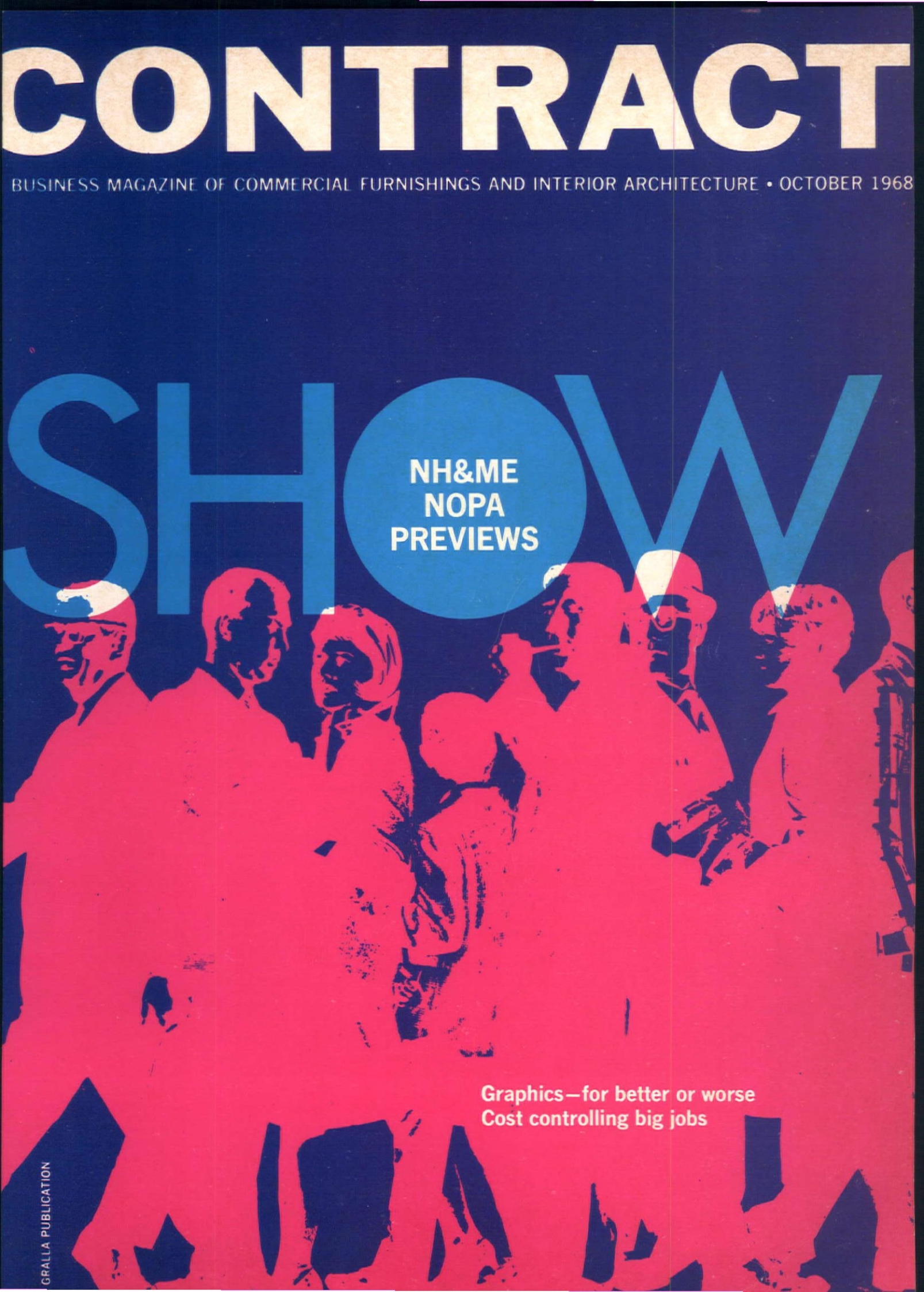
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • OCTOBER 1968

SHOW

NH&ME
NOPA
PREVIEWS



Graphics—for better or worse
Cost controlling big jobs

GRALLA PUBLICATION

Geometrics.

Out of the ordinary, out of Plexiglas. A sculptured table design in geometric form.

Its triangular base is the inspiration for this custom floor design, created with regula Armstrong flooring materials. In this case, Montrel™ Excelon® Tile combined with Excelon Feature Tile.

Montrel is a vinyl-asbestos tile whose beauty belies its budget price.

Dominant in the design is Montrel in rich Atrium Black. The Montrel is seen again in haphazard triangles of Portico Bronze. For complement and contrast, more triangles of Feature Tile in Curry and Burnt Orange. White Excelon Feature Strips provide a linear organization throughout the design.

This is only a sample of the imaginative floors you can create for contract projects—when you work with the world's largest selection of resilient flooring.

Your design? Let your Armstrong man take you on a guided tour through Excelon and all Armstrong materials. He's the expert in the technicalities of floor selection. Call him. Or write Armstrong, 510 Naylor Street, Lancaster, Pennsylvania 17604.

VINYL FLOORS BY
Armstrong

Circle No. 1 on product card facing Pg. 172

Executive desk and cabinet in cherry. Design by Kipp Stewart

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

Directional

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

Six or Six Hundred

That's the way orders came in for our new Aegean Series this season. Six chairs for a patio in Dallas, 600 for a hotel in Hawaii. And everything else in between. We sold our new Aegean line to a ski lodge in Estes Park, a major department store displayed it in their corner window in Chicago. Even the new Holiday Inn in Monaco has our furniture. Right here in Sarasota, the largest furniture store in town sold more of our Aegean line than any other.

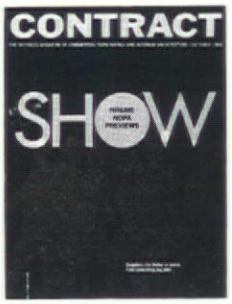
How do we explain all this? Well it certainly isn't because of its low price. It's the most expensive line we make. We think that one of the reasons is style. The Aegean chair has a certain elegance of de sign that separates it completely from run-of-the-mi outdoor furniture. Sweeping curves are gracefully exe cuted. Welds are flawless. The finish is painstakenl applied and baked on at 400°.

Lastly, like all well-designed pieces, it's comfor able, easy to care for, and as durable as we kno how to make it. So if you're a furnitur store looking for a new line, or a decor tor with a fussy client, or a hotel with big maintenance problem, you reall ought to take a closer look at ou Aegean Series. Write for new catalo

tropitone

Furniture Co., Incorporated, P.O. Box 3197
Commerce Blvd. — N. Hwy. 301 • Sarasota, Florida 33578

Circle No. 3 on product card facing P. 172



The Cover

People involved with the contract industry — hotels, motels, offices — are represented on this cover by designer Norman Bleckner to indidate the industry's involvement with exhibits at two important shows previewed in this issue, starting on page 83, through page 105.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 10 **OCTOBER, 1968**

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

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COMING IN CONTRACT

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.

DECEMBER—Wallcoverings and wallpapers, their applications in contract installations, new designs, and developments of interest to contract designers. Plus, an article on the influence of Danish design on the American contract market, and a review of artificial beams, what is available, from whom, and for what types of installations.

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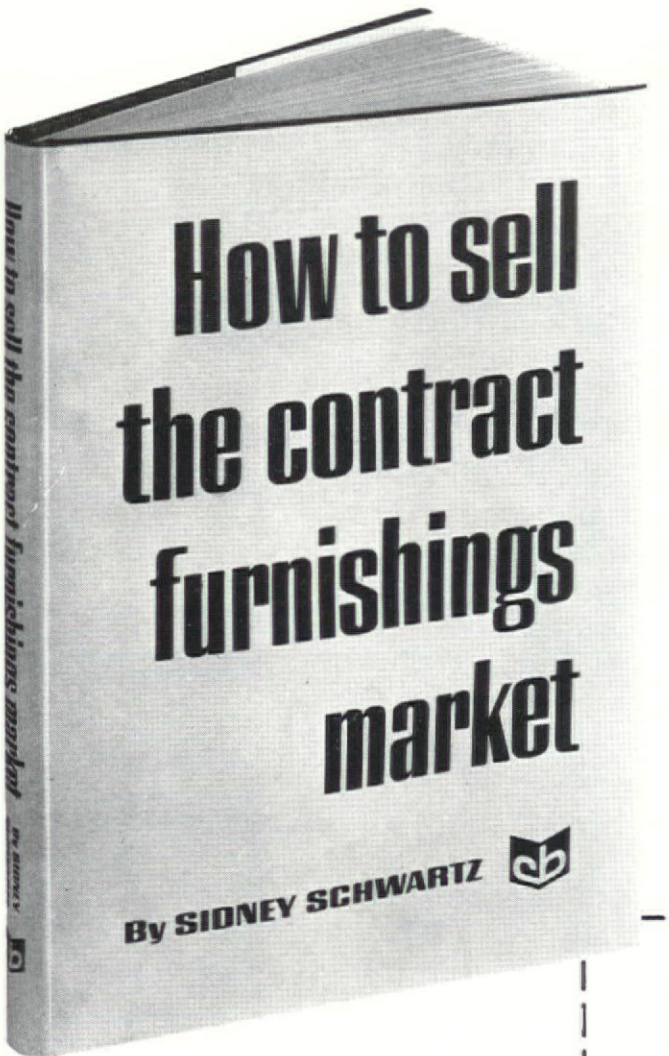
Your key to a multi-billion dollar market!

"A powerful merchandising text....A book to be read, re-read and then keep on the desk for ready reference."—That's what **Home Furnishings Daily** *says about our new book—"How to Sell the Contract Furnishings Market", by Sidney Schwartz.*



Home Furnishings Daily

BOOKS

By MARIE McGARRY

"HOW TO SELL THE CONTRACT FURNISHINGS MARKET," By Sidney Schwartz Merchandising Director, Trend Mills, Inc.

"How to Sell the Contract Furnishings Market," tells what its title promises. For anyone interested in this billion dollar marketing field, it's a book to read, re-read, and then keep on the desk for everyday ready reference.

Divided into two major parts, Schwartz' book first digs into the divisions and subdivisions of the contract field. It explains and charts the organizational and buying patterns of the motel, hotel, resort, restaurant, club, office, industrial, governmental and educational markets, of the shopping center, store, geriatric and medical fields.

Replete with facts, figures, ideas and pointers, the book takes up contract sales in Part II, described by author Schwartz as the "meat and potatoes" section.

Here, marketing techniques with possible problems and suggested solutions, the relationship and interrelationship of various contract market areas (and of particular note two chapters dealing with lush, untapped contract opportunities for the manufacturer and contract dealer) combine to create a powerful merchandising text for anyone with products or services to sell in the contract field.

Two appendices include a list of major contract clients.

"How To Sell the Contract Furnishings Market" is the first offering of the newly formed publishing house, Contract Books, Inc., Croton on the Hudson, N.Y. Its editor is Ben Hellman, publisher of Contract Magazine.

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CONTRACT BOOKS, INC.
P.O. BOX 45, CROTON-ON-HUDSON, N.Y. 10520
Publishers to the Contract Industry

Please send me ..... copies of "How to Sell the Contract Furnishings Market", at $20 each. My check, including 50¢ postage charge per book, is enclosed.

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COMPANY_____

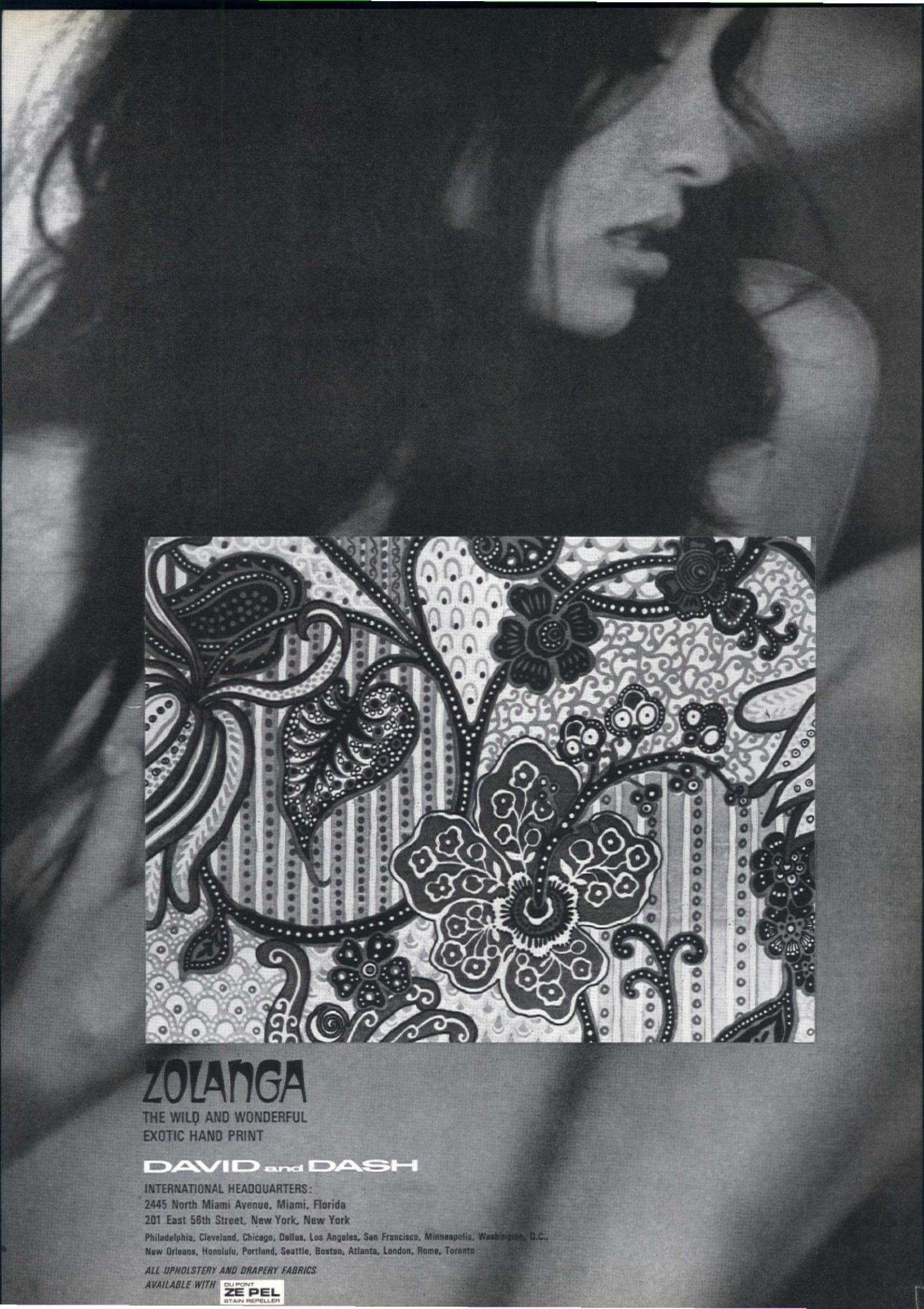
ADDRESS_____

CITY_____ STATE_____ ZIP_____

Check must accompany order. Payable, Contract Books, Inc.

Circle No. 4 on product card facing P. 172

Circle No. 5 on product ca



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EXOTIC HAND PRINT

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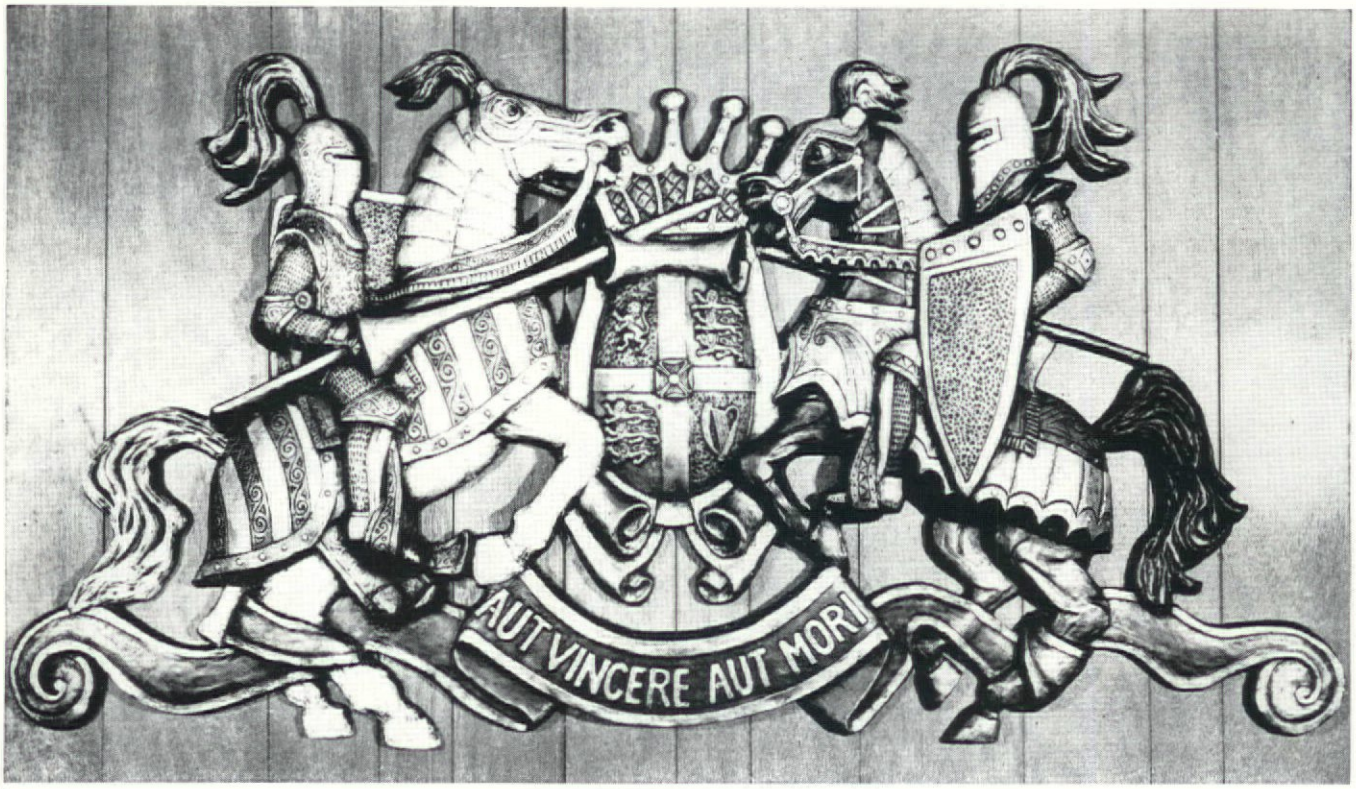
ALL UPHOLSTERY AND DRAPERY FABRICS
AVAILABLE WITH DU PONT ZE PEL STAIN REPELLER



WALL DECOR (above) . . . Classic "Jousting Knights" design; 72 inches (6 feet!) wide; over 3 ft. high . . . A massive, deep-relief "spectacular," richly colored in antiqued golds, silvers, reds, blues, and browns. Raised Latin inscription on ribbon translates "To Conquer or to Die."

FLORE DORS (right) . . . "Forester" design, with four deep-carved panel productions in Florestone . . . so real you can feel the grain.

NEW FROM Florestone

Write on letterhead for full color catalog, trade discounts, etc.; includes hundreds of wall accessories, twelve doors—$1 (refundable) from Florestone Arts, Inc., 618-20 Marshall Avenue, Memphis, Tennessee 38103, or any franchised factory: Florestone of Arkansas, Inc., 727 Space Center Drive, West Memphis, Ark.; Decor by Florestone, Inc., 167 Pennington Road, Hopewell, New Jersey 08525; Florestone of Illinois, 1836 Ogden Ave., Lisle, Illinois 60532; Florestone Arts of Louisiana, Inc., 1955 Scenic Highway, Baton Rouge, La. 70802; Florestone of Maryland, Inc., P. O. Box 156, Brandywine, Md. 20613; Florestone of Texas, Inc., 3109 Bryan Ave., Ft. Worth, Texas; Florestone of Northern California (correspond to Memphis), Florestone of Florida, Inc., 12 South Hughey, Orlando, Florida.

