CONTRACT

HE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • SEPTEMBER 1968

THE PARVIN STORY

OFFICE LANDSCAPE
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THE NEW ACTION OFFICE ■
INTERIOR ARCHITECTURE –
GOODBODY & CO. ■

A Gralla Publication

30 year life for Kentile Vinyl Asbestos Tile floors—at 3¢ per square foot yearly maintenance cost!

Owner-conducted wear test at United Fuel Gas Company Headquarters proves so outstanding, vinyl asbestos tile now specified for over 50 branch offices.

When you install ⅛" vinyl asbestos tile on 139,000 square feet of office, corridor, cafeteria, and public space—you want to know two things: How long will the flooring last? How much will it cost to maintain?

.014" wear in 5 years! United Fuel Gas Company installed Kentile® Vinyl Asbestos Tile in its 11-story headquarters building in Charleston, West Virginia. Five heavy-wear years later, tiles were removed for testing from areas bearing the roughest, toughest, most abrasive wear—and compared with new, unused tiles by micrometer. The difference in thickness: an amazingly small .014"!

30-year life projected. According to Mr. Charles S. Knowles, maintenance supervisor of the UFG Headquarters Office Building: "Based on this test, we expect the majority of this tile to give service for a period of 30 years before replacement should be necessary."

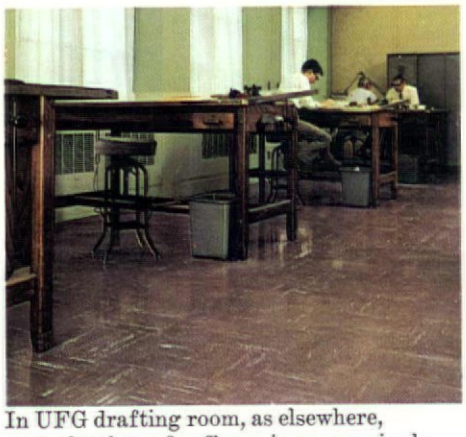
Floor a perfect "Public Relations" image. In all twelve years this Kentile Vinyl Floor has been down, it has maintained the attractive appearance so consistent with the "clean fuel" image of this utility. Daily sweeping, twice-a-week damp mopping, and a buffing every two weeks are the only care required. Cost of upkeep: 3¢ per square foot per year!

Vinyl asbestos tile now specified. On the basis of this superb performance, UFG has specified the use of vinyl asbestos tile in over 50 branch offices. As one official noted: "It has performed well, even in heavy-traffic areas such as at counters where people pay their bills and in showrooms. You couldn't ask for a better floor tile."

KENTILE FLOORS
BROOKLYN, N.Y. 11215

UFG cafeteria, serving 700 employees daily, features a 12-year-old Kentile Vinyl Floor that gets plenty of heavy traffic. Yet it looks brand-new! Note: All photographs were taken April 1968 and are unretouched.

24-hour communications area, where the clean, glossy appearance of vinyl asbestos tile reflects the "clean fuel" image of UFG.



In UFG drafting room, as elsewhere, cost of upkeep for floors is an amazingly low 3¢ per square foot per year.

Advanced look of UFG Headquarters, Charleston, W. Va., is complemented beautifully by modern Kentile Floors.

The 225 pound chair breaker

Watch out! You'll find him everywhere there's outdoor furniture. He seems to be dead-set about dropping his dead weight on every chair in sight. What's worse, he's going to be there 14 days. You can even hear him at work. Creak. Pop. Snap. Rip. There goes another lounge chair. "Only 3 months old and it cost us $8.95!" Heard that hue and cry before?

Then you should think about our famous Tropi-Kai series of heavy-duty outdoor furniture. The frames are made of .065 gauge aluminum.

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So if you're tired of repairing, rewebbing and replacing outdoor furniture, if you want something that will do more than anything else to make your outdoor areas more inviting, ask for our new 48 page catalog.

Then just laugh when a 225 pound chair breaker checks in.

tropitone

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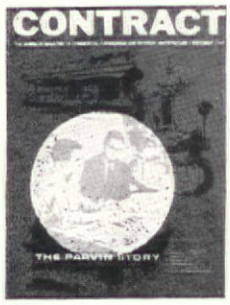

The Cover

The designer in his native habitat and the quest for new design initiatives are depicted on our cover by Norman Bleckner to introduce our major story on the California-based Albert Parvin & Co. organization, starting on page 74 of this issue.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 9 **SEPTEMBER, 1968**

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

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COMING IN CONTRACT

OCTOBER—Preview of the National Hotel-Motel and National Office Products Association shows, both at New York City's Coliseum, including Rooms of Tomorrow, Designs for Dining, and product reviews. Plus—an analytical article on graphics, spelling out techniques and practices, by Crawford Dunn.

NOVEMBER—Contract Fabrics—new fiber developments and their ramifications on contract design, new patterns, applications, and new developments in printing and finishing. Plus—Denver, next in CONTRACT Magazine's Designer Community Series. Also Libraries, their special design problems, components, and a review of outstanding installations.

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LETTERS

THE DALLAS SPIRIT CAPTURED

Dear Sir: Just a note to tell you how impressed we all are with the July Landmark Issue—Dallas: U.S.A.—of CONTRACT. Especially did I like your introduction and felt it really captured the spirit and feeling of the city. On this, all concur. Thank you so much!

DELORES LEHR
Public Relations Director
Dallas Market Center Co.
Dallas, Tex.

Dear Sir: Your coverage of Dallas was very thoughtful and very generous where this office was concerned. Thanks from me and the community.

ENSLIE OGLESBY
Enslie Oglesby Architect
Dallas, Tex.

Dear Sir: Well, that long-awaited issue has finally arrived! And, may we offer you and your staff our congratulations. Everyone here is most pleased, not only with our part, but also with the entire magazine.

ALIDA SELBY
Executive Assistant
Anderson's Furniture Studio
Dallas, Tex.

Dear Sir: The Dallas issue looks great! Thanks very much.

JOHN ALLEN PIERCE
Pierce, Lacey & Associates
Architects & Planners
Dallas, Tex.

Dear Sir: Congratulations on Landmark Issue No. 5, Dallas U.S.A.
We thought you would like to know that several of the buildings described in the issue contained Cohyde vinyl wallcovering. Our distributor in Dallas was more than a little unhappy that Cohyde was not listed in each of the stories. The jobs on which Cohyde were used included the Dallas County Government Center, Dallas Cowboys Office, El Centro College, Southwestern Life Insurance Company, Republic National Bank, and Oak Cliff Savings & Loan.

JOHN P. SCHALLES
Product Manager
Interchemical Corp.
Coated Fabrics Division
Toledo, Ohio

Dear Sir: I would like to call your attention to an omission in your otherwise fine section on Dallas in the July issue of CONTRACT Magazine. On page 84, the picture middle left shows an entire room full of CI designs at El Centro College—yet your list of manufacturing credits does not list our name. That is a shame, because we were particularly proud of that installation, and we thought that Del and Carol Hermanovski did a good job.

This is the first occasion I have to write a letter like this. Generally, your magazine is better than other trade journals—and certainly your articles are more provocative and informative.

WILLIAM TILLMAN
Sales Manager
CI Designs
Boston, Mass.

Dear Sir: We wish to thank you for the excellent coverage given our jobs in your July Landmark issue! Thank you again for your kind attention.

DEL & CAROL HERMANOVSKI
Designs & Delineations
Dallas, Tex.

Dear Sir: We have recently received the July issue, and needless to say we are pleased with the coverage given our firm.

RALPH KELMAN
Ralph Kelman & Associates
Architects/Planners
Dallas, Tex.

Dear Sir: I just received my July CONTRACT and want to compliment you on a marvelous job. I think you did our city proud and think it will certainly awaken a lot of people as to what is going on in the Southwest. Congratulations on a job well done.

HANK LOEWENSTEIN
President
Hank Loewenstein, Inc.
Dallas, Tex.

Dear Sir: I've just finished reading your July issue of CONTRACT Magazine and think you have done one of the finest jobs I have ever seen of going into a city, researching it, extracting the important facts, and writing about it. There are a few points which I might have interpreted in a slightly different perspective, but for the most part the issue is superb!

W. E. COOPER
Executive Vice President
Dallas Market Center Co.
Dallas, Tex.

Dear Sir: This letter refers to your article, "Urban Growth in Longhorn Country," Landmark Issue No. 5, Dallas, U.S.A., July, 1968 issue. You state in your article, "Robert Young Associates, the only firm specializing in store planning and design in Dallas and the Southwest according to the principals." We would like to call your attention to the fact that we have been in the store planning and interior design business since March, 1966. We have completed store planning and interior design jobs in excess of 1,000,000 square feet. We now have store planning jobs in the southwest area to the southeast coast of the United States in excess of 500,000 square feet. In fact, we are splitting a 240,000 square foot job with Robert Young Associates, and in view of this, we would have thought that you might have been aware of our firm.

NATHAN L. BRIEN
Vice President
Richard Roeder Associates, Inc.
Houston, Tex.

Dear Sir: I want to congratulate you on your excellent Dallas issue of CONTRACT and I want to express my appreciation for the spread on our ELS seating. Thank you.

CARL F. HAMMOND
President
Clarin Mfg. Co.
Chicago, Ill.

Dear Sir: It is a great issue, and I'm sure you are proud of it.

BRAD LEAR, Assistant Manager
Public Relations
Dallas Chamber of Commerce
Dallas, Tex.

Dear Sir: I want to congratulate you and your magazine on the fine July issue on Dallas, U.S.A. Naturally we're prejudiced since our company

(Continued on page 8)

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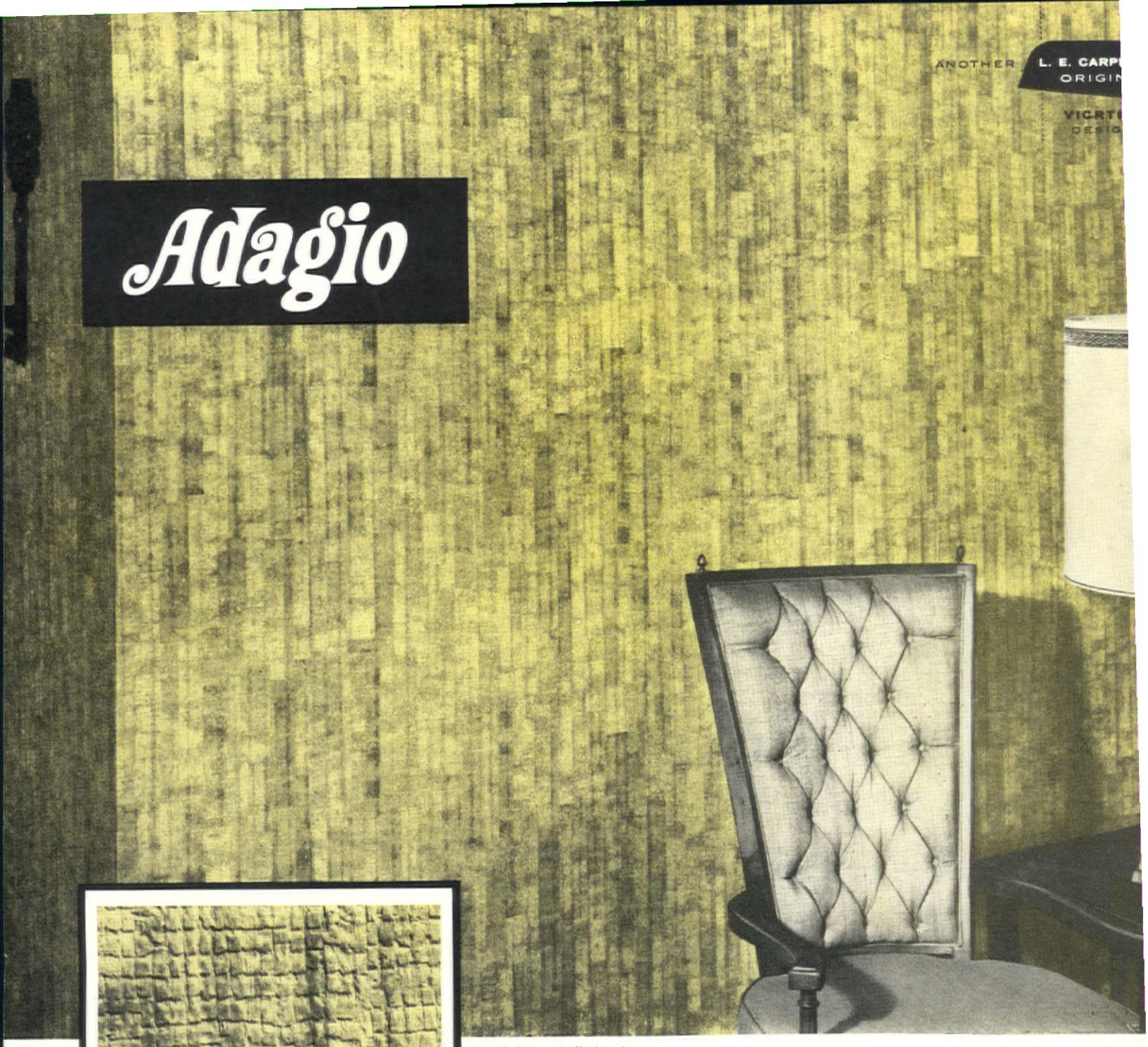

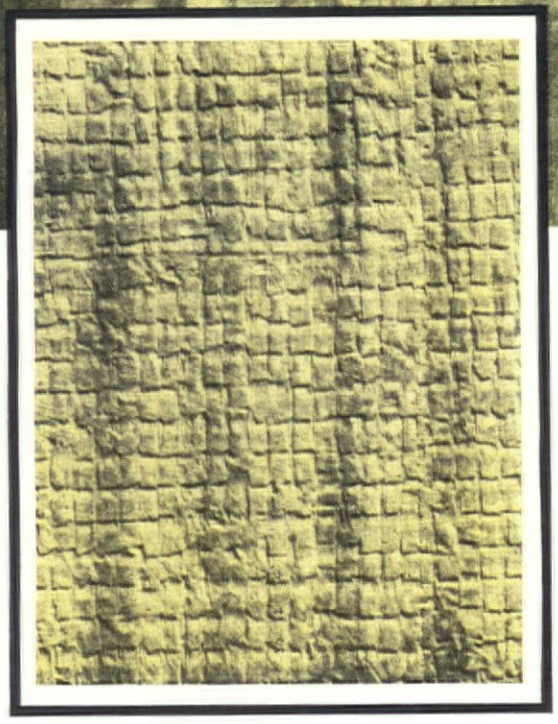

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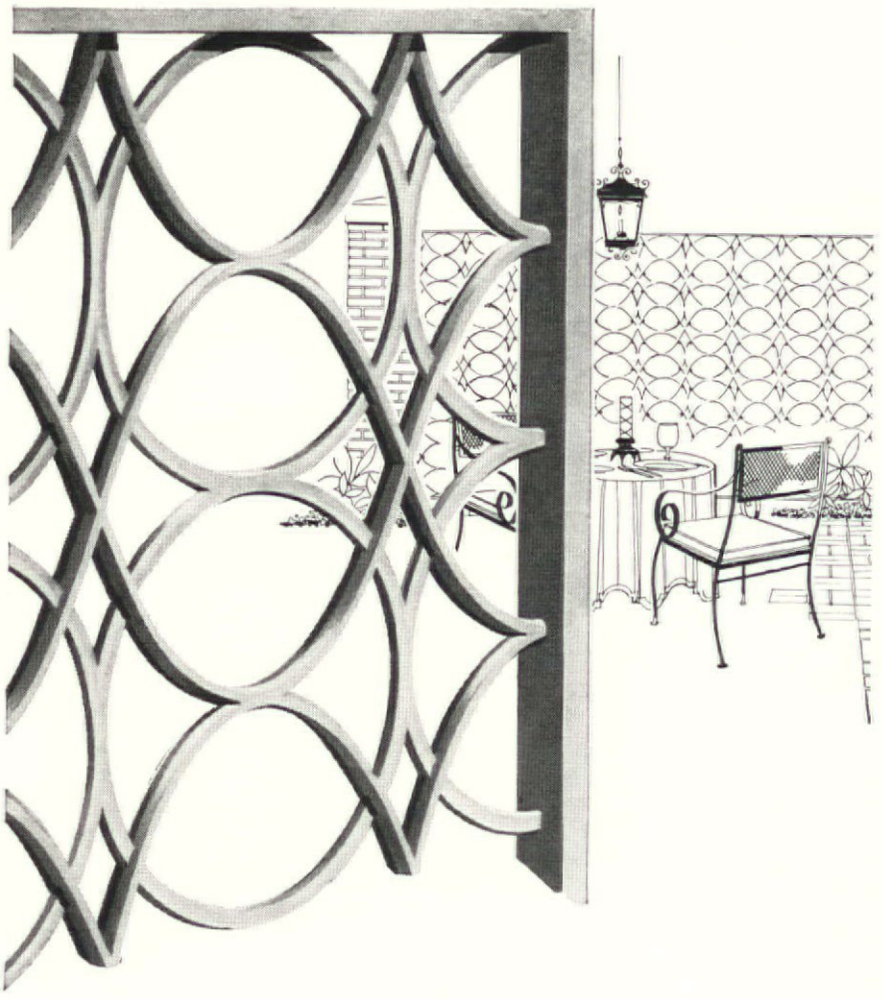

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LETTERS

was so well represented. Thanks very much.

JOE W. TOOMEY AID
Manager/Designer
Design & Planning Unit
Stewart Office Supply Co.
Dallas, Tex.

A SERMON ON SERMONS

Dear Sir: The clever (?) copy writer who prepared that little gem (p. 95, July CONTRACT) describing the interior of the Sixth Church of Christ, Scientist, Dallas, should brush up a bit on the kind of services held in Christian Science churches before going into print. The comment "Church goers at Dallas' Sixth Church of Christ, Scientist now a can nod off in greater comfort during tiring sermons. . ." is about as far from fact, even if viewed with a sense of humor, as any statement could conceivably be.

There are no "sermons" as such in Christian Science churches. The services consist of readings from the King James version of the Bible and from "Science and Health with Key to the Scriptures" by Mary Baker Eddy. These are read alternately by two readers, in an understanding, alert, vigorous manner. There are hymns enthusiastically sung by the congregation and a solo which is prayerfully selected to relate to the subject of citations being read each Sunday.

You will find no church organization whose members are more eager to attend; who evidence more alertness and understanding during its services.

It is unfortunate your description of an attractive interior is marred by the tongue-in-cheek representation of a tedious, boring church service held therein.

I suggest your writer attend a Christian Science service and see for himself. I guarantee he will not even be tempted to nod!

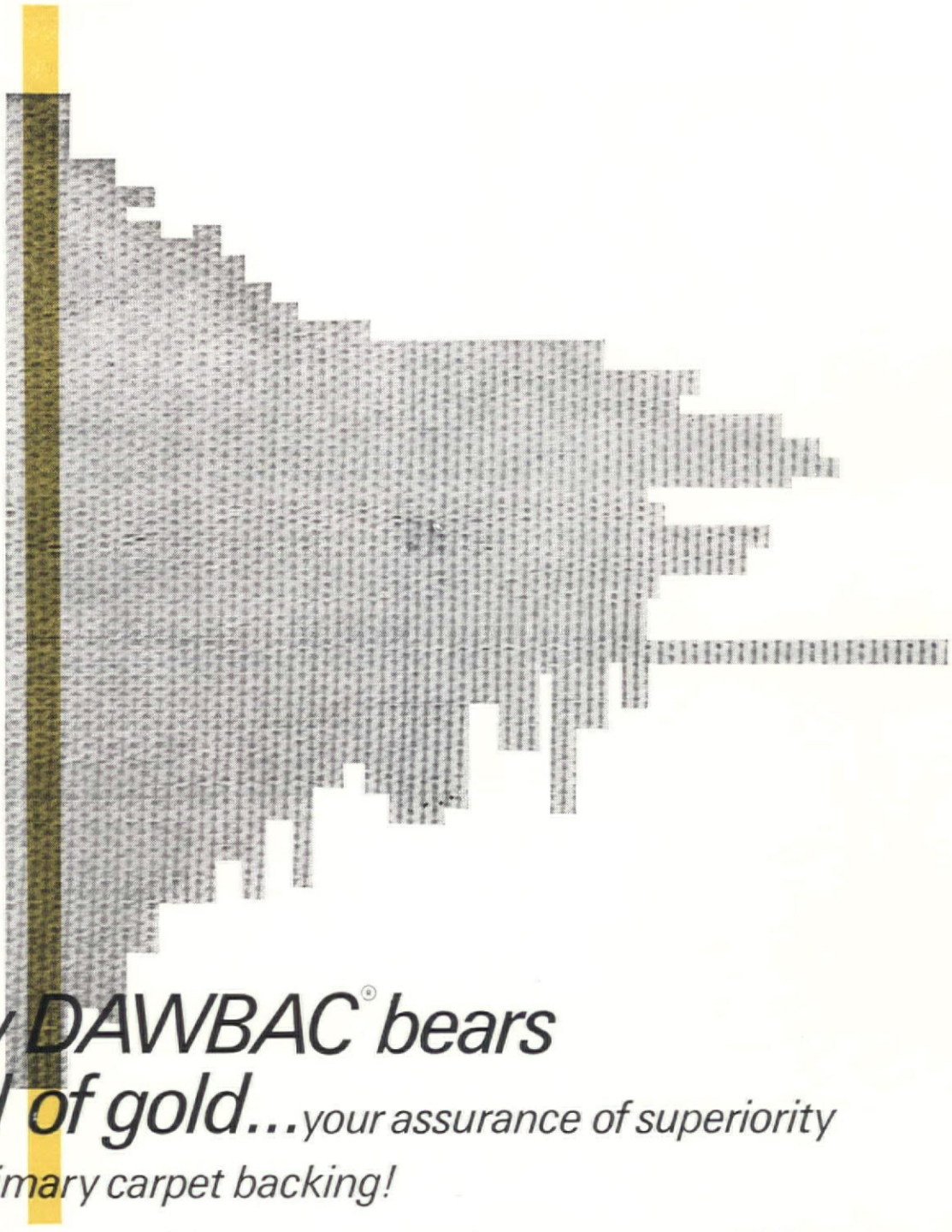
ELIZABETH GRAVES SEAHOLM, AID
Design Associates
Woodstock, Vt.

Oops! Our copy editor must have been nodding off at the time.—ED.

HELPFUL AND USEFUL

Dear Sir: We thoroughly enjoy your magazine and have advertised in it. As manufacturers of lighting fixtures, we find it very helpful and useful.

JAMES SMULIAN, President
Trimble House Corp.
Atlanta, Ga.



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POINT OF VIEW

By Guest Editor:
H. E. GLAVE, NSID
Executive Vice President
Thalhimers Industrial Sales Corp.
Richmond, Va.

STATUS AND STYLE ARE BASIC TO MOTEL DESIGN

Motels are changing their status. Motels are changing in style. The present motel rooms are truly a far cry from the old tourist cabins. However, the functions are the same: sleeping, dressing, bathing, and parking.

Too many designers have forgotten these functions and their relation to the guest and his comfort, and too few remember the daily importance of status and style.

A motel room breaks down into four categories: bathing area, dressing area, sleeping area, and lounging area.

I feel that the space devoted to each should be: bathing area—45 sq. ft., dressing area to include hanging area—56 sq. ft., sleeping area—87.5 sq. ft., and lounging area—60 sq. ft., for a total of 250 sq. ft. This is a standard size room (2 double beds) that is ample to move around in and lounge with comfort.

The interior designer should be a part of the first stages of motel planning, to insure proper space planning for each element of the room. Many motels have been planned awkwardly, then turned over to the interior designer to fit the misfits. We can keep these planners from making costly mistakes.

Profile of the average guest

Motels are changing in style because guests are demanding better and smarter accommodations. Here are some figures and facts worthy of study. The average guest had an income exceeding $9,000. There were 2.13 person per guest party. Fifty-three percent of the guests were male. Thirty-one percent of the guests were over 50 years of age. Fifty-eight percent of the guests were traveling for pleasure, 25 percent on business, and 11 percent for both business and pleasure. Ninety-four percent of the guests traveled by auto. Sixty-two percent of the guests were interviewed within one day's drive from their homes. Twenty-eight percent of motel guests mentioned motel appearance, 18 percent mentioned location. Looking at the above statistics, it is easy to see why motels are upgrading new ideas, planning, and refurbishing.

The fact that 58 percent of the guests were consistent travelers indicates that the American public has more and more time for travel and pleasure. Therefore, motels of the future must be planned for the real enjoyment of the American public.

Poll of guest preferences

The Cornell School of Hotel Administration issued a questionnaire concerning guest preferences. Six hundred and forty-three guests were asked 137 questions. Their answers were surprising and enlightening. For example: ninety-one percent of the 643 said they wanted to control the thermostats. They demanded closet space, with clothes hangers for two people and drawer space for two people. Ninety percent liked combination shower and tub.

Guests want shower temperature mixing valves; electric heaters to supplement other heat; full mirrors in bathrooms; telephones in bathrooms; weighing scales; cake soap; drinking glasses in cellophane bags; heated towel holders; first aid kits; and tissue box racks.

Another item is a medicine chest which opens. Many motels still do not have real medicine cabinets. Guests who stay several days want their hair lotion, shaving lotion, and all other toiletries inside a cabinet instead of cluttering a basin.

Guests now expect: a coffee shop in the building, a dining room in the building, menus in the rooms, food service in the rooms, and ice machines available to rooms and the corridor.

We have several clients who let us work with the architects' preliminary plans before drawings are made. As soon as the basic area plan is finished, with the number of floors and lobby decided on, we get architects' drawings which enable us to go right into action. In one particular case, we came up with better rooms than the architect's original plans, with the result that today these single rooms rent for $18.00 and are full all the time.

Motels average 100 rooms or more

Along with the transformation in planning and furnishing of motels has come the size of motels. The average size of the motel used to be 10 to 20 rooms, then it went up to 50, and now it is 100 or more. The minute you increase the size of the motel to 100 rooms or 120 or 200, all the facilities have to be provided accordingly, with larger dining rooms, bars, public space.

There is no limit to what you can do with style and status. For example: there are small bars which can be introduced to the rooms. The interior designer can come into the act before the architect gets into it and plan for such innovations.

Our current plans include a combination salesman-display-suite with sleeping motel facilities to provide salesmen with attractive way to show merchandise. Good salesmen like to have a simple room to show their wares intelligently, and at the same time, use it as a sleeping room. They want to see the merchandise, yet not have the expense of two rooms. Hanging rods will come down, lighting is adjustable and much of this equipment can be folded and put away. Thus, the same room can be rented to another guest who is not aware that the facility

(Continued on p. 12)

This column is a reprint of H. E. Glave's talk given at the recent Contract '68 Exposition in New York City.

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In many motels, improper facilities are provided for PA systems. You can have recording tape facilities, all the things top-flight businessmen want. If you are going out after conventions, large or small it will pay you to acquire them. Some of the most prosperous conventions have only 50 to 75 people, but if you've got the best facilities, such as the proper PA system, you will make money on it.

Facilities for guest, maintenance convenience

Now about operations facilities! Nothing is more irritating than to go into a room, particularly in some of the chilly climates, to get up in the morning and have no heat in the bathroom! When you step from the tub you freeze to death.

Most larger hotels, for example in New York City, have heat in the bathroom. The bathrooms are large. Saunas are coming into use. Plan for them in your total design. Bring this great idea to the owner's attention. They cost money, but they make money.

Think of the new cars coming out today. They have all kinds of costly new gadgets, but they are being sold. Air conditioning, five, six, or seven years ago, was a luxury and today it's a necessity.

In operations facilities you have to think in terms of maintenance, too. It costs $30 to paint a motel room. I don't care who paints it, whether it be you or your mother, but this is what it actually costs to paint a motel room. If this can be eliminated, savings in maintenance will be considerable. One thing we have told our clients: where they are going to use a plastic wallcovering on a plaster wall, if they will use a skim coat of the brown plaster, troweled to a smooth finish, they can eliminate the second brown coat and the white coat, plus the painting, and save enough to pay for the installation of the plastic wallcovering.

Another operation facility which should be discussed is air conditioning. Today, there is every kind of air conditioning that you can think of, and one of the biggest complaints I hear is the lack of fresh air. I have checked, and in motel after motel, found no way of opening a window to get fresh air.

Proper lighting in the room: a guest should be able to turn off the radio, the TV set, and the lights from his bed. Light planning inside and out, should be done at the time of laying out the motel or hotel.

You must be up to date on epoxies and new types of paint; new textures and plastic laminates; new treatments for draperies and upholstery fabrics; new methods of color matching; and new heating systems. They are your responsibility as a designer.

Think in terms of a master plan

As a designer you are credited with good taste, but you also have to be a real "pro." You must have the fundamentals of construction and architecture, without being a contractor or an architect, and you must realize that this is a vital part of your professional training. With all this professional background, you should be able to convince a client that you think in terms of a master plan. The motel owner who gets the higher room rate, and has the highest rate of occupancy, is the one who has the most to offer. **(C)**

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That's the way the whole solid color line has been designed . . . 68 bold colors, subtle colors to bring all your designs to life.

Call your Formica representative today. Turn your prospects on with solid new color ideas, exclusive from Formica.

There are other brands of laminated plastic but only one

FORMICA® BRAND laminated plastic

Leadership by design

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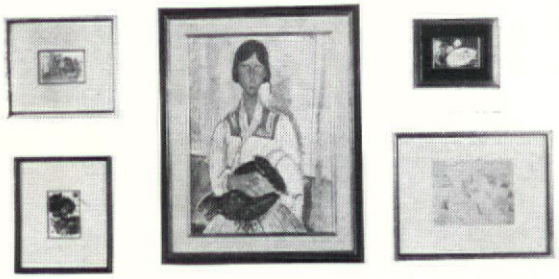
Formica Corporation - Cincinnati, Ohio 45232, subsidiary of CYANAMID

Academy Arts, the great new source for pictures, wall decor.

We cover the picture front — from Mini-Groups — an entire wall of pictures for the price of one — to the swinging new aluminum frame Tempo Group — everything you need in framed reproductions for any decorating effect.

New! Mini-Groups . . .

an Academy Arts exclusive!
Entire walls of pictures at low, low prices!

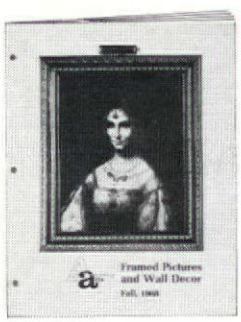


New! Tempo . . . the "now" look!

Contemporary prints in gold and silver aluminum frames in a wide variety of sizes.

FREE CATALOG

Write for 64-page catalog— big pictures, small pictures, all subjects, all styles. Over 500 subjects; delivery when *you* need it!



Academy Arts
Space 1748
666 Lake Shore Drive
Chicago, Illinois 60611

Academy Arts
Space 1216
200 Lexington Avenue
New York, N.Y. 10001

Showrooms in Atlanta, Dallas, Los Angeles, San Francisco

Circle No. 115 on product card facing P. 140

CALENDAR

1968

September 14-18. National Association of Furniture Manufacturers' International Woodworking Machinery & Furniture Supply Fair. Louisville, Ky.

September 15-19. Jamestown Furniture Market, Jamestown, N.Y.

September 16-19. American Hospital Association. Convention Hall, Atlantic City.

September 18-20. Southern Furniture Manufacturers Association Annual Meeting. Williamsburg, Va.

September 29-October 4. American Society for Testing & Materials. Fall Meeting and Materials Testing Exhibit. Mariott Motor Hotel, Atlanta.

October 7-10, National Hardware Show. New York Coliseum, New York City.

October 14-18. 21st Annual Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

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

October 24-25. National Association of Store Fixture Mfrs. Annual Fall Meeting. Bermuda.

October 28-30. 2nd National Interior Design Show. Queen Elizabeth Building, Toronto, Canada.

October 28-November 1. Business Equipment Manufacturers Association, Annual Exposition and Conference. International Amphitheatre, Chicago.

October 28-November 1. Outdoor and Casual Furniture Market. Various showrooms, New York City.

October 31-November 3.—NOPA Annual Convention. Americana Hotel, N.Y. Hilton, Coliseum, New York City.

November 11-14. National Hotel & Motel Exposition. New York Coliseum, New York City.

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

1969

January 5-11. International Furnishings Market. American Furniture Mart and Merchandise Mart, Chicago.

January 12-17. New York Furniture Market. Various showrooms, New York City.

January 12-17. Furnishings Market. Dallas Market Center, Dallas, Tex.

January 13-17. Furnishings Market. Atlanta Merchandise Mart, Atlanta, Ga.

January 19-24. Winter Furnishings Market. Los Angeles Home Furnishings Mart, Los Angeles.

January 20-24. High Point Furniture Market. High Point, N.C.

January 27-31. Winter Furnishings Market. Western Merchandise Mart, San Francisco.

February 15-19. American Association of School Administrators Exhibition and Annual Conference. Atlantic City, N. J.

Circle No. 10 on product card →

To the designer searching for unusual solutions to wall furnishing problems in the residential or contract field, Systems Cado offers a wealth of meaningful answers.
Select from an extraordinary range of components, in choice teak, light oak, rosewood, or walnut, of exceptionally fine grain and finish. For visual impact as well as practical use.
Design: Poul Cadovius
System Cado
created by
Royal System
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2301 Chestnut St., Philadelphia,
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Other Showrooms: Denver, Dallas, San Francisco.
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Stauffer vinyl wallcoverings are in...

NYSA-ILA Medical Centers

The New York Shipping Association-International Longshoremen Association chose VINCO® Suede for Medical Centers in Brooklyn, N.Y., and Newark, N.J.

A beautiful choice . . . in the fresh, modern look of Suede. A wise choice . . . because, like all Stauffer vinyl wallcoverings, Suede assures high resistance to wear, stains and fading. Easy maintenance, too—wipes clean with a sudsy sponge.

See Stauffer wallcoverings at our showroom, D&D Building, 979 Third Avenue, New York City. Or at the Chicago Merchandise Mart. Or write to Stauffer Chemical Company, Wallcovering Sales, at the New York address.

NYSA-ILA Medical Center of Brooklyn, Inc.
340 Court Street, Brooklyn, N.Y.
Architect: *George A Diamond Associates*

permon®/fabron®
detron®/vinco®
Vinyl Wallcoverings

Stauffer CHEMICALS

Circle No. 11 on product card facing P. 140

PEOPLE

RONALD MCCARTHY has been named general sales manager for Hall Lighting Division of McGraw-Edison Co., Rosemont, Ill.

DONALD DILMAN has been named general manager of the Architectural & Construction Design Center of Institutional Mart of America, Memphis, Tenn.

ALEX MCWILLIAM has been named vice president of sales for the Western division of Sequoyah Carpet Mills, Andarko, Okla.

ROBERT M. CAUDLE of Denver has been elected president of the Colorado District chapter of AID.

PAUL GEBERT, merchandise manager of Philadelphia Carpet Co.'s contract division, has been promoted to national contract sales manager.

MARTIN BROWN has been named Southern California marketing manager for outdoor and spounge-backed carpets at Berven Carpet Corp. of California.

MITS KOJIMOTO has been appointed vice president and treasurer of Western Contract Furnishers of San Francisco, a commercial supply/design house.

C. H. Masland & Sons, Carlisle, Pa., manufacturer of rugs and carpets, has named MICHAEL A. SIENKIEWICZ contract manager of its Western division.

PETER B. BORRE has been named national sales manager of Finkel Outdoor Products Inc., Garfield, N.J.

Jean-Alan Products Co., Boston manufacturer of scatter rugs and a division of Trend Industries, has named ROBERT ADAMO national sales manager.

Ward Furniture Co., Fort Smith, Ark., has announced the appointment of ARTHUR ISAAC as eastern sales manager.

ROBERT H. COTTLE has been named executive vice president of Parkwood Laminates Inc., Wakefield, Mass.

The Board of Directors of Ozite Corp., Chicago, Ill., have elected LANSING J. BROWN vice president of marketing.

ARNOLD DAHLGREN has been named general manager of Royal Haeger Lamps, Dundee, Ill.

Litton Industries has announced the appointment of BERTRAM S. SILVER as president and general manager of the Lehigh and Leopold division.

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

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

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

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

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

Club Atlantis
Thonet chair 4669

Polaris Cocktail Lounge
Thonet chair 4411

THONET . . . THE BEST KNOWN NAME IN CONTRACT FURNITURE

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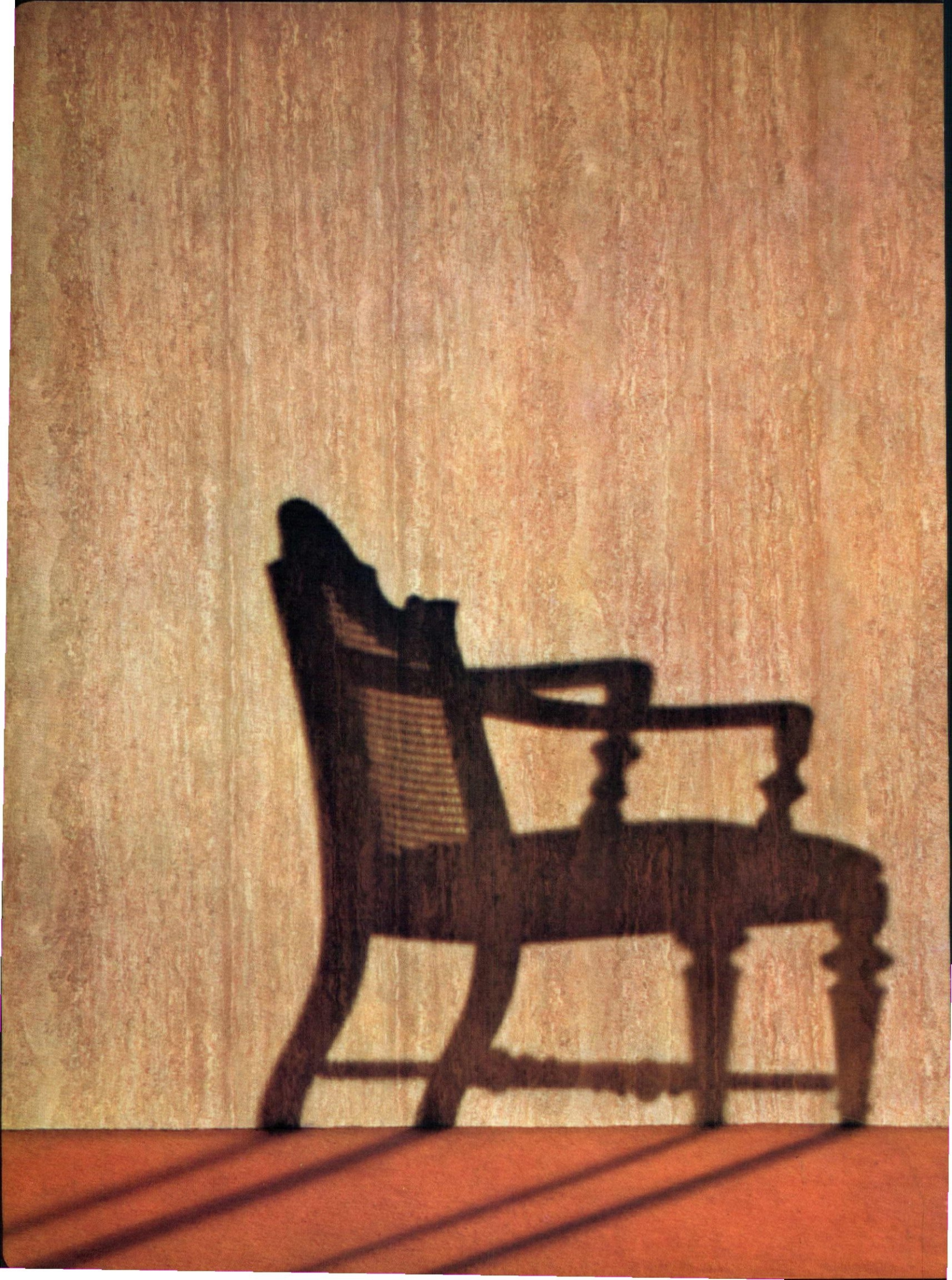
One Park Ave., New York, N.Y. 10016
Tel.: (212) MU 3-1230

Circle No. 12 on product card



Shown above: Genon Spanish Quarry pattern in one of 15 colors.

If you've seen our genon® contract wall covering collection, you've only seen half the picture.

General Tire makes Boltaflex Vinelle® contract upholstery, too!

With Genon vinyl wall covering and Vinelle vinyl upholstery, General Tire offers the professional designer the largest selection of textures, colors and patterns available today for contract specification. Now you can depend on one source to satisfy all your requirements for compatible vinyl wall covering and furniture upholstery.

Genon is 600 colors, textures and effects for walls. It meets all government specifications, including fire resistance. Genon is computer-engineered specifically for contract use.

Vinelle upholstery fabric answers your professional need for style, durability, comfort and low maintenance. Vinelle is available in dozens of combinations of colors, patterns, embossings—including matelasses, tweeds and brocades.

When you specify your wall covering, select a compatible upholstery fabric from the same source. We make vinyls for both... available immediately from The General Tire & Rubber Company, Contract Group, 979 Third Avenue, New York, N.Y. 10022.

GENERAL TIRE®

Circle No. 13 on product card

Mr. Henri Lewin, Vice-President, Hilton Corp., Managing Director, San Francisco Hilton; Hilton Inn, San Francisco International Airport; and Oakland Hilton Inn.

'Naturally I chose Royalweve California-styled carpeting for myself. It's what I select for my guests.'

Mr. Henri Lewin selected Royalweve's Painted Desert shag in brilliant Sirocco Red to harmonize with the vivid decor of his personal suite. And why not? When he oversees carpet selection for luxury guest suites he demands the utmost in styling, color, performance, and cleanability. In the San Francisco Hilton many of the finest accommodations fulfill these requirements with magnificent installations of Royalweve contract broadloom. ¶Learn about Royalweve's full line of contract qualities at first hand. They provide regally rich styles for executive suites; dense, hard-wearing fabrics for traffic areas: and others for specific applications. All are competitively priced. Write or telephone:

Contract Division MAND CARPET MILLS
Manufacturers of Tufted Carpets

ROYALWEVE

2310 East 52nd Street, Los Angeles, Calif. 90058 • (213) 589-6901. Showrooms: Los Angeles, Chicago, New York, Dallas, San Francisco, Seattle, Denver.

Circle No. 14 on product card facing Pg. 140

for manufacturers:

THE EXCITING NEW MARKETPLACE THAT CREATES SALES

This industry-wide show and convention takes place in New York City, the nation's largest and most lucrative volume contract market. It has already brought together thousands of designers, architects, contract furnishers, space planners, government and institutional buyers, and school and university administrators into meaningful contact with more than 350 manufacturers.

Many audience promotion innovations, some of which are listed below, will stimulate for CONTRACT '69 an attendance well in excess of the 4,476 specifiers and buyers who attended Contract '68.

