lens spreads light evenly over vertical surfaces large or small, indoors or out. In 4 and 8 foot lengths, Wall-Lite has a recessed trim of extruded aluminum finished in velvet black.

Circle No. 174 on product card

Vinyl Specifier Guide, prepared by Ford Fabrics, aids designer and manufacturers in choosing the proper vinyl fabric for any seating application. By turning the guide wheel to the appropriate seating application, the range of vinyl fabrics suitable for a specific job is indicated. The guide describes each of the Ford vinyls and lists weights, widths, and range of patterns and colors. On the reverse side is a cost estimator.

Circle No. 175 on product card

Practical information about almost every type of floor and floor covering for use in a library building is presented in a new 326-page book, *Floors: Selection and Maintenance*, by Bernard Berkeley. Five of the seven chapters are devoted to detailed descriptions of the properties of the major categories of floors and floor coverings. The book is intended as a guide to the choice and maintenance of flooring. Available through American Library Association; cost, \$12.50.

Circle No. 176 on product card

Vogel-Peterson's new 24-page, color catalog illustrates distinctively styled coat racks in a wide range of styles. There are free-standing and wall-mounted units, concealed and semi-concealed wardrobes, wall racks, and a lockerette that provides each person with a coat hanger and a deep lock box. All units can be ordered in various sizes and in special colors.

Circle No. 177 on product card

The Wilson Wheeler Dealer from Ralph Wilson Plastics color coordinates the 4 colors of the Wilson Art Daisy pattern with any of the 12 solids in the plastic laminate line by simply turning the dial.

Circle No. 178 on product card

Circle No. 74 on product card facing P. 116



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Circle No. 76 on product card facing P. 116

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Circle No. 75 on product card facing P. 116

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Circle No. 77 on product card facing P. 116

Circle No. 78 on product card facing P. 116



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Circle No. 79 on product card facing P. 116

## MANUFACTURERS'

### LITERATURE

Floor and table lamps, ashtrays and accessories, all reproductions in weathered brass, aged mahogany, and "olde" metal, are illustrated in Edward Alden's 24-page catalog. Among the new designs are five tier mahogany shelves and tray floor lamps.

Circle 179 on product card

Services offered by Cathedral Studios are outlined in a descriptive folder. The expansive areas covered are sanctuaries, from initial design to art glass and furniture; commercial and industrial interiors, from design concepts to materials and workmanship.

Circle 180 on product card

A new 4-color brochure tells the story of Peabody's 300 series of classroom furniture, incorporating high quality at modest cost. The series includes new tablet armchair, stacking chair, adjustable open book box desk, chair desk, and study top combination.

Circle 181 on product card

Hardboard interior panels are illustrated in color in Masonite Corp.'s 1968 catalog. Room settings, samples, specifications, installation details are given on Royalcote random grooved paneling, diplomat series, panels with hidden slots for brackets, marble-tone patterns, filigree and pegboard panels.

Circle 182 on product card

Curtainscreen, by Julius Blum & Co., can transform run-down building facades into handsome, contemporary properties. With its latitude of design and color, Curtainscreen is a flexible system, whereby a variety of patterns, scale, and texture is achieved through a stock component system. Curtainscreen obviates costly demolition or structural renovation.

Circle 183 on product card

High density foam carpet backing facts are described in a 4-page folder on Texacote, made by Textile Rubber & Chemical Co. How it is produced, its advantages, when and where to use it, plus an outline on how to specify Texacote—these sections can provide the specifier with a knowledgeable background on carpet backings. For example, the brochure recommends 38-ounce backing for hotel guestrooms and 56-ounce high density foam backing for dining and meeting rooms.

Circle 184 on product card

Comprehensive lines of lighting fixtures, designed and manufactured by Artolier, a division of Emerson Electric, are reproduced in a new 80-page, full-color catalog. The traditional designs include cast aluminum, finished brass lanterns and fixtures, wall-mounted, ring chandeliers, chain drops, post lanterns, wall and corner mounts, wall brackets, and ceiling-mounted fixtures. Complete specifications and finishes are listed. Single copy of the catalog is \$1.00.