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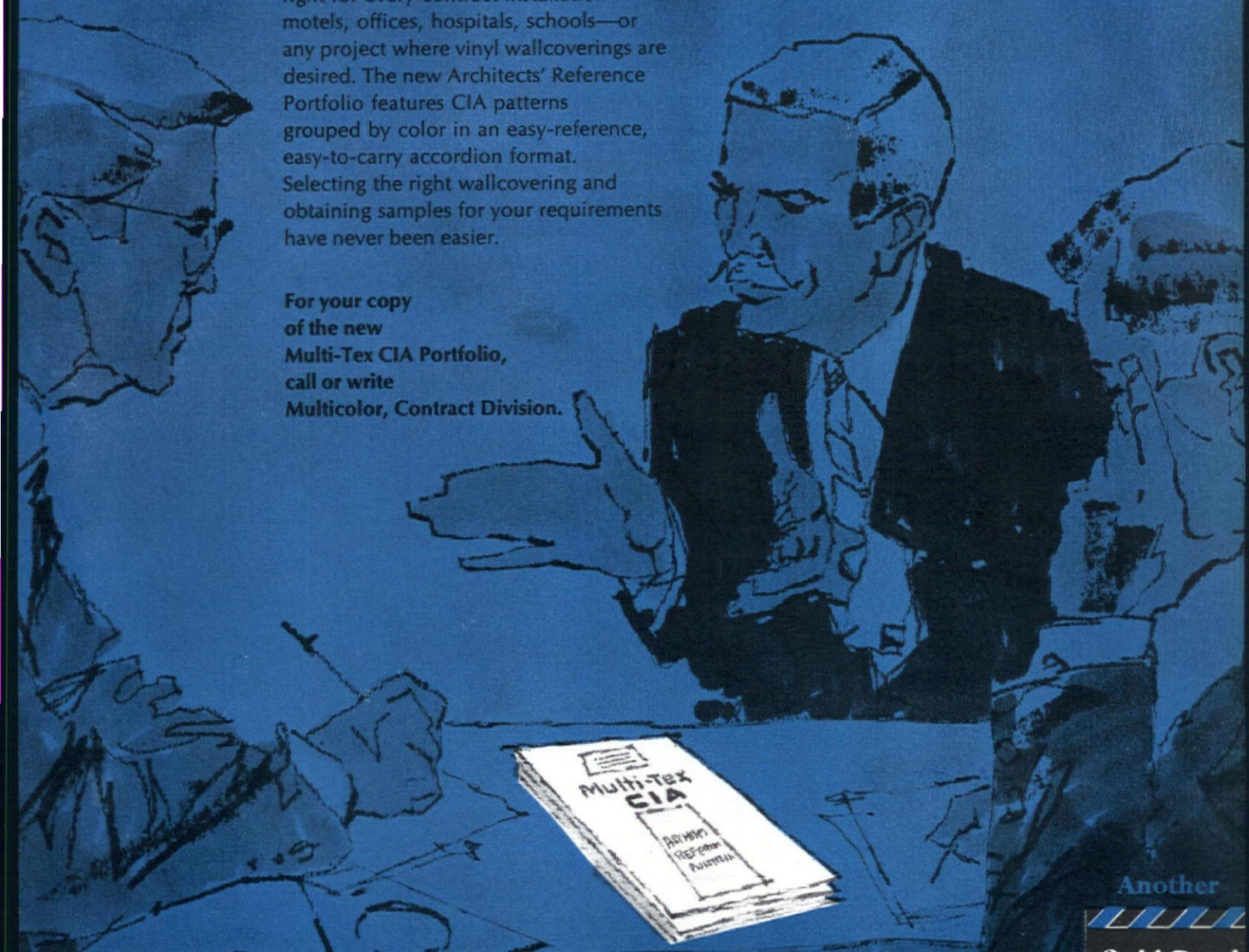
Excitement for your contract specifications . . .

Multi-Tex CIA

Quickly, this new vinyl wallcovering collection has created enthusiasm. Why? Multi-Tex CIA was created to meet your professional specifications. Exciting and functional patterns for *Commercial, Institutional* and *Architectural* applications are stocked at key distribution centers for immediate sampling or shipment.

CIA offers a full range of designs on solid sheet, fabric-backed vinyl. Types I and II make CIA right for every contract installation—motels, offices, hospitals, schools—or any project where vinyl wallcoverings are desired. The new Architects' Reference Portfolio features CIA patterns grouped by color in an easy-reference, easy-to-carry accordion format. Selecting the right wallcovering and obtaining samples for your requirements have never been easier.

For your copy of the new Multi-Tex CIA Portfolio, call or write Multicolor, Contract Division.



Multicolor Company, Hatfield, Mass. 01038 Telephone (413) 247-5623

A Division of National Gypsum Co.

Another Gold Bond Product

Naugahyde® gets around at the new Madison Square Garden.

Two things happen to people at sports arenas.

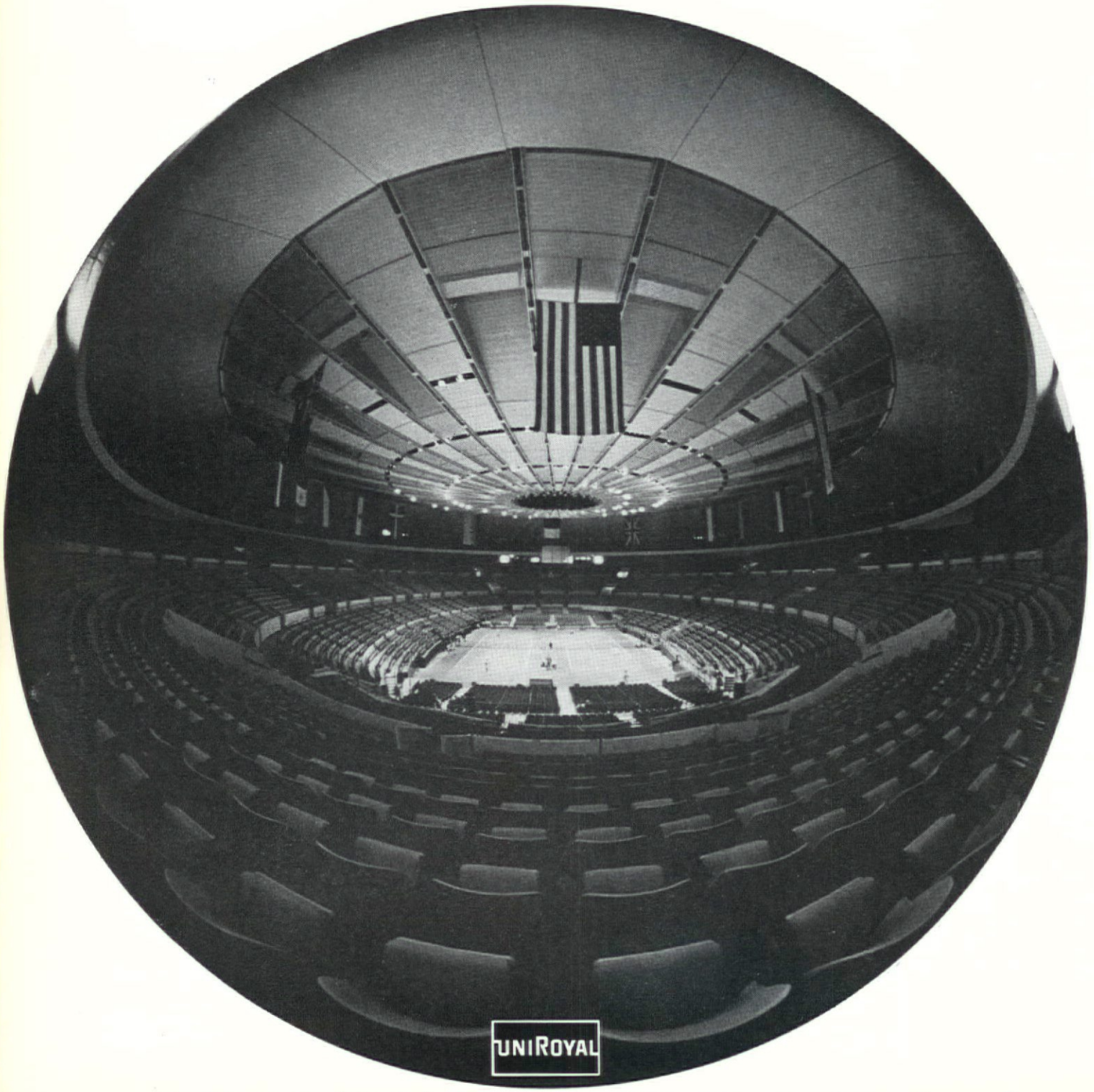
One: they don't find their seats.

Two: when they do, they fidget, squirm and jump up and down on them.

Now you know why the new Madison Square Garden chose Naugahyde to cover their 20,000 seats.

Naugahyde seats are hard to miss. They're all around the Garden in five dazzling, harmonizing shades keyed to the color of your ticket. And Naugahyde happens to be the most fidget, squirm and jump-up-and-down resistant vinyl fabric in the world.

Naugahyde vinyl fabric is a product of Uniroyal.



See Naugahyde at the National Office Products Association Exhibit and the National Hotel and Motor Hotel Exposition.

Circle No. 7 on product card facing P. 178

A. The Grand Americas in rich walnut, cherry or pecan. Model HSC 1.
B. The Seeburg Component System. Model AP-1-A.
C. Remote controls for components and consoles.
D. The Kenilworth in handsome walnut. Model 6000.
E. The Granada in the finest hand-rubbed pecan. Model 6001.
F. The Grand Italia in handcrafted cherry wood. Model HSC 3.
*® Reg. #656,755

PLAIN STEREO IS PLAIN DEAD

It was put down by Seeburg Audiomation* . . . the first and only completely automatic stereo system. The only stereo that can be programmed and operated from remote areas in the home!

So, when a contract or customer specifies, "The latest and finest in stereo" . . . be sure that you specify Seeburg Audiomation.

No record handling. No tone arm wrestling matches. All you do is push a button . . . and listen.

Audiomation selects the record you choose, plays it, then stores it away . . . automatically.

You play 1 to 100 selections . . . or push the ALL PLAY button for 40 hours continuous stereo music.

There's never been a system more ideally suited to whole-house background music. It can accommodate up to 12 remote selection controls and 24 speakers!

Solid state throughout, of course, with superb FM/AM/Stereo FM radio.

Cabinetry is the finest in design and finish. Rich and distinctive pecan, walnut, and cherry woods are selected . . . then hand rubbed to a deep luster. Every Seeburg Audiomation Stereo Console looks as beautiful as it sounds.

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AUDIOMATION STEREO SYSTEM
SEEBURG Serving America Musically Since 1902

CONSUMER PRODUCTS DIVISION
SEEBURG SALES CORPORATION
1500 North Dayton Street, Chicago, Illinois 60622

Please send me more details and specifications on Seeburg Audiomation Stereo System.

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FIRM _____

ADDRESS _____

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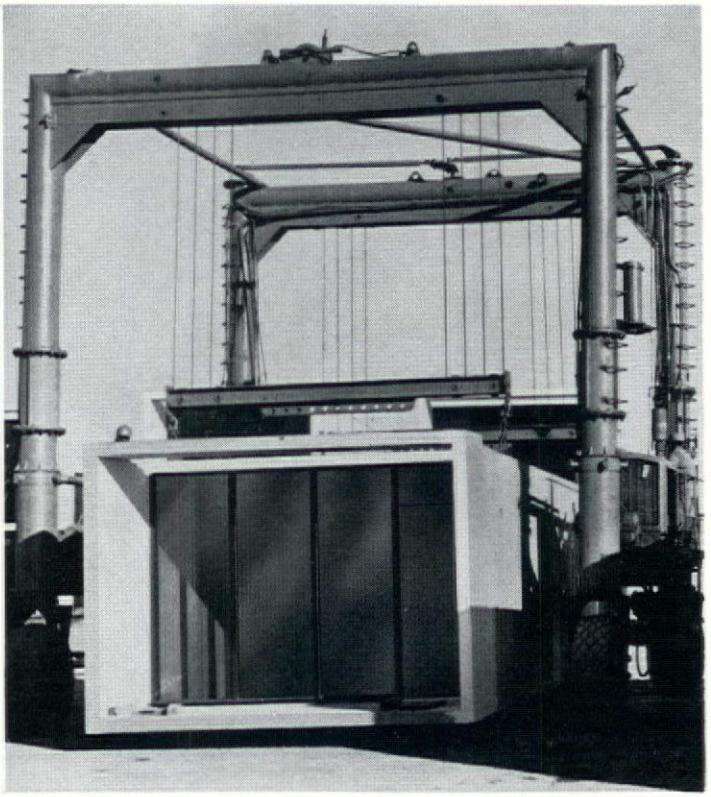
Circle No. 8 on product card facing Pg. 172

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



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

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

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

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

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

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

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

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

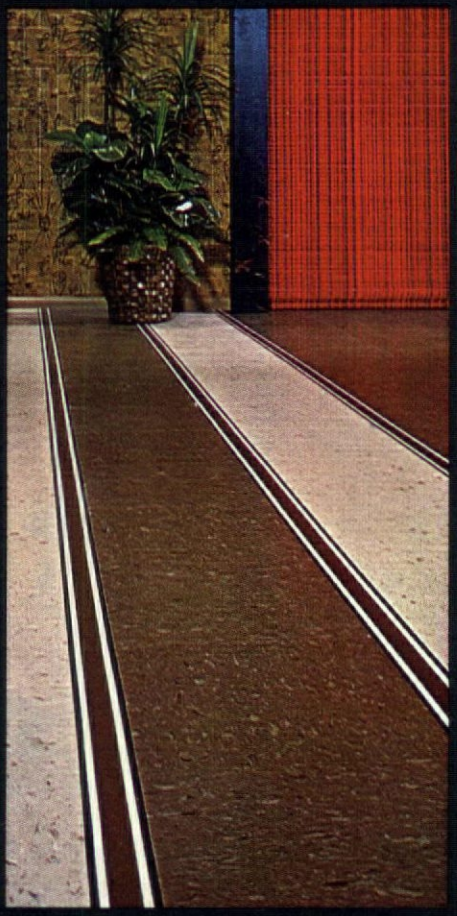
B.F.Goodrich

Koroseal—T.M. Reg. U.S. Pat. Off.

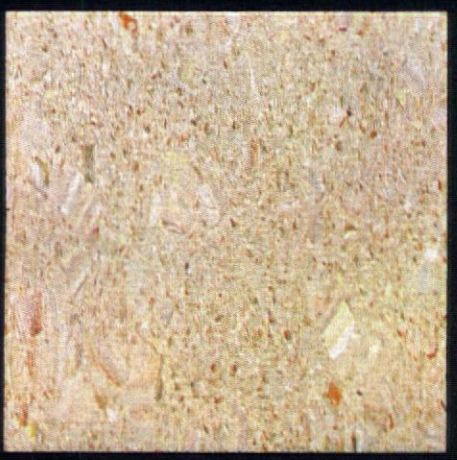
Circle No. 9 on product card facing Pg. 172

Circle No. 10 on product card

A POTPOURRI OF BRIGHT IDEAS IN FLOORS BY AZROCK



AZROCK is what's happening



Azrock proclaims the end of the "dull floor" era! Now you can "turn on" any room you design . . . whatever the mood, whatever the decor . . . with the up-to-the-minute excitement of Azrock vinyl asbestos tile. If your floor plan calls for elegance . . . for casual charm . . . or just plain fun . . . you'll like the way Azrock's rainbow of more than 120 "now" styles and colors makes it happen! Specify Azrock for your next resilient floor design — and enjoy the beautiful difference.

original floor stylings by AZROCK®

Nationally advertised in Better Homes and Gardens, American Home, House Beautiful, House and Garden and others.

magnificent

this is the finest chair you can recommend.

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A Subsidiary of USM Oil Co.

Cramer—The leader in style and quality

Feature The Finest Birge FORECAST™

Strippable Vinyl

with Creslan® Acrylic Flocks

Now, with the help of HOUSE & GARDEN editors, Birge has created a line of wall decoration featuring HOUSE & GARDEN colors. Now you can offer to your clientele the latest in wallcovering with the certainty it will match other leading home furnishings.

Let the HOUSE & GARDEN color names on the back of each sheet be your guide when specifying other materials. Ask for full details on Birge FORECAST Strippable Vinyls, the wallcovering for your future, at leading decorator showrooms, or write today.

AS ADVERTISED IN in authorized H&G COLORS HOUSE & GARDEN

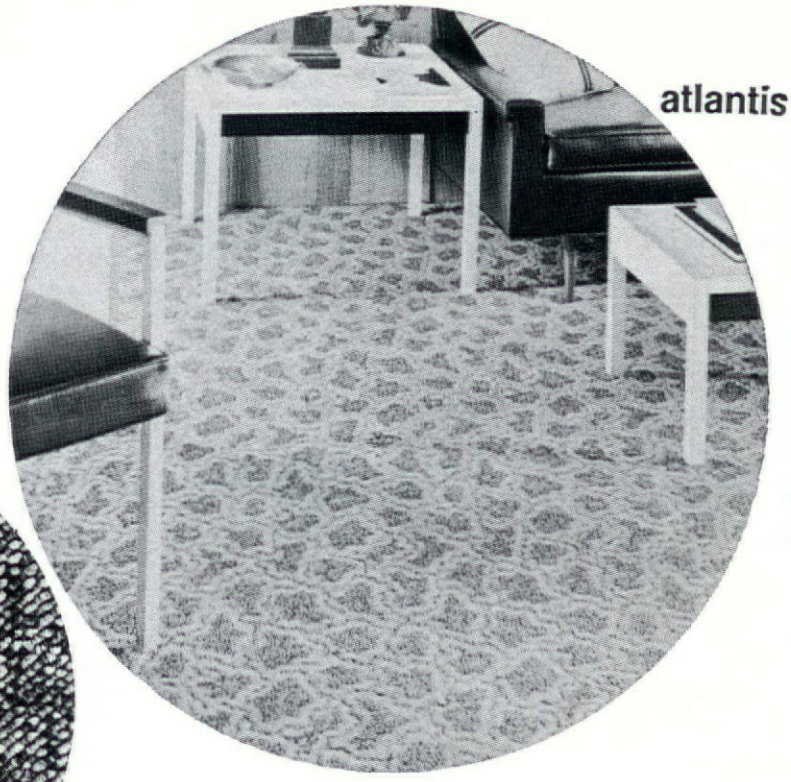
In The New House & Garden Colors

COUNCIL MEMBER WALLCOVERINGS

THE BIRGE COMPANY, INC., BUFFALO, N. Y. 14240

Circle No. 12 on product card facing Pg. 172

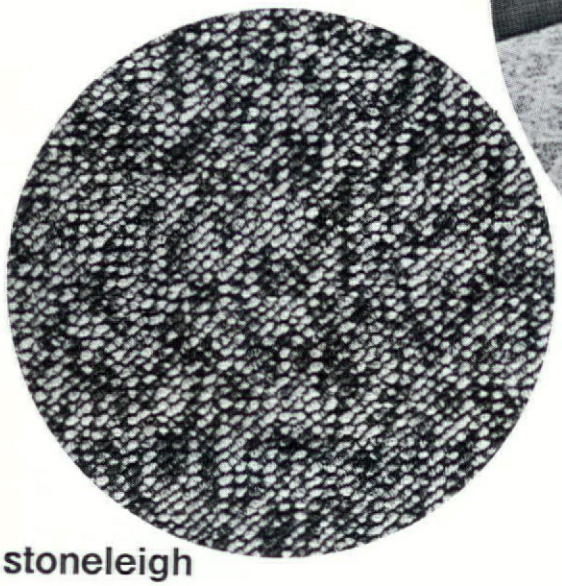
← Circle No. 11 on product card



atlantis

300% better

Than FHA Specifications Require



stoneleigh

BEAUTYTUFT

5/64th gauge carpets featuring HERCULON® pile

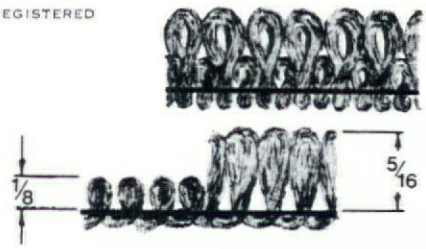
We're not modest about our carpets. Most of them are three or four times better than FHA specifications require. Beautytuft originated 5/64th gauge tufting (we're not modest about this, either).

5/64th is the densest carpeting in the tufting industry. Tufting 8 stitches per inch puts 102.4 tufts per square inch. In 10-gauge tufting, 8 stitches per inch puts 80 tufts per square inch, and in 12-gauge, tufting 8 stitches per inch puts 96 tufts per square inch.

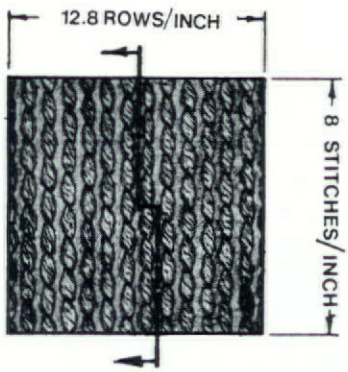
Hi-density means: carpets resist tracking and packing down, texture and appearance are maintained because pattern is an integral part of carpet construction, carpets wear longer, resist soiling, and are easier to clean.

Residential or commercial, BEAUTYTUFT carpets of fabulous HERCULON* pile yarns are better. Specify Atlantis, a bold pattern, or Stoneleigh, a striking tweed, both in eight colors.

* HERCULES REGISTERED TRADEMARK



(12.8 rows/inch)(8 stitches/inch)
(1,296 sq. in./sq. yd.)
= 132,710.4 tufts/sq. yd.



For fabric swatches or further information . . . write, wire, or call collect Contract Department

Fine Carpets

BEAUTYTUFT inc

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

Circle No. 13 on product card facing Pg. 172

Circle No. 14 on product card →

Burdine's could select any kind of furniture they wanted.

Of course they could. Burdine's department stores in South Florida are famous for handling many of the better lines of fine furniture. They had their pick. It was merely a case of selecting the *right* furniture for the dining rooms of the new Hialeah store. Scroll got the nod for these reasons: It's solid aluminum, and unaffected by day-to-day abuse. And it will still be fresh and beautiful years from now, because Scroll styling is made to endure through endless changes of fashion.