NEW DESIGN AWARDS PROGRAM for best contract work in 12 categories
NEW MEETINGS OF PROFESSIONAL ASSOCIATIONS AT CONTACT '69
NEW EXHIBITS AND SEMINARS ON THE SAME FLOOR
NEW END-USER ATTENDANCE
NEW SPECIAL ADVANCE REGISTRANT MAILINGS BY EXHIBITORS
NEW DESIGN INNOVATION CENTER
NEW SATURATION ATTENDANCE PROMOTION CAMPAIGN

CONTRACT '69 is the effective way to talk personally with thousands of designers and buyers, of unprecedented quality, who can specify your lines for major commercial/institutional jobs.

BEST BOOTHS AVAILABLE NOW!
To make certain you obtain prime locations before they are snapped up, reserve your exhibit space today.

FOR INFORMATION, RESERVATIONS:
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212/564-8714

Contract '69

NEW YORK COLISEUM
SEPT. 8-10, 1969

the national show and convention sponsored by Contract Magazine

Circle No. 15 on product card facing P. 140

CONTRACT BUSINESS: NOTES & COMMENTS

TWO MILLIONTH CHAIR

Shelby Williams Industries is sure that everyone in the world now can be seated—at least for a few minutes over a year's time. In fact, a lucky few can sit twice. The Chicago furniture manufacturer, specializing in furnishings for institutional use, has

Manfred Steinfeld, president of Shelby Williams, shows the specially gold-plated chair, marking the firm's 2 millionth chair, to W. Page Yaw, president of National Restaurant Association.

just turned out its 2,000,000th restaurant chair. Shelby Williams indicates that restaurant chairs are used by an average of five different persons daily, or 3,650,000,000 seatings in a year. That figure was then compared that to the estimated world population of 3,356,485,000.

THE BIGGEST RUG IN TEXAS

It's called The Biggest Rug in Texas and it's measured at 33 miles. More than 58,000 yards of Aldon Spearhead contract grade carpeting has been installed in offices, corridors, and public areas of the recently completed General Dynamics office building engineering center in Fort Worth—enough to form a yard-wide path about 33 miles long.

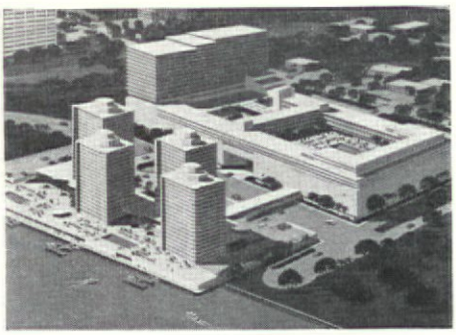
Before placing the huge order, the company's industrial engineering department made a 198-page floor covering feasibility study that delved into virtually every area of the subject. In addition to comparing carpeting with tile from a cost and maintenance standpoint, the research also covered such factors as acoustics, light reflection, and psychological reaction. It thoroughly examined the principal carpet fibers, including acrylic, cotton, nylon, rayon, wool, polyester, polypropylene (the final choice was DuPont's Antron nylon).

The study is believed to be one of the most comprehensive ever made in the floor covering field and could well serve as a model for similar studies in other fields. Because of this study, according to Frank Campbell, General Dynamics senior industrial engineer responsible for the four-month research project, future General Dynamics facilities may also be fully carpeted.

NEW COMPLEX FOR MIAMI

The concept of the "city within a city" is having its beneficial impact on many major metropolitan areas. Miami is the latest to announce plans for a new complex, Ambassador Square, which will cover more than five acres in the downtown area. The complex will interlock with Sheraton Four Ambassadors, a four-towered hotel-apartment complex recently opened along Biscayne Bay. In all, the combined construction will cover more than 4,500,000 square feet (see cut).

Canadian architectural firm of Affleck, Dimakopoulos, Lebensold, of Place Bonaventure (Montreal) fame,



designed the complex and will work with Miami area architects, yet to be selected. Developer of the project is Nathan Manilow of Chicago.

Ambassador Square will include a 750-room hotel, office buildings, exhibition hall, multi-level shopping center, auditorium, ballroom, meeting rooms, four large dining rooms, two cafeterias, three cocktail lounges, and a swimming pool. Construction is scheduled for January 1970 and is expected to be completed in 1971.

CLASSIC SALUTE TO OLYMPICS

Next month's Olympics inspired the lobby design motif of the Cambridge apartment building (see cut) in New York City. Beryl S. Austrian, AID, president of Intramural Inc., based the decor on 4th Century B.C. Greek motifs, with a specially commissioned area rug centered and bordered in

Grecian Patterns, cypress wood furniture, saffron-gold vinyl wallcoverings, and cypress wood paneling. The central chandelier is based on the olympic torch. All custom-made furnishings were designed by Intramural, which commissioned Barbara Comfort for the thematic mural.

ALLIED BUILDS FIBERS PLANT

Allied Chemical Corp. has started construction of a new multi-million dollar plant in Columbia, S.C., for the production of staple fibers. The new plant will have an annual capacity of 50 million pounds. The plant is expected to be in full operation by early summer of next year. Architect for the building is the Columbia firm of Lyles, Bisset, Carlisle & Wolff.

CONTRACT SHOW SLATED FOR SEPTEMBER 1969

Contract '69, next year's edition of the annual show and convention of the contract industry, is scheduled for September 8, 9, 10, 1969, at the New York Coliseum. While the first two

(*Continued on page 24*)

Circle No. 16 on product card ➔

IN BUSINESS

NEW ADDRESS: 103 East Grand Ave., Port Washington, Wis.
NEW TELEPHONE: 414/ 284-2900

100 SHAPES and SIZES

planters, sand urns, lamps, ashtrays . . .
available in 12 high-fired chrome colors,
mounted on bases of walnut, teak, rosewood,
polished steel

CLAY DESIGN

103 east grand avenue, port washington, wisconsin

Ed McKearny Bob Krellman Jack O'Reilly Harvey Miller Joel Gordon Brian Willburn Glen Hennings Jim Lounsbury Ed Murphy Barry Labow Chicago John R. Willis Showroom

shows were held in the spring, the shift to the fall is to eliminate conflicts with other markets and will enable the show to utilize the largest exhibit floor of the New York Coliseum, according to Jerome H. Brown, the show's managing director. Brown also said that complete convention facilities will be located on the same floor as the exhibit spaces, thus permitting both attendees and exhibitors to benefit from the convenience of being able to participate in all exhibit/seminar sessions without leaving the floor.

N.C. GREAT HALL RENOVATED

The Great Hall in the Governor's mansion in Raleigh, North Carolina, has been transformed from a barren, seldom used barn-like area into a warm, liveable, and handsome room (see cuts) where the First Family of the State now enjoys meals and informal entertaining. Inspired by the interest and efforts of Mrs. Dan K. Moore, the Governor's wife, the Caro-

linas District Chapter of American Institute of Interior Designers and the North Carolina furniture industry joined forces to renovate and

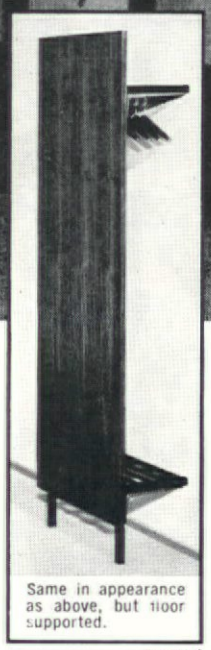
refurnish the space in the Governor's mansion. The project was assigned to three North Carolina designers chosen by AID: Melvin A. Binney, Dorothy Baker Billings, and Joe Van Landingham. Celanese Corp., with offices in Charlotte, contributed the fabric, a gold moire made of a Celanese acetate and cotton blend, for the elegantly draped, swagged over curtains festooned with fringes and tie-backs in keeping with the decor of the room. The fabric is Claridge, by Cohama.

(Continued on page 26)

© 1965 V.P. Co.

A new and exciting wardrobe, designed by Vogel-Peterson to harmonize with today's beautiful interiors. Wardrobe accommodations for from 4 to 6 people are screened by a 30" x 72" walnut panel. Mounts on the wall (off the floor). Brushed cast aluminum brackets hold the walnut shelf rods and support weight of panel. Furnished with brushed chrome hat holder and four solid walnut hangers mounted in sliding nylon receptacles.

For more information on this and other racks in our designer series, write for Catalog OV-855.



Same in appearance as above, but floor supported.

Pat. Pend.

VOGEL-PETERSON CO. | *"The Coat Rack People"* ELMHURST • ILLINOIS

Circle No. 17 on product card facing P. 140

Circle No. 18 on product card →

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

she had to be right.

Sara Smith recalls it this way:

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

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

Howe met all specifications and was the successful bidder.

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

Howe

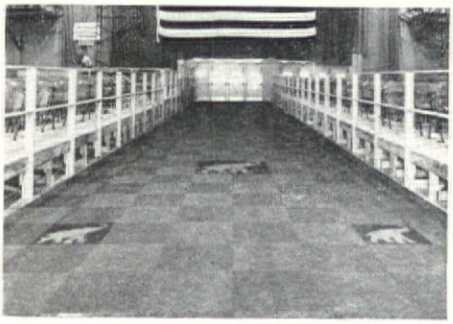
FOLDING FURNITURE, INC., 360 LEXINGTON AVE., NEW YORK, N.Y. 10017

purchased by
people paid to know
the difference

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

SQUARES FLOOR GOP CONVENTION

The much walked on, paraded on, caucused on flooring at last month's Republican Convention in Miami Beach underwent a test of unusual proportions. Heugafelt carpet squares were installed right in Convention Hall. More than 5,700 square yards, with special GOP elephant squares interspersed (see cut), proved that the loose-laid carpet squares, produced by Van Heugten, Inc., would stay put (even though delegates didn't) without adhesives. The only dubious drawback: By the time the last delegate left, all the elephant squares were appropriated by committees of one.



Circle No. 19 on product card facing P. 140

NEW ASSIGNMENTS . . .

Henry End Associates, of Miami and New York, has been commissioned to design the interiors of the new Seacoast Towers V, luxury apartment building. James P. Hartig will be staff supervisor for design coordination. The End office was also responsible for the design concept of another building in the complex, Seacoast Towers West, which will be completed this fall. . . . Atlanta interior designer and retailing entrepreneur, **Thomas Lindsay,** has been retained as design consultant for the Atlanta Merchandise Mart. First project is design and color coordination of 103 roomettes being offered to temporary exhibitors at the Mart's new Trade Show Center. . . . **Lawrence-Hawver Associates,** architectural and interior design firm of Cleveland, has been commissioned to completely remodel the Provident branch of Cuyahoga Savings Association of Cleveland. The firm's approach is one of "visual harmony," a blend of architecture, furnishings, materials, colors, and decor. . . . **Richmond, Manhoff, Marsh, Inc.,** Chicago, has been appointed as space planning and interior design consultants for tenants of the new 30-story office building, 111 East Wacker Drive in Chicago. The building, designed by Ludwig Mies van der Rohe, is now in early construction phases and scheduled for fall, 1969 completion. The newly formed Richmond firm will assist in establishing building standards for tenant space use. Developer of the building is Metropolitan Structures, Inc. . . . **Tom Lee Limited**, New York interior/industrial design firm, have been engaged to plan the interior design of a new, ultra-modern, 210-room hotel, to be operated in Capetown, South Africa, by the Amalgamated Hotel chain. The hotel will occupy thirteen floors of a 38-story building. **(C)**

Circle No. 20 on product card →

Variations to fit any theme

The flair of modern... the quiet atmosphere of distinctive traditional ...whatever the theme, with Costa Mesa you can reflect the unique individuality of the man behind the desk. Six complete lines of superbly crafted office furniture... 700 variations in each line... plus a complete catalog of accessories and options.

For additional information, contact our representative in your area.

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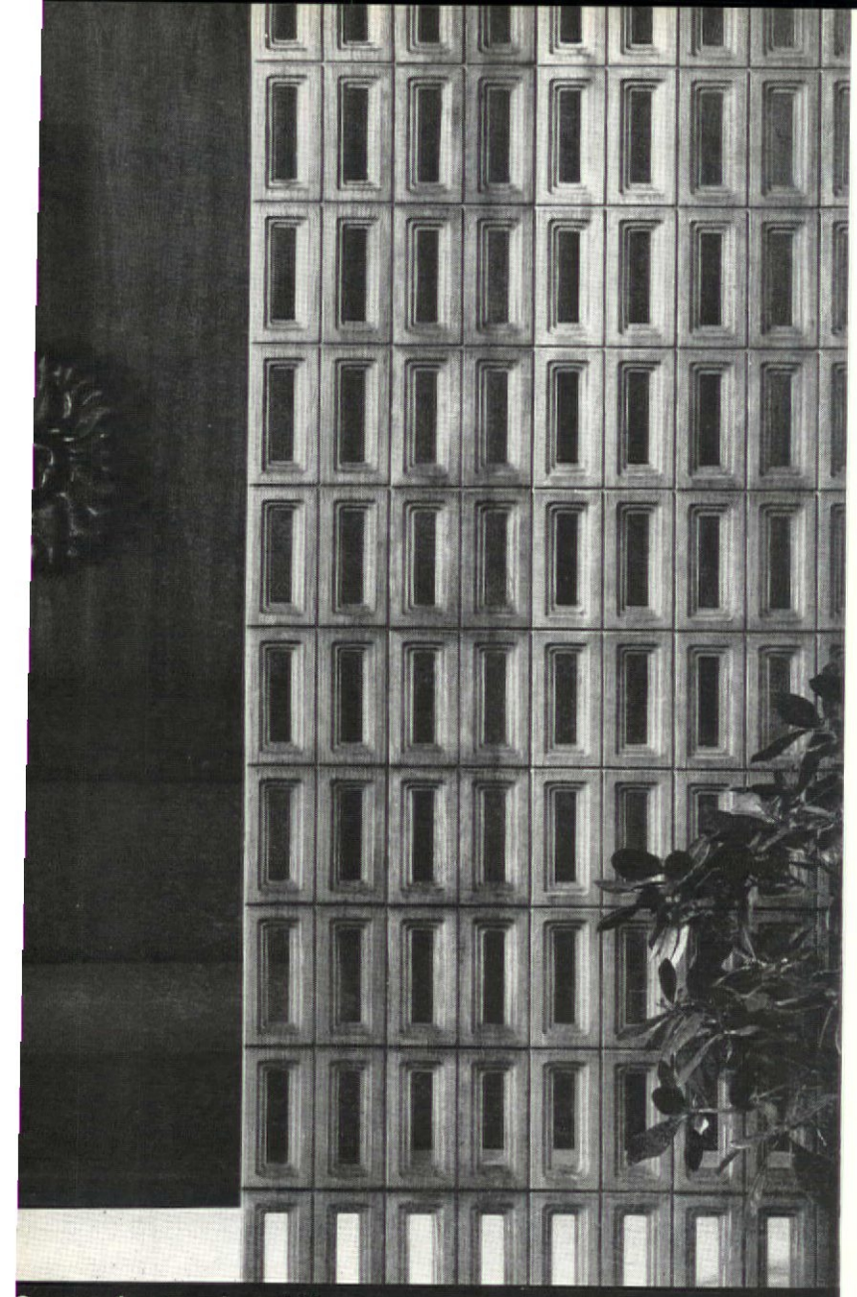

Carved wood grilles - a new design group by

FORMS & SURFACES

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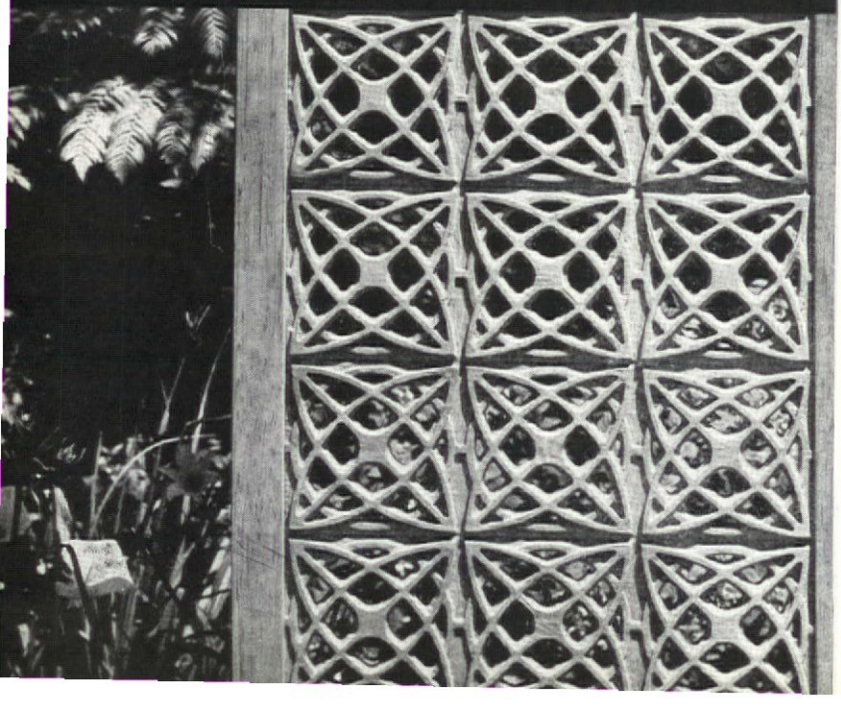


CONTRACT NEWS

SEQUOYAH CARPET MILLS, Anadarko, Okla., has opened a New York showroom and office at 286 Fifth Ave., to service the Northeast.

WALTER CARPET MILLS has completely remodeled its showroom in the Los Angeles Home Furnishing Mart to serve as headquarters for the sales representatives serving the Southern California area.

CORCO, INC., Chicago-based educational consulting firm, has opened an office in Washington, D.C. at 947 26 Street, N.W.

DOW BADISCHE CO., fibers marketing has opened a California showroom at the Los Angeles Merchandise Mart to service the West Coast.

VIKING CARPETS, INC., has moved its national headquarters to the Penn Terminal Building at 370 Seventh Ave., New York, N.Y.

BURKE, KOBER, NICOLAIS & ARCHULETA, Los Angeles architectural and engineering firm, has moved to larger quarters in the Mission Insurance Building at 2601 Wilshire Blvd., Los Angeles, Calif.

COLLINS & AIKMAN CORP., North Carolina producer of textiles and yarns, has awarded its annual textile scholarship to North Carolina State University to THOMAS K. FURR, a graduate of West Stanly High School near Albemarle, N.C.

CELANESE COATINGS CO. has opened a new 96,000-square-foot Technical Center outside of Louisville, Ky. to house facilities for exploratory research, product development, and technical service.

CABIN CRAFTS, Dalton, Ga., carpet and rug division of West Point Pepperell, has moved to a larger showroom in the San Francisco Western Merchandise Mart.

MOHASCO INDUSTRIES, INC., has decided to discontinue most of the manufacturing operations at its Amsterdam, N.Y., plant in gradual stages during the balance of the year. The executive and administrative offices, research, development, and related activities remain.

TEXTILE RUBBER & CHEMICAL CO. has announced the formation of the Vinatex Division, specializing in developing vinyl compounds for the carpet and textile industries. A pilot operation just opened at its Dalton, Ga. plant.

WESTERN CONTRACT FURNISHERS has opened a new, larger showroom at its remodeled San Francisco location. The firm has leased a two-story building adjacent to its Tenth Street facility, increasing its total area to 60,000 square feet.

TREND INDUSTRIES has raised its research and development operation to a Division status as a result of the firm's continuing expansion. BASIL SCHNEEWEIS has been named the division's first director.

← Circle No. 21 on product card

Circle No. 46 on product card →

GTX

Group TEN Executive.
Desk-top slanted to the natural reading angle, to minimize glare, alleviate strain on the pressed executive.

Free of distracting elements, GTX components are pure, uncontrived design. Expressed in superb random-grained Far Eastern walnut*, framed in American black walnut.

The total collection purposefully created with the top executive's particular needs in mind. To afford him more flexibility, increased efficiency, in the pace of daily activities.

the answer is Risom

the executive slant

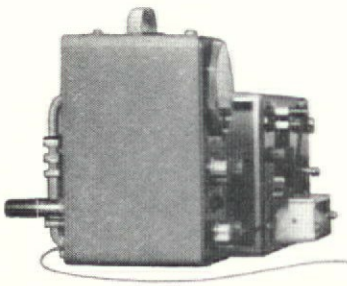
*Dracontomelum Magiferum

Risom

Jens Risom Design Inc.

Showrooms and Sales Offices
Atlanta: 351 Peachtree Hills Ave., N.E. ■ Chicago: 624 Merchandise Mart ■ Dallas: 3000 Turtle Creek Plaza ■ Detroit: 902 David Broderick Tower ■ Los Angeles: 144 North Robertson Blvd. ■ Minneapolis: 1148 Plymouth Bldg. ■ New York: 49 East 53rd Street ■ San Francisco: 321 Pacific Ave.

What happens when Cheryl Sparks shuffles across an ordinary carpet?



CHERYL SPARKS!

Miss Sparks (that *is* her real name) is a Brunswick lab technician who volunteered for our carpet static electricity human shock test.

We outfitted her with leather, composition and Neolite soled shoes, hooked her up to a voltmeter, and had her do the "Static Shuffle" on all kinds of carpets: wool, nylon, polyester, acrylic, polypropelene.

The results closely paralleled our previous controlled instrument tests. Miss Sparks sparked 100%!

With leather soled shoes, at 15% Relative Humidity and at 75°F, the static voltage generated ran from 3,000 for polypropelene to over 12,000 for nylon. With composition soles, wool was lowest at 3,000 and polypropelene and polyester highest at over 8,000. To most people, the threshold of human sensitivity to static electricity lies between 2,500 and 3,500 volts.

Shuffling around on carpets of the same materials blended with Brunsmet® metal fibers and having a conductive back gave readings below the threshold value of sensitivity.

Is it any wonder that 21 of the nation's leading carpet makers now offer shockfree carpet blended with Brunsmet®? For a complete report, mail the coupon today.

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

I'd like to know more about 100% shockproof Brunsmet® carpeting and how it will benefit my clients.

Name _____

Firm Name _____

Position _____

Address _____

City _____ State _____ Zip _____

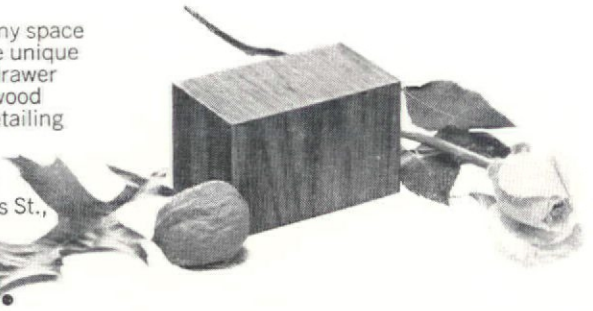
Circle No. 23 on product card facing P. 140

Circle No. 24 on product card →

Citation:

The Citation Series expressed in one word would be—Versatility. Versatility first in terms of woods—a choice of oak, walnut, teak, or rosewood, provide the designer with an extensive selection of materials. Versatility also in that desks and credenzas are available in a wide range of sizes and components that can be combined to solve most any space or storage requirement. From the unique out-rigger leg, to the contoured drawer pulls and matching glides, Hardwood House quality and attention to detailing is ever present.

We would be happy to send you more details if you will write Hardwood House at 10 St. James St., Rochester, N.Y. 14606.

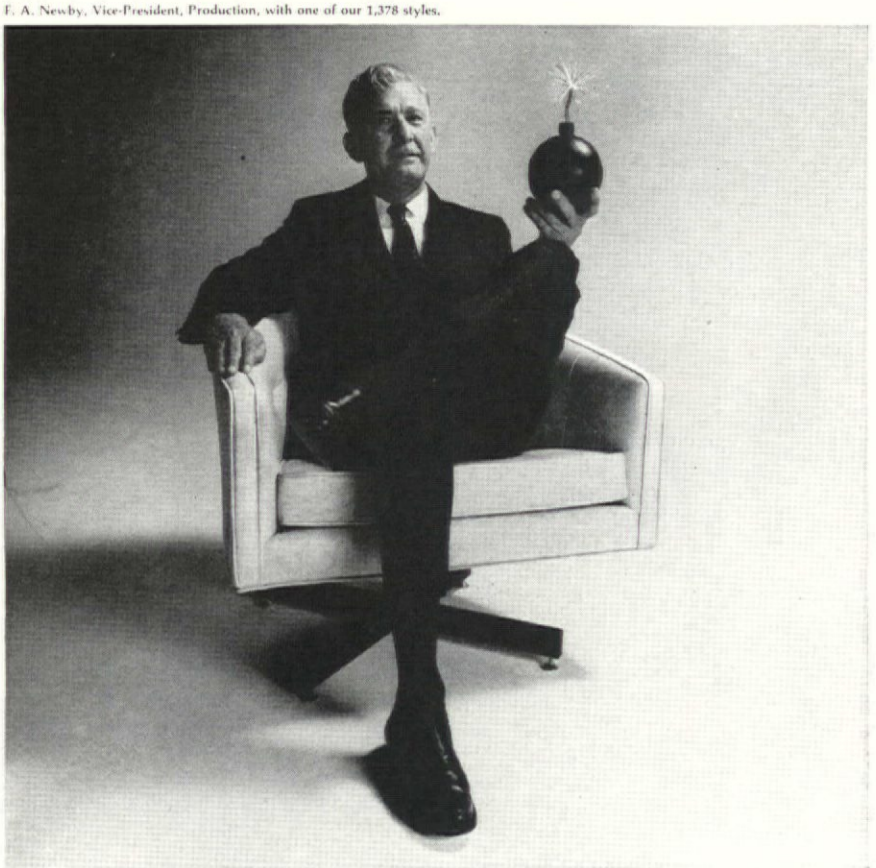


from Hardwood House.

Myth:

If you're going to produce a lot of furniture, you'd better stick to just one or two styles.

F. A. Newby, Vice-President, Production, with one of our 1,378 styles.



It took us a while to put this one to rest at Monarch. A lot of people thought that high-speed production dictated mass production of limited items.

We didn't, and we began doing something about it. We developed methods of stocking, production, advance planning on raw materials and fabrics, data processing and other systems to keep us way ahead of the game.

Right now, our computers tell us that we can produce 1,378 styles of furniture. And some of the fellows think the computer's selling us short. But we'll settle for 1,378; that's quite a bit of office and institutional furniture, enough that people can do a lot of beautiful things with Monarch without repeating themselves.

See for yourself. We think you'll like what you see, especially when you hear the price.

Just write us for the name of the Monarch rep nearest you. He can put a few more myths to rest.

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

INTERNATIONAL PAPER ANNOUNCES THE END OF UGLY WALLS.

The days of trying to hide ugly walls are over. International Paper has a beautiful cover-up.

It's Easi-Strip®. A new material that makes it possible to put up inexpensive, strippable wallcoverings for contract installations.

Easi-Strip is part cellulose — part synthetic binders — blended together. This means it has a double advantage: (1) it's stronger than old-fashioned wallpaper and (2) less expensive than clothbacks. And that's not all.

Because it's strippable, it cuts installation costs. It goes up one, two, three. It won't tear or puncture. Even when wet, Easi-Strip keeps its strength.

What's more, it comes off like a shot. Just loosen a corner and tug. It pulls away cleanly. No steaming. No soaking. No scraping. Makes redecorating a breeze.

Wallcoverings made with Easi-Strip are available in many patterns and styles. You have a lot to choose from.

And your choices don't end there. We make two other kinds of material for strippable wallcoverings: I-Peal®, and Fabray® Rounding out a complete family of strippable substrates for every taste, need and price range.

Wallcovering printed on Easi-Strip is available through United De Soto (Dip-N-Do line) Chicago, Illinois. Help fight ugly walls.

Circle No. 25 on product card facing P. 140

INTERNATIONAL PAPER COMPANY

WHEN A BANK CHOOSES

It is top quality.

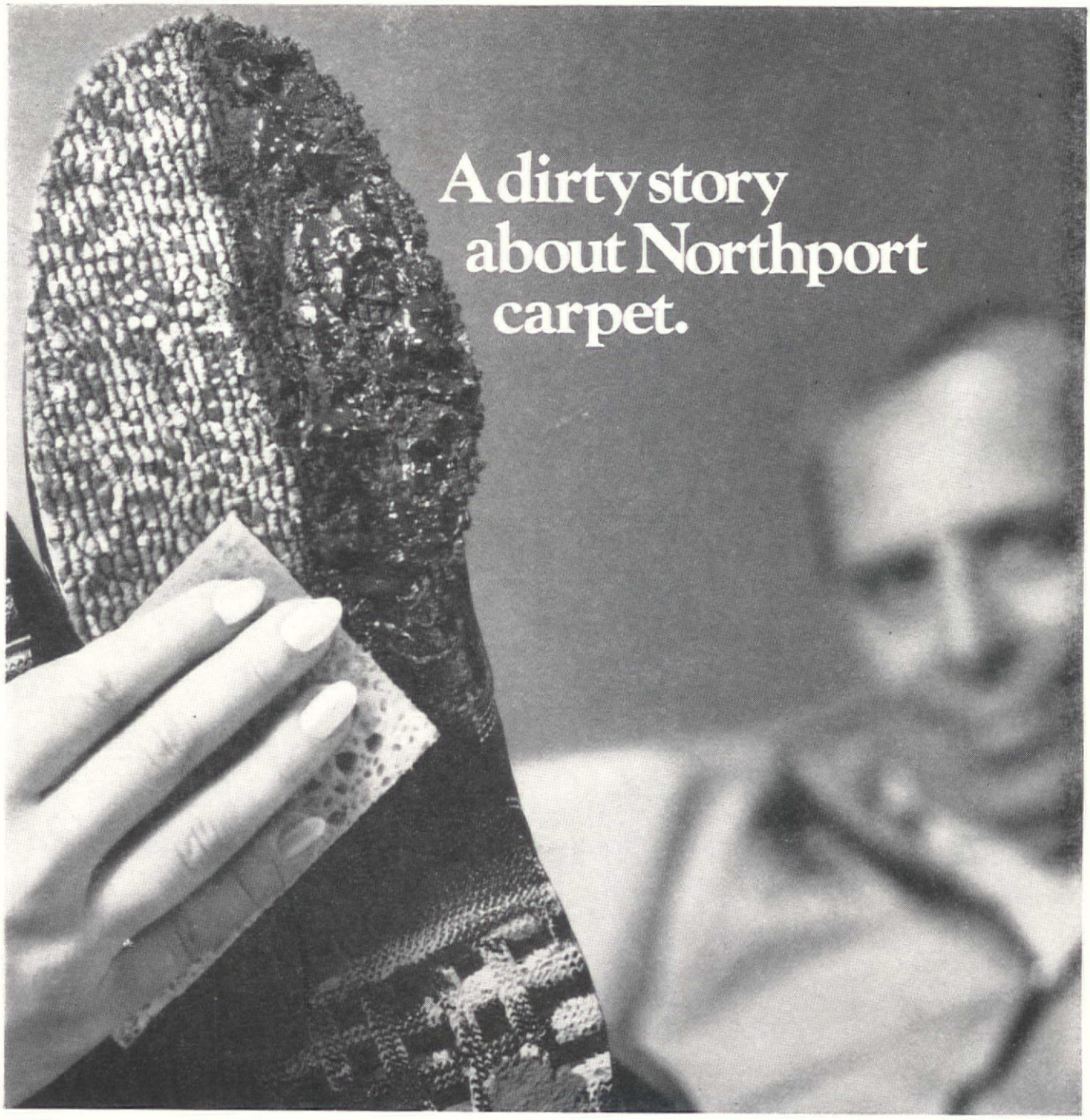
It is distinguished design.

It is executive status.

It is suitability to big business.

It is BELGIAN LINEN.
It is "Big Leo" by ANITA HENRY, INC.
It is a fine custom print.
It is for the executive platform of
THE EUROPEAN AMERICAN BANKING CORP.
which is designed by RAY KINDELL, A.I.D.
in association with Alessi Brothers, N. Y.

The Belgian Linen Association
280 Madison Avenue
New York, N. Y. 10016



We carpeted a shoe, tramped it through mud, rain, food and gravel...

But you can see that it cleans up like new. And none the worse for wear.

Northport is 100% Herculon olefin pile. A tough fiber that sheds soil like a duck's back sheds water. This yarn is tightly packed into nubby loops that lock out dirt particles. And Northport's interesting moresque pattern conceals surface dirt until it can be vacuumed away.

Supermarkets. Schools. Motels. Offices. Northport, with secondary jute backing, makes an easy-cleaning, long-wearing flooring for all of them. Economical, too. Also available (as Eastland), with hi-density foam backing. Write for free swatch.

HERCULON
(Hercules registered trademark for its olefin fiber.)

In contract carpets, the *choice* is

PHILADELPHIA Carpet Company

Since 1846, the quality of elegance underfoot.

General Offices: Cartersville, Ga. 30120. Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas. Crawford & Thompson in Atlanta, High Point, St. Petersburg.

Circle No. 27 on product card facing P. 140

← Circle No. 26 on product card

The draperies in this room are drawn by a power capsule that has no moving parts and fits in the traverse rod.

Electrac*

by Kirsch

The most amazing convenience in the world of window treatments.

An "Electrac" traverse unit opens new vistas in window architecture. It's versatile, has a variety of applications and makes all other electric powered traverse rods obsolete. "Electrac" controls draperies smoothly, effortlessly on a single window (large or small); a group of varied size windows, even building-wide banks of windows. A touch of a conveniently located switch, and the power capsule in the traverse rod does the rest. There are no draw cords, gears or mechanisms to get out of order. And no separate motor. Completely safe and easy to install, "Electrac" can be plugged into a conventional outlet near the rod or it can be planned as part of a new building's wiring. It is available in both conventional and decorative styles, three finishes, plus a variety of simulated woodgrain facings and three finial designs. When you think of all "Electrac" does so easily, so dependably, the cost is modest. For all the facts, call your Kirsch branch or write: Kirsch Company, Dept. T-968, Sturgis, Michigan 49091. *Registered TM—Kirsch Co.—U. S. Patent No. 3 374 823

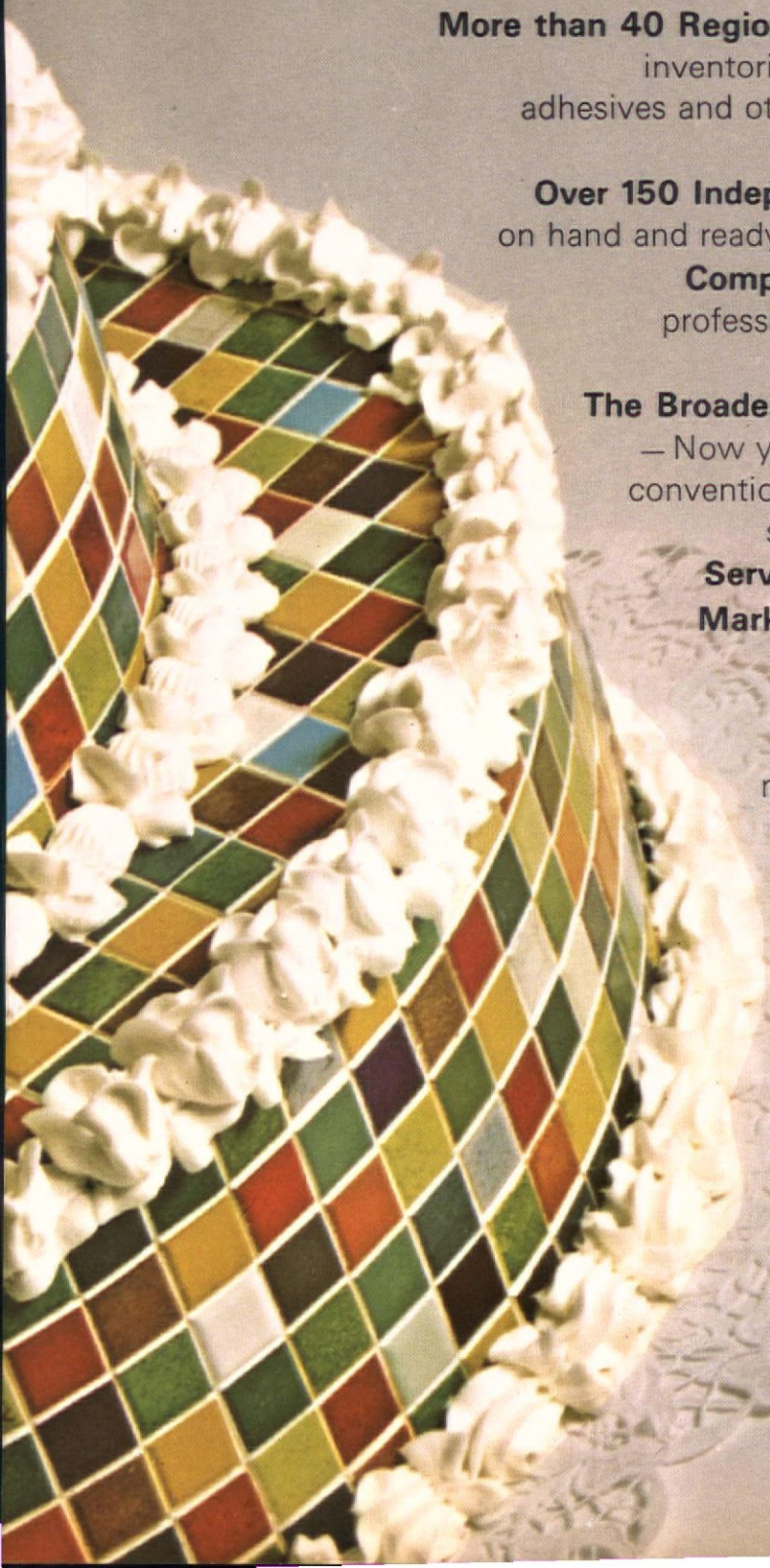
Kirsch
DRAPERY HARDWARE

For windows people care about

Circle No. 28 on product card facing P. 140

Circle No. 29 on product card ➔

the Stylon·Mosaic merger



It's filled with good things for you

We've just joined two fine old names in the tile business to bring you some exclusive new benefits. Like . . .

12 Plants — strategically located throughout the U.S. to give you a unique combination of local product preference and faster service.

More than 40 Regional Branches — carrying complete tile inventories plus all the necessary tools, grouts, adhesives and other materials for complete "one-stop" ceramic tile shopping service.

Over 150 Independent Distributors — with tile stock on hand and ready to supply you with "instant service."

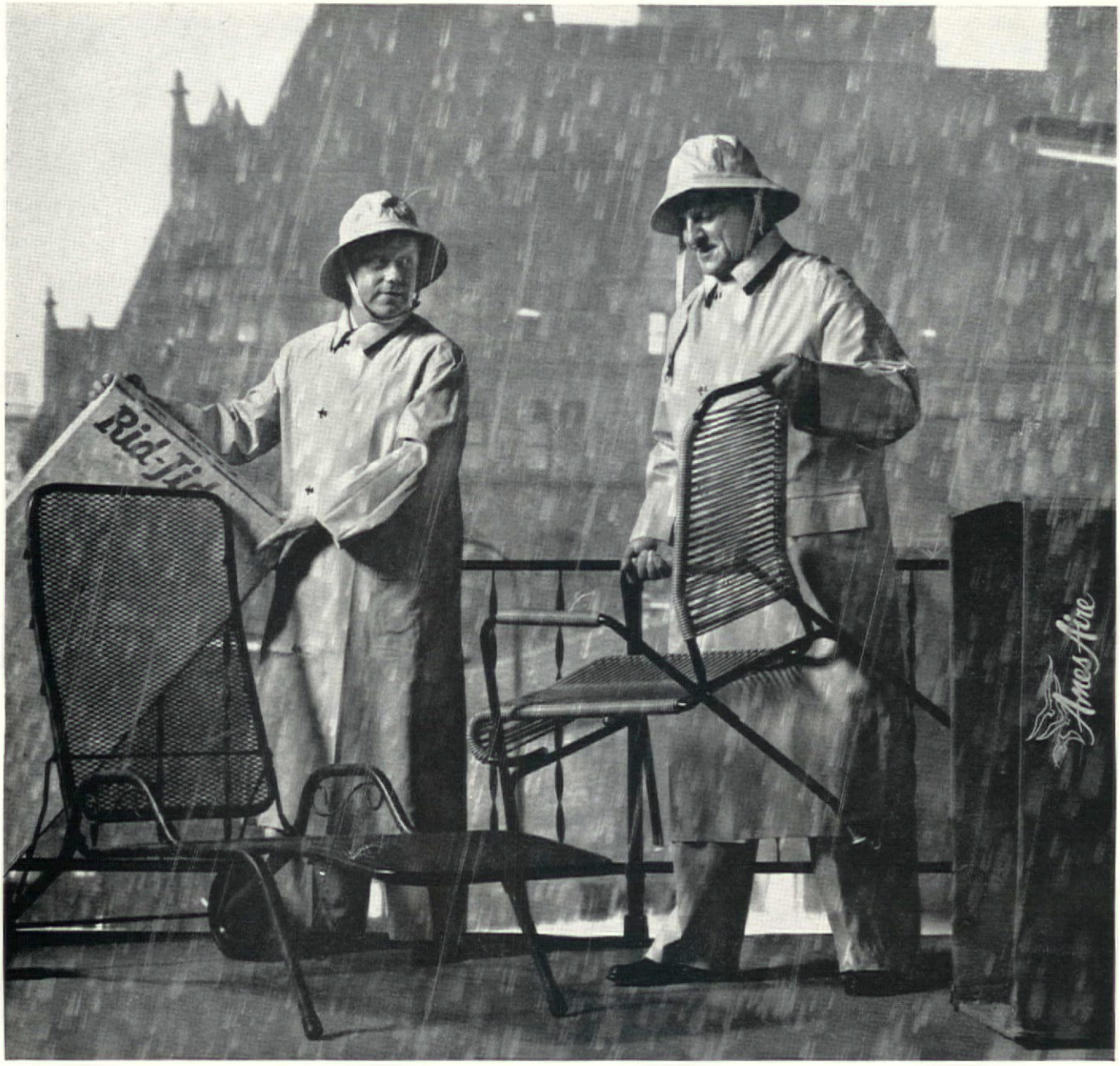
Complete Design Service — a large staff of professional design people to help you create murals or complete installations.

The Broadest Ceramic Tile Line in the Industry — Now you can choose from a wider variety of conventional and designer tiles: colors, shapes, sizes and textures . . . than ever before.

Service Representatives in Every Major Marketing Center — available for help and consultation on anything that has to do with tile.

We hope you'll call us soon . . . by our new name: The Mosaic Tile Company
Division of Stylon Corporation
Post Office Box 341
Milford, Mass. 01757.

MOSAIC® MOSAIC TILE COMPANY
A DIVISION OF STYLON CORPORATION



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

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

So we prove the durability of J. R. Clark casuals with something that isn't cheap: a guarantee that insures your customers against damage due to rust, stains, fading . . . for five years or longer. (With *no* replacement charge.)

Clark casuals—both Rid-Jid and Ames Aire—aren't carefree by accident. This indoor-outdoor furniture is carefree to use because of the care we put into building them.

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

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

Your customers will appreciate the beauty of Clark casuals. And your P&L statement will really appreciate their *plus* profitability.

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

CASUALS BY CLARK

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

Circle No. 36 on product card facing P. 140

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.