Circle 185 on product card

## CLASSIFIED ADVERTISEMENTS

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

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**LINES WANTED:** New showroom in Ice House, San Francisco, carrying French casegoods desires additional lines which will fit well with this French style. Quality merchandise only. Will carry stock if necessary. Write: Box A-512, CONTRACT, 7 E. 43 St., NYC 10017.

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Circle No. 81 on product card facing P. 116

## ADVERTISERS' DIRECTORY

ADVERTISER	PAGE
A.G.I., Inc.	44
Allied Chemical Co.	17-18
American Chair Co.	111
American Cyanamid Co.	55
Ark Laboratory	120
Armstrong Cork Co.	2nd Cover
Athol Mfg. Co.	12
Barnard & Simonds, Inc., Div. of Baker Furniture, Inc.	124
E. T. Barwick Mills, Inc.	59
Bianco Mfg. Co.	122
Birge Co., Inc.	100
Julius Blum & Co., Inc.	110
Brunswick Corp.	5
Cabin Crafts, Inc.	38-39
Cavrok Sales, Inc.	121
Contract Books, Inc.	27
Corry-Jamestown Corp.	99
Costa Mesa Div., Vista/Costa Mesa Furniture Co.	42
Crown Tuft Carpet Corp.	56
David & Dash	1
Downs Carpet Co.	37
Drexel Enterprise, Inc.	62
E. I. duPont de Nemours & Co., Inc.	52-53, 63
Eastman Chemical Products, Inc.	46
Empire Furniture Factory & Rattan Works	121
Enjay Fibers & Laminates Co. Div. of Enjay Chemical Co.	23, 43, 61
Otto Gerda Co.	121
B. F. Goodrich Co.	4, 50
Haasbrock-Sonderguard	102
Paul Hanson, Inc.	20
Harter Corp.	102
Helikon Furniture Co.	119
International Special Products Div., Sico, Inc.	97
Invincible Metal Furniture Co.	58
Jute Carpet Backing Council, Inc.	25
H. W. Knight & Son, Inc.	118
Levolor Lorentzen, Inc.	48-49
Lewis Carpet Co.	47
Lighting Accessories, Inc.	28
Lightolier, Inc.	41
Lloyd Mfg. Co.	114
Loumac Supply Corp.	123
Ludlow Corp.	109
McDowell/Craig	95
Mallin Co.	118
Herman Miller, Inc.	3rd Cover
Howard Miller Clock Co.	103
Monarch Furniture Co.	40
Norquist Products Co.	121
Omni Div., Aluminum Extrusions, Inc.	116
Oxford Filing Co.	51
Patrician Furniture Co.	21
Plan Hold Corp.	104
Porter Carpets	107
Jens Risom	105
Edward Axel Roffman Associates, Inc.	22
Roxbury Carpet Co.	115
Royalmetal Corp.	9
Frank Scerbo & Sons, Inc.	108
Schafer Bros., Inc.	117
Sculpture Studio	118
Shelby Williams Industries, Inc.	60
Sico, Inc.	97
Simmons, Inc.	29-36
Smokador Products	101
Stauffer Chemical Co.	8, 112-113
Steelcase, Inc.	24
Stow/Davis	54
John Stuart, Inc.	106
Summittville Tile, Inc.	14-15
Sunroc	26
Synthetics Finishing Corp.	4th Cover
Telescope Folding Furniture Co.	101
Tennsco, Inc.	16
Tropitone Furniture Co.	2
Vinyl Plastics, Inc.	104
Vogel-Peterson Co.	122
Wallingford Steel Co.	7
Wall Tube & Metal Products Co.	111
Warner Co.	45
Western Mfg. Co.	120
Lee L. Woodard Sons, Inc.	57
World Carpet Mill	11