The design, by the way, is "Bouquet," produced especially for Burdine's. (The store has exclusive use of it in South Florida, however "Bouquet" may be ordered for use elsewhere.)

There are nine other Scroll designs, and you'll find plenty of uses for them. Especially if you remember that they're rendered in strong, durable, absolutely rustproof solid aluminum, and that Scroll is as useful outdoors as in.

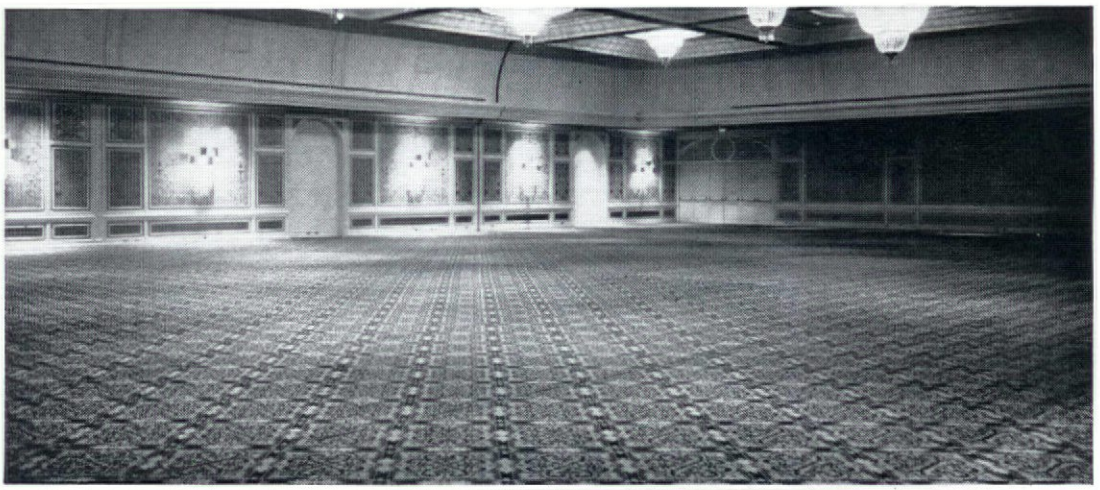
Send for the latest catalog to Scroll, Inc., 800 N.W. 166th St., Miami, Florida 33164. A subsidiary of Keller Industries.

They chose Scroll.

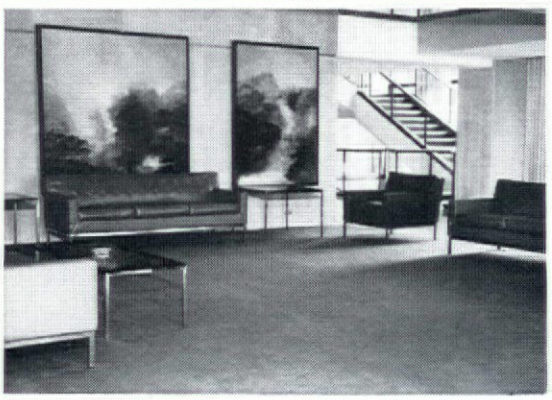
The place:

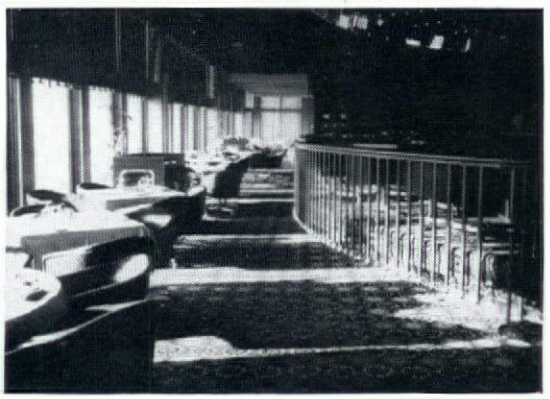
The 24-story
St. Paul Hilton
St. Paul, Minnesota

The people: The Hilton Organization



The carpet:





Bigelow: For beauty and durability, specially-designed Wiltons were installed in the main ballroom and "Top of the Hilton." Carpeting in the 2nd Floor lobby is also Bigelow.

Why do people like The Hilton Organization specify Bigelow? Because they know that for every hotel, motel, hospital 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. 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. 15 on product card facing Pg. 172

Circle No. 16 on product card→

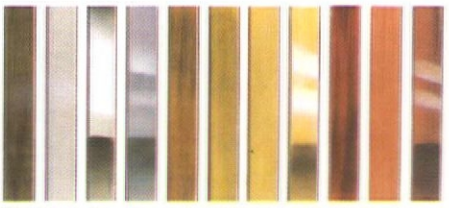
Make a girl happy today. Give her strong, silent, handsome Aztec...

. prestige steel office furniture
y McDOWELL/CRAIG

Coordinated Variety" in your offices a gift from McDowell/Craig. You get with the new AZTEC Series. The new *fficiency center* for secretaries is a ase in point. It's designed to give our indispensable friend in the outer ffice a lively touch of color, the big orking surface, letter (or legal) files, orage for "necessities," and excellent osture control. No squeaks from the wivel chair. No snags in hosiery. No sticking or sagging drawers. Just strong, silent elegance.

You can match any personality or decor in McDowell/Craig's AZTEC colors (dozens of them). You can even get spectacular colors in the special plated finishes of legs, trim and hardware. "Coordinated Variety?"

See the whole story in McDowell/Craig's AZTEC Catalog #14. It's yours for the asking.



"Spectrum in Metal" plated finishes...

Pick your accents in trim, legs and hardware from McDowell/Craig's "Spectrum in Metal"! FROM THE LEFT: Antique Silver; Satin Chrome; Polished Chrome; Black Silver; Antique Bronze; Early American; Satin Brass; Polished Brass; Antique Copper; Satin Copper; Polished Copper.

McDOWELL/CRAIG

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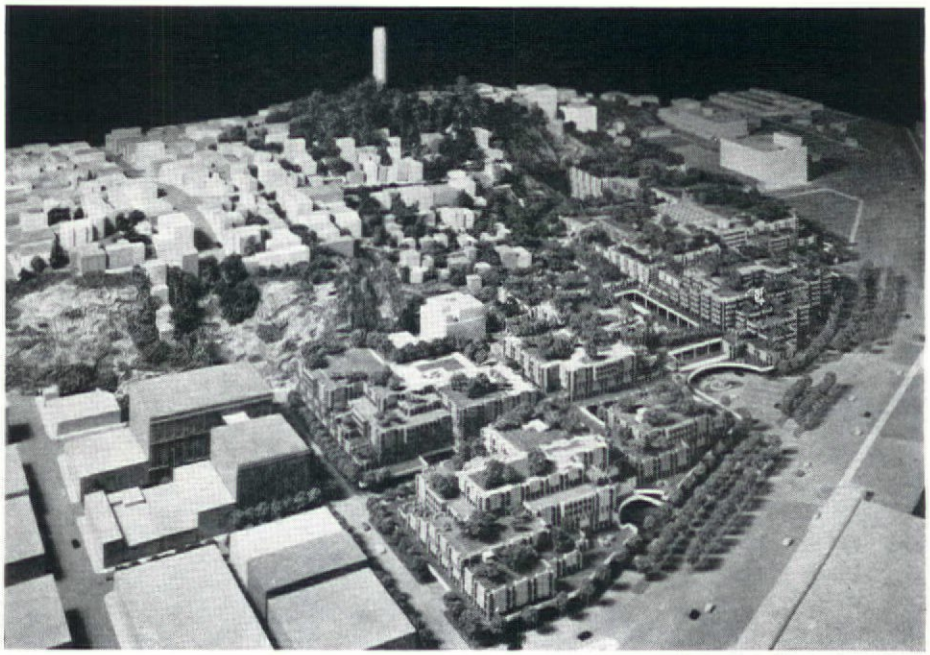
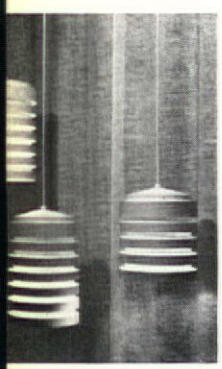
CONTRACT BUSINESS: NOTES & COMMENTS

S.F. ICEHOUSE II TO OPEN SOON

Visitors attending next winter's market in San Francisco not only will have the opportunity to see new lines making their debuts, attend seminar sessions, and visit with old cronies, but they also undoubtedly will be caught up in the excitement generated by the addition of Icehouse II to the growing complex of buildings in the new San Francisco International Market Center. Icehouse II will join its sister building Icehouse I, already in full swing since early summer and just 50 feet away, in offering decorative and contract furnishings. In addition, it will have a special concentration of fabrics and wallcoverings. Both buildings, old and historic brick structures that have been renovated by the architectural firm of Wurster, Bernardi & Emmons of San Francisco, will be connected by a glass tower, so that from the 2nd level up the floors will be joined for easy traffic. The first showroom in Icehouse II —Schumacher's—will open in early December, followed by other tenants. By January market week, all showrooms should be in full operation. The completion of Icehouse II marks the end of Phase I of the Center. Phase II is now undergoing final architectural and engineering detailing.



Scale model of the San Francisco International Market Center shows Coit Tower on Telegraph Hill in background. The renovated Icehouses are at left center of photo. Adjacent will be the new decorative and contract building. Other units include a trade market and a major hotel.



At the Swedish Contract Exhibit: Lamps from Hans-Agne Jackobson AB; chair (above) and desk (below) by Karl Erik Ekselius; lounge chair below (right) by Kallemo Mobeljabrik.

SWEDISH CONTRACT DESIGN EXHIBIT

An exclusive exhibit of interior furnishings from Sweden called Swedish Contract Design, will open on Tuesday, October 29, at the Merchandise Mart in Chicago. The opening date coincides with the Business Equipment Manufacturers Association convention. The Swedish exhibit, designed by famous Stockholm architect Lia Gottfarb, will be constructed on the 24th floor of the Mart and will remain open through the Winter Furnishings Market, January 5-11, 1969. Eighteen firms will be represented with contributions to the furnishings field in the last two decades.

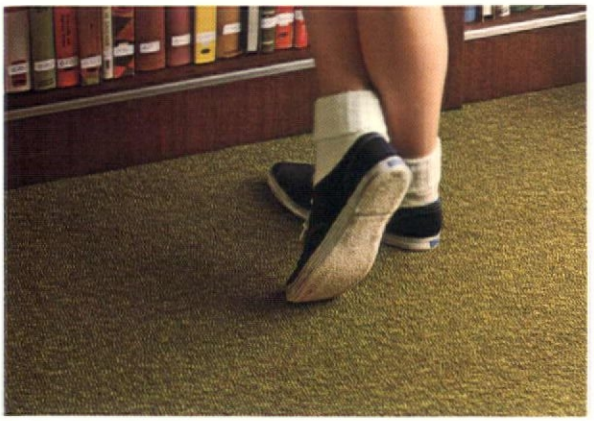
NEW CARPET CENTER FOR N.Y.C.

New York City will soon have a new carpet center, in a new building at 919 Third Avenue. The first 18 floors of the 42-story office building will be devoted exclusively to tenants in the floor covering business, including carpet, padding, and hard flooring manufacturers, along with importers and distributors. Saphier, Lerner, Schindler, Inc., New York space planning firm, was retained to tabulate the general square footage requirements of each prospective tenant and assign a location on one of the floors. The concept is that of "togetherness" in one building, but that each floor should be occupied by a group of compatible tenants that are not directly in competition with each other. SLS helped develop a plan that will give the carpet industry its own separate entrance and lobby on the 55th Street side of the building, with eight elevators servicing the 18 floors. SLS has also been retained by some of the prominent firms to plan and design their

(Continued on p. 20)

Circle No. 17 on product card

MASLAND INTRODUCES A NEW BREED OF CONTRACT CARPET



We call it Polyplus, and construct it with 100% Herculon® olefin fiber.

It's a densely tufted, tightly textured, three-ply, three-color moresque that resists fading and soiling like you wouldn't believe possible.

And Polyplus' heavy foam backing assures a long and happy life for the carpet.

(Worth noting: since Herculon has a lower specific gravity than all other carpet fibers, Polyplus actually contains more carpet pile per square yard.)

But toughness is only half the story, because Polyplus is a strikingly beautiful carpet, available in six different color combinations.

For further information, drop us a line. C. H. Masland & Sons, Dept. 1866, 295 Fifth Avenue, New York 10016.

Remember the name: Polyplus — a pretty tough carpet.

Heavy foam backing provides superb traffic-bearing qualities and ease in seaming.

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complete showrooms and office facilities. Among them are: C. H. Masland; Charm Tread Mills; Coronet Industries; Heritage Corp.; General Felt Co.; Jorges Carpet Co.; Ludlow Corp.; Monarch Carpet; F. Schumacher.

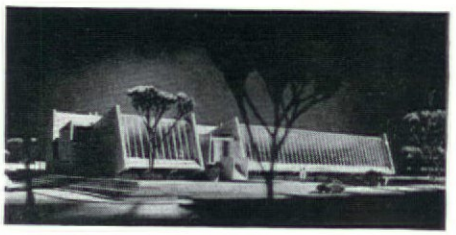
AID LAUNCHES AWARDS PROGRAM

The 24th International Design Awards Program planned by American Institute of Interior Designers is aimed at fostering and encouraging the production of new, well designed products for public and residential interiors. International in scope, the awards program will limit awards to 25, in product categories from furniture, fabrics, floor coverings to lamps, lighting fixtures, china, glass, silver and accessories, as well as bed and table linens, blankets and bedspreads, wallcoverings. Three special awards will be given: 1) to a designer or company for continued outstanding achievement in quality and craftsmanship that has served as a notable example to the industry as a whole; 2) a research and development award for creative achievement in the use of new materials and new technologies; 3) an award for an outstanding achievement of broad esthetic or social nature (architecture, community planning, etc.). Entries, which close November 15, will be judged by Edward J. Wormley, noted furniture designer and chairman of the jury; Norman de Haan, C. A. Korkowsky, Emily Malino, and Rita St. Clair.

SEE US AT THE NOPA SHOW, BOOTHS 3202-04
VISIT OUR SHOWROOM, 1 PARK AVE., NEW YORK
Circle No. 18 on product card facing P. 172

ARMSTRONG PLANS PRODUCT CENTER

A new 60,000 square foot product styling and design center will bring to one central location all supporting services involved in creating designs for Armstrong Cork Co.'s line of resilient flooring, building products, and packaging materials. The new three-story building (see cut) at the Armstrong Technical Center, a 600-acre tract of land in Lancaster, Pa., was designed by Vincent G. Kling & Associates, noted Philadelphia architectural firm. Expected completion date is late March 1970.



DFM REELECTS KOSIER PRESIDENT

Howard W. Kosier has been re-elected president of Decorative Furniture Manufacturers, Inc., for a second term. Kosier, who is eastern regional sales manager of Lee L. Woodard Sons, Inc., announced that plans for the coming year will include trade forums on pressing industry problems, a membership drive, and an expanded joint publicity program.

ARTS & ANTIQUE FAIR IN N.Y.C.

A panorama of the arts of 60 centuries will highlight the fourth annual National Arts & Antiques Festival scheduled for the Seventh Regiment Armory, November 9-17, in New York City. In addition to antiques from more than 400 collections, the show

will also focus on "arti-crafts." It will have the aura of the ancient Greek pantechnicon, which presented works of art in a giant marketplace. A series of rooms decorated around a major work of art or handcrafted element, such as tapestry, handblown glass, carved or sculptured designs, mosaic, bobbin lace, or embroidery, will illustrate the pleasures of the arts in

everyday living. Illustrated (see cut) is clock collector Bernie Ratzer at the New York Flea Market. Many of the firms exhibiting at both the Flea Market and the annual National Antiques Show at Madison Square Garden will participate.

SHOWROOMS OPEN ON SATURDAY

Because Saturdays are relatively convenient for both in and out of towners, 16 New York manufacturers formed a group called Designers Saturday. On specific Saturdays, all of their showrooms will be opened for architects, designers, and specifiers. November 2 will mark the second Designers Saturday Open House. Hours are from 9:30 A.M. to 5:30 P.M. The participating showrooms are: Atelier International; Cumberland; Directional Contract; Eppinger; Helikon; International Contract Furnishings; J. G. Furniture; Lehigh; Pace/Jil; Harvey Probber, Jens Risom Design; Edward A. Roffman; Janet Rosenblum; Stendig; John Stuart; Lee L. Woodard Sons.

CARPET INSTITUTES MERGE

American Carpet Institute and Tufted Carpet & Rug Institute will merge as of January 1, 1969. The new combined organization will be known as the Carpet & Rug Institute, with offices maintained both in New York City and Atlanta, Ga. Although details of the new organization have yet to be completely worked out, most carpet manufacturers seem in unanimous agreement that the merger is a strong unifying move and should benefit the industry as a whole. Reportedly, Paul Jones, ACI president, will retire on January 1 and will not join the new group. Gene Connett, Lief Naugason, and R. E. Hamilton will be retained.

TO MERGE OR NOT TO MERGE

Plans for a merger between Ozite Corp. and Berven Carpets Corp. have been terminated by mutual agreement after an announcement in July that Ozite would acquire Berven for an undisclosed amount of common stock. Although this merger was not consumated the trend toward conglomerates continues:

- American Cyanamid Co. is completing plans to acquire Standard Coated Products, Inc., manufacturer of vinyl coated wallcoverings, for an undisclosed amount of cash. The acquisition will include Weiss & Klau Co., Standard's metropolitan New York distributor.
- Thaikol Chemical Corp. will acquire the assets of Dawbarn Div. of W. R.

(*Continued on page 24*)

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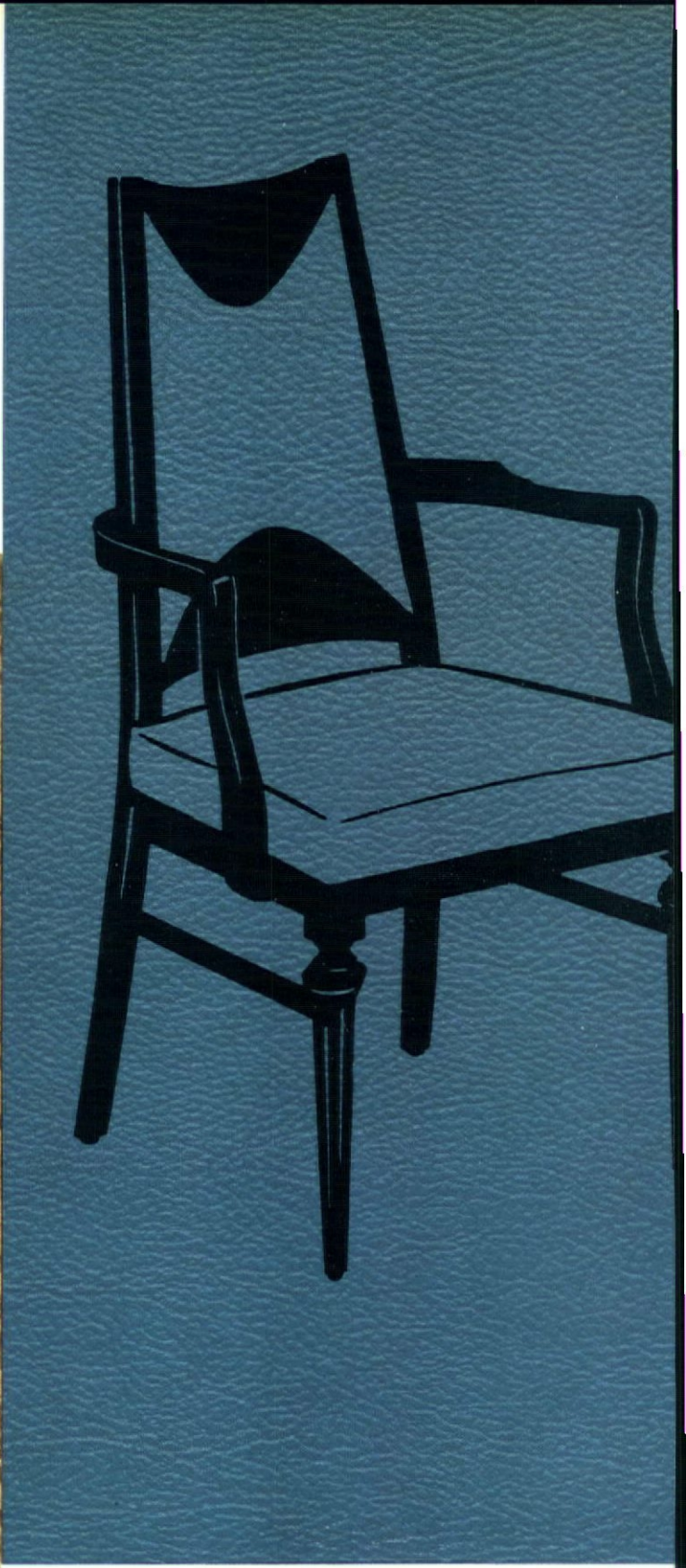
As only John Maurer can design, Shelby Williams make...and FABRILITE® beautify!