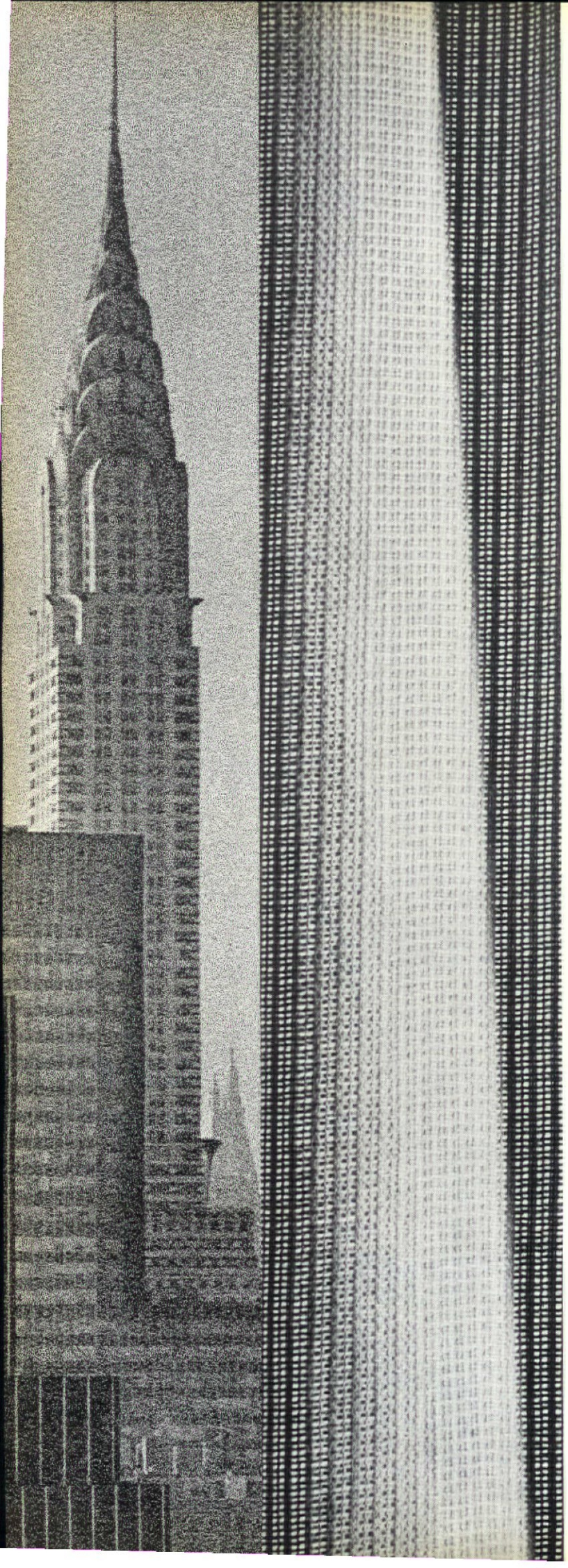
And we'll custom-dye as little as 350 yards. And we won't charge you an extra penny.

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



STROHEIM & ROMANN

presents a new line of contract drapery

six dramatic weaves

styled in the luxury fabric of today... wool!

On view in all STROHEIM & ROMANN *showrooms:*

155 EAST 56TH ST., NEW YORK
BOSTON; PHILADELPHIA; CLEVELAND;
MIAMI CHICAGO; DALLAS; LOS ANGELES
AND SAN FRANCISCO.

Circle No. 38 on product card

This is it...

The long awaited, fresh dimension in seating! Citation . . . a uniquely styled group of individual, multi or modular seating with complementary tables. Available in a wide range of attractive colors to accent any decor.

When interior design dictates a vibrant, contemporary feeling . . . come to the leader in seating . . . CITATION by TechFab.

TECHFAB *Division of Alsco. Inc.*
4321 Semple Ave., St. Louis, Mo. 63120, Dept.C-8C

Please send full-color catalog.

NAME_____

COMPANY_____

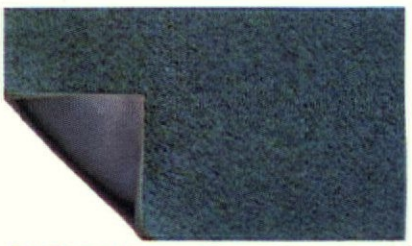
ADDRESS_____

CITY_____ STATE_____ ZIP_____

Circle No. 39 on product card facing Pg. 140

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

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



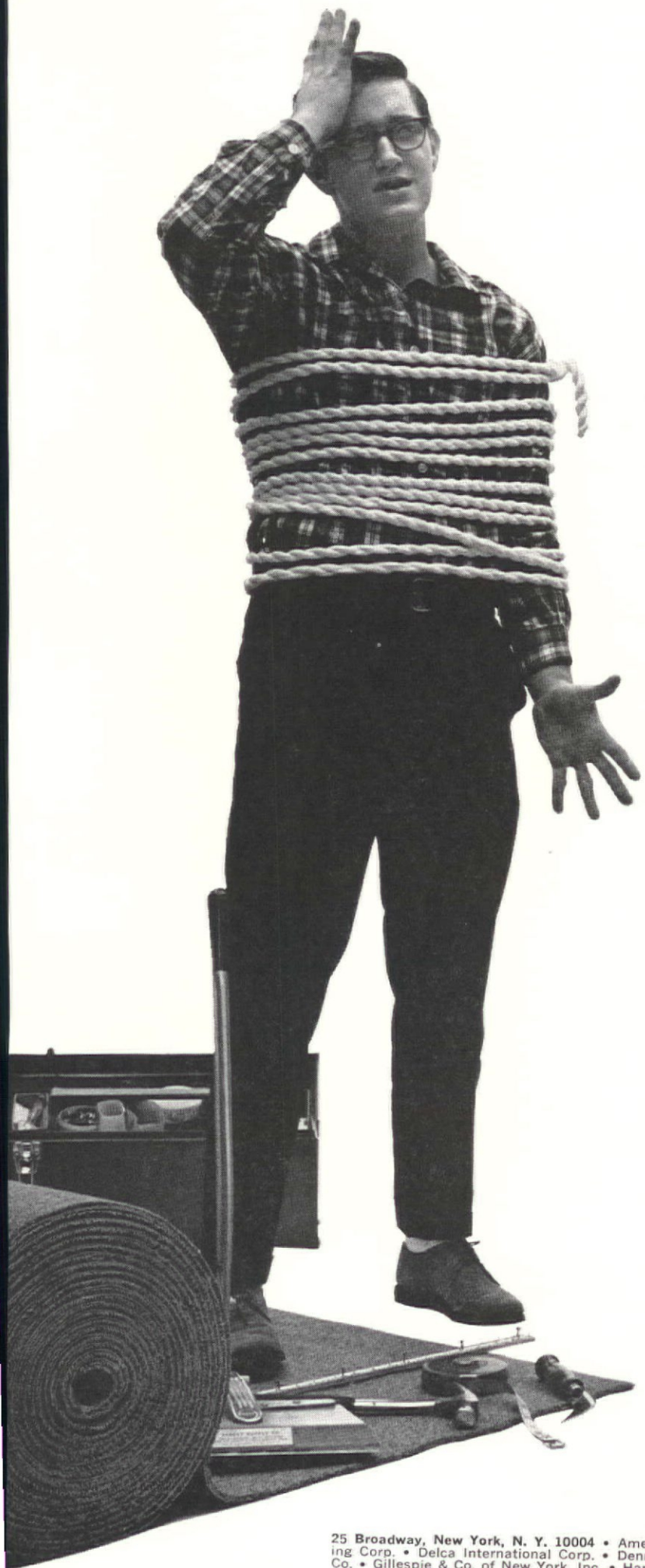
Solid colors with rubber back! There isn't a more solid carpet value than Ozite Town-Aire Carpet! All the durability of Ozite Outdoor-Indoor Carpet, but with built-in high density foam rubber back for indoor use. Outstanding dimensional stability. Easy to install and maintain. See new Ozite Fiesta Carpet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

Good Housekeeping GUARANTIES IF PRODUCT OR PERFORMANCE DEFECTIVE REPLACEMENT OR REFUND TO CONSUMER

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

Ozite® is the registered trademark of the Ozite Corporation, Merchandise Mart, Chicago, Illinois.
Vectra® olefin fiber is manufactured by Enjay Fibers and Laminates Company, Odenton, Maryland, a division of Enjay Chemical Company. Enjay makes fiber, not carpets.

Circle No. 40 on product card facing Pg. 140

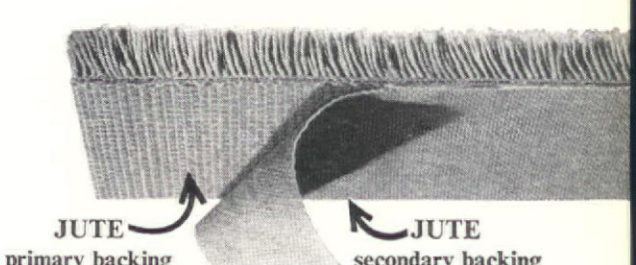


Don't handicap your carpet installer.

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

Jute-on-Jute
double backing.

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



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

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

JUTE CARPET BACKING COUNCIL, INC.

25 **Broadway, New York, N. Y. 10004** • American Industries, Inc. • Bemis Co., Inc. • BMT Commodity Corp. • C. G. Trading Corp. • Delca International Corp. • Dennard & Pritchard Company, Ltd. • 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. • Wilcox Enterprises, Inc.

Circle No. 41 on product card

After heavy traffic a little light cleaning.

The soil-resistant Collins & Aikman carpet of Zefkrome® acrylic

Some people are still using mops and pails. We're sorry about that. Because the big floor covering in business today is *carpeting*. And we make the kind that keeps so clean and cleans so easily, it makes the old-time cleaning gear look positively primitive. The Collins & Aikman carpet for professional use has the special advantages of Zefkrome, a round cross-section acrylic engineered to withstand soil-entrapment. So you get a rich, resilient carpet with an acrylic's durability, and a uniquely soil-resistant carpet that brushes off maintenance problems in one clean sweep.

You'll like the versatility of the vibrant multi-chromes, too. The blended yarn colorations lend themselves to a rich variety of color schemes. And you'll like the quiet that only noise-absorbing carpet provides.

Distributed by the Painter Division of Collins & Aikman.

Collins & Aikman Corp.
210 Madison Avenue
New York, New York 10016

I would like further information and specifications.
Please have a contract specialist get in touch with me.

Name_____

Address_____

City_____

State_____ Zip Code_____

DOW BADISCHE
ZEFKROME® ACRYLIC

* Zefkrome® Acrylic is a trademark of Dow Badische Company

Carpet shown 70% Zefkrome acrylic, 30% modacrylic.

Circle No. 42 on product card facing P. 140

Circle No. 43 on product card →

the All-Steel® environment
It says a lot. About your clients. For you. The best in contemporary design with superb craftsmanship in steel—at a price that invites comparison. Catalog available. Showrooms in New York, Chicago, Los Angeles and Aurora. All-Steel Equipment Inc., Aurora, Illinois 60507.
All-Steel

Try our "convince-the-decorator" test for DuPont X-12* Flame Retardant

Decorators are happy to flunk this test. It proves they can finally get a flame-retardant fabric that doesn't have a "processed" look and feel.

Just examine a piece of fabric and guess whether it's treated with Du Pont "X-12" flame retardant. The hand and feel are normal. Colors are bright as ever. Shade and light fastness are unaffected. There's no crocking or blooming to give the secret away.

Fire is the only way to tell. Hold a lighted match to the fabric. Take it away and the fire stops dead without even an afterglow.

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

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

*Du Pont Trademark

Du Pont Company, Room 5757
Wilmington, Del. 19898

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

Name _____

Title _____

Company _____

Street _____

City _____ State _____

Telephone _____ Zip _____

DU PONT
REG. U.S. PAT. OFF.

Better things for better living.
...through chemistry

LIGHT

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

ONE FOR DESIGN, TWO FOR THE MARKET

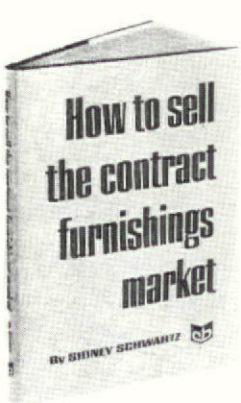
How to Sell the Contract Furnishings Market, *by Sidney Schwartz. Contract Books, Inc., P.O. Box 45, Croton-on-Hudson, N.Y. 171 pp., $20, plus 50¢ postage.*

If one is part of, if one wishes to sell, if one desires a comprehensive understanding of the multi-billion dollar contract field, *How to Sell the Contract Furnishings Market*, by Sidney Schwartz, is absolute *must* reading. It is the most detailed and authoritative compendium of information on a field that is growing so fast that no one can provide accurate statistics on its size and extent.

Schwartz, who is merchandising director for Trend Mills, Inc., one of the largest carpet producers in the world and steeped in furnishing carpet for contract applications, has established and run contract departments for a number of important furniture and furnishings manufacturers. His grasp of the peculiar problems inherent in selling the contract furnishings market is reflected on every page.

It is to his credit that the information incorporated into the book, ranging from a comprehensive analysis of the market and its subdivisions (Part I), to working techniques on selling it (Part II), is valid, vital, useful, accurate, and profitable to the reader. Unlike some books that purport to grapple with realities, but end up skirting the issues and hard-core facts, *How To Sell The Contract Furnishings Market* is crammed with techniques and market tips for which any businessman would give his eyeteeth.

Schwartz defines the contract business as all business that does not involve the resale of home furnishing products to individual consumers for the home. "Quantity, per se, is not a valid criteria," he says.



The two books reviewed here are both "firsts." Each is a basic guide — a textbook — that covers specific contract industry areas never before dealt with in such depth. The first is a guide to the multi-billion-dollar contract furnishings market. the second a practical and detailed text for anyone concerned with office planning and design, from student to professional.

"Nor is price, style, or ambiguous trade classifications. The purchaser and the use of the merchandise determine whether it is or is not a contract sale."

Having thus defined, albeit loosely, what determines a contract sale, Schwartz lists motels, hotels, resorts, restaurants and clubs, office, shopping centers, hospitals and nursing homes, schools, government, religious organizations, and geriatric facilities, as well as airport lobbies and anything else you can think of outside the home as the contract market.

But, if he stopped there, one could dismiss the book with "So what?" He then very capably goes on to take each of the markets apart, segment by segment, estimating the volume represented by each, examining pitfalls, telling who does the buying, who does the specifying, who should be seen, and how and where. In some of the categories, he lists the names of buying offices and organizations.

One of the amazing things about this book, capably edited by Ben Hellman, Publisher of CONTRACT Magazine, is that various segments of the market are described in terms of millions of dollars, in some cases billions. Hellman has been sounding off about this green phenomenon for years in the pages of CONTRACT and spelling out markets and market potential issue after issue. Yet he, himself, admits that the Schwartz book has centered all of this information in 171 fact-filled pages that amazed him, even though he knew about it all along.

Several billion dollars later in the book, Part II, Schwartz gets down to the nitty-gritty of selling the contract market. He starts with the dealer, who he is, where he came from, mortal dealer sins, and immortal manufacturer policies, to mention a few of the detailed ideas explored in this valuable text. He does the same for the manufacturer and retailer.

In sum, it is an exceptionally good and valuable text, an investment, a sales training aid. Buy it.

Office Planning and Design, *by Michael Saphier, McGraw-Hill Co., New York, N.Y. 193 pp., illus., $14.*

To the successful design organizations go the spoils of business, the saying goes, thus permitting a successful businessman to speak freely on how to do it. Michael Saphier, chairman of the space planning and design firm of Saphier, Lerner, Schindler, Inc., knows his business and how to make your business even better, provided you are an interior office planner/designer, or want to be. He tells all in his book *Office Planning and Design.*

It is written to serve as a textbook introduction and guide to office planning for architects and architectural students, as well as practitioners of interior design and planning. Examples are drawn from Saphier's wide experience in the office planning and design field—his firm being one of the biggest, if not the biggest, in the field, as typified by the recent award of 2 million square feet to be designed for Boston's new John Hancock Building.

Included in the book is a unique and valuable set of check lists covering all of the aspects of a space planning project, including usable standards, useful dimensions, and important do's and don'ts.

Detailed drawings and photographs are used throughout to illustrate various design solutions to functional problems.

In a word, *Office Planning and Design* is an excellent practical source of design information for the sophisticated practitioner, as well as a primer for the beginner. **(C)**

NOW! A SHOCK-FREE NYLON CARPET

Tighter texture for easier rolling Universal BONANZA VINYLOC

Universal has licked the static problem of continuous filament nylon. Designed especially for commercial installations, and fabricated by the innovators of the 2400 needle 5/64" gauge tufting machine, BONANZA VINYLOC is ideally suited for use in chain stores and heavy traffic areas. With 42% more tufts per square yard than most other contract carpets, BONANZA VINYLOC is of super high-density construction, shock-free, long-wearing, and a sound investment.

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- Eliminates static electricity
- Provides easy-rolling surface
- Improves acoustics
- Creates luxury atmosphere
- Adds walking comfort
- Reduces breakage
- Quickly installed
- Easy to maintain
- Super loop lock
- Waterproof backing

BONANZA VINYLOC SPECIFICATIONS

- Primary Backing: Dupont Typar® Spunbonded Polypropylene
- Secondary Backing: Solid Vinyloc
- Face Yarn: 100% yarn-dyed continuous filament nylon
- Tufts per sq inch: 128
- Tufts per sq yard: 165,800
- Pitch: 345
- Gauge: 12.8
- 20 lb loop lock

Universal BONANZA VINYLOC exceeds these tests: Acoustical, Abrasion, Compression, Light Fastness—FHA standards for heavy wear.

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MAIL THIS COUPON FOR BONANZA VINYLOC SAMPLES—6 DESIGNER COLORS.

BONANZA also available with Rubber or Jute Backings.

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Circle No. 47 on product card facing P. 140

eloquent seating for discriminating taste

It is human nature to seek out the beautiful—to be attracted to excellence. Gregson's office and institutional seating tells an exciting, eloquent story. Careful design and craftsmanship attuned to the modern concepts in interior planning create a mood for the individual taste.

If you require beauty and excellence . . . seek out GREGSON. Inquire on your company letterhead for complete catalog.

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YOUR ONE RESOURCEFUL SOURCE FOR EVERY Contract Carpet Need

is more than a claim. It is a statement which reflects the preference of more and more Decorators, Designers and Architects—with perfectly logical reasoning.

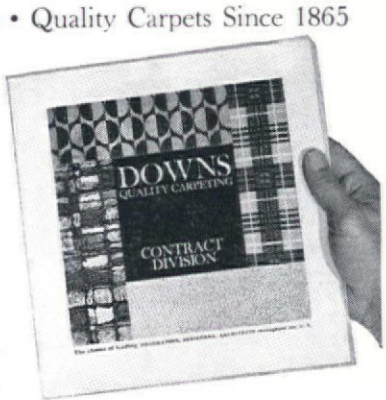
Our Contract Carpet Division provides them with a broad scope of creative talents and services to complement their own. It assists them in determining the correct type of carpet for the specific task . . . as well as in the selection of fibers, colors, textures and translating designs into product. Mood or setting is another characteristic which is given most careful study.

Then there are our two mills to produce this quality carpet in a manner more than justifying the preliminary thought and planning. One mill is devoted exclusively to wilton weaving, an always-new art in which we are the nation's leader. Another mill produces carpet via the newer tufted process. Together, there is a limitless variety which can be attained—regardless of whether it is carpet for public areas, a bank board room, or any installation in-between. And, most importantly, for every category of appropriation.

Truly, your confreres judge our resourcefulness equal to our complete capability. We can only suggest that you work with us for a demonstration of both.

DOWNS QUALITY CARPETS

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



NEW! Colorful Contract Carpet Brochure. Please write our Contract Carpet Division for your copy.

Circle No. 49 on product card facing P. 140

← Circle No. 48 on product card

Circle No. 50 on product card for Oxford →

Oxford Laterals come in glorious black and white.

The beauty of Oxford Lateral Cabinets is that they'll do anything you want them to.

They fit in otherwise unusable nooks and crannies. Where standard file cabinets can't.

They double as lowboys in executive offices and reception areas. They can go ceiling high. They hug the walls unobtrusively in corridors. In open office areas they become room dividers.

They're available in twelve standard colors (including black and white). Or you can specify your own colors

Or do you have ideas of your own?

or two-tone combinations. Matching 2 shelf storage units can be fitted on top of the cabinets.

Instead of awkward-looking slide-up fronts, all cabinets have handsome rigid front panels. With recessed drawer handles (a recent innovation).

You never have to adjust your plans for Oxford Laterals. They follow your thinking. Beautifully.

Oxford Filing Supply Co., Inc., Clinton Road, Garden City, New York 11530.

Oxford®

The place: The ultra modern
1st National Bank of Ottumwa,
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The man: Mr. C. D. Kiple,
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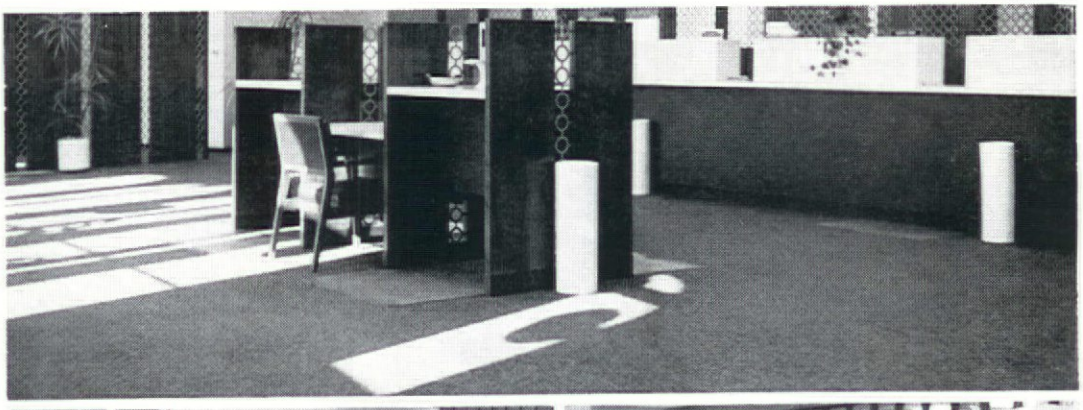
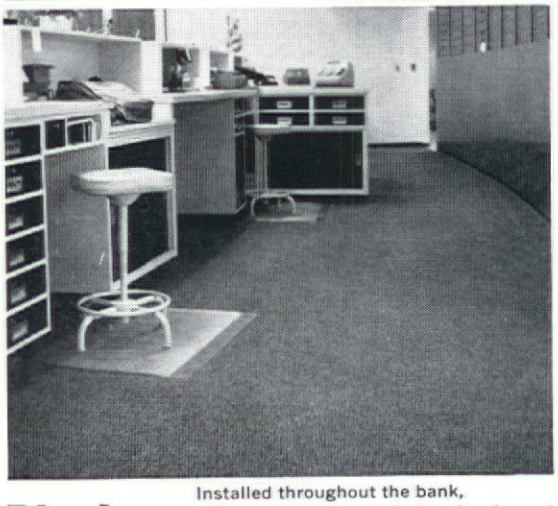
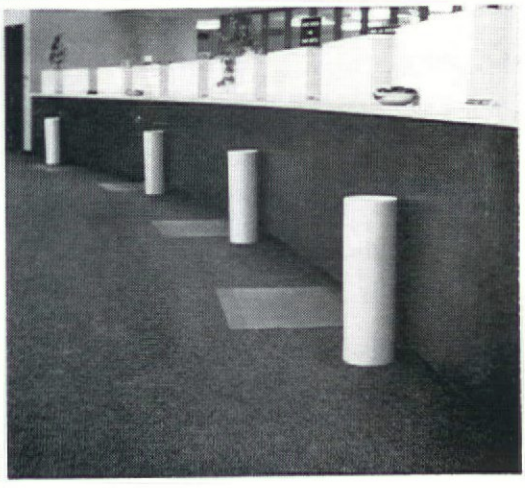


The carpet:





Bigelow: Installed throughout the bank, "Margate®" in Poppy Red makes for a striking yet dignified décor.

Why do people like C. D. Kiple specify Bigelow? Because they know that for every bank, hospital, hotel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful, free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

people who know buy Bigelow

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

Circle No. 51 on product card facing P. 140

Maybe next year.

It took a lot more than wishful thinking to become the style-leader of the laminate business.

It took work. Tough, day-in, day-out work. We experimented with bold new designs, brilliant new colors, exciting new textures.

And we developed over 120 of the most contemporary, most sought-after designs you can get today.

Wild, unpredictable abstracts like Old Town and Paisley. Rich wood-grain patterns like Coachwood and French Walnut. Brilliant, eye-popping colors like Jasmine, Marigold and Tiger Lily.

But we aren't going to coast along on our reputation, patting ourselves on the back for what we've done before.

Tastes change fast, and suddenly our popular designs might start looking as dull as everybody else's.

So we keep on working, keep on experimenting, keep on trying to outdo ourselves.

And we come up with experimental designs like these. And when the time is ripe, some of them might even come off the drawing board.

Maybe next year.

Meanwhile, see what we have for you this year. Write General Electric Company, Laminated Products Department, Department **LM**, Coshocton, Ohio 43812.

GE TEXTOLITE®
DECORATIVE SURFACING

Poly Bac brings you wash and walk carpeting.

With man-made face yarns being what they are today, you can clean a carpet and walk all over its face in no time at all.

The backing is something else again. In many cases, when the back gets wet, it stays wet. For a long time.

That's not the case with Poly Bac. Poly Bac is a woven polypropylene primary backing. It doesn't absorb water from shampooing or accidental spilling. So there's no drying time problem. There's no mildew causing the back to rot problem either. When the face is dry, the back is too.

Since Poly Bac doesn't contain oils or lignin, there's no danger of unsightly stains (browning) coming through to mar the surface of the carpet.

And that most costly of problems, carpet re-stretching, is held to an absolute minimum. Poly Bac, woven of *pre-stretched* polypropylene yarns, is impervious to all sorts of humidity, minimizing shrink and buckle.

Wash and walk carpeting made with Poly Bac. Just keep in mind what wash and wear suits did for the clothing industry.

Patchogue Plymouth Co.
555 Fifth Ave., New York, N.Y. 10017
A Division of Avisun Corporation.

Poly Bac®

Circle No. 53 on product card facing P. 140

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

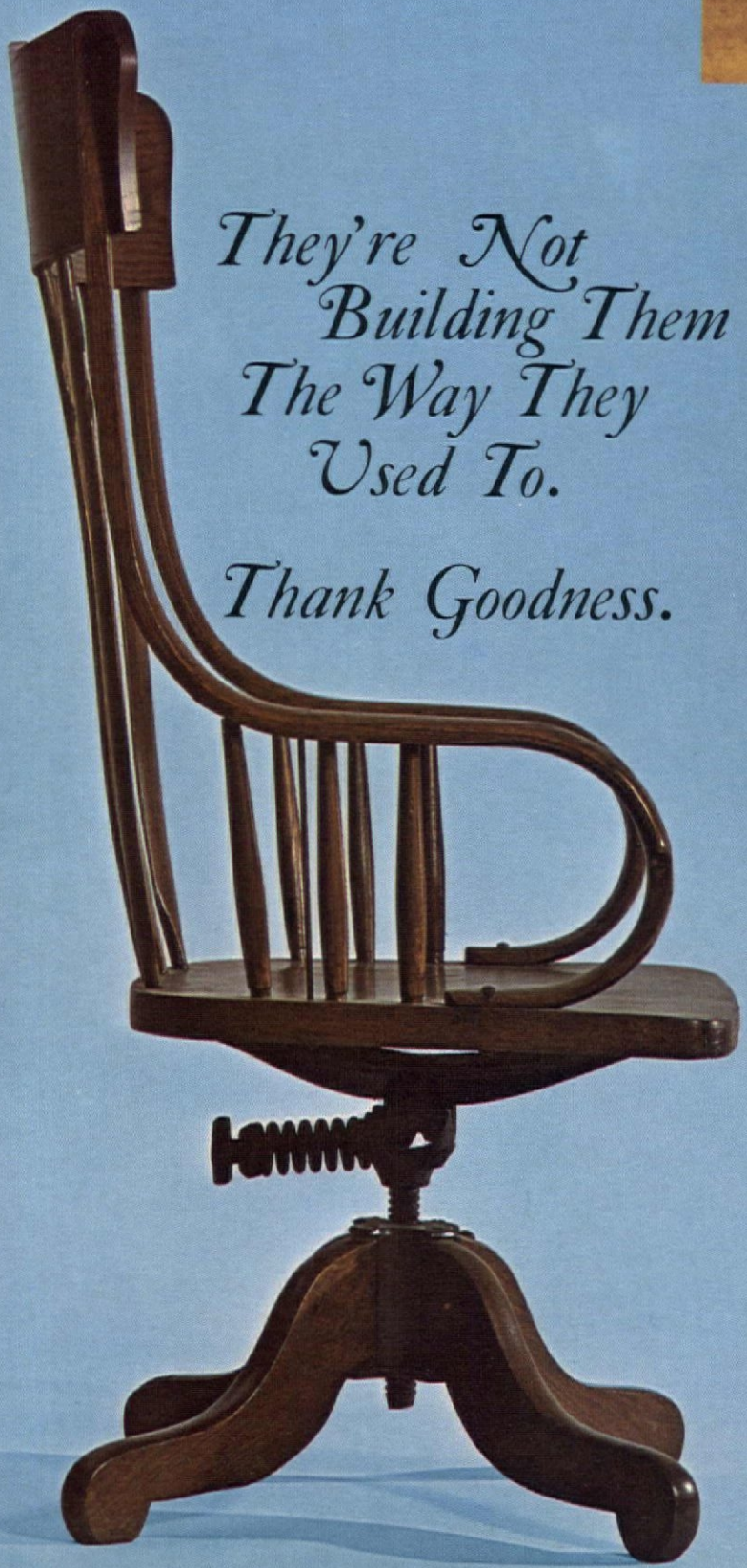
No squeaks. No squeals.

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

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

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

Thank Goodness.



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

Bassick

THE BASSICK COMPANY, BRIDGEPORT, CONNECTICUT, DIVISION OF STEWART-WARNER CORPORATION

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MOVE IT BEST WITH BASSICK

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LEFEBVRE ASSOCIATES
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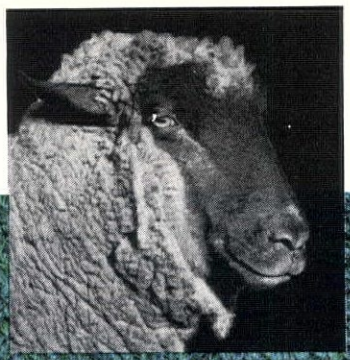
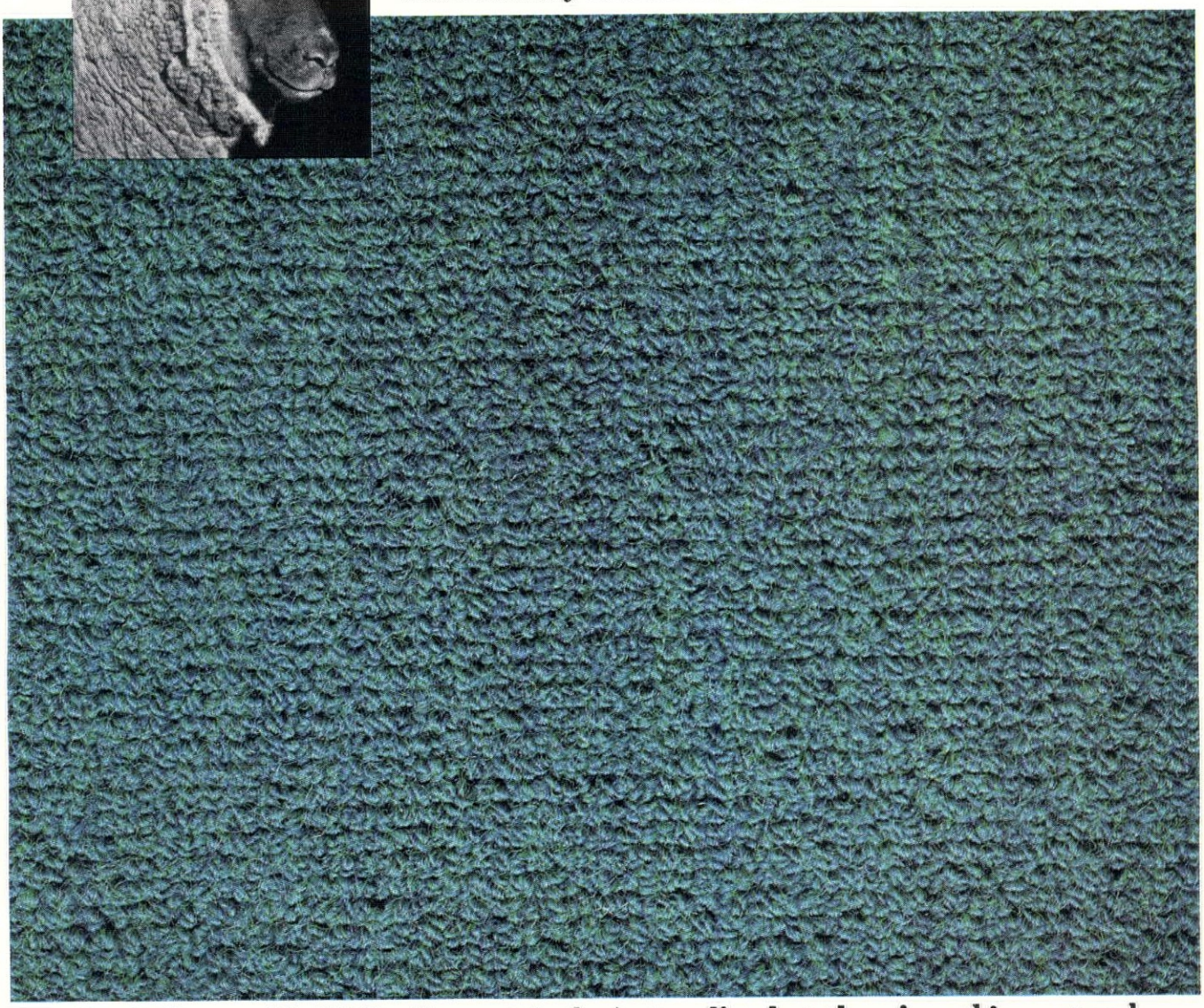
FOR YEARS, AND YEARS, AND YEARS...

PATRICIAN



"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.

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

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

ENJAY Vectra OLEFIN FIBER

AMTICO

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_____

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.

Circle No. 56 on product card facing Pg. 140

Circle No. 55 on product card

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

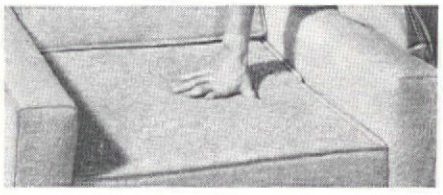
Why not? Co/ordimate office furniture from Drexel is built for expensive tastes at budget desk prices! Exotic teak, rich rosewood, lustrous walnut—you'll swear Co/ordimate is for executives only . . . until you see the cost! It's priced to compete with steel desks! Drexel's exclusive Drexelwood makes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

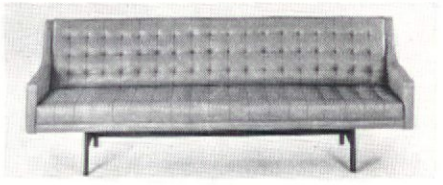
DE
DREXEL®
ENTERPRISES, INC.

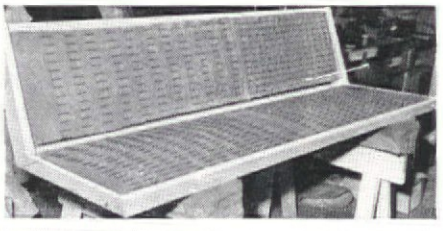
Circle No. 57 on product card

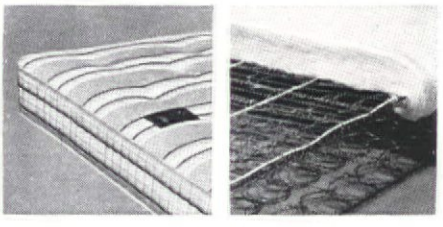
Co|ordimate

NO "Coil Feel" [ever!]









Perm-A-Lator Wire Insulators Prevent Customer Complaints. They're Stronger, Longer-lasting —Never Let Cushioning Cup Down Into Springs.

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

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Inverness gives you 910 ways to dress up the office

Mix and match the basic Inverness tweed pattern and complementary colors to your heart's content. You have seven pattern/1 color combinations and three pattern/2 color combinations to work with. There are *910 possible combinations*. Does that give you room enough to do something different?

Inverness is breathable, for cool comfort. It wea beautifully . . . year after year after year. You'll li the way it sheds stains and grime . . . and wipes cle with a sudsy sponge.

See the versatile Inverness collection at our sho room in the Decoration & Design Building, 9

Executive swivel and tilt arm chair, No. 1533-2. By Carolina Seating Company, Inc.

Third Avenue, New York City; or in the Chicago Merchandise Mart. For samples, write to Stauffer Chemical Company, Plastics Division, Newburgh, N.Y. FABRILITE® vinyl upholstery is another quality product of Stauffer Chemical Company, 299 Park Avenue, New York, N.Y. 10017.

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CHEMICALS

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"The Spinnaker"
SEATTLE

Designed and installed by
THE DOHRMANN CO.

JILLY'S EAST
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The Gasser line of fine quality contract seating is distributed throughout the west coast by the Parvin/Dohrmann Company. Just ask their representative to let you sit in a Gasser chair—then you decide what is best for *your customers*.

Comfort Zone® SEATING *by Gasser*

THE *Gasser* CHAIR CO., INC. . . . 4136 LOGANWAY, YOUNGSTOWN, OHIO 44505

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Soften a room today.

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

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

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

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

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

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

B.F.Goodrich

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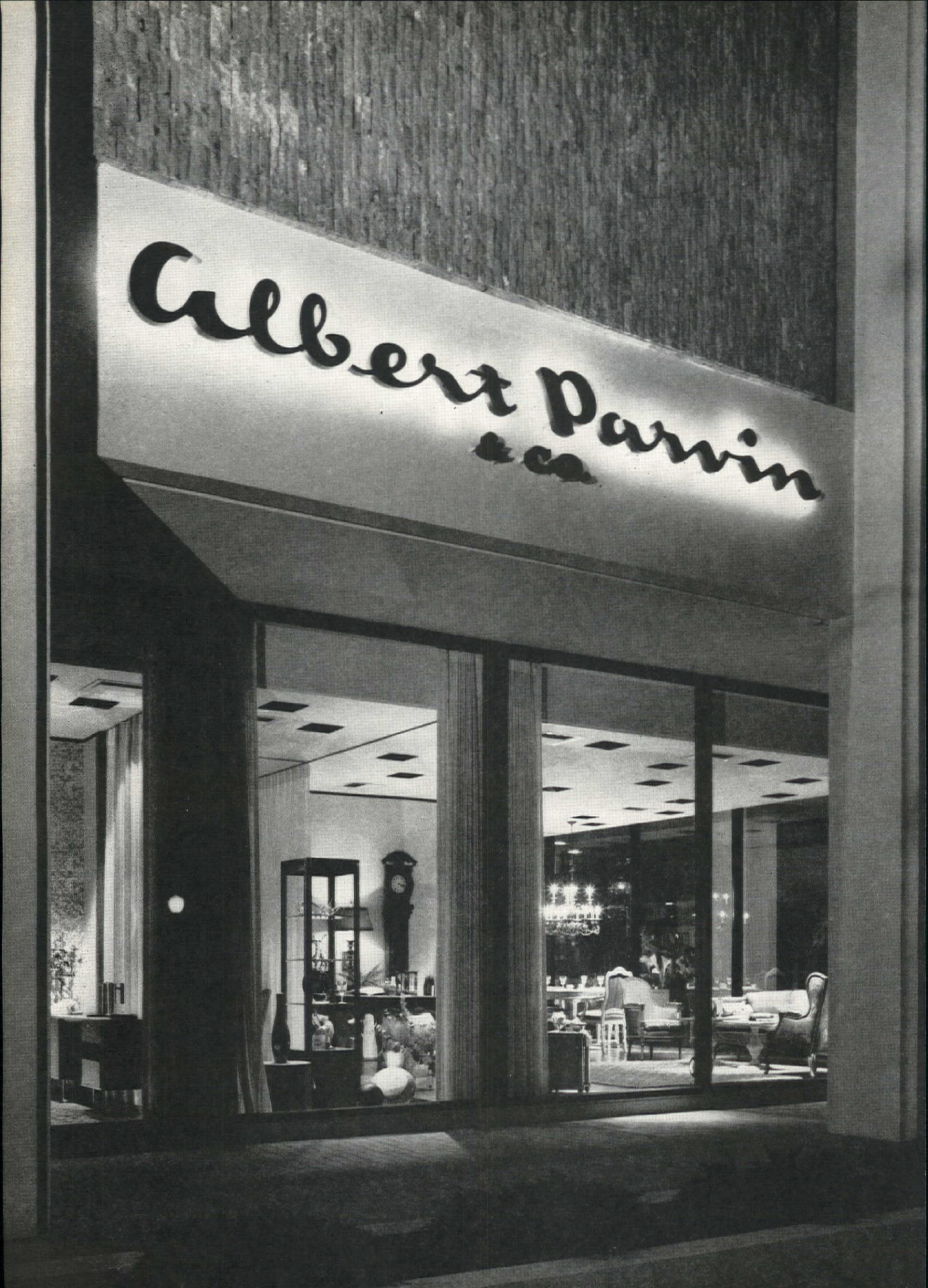

Albert Parvin
& co.

THE PROFESSIONALS: PARVIN'S SYSTEM FOR SUCCESS

Space planning is a profession. Interior design is an art. Business management is a science. The melding of all into the delicately balanced mixture, which is the essence of a successful contract planning/design/furnishing operation, is an alchemy that relatively few have mastered on a grand scale. Those who have hold in their possession the one element that is the foundation on which total design success is based—professionalism.

Perhaps nowhere in the nation is this elusive blend better exemplified than in the operations of Albert Parvin & Co., the interior design, planning, and furnishings subsidiary of Parvin/Dohrmann Co., Los Angeles-based, multi-million dollar colossus of the furnishings and food service field.

Like the architectural dictum that form follows function, good design follows professionalism at Parvin, where both are found in abundance. By virtue of the care with which this company carefully has built its design talent, managerial and administrative staffs, and operating techniques, professionalism has become a way of life at Parvin that dominates every aspect of the business. It is the why and wherefore of the company's success. It is the substance of profit. It is the elusive quality that gives life to a design to make it work. It is the one important element that generates confidence through consistent performance and builds repeat business. And it invites contract commissions that vary from the smallest dining room to turnkey installations in the hotel-motel and restaurant fields.

Professionalism is why Parvin delivers quality planning, good design, and on-time performance. Turnkey installations by Parvin number in the hundreds and include such prestige names as the Continental Plaza Hotel and Water Tower Inn in Chicago, many Hyatt Hotels and Hyatt Houses, dozens of the top hotels, restaurants, and country clubs in the far west, as well as several plush hotels and casinos in Las Vegas and a number of hotels on the international scene. Business interiors done by Parvin include a roster of corporate clients consisting of many of the blue chip names in business, the professions, and the banking world.

This in-depth study is an attempt to analyze the workings of this contract giant, to examine piece by piece the intricate mechanism that permits information to be channeled into one end of the company and to emerge as full-blown, top quality installations on the other. Parvin's pre-eminence in the contract field makes it an ideal subject for an analysis of procedures, policies, and philosophies in this issue.

The Albert Parvin & Co. showroom, in Robertson Plaza, Los Angeles.

Trade sales to other designers, decorators, and retailers are an important part of the Parvin operation. The huge, 65,000 square foot showroom contains both contract and residential sections, permitting a variety of displays and room settings. Spacious, well-lighted accessories section is shown at right. Below left, contract furniture and art objects are displayed in proximity to one another. Two residential groupings are shown below right and bottom of page.

UNIQUE FACETS OF MULTI-MILLION DESIGN COLOSSUS

Dominating Robertson Center, the design and furnishings showroom district in Los Angeles, is Robertson Plaza, a spectacular office and showroom building designed by famed architect William L. Pereira & Associates. This distinctive $8 million facility, which opened officially in mid-1967, houses the executive offices of Parvin/Dohrmann Co., a multi-million dollar design/furnishing operation. In fact, Parvin/Dohrmann owns and operates the 200.000 square foot building, a unique achievement in the design and furnishings industry. But there are many other unique features of the P/D organization, including the fact that it is a public company whose stock is traded on the American Stock Exchange, to mention only one significant fact.

Great influence on industry

The Parvin/Dohrmann enterprise is enormous and exerts a great influence in the industry (its history and growth are outlined on page 78). No small part of its success, size, and power can be traced directly to the dynamic Albert Parvin & Co., a P/D subsidiary devoted to interior design, planning, and furnishings.

That the bulk of the Parvin subsidiary work has been in the hotel and restaurant fields, is not surprising, since the P/D organization traces its beginnings in these areas as an important supplier. During the past five years or so, however, special stress has been placed on Parvin's capabilities in "total interior and environmental engineering and design . . . the disciplining, shaping, and controlling of indoor environments in which people live and work."

Expanding areas of design

What this means is that Parvin is more actively than ever before moving into other areas of design. And this has not been its only departure.

A luxury hotel guestroom setting in the unique Parvin showroom in Los Angeles.

For many years Parvin has been neatly compartmented as a "West Coast" company, working chiefly in Los Angeles, Palm Springs, and Las Vegas. During recent years, however, it has crossed the Rockies into the Mid-West, where it has completed several major projects. In addition, Parvin has worked in other parts of the country, Mexico, the Caribbean, and other foreign lands.

Expert on hotel logistics

A review of many of the Parvin projects reveals an inconsistency of design quality—some very good, some falling short of totally esthetic goals, but, nevertheless workable.

What is remarkable and commendable is Parvin's exceptional knowledge of hotel logistics that makes all projects function at maximum effectiveness—the stress on details, no matter how seemingly unimportant, for the luxurious convenience of guests, and an enviable ability to meld design qualities with maintenance considerations. On the business end, Parvin has long been noted for its competitiveness in costs and a rigid regard for schedules.

Uncompromising policies

Despite ripples of unflattering comments from other members of the profession (and what giant doesn't have its share of detractors?), the Parvin organization is successful and profitable—an achievement that can be attributed directly to an energetic, dynamic, and highly professional executive staff that formulates and administers uncompromising policies.

Silhouetted in front of office seating display are Joe Reeves (left), design director of business furnishings division, and Byron Rockwell, manager of trade sales.

HUGE PARENT COMPANY IS VERTICALLY INTEGRATED

Albert Parvin & Co. is a subsidiary of Parvin/Dohrmann Company, which reported overall revenues of $60.6 million in 1967. Traded on the American Stock Exchange, Parvin/Dohrmann also encompasses several other entities.

The Dohrmann Co. is a subsidiary engaged primarily in the planning, manufacturing, and marketing of food service equipment, furnishings, and supplies for hotels, restaurants, and institutions. It has sixteen sales offices and/or showrooms in the states of California, Oregon, Washington, Arizona, Nevada, Utah, and Hawaii. Pacific Distributors is a division engaged in wholesaling major food service equipment and has offices in the Los Angeles, San Francisco, and Seattle areas. Hotel Fremont, a major downtown Las Vegas hotel and casino, is another subsidiary.

As this article goes to press, negotiations are being concluded for the acquisition by Parvin/Dohrmann Co. of The Aladdin Hotel in Las Vegas, and possible other properties and companies. Also, a finance subsidiary has been formed "for the purpose of acquiring and carrying the accounts generated by the subsidiaries engaged in the mercantile business."

Operator of Robertson Plaza

Parvin/Dohrmann also owns and operates Robertson Plaza, a spectacular office and showroom building, which anchors the Robertson Center design and furnishings showroom area in Los Angeles. This $8 million facility, designed by architect William L. Pereira & Associates, opened in mid-1967 and houses executive offices for all Parvin/Dohrmann divisions and subsidiaries. Offices and Albert Parvin & Co. showrooms occupy 100,000 square feet (65,000 square feet of showrooms) on three levels, and an adjoining ten-story tower contains another 100,000 square feet for lease as showrooms or office space to manufacturers and suppliers in the furnishings field.

The executive staff

The Albert Parvin & Co. subsidiary is named for its chairman and founder, who also is president and chief executive officer of Parvin/Dohrmann Co. Harry A. Goldman is president of Albert Parvin & Co. and chairman of the board of Parvin/Dohrmann Co. Norris J. Goldman is president of the Dohrmann Co. L. B. Nelson is secretary of Parvin/Dohrmann Co. and special assistant to A. B. Parvin.

In a recent top-level shift, Paul Bischoff, who served since mid-1967 as executive vice president of Albert Parvin & Co., became vice president of Dohrmann Co. Harry Goldman has assumed Bischoff's duties at Parvin. Reporting directly to Goldman is James Irwin "Bill" Yates, vice president for design of Albert Parvin & Co. (While serving as executive vice president of Albert Parvin & Co., Paul Bischoff was the primary source of information for this article. His cooperation and assistance are gratefully acknowledged.)

Institutional supplier before merger

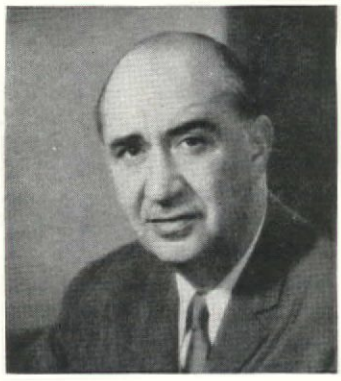
Albert Parvin & Co. traces its beginnings back to Chicago, where Parvin, son of a well-known merchant, incorporated it in 1926. In 1931, he moved the firm into the Merchandise Mart. In its early days, the company was engaged primarily in selling linens to the hotel and restaurant trade, but it gradually evolved into a complete hotel and restaurant supply firm. Parvin also acquired interests in hotels and retail furniture chains. In 1946, he moved the company to Los Angeles.

Dohrmann Hotel Supply Co., emerging from a company originally established in San Francisco almost 120 years ago, had acquired a number of companies in the hotel supply and furnishings field during its history. In 1963, Parvin and Dohrmann were merged to create the nucleus of the present complex.

With the background of both original companies strongly oriented to the hotel and restaurant supply business, it is not surprising that much of the contract design work done by the Parvin subsidiary continues to be in these areas. However, in recent years, special stress has been placed on Parvin's capabilities in "total interior and environmental engineering and design."

Special contract (restaurants and hotels), hospital, and business furnishings (offices, showrooms) divisions have been established. So while turnkey planning, design, and furnishing of major hotels and restaurants continue to represent a major share of Parvin contract projects, an increasing number of offices, banks, schools, hospitals — the entire spectrum of commercial and institutional interior work — has become very much a part of the Parvin story.

Albert B. Parvin, chairman of the board of Albert B. Parvin & Co., and president and chief executive officer, Parvin/Dohrmann Co.



Harry A. Goldman, president of Albert B. Parvin & Co., and chairman of the board, Parvin/Dohrmann Co.

PROFESSIONALISM IS PROFIT KEY TO SUCCESS

At mandatory Monday night staff meeting, all work in the house is reviewed and coordinated. From left, design director Dick Riddle; merchandise coordinator Lennie Green; sales promotion director Ben Stanton; design director Dick Miller; assistant design director Doug Campbell; carpet manager Ben Freedman; contract merchandise manager Charles Silverman; vice president for design Bill Yates.

"In a word: Professionalism!" That was the immediate reply to the question: "What makes Parvin so successful?"

An organizational chart would illustrate the basic responsibilities and lines of communication required for efficient and effective operation of the firm's complex business. But, at best, it is only a superstructure for success —a network of arteries and veins through which the lifeblood of the organization must flow. What makes it really work?

Largest with the mostest

"In this organization, you might say we're *all* salesmen. There is no false modesty here. We all believe our company to be at the zenith of the contract field: the largest, most experienced, most professional interior design and furnishings firm in America." Speaking for Parvin is Paul Bischoff, who joined Albert Parvin & Co. in mid-1967 as executive vice president. He has since moved to the Dohrmann Co., another P/D subsidiary, as vice president.

From top management down, there is an *esprit de corps* in the Parvin organization that manifests itself in several meaningful ways. The day begins early and ends late for all key Parvin people. Often, even the lunch hour is an extension of the working day, with food sold below cost in the fully equipped and relaxing cafeteria-style dining area, located within the premises.

Prime asset: employee loyalty

Night meetings—including a mandatory Monday evening meetings for design staff and department heads—are part of the schedule and often run into the small hours. All Parvin people are extremely proud of the fact that they are part of the "team," and their loyalty is a priceless asset.

How is such an attitude instilled? "I think it is important that creative people have an exciting, dynamic environment, and we provide that. Creative people are happiest and most productive when they have a variety of challenges, and we provide that, too, with our diversification into all types of commercial and institutional interiors. One week, a designer may be working on a plush gambling casino, and the next on a religious temple," notes Bischoff.

Freedom for designers

Important too is the freedom afforded designers in developing a project. It starts with the working environment, where individual work stations are arranged to suite the occupant's needs. It is more importantly reflected in company policy, which does not inhibit the design talents it astutely hires.

Active management

Of course, there must be adequate pecuniary incentives, too, and Parvin considers itself to be "certainly competitive" on this score. Salary levels are on a par with those paid by others in the region for top talent. In addition, profit-sharing and group insurance programs are provided.

Accessibility of top management is another plus-factor. Key people in the organization are charged with specific responsibilities and are made fully accountable—but top management does not take a sink-or-swim attitude. It stays in close touch with day-to-day operations and problems and is readily available for consultation with clientele as well as staff members, who make ready use of this willing executive availability.

Although there is a continuing shortage of good contract people—particularly design talent—in Southern California, Parvin evidently is able to attract and keep its share. Considering the nature of the business, staff turnover is relatively low, and many key employees and executives have been with the firm for many years.

Strike out on own

Probably the most significant indication of the calibre of people Parvin is able to find and keep is that a substantial precentage of those who do leave the organization do not join other established firms—they strike out on their own.

In other words, where do you go after you've been to the top?

LINE MANAGEMENT RESPONSIBILITY IN ALL DIVISIONS

Reflecting the duality of Parvin's contract business, encompassing both planning/design services and over-the-counter trade sales, the firm's organization provides for separate line management of the Hospital Division, Business Furnishing Division (offices, banks, showrooms), and what it designates as the Contract Division (hotels, motels, clubs, restaurants), as well as a trade sales division (for designers, decorators, retailers), reporting to its president.

The position of executive vice president is currently vacant, with these functions being assumed by the president, Harry Goldman. To the president, as chief executive officer, report the technical director (architect), vice president for design, controller, director of sales promotion, administrative assistant, and the heads of the various divisions.

From architect to draftsmen

It is the function of the technical director, Wayne Pippin, a licensed architect, to consult on all aspects of a project which require such services. His primary function is working in liaison with client-retained architects and engineers, initial space planning, final working drawings, and other related activities. He supervises the work of a staff of architectural craftsmen.

Vice president for design, James Irwin "Bill" Yates, heads a staff that consists of two design directors, two assistant design directors, and a number of senior designers, designers, draftsmen, renderers, and specialized detailers. This staff, totaling approximately 40 in all, also includes four project coordinators, who have the responsibility of seeing that specific projects move through all design stages on schedule.

The director of sales promotion, Ben Stanton, is responsible for developing new sales leads, following up on referrals, and the like, for the contracts and business furnishings divisions. Controller George Landy has general responsibility for office management, credits and collections, auditing, and Parvin personnel, other than the "design group."

Division within division

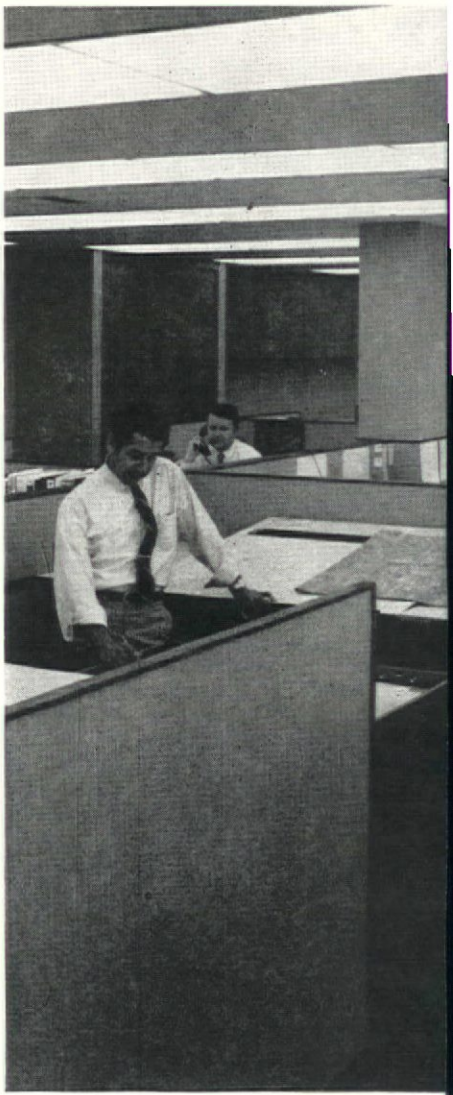
Business furnishings division manager Ed Abramson heads a staff of account managers, who are responsible for client liaison and who coordinate all planning, design, and furnishing aspects of specific projects. Because of the specialized nature of the work, a separate "division within a division" in the Parvin organizational structure is the hospital division, with a manager who oversees a staff of specialists in hospital furnishings. Both new divisions are supervised by its president.

Stays up with new products

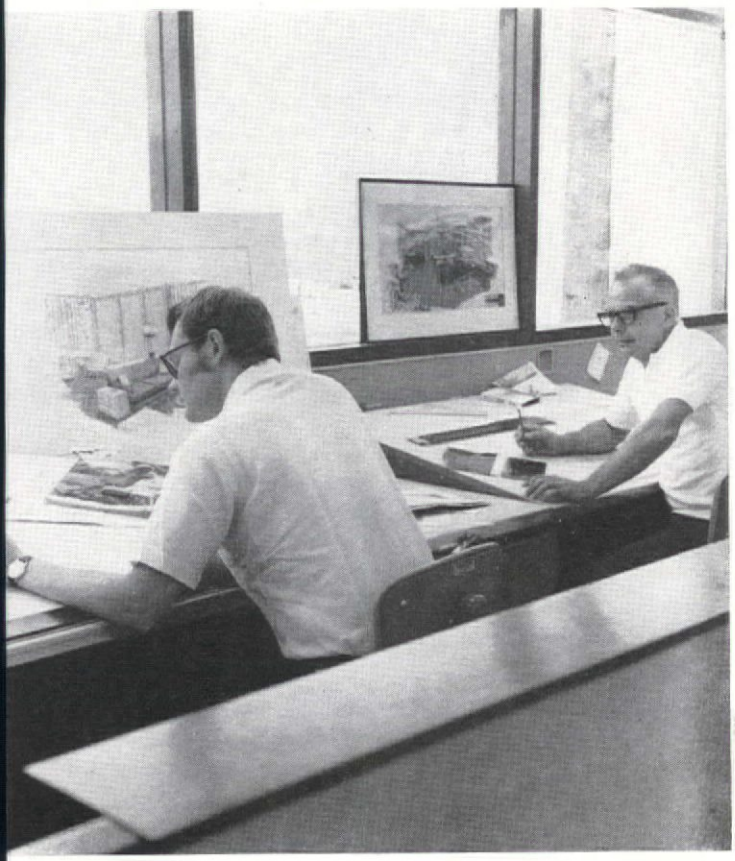
Charles Silverman and Miss Lennie Green head the purchasing staff. Contract secretaries, the resource library, installation specialists, and expediters are also under their supervision. Within this department is a special subdivision—the contract carpet department, which is managed by Ben Freedman. This department keeps current with the many new weaves and constructions, as well as newly developed yarns. Its expertise is such that it recommends the correct carpet for a given area within a prescribed budget. With the proliferation of new carpets, fibers, and designs, the importance of this function cannot be underestimated.

Silverman and Miss Green act as catalysts for the contract division, the contract secretaries, and the merchandise buying staff, with Miss Green, who holds the dual title of merchandise coordinator and administrative assistant, reporting directly to the president.

Trade sales manager Byron Rockwell supervises the showroom sales force and is responsible for purchasing and sales of furniture, furnishings, and accessories. He is assisted by Hugh Mertes, who has been with Parvin since 1948.



New business prospecting is a full-time, staff-level job at Parvin. Sales promotion director Ben Stanton pours over Dodge reports, newspapers, and other sources to garner leads.



Designers and draftsmen (top left) work on wide diversification of contract interiors in well-organized work area. Working with space plan (top right), budget recommendations are prepared for presentation to client by Charles Silverman, contract merchandise coordinator; Lennie Green, merchandise coordinator; and Bill Yates, vice president for design. Renderer puts finishing touches on presentation panel, while Ben Mantz senior designer, works on his specialty, graphics (left). Reviewing a fabric sample (above) are senior designer Shirle Morrison and design director Dick Riddle, who work very closely on projects.

BUSINESS GENERATED BY AGGRESSIVE SALES PROMOTION

As do most successful contract designers and furnishers, Parvin counts heavily on client referrals for new business. It estimates that fully half of the firm's current work comes from this source. With hundreds of major installations in the West—and others as far east as Chicago and New York as well as in scattered foreign locations—Parvin has a tremendous referral base from which to draw.

But it certainly is not a case of resting on laurels and waiting for new referral clients to knock on Parvin's door. Leads from many other sources are pursued aggressively and —while all Parvin executives are sales-oriented and constantly promote the firm's services to all logical prospects—it is also the full-time staff-level job of the sales promotion manager, Ben Stanton, to generate sales.

Determination—plus sales tools

Armed with a thick portfolio of past Parvin projects, Stanton is quick to follow up on anything that looks promising—and the aggressive, personable, and knowledgeable salesman keeps doggedly after new prospects until the job is won or lost.

Stanton's aggressive sales promotion efforts are backed up by an excellent brochure on the company's "total concept" capabilities, an impressive annual report to stockholders, and a good public relations program administered by L. B. (Dap) Nelson.

Most major Parvin work is well documented with photographs, and the company cooperates fully in the preparation of special publication editorial material on noteworthy installations. Nelson's office also issues regular press releases on staff appointments and promotions, new work commissioned by major clients.

Red carpet treatment

"Finally," says Bischoff, "we just plain go out and knock on doors."

Stanton, Bischoff, Yates, and other Parvin executives constantly write strong and convincing sales letters to prospective clients—and they are not afraid to cover all bases in order to spell out the professional services available to them.

The initial goal of most sales efforts is to get the prospect to visit the impressive Parvin facilities in Robertson Plaza. A "red carpet" tour through this spectacular planning/design/furnishings complex has a prestige-building effect that no other contract house in the West—or for that matter, in the nation—can duplicate. Robertson Plaza is unquestionably a tremendous sales asset to Albert Parvin and Company.

Financing for those who need it

Upon any indication that a prospect is interested in retaining Parvin, credit is established. Financing can be made available, if required, and is often a strong sales tool with Parvin. Currently, the firm arranges financing of the items it sells to many of its contract clients. As noted earlier, a special financing subsidiary was recently formed to handle this activity.

Like all effective salesmen, Parvin executives make sure they are dealing with decision-makers—usually the owner, a major principal, or chief administrative officer—before expending heavy direct sales effort and time.

"In our sales approach, as in all other aspects of our business, it's again just a question of applied professionalism—in this instance aided by an aggressive, sales-oriented attitude," says Bischoff.

Sales promotion supervisor Ben Stanton gets referral leads from Paul Bischoff, executive vice president. Parvin gets 50 percent of all new work from referrals.

FEE POLICY IS EXPLICIT FOR ALL SERVICES

Basically, the Parvin philosophy on fees is similar in context to that expected by any professional, be he architect, engineer, or other consultant. Its design service includes initial proposals, space plans, and estimated budgets. However, the company's policy is that, prior to commencing, the amount and payment of the design fee has been discussed and agreed to in writing.

The flat fee plan

For a prospect desiring to avail himself of Parvin planning/design services, a formal letter of agreement is drawn up, setting forth the specific fee for each service performed. In establishing fees, Parvin uses a flat

fee system, based on the estimated number of design hours involved. No charge is added for executive time.

First, a letter of agreement

Usually, the initial letter of agreement covers only preliminary work, such as space plans and design proposals. Upon acceptance of these, and agreement on a budget for the job, a formal "Proposal and Sales Agreement" is drawn up, covering all furnishings and equipment involved in the installation. The form, developed by Parvin, covers quantity and description of each item, unit price, and total price. Terms of payment are discussed and established. Other conditions, terms, and provisions, including installation responsibility, are completely spelled out.

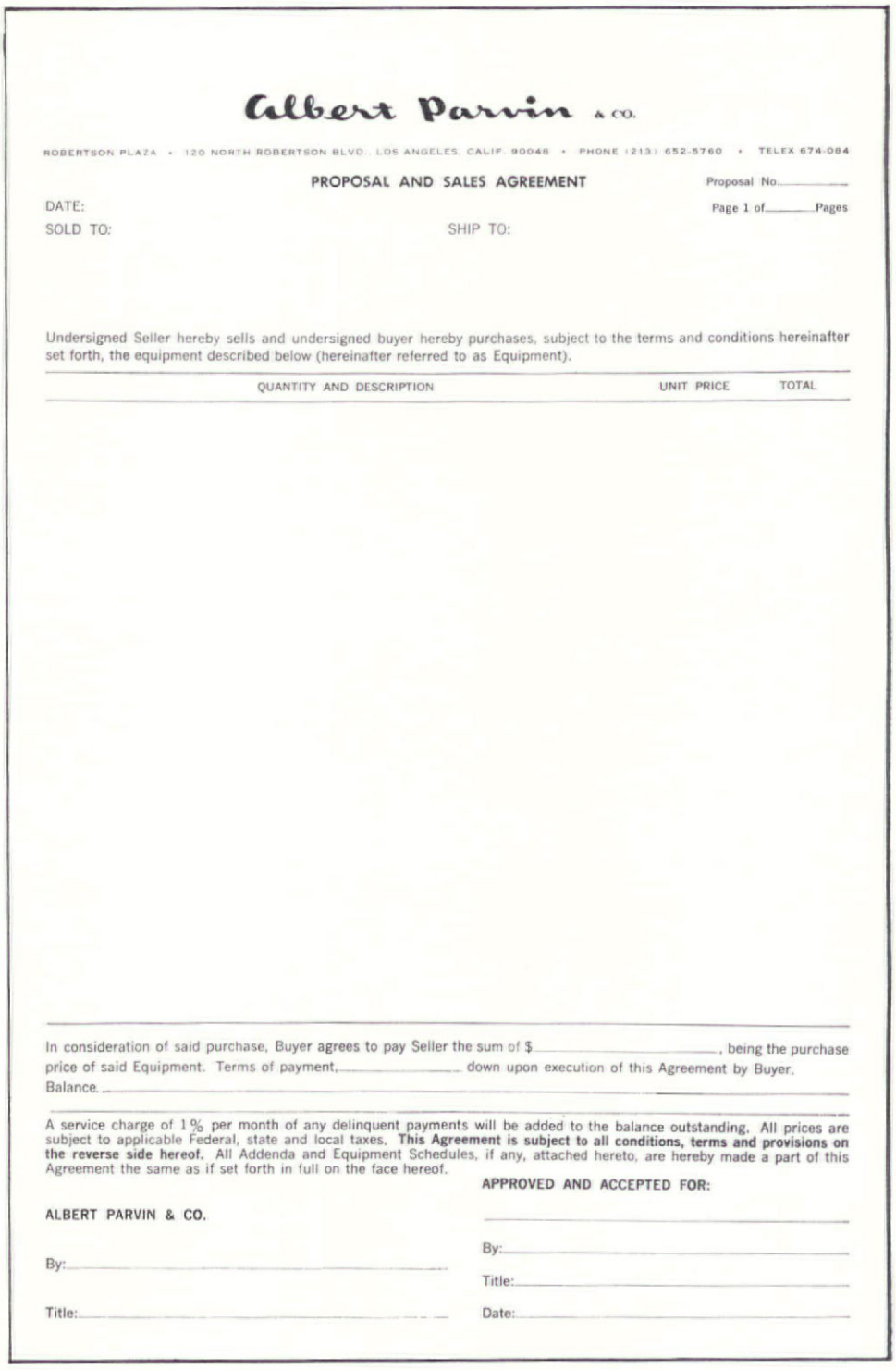
It is a matter of strict policy that no planning or design work of furnishing work be done without the letter of agreement.

One-stop total service offer

Although it is not mandatory that a client actually buy the furnishings from Parvin, of course, great stress is placed upon the "single responsibility" concept, with Parvin accountable not only for planning and design aspects, but also for scheduling, installation supervision, and satisfactory performance of all furnishings and equipment.

From experience, Parvin has proven in almost every instance that when a client uses the combined design and merchandising services available through Parvin, he, the client, has effected a saving, as compared to a divided project where he would otherwise have used a separate design firm and a separate furnishings firm.

In great part, this is due to Parvin's ability to coordinate design and furnishings efforts, a job made immeasurably easier when both functions are performed under the same roof. The ability of the designer to arrive at solutions that may in part be predicated on delivery dates, for example, is a simple inter-office telephone call or quick personal visit away. Time, which is money, is thus saved, since false starts are eliminated and information can be imparted quickly.



Albert Parvin & Co.

ROBERTSON PLAZA • 120 NORTH ROBERTSON BLVD., LOS ANGELES, CALIF. 90048 • PHONE (213) 652-5760 • TELEX 674-084

PROPOSAL AND SALES AGREEMENT

Proposal No._____

DATE:

Page 1 of_____Pages

SOLD TO:

SHIP TO:

Undersigned Seller hereby sells and undersigned buyer hereby purchases, subject to the terms and conditions hereinafter set forth, the equipment described below (hereinafter referred to as Equipment).

QUANTITY AND DESCRIPTION	UNIT PRICE	TOTAL

In consideration of said purchase, Buyer agrees to pay Seller the sum of $_____, being the purchase price of said Equipment. Terms of payment,_____ down upon execution of this Agreement by Buyer. Balance._____

A service charge of 1% per month of any delinquent payments will be added to the balance outstanding. All prices are subject to applicable Federal, state and local taxes. **This Agreement is subject to all conditions, terms and provisions on the reverse side hereof.** All Addenda and Equipment Schedules, if any, attached hereto, are hereby made a part of this Agreement the same as if set forth in full on the face hereof.

ALBERT PARVIN & CO.

By:_____

Title:_____

APPROVED AND ACCEPTED FOR:

_____

By:_____

Title:_____

Date:_____

Once space plans and design proposals covered in the initial letter of agreement, and budget are accepted a formal Proposal and Sales Agreement is drawn up. The form, developed by Parvin, covers all factors. Conditions, installation agreement, and terms are outlined in detail on reverse side. This type of agreement leaves very little, if anything, to the imagination or to the memories of the parties. Prudent business people, according to Parvin, record their agreements for mutual protection.

ACCOUNT MANAGER MONITORS PROJECT THROUGH ALL STEPS

Once a composite letter of agreement, covering planning, design, and furnishing services has been drawn, the entire project is assigned to one of the account managers in either the contract or business furnishings divisions, depending on the nature of the project. It is his responsibility to get the ball rolling, monitor the project through all planning and design stages, and maintain close liaison with the client.

Survey of space, equipment needs

In a new installation, the account manager's first consultation usually is with the design director, and often the technical director, whose staff will analyze the space and survey the environmental requirements, plan and lay out the space for traffic flow and equipment placement. Basic furnishing and equipment needs will be analyzed, and the space plan then goes to the design staff for budget estimating and recommendations.

The budget conference typically involves the vice president for design, a design director, and the contract merchandise manager or coordinator. The space plan and the budget recommendations based upon it are then reviewed by the president for presentation to the client.

Presenting the budget

This presentation usually takes place at the client's offices, and involves the client, the account manager, and the senior designer, who will be responsible for executing the overall design. Usually the space plan and budget presentations are made during the same session—although, depending on the nature and complexity of the project, a separate space plan presentation and approval may precede the budget recommendation presentation.

Keeping designer time records

To initiate a design project, including preliminary work, the account manager uses a "Design Request & Time Record" form to request design services on the project and submits it to the design director. The design director or assistant, after reviewing the project letter of agreement, fills in the budget for maximum design hours to be expended. He then assigns the project to a project coordinator on the design staff.

The project coordinator is apprised of the budgeted hours and any other important information in the letter of agreement. He retains the original design request sheet in order to keep a permanent time record on the project.

Designers are required to keep an accurate daily record of their time on a standard "Design Time Sheet," which is submitted at the end of each month to the design supervisor. On Friday evening of every week, each designer is required to compile his weekly time spend on each project on another form, a "Weekly Project Time" slip. A separate slip is filled in for each project the designed has worked on, turning it in to the project coordinator at the end of each week. The system enables Parvin to keep a tight rein on excessive design time.

Design inhibited by time?

The system would appear to favor management's viewpoint concerning time expended by "Design." But does it interfere with designer creativity or adversely affect design personnel morale and attitude? Experience has proved that it does not, the company is quick to point out.

Parvin has a profit-sharing plan for all personnel and finds such a plan is an incentive to cutting excessive costs. Creative people respond to this incentive as readily as technical and business types.

Within the design department, both generalists and specialists are at work on any given project. The senior designer assigned to the project is responsible for overall design concept and furnishings and materials recommendations, but may tap the talents of a graphic specialist, renderer, detailer, and draftsmen on staff.

Finally, under the watchful eye of the project coordinator, all design elements are brought together and reported out to the account manager as being ready for the "moment of truth"—the design presentation to the client in Parvin's own offices.

Parvin staff works closely with suppliers to make sure clients get top quality furnishings and materials. Shemon Ben-Bassat (left), senior designer in business furnishings division discusses a project with Peter Lambert, rep for Laurel Line Products.

DESIGN REQUEST & TIME RECORD

Job. No. _____ Account Manager _____ Date _____

Client _____

Address _____

Contact _____ Title _____ Phone _____

Project name _____

Scope _____

Design Fee _____ Travel Allowance _____

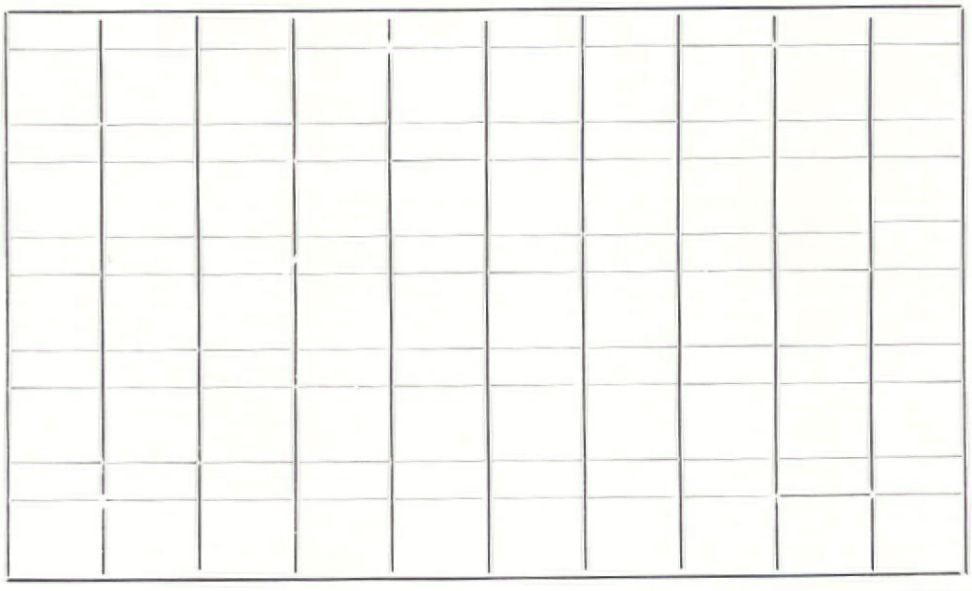
Approx. Sale _____ Approx. Installation Date _____

ASSIGNMENT

Project Coordinator _____ Maximum Design Time _____

Initial Presentation Date _____ Total Hours Expended _____

DESIGN HOURS EXPENDED PER WEEK



WEEKLY PROJECT TIME

Job No. _____ Designer: _____ Date: _____

Client: _____

Project Name. _____

Week ending: _____

Hours Expended _____

As soon as the contract is signed, a Design Request & Time Form (topmost) is submitted to the design director. Designers are required to keep an accurate daily record of their time on a standard Design Time Sheet. At the end of each week, a Weekly Project Time slip is submitted to the project coordinator.

PRESENTATIONS MODELED AFTER MADISON AVENUE

A typical Parvin design presentation is not unlike that of a Madison Avenue advertising agency, devised to favorably portray the concept and details of a major campaign.

Except in rare circumstances, it is staged on the Parvin premises—because it has (1) the requisite areas and accoutrements and (2) the availability of back-up help, if needed, from other members of the technical, design, and merchandising staffs.

It also assures the client's undivided attention and ability to concentrate by virtue of a singular demand of his time and mind—no telephone calls, no quick conferences, no other interruptions that inevitably occur when he is in his own office.

From sample boards to full-scale room mock-ups

The elaborateness of the presentation will depend, of course, on the size and complexity of the project. But for even the smallest, it usually involves full-color renderings, sample boards, detail drawings, and even actual samples of furnishings recommended. The presentation is usually made by the design director, or project coordinator, with the account manager as back-up. As required, other staff members may participate.

To aid both designers and clients in design visualization, Parvin has a 50 by 140-foot mock-up area in which as many as three complete hotel rooms, a hospital room, or an office setting may be completely created. The area has a system of movable partitions, so that exact room dimensions are duplicated.

What the actual mockup does for both the designer and the client is provide that all important see-it-as-it-is inspection that prevents the costliest of mistakes. "It is like anything else," comments Bishoff, "that you get too close to. You start not seeing things that are obvious to the objective observer. That is why the mockup is so important in certain types of installations, a hotel or motel, for example.

"It is far less costly to spot something that won't work in a mockup than it is to discover the fact after 200 rooms have been furnished."

The mockup often involves furnishings that are taken from stock, or even ordered specifically for it.

Once the mockup is setup, it is as good as the real thing, since it exactly duplicates the rooms to be installed and allows those involved to get a feel that normally is missing from plans or renderings.

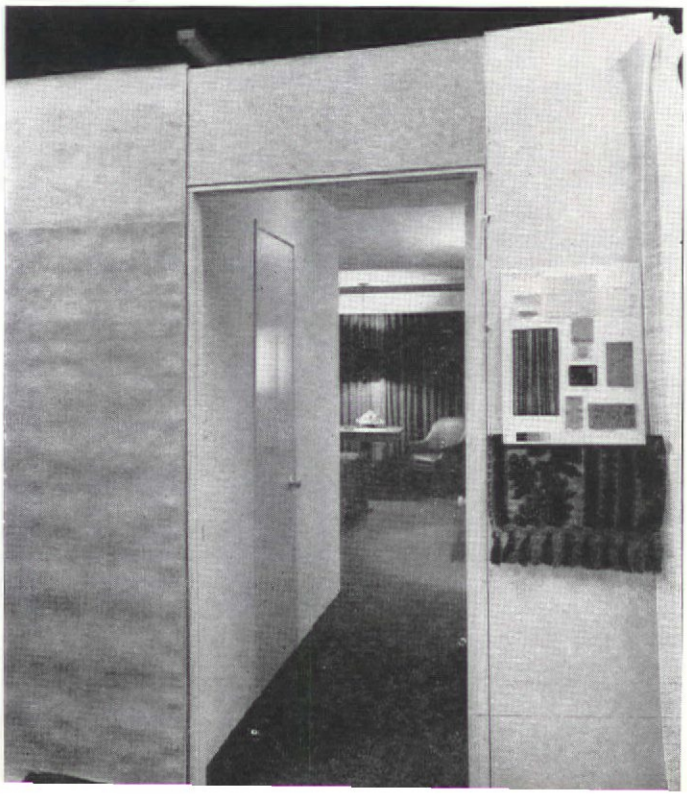
The trick mirror device

Bishoff elaborates on the reason for the firm adopting a Madison Avenue approach to presentations. He says: "It is no different than a sales presentation. A salesman can carefully describe in detail a concept or idea that is important to the sale, yet not make a dent, because the prospect may be concentrating his thoughts on a matter totally unrelated, due to a stimulus on his desk or wall. This, of course, is why it is so important for a salesman to keep asking questions of his prospect. Our offices provide no think-about-something-else triggers."

Another visual aid used frequently by the designers and occasionally in a client design presentation is a mirrored frame, which will project carpet patterns to infinity. By placing a 27 by 54-inch architectural sample of the carpet in the frame, the viewer can visualize the appearance of a carpet pattern over a large floor area. It is particularly useful, of course, in projecting the appearance of carpeting with strong contrasting designs, whose actual appearance in a large carpeted area could differ dramatically from the same carpet installed in a small space.

Usually, after a complete and well planned design presentation, the client approves the recommendations with few, if any, changes. Unquestionably, the professionalism with which a Parvin design presentation is staged accounts for this batting average.

Unique carpet visualization aid used by Parvin designers is mirrored frame that projects any pattern to infinity. Using the device is Larry Scott, carpet sales manager for trade sales division.



Final design presentation (above) is staged much like a Madison Avenue ad agency campaign presentation. At left, vice president for design Bill Yates looks on as design director Dick Miller, and account manager Gary Meyer make presentation to seated client.

Large mock-up area (left) with movable walls allows for creation of complete hotel rooms, hospital rooms, office interiors, for more complete visualization of finished job by designers and client alike.

CLOSE COORDINATION FROM START TO FINISH OF PROJECT

Once a project design has won client approval, the "Proposal and Sales Agreement" is executed. The project then moves to the contract merchandise department for implementation.

Coordinators in lieu of CPM

Working under the direction of the design department and the merchandise coordinators, staff members prepare lists of needed items with required delivery or installation dates, and contract secretaries write and issue the actual purchase orders. The carpet requirement list goes to the carpet department, which issues the purchase order to the mill and schedules delivery and installation.

The account manager continues to monitor the project, while maintaining close liaison with the client and other trades working on the project in order to make sure any non-Parvin aspects of the job are proceeding on schedule. Any changes are reported immediately to the merchandise coordinator and the carpet department manager, who are in charge of expediting deliveries to the project site.

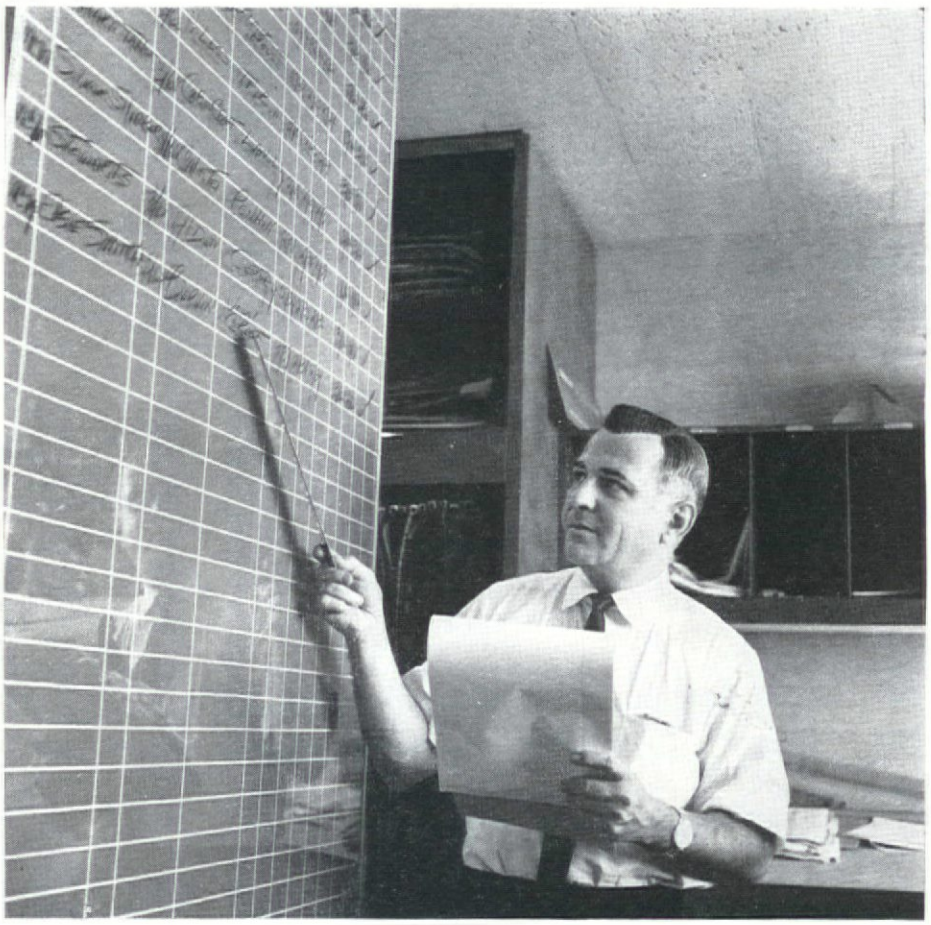
Parvin does not use a formalized Critical Path Method (CPM) scheduling technique, depending, instead, on the close coordination of the account manager with the merchandise coordinator and contract secretaries expediting the project for on-time delivery and installation. This is vital because, for the most part, all merchandise is drop-shipped directly from the source to the job site.

Monday night meetings—a must

A vital key to project control through all planning, design, furnishing and installation stages is the weekly staff meeting held on Monday nights. At these sessions, headed by the president, all jobs are reviewed by the vice president for design, the design directors, the merchandise division coordinators, the sales promotion director, and the carpet department manager.

Any problems or delays on specific projects are aired at these meetings and corrective action, if needed, is instituted. The Monday evening time was selected because of the usual availability of most required participants on that evening. Attendance by each department head or a well-briefed stand-in is mandatory.

Close coordination of all aspects of the job is important key to Parvin success in contract. Here, carpet department manager Ben Freedman checks on installation deadlines.