VINYL UPHOLSTERY



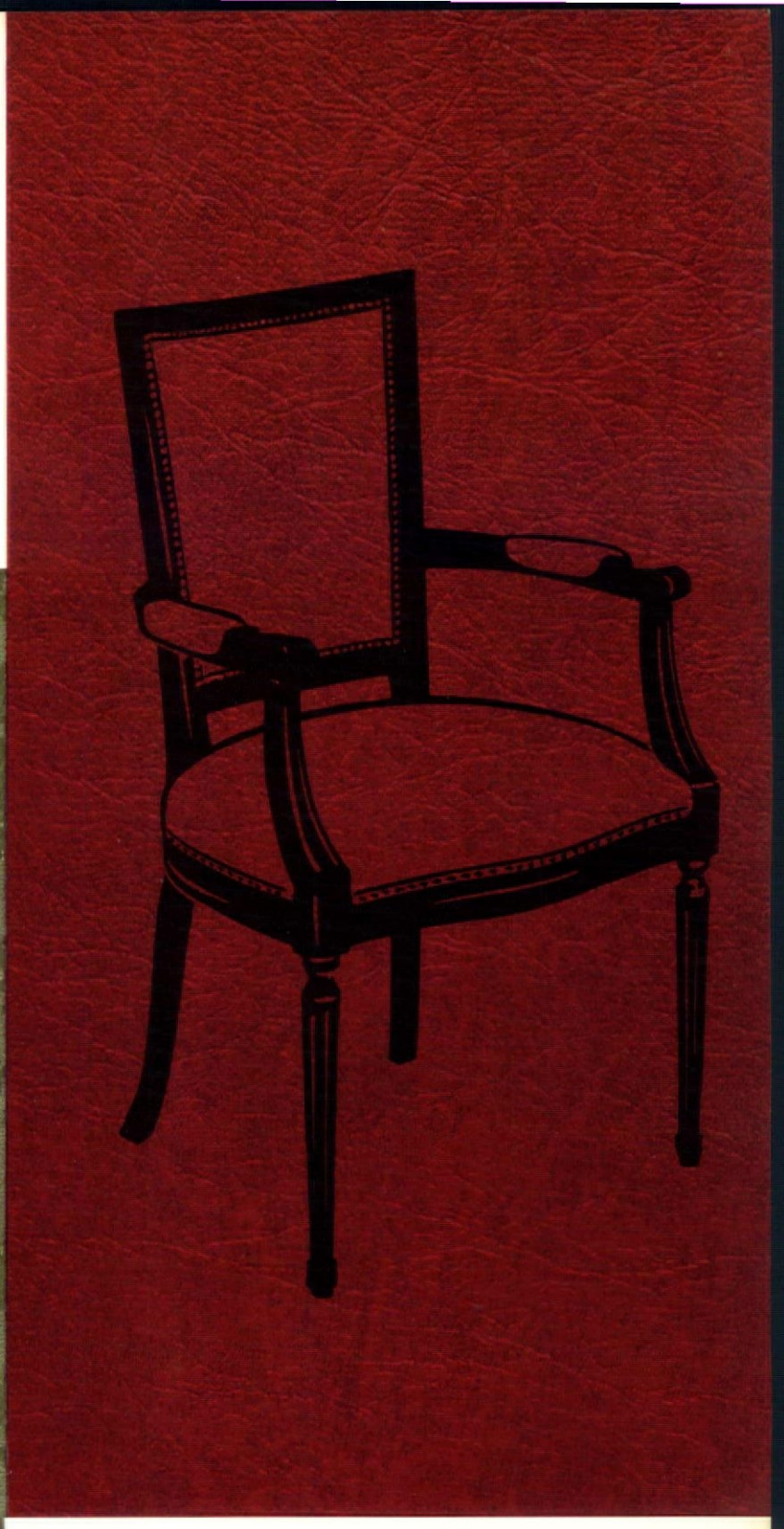
QUEEN ANNE, Crown Gold—The rich, luxury look... regal. In 12 colors plus 5 metallic-sheen hues, as in *Crown Gold*.

KENSINGTON, Rapture Blue—Pleasingly soft... like expensive leather. Available in a wide range of 24 colors.

WARRINGTON, Mystic Olive—Its "foamed on" vinyl coating gives a deep-cushion effect. Eight muted colors.

PADDINGTON, Cheerful Red—Soft to the touch... super smooth for seating comfort. Subtly grained. In 13 rich colors.

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



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

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

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

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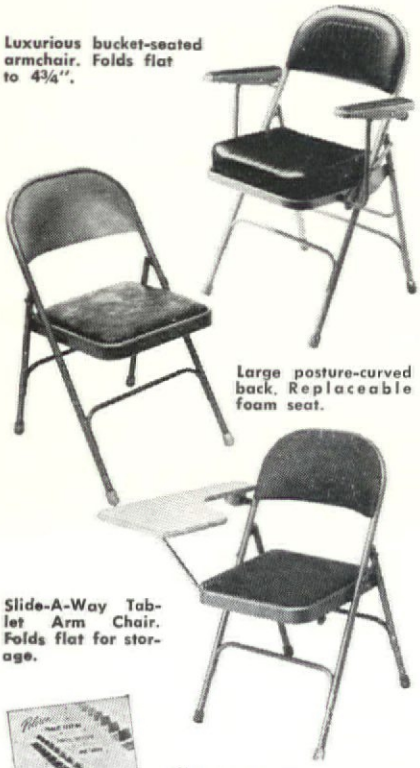
over 50 folding chair styles from POLORON . . .

Poloron folding chairs need far less storage space. That's virtue number one. They're also stronger, better-looking, fold thinner and more comfortable.

All Poloron chairs feature tubular steel construction, chip-proof finishes, posture-contour backs and tip-proof safety design. Yes, and that important extra attraction—prices that baby a budget.



Luxurious bucket-seated armchair. Folds flat to 4¾".

Large posture-curved back. Replaceable foam seat.

Slide-A-Way Tablet Arm Chair. Folds flat for storage.

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Circle No. 21 on product card facing P. 172

CONTRACT BUSINESS

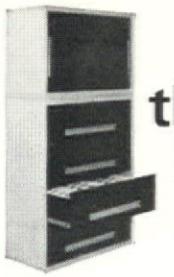
Grace Co., subject to an agreement between both firms and approval of the board of directors of W. R. Grace. Dawborn is a leading producer and weaver of polypropylene fibers; Thaikol manufactures a wide variety of products, including solid and liquid rocket motors, jet engine components, polymer chemicals, laminated plastics.

• Chatham carpet Mills will soon become a subsidiary of Ludlow Corp., once approval of the board of directors is received. Chatham Carpet Mills manufactures a broad line of tufted carpeting and will provide Ludlow with tufted carpet manufacturing facilities on the East Coast.

• Hammary Mfg. Corp., Lenoir, N.C. and its affiliates, Model Chair Co., have agreed to merge with U.S. Industries. The two firms manufacture wood occasional tables and upholstered furniture.

NEW ASSIGNMENTS . . .

Dorothy Draper & Co., Inc., under the personal direction of Carleton Bates Varney, president of the New York design firm, will design Guest Rooms '69, an idea exhibit featuring hotel and motel decor. The display will present a hotel living room and bedroom suite, including a bathroom and patio, in an area measuring 40 by 24 feet. The objectives of this third annual edition of Guest Rooms is to present a decorative plan to the operator contemplating modernization or new construction; to depict an elegance and style that will attract a profitable patronage; to specify furnishings that are standards and available in a variety of colors and designs. Guest Rooms '69 will premiere at the 44th edition of the New England Hotel-Motel & Restaurant show in the War Memorial Building in Boston, in May of 1968. It will then be shown at the National Restaurant Show in Chicago later that month. . . . **Banka Mango Design, Inc.,** industrial design firm of Chicago, has been retained by CHF Co. to style and design a new concept for contract tables. The concept, on which the line will be based, evolved from an extensive nine-month market research program that included architects, designers, and dealers in several major metropolitan areas. Joseph R. Mango, FIDSA, president of Banka Mango, will direct the creation and development of the new table program. **(C)**



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Circle No. 24 on product card facing P. 172

Circle No. 23 on product card facing P. 172

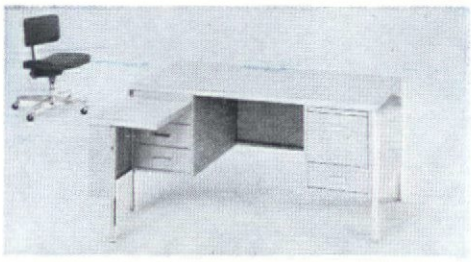
CARPET SHOWROOM CALIFORNIA STYLE

Floor-to-ceiling glass walls, promenade deck, and patio area are features of new Bigelow-Sanford carpet showrooms in Los Angeles' Robertson Plaza

Located in an entire wing on the second level of the new Robertson Plaza office building in Los Angeles, Bigelow-Sanford's new showrooms are light and airy enough to take flight. Floor-to-ceiling glass walls invite a good view of the showroom's patio, typical Los Angeles palm trees, and true-color examination of the carpet lines on display.

The showroom and offices are on the second level of the building and are reached by a private outside staircase leading up from the central plaza below, as well as by an inside elevator.

True to its calling, the showroom features installation of Bigelow's Stati-Point in avocado, which is a new grade in continuous filament nylon to which three percent copper wire has been added for anti-static control. Indoor/outdoor carpeting of Durel polypropylene yarn in Golden Harvest color is installed on the patio. Private offices feature luxurious shaggy Allegra in white. **(C)**



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Not just metal -- not anymore. Smart designers are specifying Wallingford stainless steel tubing - round, square, rectangular - for all types of office furniture and designs. And for good reasons: stainless is the "jewel" of metals; it's flawless, stronger; it combines quality with unmatched durability; and it's so easy to maintain the natural beauty.

Nothing can match the intrinsic and functional value offered by tubular stainless steel. And Wallingford makes the finest. Tubing only - not furniture.

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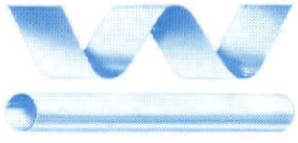

THE WALLINGFORD STEEL COMPANY • WALLINGFORD, CONNECTICUT 06492

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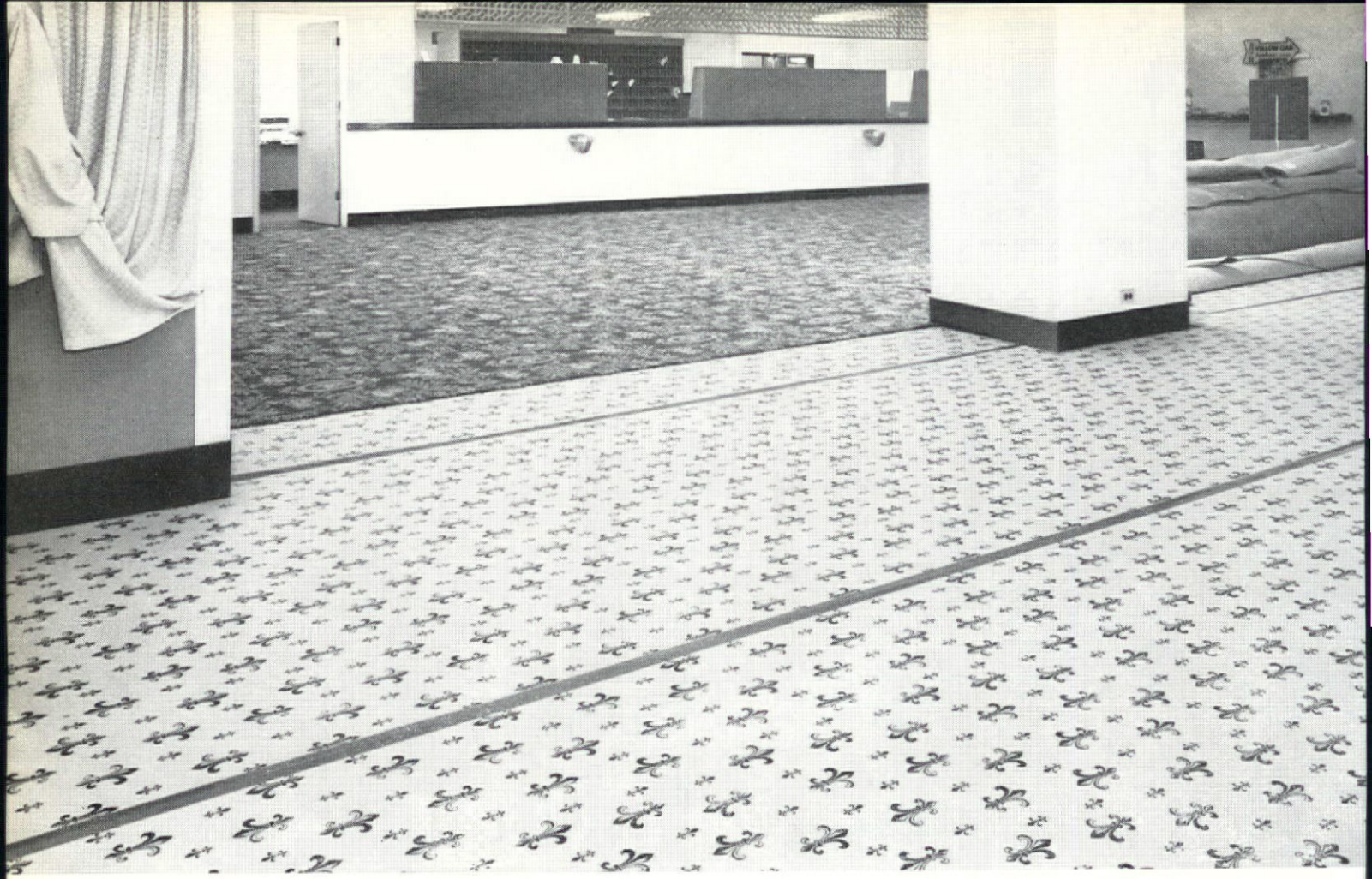
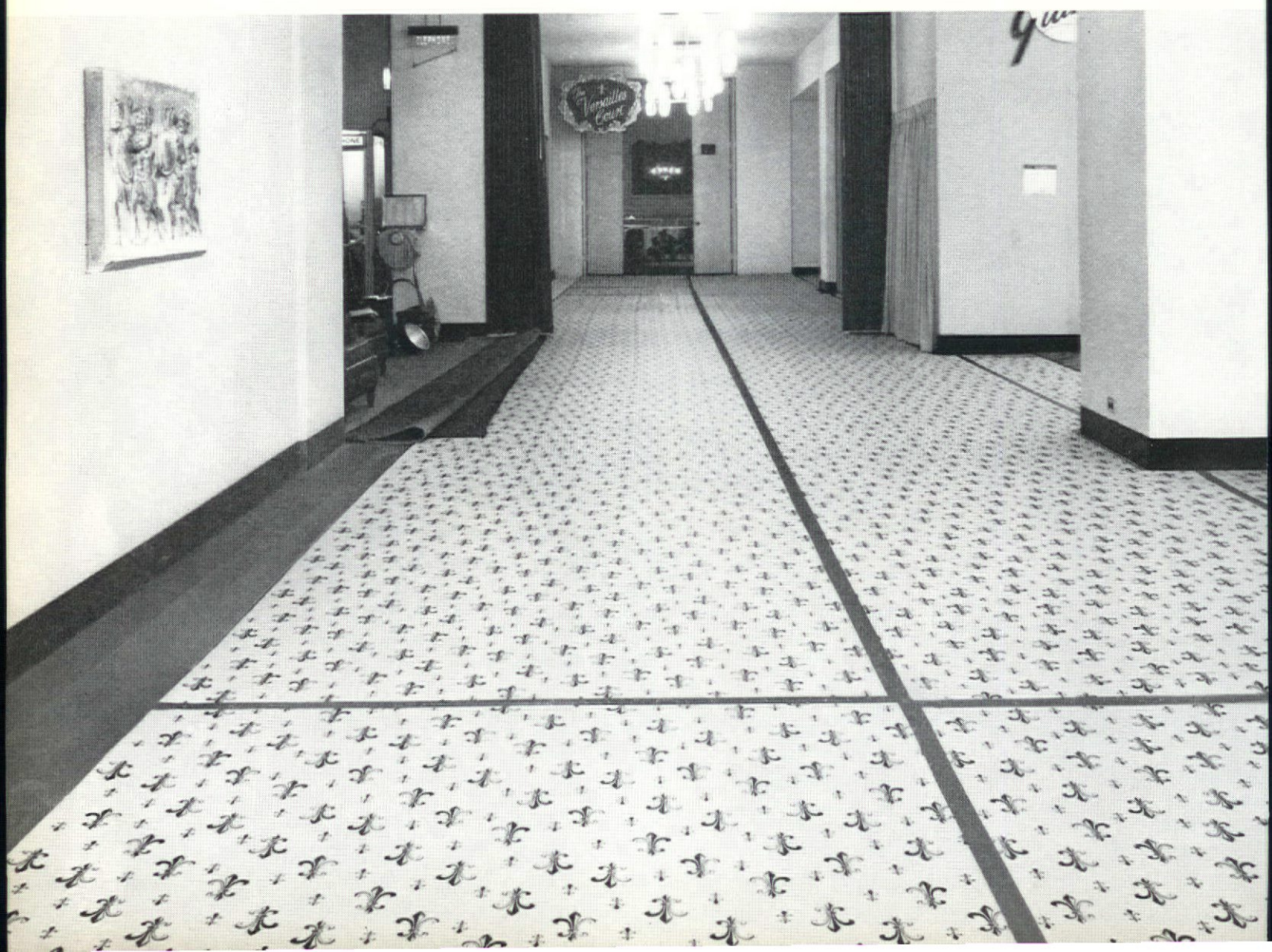
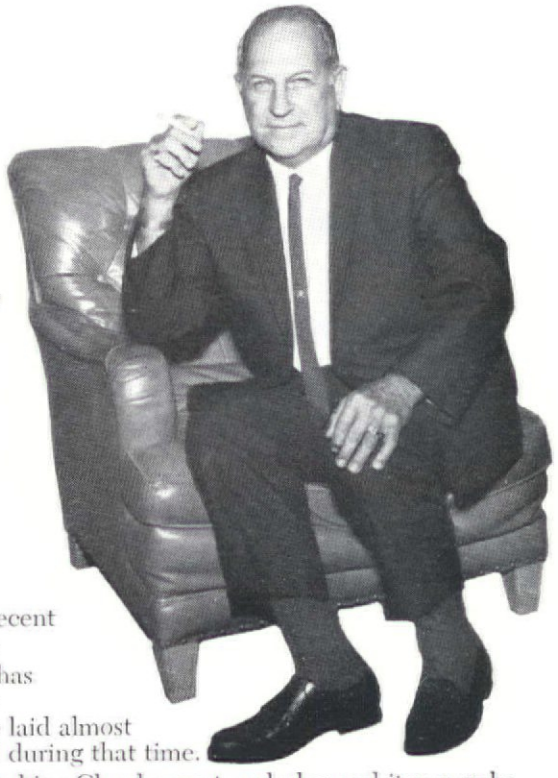



Vanilla Cafe

Don't ask us if Cushion Cloud® can cut your installation costs by 25%... ask Jimmy Pratt.



Dear Sir:

I never wrote a "thank you" note before to a carpet cushion manufacturer, but after this recent installation I feel a word from me is in order.

For the past 20 years, James Carpet Service has served the carpet retailers in and around the San Francisco area. I would guess that we've laid almost 2,000,000 square yards of carpeting and pad during that time.

Last week, for the first time I worked with Cushion Cloud carpet underlay and it was only because the Interior Designer on the job specified it. I had heard of your urethane pad with the vinyl skin, but I had no reason to know more for I never had the occasion to work with it.

Anyway, did I get a surprise. My first reaction was that it *looked* unlike any other carpet cushion I've ever seen – it was actually attractive (we used the high density 616 XLB – the Fleur de Lis on a Gold Field), more so when it was laid down over a large area.

But that was the only small part of my surprise. We estimated the job based on using the pads we usually work with. Soon (actually one day into the job) we realized that it was taking but one man, not two, to carry a roll into position and lay it out. We were getting more cushion down faster than we had planned because one man, in many cases, was doing a job that took two people before.

We then found out, pleasantly, that the carpeting too was going down faster because the smooth vinyl skin allowed the carpet to slide easily into position and stretching was a minimal and non-time consuming part of the job.

And when we were through, the "feel" we got was really a shocker! – *for we've laid that carpet previously and it never felt this good before.*

As I said, I had never used Cushion Cloud. However, when we refigured our estimate against our actual expenditure, we realized, that *our costs were cut by better than 25% and I'm sure it was due to the pad.* If you would have told me (before the job) that I could cut my costs by using Cushion Cloud, I would have seriously doubted your word (that's just a nice way of saying it).

But I'm convinced now. You can be sure that, in the future, whenever I have the opportunity to specify the pad, it will be Cushion Cloud. I personally feel it is the best carpet cushion on the market today, not only for feel, but for getting a good job in and down properly and quickly. Not to mention the savings in time and dollars. So thanks.