SUPPLIERS SELL TO PARVIN VIA OPEN DOOR POLICY

For its many contract installations and trade sales transactions, Parvin buys millions of dollars worth of furniture, furnishings, carpet, wallcoverings, flooring materials, lighting fixtures and lamps, and accessories every year. All potential suppliers are evaluated carefully and impartially. There is no "second way" to sell a product or service to Parvin.

Lending library of resources

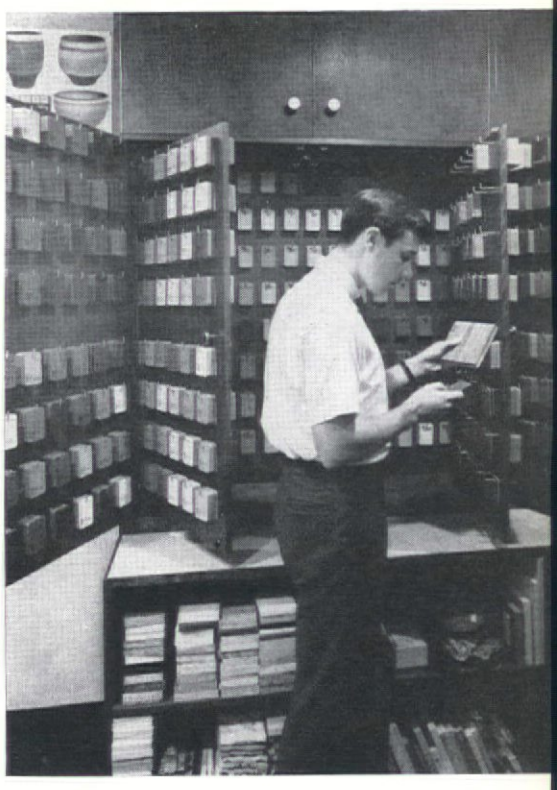
Of course, the right people in the organization must be aware of a product to have it considered, but this is readily accomplished by the alert supplier who wants to sell to Parvin.

The company's complete resource library is a good starting place. Here, under the direction of Hermann Reinecke, are maintained thousands of samples, brochures, catalogs, trade publications, and other reference materials for use by the designers and merchandiser.

On receipt of a new item, Reinecke and his staff carefully catalog it, and it becomes available to the design and sales staff. As in a regular lending library, all samples, literature, publications are "checked out" to the individual who is responsible for its on-time return. Interesting new products and materials often are spotlighted on a special display table in the library.

Too often in most "libraries," no effort is made to eliminate swatches and samples of lines that no longer are available to those who need them. In consequence, shelves are piled with useless dust-collectors that provide unending clutter and confusion, as well as lost time and money resulting

(continued)



Designer Fred Dorner examines plastic laminate and wall paneling samples, in a special section of the resource library.

Thousands of product samples, catalogs, literature are carefully cataloged in complete Parvin resource library, managed by Herman Reinecke.

NO SECRET WAY TO SELL PARVIN

from selections of material that no longer can be had from suppliers.

Typically, a designer may laboriously search through samples, make a selection that is suitable for his purposes, and then contact the supplier to find out that it has been discontinued. He then must begin the process again.

When calculated in terms of designer hours wasted, the end result is higher fees to clients and a less competitive position. This is never the case at Parvin, where a full-time librarian, according to Parvin management, more than pays for himself in the efficiency that results from such efforts.

Special carpet library

The contract carpet department maintains a similar and separate library of samples. The products of more than 25 carpet mills are on display and available to designers, salesmen, and trade customers.

Items that are discontinued are removed from the library to keep it clean, up-to-date, and uncluttered—a not uncommon problem in many designer carpet sample rooms that leads to confusion and inaccuracies and loss of valuable time.

Parvin deeply feels it has a responsibility to clients in keeping aware of all new products and materials. "The more we know about what's available, and from whom, the better our design and furnishings recommendations will be," states Bischoff.

For interior architectural products, such as baffles, special partitions, custom cabinetwork, the senior designer assigned to a particular project has a strong product-recommending influence, of course. When a designer wants more information on a product or service than is available in the resource library, he will call on the local representative for more details, rather than use the library services. And, notes Bischoff, the company prefers to do business with firms that have local representation, because of the service factor.

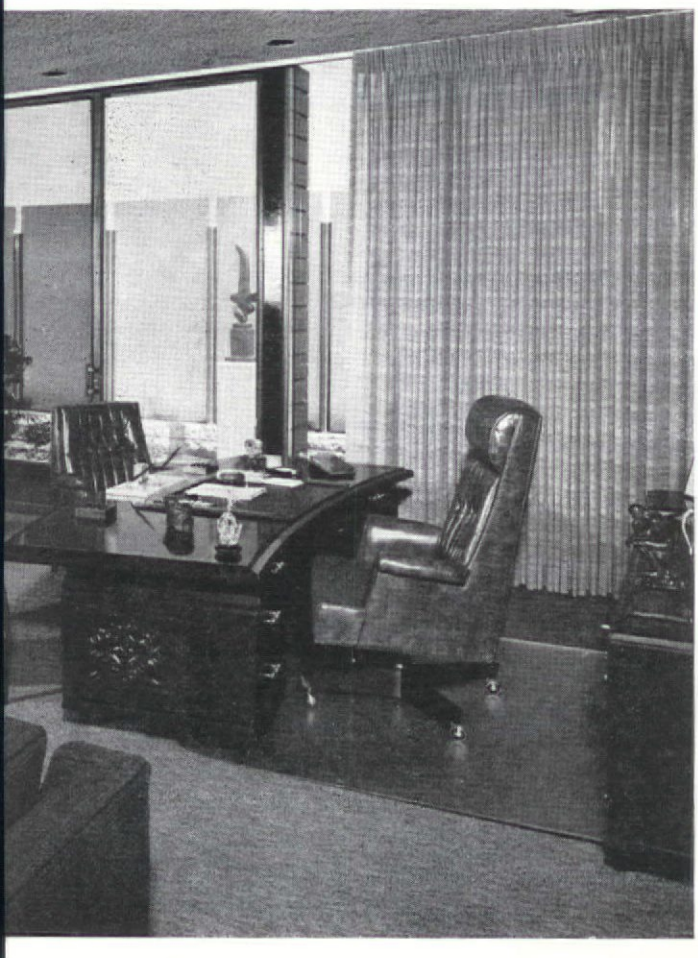
"Open door" trade sales policy

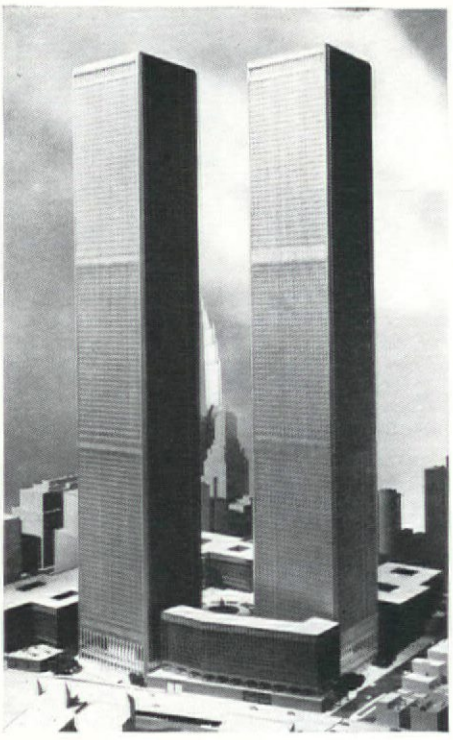
For trade sales through Parvin to designers, decorators, and retailers, the trade sales division manager and buyers make decisions on merchandise to be exhibited in the showroom. An accessories buyer is also part of this staff, and as with the designer source library, an "open door" policy toward prospective suppliers is maintained.

All Parvin buying decisions, for both "designed-in" and trade sales, are made on the usual criteria: quality, price, service, integrity, and responsibility of the manufacturer, and factors such as a history of stability. Potential suppliers for major projects are also rated on the basis of their past performances in the areas of delivery as promised, quality, back-up of their merchandise, with adequate warrantees and make-good policies.

Obviously, Parvin is reluctant to leave important matters to chance. It can't, considering that the roots of its success are watered, fed, and nurtured in the fertile soil of an economy that requires professional performance to keep moving ahead. **(C)**

Although much of its work is in the hotel and restaurant fields, Parvin is actively involved in all other commercial/institutional installations, most in traditional vein. A few recent projects include: Executive office for Price Pfister Brass, Pacoima, Calif. (above); Century House Restaurant, Century City, Los Angeles (upper right); Petite Suite at The Sands Hotel, Las Vegas (center right); Roof-top dining/cocktail lounge and a typical guestroom at the Beverly Hillcrest Hotel, Beverly Hills, Calif. (lower right, left).





WORLD TRADE CENTER AUDITIONS OFFICE LANDSCAPE

WILL OFFICE LANDSCAPING WORK WELL ENOUGH FOR A DIVISION OF THE NEW YORK PORT AUTHORITY IN THE NEXT YEAR, SO THAT IT WILL BE ADOPTED FOR NEW HEADQUARTER OFFICES IN THE TWIN-TOWER, 110-STORY BUILDINGS NOW UNDER CONSTRUCTION?

This article is the first of a series being developed by CONTRACT Magazine on the World Trade Center, with its twin 110-story towers that will soar some 1,350 feet above a spacious plaza of almost five acres. This behemoth of a complex will provide approximately 10 million square feet of rentable space, will accommodate various governmental agencies, services, and exhibit areas. Of that amount of space, 4 million square feet will be available for rental to business and industries engaged in foreign trade. The balance is earmarked for state, federal, and foreign governmental agencies. The towers will be the tallest buildings in the world, and part of a complex of buildings that will include four low-rise Plaza buildings, an enlarged custom house, two multi-level structures for trade exhibits and a hotel for on-the-spot convenience of participants. Future articles will deal with preplanning of space as much as two years before move-in dates, and installations when the buildings are complete and occupied.

While the controversy rages on just how badly the World Trade Center buildings will effect TV reception for metropolitan New Yorkers, an experimental office landscape is undergoing testing for possible application in one of the twin-tower, 110-story buildings scheduled for completion in late 1969.

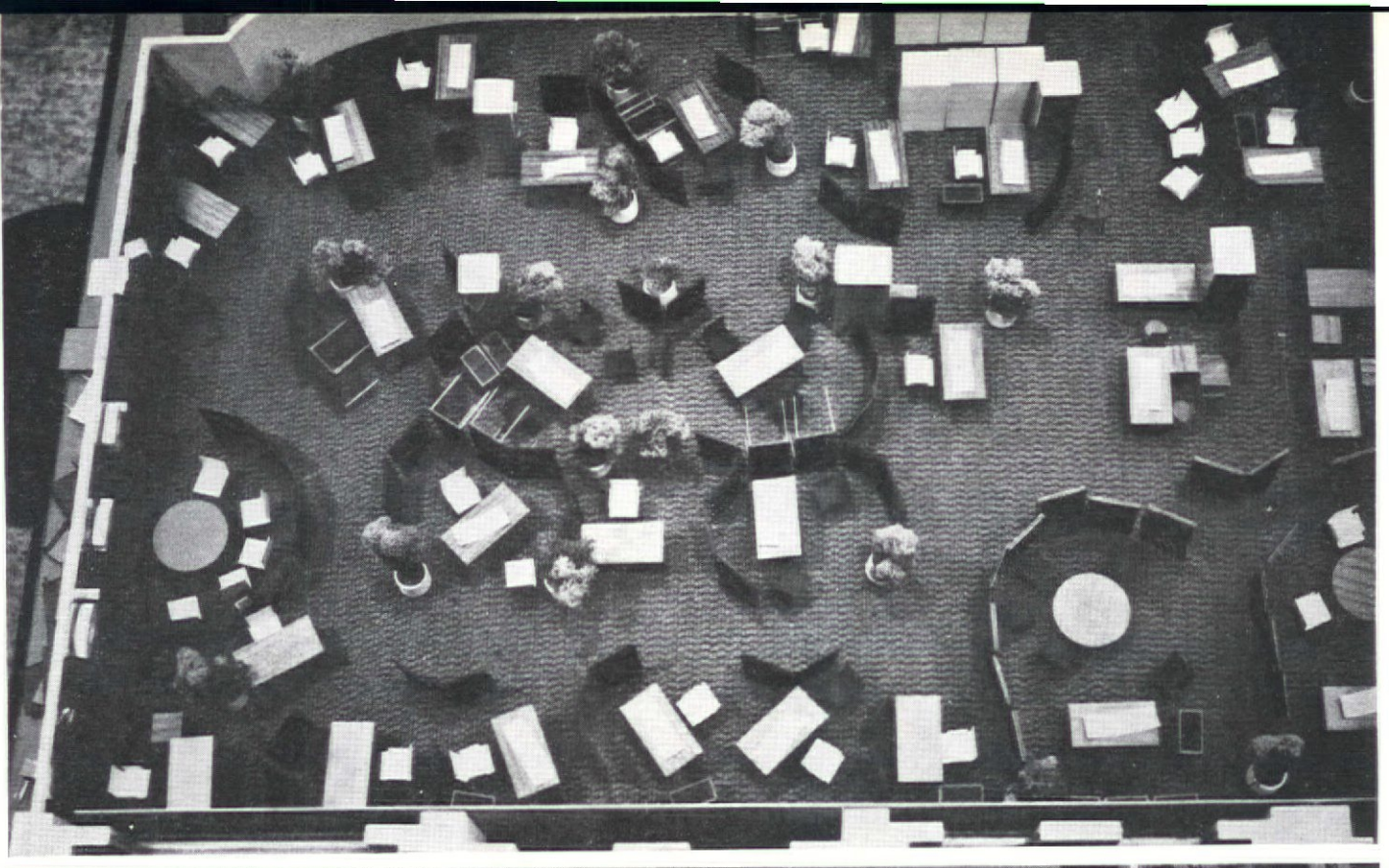
Not to be outdone by such big names as DuPont, Olivetti, and Kodak, to mention only three, the New York Port Authority has developed its own experimental office landscape to evaluate whether the concept will work well for PA personnel in the new headquarters building of the organization now under construction.

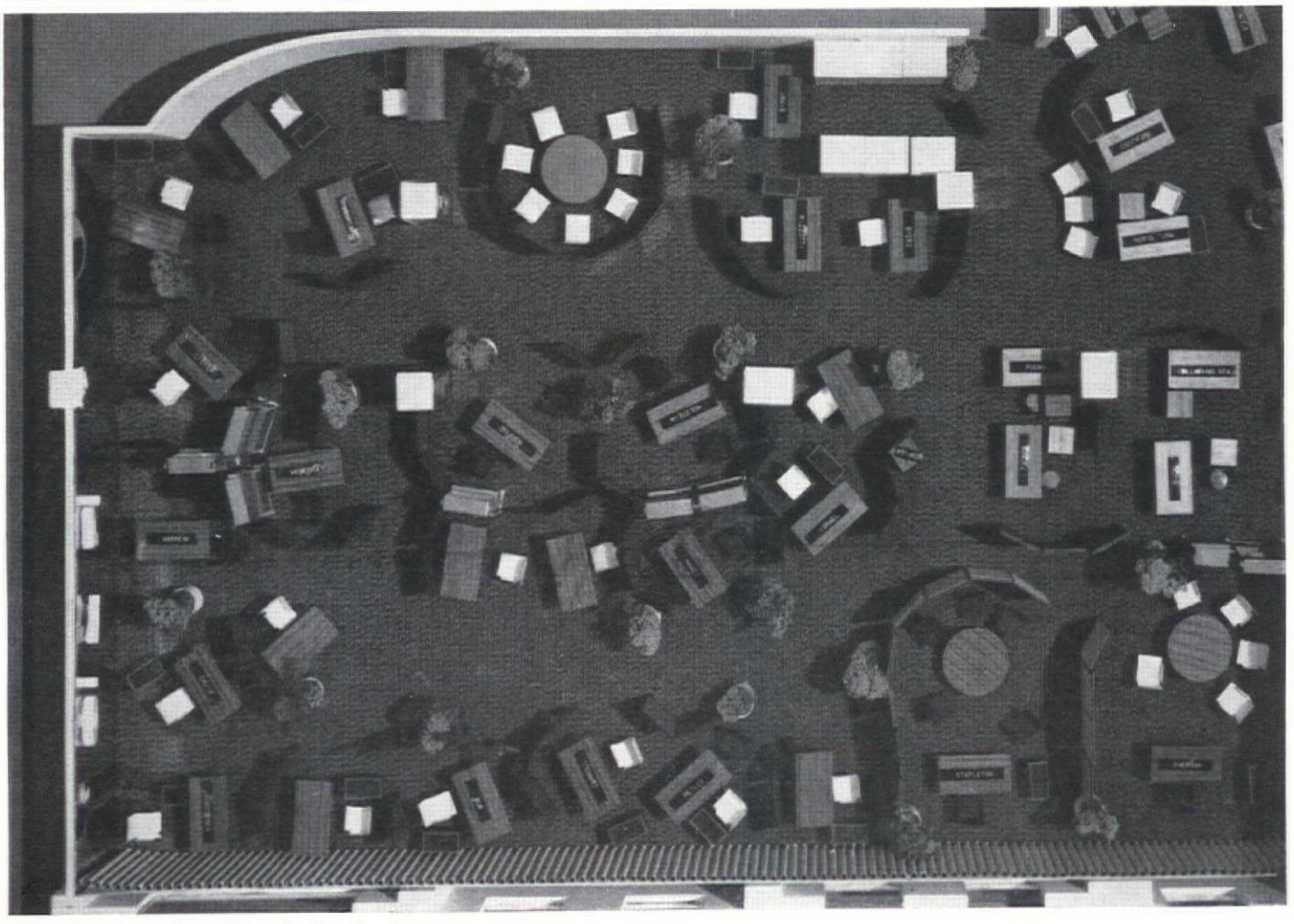
Upon completion of the first tower, Port Authority will move into its own building as a tenant, will occupy 670,000 square feet of space in what will be one of New York's most prestigious (taller than the Empire State) office buildings. William B. Warren, Organization and Procedures Department, who has worked closely with A. Gordon Lorimer, chief architect, both of the Port Authority, says: "We are seeking to find out what the best technological move for the Port Authority will be. Back in February, 1966, Dieter Jaeger, partner in the Quickborner Team for Planning & Organization, came to the United States from Hamburg, Germany, to attend a meeting on organization planning for our offices in the then projected World Trade Center. Together with key management people from the Port Authority, we discussed research that Quickborner had done on the problems of the organization of offices and the solutions that their company had come up with."

Entire concept outlined

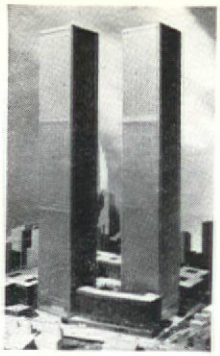
Warren recalls one of the points made at the meeting: "Proper organization of an office is hindered by four walls," Jaeger told the group. He went on to outline the entire office landscaping concept from initial surveys and studies of communications to use of the computer in determining the heaviest lines of inter- and intra-company communications. As a result of that initial presentation, Warren arranged for a presentation to be made to executives in the Port Authority, who occupied key positions at upper management levels.

"They were sufficiently interested in this revolutionary concept to ask Gordon Lorimer and myself to undertake a comprehensive study," says



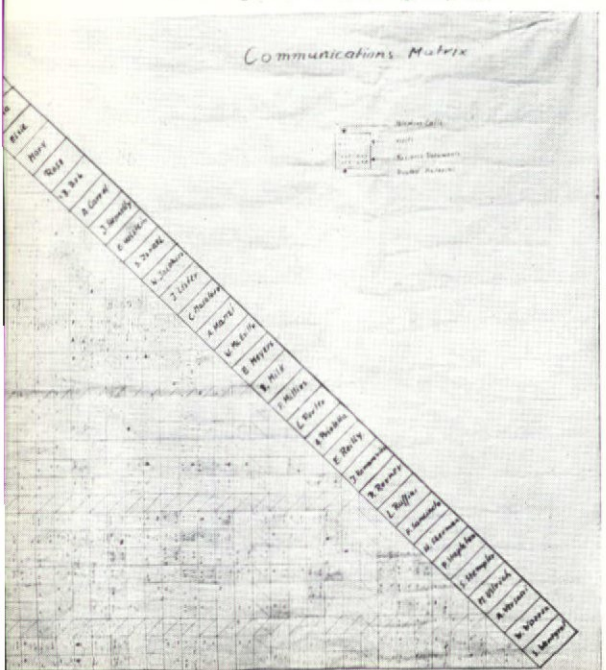


Two of early scale models of office landscape for New York Port Authority Organization and Procedures Department illustrate flexibility inherent in the system, with changes most clearly seen in positioning of conference areas. Screening in the complete installation will parallel usage as illustrated here, since screens had not arrived when actual photographs of the installations were taken, thus providing views that will not exist when the office landscape is complete in every detail.



Top loading file and simple furniture typify furnishings selected for this office landscape, reducing paper storage to minimum by routing dead storage to special filing section of floor, opposite page.

A Gordon Lorimer, chief architect, left, watches William Warren shift a screen in scale model. Below, photo of communication matrix programmed into computer to aid designers in making layout.



U. S., FRENCH STRIKES DELAY COMPLETION

Warren, both of whom subsequently went to Europe to examine 10 office landscape installations, mostly in Germany and in England. "We came back most enthusiastic about what we had seen. At the time, I thought the office landscape had great value, but I had some reservations until I came back and thought about it. Lorimer and I then came to the conclusion that it should be more closely examined, and we proposed a test installation for possible application not only in the World Trade Center, but for other of our offices, as well."

Warren and Lorimer received authorization for the test in late 1967 and began working with the Quickborner Team, retaining that organization only as "argumentative consultants." Warren makes the point that they chose that course because they felt strongly that the concept would have to be adapted to fit the United States cultural pattern.

"We sensed that without going back to rigid offices," says Warren, "we could use screening and an open floor layout. Then we came up with an idea for a prototype screen that would have its own raceways for electrical and telephone outlets built right into it."

Test site is undersize

As seems to be the case with too many experimental office landscapes, the test site is in an area about half the size recommended by Quickborner as the minimum—5,700 square feet. Furthermore, it was not open in the fullest sense, since existing columns of the Port Authority Building are located throughout and carry needed electrical and telephone services. This last factor aided in the decision to run partitions off the columns and have them carry the raceways.

Having decided to go ahead with the office landscape experiment, Warren and Lorimer next sought a department willing to serve as a guinea pig. The plan is to have them work in the new environment for one year.

Warren's own department, Organization & Procedures, turned out to be the ideal one to make the test, since it has five professionals for every clerical, plus several senior management personnel.

It is interesting to note that as this is written, two weeks after the installation was ready for occupancy, but before the final furniture and partitions were received, one of the key executives has indicated his preference not to have partitions at all when they arrive. Apparently, the initial exposure to everyone else, with only a live plant here and there providing the scant elements of privacy, has affected no one adversely—so far—and it will be interesting to see whether that executive ultimately does develop a desire or need for the screening. Much of it he is going to get anyway, since the screening works two ways, for employees on both sides of the screens. His secretary or another executive who is not as indifferent to lack of privacy could develop withdrawal symptoms or another equally perverse office disease.

Survey of employees before and after

Warren explains that a team was developed consisting of Jaeger, Lorimer, and Larry Zeitlin, an industrial psychologist, to investigate reaction to existing offices, to ascertain work habits, and to establish the information

Photos: Bill Rothschild

Critical Path Method network used in planning and implementing World Trade Center office landscape shows three unforeseen hangups; strike of the French populace, telephone strike, and strike of one of the principal suppliers, which threw completion schedules off.

needed relative to communications so that it could be programmed into a computer. A survey questionnaire, excerpts of which are illustrated in this article, was developed and answered by the department members. It will be resubmitted to the same personnel in six months to see how they have fared—or, at least, how they *think* they have fared—in an office landscape.

The actual planning of the landscape started with a critical path method (CPM) network to determine what had to be done. Here are some of the tasks outlined on the chart: distribute data forms, conduct interviews on equipment; take inventory of common use items; analyze data; determine furniture and filing systems to be needed; set work-stations, types, space needs, and zones. Concurrent with those steps, the CPM showed dates for decisions on window treatments, basic color schemes, hardware, floor and ceiling treatment decisions, plus floor coverings, acoustical, and panel specifications. Also, meetings with telephone company representatives, purchasing activities, contract negotiations, mover decisions, and so forth, for every last thing that would be needed in the landscape.

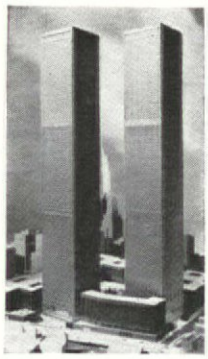
Unfortunately, the dates were somewhat fouled up by a strike at Art Metal Co., one of the principal furniture suppliers, a national telephone strike, and the general strike in France. Yes, you are reading correctly—the general strike in France. Special flocked wallcoverings that absorb sound were ordered from France and subsequently held up by 20 million recalcitrant Frenchmen more interested in castigating DeGaulle than worrying about international business commitments.

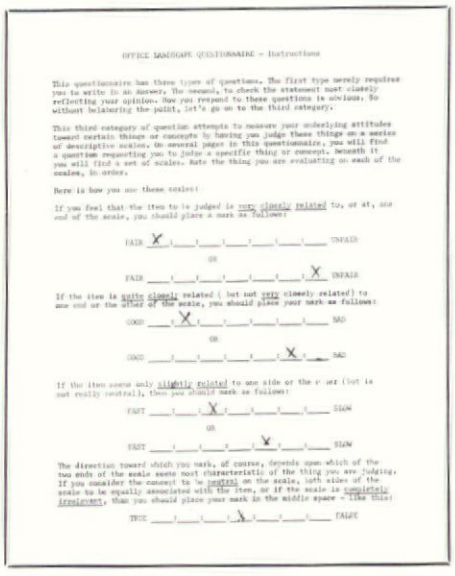
Communication matrix developed

The initial setup was for 41 work-stations, including executive areas, employee lounge, two conference areas, and a central file area. Space for one senior and one upper-middle management man and a reception area also were planned. Work for development of a communication matrix proceeded along the lines set forth by Quickborner, with determination of work load distribution, telephone calls in and out, other inside communications, and interior and exterior movement of personnel. An inventory of records also was taken to determine what could be kept and what thrown out.

From this information, the team developed a working relationship plan, and a scale model with movable parts was developed by Warren and Lorimer at one-half-inch scale. They laid out a total of 10 arrangements before freezing the layout, lest the project be unduly delayed. After each layout was complete, a photo was taken of it and then it was wiped out for a new start.

Somewhere in the planning, word arrived that eight more people were to be included in the layout. This was done in a few hours, according to





OFFICE LANDSCAPE QUESTIONNAIRE - Instructions

This questionnaire has three types of questions. The first type merely requires you to write in an answer. The second, to check the statement most closely reflecting your opinion. How you respond to these questions is obvious. So without belaboring the point, let's go on to the third category.

This third category of question attempts to measure your underlying attitudes toward certain things or concepts by having you judge these things on a series of descriptive scales. On several pages in this questionnaire, you will find a question requesting you to judge a specific thing or concept. Beneath it you will find a set of scales. Rate the thing you are evaluating on each of the scales, in order.

Here is how you use these scales:

If you feel that the item to be judged is very closely related to, or at, one end of the scale, you should place a mark as follows:

FAIR X : : : : : UNFAIR

OR

FAIR : : : : : X UNFAIR

If the item is quite closely related (but not very closely related) to one end or the other of the scale, you should place your mark as follows:

GOOD : X : : : : BAD

OR

GOOD : : : : X : BAD

If the item seems only slightly related to one side or the other (but is not really neutral), then you SHOULD mark as follows:

FAST : : X : : : SLOW

OR

FAST : : : X : : SLOW

The direction toward which you mark, of course, depends upon which of the two ends of the scale seems most characteristic of the thing you are judging. If you consider the concept to be neutral on the scale, both sides of the scale to be equally associated with the item, or if the scale is completely irrelevant, then you should place your mark in the middle space - like this:

TRUE : : X : : : FALSE

10. Rate your current job on the following scales:

ACTIVE : : : : : : PASSIVE

PRIVATE : : : : : : PUBLIC

WEAK : : : : : : STRONG

PROGRESSIVE : : : : : : CONSERVATIVE

COLD : : : : : : HOT

ATTRACTIVE : : : : : : UNATTRACTIVE

TENSE : : : : : : RELAXED

PLEASANT : : : : : : UNPLEASANT

FAST : : : : : : SLOW

USELESS : : : : : : USEFUL

COMFORTABLE : : : : : : UNCOMFORTABLE

FRIENDLY : : : : : : HOSTILE

ADEQUATE : : : : : : INADEQUATE

SATISFYING : : : : : : SATISFYING

Two typical pages of questionnaire submitted to employees of Organization and Procedures Department prior to planning open layout.

SMALL SCALE MOCK-UP VITAL TO PLANNING

Warren, simply by modifying the mockup. "We once did three layouts in four hours and then recorded them with the camera," says Warren. "By blowing up the latest picture, we could make changes on an overlay and incorporate them into the model, if they looked like they would work."

Mock-up simulates reality to scale

All the while, the nitty-gritty details of what was going into the landscape were being worked out—colors, materials, furniture, modifications—in supplier conferences. Two levels of screens were decided upon, a 68-inch one and a lower 52-inch screen. Diagrams of what was needed were made with manufacturers, who then came back with proposals. Orders were placed after details were nailed down.

An unusual innovation worked out by Lorimer was the placing of a plastic grid over the mock-up and the use of a special instrument that he developed, which he positioned through the grid to be able to see the installation as it would look in human scale. The instrument uses mirrors to go through 22 levels of reduction, with the plastic grid providing an exact illusion of grid lighting. Lorimer, by rotating the instrument, could see exactly what he would see from that position in the actual installation. Necessary shifts in screens and planters were thus made in the mock-up, saving countless hours of time later on, when the actual installation was made.

The space in the World Trade Center will be 60 feet by 208 feet on both sides of a core, without load bearing columns as in the test site. The test site columns, which carry needed electrical and telephone cables, are faced with large numerals to help identify locations instantly. This was a case of making lemonade out of a lemon, for by focusing attention the columns with white letters on black or gold backgrounds, a handicap becomes an advantage.

Acoustics problem developed

Special baffles were designed for ceiling areas that would sort of conceal the sprinklers, permit lighting fixtures to provide adequate light, and muffle sound transmission. "We may have over quieted," says Warren, pointing out a failing that apparently pervades most office landscapes, "but this is a problem that we can solve."

The office furniture, it is claimed, even with developmental costs figured in, will cost considerably less than traditional office furniture. There are standard elements, such as side chairs, which are stackable and light, for good reason. When department meetings are held, everyone simply picks up a light side chair and takes it to the meeting. Everyone, thus, is accommodated, without having to set up a special seating arrangement.

Two big wardrobes on wheels, when they arrive, will be used as room dividers, which can be moved aside to permit a large number of people to gather in one place. One unit has a magnetic blackboard on the back, and the other has a movie screen.

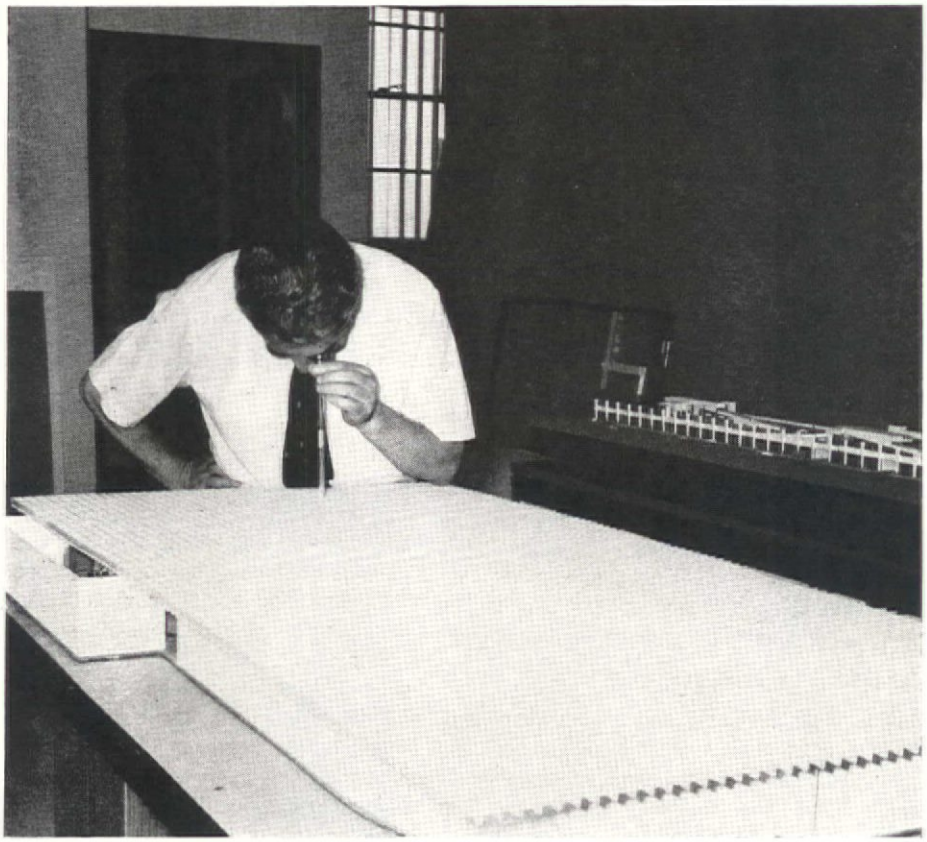
Other interesting furnishing developments include a high density foam backed carpet made by Commercial Carpet Corp., in which channels can be cut so that wires can be laid in them without disturbing the surface of the carpet or the appearance. The carpeting is 70 percent acrylic and 30 percent nylon to reduce static electricity buildups. Another section of the carpet incorporates Brunsmet stainless steel fiber and both carpets will be tested against the other to see which conducts static electricity buildup to the ground better.

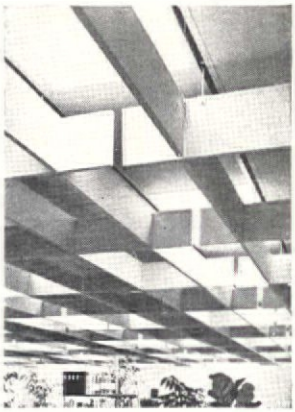
The hallway uses gray Heugafelt squares, ostensibly to test the manufacturer's claim that high traffic areas that show signs of wear are simply switched, square for square, with nonworn in light traffic parts of the corridor. Since the test will last only one year, the amount of wear to be measured, if indeed it is measurable, will be negligible. The question probably is: "Will the squares stay in place?"

The success of the office landscape at the Port Authority will be measured about one year from now, when executives take pencil in hand, calculate the plusses and minuses, and decide on whether or not to go the office landscape route in the new World Trade Center. **(C)**

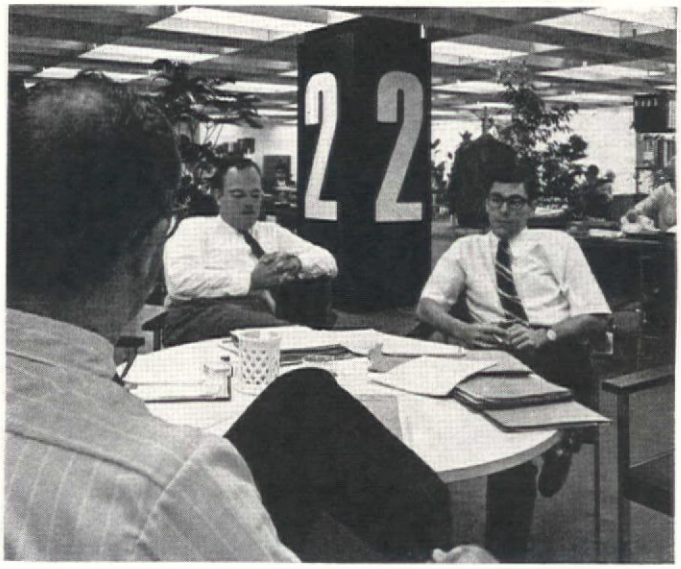
SCHEDULE OF SUPPLIERS

Carpeting: Lobby—**Heugafelt**; Offices—**Commercial Carpet Corp.** Furniture: **Art Metal Uniline Yawman & Erbe.** Chairs, conference desks: **Harter.** File cabinets: **Art Metal.** Planters: **Conklin, Everett.** Machine tables: **Art Metal.** Panels: **Roger Carroll,** staff architect. Walls. **Flotex.** Ceramic accessories: **Rose Kuritz.** Stack chairs: **General Fireproofing.**





Lorimer uses special device he created which reduces view inside landscape model to actual scale to enable accurate screen and furniture shifts before final installation. Ceiling baffles, top right, were designed to keep a decibel level at about 50 for proper acoustics, but adjustments are being made. Pillar, lower right, is masked with pop art number that serves as location finder for guests.



Deputy administrator's office, above left, incorporates a desk and chair grouping and a conference area. Screens will be positioned between planters to provide necessary privacy. An actual conference is shown taking place at left. In another section of the office landscape (above), another meeting is held without screens, which are designed to carry raceways and wires from pillars to walls.

. . . AND A MODIFIED OFFICE LANDSCAPE FOR A 30-STORY TOWER

General offices of Owens-Corning Fiberglas Corp., Toledo, Ohio, will use a modified open plan concept in the new building scheduled for completion in 1969.

A "unique office landscape concept" for its general offices in Toledo's new 30-story Fiberglas Tower, scheduled for completion early next year, has been announced by Owens-Corning Fiberglas Corp. The company is the first in America to modify the concept and adapt an open plan on such a broad scale.

Knoll Associates, interior design and planning division, modified the well-publicized Quickborner Team concept in an attempt to maintain the privacy usually associated with partitioned offices, while obtaining the freedom and flow of communications claimed for the open area or "bullpen" layout, according to Owens-Corning.

Designer Conrad Samka of Knoll adapted an open plan concept by compromising between partitioned and open area work space. He says, "When Owens-Corning employees move to their new offices early in 1969, they will not find the 'cell-block' appearance of office cubicles and long corridors. Neither will they experience the exposed feeling associated with the 'rank and file' arrangement often found in open area plans. What they will find will be the best of both."

Mental lift expected

Seated at their desks, administrators and staff members will be shielded from view by decorative and functional Fiberglas screens and living plants, about 52 inches high, and their conversations are expected to be muffled in a low hum of activity throughout the floor.

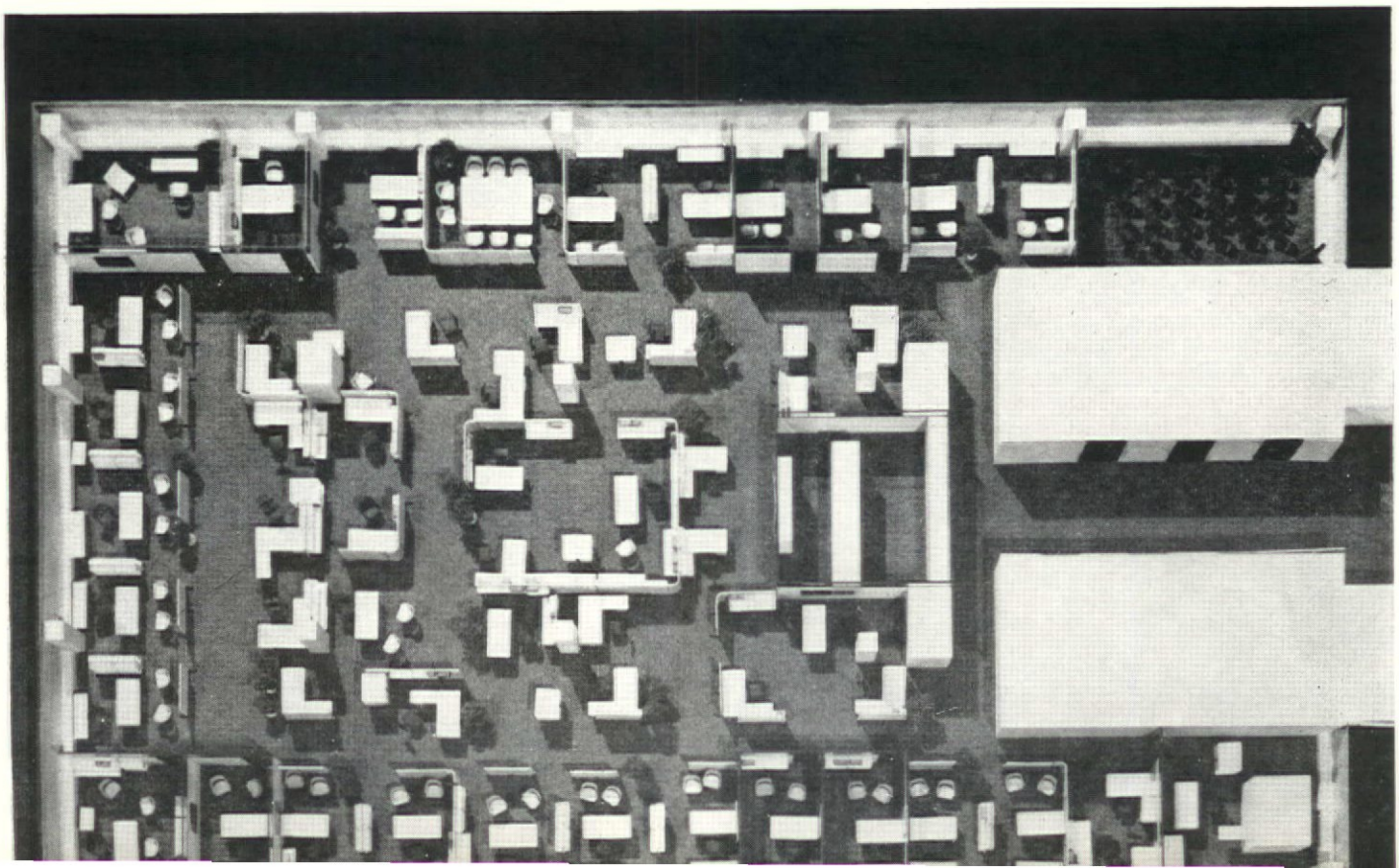
"But when they stand up or move around the floor," continues Zamka, "employees will experience the mental lift provided by their being able to look across an open expanse to see the view of the city beyond the Tower's glass curtain-wall." Just how much of a "lift" employees will experience from viewing Toledo is questionable, but from 30 stories up, perhaps Detroit may come into view.

Continually varying requirements

Ralph Patrarca, manager of administrative services for Owens-Corning and chairman of the company's Fiberglas Tower committee, says that the concept was chosen because it is utilitarian and economical, in view of the company's continually varying office requirements, yet it will provide pleasant and comfortable surroundings for office employees.

Zamka thinks that Owens-Corning's office landscape will be the bench mark of future office design. "The bullpen is all right for offices with fixed and mechanical office routines," he says, "but where discussion is coupled with a need for creative thinking, the bullpen is too exposed, too austere, and too distracting. And the standard partitioned layout confines people and their ideas."