Very truly yours,

James D Pratt

James D. Pratt
JAMES CARPET SERVICE, San Mateo, California

Circle No. 26 on product card facing P. 172

We've a brand new four color brochure that lays out the entire Cushion Cloud story... briefly. Send for your free copy today.

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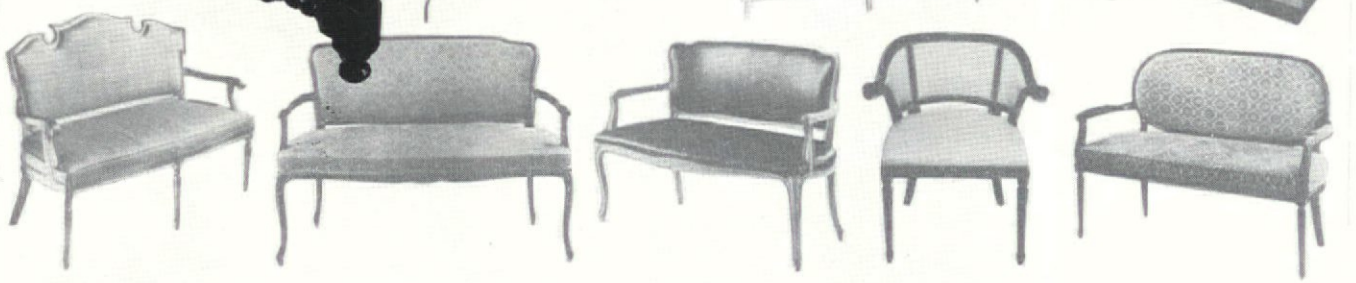
Take advantage of our *complete service . . .*

we manufacture the most complete line of hotel and restaurant furniture designed for dining—you can find everything at one location crafted by experts.



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CHAIRS TABLES BANQUETTES BOOTHS BARS STOOLS

Circle No. 27 on product card facing P. 172

Circle No. 28 on product card

IT'S NO VALLEY OF THE DOLLS BUT IT'S GOT SOME PRETTY HOT STUFF ON PAGE 5—AND IT'S FREE

It's called "A Guide To Fabric Finishing, Flameproofing and Service" and while it may not be the kind of book to curl up in bed with on a rainy night, it could save you money and aggravation.

For one thing, you'll find the answers to the most-often-asked questions about flameproofing. You'll also find complete descriptions of all finishes and flameproofing agents offered by K-H, along with our low prices. You'll learn about our complete range of unique services designed to make your job easier, more productive. And special local, state and government regulations and other pertinent information no specifier of flameproofing or finishing can afford to be without.

Don't wait for the movie. Mail the coupon for your copy now!

Please send me _____ copies of "A Guide To Fabric Finishing, Flameproofing and Service." I understand there is no cost or obligation.

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

Custom Finishers to the decorative trade: Flameproofing, Scotchgard*, Ze Pel®, FAB-BAC Fabric Backing

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Stauffer vinyl wallcoverings are in...

The Emigrant Savings Bank

New Pueblo, in our PERMON® line, was chosen for Emigrant's new branch in midtown New York.

In white, textured in simple "stucco", Pueblo adds a casual, contemporary note. It's as functional as it is beautiful. Like all Stauffer vinyl wallcoverings, it offers long service life, with high resistance to wear, stains and fading. Easy cleaning . . . just wipe with a sudsy sponge.

See our vinyl 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.

Emigrant Savings Bank, 711 Third Avenue, New York, N.Y. Interior Designer: *Shaw Walker.*

permon®/fabron® detron®/vinco®

Vinyl Wallcoverings

Stauffer CHEMICALS

Circle No. 29 on product card facing P. 172

CONTRACT NEWS

DONALD KENNETH BUSCH, AIA, has opened a space planning and architecture office at 150 Broadway, New York City.

OZITE CORP., has leased half of the seventh floor of the Exhibitor Building in Chicago for its new computor center. The newly acquired 7,200 square foot space is across the street from the corporation offices in the Chicago Merchandise Mart.

MACKERER/WALKER/GRAHAM, INC., manufacturers' agent, has opened a contract furnishing showroom in Atlanta, Ga.

CELANESE CORP., has announced plans for expansion of its Fibers Technical Center in Charlotte, N.C. The addition will provide 39,000-square-feet of laboratory space and 17,000-square-feet of administrative offices.

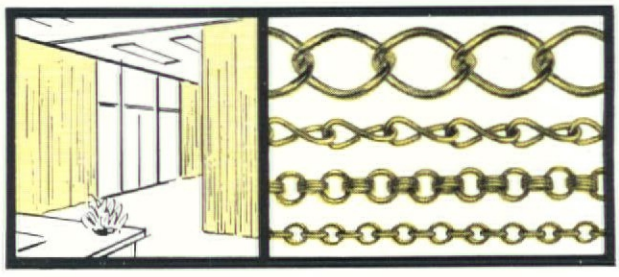
DOW BADISCHE CO., has announced plans to construct a 29,370-square foot addition to its corporate headquarters in Williamsburg, Va. The addition will provide office space for 120 employees plus conference and presentation facilities.

SYNTHETIC YARNS CORP., an affiliate of DALTON CARPET INDUSTRIES, INC., Dalton, Ga., has begun production in its new spinning plant. The new facility has a capacity of more than 3.5 million pounds annually.

what's new?

for windows...
for partitions...
for wall decor...
the answer is T & S Decorative Chain

Tired of the standard window treatments? Looking for a change in standard partitions? T & S Decorative Chain produces unusual and striking effects, needs no cleaning, is both durable and fireproof. It permits heat circulation and fresh-air ventilation while providing desired privacy when used for either translucent window covering or room



dividing. Gives an air of spaciousness while meeting all pertinent functional qualifications of design and decorating, and is a perfect complement to unusual lighting. Available in solid brass, brass plated and lacquered steel, and anodized aluminum.

T/S

Write: **THE TURNER & SEYMOUR MFG. CO.**
Torrington, Connecticut 06790

Circle No. 30 on product card facing P. 172

Circle No. 31 on product car

Tartan-Clad®
VINYL VENEER
is a horse of a different color

3M's new Tartan-Clad Brand Vinyl Veneer is off and running. As a remarkable cover-all for just about everything. Even a horse? Possible. The opportunities for fresh ideas are endless. Right now, some highly resourceful furniture manufacturers are proving the styling versatility of the Tartan-Clad system . . . (it can be wrapped, vacuum-formed, applied over a variety of substrates). What's more, the natural warmth and richness remain permanently undefeated by spills, spots, scratches or heat . . . with no refinishing, ever. Like to explore Tartan-Clad ideas of your own? Write Howard Miller, 3M Company, 3M Center, St. Paul, Minn. 55101.

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VINYL VENEER

DIPLOMAT
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BRILLIANT
OVERSCALED
MEDALS OF HONOR
From 12" to 36" Diameter

PRESENTED IN NOVEMBER NEW YORK HOTEL SHOW

Jo Mead Designs

17 N. ELIZABETH ST., CHICAGO, ILL. 60607

Circle No. 32 on product card facing P. 172

CONTRACT NEWS

WARREN PLATNER has announced the move of his architecture, design, and interior design practice to 31 State Street, North Haven, Conn.

The PATCHOGUE PLYMOUTH CO., manufacturer of synthetic carpet backing, has announced the opening of new executive headquarters at 550 Interstate North in Atlanta, Ga. The firm will maintain a New York office newly located at 555 Fifth Ave.

MOHASCO INDUSTRIES, INC. announced the formation of contract sales departments within its furniture subsidiaries. The departments will operate from the individual manufacturing facilities of the Basic-Witz, Futorian, and Chromecraft subsidiaries. Offices in the Chicago Merchandise Mart will be closed in the near future.

PATCRAFT MILLS has announced that construction has begun on an expansion to the firm's present building on Industrial Blvd. in Dalton, Ga. The new building, which will connect to the present one, will triple the size of the Patcraft operations.

FINESSE ORIGINALS, manufacturer of dimensional sculpture and etchcraft designs, has moved to larger quarters at 42-03 35 St., Long Island City, New York.

Distinctive Imports by GERDAU

Write for Catalog 'C'
ESTABLISHED 1872 • IMPORTERS • EXPORTERS
THE OTTO GERDAU CO.
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Circle No. 33 on product card facing P. 172

Circle No. 34 on product ca

taffet' 75

THE BUFFET THAT CONVERTS TO A TABLE... THE TABLE THAT CONVERTS TO A BUFFET... BEAUTIFUL!

Anybody can make furniture that converts to something else. But when it saves space doing it – that's news! And new Taffet' 75 is some of the best news in a long time. Applications are as unlimited as the imagination. It's a striking enhancement to a multitude of settings. Change-over is fast and simple. Basic construction is sturdy birch with velvet smooth woodgrain finish. Rigid support is provided by strong tubular steel frames. More information is easy to come by. Send us a note on your letterhead.

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Custom precast
environmental furnishings,
featuring
natural exposed aggregates.
An exciting
architectural material
with unlimited
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THREE/EIGHTS, INC.

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Circle No. 35 on product card facing P. 172

PEOPLE

H. Chambers Co., Baltimore, Md., interior and industrial design firm, has announced several appointments to the firm's newly opened Washington office. ETHEL LITMAN has been named senior designer and GEORGE BULGER a staff designer. In addition H. Chambers Co. has appointed GARY M. WHITEHAIR assistant secretary-assistant treasurer of the Baltimore firm.

MARVIN STEIN, space architectural technologist, has been named vice president of the Los Angeles planning/design firm of Latt, Jackson & Associates.

Gallic Design Studio, Inc. of New York has announced the appointment of GUSTAAF L. THIES as director of design.

EDWARD R. "NED" JONES has joined the Los Angeles architectural firm of Charles Luckman Associates as executive architect.

JOHN F. CORNFORTH has been appointed general sales manager of Baylis Industries, Roselle, N.J.

The Armstrong Cork Co. Product Center in New York City has announced the promotion of ANITA C. WELCH, resident interior designer, to the position of architectural/builder/contractor marketing representative in the Floor Division District Sales Office in New York.

EDWARD FREEDMAN has been named president and director of O. N. Jones Co., Dalton, Ga., rug and carpet manufacturer.

LEONARD R. ROSE has been named vice president in charge of marketing for Brickel Associates Inc., New York manufacturer and distributor of Ward Bennett Designs for executive office furniture.

Heywood-Wakefield, Gardner, Mass., furniture manufacturer, has appointed HOWARD W. HAUGER as general sales manager.

WILLIAM H. PETERSEN has been named general sales and marketing manager for the 3M Co. Chemical Division, St. Paul, Minn.

Helikon Furniture Co., Inc., New York, has announced the appointment of STEPHEN SCHWARTZ as National Sales Manager.

Kentile Floors, Inc., Brooklyn N.Y., has announced the appointment of CLIFFORD CHRISTENSON, assistant general sales manager and ELLIOT SCHNEIER, contract sales manager.

DAVID F. CONLEY has joined the Marble/Imperial Furniture Co., New York, a division of Dictaphone Corp., as vice president in charge of sales.

RENE CARRILLO has been appointed vice president for marketing of the Buffalo furniture manufacturing firm, Kittinger Co., Inc.

something for the olmec period

(circa 6th century B.C.)

This is our #287 chair and #5868 table. They go great with giant Olmec heads. They also look fine with things 2,500 years newer. That's part of a Metropolitan's beauty. It's as comfortable with the past as it is with today.

For your catalog of ageless designs in upholstered furniture and occasional tables, send your letterhead request to Metropolitan Furniture Corporation, 956 Linden Avenue, South San Francisco, California 94080.

METROPOLITAN
IMPORTED FROM SAN FRANCISCO

Showrooms:
SAN FRANCISCO, The Ice House; LOS ANGELES, 8815 Beverly Blvd.; DALLAS, 500 Decorative Center; CHICAGO, 621 Merchandise Mart; NEW YORK, 232 E. 59th St.; PARIS, Poin Care 9495; SEATTLE, 1661 E. Olive Way

CALENDAR

1968

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 12-15. Northwest Furnishings Market. Northwest Home Furnishings Mart, Seattle.

January 12-16. New York Lamp & Furnishings Show. Coliseum, New York City.

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. Western Furnishings Market. Western Merchandise Mart and International Market Center, San Francisco.

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

February 23-28. New York Gift Show. Park Sheraton Hotel and Coliseum, New York City.

March 23-27. Jamestown Furniture Market. Jamestown, N.Y.

May 26-29. National Restaurant-Hotel-Motel Convention & Exposition. International Amphitheatre, Chicago.

September 8-10. Contract '69, National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Expositions Co., 14 W. 40 St., New York, N.Y. 10018. 212/564-8714.

Circle No. 36 on product card facing P. 172 →

Harry Slader will come back again and again for a good night's sleep.

His room has to be a cut above the ordinary.

Face it. You have to do something special for Harry if you expect him to remember you the next time he's in town. Good furniture, for instance. The impression it makes may be just the thing that'll remind him to make his next reservation with you. Simmons knows how to style the kind of furniture that invites Harry back.

And it'll look just as good the next time Harry sees it. Even if the last guy dragged his suitcase across the dresser. Or left a lighted cigar on the desk. Or spilled a beer on the table. Simmons' tough melamine plastic laminate surfaces are stubborn about things like that.

Want Harry to remember you? Call your Simmons man. He knows what you're up against.

SIMMONS

There's more to Simmons than mattresses.

Your lobb

hould give him a feeling
f confidence.

some hotels, the lobby is where you have to be to find the bar. In
ers, it's the focal point of the entire hotel. A livable lobby is good
guys like Harry. He buttonholes customers wherever he can.

nmons helps you set the stage—whether it's a leathery corner for
ious business or just a bright spot where folks can get acquainted.
r upholstered furniture can match any mood you have in mind.

d you probably want a little extra in comfort if your guests are
ng first class. Simmons gives it to you with Comfortorc®: the special
y our seats are built to respond to people.

you figure your lobby is as important as your rooms, have your
nmons man give you the details.

SIMMONS

There's more to Simmons than mattresses.

Your office
There's more to Simmons than mattresses.

hould look like you know our business.

Harry's a busy man. He does a lot of things, but has even more done *for* him. Like arranging for meeting rooms or catering or maybe even a surprise vacation for his wife (because he likes your place so well). When you think about it, your front office is a pretty important place to Harry.

So consider Simmons' broad range of office furniture styles, colors and finishes. Then take a look at your own desk. What would Harry think?

SIMMONS

We'll help you bring Harry back.

When it comes to furniture, we know what it takes to make Harry happy enough to come back. It takes style. Style in every nook and cranny he's likely to see. And comfort. Everywhere.

Even though we specialize in people comfort, we know that hard-core durability is important, too. So king-size Beautyrest® mattresses for hotels and motels are built and tested for the kind of wear they'll get from weary travelers.

Then there's our upholstered furniture with Comfortorc seating. Lets a guest sit according to his weight without dumping the guy beside him, but it helps frames and cushions last longer, too.

We take the hardest, sturdiest woods and fit 'em together tight to make room and lobby furniture. Dovetail joints, forced fittings and all. No puny nails. Then we cover furniture with heavy vinyls or tough Vectra® fabrics.

And when it comes to working surfaces like tables, dressers and desks, we armor them with melamine plastic laminates that combine texture and toughness.

But can you afford to let your guests go first class? Sure. It's an investment we make easy by offering extended term or leasing plans through our American Acceptance Program.

Call your Simmons man and see all the alternatives you have.

For further information, contact John McEnaney, Box M, 1870 Merchandise Mart, Chicago, Ill. 60654

SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL. 60654

Brunswick looks good at lunch...

... and at breakfast, dinner, coffee break time, too.

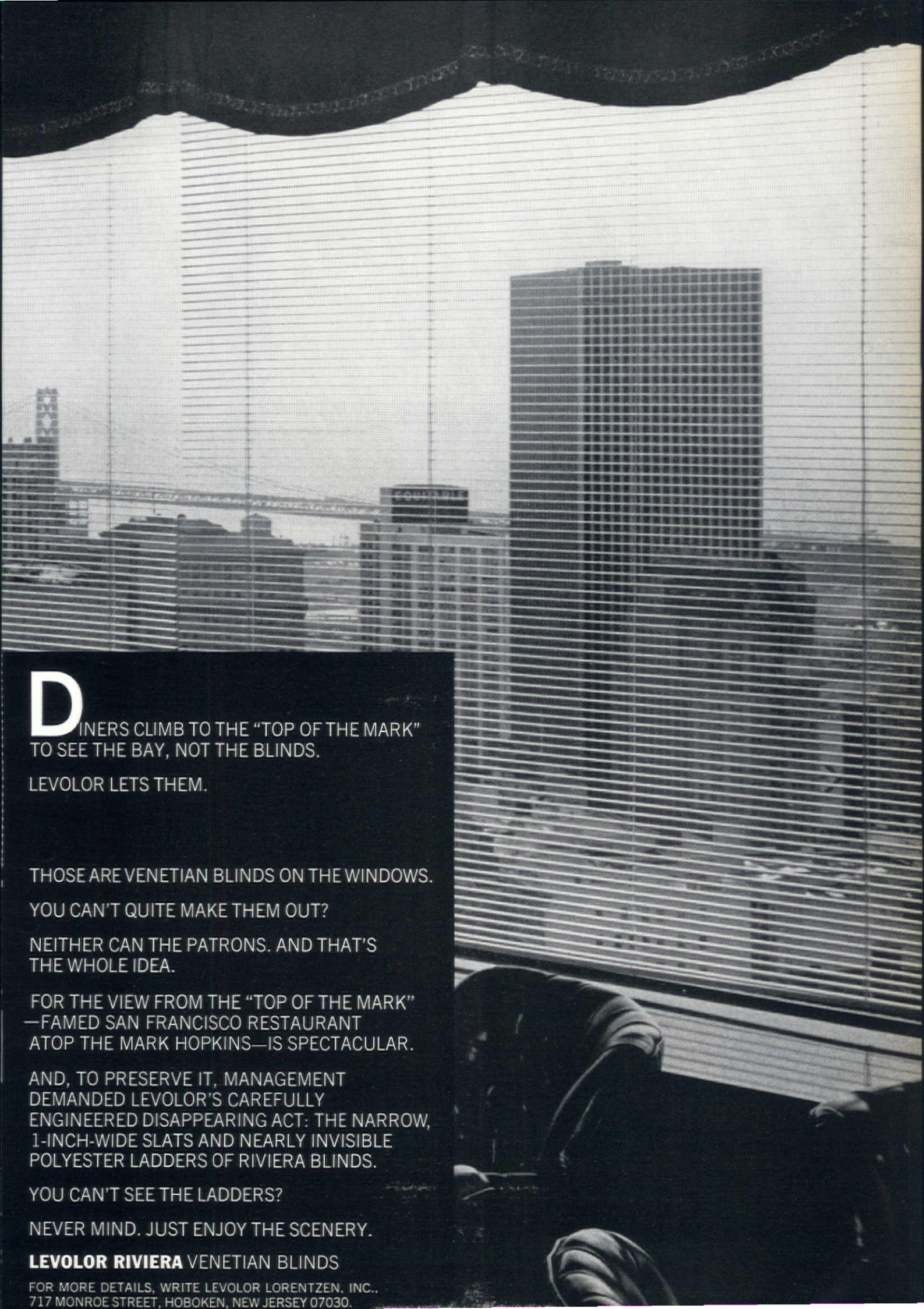
Whatever your food service needs, Brunswick will help create a more colorful, more comfortable environment. We offer a tasty selection of good-looking, good-sitting seating. Now that you've seen an appetizer, may we send you a complete menu? Write today.

BRUNSWICK ®

BRUNSWICK CORPORATION/Contract Furniture/2605 East Kilgore Road/Kalamazoo, Michigan 49003

Circle No. 37 on product card facing P. 172

← Circle No. 36 on product card



DINERS CLIMB TO THE "TOP OF THE MARK" TO SEE THE BAY, NOT THE BLINDS.

LEVOLOR LETS THEM.

THOSE ARE VENETIAN BLINDS ON THE WINDOWS.

YOU CAN'T QUITE MAKE THEM OUT?

NEITHER CAN THE PATRONS. AND THAT'S THE WHOLE IDEA.

FOR THE VIEW FROM THE "TOP OF THE MARK" —FAMED SAN FRANCISCO RESTAURANT ATOP THE MARK HOPKINS—IS SPECTACULAR.

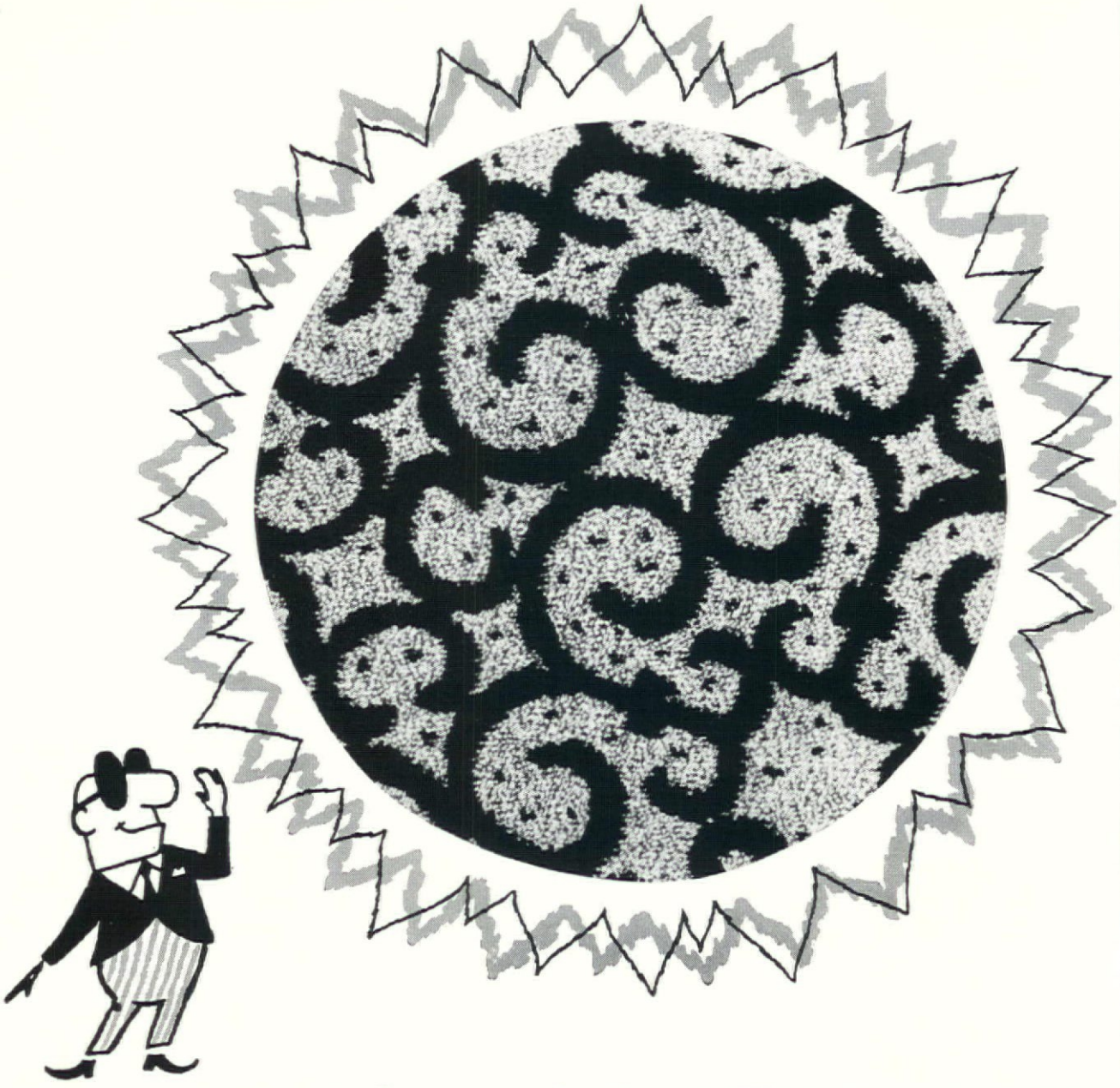
AND, TO PRESERVE IT, MANAGEMENT DEMANDED LEVOLOR'S CAREFULLY ENGINEERED DISAPPEARING ACT: THE NARROW, 1-INCH-WIDE SLATS AND NEARLY INVISIBLE POLYESTER LADDERS OF RIVIERA BLINDS.

YOU CAN'T SEE THE LADDERS?

NEVER MIND. JUST ENJOY THE SCENERY.

LEVOLOR RIVIERA VENETIAN BLINDS

FOR MORE DETAILS, WRITE LEVOLOR LORENTZEN, INC., 717 MONROE STREET, HOBOKEN, NEW JERSEY 07030.



Contract carpet does not have to be dull Example: take HARDWICK'S Escoral 100% Acrilan® Acrylic Pile CARPET

"Escoral", 100% Acrilan® acrylic pile Wilton features a Spanish grillwork design over a richly woven moresque ground.

Presented as the first print in Hardwick's Mediterranean collection, Escoral captures the feeling of old world Spanish influence. The moresque which gives a three-dimensional shading to its background color is tightly packed to add distinctive elegance and durability!

Available in a choice of Maderia red, Espanol blue, Spanish gold and Vineyard green, all with black grillwork. In stock in 12 foot widths.

ACRILAN®
acrylic fiber by
Monsanto

Write for free color literature on Hardwick's in stock contract carpet lines.

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

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Circle No. 39 on product card facing P. 172

← Circle No. 38 on product card for Levolor Lorentzen

HABITAT

500 watts of dimmer controlled illumination on a grand scale; 19″ cube x 70″ high. Zippered, washable stretch fabric shade is a patent pending design innovation by Paul Mayén. 28 page floor lamp catalog available on request – to the trade only

HABITAT INCORPORATED 241 EAST 58 STREET

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.

TWIST UP FROM 19 TO 29 INCHES.
A quarter twist of the top allows the top to be raised or adjusted to any level from cocktail to dining height. Unique column construction* locks top at height selected. Round and square tops—available with patented CHF Rockedge®

Another outstanding design innovation—from CHF

*Patented

CHF

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Circle No. 41 on product card facing P. 172

Circle No. 40 on product card

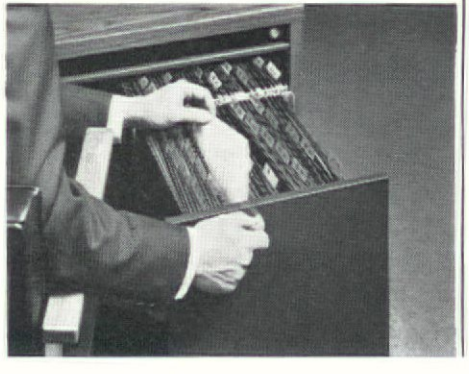
accent' from Invincible is not only beautiful—it's the most *practical* furniture you can buy!

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

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

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

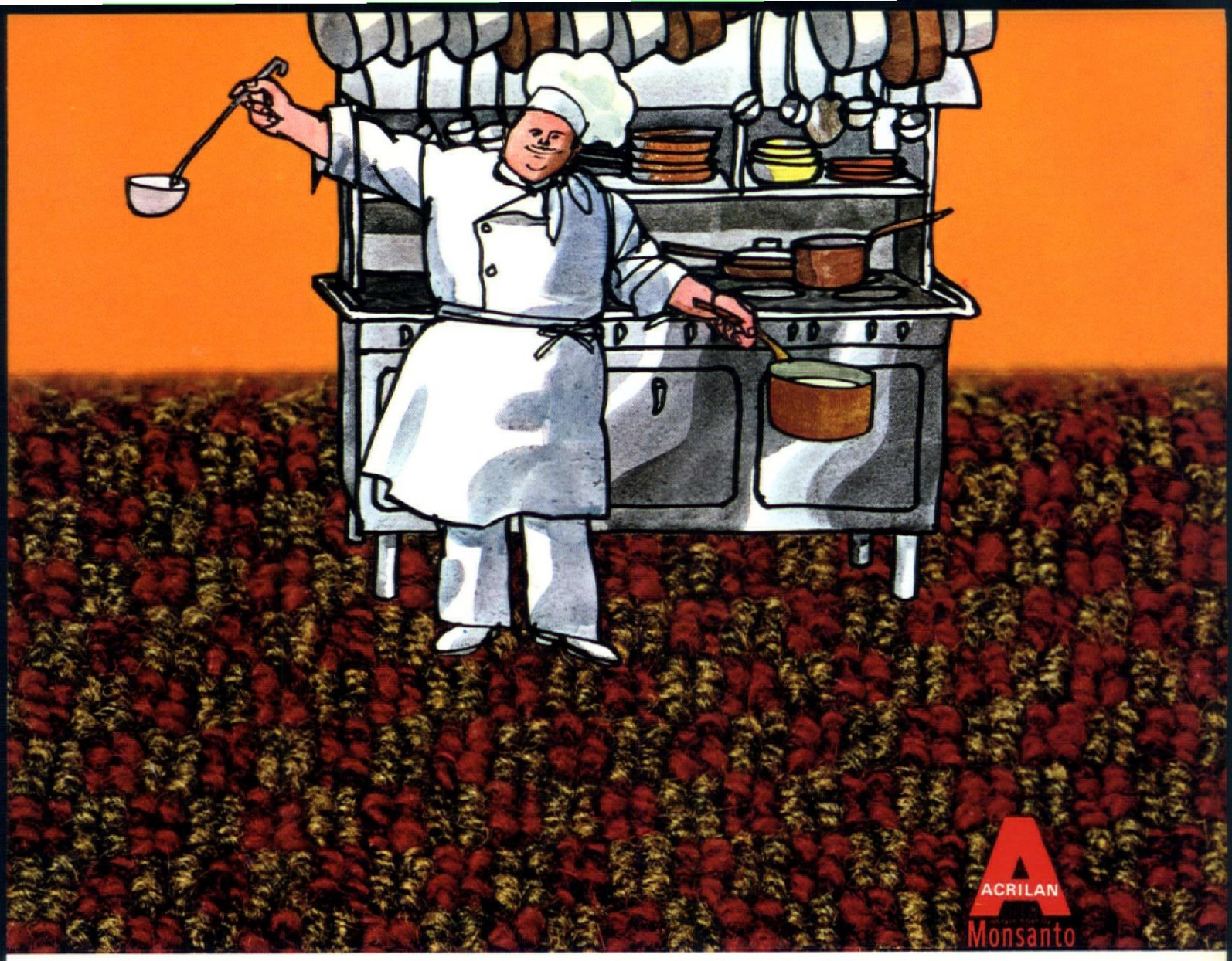
accent'
from
Invincible



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

Circle No. 42 on product card facing P. 172

Circle No. 43 on product card



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

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

Take the carpets we make of Acrilan® acrylic fiber. Barwick Mills was among the first to use man-made fibers such as Acrilan because of their superior resiliency, low absorption of soil and moisture, and styling possibilities. Combine these advantages with our own more recently developed process for tufting carpet more durably dense than even before, and it's easy to see why you'll find Barwick carpets of Acrilan practically everywhere you go—in schools, cafeterias, locker rooms, hotels, office buildings, industrial plants, and even in outdoor installations.

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

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

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

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

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

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

Lenox Crystal

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

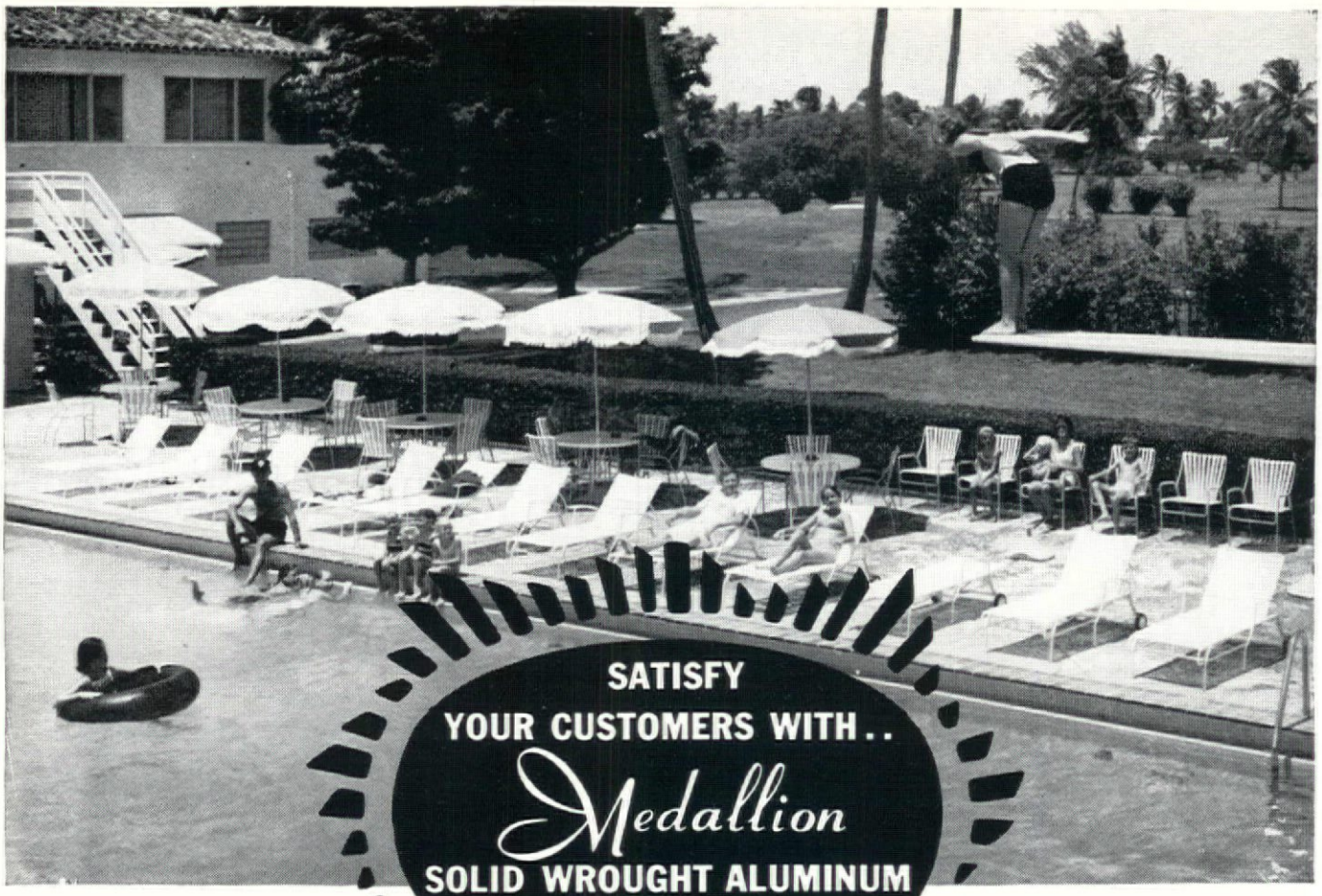
Circle No. 44 on product card facing P. 172

Circle No. 45 on product card

Chromattecs™ Finishes and fabrics that dramatically extend your resources for designing contemporary office environments.

Chromattecs can help you create a whole new look. More versatile than wood or the usual metal finishes, Chromattecs blend subtly with their environment. Ember Chrome, for instance, softly reflects its surrounding colors. And unique new Matte Textured acrylics have a warmth that lends a pleasantly soft look and feel to panel and drawer surfaces. Chromattec fabrics are special, too. In a wide choice from manly tweeds to smooth textures. And in a palette of colors from richly muted earth tones to a strong purple, bright bittersweet and vibrant red. The total environment achieved with Chromattecs is one of understated elegance . . . one that can be tailored to your clients' individual preferences. Visit one of our showrooms soon and see how Chromattecs open new designing possibilities to you. Or, we'll send a representative to see you or mail complete information. Just write Department K, Steelcase Inc., Grand Rapids, Michigan. Los Angeles, Calif.; Canadian Steelcase Co., Ltd., Ontario.

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



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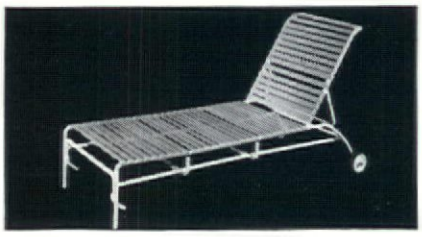
Medallion

SOLID WROUGHT ALUMINUM FURNITURE

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



Maintenance Free Up To 5 Years

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Medallion

MEDALLION CORP.
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P.O. Box 427
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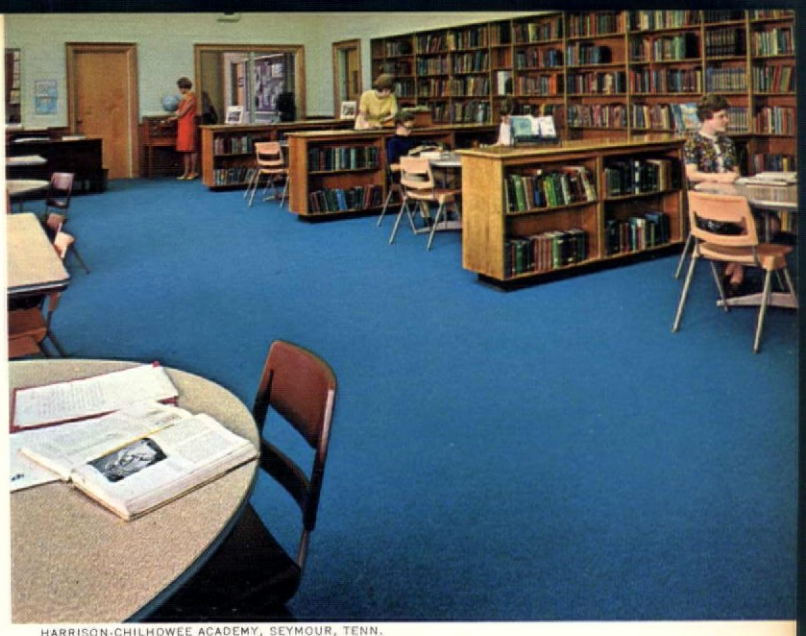
305-885-3461

Circle No. 46 on product card facing P. 172

FIRST NATIONAL BANK, WESTMINSTER, COLO.*



HARRISON-CHILHOWEE ACADEMY, SEYMOUR, TENN.

O'MEARA FORD CENTER, DENVER COLO.

When you get right down to installations, Patcraft has the answer for your wall-to-wall problems. Two special constructions... Torque and Royal Torque. Carpets so rich looking you can easily imagine them beneath a Thunderbird.

So tough even a run on a bank won't faze them. So smartly designed they lend themselves to a school library. Carpets of Creslan acrylic fiber stifle sound, come clean with daily vacuumings and retain their color-fresh look for years.

And Creslan is remarkably resilient. Bounces back into shape even after a car exerts thousands of pounds of pressure on it.

But no matter what your floor covering needs are, turn to Patcraft for carpets that cover a lot of ground.

CYANAMID Creslan® LUXURY ACRYLIC FIBER

Creslan is a product of American Cyanamid Company, New York.

Can a carpet that's luxurious enough for an auto showroom withstand the traffic in a bank and still look right in a school library?

Patcraft Mills, Inc., Commercial Carpet Division,
295 Fifth Avenue, New York, N.Y. 10016

Gentlemen: Please send me specifications and samples of Torque and Royal Torque commercial carpeting.

Type of installation: _____
Approximate yardage: _____

NAME _____ TITLE _____

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*INTERIOR DESIGNERS-CLAUS HEPPNER ASSOCIATES, INC., DENVER, COLO.

First in Fashion
Patcraft
CARPETS OF DISTINCTION

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Circle No. 52 on product card →

The Patient Carpet

Get a professional opinion. Ask your favorite veterinarian about carpets of HERCULON* olefin fiber. Soilage stays at near-surface level. Moisture, stains and dirt are treated with endless, smiling patience, even in a vet's waiting room. Easier-than-normal maintenance cleans them up—beautifully. To find out why this new breed of carpet is winning best of show contact: Fibers Merchandising, Hercules Incorporated, Wilmington, Delaware 19899.

Since when? Since Herculon.

*Hercules registered trademark

HERCULES

Shown above: Genon Romanza pattern in one of 14 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. 54 on product card facing Pg. 172

Different from anything in
the world of office furniture.
See it.
Better yet, touch it.
Sveden feels *suede*
where it's upholstered,
where it's sprayed.
Unbelievable?
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SVEDEN: the most exciting
happening in office furniture
is new...now...
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The first name in
office furniture is making
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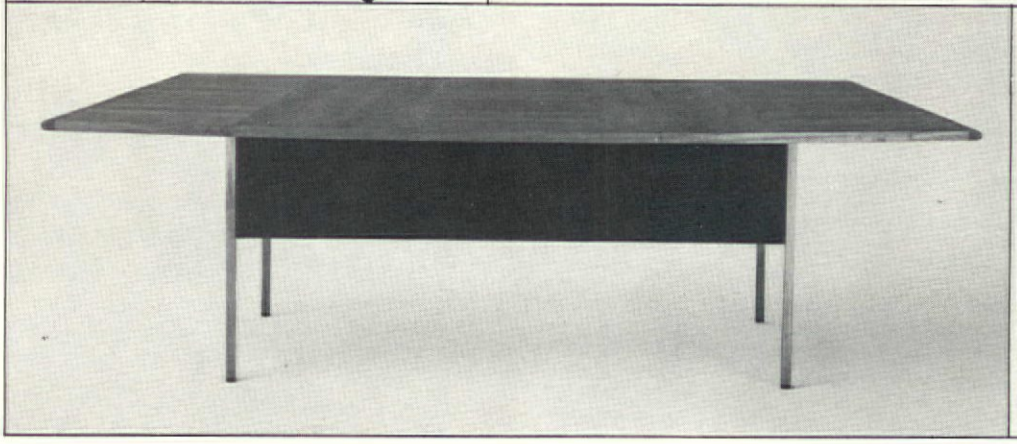
have you seen Sveden?