Management of the company expects the need of an employee adjustment period to the open layout. It is projecting a "fair trial" of six months, after which it expects an aversion to the old "cubicles and corridors." **(C)**



Robert Propst, design director for Herman Miller, Inc., calls for entirely new approach to office design, with Action Office II, the hardware that makes it possible.

office functions redefined by designer

An executive needs a place to write. He generally writes when he is sitting. Therefore, a desk should be 29 inches high.

Not so, according to Robert Propst, designer, philosopher, and Director of Research for Herman Miller, Inc., who is quick to point out that the executive may prefer to stand when he writes, that he may use the desk as a device to establish distance between the person he is talking to, that height may not be important, that a desk at standup height may be more convenient for fast conferences that do not call for the formal procedure of having people sit down, and that it all depends on what his function is in the first place.

That is a cursory description of some of the thinking that has gone into Action Office II, an evolutionary development of Herman Miller's Action Office I, one of the first radical departures from stereotyped thinking about what an office is or should be. Propst has opened a world of innovations in office design by thoroughly analyzing the functions of the office and restructuring it to more accurately fit the needs and practices of office inhabitants as they actually exist, rather than the age-old misconceptions of what people think exists.

Utility through function

There is an inherent flexibility in Action Office II that permits a wide variety of shelves, desks, filing units —wall-hung or free-standing—to be incorporated into an office, either with walls or on partitions, depending upon the exact function and need of the individual for whom the office is being designed. All of the multitudinous elements needed to provide utility through function can be put together by a designer to create a truly efficient office. That is the nub of what Action Office II is all about.

To talk about this revolutionary—really evolutionary—concept, is in effect to review and talk about Propst's new book *The Office—A Facility Based on Change.** Hugh DePree, president of Herman Miller, describes the entire concept as ". . . the excitement and the thrill of studying, thinking about, and understanding the unusual ideas, and concepts which have been arrived at and translated into hardware. . . ."

This hardware is, simply, a wide number of components that can be installed in modules to effectuate designs that meet the needs of functional change and changing function.

Human performance is studied

The concept is more complex. It analyzes the office in terms of the human performer, in terms of it being a place to think, a place for transacting abstractions, a display and recall place, a work generating station, a place to exchange ideas, a place to establish rank, a place to sort function, a place to evaluate needs, a place to assign priorities. In effect, a complex place in which numerous functions occur and which, to date, has been designed in the traditional mode established for the clerk a century ago.

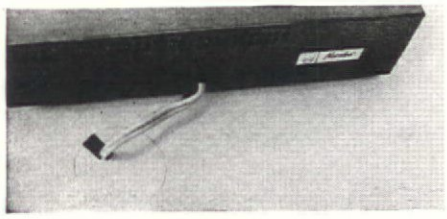
Propst's concept boldly assails traditional thinking and introduces such new ideas as: enclosure and access, use of vertical space, variety of work stations within the same office, and conversation and conference controls, to mention a few. Relative to enclosure and access, he rethinks the classical human search for environmental support, that is, that four walls an office make. There are psychological forces that influence the human being in his office environment. For example, humans are uncomfortable in open space without a back-up element. In its most elemental reasoning, a back-up element provides the human being with a personal reference point, according to Propst, which permits him to either face the world and invite involvement or turn away from it, thus rejecting or limiting involvement. This is also a throw-back to caveman days, when not paying attention to what was behind you was tantamount to inviting yourself to become a tasty tidbit for a passing Brontosaurus (office pyramid climber).

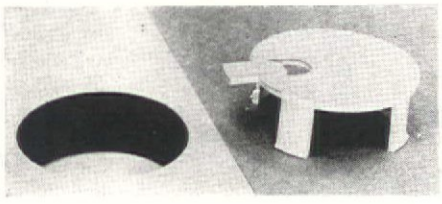
Lends itself to office landscaping

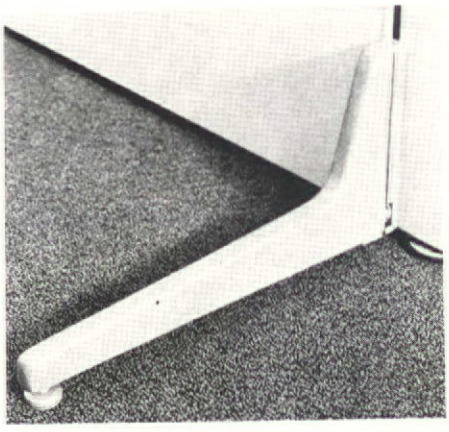
Propst explores the psychological implications of more elaborate enclosures, including four-sided, that is

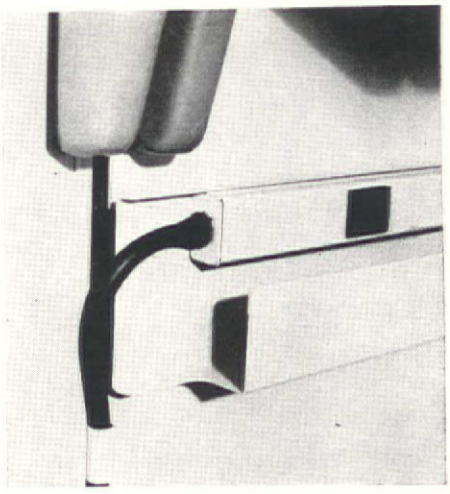
**The Office — A Facility Based on Change*, by Robert Propst, is available from The Business Press, Elmhurst, Ill., at $8.00 per single copy.

Action Office II can be an Office Landscape or a conventional four-walled office or anything inbetween, depending upon how the designer decides to meet the needs of each office occupant with specially designed office components.









Off the floor and in the partitions, above left, wiring is concealed, or at least directed to concealed areas, with use of unique cut-out inserts, lower photo above left, which minimize the gap. Above center, one of two side supporting legs on partition provides stability, no matter how many components are hung or how heavy. Close up of wiring detail, above, shows raceway built into partition and trough for holding wiring off the floor and away from probing feet. Working office at left shows a communication center, off-the-floor telephone wires, and wall hung shelves, utility shelf, desk, and file, in a typical Action Office II arrangement. Any variation in position or components can change the design to conform to the needs of the occupant of the space.

adapts to offices with or without walls

bad because it isolates the human being, who must have involvement.

Relative to vertical functions of space, Propst calls for fuller utilization of wall or partition areas, with vertical desks, where desired, better use of vertical storage areas, and use of vertical areas for information retrieval.

The Action Office II concept appears to be an ideal solution to the needs of Office Landscaping, apparently lending itself superbly to this type of system because of its simplicity of function and form. It is so flexible, however, that it likewise lends itself to an enclosed area concept, without negating its utility in open planning.

Facility that thrives on change

In effect, while Office Landscape proponents argue that four walls do not an office make, neither do partitions in any number. Hardware components that facilitate office function really make an office, whether it be open plan or closed. It is precisely here that Action Office II fulfills the function of meeting the change of the facility that thrives on change, the office.

It is CONTRACT Magazine's position that there is much worth watching and evaluating in the Office Landscape concept, despite protests by American designers in good number that the concept is nothing new. And that whatever growth does occur in the Office Landscape scheme of things, American tastes and requirements will bring about modifications to meet the needs of this market. In effect, there will be movement away from the stark simplicity of the German design to one that incorporates more comfort. The latter may have its origin in furniture design, with more plush offerings, and in modifications of screening and wall arrangements in the open office plan.

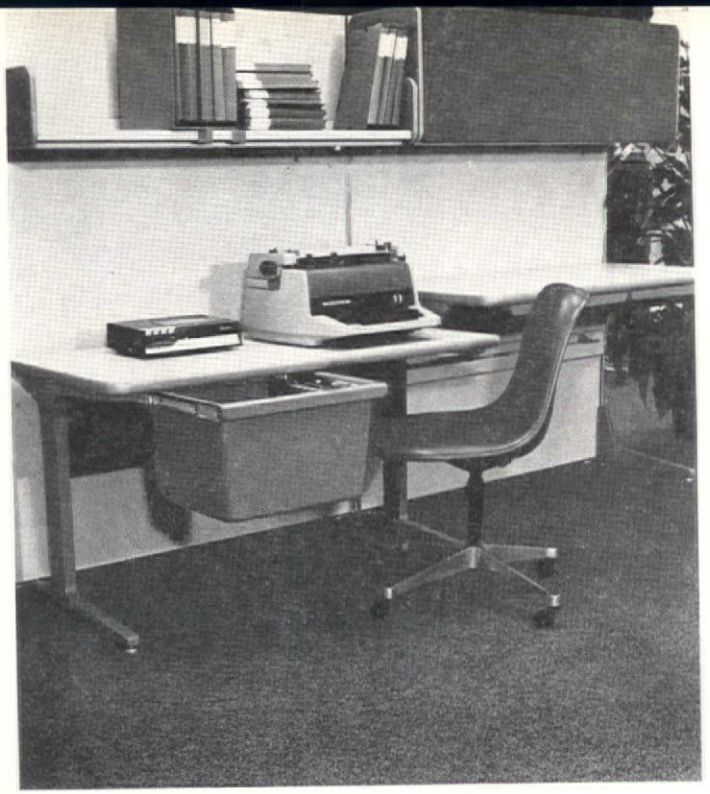
Action Office II apparently meets that requirement, in that it offers the hardware for either walled or screened offices and any variation between. Components can be wall-hung or free-standing and arranged to meet the functions of the inhabitant. Refinements manifest themselves in the ease of assembly of the components; concealed raceways for communication and telephone wires; and simple but rugged construction features, as well as a move away from polished chrome to more reasonably priced enamelled coatings. It is not Office Landscape Furniture a la Quickborner, but it fills the bill superbly.

Proliferation of office information

Propst's rethinking of the office function, of course, has been given impetus by the proliferation of information that flows into an office, that is generated by the office itself, and that is then kept to facilitate the office function. Even the computer, designed to condense data and make it available almost instantaneously, also produces information in the form of readouts that have to be transported, temporarily stored, read, absorbed by the executive, and then permanently stored. The big question is: Where?

Much of Action Office involves itself with the "where and how" of storage and information retrieval. But Propst makes fine line distinctions that influence office design. For example, he differentiates between meaningful clutter on a desk and storage clutter. The prior can trigger action, the latter many only contribute to a "squirreling" effect. The Action Office II elements promote meaningful clutter and attempt to eliminate the other, but make retrieval easy and fast. This is given detailed attention to the extent that file binders are utilized and stored vertically for fast retrieval and replacement for conferences. In effect, no detail is too trival in the overall function of the office.

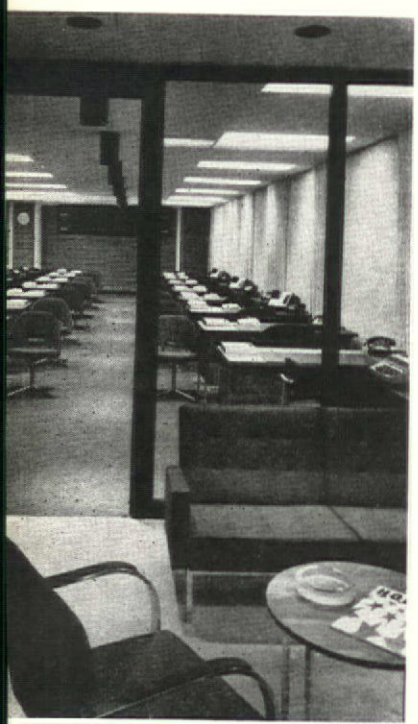
For the office designer, Propst's probing analysis of the office function should be must reading, despite its orientation to one manufacturer. Herman Miller is shaking the tree of office design complacency—a tree that has become so firmly rooted that some designers consider it treason to even talk about office design change, unless the change was influenced by them—and it will be interesting to see what designers and what techniques, come tumbling out of the tree, if, indeed, they get shaken out at all. **(C)**

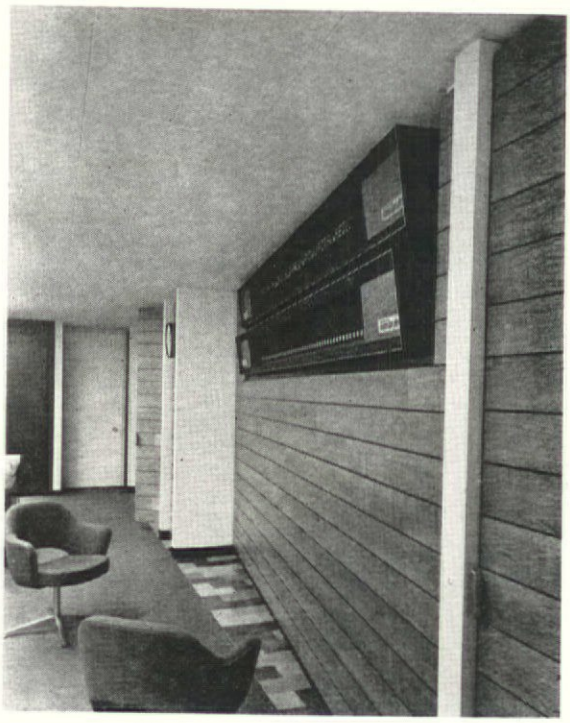


Partition-hung and free standing components, top left, make up this Action Office II arrangement. Note rollout "tub file" under free standing desk and slightly higher partition-hung desk. Same elements are shown incorporated into a wall-hung arrangement, top right, with addition of business machine, illustrating ability of office to be divided for two different functions. Several different components are arranged, center left, to incorporate a standing desk, communication center, open and concealed filing areas, and a conference table in the same office area. A means of shutting out the world is provided in study-carrel-like component, center right, standup desk, wall-hung file, and free-standing desk and combination conference table providing several different function areas in the same office. Simplicity is the keynote, left, in desk with plastic worksurface fold-down cover feature and mobile file unit that accommodates both legal and standard hanging files. Plain pipe legs mean low-overhead.

DETAILING OVERCOMES STRUCTURAL DRAWBACKS

A LIMITED BUDGET COUPLED TO SEVERAL ARCHITECTURAL PLANNING PROBLEMS LED DESIGNER/PLANNER MONTGOMERY, WINECOFF & ASSOCIATES TO DEVISE SOLUTIONS THAT WORK AS WELL AS THEY LOOK AT NEW GOODBODY & CO. OFFICES IN NEW YORK CITY

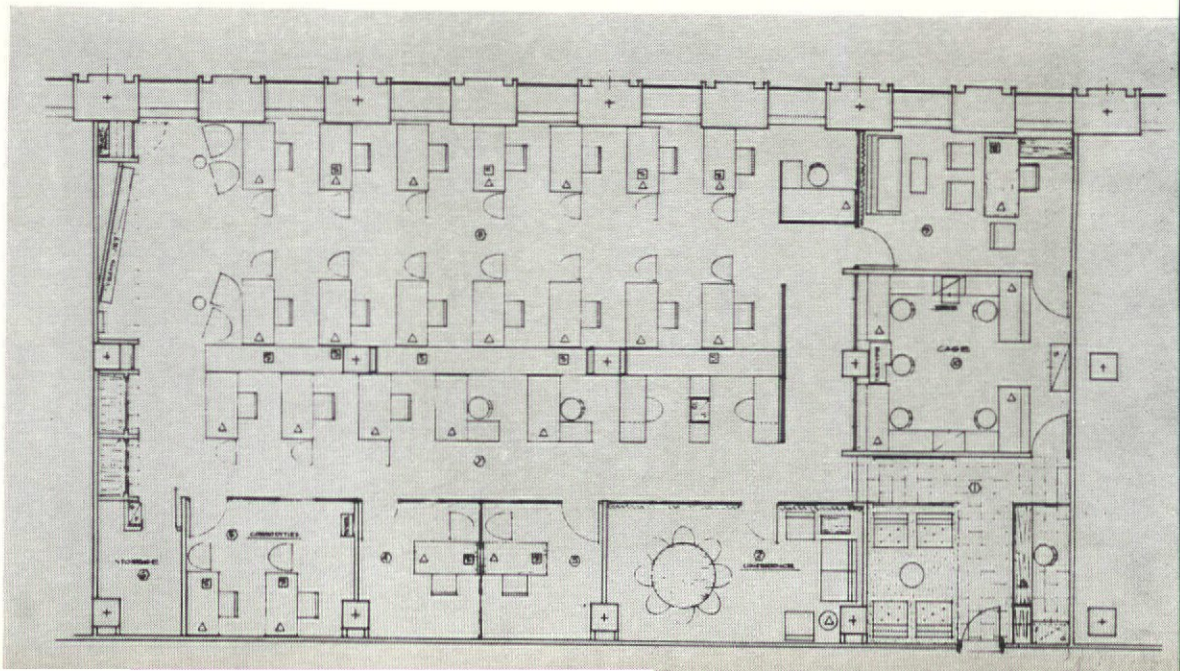




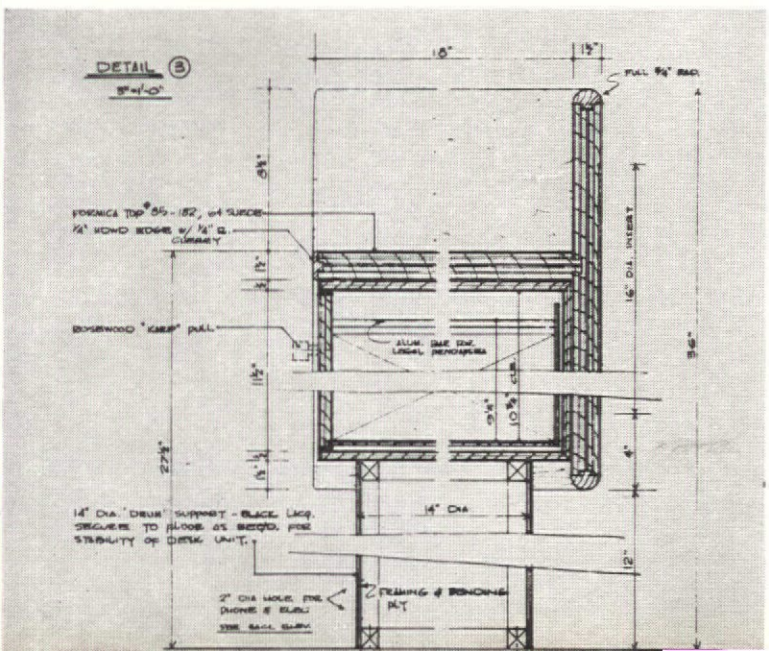
Glass wall in manager's office (above), looking toward sales area, can be closed off for visual privacy by means of a drapery. The Translux scan wall (above right), which encloses an unfortunate column, is angled to provide optimum view for all salesmen. Floor plan is at right.

Three formidable obstacles: columns in the wrong places, a lack of underfloor ductwork for electrical and telephone wires, and a relatively limited budget, tested the ingenuity of Montgomery, Winecoff & Associates, Inc., one of New York City's newest interior design/planning firms, in the design of new Goodbody & Co. stock brokerage house offices. Located at 2 Penn Plaza, one of New York's most recent office buildings, the space posed interior design problems of unique proportions, because of limitations imposed on the designer by the nature of the stock brokerage business.

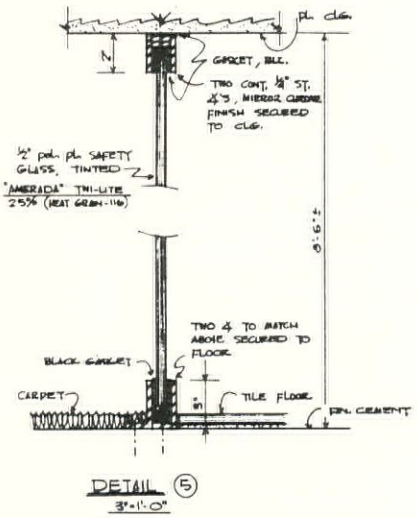
All stock brokerage houses require brokers to have volumes of information—stock histories, research material, current price quotations—at their fingertips, so that interior space designs of such premises must promote easy visual observation of elec-



Photos: David Hirsch



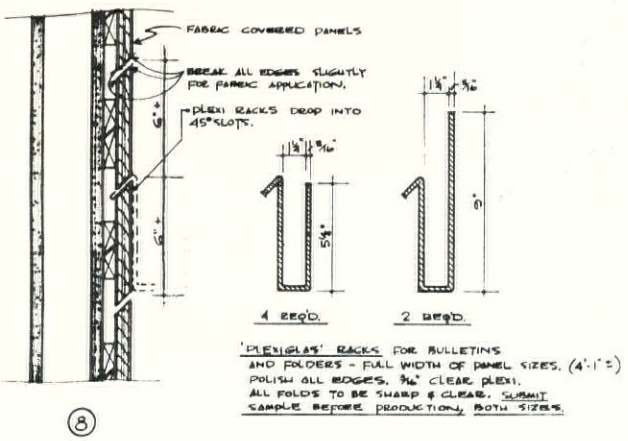
Viewed through the tinted glass panel etched with a large G, the reception desk was designed by Montgomery, Winecoff and custom-made of cherry wood with rosewood disc insets. The front panel rises 8-½ inches above desk surface, serving almost as a handrail for visitors while screening the typewriter, telephone, and work surface. Electrical service and phone cables run through the cylindrical supports (see detail).



DETAIL ⑤
3"=1'-0"

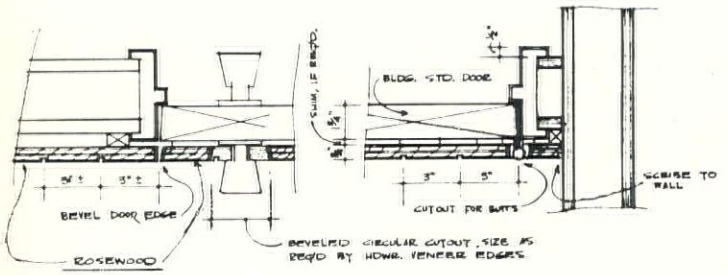
Plexiglas panels define the visitor seating area (right), without confining the room. The panels are frameless on the sides and fitted into mirror chrome steel angles at ceiling and floor (see detail above). Further defining the space, the seating area is carpeted, in contrast to the gray quarry tile surrounding it.

Back wall of the waiting area (lower right) is surfaced with vertical rosewood paneling, interrupted by horizontal panels covered in deep red fabric to match the carpeting. The panel serves as a backdrop for specially designed Plexiglas racks that hold brochures. The racks, made in two sizes, are completely movable and interchangeable over the entire height of the panels (see drawing below).



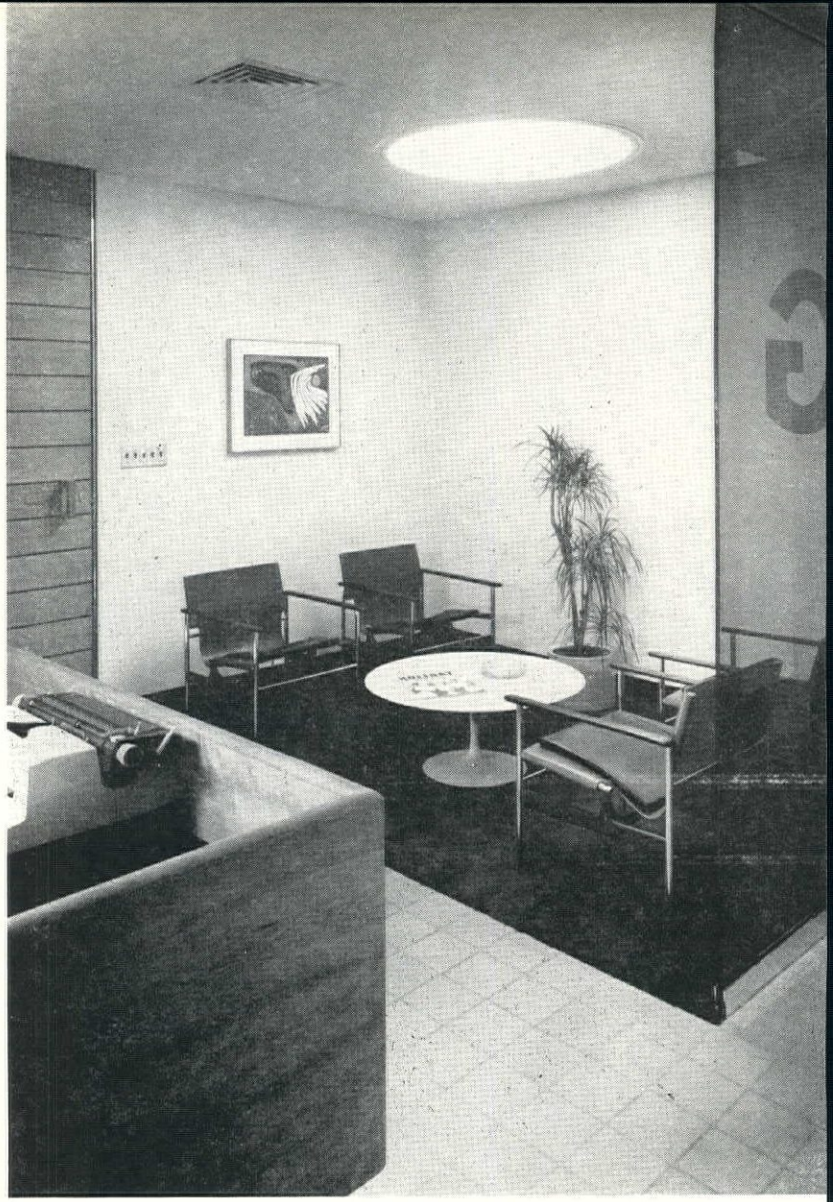
'PLEXIGLAS' RACKS FOR BULLETINS AND FOLDERS - FULL WIDTH OF PANEL SIZES. (4'-1" ±)
POLISH ALL EDGES. ⅜" CLEAR PLEXI.
ALL FOLDS TO BE SHARP & CLEAR. SUBMIT SAMPLE BEFORE PRODUCTION. BOTH SIZES.

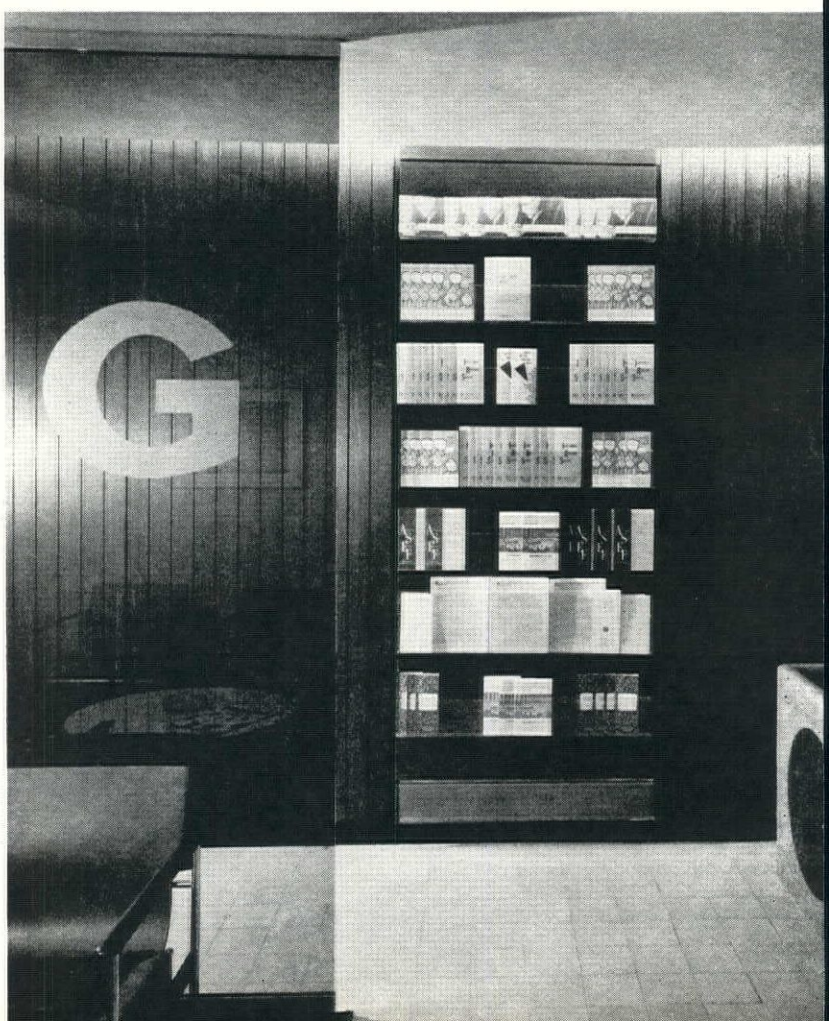
⑧



⑦

A door on the wall (far right of photo) was disguised in order to maintain continuity of the paneled wall. For economy, a standard door was installed and paneled over. Even the standard hardware was retained, the paneling cut out to accommodate it (see detail above).





SCREEN CANTED FOR BETTER VIEWING

tronic flash boards from anywhere on the floor, but particularly from brokers' desks. Structural columns, typical of high rise New York office buildings, hardly lend themselves to unobstructed views. In fact, they provided the designers with a problem that would not be solved until one objective was achieved: maximum visual efficiency, coupled, of course, with good esthetics.

Montgomery, Winecoff designers wrestled the problem to solution by orienting broker desks in three files toward a rear wall scan section, which holds a Trans-Jet screen angled for optimum viewing by all brokers. The scans are located off-center of the room and canted for three reasons: to minimize blind space in areas on the "wrong" side of columns situated down the center of the space, to compensate for the protrusion of one column located on the demising wall, and to provide visual capability for private offices and a conference room on the interior side.

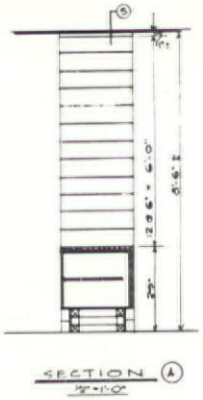
Color contrast concept

The storage-scan wall on which the Trans-Jet scanner is located, is separated into units by "nibs" of sheetrock wall, one of which encloses what Charles H. Winecoff, a principal, describes as an "unfortunately located column." The horizontal cherry wood treatment not only provides visual contrast with the pure white sheetrock, part of the basic design concept, but also serves as access doors for the electronic scan equipment and for coat and literature storage areas.

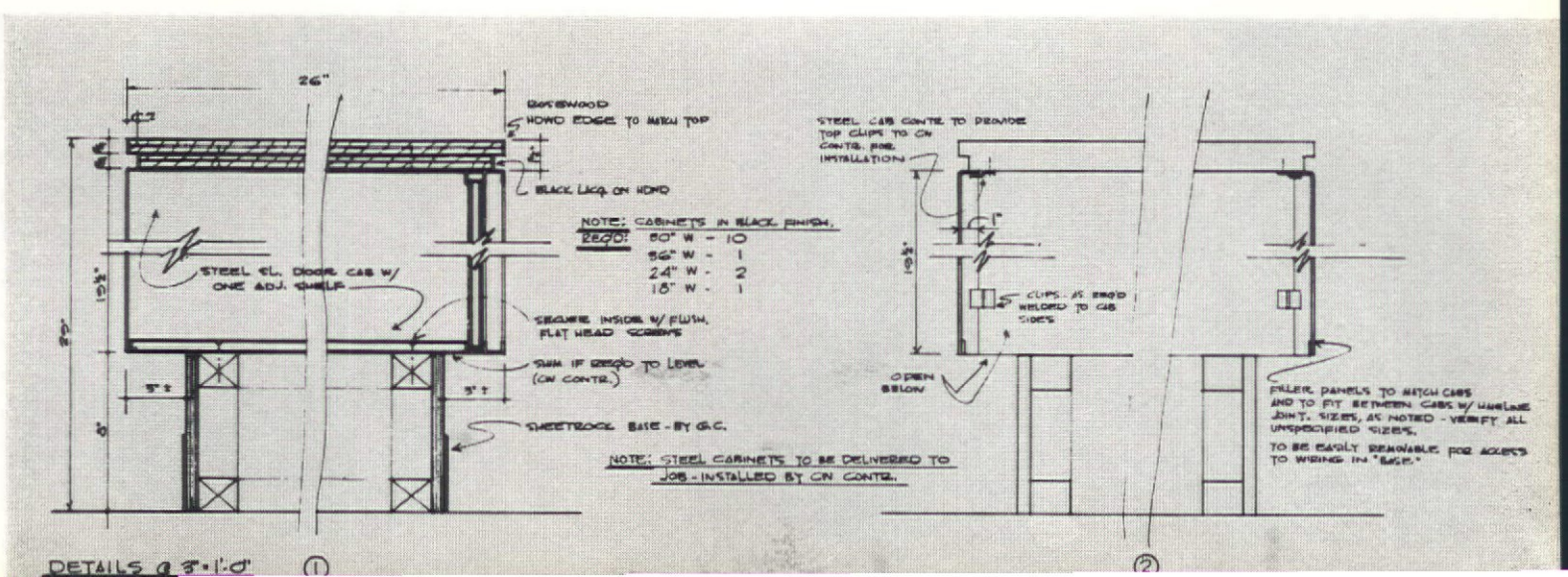
A center run of storage cabinets between desks on both sides of the columns provided the dollar-saving solution to another vexing problem—the lack of underfloor ductwork to serve 15 desks in the lineup. Montgomery, Winecoff uniquely solved the problem by using the center run of storage cabinets as a raceway to feed electrical, telephone, and Telequote cables to desks. A usual solution, construction of underfloor ducts, would have been expensive, according to Winecoff. "The lease allowed drywall partitions in quantities as needed," he explains, "so we merely specified that two eight-inch high partitions be constructed down the run of columns, which are utilized as 'ducts' to feed the cables from above the ceiling."

The cabinets are sliding door, black metal with rosewood tops, which wrap up two sides of the columns. Holes were provided in the tops of the counter height units for the Telequote cables, and access is provided through removable spacers between the cabinets.

The designers were faced with the problem of incorporating the functions of a cage front (pass-through, speak-through, and pigeon hole units) vertically, due to space limitations imposed by column and corridor configurations, rather than the standard horizontal solution. A door leading



Since no underfloor ducts existed in the sales area, the designers solved the problem by using the base of the center run of storage cabinets (above and below) as a raceway to feed electrical outlets, telephones and Telequote cables. Partitioned columns (section above) also serve as ducts for electrical lines.



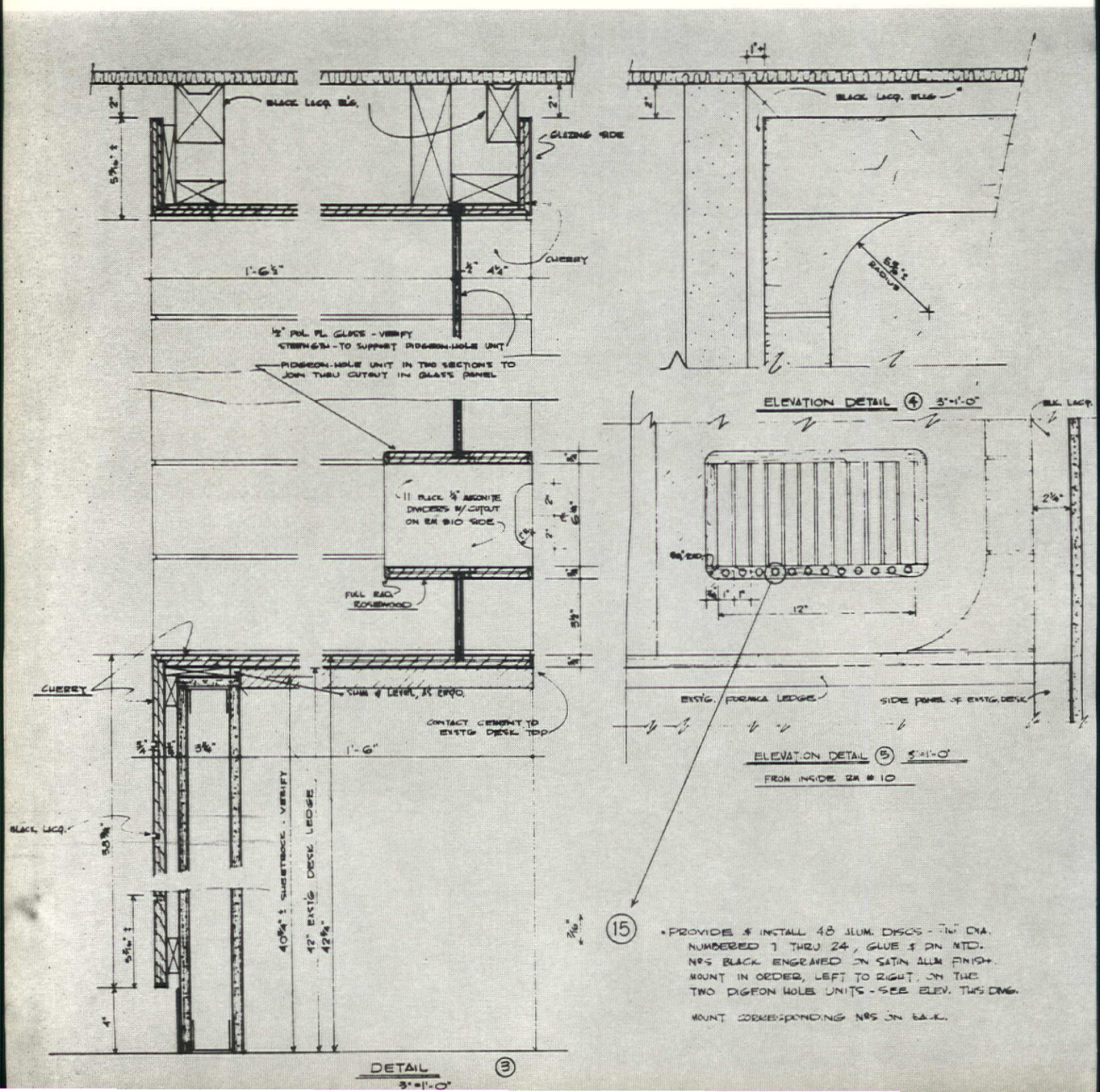
CAGE FUNCTIONS VERTICALLY

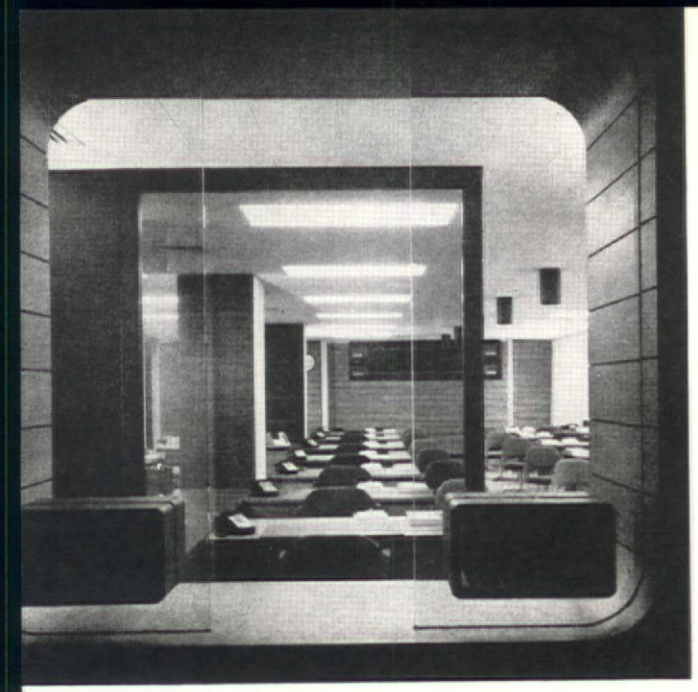
into the cage from the reception room was specified to be inconspicuous, resulting in designers calling for a standard door, with paneling over it, for both economy and expediency. Standard hardware was used and the paneling cut out to accommodate it.