Circle No. 55 on product card facing Pg. 172

Circle No. 56 on product card →

What kind of a nut would specify light colored carpet in heavy traffic areas?

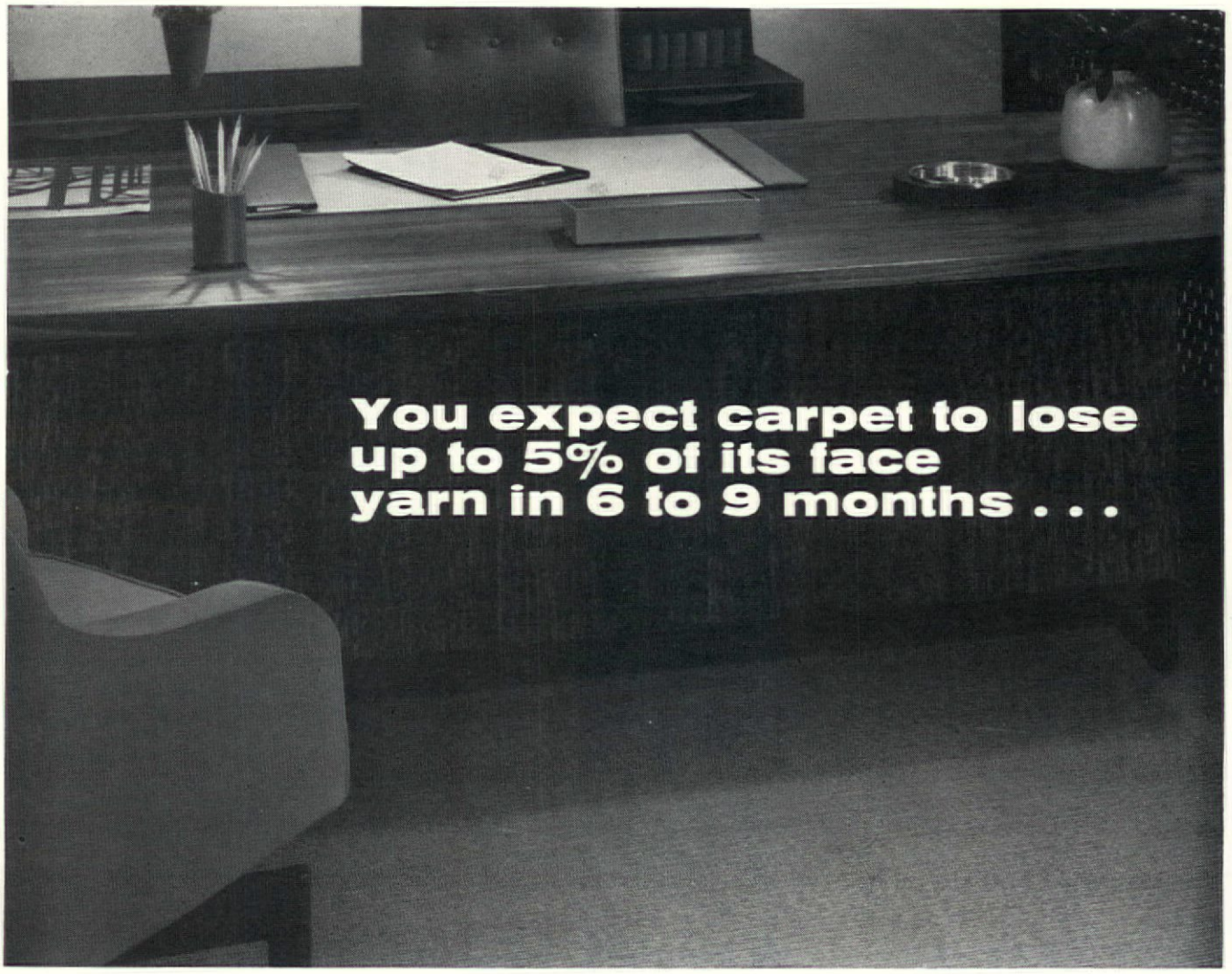
The genius who specifies Antron® Custom Wilton carpet by Philadelphia.

You know Antron* nylon for its unique look-clean-longer properties. You know Philadelphia's custom Wilton weaving service for its superb quality and faithful design interpretation. Now they're together! Now the sky's the limit creatively (we can reproduce the sky if you wish, with that delicate azure blue safe to use almost anywhere in Antron.) You can place even a limited size custom order without a price premium, in an original design or in one from our extensive jacquard library woven in your coloration . . . in *any* accepted fiber or blend.

In contract carpets, the *choice* is PHILADELPHIA Carpet Company

Since 1846, The Quality of Elegance Underfoot

CONTRACT DIVISION: 295 FIFTH AVE., N.Y. 10016. PHONE: 212-686-5730. SHOWROOMS: CHICAGO, N.Y., PHILADELPHIA, LOS ANGELES, SAN FRANCISCO, DALLAS. ALSO CRAWFORD & THOMPSON IN ATLANTA, HIGH POINT, ST. PETERSBURG.



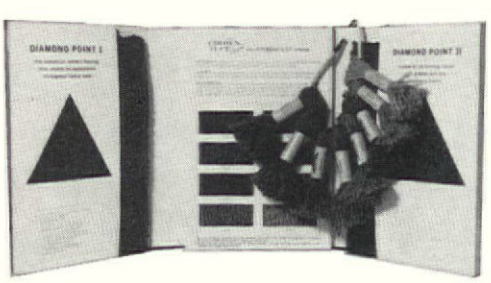
This one doesn't!

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

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

DIAMOND POINT CUSTOM OPTIONS:

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



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

DOW BADISCHE ZEFKROME® ACRYLIC

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

CROWN TUFT Carpet INC.

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

Circle No. 57 on product card facing Pg. 172

Circle No. 58 on product card →

Good taste is International at the Dallas Athletic Club.

Gracious surroundings, unsurpassed service, and sumptuous buffets are a tradition in the handsome "Royal Room" of the Dallas Athletic Club. And the beautifully prepared food is enhanced by beautiful tableware . . . from International.

Vintage is the International pattern chosen to grace the tables in the Royal Room. It was recommended and supplied by Dallas Fountain and Fixture Company, a Certified International Silver Dealer.

The International Silver Company

Hotel Division, Meriden, Conn. Makers of the most complete line of silverplate and stainless steel, flatware and holloware.

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

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

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

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

Good Housekeeping GUARANTEES

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

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

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

Circle No. 59 on product card facing Pg. 172

Circle No. 60 on product card →

Harvey Probber introduces the Kill Collection.

Designed in the Bauhaus tradition by architects, Kastholm and Fabricius, this superb furniture was first shown at the International Fair in Cologne, attracting world wide attention.

Beautifully crafted in steel, leather, fiberglas and hand woven woolens, it encompasses a wide range of seating, from office chairs to luxurious arm chairs and sofas. It is undoubtedly among the finest furniture in its idiom to be found anywhere.

Now on view at the D&D Building, 979 Third Avenue, New York City and 638 Merchandise Mart, Chicago.

Catalog available:
Harvey Probber Inc., Department FK, Fall River, Massachusetts 02722.

The Kill Collection

probber

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JOE
POST
LOANS
PAWN SHOP
LOAN RANGER
HONEST JOE
Sells ANYTHING
WHOLESALE + 10%
Diogenes
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FOR AN HONEST MAN-
ENDED HERE
Im HONEST JOE
YOU DONT NEED A
HUNTING LICENSE
PAWN SHOP
SAVE TIME
& MONEY
WALK INTO
HONEST JOES
& LOAN RANGER
LOAN
BARGAINS
The
HOCK
SHOP
TOOLS
2 Free
PARKING LOTS
For
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CONTRACT

October 1968

HOW GRAPHICS COMMUNICATE FOR BETTER OR FOR WORSE

THE SUCCESS OR FAILURE OF ARCHITECTURAL GRAPHICS HANGS ON A THOROUGH UNDERSTANDING OF THE BASIC VISUAL ELEMENTS THAT COMMUNICATE INFORMATION—INFRA, ALPHA, PARA SIGNALS

When people are in a building, particularly for the first time, they need information in the form of direction and identification. The communication of such information is the task of architectural graphics, a design activity that has come into being as a full-fledged, legitimate specialty.

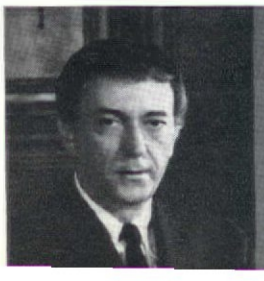
As a design function serving architecture and, thus, interiors, it has developed its own disciplines—complete with its own standards, mannerisms, and even taboos. It reflects not only the new attitudes and esthetic of *now* architecture and interiors, but it also reflects the influence of new thinking in layout and typographic design in print graphics.

Things are moving fast today and architectural graphics are no exception. Such progress has been made that all but a very few architects and interior designers would be well advised to admit their own incompetence in graphics, as they do in structural engineering and acoustics. Today, no building of any real rank is planned without the services of an architectural graphics designer.

Because of the fantastic increase in global communication in our time, all our accomplishments are measured by international standards, as never before. Architecture, far from being an exception to this, is rather a prime example. And a building's graphics now constitute one additional score on which that building will be judged. By their very nature, architectural graphics are highly visible.

Graphics was a folk art

The time-honored approach, until fairly recently, was to call in a *craftsman* from the sign fabricator's shop and give him some general idea of what the architect or interior designer had in mind. The craftsman, practicing what was really a *folk art*, proceeded to express his own taste in solving the problem. The result, by today's



By CRAWFORD DUNN

GRAPHICS: "Folk signs get the job done by concentrating upon the content and to

First point of architectural graphics, particularly on exteriors, is to provide appropriate contrast with the immediate environment to attract attention. The architectural situation at the entrance to this parking garage afforded an excellent opportunity for this unique solution. Since municipal codes forbade a projecting sign, this device proved highly effective. Its legend can be seen from some distance, signaling drivers safely in advance of their arrival at the door.

Municipal graphics need be neither dismal nor extravagant. This legend and symbol, formed of cut-out aluminum plate and epoxy finished, identify the building clearly from a distance and provide a focal point for civic pride.

Crawford Dunn, president of Crawford Dunn Associates, consultants in corporate design, Dallas, is a design generalist, as well as an interior designer, whose projects have ranged from several thousand to one quarter of a million dollars across the country.

sophisticated standards, was like that of a building with neither architect nor interior designer. Such craftsmen, by definition, were operating in accordance with execution techniques and process, not design principles.

Now, the machine esthetic is upon us, however, and the hand-painted, home-made look of the old kind of graphics in an otherwise good building is as ridiculous as wearing sneakers with a business suit. As a matter of fact, one does not have to look far to come to the conclusion that the folk-art sign makers are directly responsible for a great deal of the ugliness of man-made America—indoors and outdoors (see frontispiece).

Since architectural graphics are to be judged by international standards in today's shrunken world, it seems obvious that they should be designed originally in accordance with international standards. In order to appreciate such criteria, it is desirable to analyze graphics in terms of communication, which is, after all, the whole point of all graphics.

Ignoring form is pitfall

In the language of communication theory, every message to be transmitted by whatever means is called "signal." Unfortunately, however, signal is generally thought of as consisting only of the *content* of the message and not the *form*. This concentration upon the content of graphics at the expense of form is, as we shall see, the single root cause of bad design in architectural graphics.

It can be helpful in understanding the total function of architectural graphics—whether exterior or interior—to adopt newer, more precise terminology for the old concept of "signal." Let us say that the content of a sign, the hard data of graphics, is the *alphasignal* of the sign. The word "exit" in a sign constitutes the alphasignal; this indeed is the primary, essential part of the message, and can be transmitted in any of a number of ways that are adequate for the conveying of the basic message, "exit." In a strict, objective information sense, we can accomplish the communicational task by lettering the word "exit" with a black felt pen in block letters on a piece of white cardboard. We can select a standard, off-the-shelf sign from a manufacturer's catalog, or we can buy some stock letters and apply them in some arrangement on a wall or on a door. Again, the letters "e," "x," "i," and "t" will serve the purpose of communicating the concept of indicating a passageway that leads out of the space in which the letters are displayed. The mere transmission of such a message is, of itself, a simple task, easy to accomplish, a task whereby the alphasignal will have been communicated.

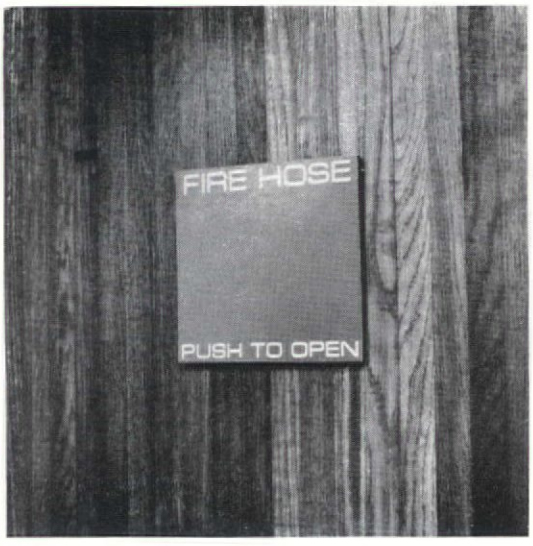
Signs are graffiti of commerce

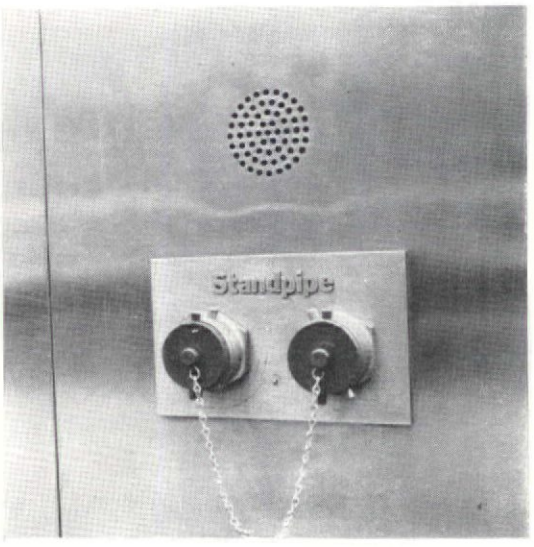
In vernacular situations, such as a sidewalk grocery market, people everyday resort to vernacular means to convey alphasignal. Any means at hand will suffice to transmit content, whether hand-lettered placards or white paint on a glass storefront. Such means serve everywhere as the *graffiti* of commerce, graphics sent and received at a folk level. In the vernacular context, these messages, speaking with provincial accents as it were—sometimes with misspelling—can have a charm of their own. They are relaxed, carefree, undisciplined, unbuttoned, extroverted, in their harmlessly aggressive way. From Farmers Market in Los Angeles to Fulton Street Fish Market in New York, they get the job done by concentrating upon the content and to hell with form.

But these graphics are transmitting something besides alphasignal. It is the *parasignal* that they are sending out which causes us to smile tolerantly. By ignoring the more formal rules of form, such graphics do not eliminate form, but merely create a different kind of informal form. This brings us to an important point about graphic communication: *form communicates a content of its own.* Thus, since it is patently impossible to transmit hard data without accompanying soft data, content without form, alphasignal without parasignal, the task of architectural graphics consists of controlling *all* parts of the transmission. It goes without saying that the subject of good architectural graphic design is here considered salient only in relation to good architecture and good interiors. Even the best graphic design can do little or nothing for bad buildings and bad interiors.

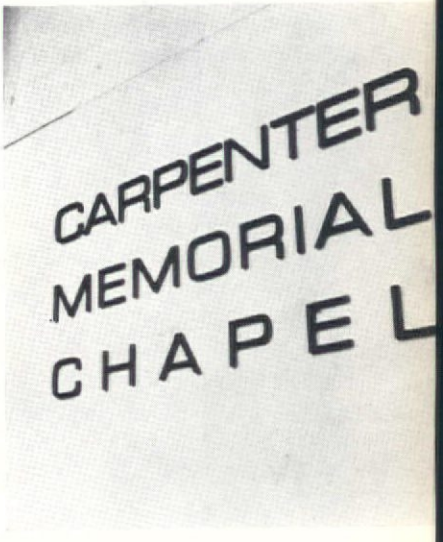
There are obvious criteria for developing and judging the alphasignal

hell with the form."





The more vernacular requirements for identification usually get slighted or solved in a perfunctory, off-the-shelf, out-of-the-catalog manner. Every now and then, they get the design attention that they deserve, with happy results as in these examples (left).



A critical factor in all architectural graphics is the spacing and positioning alignment of the letterforms. When the problem permits integral letters (those contained on or attached to a legend panel); these factors can be controlled during fabrication in the shop. However, when the solution calls for individual letters such as these (above), spacing and alignment must be controlled during installation—a far more ticklish task.

The completely conventional, completely legible alphasignal of this sign in New York City (left) merely identifies its museum. The most unconventional parasignal of the vertical, rotated orientation implies unequivocally that the museum is, to put it mildly, daringly avant garde.

GRAPHICS: "If the environment created is a period environment, the style of the graphics is obliged to go along with the gag."

portion of graphic communication. They are primarily concerned with intelligibility—the assurance that the message will be received and understood. In most cases creating the alphasignal is a simple matter of encoding the message into clean, simple, straightforward language that can be expected to be understood without a likelihood of containing ambiguity or contradiction. While no cinch, this—being largely an objective task—can be accomplished with relatively little difficulty. It can be checked out by objective testing. If it is not always understood by those exposed to it, it can be corrected. This is the fully conscious part of the overall function of architectural graphics and, as such, its success or failure can be measured on a go/no-go basis.

Form must reinforce hard data

The task of creating and judging the parasignal portion of architectural graphics is another matter. The parasignal, the form of graphics, must not only reinforce and support the communication of the hard data, it must also be appropriate to the environment on all counts. The form of architectural graphics must, first, match the *rank* of the architecture and the interior. A manufacturing plant would require a different rank of formalism than would a bank; an office building would require a different rank of formalism than a parking garage. This rank dictates the choice of letter forms or styles, the composition and size of the legend, the method of application, the materials, textures, colors, and finishes. Thus, it can be appreciated that, as a general index, the per-square-foot cost of the architecture itself strongly commits the associated graphics to one or another rank somewhere along the broad spectrum of possibilities. For such reasons, most of the ready-made, prefabricated graphics are appropriate parasignally only to the kind of architecture that is itself composed of ready made, prefabricated components. Similarly, a building of the architectural quality of CBS's 51 W 52 in Manhattan thoroughly deserves the kind of excellent graphics that it has.

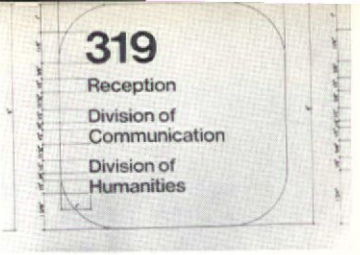
Second, the *style* of architectural graphics must be compatible with the style of the architecture and interiors. If the environment created is a period environment—that kind of genteel masquerade that pretends that it is not really *here* and not really *now*—then the style of the graphics is obliged to go along with the gag. If—on the other hand—the environment is one of the machine esthetic, strictly of the here and now, the graphics must reflect that.

Must relate to architecture interior

Parasignal constitutes the rhetoric of a graphic message, the drama, the nonverbal elements of letter style, shapes, textures, colors, materials, spatial relationships. The function of all such secondary elements is to support, reinforce, or otherwise strengthen the hard-data part of the message. In accomplishing this function, it goes without saying that parasignal must relate to the overall architectural-interior context in such a way as to fulfill the overall requirements for graphics. Parasignal provides the "atmosphere" that accompanies its alphasignal, much in the way that a Shakespearian actor enhances the hard data—the verbal content—of Shakespeare's lines by the supporting inflection, elocution, and gestures of his delivery. Shakespeare's alphasignal would suffer grievously (as it often has) at the hands of a high-school sophomore, and would suffer even more if delivered with the flat parasignal of a telephone operator who, in

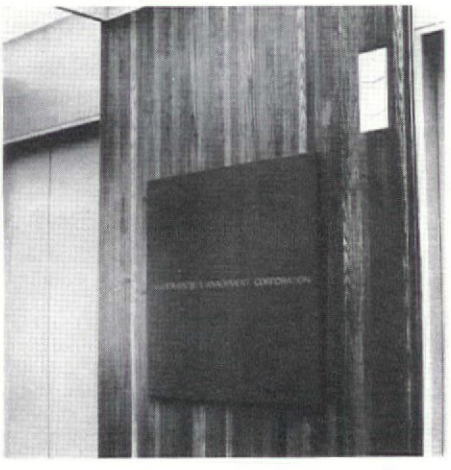
Although not generally considered such, clocks like these (above and left) are actually architectural graphics. Each gives the time of day in alphasignal, but they speak totally different messages in parasignal: the clock on the left speaks anachronistically and nostalgically of other years while telling the time today.

There are occasions when alphasignal can be used primarily as parasignal. The Hebrew and Roman letterforms in the El Al Airlines ticket agency in New York City provide elegant, strong modulation of the otherwise flat wall surface. The parasignal provides the "atmosphere" that accompanies its alphasignal, or the content of the sign. In addition, the style of the graphics must relate to the style of the architecture and the interiors. In this case, the graphics and interiors are compatible.