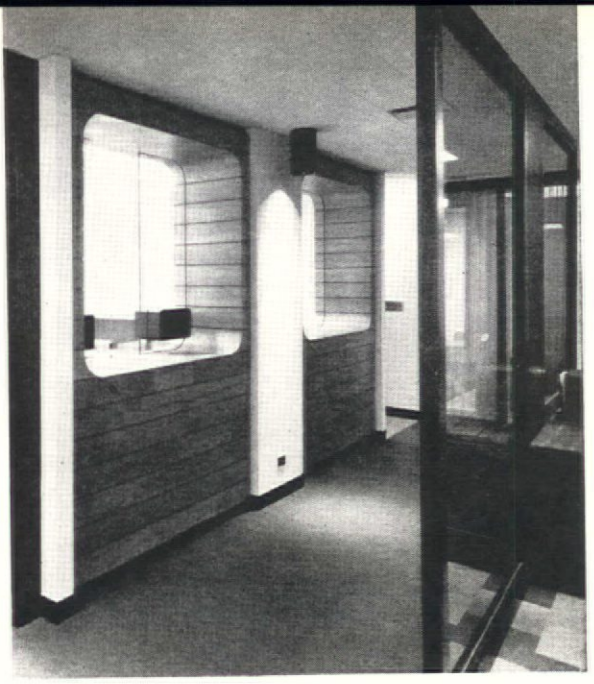
The basic design concept evolved by the designer/planners was in its simplest element that of contrast. Both wood and fabric are used by the designers in specific areas to contrast with other elements, such as the pure white sheetrock walls, which are finished with "sand" paint. The latter is accomplished by simply adding sand or perlite to the paint. Partition posts, doors, and head and base boards are painted black. Full height glass of light gray tint, gray carpet, white ceilings, and two by four-foot fluorescents contrast with each other and with a few pure black, surface-mounted incandescent "can" fixtures. Several of the elements are building standard white or black, with other elements, such as white casement draperies in the manager's office and conference room, where privacy is requested occasionally, furnished in white. The floor near the cage, where traffic is heaviest, is gray quarry tile. Accent colors are in carpets and upholstery and wall fabrics. **(C)**

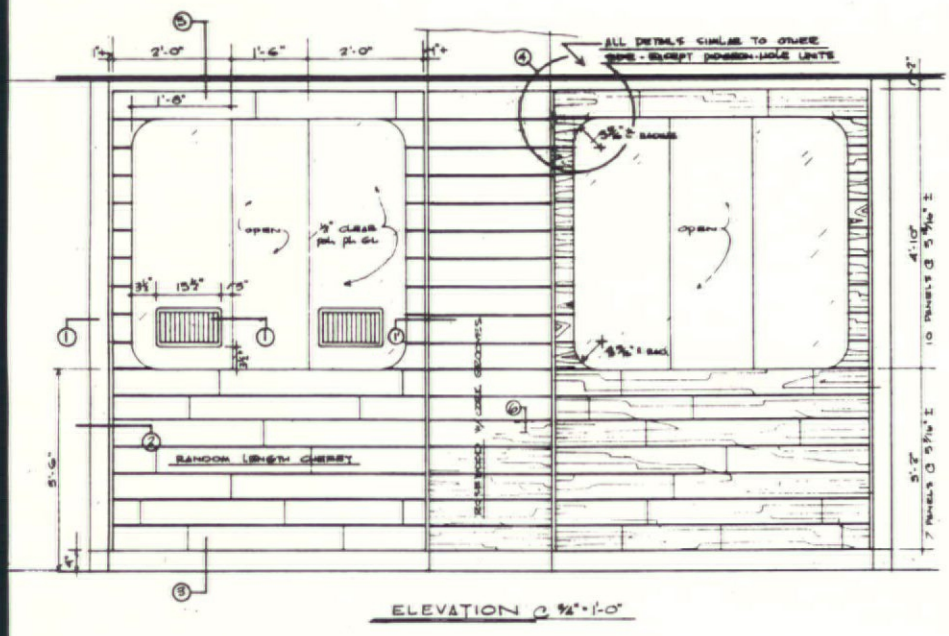
SCHEDULE OF SUPPLIERS

All furniture: **Knoll Associates.** Carpeting: **Cabin Crafts** and **Roxbury.** Drapery fabric: **Design-Tex.** Cork: **Kentile Custom Cork.** Lighting fixtures: **Lightolier** and **Omega.** Accessories: **Knoll Associates** and **Brickel Associates.** Cabinetwork: **Ebner Woodwork.**

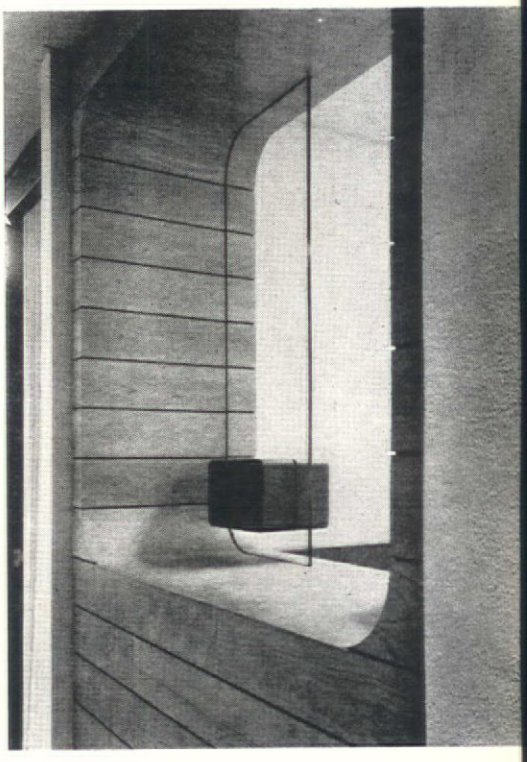




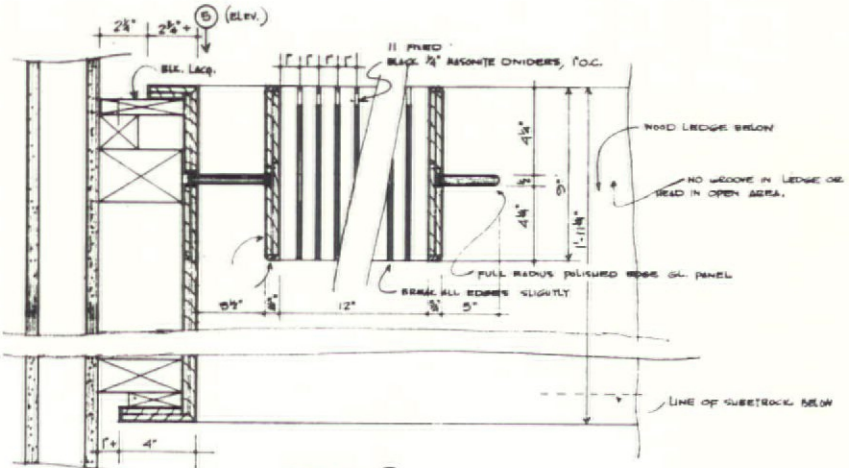




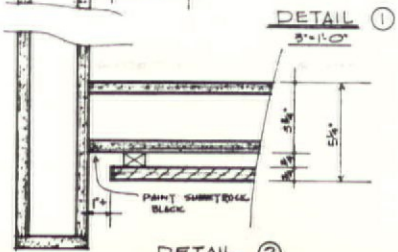
ELEVATION @ ½"=1'-0"



A special "cage," which houses teletype and Xerox equipment, has a specially designed front, serving as a pass-through and speak-through, and which contains slotted pigeon hole units. The cherry wood paneling of the adjoining reception area was repeated on the outer wall surface and lines the deep sleeve. In contrast, unpaneled portions of the wall are white textured paint. The rosewood pigeon hole units are set into holes in ½ inch clear glass panels, floating 3-½ inches above the work surface (see details above, right, and across-page).



DETAIL ① 3"=1'-0"



DETAIL ②

MEDITERRANEAN I

EALLY EARLY AMERICAN

A variety of restaurant trappings for "country" furniture can change the geographic flavor of a dining design according to the whim and imagination of the interior designer and planner.

Mykonos Restaurant, one of New York City's newest taverns, transports its patrons instantaneously to the Greek Islands when they enter, even though the furniture is American "country." Apparently, American "country" is really Mediterranean or Spanish or Old English or whatever you want to make it. Just add a sword and shield to make it English, a painting of a bullfighter to make it Spanish, a net to make it a New England lobster house, or, as in this case, a Greek musical instrument to make it fit for Zorba.

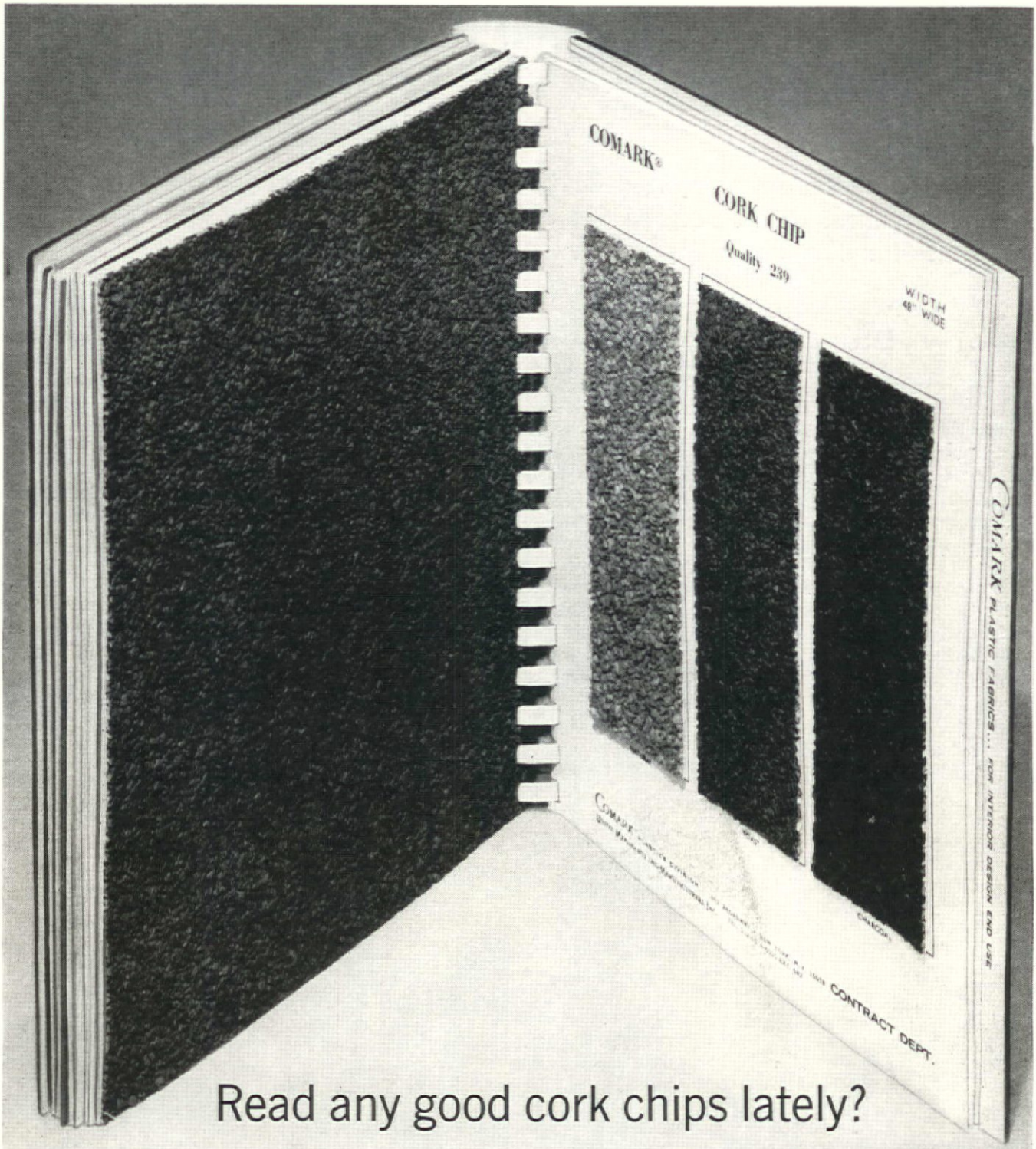
Vasily Fontopolous, the art director of "America America" and "Zorba, the Greek," did the interior design and specification work on the restaurant, which is simplicity itself in design and furnishings. He used as the base of his design "country" furniture manufactured by Hunt Country Furniture Co., which he feels is an American interpretation of 15th Century Mediterranean designs.

About 200 chairs, 70 tables, bar tops, and counter stools were specified, using a variety of woods to accomplish different purposes. For example, northern pine was selected by the designer for character on table tops and seats; hickory for its pliancy on bent chair backs; oak for toughness in the spindle work and legs; and maple for the pegs used for constructing the chairs, following 17th Century methods of dowel and wedge construction.

A figurehead suspended from the ceiling in the main dining room is by Jo Mead designs. She is called the "valiant lady, once guardian spirit of the Greek sailing vessel, Cornucopia," according to the designer. All the furniture and decorations were assembled from a collection of furnishings gathered by Harvey Noll Associates. **(C)**

Photos: Bill Rothschild

Figurehead by Jo Mead (opposite page) sets off wood floors, beamed ceiling, and American "country" furniture to make a perfect Greek atmosphere at Mykonos Restaurant. Decorative items in wall niches (above) establish the Mediterranean feeling carried out by the starkly simple lines of the furniture. Bar stools in cocktail lounge (right) are equally simple and attractive in the setting.



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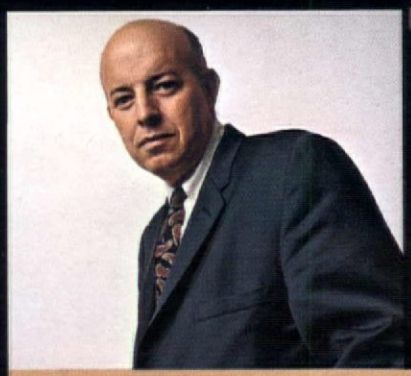

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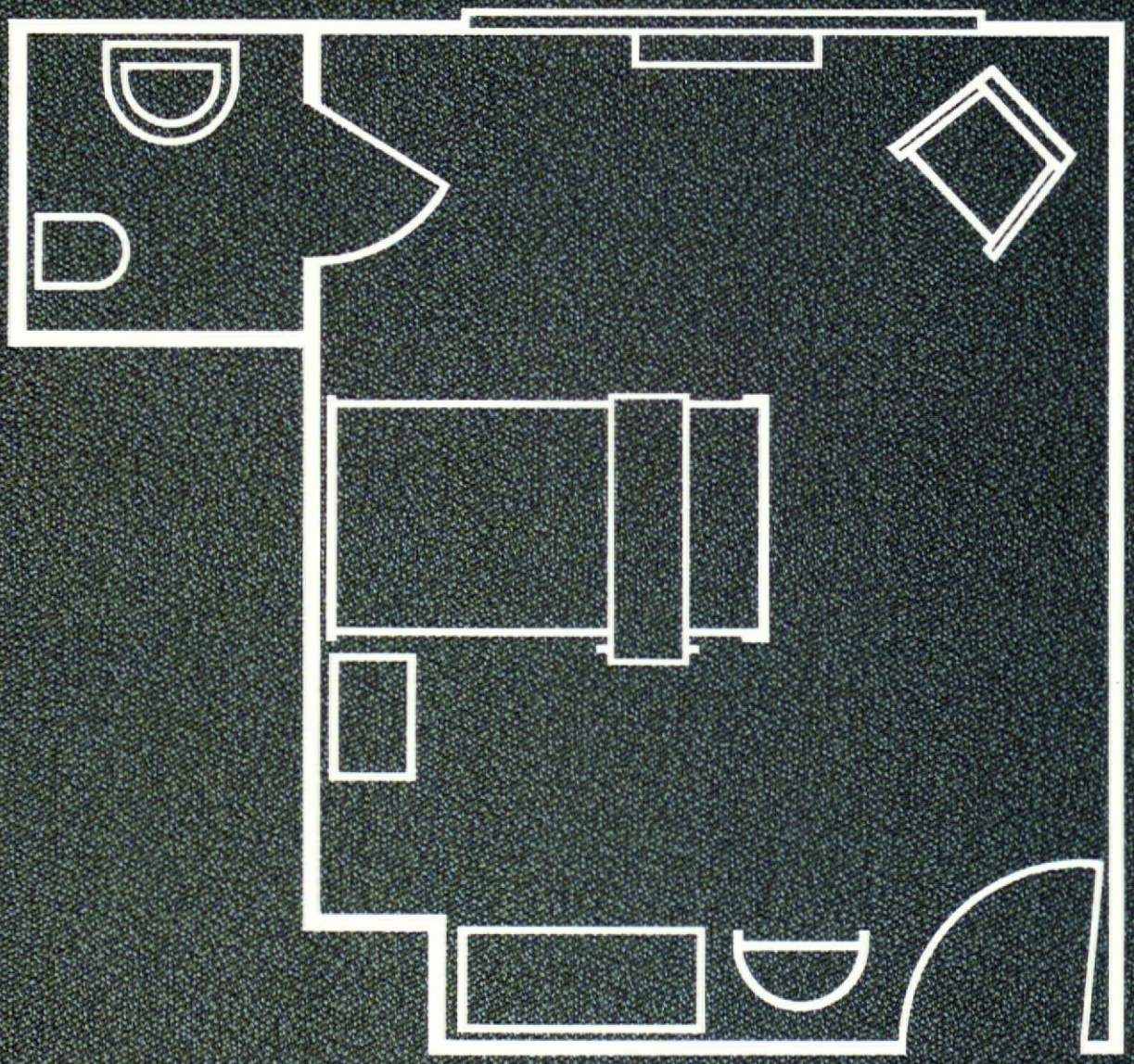
Mr. Frank McPherson, Administrator of the Lansing General Hospital, Lansing, Michigan. Mr. McPherson commanded carpeting of Allied Chemical nylon fiber from Roxbury Mills for every patient's room in the hospital! Why? Because he knew that A.C.E.® (Allied Chemical Engineered) nylon fiber takes color better and wears better; because he knew A.C.E. is high in durability and low in maintenance; and because the A.C.E. carpeting he chose had a built-in vapor barrier to insure against germ retention. Bright, colorful carpeting for the patients; durable, easy-to-care-for carpeting for the staff. Mr. McPherson is a Commander of carpeting made of A.C.E. nylon.



Specifications for the carpeting in the Lansing General Hospital.

Yarn	100% continuous filament round cross-section A.C.E.® (Allied Chemical Engineered) nylon
Yarn Specifications	3-ply twist, with Ferenbach Crimp
Face Weight	16 oz. of yarn per square yard
Pitch	216
Weft Count	7 1/2 rows per inch
Secondary Backing	3/16" Natural Sponge Rubber
Total Carpet Weight	110.35 oz. overall per square yard

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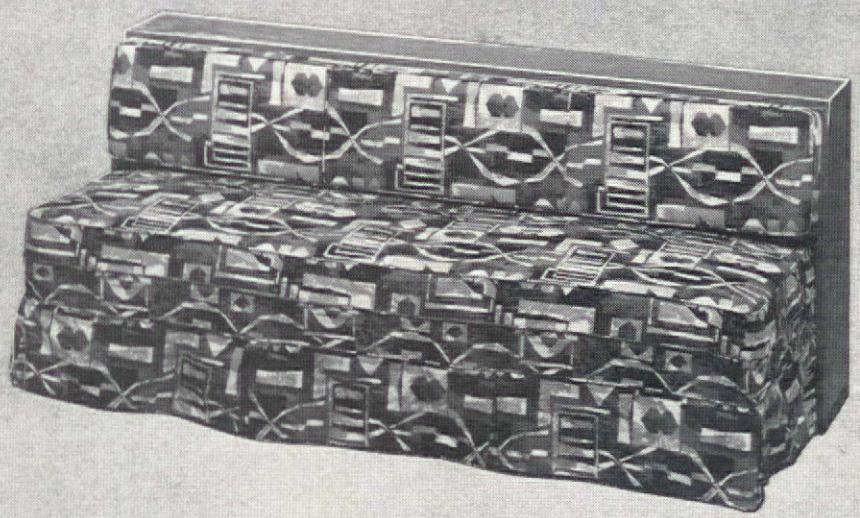
Allied Chemical

In top command of commercial carpeting.

Does a dormitory bed have to be good looking?

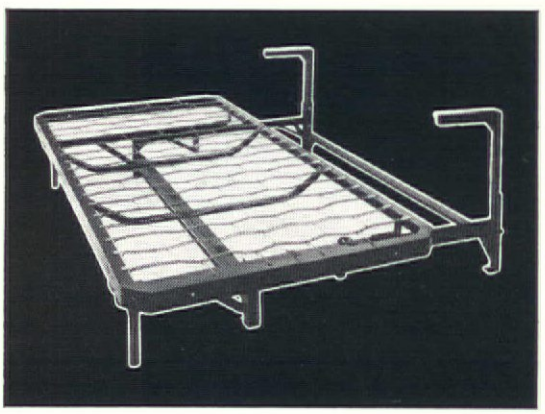


We think so!

Foster's dormitory beds combine durability, comfort . . . and good looks. The perfect answer for dormitory and institutional use.

A sturdy framework joined with hardy mattress and innerspring units provides comfort that can withstand extra rough treatment. The attractive glide-out model above, for instance, features counterbalanced springs which permit easy conversion from a daytime sitting position to an extended sleeping position. The movable top mattress supporting frame easily glides out to fully expose the width of a 36" mattress.

Foster furnishes only the steel construction. This allows you to design and cover your units to match any decor. Distinctive quality . . . that's the beauty of Foster!



foster

FOSTER BROTHERS MANUFACTURING CO.

2101 S. Vandeventer Ave. St. Louis, Mo. 63110

Phone 314 773-3441

Fort Smith, Ark. High Point, N. C.

Circle No. 64 on product card facing P. 140

ircle No. 63 on product card

Only Summitville offers a complete line for your feats of clay

The Summitville extruded quarry tile line is the most complete anywhere. From one source you will find a size, a shape, a color, a texture, a style for every function, every structure.

This broad line provides a selection so versatile that you are provided with virtually unlimited design possibilities . . . floors and walls with a flair, so many styles, colors and patterns that you can create your own feats of clay.

Check the complete Summitville line in Sweet's or contact your Summitville rep, distributor or tile contractor.

Contourettes

. . . miniature Contoured Quarry Tile. Available in 4 shapes, 5 natural earth colors. Shipped 1 sq. ft. sheet mounted.

Quarryettes

. . . miniature Quarry Tile available in 1 sq. ft., sheet mounted 1" x 1", 1" x 2" and 2" x 2" sizes . . . 5 natural earth colors and standard blends.

Quarry Tile

. . . available in 6 natural earth colors famous for consistency of quality and color.

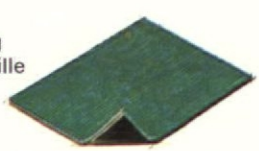
Contoured Quarry Tile

. . . available in ten classic shapes, 6 natural colors and 5 exclusive, super-tough antique floor glazes.

Lombardic Handcrafted Tile

. . . authentic "hand-made" appearance yet extruded for highest resistance to wear and weather. Available in a variety of sizes, shapes and hard-glazed colors.

Summitcrest Commercial Carpets



. . . the complete line of quality carpeting . . . all leading fibers. For complete information, contact your Summitville Rep . . . He's listed in Sweet's Architectural File.

Summitville® TILES, INC.

SUMMITVILLE, OHIO • TELEPHONE AREA CODE 216/223-1211

Member/Tile Council of America, Inc. • Member/Producers Council

Circle No. 66 on product card facing P. 140

The island is Malta

The desk is Hoosier Malta Georgian....

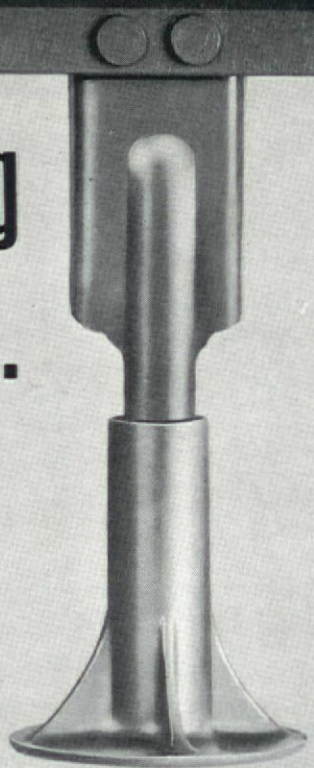
both helped spread a fever

Malta fever went up and down and it weakened the patient. But the fever for Malta Georgian keeps climbing, among Hoosier dealers, business executives and office designers. And it strengthens sales, if only because of its flawless styling in richly finished masculine oak, with sleek Mediterranean hardware. Plus advanced Hoosier features that make every piece easy for executive use. To start your sales chart climbing, write us—address Dept. 89.

"Built true clear thru for over 50 years"

HOOSIER DESK COMPANY
Jasper, Indiana

Something extra...



RESTMORE

Restmore Bed Frames are not ordinary bed frames. Built into every one of them is something extra. The newest extra we have added is a center leg to our Queen size bed frames. This fifth leg is to give extra support where it is needed most — in the center of the bed.

To know about all of the extras that can be included in Restmore Bed Frames, write or call today for full information.

METAL BED RAIL COMPANY, INC.
Post Office Drawer 907 • Lexington, N. C. 27292

Circle No. 67 on product card facing P. 140

Look at upholstery fabric this way...

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

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

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

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

ENJAY Vectra OLEFIN FIBER

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

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

Circle No. 68 on product card

New...from the Organizers
The Designer Series

Beautiful new flush-front doors add design value.

Now—no hardware to mar the handsome contemporary furniture look of Roll-Out Conserv-a-file® with our new designer series doors.

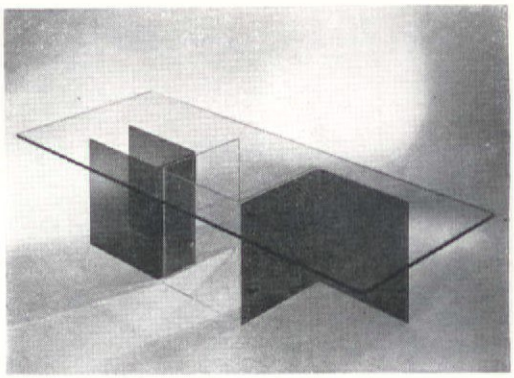
Behind these newly designed easy-opening doors with snap-in label holders are the same quality built, lifetime guaranteed Roll-Out Conserv-a-files. They come in widths of 30", 36", 42" legal or letter size and heights from 2 to 8 tiers including stack-ons. Available in a wide range of colors and wood grained finishes. Matching companion wardrobe or storage units and overfile storage units are available, too. For more information call one of our Organization Men.

SUPREME

Supreme Equipment & Systems Corporation
170 53rd Street, Brooklyn, N.Y. 11232
212 492-7777

CONTRACT PRODUCTS AND SERVICES

A



B
C

D

A: The thirties have been revived by Helikon Furniture with a collection for the office designed by Robert Benham Becker. Sofas are rounded off and wrinkled to give a sculptured look. Circle No. 130.

B: Clear and bronze tones of Acrylic are combined in this coffee table designed by Kenneth Brozen for Raymor/Richards Morgenthau's Highlight collection. Chrome accents connect the elements of the piece. Circle No. 131.

C: Chairs designed for student use by Leslie W. Smith of Race Contracts, Ltd., London, are available in white oak with a natural or dark oiled finish from JG Furniture. These Teal chairs dismantle for easy re-upholstery. Circle No. 132.

D: A service cart for hotel use is featured in Oneida Ltd. Silversmiths' Primierware Hotel collection. All shelves are ebony grained Formica with brass moldings. Black wooden legs with metal reinforcements are mounted on swivel casters. Circle No. 133.

E: The X-10 chair by Davis Furniture features a bar-stock steel frame in mirror chrome, ember chrome, antique bronze, mirror bronze, or stain chrome, and is available with channeling or plain cushions. Circle No. 134.

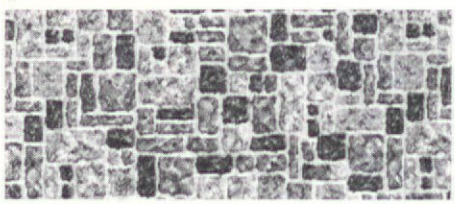
F: Brick pattern carpeting has been added to Bigelow-Sanford's Beau Grande collection. Colonial Brick, a pile, woven on Echo-weave nylon looms is available in 12 and 15 foot widths. Circle No. 135.

G: One hundred and one ceramic planters and both floor- and wall-mounted ash receptacles are available from Clay Designs in 12 colors. Circle No. 136.

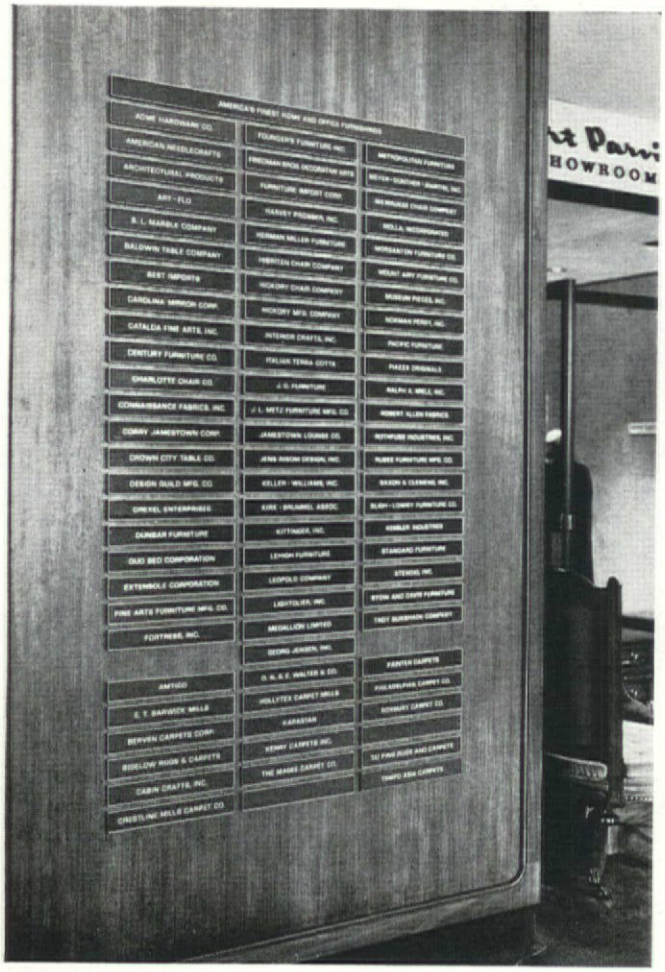
G

E

F



← Circle No. 69 on product card



Directory by Vomar — Grouping of ES 103A Standard Plaques

Albert Parvin

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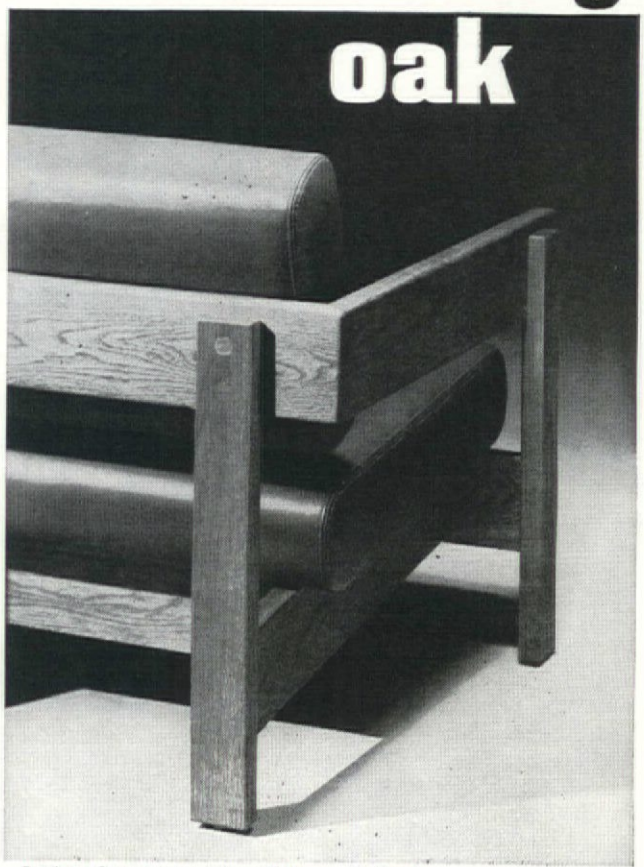
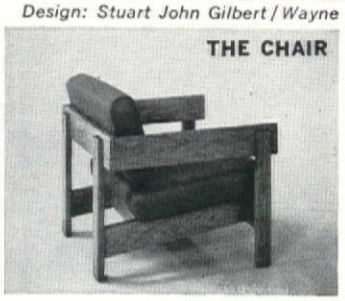
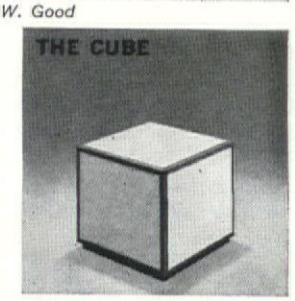
Circle No. 70 on product card facing No. 140

bold, brawny oak



Design: Stuart John Gilbert / Wayne W. Good





The bold look of natural oak highlights the Oak Lounge Series by Harter. Fresh, informal, rugged. Seating with strength. ■ Harter Oak includes a chair, 2-seat and 3-seat sofas, a bench, a "cube" and a forest of matching tables. Now on display at our showrooms, or write for catalog.

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HARTER CORPORATION
930 Prairie Avenue
Sturgis, Michigan 49091

☐ *Send me the Harter Oak Lounge Series catalog.*

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Firm _____

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Circle No. 71 on product card facing P. 140

Circle No. 72 on product card →

For contract, consider the great advantage of a V'Soske pure wool rug.
And, particularly, where the rug is for an important traffic area. For here, not only must the element of beauty be retained, but the functional properties which provide for long wear and easy maintenance. All V'Soske rugs bear the wool mark label.
The V'Soske rug shown was commissioned by Gene Adcock, A.I.D., K-S Wilshire, Inc., Los Angeles for installation in the Beneficial Insurance Co., Home Office, Los Angeles, Office of the President.
THE MARK OF THE WORLD'S BEST.
PURE WOOL PILE
The wool mark is your assurance of quality tested carpets made of pure wool pile.
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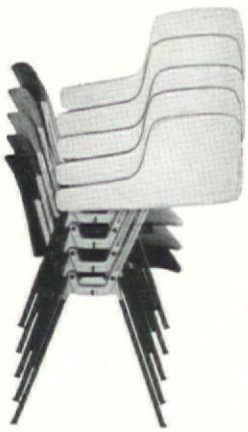
Style 106 . . .
the ultimate in beauty,
comfort and durability.



Acclaimed as one of the most unique designs produced by CASTELLI, this stacking chair offers tremendous flexibility. Arms or tablet writing arms can be added at any time and still maintain stackability.

Features a protective finish over French Walnut or Rosewood to maintain everlasting beauty . . . or exclusive vinyl or fabric upholstery over cushioned foam. Large contour, comfort-shaped backs and seats are completely upholstered—top and bottom! Ganging clamps available. Write for complete brochure.

. . . just one of FIMA's many fine designs of furnishings for commercial and institutional interiors.

fima international ltd., dept. 98c

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Circle No. 73 on product card facing P. 140

PRODUCTS & SERVICES

CONTINUED

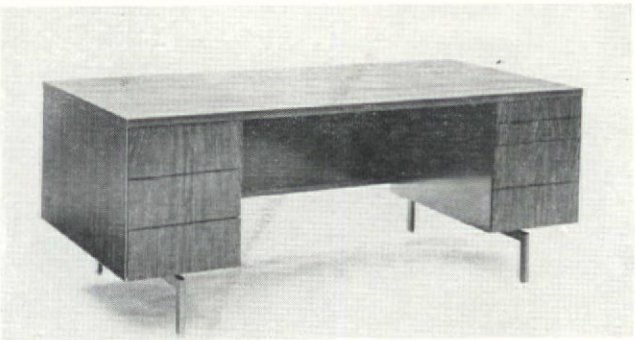
Soil-reducing nylon yarn

Anso, a newly developed nylon carpet yarn from Allied Chemical Corp., reduces soiling. The yarn, which has the styling and durability of other nylon fibers, has undergone a special process involving polymer modification of the fiber. A number of carpet mills are now working with anso yarn in new contract constructions.

Circle No. 137 on product card facing P. 140

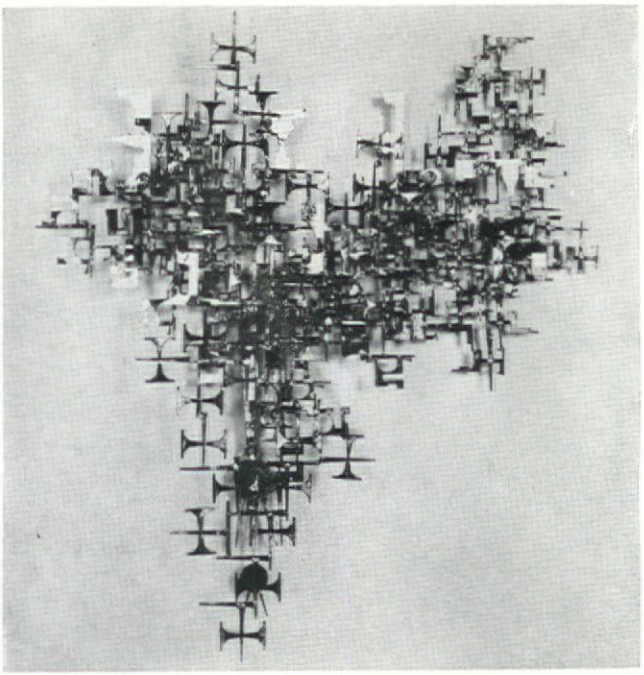
Woodgrained finished desk

Woodgrain laminate finishes or fine grain veneers are featured on Metalstand's Series B desk. The large



double pedestal structure rests on receding metallic legs. Series B is available in a full range of office furniture groupings and designs.

Circle No. 138 on product card facing P. 140



"PATTERNS" wall sculpture in gold- and silver-leafed steel with red accents. Approx. 53"x50"x6" deep, $400.00.

WRITE FOR LITERATURE

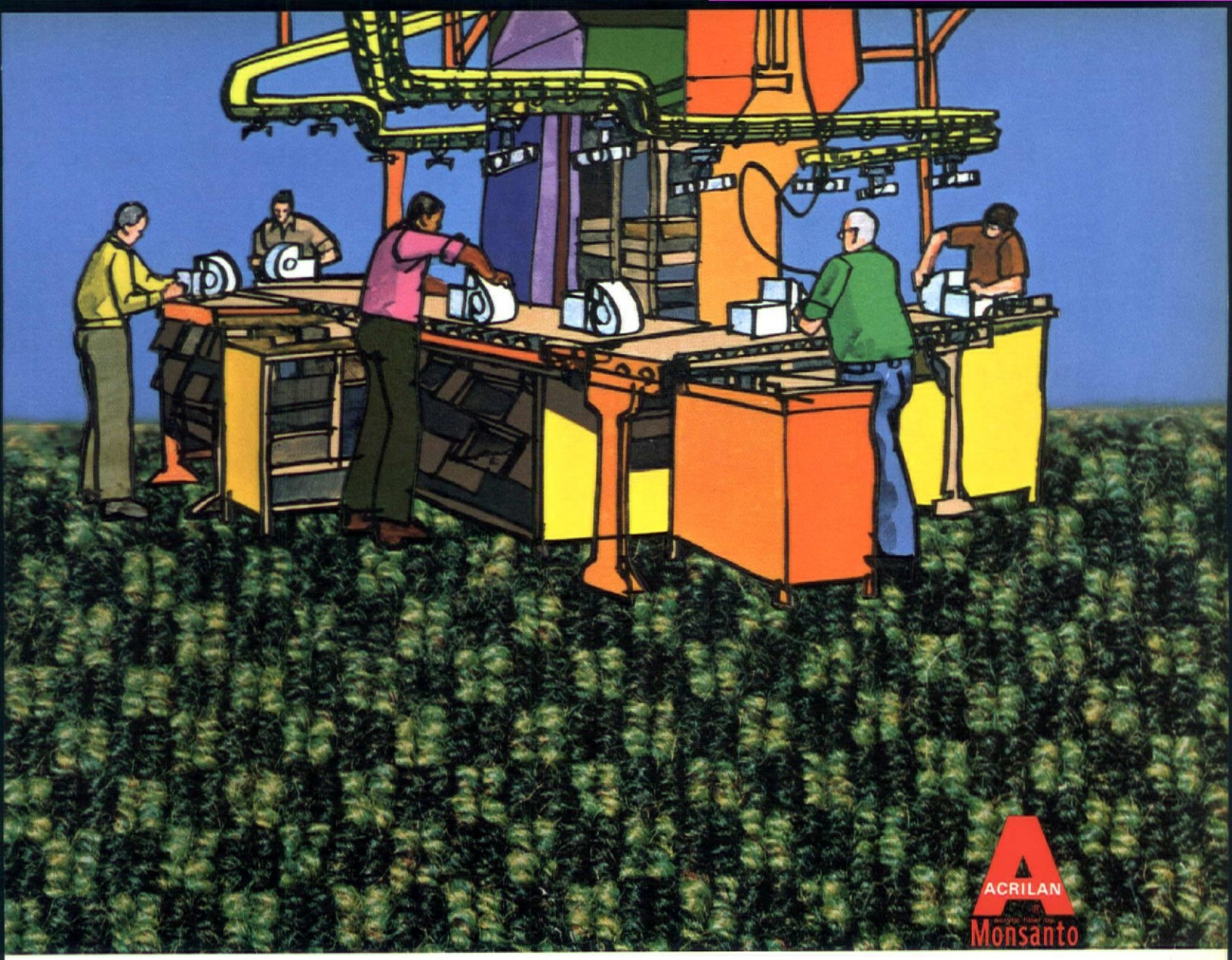
WILLIAM Bowie

THE SCULPTURE STUDIO INC.

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

Circle No. 74 on product card facing P. 140

Circle No. 75 on product card



WHO IN HIS RIGHT MIND WOULD CARPET AN ASSEMBLY LINE?

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

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

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

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

METAL WALLS ARE PRACTICABLE

even for

REMODELLING ASSIGNMENTS

Photo courtesy of Orangerie, N. Y. C.

You can specify metal-covered walls . . . copper, aluminum or stainless steel . . . for remodelling or for new construction; and you can do it for a material cost of as little as $1.05 a square foot.

A new decorative material, with no structural responsibilities and no installation difficulties, makes this practicable. It is Vikon metal wall tile.

The tile, available in a variety of sizes, is impeccably designed. No grouting is needed to obtain flawless coverage. No special installation skills are needed. The tile can be supplied with preapplied adhesive tabs or with aerosol-packaged mastic for application to the tile at time of installation and is easier to install than wallpaper. The adhesive bond is permanent, impervious to moisture and to temperatures as high as 300°F.

Vikon metal tiles are permanent, but they are so light-weight that they will impose no strain on structures.

Vikon metal glaze tiles are also available. They are scarcely distinguishable from solid metal. They come in copper, antique copper, brass, bronze, brushed aluminum, gold, Spanish gold and pewter.

We will be delighted to send you more detailed information, prices and samples. Just write us on your letterhead.

VIKON TILE CORPORATION
Washington, New Jersey 07882

Circle No. 76 on product card facing P. 140

PRODUCTS & SERVICES

CONTINUED

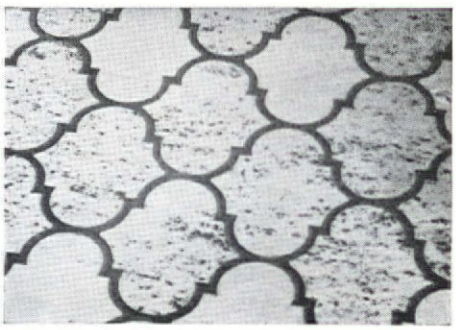
Electrostatic wallcovering

Velvetex Armoured velvet, a new concept in wall-covering by Velvetex Ind., is not a woven fabric but thousands of individual fibers electrostatically applied and bonded to the wall surface. This innovation in wallcoverings is available in a wide range of colors, fibers, and textures and can be used to cover any surface, metallic or non-metallic, contoured or flat. Unlike conventional wallcoverings, Velvetex is neither pasted on nor sprayed, but is electrostically applied.

Circle No. 139 on product card facing P. 140

Marble-like floor covering

Chateau Renaissance, a vinyl floor covering from Amtico, combines the romantic moresque outline with



translucent vinyl. The flooring blends three textures to give the appearance of polished marble. Available in 12 by 12-inch tiles the pattern fits as custom made.

Circle No. 141 on product card facing P. 140

Where there's a wall, there's a way.

Name your most exacting specifications. Sanitas and Wallclad will meet the challenge. Beautifully. Hundreds of patterns, colors and textures. Flocks, foils and fashionable finishes. All as practical as they are decorative. Completely washable, stain and abuse resistant and economical to install. Write on your letter head for samples and brochure of specifications. Or call your regular supplier.

VINYL Sanitas & Wallclad VINYL
WOVEN FABRIC WALL COVERINGS

STANDARD COATED PRODUCTS, INCORPORATED
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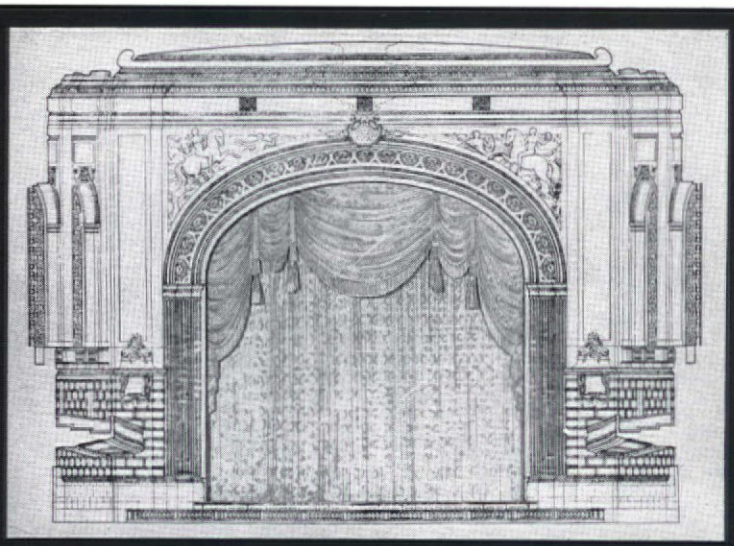
Circle No. 77 on product card facing P. 140

Circle No. 78 on product card facing P. 140



...Starring at the new San Francisco Opera House

This magnificent all silk brocatelle, woven in our own mill, is but one of many stage curtains we have been privileged to produce. See Schumacher's for your most demanding contract requirements.

Schumacher's

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Another new contract design by Andreef/ Hadtke & Assoc. for La Chaise Inc. A sturdy, full comfort arm and slide chair set for a wide variety of contract applications.

See them, along with the complete La Chaise line of contract seating, conference and work tables, at our new national distributors—**Cranbrook Inc., 515 Madison Ave., N.Y., N.Y.**

Circle No. 79 on product card facing P. 140

Today, all conventional contract carpeting becomes just that: conventional.

Today, there's Heugafelt.

Heugafelt carpet squares are loose-laid... totally interchangeable.

Watch this typical installation & maintenance demonstration.

■ Heugafelt cuts installation costs. Loose-laid Heugafelt requires no adhesives, no underpadding, no tiresome measuring. Save time and labor.

■ "Rotating" is exclusive with Heugafelt. When most conventional contract carpeting is worn beyond repair, tough durable Heugafelt carpet squares in high traffic areas can be simply rotated to any part of the room. Traffic paths are out!

■ Heugafelt shrugs off burns and stains that ruin conventional carpeting. When serious damage occurs, such as acid, a square is simply replaced—no patching, cutting or matching.

Heugafelt is unbelievable . . . until you see it. Since Heugafelt was introduced on the Continent in 1951 it has revolutionized commercial carpeting and pioneered kitchen installations. Heugafelt's deep pile provides an acoustical barrier that has made commercial application in schools, hospitals, churches, offices and libraries a fact in over 31 countries.

Heugafelt makes a room so quiet no one will hear you change your mind about contract carpeting.

Heugafelt (You-ga-felt) even the name is tough.

Heugafelt and Heugaflor are Heugatile products.

Contract dealers are needed. Please write or phone.

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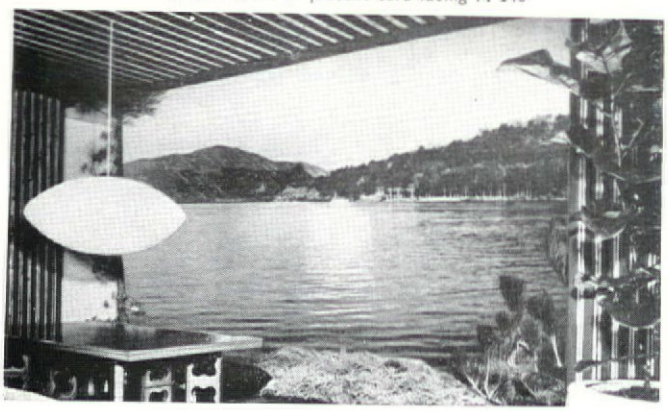
Van Heugten Canada Ltd., 107 Orfus Rd., Toronto 19, Ont., Canada (416) 789-7546

Circle No. 82 on product card facing P. 140



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Telephone: (213) 462-6377

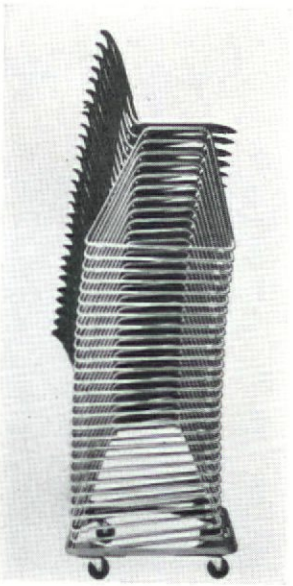
Circle No. 81 on product card facing p. 140

PRODUCTS & SERVICES

CONTINUED

Leg locking stack chairs

The Over-Lok leg locking design of Samsonite's 6900 Series Stacking Chairs, is built into the chrome plated



stainless steel frame and provides simple tiering and aisle alignment with one movement. The seat and back are contoured in molded plastic and are available in a variety of color combinations

Circle No. 142 on product card facing P. 140

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Circle No. 83 on product card facing P. 140

← Circle No. 80 on product card for Van Heughten

Circle No. 84 on product card →

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Woo them with the most beautiful furniture you can find. Treat them to rooms so rich, so luxurious, that they'll come back again and again. At American, we design furniture with a built-in welcome. ☐ Send for our brochure, and see our entire line. Enclose 25c to Carolyn Langley, American of Martinsville, Martinsville, Va. Or visit our showrooms: New York, Chicago, San Francisco, Dallas, Atlanta, Martinsville, Va.

AMERICAN OF MARTINSVILLE

From our 16-piece Bali Hai group.

GENUINE IMPORTED
Thai-Teak™
PARQUETRY FLOORING

Manhasset, N. Y. residence
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You can Enjoy the Beauty and Value of

THAI-TEAK FLOORS

at a Cost Comparable to Medium Priced Carpet!

Thai-Teak (Tectona Grandis) from Thailand is the most elegant flooring in the world. Known for its use in ships for resistance to weather, rot, termites and decay. Famed for its beauty and graining, Thai-Teak withstands the hardest wear, requires only occasional waxing . . . lasts a lifetime! Now you can have genuine Thai-Teak floors at a cost that compares with medium priced carpet or vinyl tile! Available in over 100 parquetry patterns — specified by leading architects and designers.

See our insert in Sweets Light Construction and Architects files, or send coupon below on your company's letterhead.

BANGKOK INDUSTRIES, INC. Bulletin 928
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Kayser Roth, Fifth Ave., New York, N. Y.
by Saphier, Lerner & Schindler, Designers

SYMBOL OF EXCELLENCE

Circle No. 85 on product card facing P. 140

PRODUCTS & SERVICES

CONTINUED

Desk with portable pedestals

Inspired by the Omega table, Omega desk, available through Stendig, Inc., is equipped with built-in drawer ensembles which slide into pedestal position beneath

it. The pedestal unit is available in a three or four drawer style. Pictured in oak with polished chrome base, casters and draw pulls, the desk is also available in other woods in a choice of three sizes.

Circle No. 143 on product card facing P. 140

Piece-dyed acrylic carpet

Martha Washington, a Creslan acrylic fiber piece-dyed carpet by Sequoyah Carpet Mills, is a 40-ounce plush available in 13 colors.

Circle No. 144 on product card facing P. 140

COAST TO COAST . . .

they're putting us on!

32 sq. feet of Cavrok goes up in minutes inside or out

Now . . . all the color, texture and feel of brick, stone or wood realistically reproduced through the miracle of modern chemistry. Big 4 x 8 sheets of Cavrok go up quickly and easily with hammer and nails or Cavbond construction adhesive. Use Cavrok on new or existing walls and partitions—inside or out.
Available at better building supply firms—coast to coast . . .

CAVROK®

Sales: 55-C High S., Hartford, Conn. Factory: Rockville, Conn.

Circle No. 86 on product card facing P. 104

Circle No. 87 on product card facing P. 140

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Circle No. 89 on product card facing P. 140

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"Chanticleer", a distinctive new 50" cotton screen print. Approximate repeat 29½".

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Black, white and red (#54741)
Copper, brass and brick (#54742)

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Circle No. 88 on product card facing P. 140

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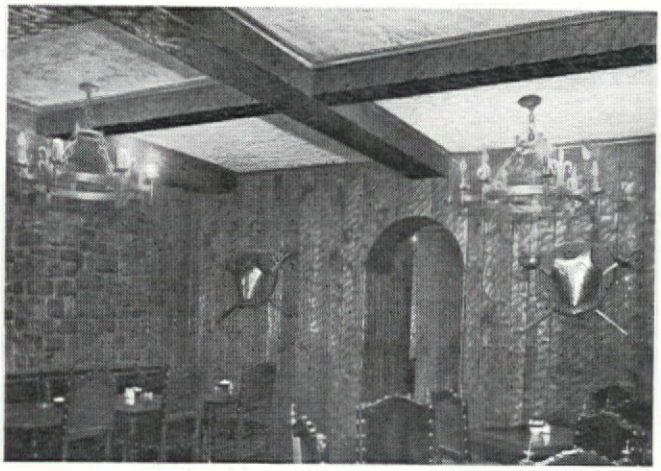

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Circle No. 90 on product card facing P. 140

nothing stacks more compactly...

is built sturdier...

looks smarter!

The New TRI-PAR MS 67 stacks up to 25 high, within easy arm's reach! These rugged, high quality stackers can be interlocked and ganged for semi-permanent groupings. Their functional good looks enhance any commercial or institutional facility. And low-profile stacking on the special dolly makes moving and storing fast, safe and easy. Especially in limited areas or low-ceiling storage rooms.

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

TRI-PAR

TRI-PAR Manufacturing Company
1740 North Pulaski Road
Chicago, Illinois 60639

Circle No. 91 on product card facing P. 140

PRODUCTS & SERVICES

CONTINUED

Tappan wood chair

The Sirocco chair by Scandiline is made of tappan wood, an extremely hard South American wood which

is much like a combination of teak, rosewood, and oak, but which has the coloring of brown walnut. Designed by Arne Norell, the chair cover is made of leather and the seat cushion of soft glove leather.

Circle No. 145 on product card facing P. 140

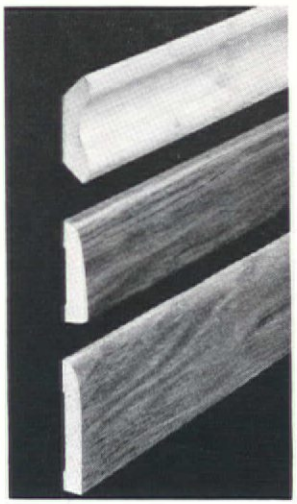
Smooth polyester backing

Fastbac, made by General Tire & Rubber Co. of DuPont's spunbonded polyester textile Reemay, is to be the backing on all General Tire waffle-type, spounge-rubber carpet cushions. The smooth, strong, durable backing allows carpets to slide into place with a minimum of adjustments.

Circle No. 146 on product card facing P. 140

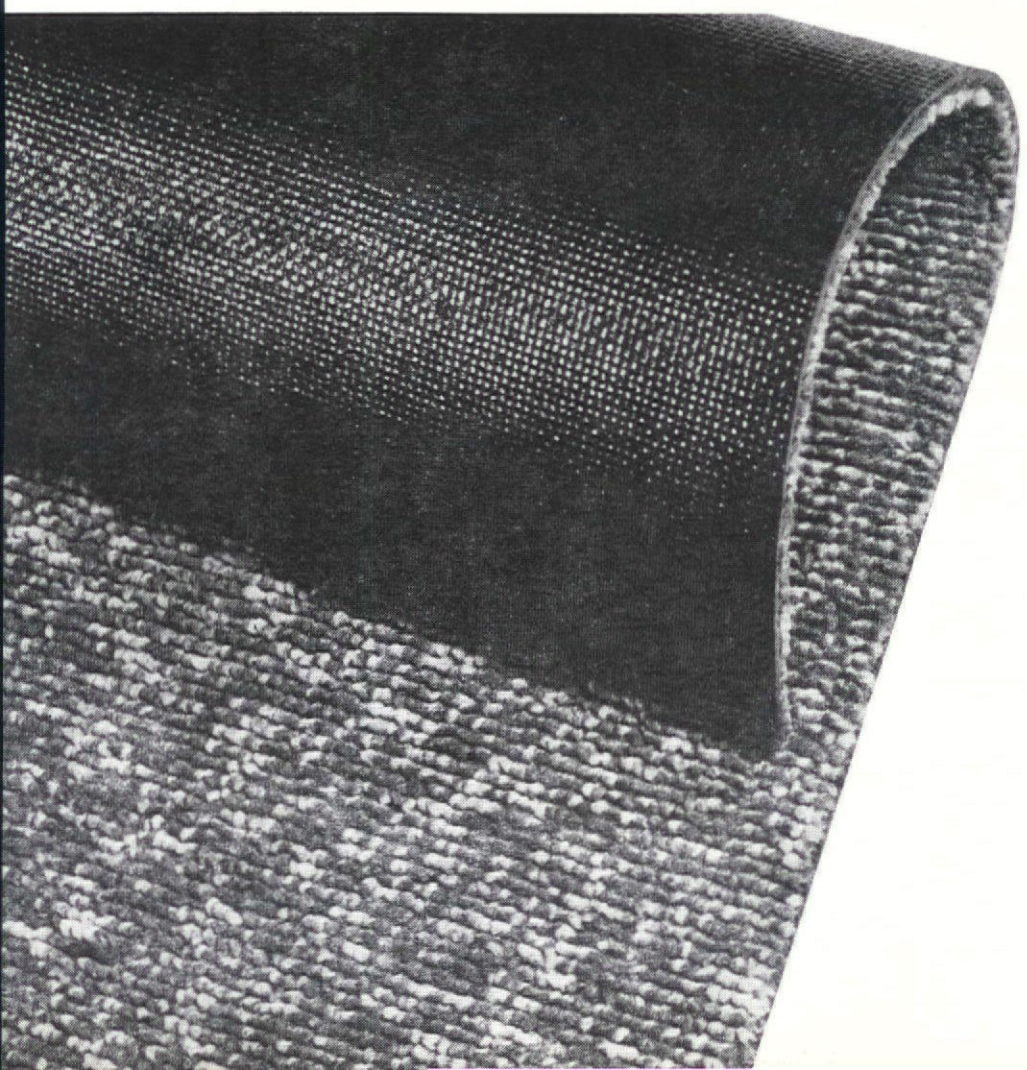
Vinyl-covered moldings

Vinyl-covered wood moldings by Marlite Paneling add a finishing touch to any paneling project. The plant-



on moldings are available in woodgrain textures to match Marlite's Trendwood line, as well as its textured Wormy Chestnut and Oak grains. Base, casing and crown moldings are included in the line which is offered in black as well as woodgrains.

Circle No. 147 on product card facing P. 140



Vinyl Lok

The only carpet to withstand supermarket abuse

Porter's Vinyl-Lok—of famous 100% A.C.E.(TM) continuous filament nylon yarn—is the most ruggedly practical in the contract market. It's mounted on a primary backing of polypropylene and a back plate of solid vinyl. Tufts are so securely imbedded it's virtually impossible to pull them out. Vinyl-Lok's tight surface is practically impenetrable, and cleans with simple vacuuming. Tuft bind strength is 3 times greater than most contract carpets. Unsightly seams, wrinkling, buckling and stretching are eliminated. No underpadding is required. Your Inquiry will receive immediate attention. Use reply card, herein, or write us direct.

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Porter CARPETS

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

Circle No. 92 on product card

ROFFMAN

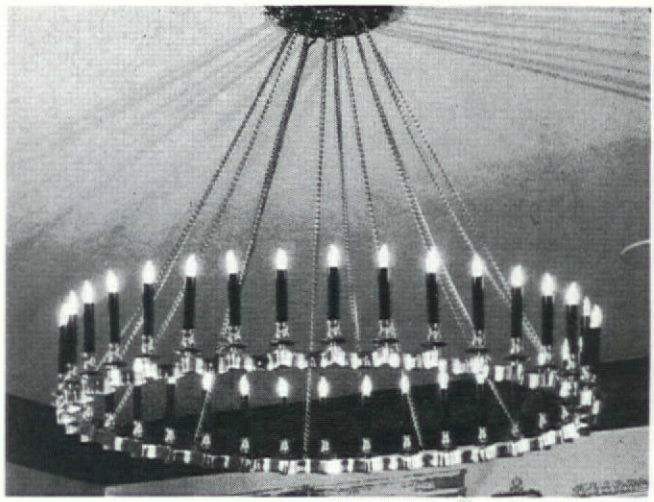
160 East 56th Street, New York, N.Y. 10021, PL 3-4252 • Hy Fishbein, 20 Brookside Place, Hillsdale, New Jersey • RJS Associates, 351 Peachtree Hills Avenue, N.E. Atlanta, Ga. 30305 • Russ Lewis, P.O. Box 550, Toledo, Ohio 43601; F. Shane Franz, 189 Sycamore Street, East Aurora, New York 14250 • Patterson Representation, 307 East Hennepin Avenue, Minneapolis 55414 • Alan R. Huller & Associates, 1315 Wesley Avenue, Evanston, Illinois 60201 • 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.

RWD Series Designed by Wilke/Davis Associates

Circle No. 93 on product card facing P. 140

Circle No. 94 on product card facing P. 140



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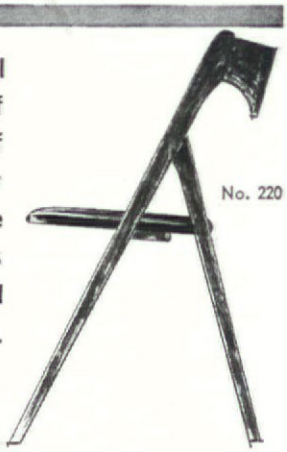
IT FOLDS

An outstanding institutional chair offering the warmth of wood and the luxury of supported vinyl upholstery . . . the most comfortable contract chair sold. This versatile chair folds and stacks for compact storage.



No. 220

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

Circle No. 95 on product card facing P. 140

Do-it-yourself custom colors

Masland has the answer to your carpet color problems.

Start with this...

Mix like this...

And get this result...

ACRILAN
Monsanto

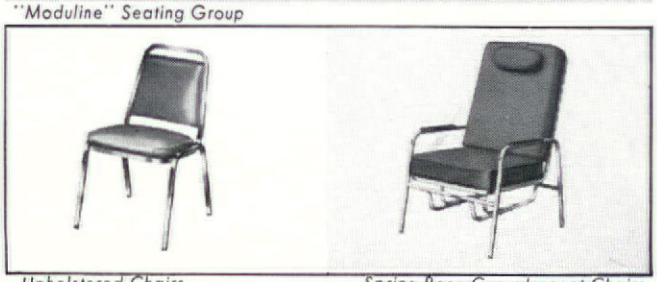
The Magic of Masland Carpets®

C. H. MASLAND & SONS Carlisle, Pa. 17013

Do-it-yourself color blending at your fingertips with Masland's "Action" yarn program Pomkit. Decide on your color needs and we'll mix the finest durable Acrilan® acrylic yarns like an artist mixes paint. These top-quality yarns resist stain and soil, are moth- and mildew-proof and hold the truest colors for the longest time. They are also non-allergenic. • The Masland "Action" stock-dyed program offers colors stocked in single ply for the opportunity to create individual custom-made plain or moresque combinations in 2 ply, 3 ply, 4 ply or 6 ply yarns. • Masland makes many carpets suitable for commercial installations. Masland Contract Managers can help with any contract problem. They are conveniently located in principal cities from coast to coast.

For full information write to: Contract Department, C. H. Masland & Sons, Carlisle, Penna. 17013.

"Moduline" Seating Group



Upholstered Chairs

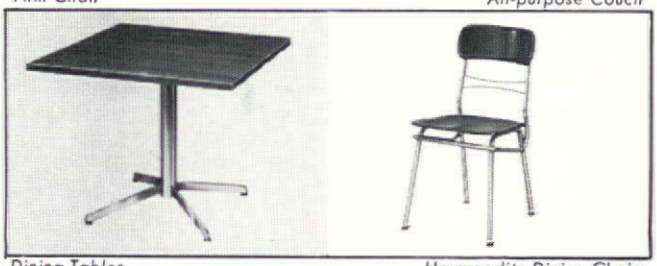
Spring Base Convalescent Chairs

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. 97 on product card facing P. 140

PRODUCTS & SERVICES

CONTINUED

Sofa with vinyl upholstery

Italian vinyl leather grained upholstery covers the

stuffed poly-dacron cushions of the 2506 Sofa from Shawnee-Penn Manufacturing Co.'s No. 2500 Series. Sheppard casters or metal legs are standard.

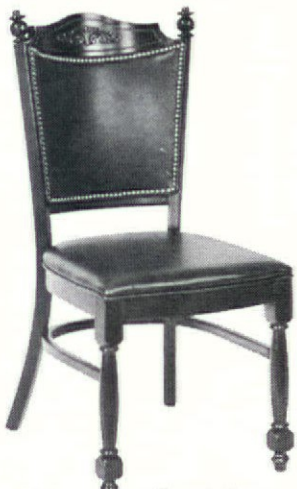
Circle No. 148 on product card facing P. 140

Strapping comfort

Ames Strap outdoor furniture combines comfort and beauty with strength and durability. The steel framed chairs and lounges have wide vinyl strapping that contours to body shape. Along with the adjustable chaise lounge and assorted style chairs, the Ames Strap group also includes a continental umbrella table, a casual tea cart, and a coffee table, all topped with sturdy steel mesh.

Circle No. 149 on product card facing P. 140

Moresque!



STYLE 14-224

. . . One of the many new additions to our magnificent Mediterranean chair group. Extra strong bentwood construction adds lasting quality to your finest decor requirements.

BIANCO MANUFACTURING COMPANY
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Circle No. 98 on product card facing P. 140

Circle No. 99 on product card →

HARDWICK'S Escoral 100% Acrilan® Acrylic Pile Wilton CARPET...

the excitement of a fiesta

ACRILAN®
acrylic fiber by
Monsanto

ESCORAL. Reflects the flash of the andalucian sun, evokes the enchantment of an alhambra, invites you to relax and enjoy living. Available in stock in 12 foot widths as well as area rugs.

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HARDWICK'S Duralok & Durabond 100% Acrilan® Acrylic Pile Wilton CARPET

Gentlemen:
Frankly, I'm interested. And I'd like:

- ☐ Your free illustrated booklet
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ACRILAN®
acrylic fiber by
Monsanto

DURALOK. Time-proven in schools, churches, public buildings and homes where modern thinking demands practicality *and* design excitement. In stock in 12 and 15 foot widths. Available in 10 colors.

DURABOND. Successful newcomer with color éclat in both high and low moresque pile. Deep down toughness comes from its 100% Acrilan® acrylic woven texture. In stock in 12 foot widths. Available in 9 colors.

HARDWICK & MAGEE COMPANY . . .
the compact mill

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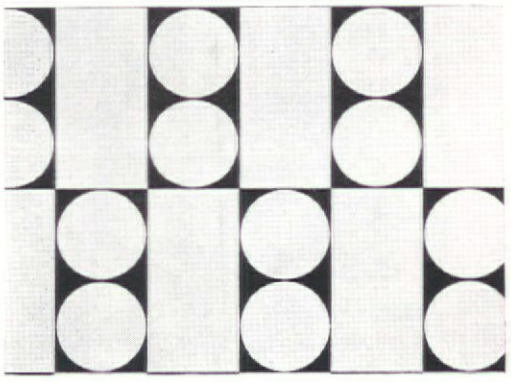
PRODUCTS & SERVICES
CONTINUED

Mod handprints for walls

Vinyl handprints in up-to-date patterns are featured in Foil Fashion Inc.'s Mod Originals collection. De-



signs include florals, stripes, paisleys, and geometrics such as Go-Go pictured. The handprints are available in exciting color combinations, some using transparent colors, other have the patent look.

Circle No. 155 on product card

Circle No. 100 on product card

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

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

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

1545A

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

• *Easily cleaned... naturally!*

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• *Comfortable ... of course!*

If it's from CHAIRMASTERS you can be sure it's tough and handsome.

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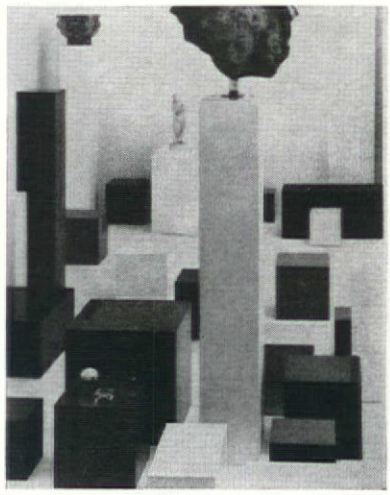
Circle No. 101 on product card

PRODUCTS & SERVICES

CONTINUED

Six-sided forms for anything

Hexahedrons, six-sided all wood forms by Intrex Inc., can be used as tables, benches, pedestals, bases, platforms, and stools. Designed by Paul Mayen, the Hexahedrons are custom made to specification in a huge variety of sizes and finishes. Special top surfaces and concealed casters are available.



Circle No. 150 on product card facing P. 140

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No waxing is required to maintain the shine on the indoor-outdoor seamless floorcovering developed by the

There's no limit to what you can do with Johnson Plastic Table Tops, Johnson Bases and a little imagination.

Match the base design to the top for just the RIGHT combination to fit *your* specifications. Unlimited choice of top designs and base styles to work with.

And you discover what a Johnson Table can do for any dining area. As a starter, may we send you our new portfolio of table ideas.

New JOHNSON TABLE IDEAS to challenge your imagination:

- SOLID WOOD TOPS
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- PLYMASTER PLANKED WOOD TOPS
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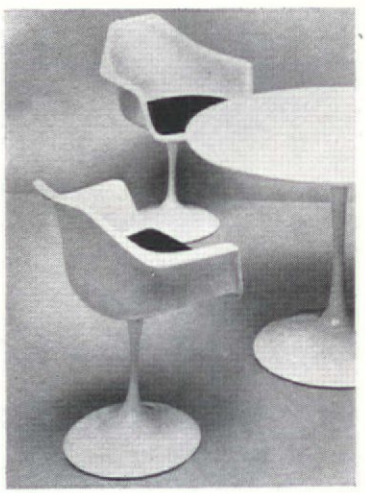
Desert Marble Division of Research Laboratories. The life-like marble floor combines polyester resin and ground marble dust to produce a hard durable surface. Desert Marble has been proven non-toxic, abrasion resistant, capable of withstanding weathering, resistant to fungus, acid resistant, and available in solid and marbleized colors.

Circle No. 151 on product card facing P. 140

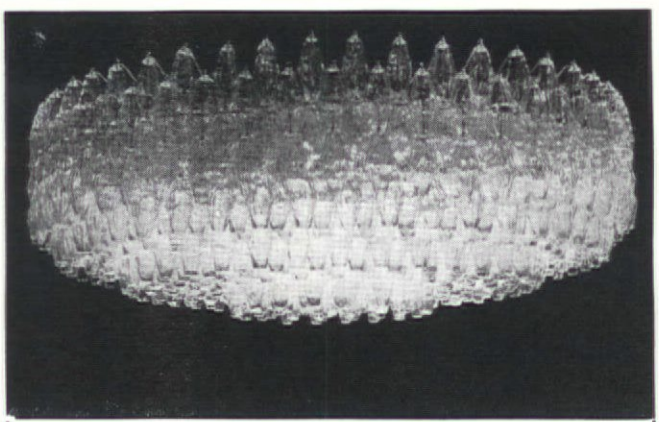
Custom components for furniture

Versatile custom components by Fiberesin Plastics are demonstrated in this dining set. The table top is



made of Grade 62-P solid plastic panels and accompanied by shell chairs of Fiberform fiber glass polyester moldings.

Circle No. 152 on product card facing P. 140



Lamps And Lighting Fixtures

Illustrated is a Polyhedron Fixture available in any size or shape. Recently executed and installed—18 inch diameter and 12 ft. diameter. From an unusually extensive collection of fine traditional and modern lamps and lighting fixtures from Italy.

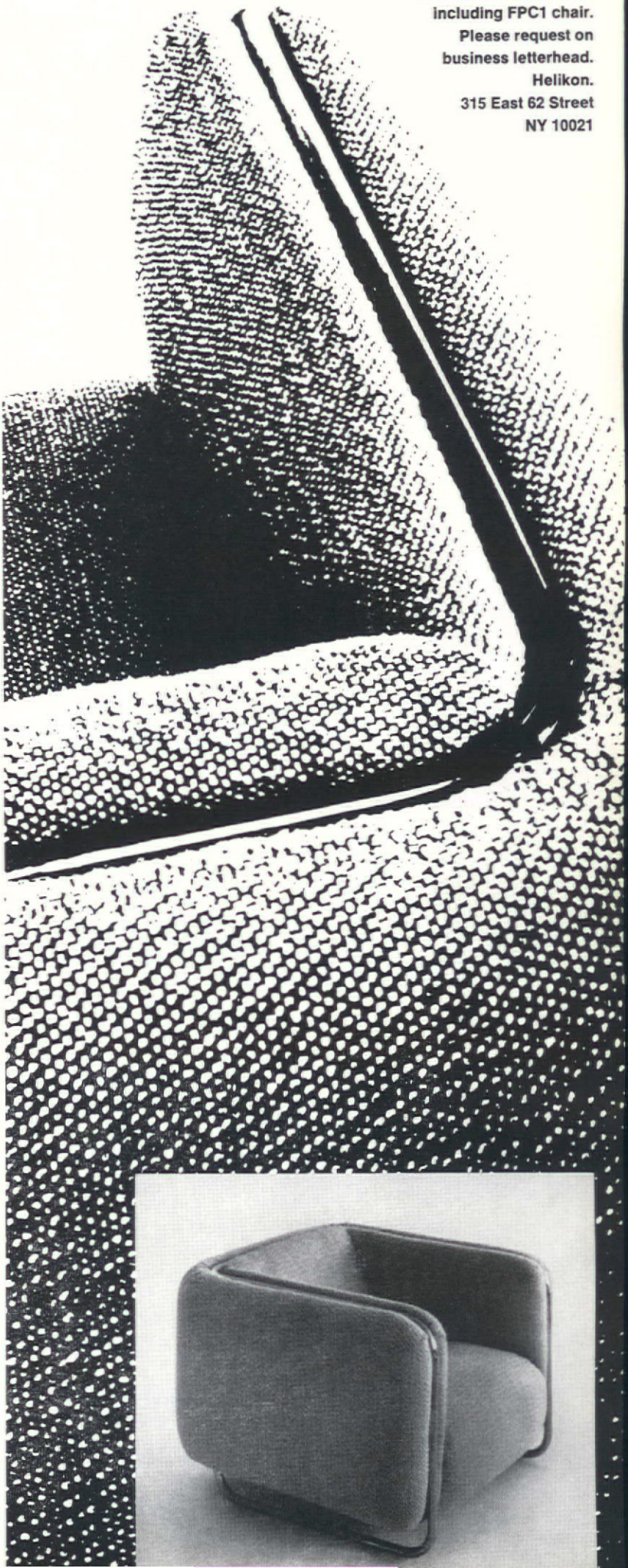
camer glass inc.

D & D BUILDING 15th Floor
979 Third Avenue New York, N.Y. 10022

Circle No. 103 on product card facing P. 140

HELIKON

18 new designs by Robert Benham Becker including FPC1 chair. Please request on business letterhead. Helikon. 315 East 62 Street NY 10021



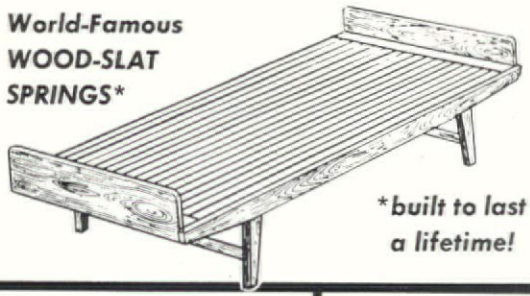
← Circle No. 102 on product card

Circle No. 104 on product card →

Circle No. 105 on product card facing P. 140

PRECISION-MADE IN SWITZERLAND FOR HEALTHFUL SLEEP

*World-Famous WOOD-SLAT SPRINGS**



**built to last a lifetime!*

Progressive hotels, motels and hospitals can now learn the secret of SWISS HOLMA SPRINGS—Individual Ash Wood Slats . . . each one curved and flexible as an archer's bow. They fit the body, give firm head-to-toe support.

SWISS HOLMA BEDS come in 12 different styles—Bunk Beds, Hi-Risers, Studios, etc. Made in any width or length and such woods as solid Walnut, Teak, Ash, Maple, Mahogany, even solid Rosewood!

Bulky box springs are easily replaced with a clean, light SWISS HOLMA at wonderful low cost.

SWISS HOLMA SPRINGS can give your customer the **best sleep ever!**

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CULVER CITY, CALIF. 90230 • (213) 870-0020

Circle No. 106 on product card facing P. 140

PRODUCTS & SERVICES

CONTINUED

Digital wall clock

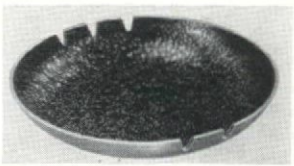
A wall model digital clock is available from Ropat, the U.S. distributor of Caslon Digital Clocks. The 401 wall

clock has large easily visible digital cards, a noiseless motor featuring a built-in diffused light and is available in charcoal gray, red, or silver gray.

Circle No. 153 on product card facing P. 140

Ashtrays with peacock spots

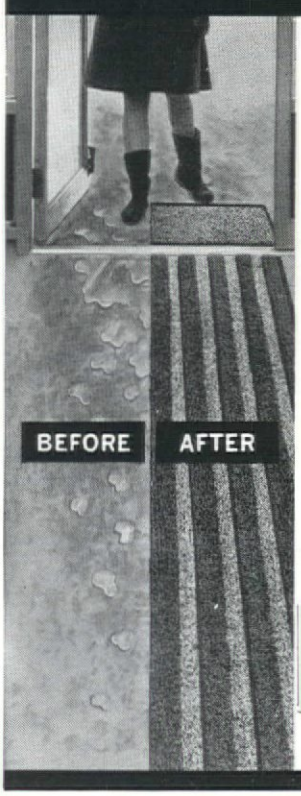
Heavy aluminum plate ashtrays by Smokador products Co. have porce-coated interiors available in a variety



of bright colors. Brilliant colored peacock spots add to the polished finish.

Circle No. 154 on product card facing P. 140

create ELEGANT entryways



These luxurious mats trap and hide dirt!

Out-Adore—outside

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

Plush Cover—inside

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

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

Phone: 419—332-5531
Crown RUBBER CO.
Fremont, Ohio 43420

Circle No. 107 on product card facing P. 140

MANUFACTURERS' LITERATURE

Decorative shelf systems—A full color brochure describes the Shelfmates shelf system being introduced by Grant Pulley & Hardware Corp. Over 25 illustrations of different wall and floor-to-ceiling shelf arrangements plus data on when and where to use them are included.

Circle No. 156 on product card facing P. 140

Wallcovering designs — Twenty-seven photographs are included in the Classic Wallcoverings Connoisseur, Inc., six-page brochure. Included are repeat wallcoverings, murals and scenics, some of the corelated fabrics available, and a brief outline of the firm's complete product line and services.

Circle No. 157 on product card facing P. 140

Contract mattresses—Holland Wire Products, Inc., has published its Buying Guide to Better Values in Contract Mattresses. Each of the three most commonly used spring or coil designs and their construction is illustrated and fully explained, the seven desirable qualities that all modern mattresses should have are outlined, and finally, a convenient checklist of all contract mattress specifications is included.

Circle No. 158 on product card facing P. 140

Operable walls—The 12 section, comprehensive Architectural Products Manual, produced by New Castles Products, Inc., manufacturer of Modernfold operable walls and folding partitions, contains all the vital information concerning the product line. Market and product brochures, product technical data, specifications, samples, and acoustical information are all included.

Circle No. 159 on product card facing P. 140

Floor mats—The American Mat Corp.'s looseleaf bound catalog, A Mat For Every Purpose, features floor mats of vinyl and nylon, as well as rubber. The catalog offers a comprehensive summary of mat styles, constructions, and uses.

Circle No. 160 on product card facing P. 140

Desk accessories—A 12-page, four color catalog illustrates the Sainberg & Co., Inc. line of desk accessories. Included are pieces in leather, wood, metal, plastic, and combinations of these materials. A price list and index is also provided.

Circle No. 161 on product card facing P. 140

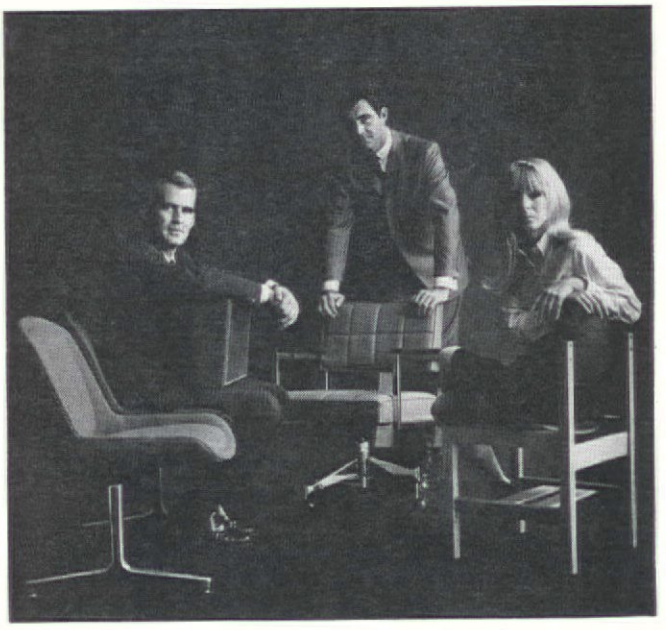
Rya rugs—Egetaepper, Inc., manufacturer and importer of Danish rya rugs, has completed a catalog illustrating the complete Ege collection. The 24-page spiral bound book shows each Egetaepper design in full color. Included in the catalog are the Art Collection series, the classic rya line, and amusing group of pictorial rugs.

Circle No. 162 on product card facing P. 140

Designer signs—A four color brochure introduces the crafts and products of Design-A-Sign Co., Inc., manufacturer of unique contemporary nameplates and holders, directories and inserts, relief and engraved plaques, signs, relief letters.

Circle No. 163 on product card facing P. 140

Circle No. 108 on product card facing P. 140



Madison designs seating and seating systems for people
of all sizes, shapes and forms.
In all sizes, shapes and forms.
For all kinds of rooms, offices and public seating areas.
Wouldn't interior design be dull if we didn't?

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Showrooms: Chicago, Dallas, Los Angeles, New York, San Francisco, Seattle.

Decorative cast iron table bases for residential, contract and display.

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CALL OR WRITE FOR INFORMATION

Circle No. 109 on product card facing P. 140

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.

CONTRACT FURNITURE DEPARTMENT HEAD AVAILABLE: Will organize department for manufacturer entering institutional furniture field or planning expansion of lines for schools, colleges, hospitals, etc. Or can direct large contract sales organization. Knowledgeable and experienced in most phases of contract sales, including draperies, carpet, etc., as well as design, promotion, distribution, with 15 years successful experience heading own contract company and 20 years in allied industry. Write: Box-530, CONTRACT, 7 E. 43 St., NYC 10017.

DESIGNER WANTED—Looking for a challenge—preferably interior store design experience—young growing firm—excellent opportunity. Salary open. Send resume to Box A-531, CONTRACT, 7 E. 43 St., NYC 10017.

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

ATTENTION: Contract furnishers, architects, designers and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to: Publisher, CONTRACT Reader Brochures, 7 E. 43 St., NYC 10017.

ATTENTION: REPS! REGISTER WITH US! Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. Write to: Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

OUTSTANDING OPPORTUNITY FOR EXPERIENCED CONTRACT SALES REPRESENTATIVE: Aggressive, growing vinyl and plastic laminating manufacturer servicing the furniture, construction, and mobile home industries has new products for distribution. Territories available in most areas. Send complete resume or contract: TRAWOOD MANUFACTURING COMPANY, INC., RR#3, Box 6, Elkhart, Indiana 46514.

ALBERT LARSEN PERSONNEL AGENCY: Servicing the eleven Western states for interior designers — residential and contract. Architectural interior designers, industrial designers, sales representatives, product public relations and all allied personnel. Send resume to: Albert Larsen Personnel Agency, 8811 Alden Drive, Los Angeles, Calif. 90048. Phone: 213-275-6342.

Product information rushed to you via computer. Use free reader service card facing page 140.

"KNOCKED DOWN" PRICES on "KNOCKED DOWN" FURNITURE

from Hong Kong!

The Contract Division of J. L. GEORGE & Co., Inc. can duplicate *anything* in wooden furniture... from Louis XIV to mod mod modern . . . from chairs to tables, from bookcases to knick-knacks... everything manufactured to your exact specifications.

Among our satisfied customers are Hotels, Motels, Manufacturers, Chain Stores, Importers, etc. Let us add you to the list. Write or phone

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NEW YORK • HONG KONG • ESTABLISHED 1911

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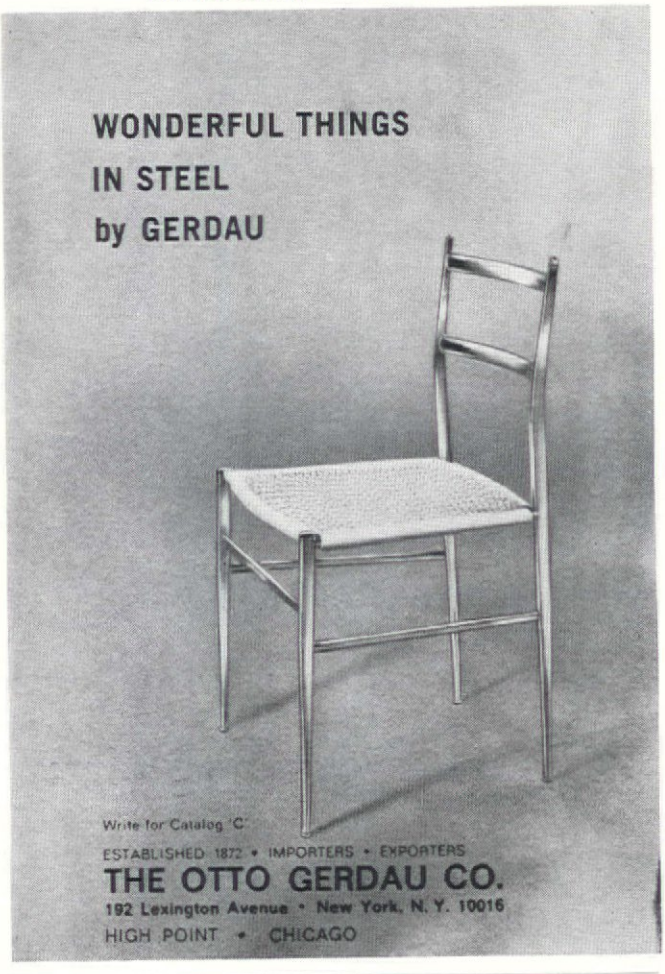
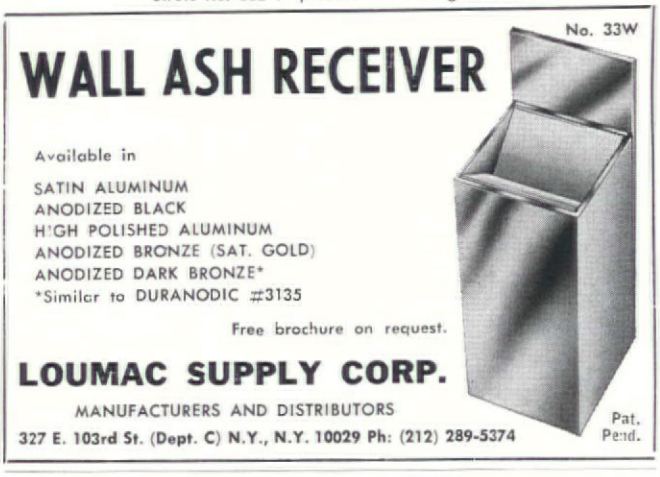


Circle No. 112 on product card facing P. 140



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DIVISION OF BAKER FURNITURE, INC.
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