In developing an entire system of graphics for a sizable project, it is necessary first to define the problem. In this case (above), a single overall design discipline for a large school was devised to take care of any future eventualities as well as the known needs.

Even if the viewer does not get the message transmitted in alphasignal here (that is, if the name "Cartier" means nothing to him), he gets an unmistakable impression of elegance and exclusivity by means of the parasignal.



As one steps off the elevator, the size of this panel shouts for the attention in parasignal; attention having been attracted, the legend whispers the corporate name in alphasignal. To put it another way, the large panel creates such a zone of visual "silence" that the quiet message can speak without competition.

The parasignal of architectural graphics should match the idiom of their architecture. Here the bold legend on a porcelain-enameled panel is entirely appropriate to the vehicular brutalism of the interior of a parking garage.

There are occasions when nothing less than a commanding tone will do, as in this parking garage sign. The scale of the sign (30 by 30 inches), the simplicity and boldness of the legend, and the interior illumination all say what they mean and mean what they say in alphasignal and parasignal. It can be almost as dangerous to equivocate in a situation such as this as it is on an aircraft carrier.

GRAPHICS: "There are two parasignal idioms: competent and accurate understatement and theatrical, make-believe statements."

her occupation, deals almost totally with the transmission of irreducible hard data.

There are two basic idioms of parasignal. The one more appropriate to most of today's architecture and interiors is a rather cool, impersonal, accentless, international idiom that states its hard data without "oratory," with calm, straight-faced authority—somewhat in the manner of news commentators of television-network caliber.

Drama of competent understatement

Whatever drama there might be in this idiom is the drama of competent, accurate understatement. Here, there is no posturing, no histrionics, no whimsey. The other parasignal idiom in architectural graphics is theatrical in its style and is appropriate to those contexts in which the real world has been replaced by one of make-believe: environments calculated to create an ambiance of elsewhere-and-otherwise.

Such illusionary environments are those deliberately and admittedly created for direct merchandising purposes—clubs, bars, restaurants, boutiques—contrived to transport the client, the member, the customer psychologically beyond the here-and-now. This is an accepted idiosyncrasy in the American culture and—its sociological implications not withstanding —has occasionally been brought off successfully. In such instances, the responsible designers seemed to keep both feet on the ground; in other words, they were aware that they were involved in sort of harmless stagecraft that was not itself the result of hallucination.

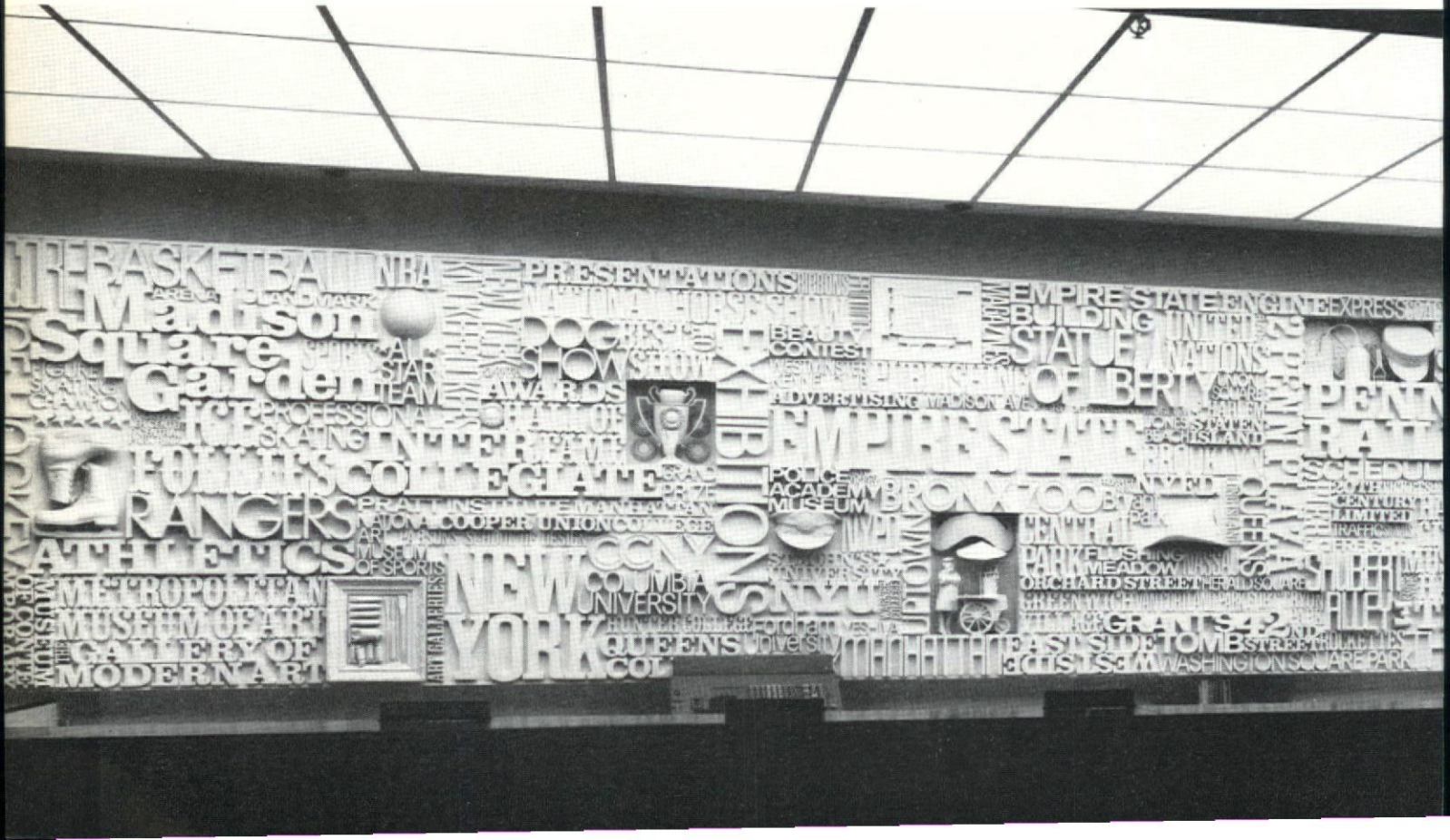
In order to succeed in the task of developing a form and style of graphics for a given environment, the graphics designer must bring an impressive array of expertise to bear on the solution. He must be knowledgeable about and sensitive to the particular architectural-environmental situation, typographic design, materials, fabrication process, and installation techniques His solution, in addition to being communicationally and esthetically valid, must not ignore such pedestrian demands as durability, maintenance, and proof against vandalism. In some instances, he must also provide accommodations for possible revisions of legends to meet future needs. It goes without saying, too, that he must be prepared to work to a reasonable budget, one that is appropriate to the situation.

If all this sounds formidable, it is because it is formidable. Surely, every now and then the task can be such a simple one as to lend itself to quick, inexpensive, and easy solution at the hands of a competent graphic designer, but when the project calls for a coordinated, disciplined system of architectural graphics, the solution may not be quick, inexpensive, or easy.

Unconscious part of message

There can be a third kind of signal transmitted by architectural graphics: *infrasignal*. Infrasignal is any involuntary, more or less unconscious part of the "message" that gets transmitted along with the intentional and conscious alphasignal and parasignal. An everyday example of infrasignal is person's handwriting. It is generally agreed that handwriting gives some indication, however inexact, about one's personality or character. If a bold, aggressive man writes in a bold aggressive hand, his handwriting constitutes positive infrasignal: his script reinforces or confirms his "masculinity." If, however, his writing has a timid, delicate, and feminine style, that constitutes negative infrasignal. Because the handwriting style is largely an unconscious—and thus, unguarded—expression of a person's real or basic nature, we are likely to take it as a valid indication of the person's inner personality.

When a negative infrasignal is



transmitted, that is infrasignal that unconsciously contradicts the alphasignal or parasignal or both, we correctly assign it a greater weight than the other, more conscious parts of the message. If we read the message, "I am 36 years old, intelligent, and in full control of my faculties," written in a jerky, wobbly childlike hand, what are we to believe?

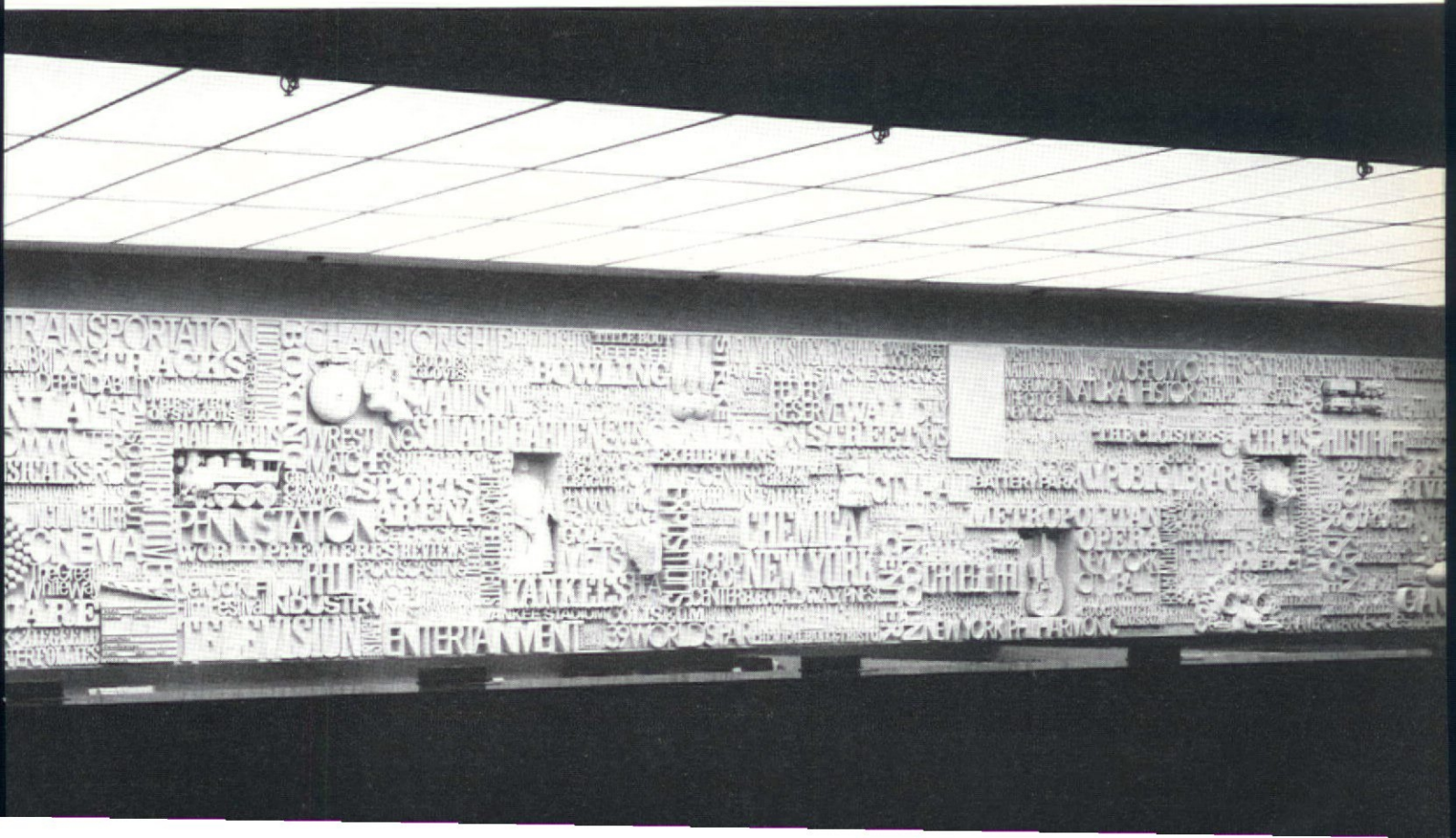
Precisely the same kind of infrasignal—positive or negative—is always transmitted along with the alphasignal and parasignal, and either supports or undercuts to some degree the alphasignal or parasignal or both.

To be sure, not all infrasignal—positive or negative—is consciously received and accurately decoded by everyone. But here is an important point: *good architectural graphics are those aimed at the most critical, not the least.*

Infrasignal occurs when the total effect of alphasignal and parasignal is not as it should be. If the parasignal is not appropriate to the alphasignal, or one or both are not appropriate to the rank and style of the architectural situation, infrasignal is being transmitted.

Negative infrasignal is any part of the total transmission that is incorrect, defective, false, contradictory or otherwise unsatisfactory to the situa-

Graphics are used both as an art form and image-changer at New York City's Chemical Bank New York Trust (bottom), where Mitten Designer Letters Co. created a panoramic mural behind teller counters that provides alphasignals in the form of New York City place names and functions; parasignal that communicates idea that the city and the bank *are big, dynamic, and changing; and infrasignal that says this bank involves itself beyond the realm of the coin. Window sign (above), also by Mitten, delivers alphasignal hard information and parasignal that says "Benny Goodman swings." Sign (left) identifies via alphasignal while communicating the parasignal idea that a hula dancer could be inside in a palm-tree decor.*



GRAPHICS: "The Guggenheim Museum graphics remind us of an effete ad for French perfume in a 1931 issue of Vogue."

tion which gave rise to the graphic communication in the first place. The sources of negative infrasignal in architectural graphics are numerous; in order to ensure against the transmission of such signal, it is necessary to be thoroughly aware of each of these sources.

Lack of competence prevails

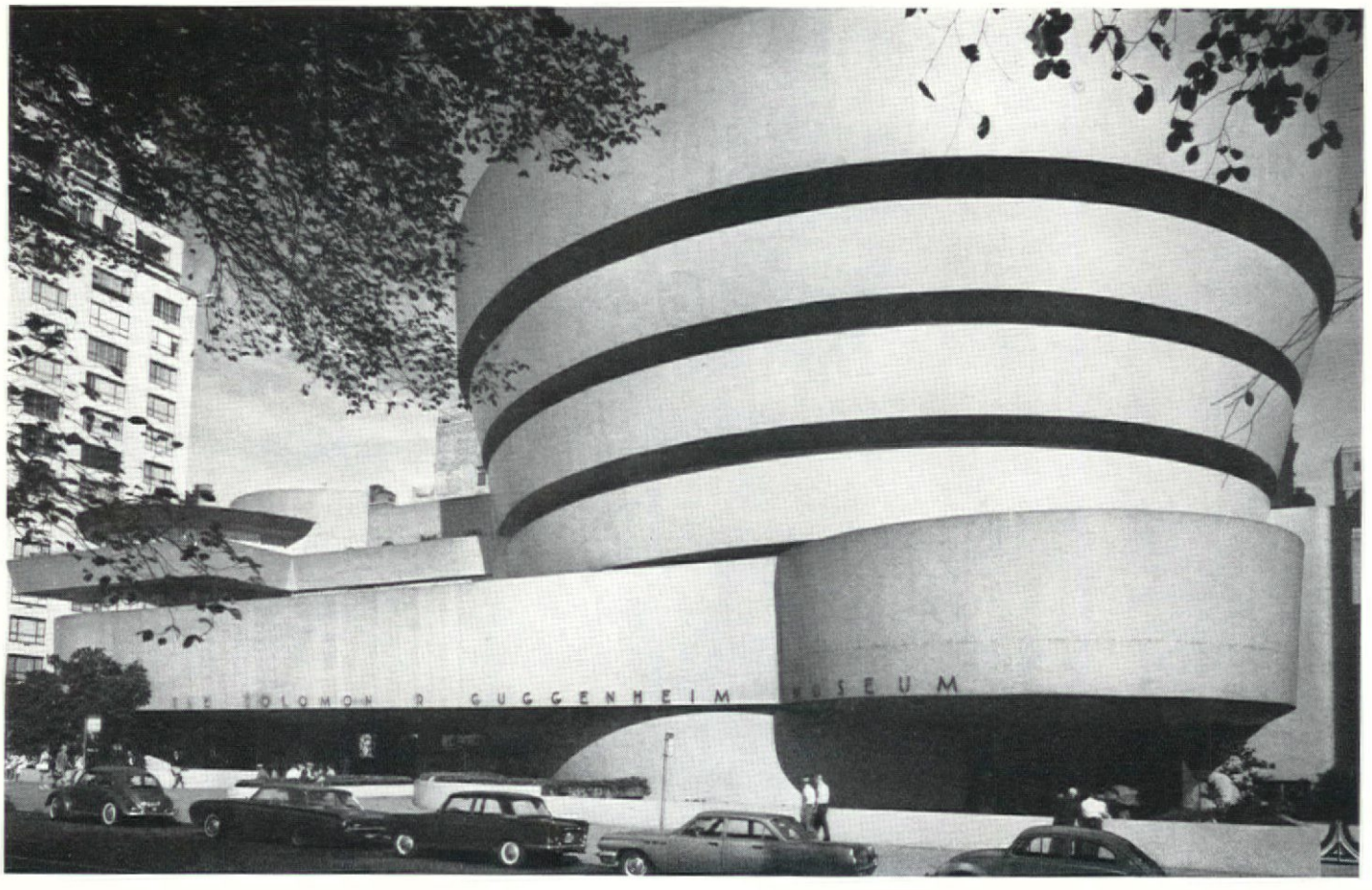
The ultimate source of negative infrasignal is lack of competence in the design and/or execution of the graphics; this is, of itself, invariably the case whenever architectural graphics fail. However, this everriding source itself is a direct and traceable result of any of a number of more basic failures in the unforgiving process of creating excellent graphics.

Running pretty close to first place in the list of errors that contribute to failure is the illusion on the part of many architects and interior designers that they are sufficiently skilled in the specialty of architectural graphics to achieve successful solutions on their own. The most glaring example of this is the graphics of Frank Lloyd Wright and most particularly in the case of the Guggenheim Museum on Manhattan's Fifth Avenue. Nothing about the structure transmits more easily decoded negative infrasignal than do the exterior and interior graphics. The fashionability of their style was tragically passé long before the building was brought to completion. Their mind less, mannered "modernistic" look reminds us directly of nothing so much as the dead vintage of an effete advertisement for French perfume in a 1931 issue of Vogue.

There are those who claim that Wright thoroughly understood the essence of the entire age in which he built. As to his graphics, their infrasignal can only be deciphered as positive proof that he did not even understand the decade in which the Guggenheim was built.

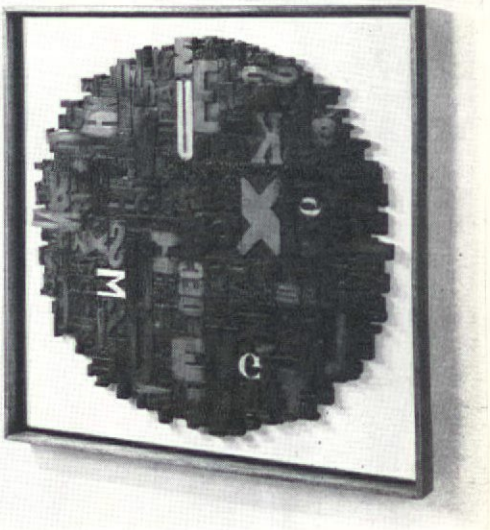
If Wright were the only architect to mistakenly fancy himself competent in the design of architectural graphics, there would be no point in citing this delusion among architects and interior designers as a major source of bad graphics; such is not the case. Moreover, no improvement on this score is in sight: graphic design is hardly touched upon these

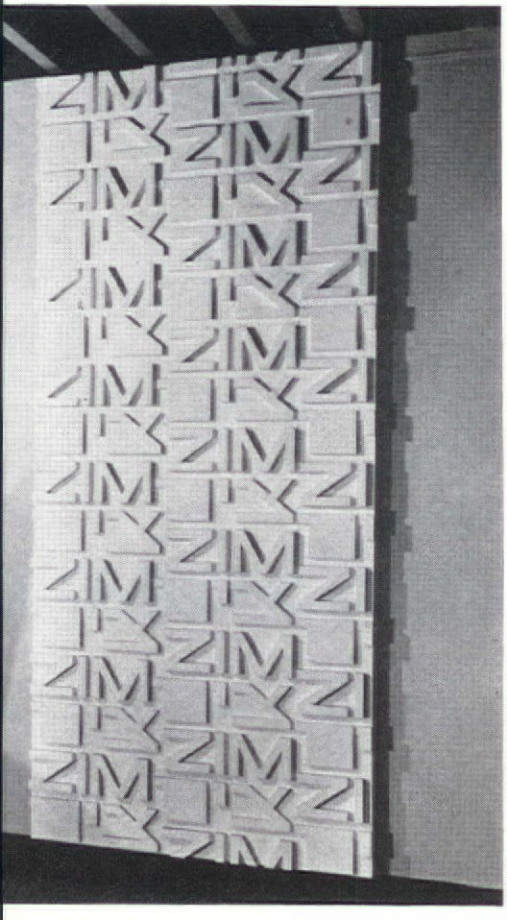
A negative infrasignal is any part of the total transmission that is incorrect, defective, false, contradictory, or otherwise unsatisfactory to the situation. The Guggenheim Museum in New York City by Frank Lloyd Wright, says the author, is a glaring example.



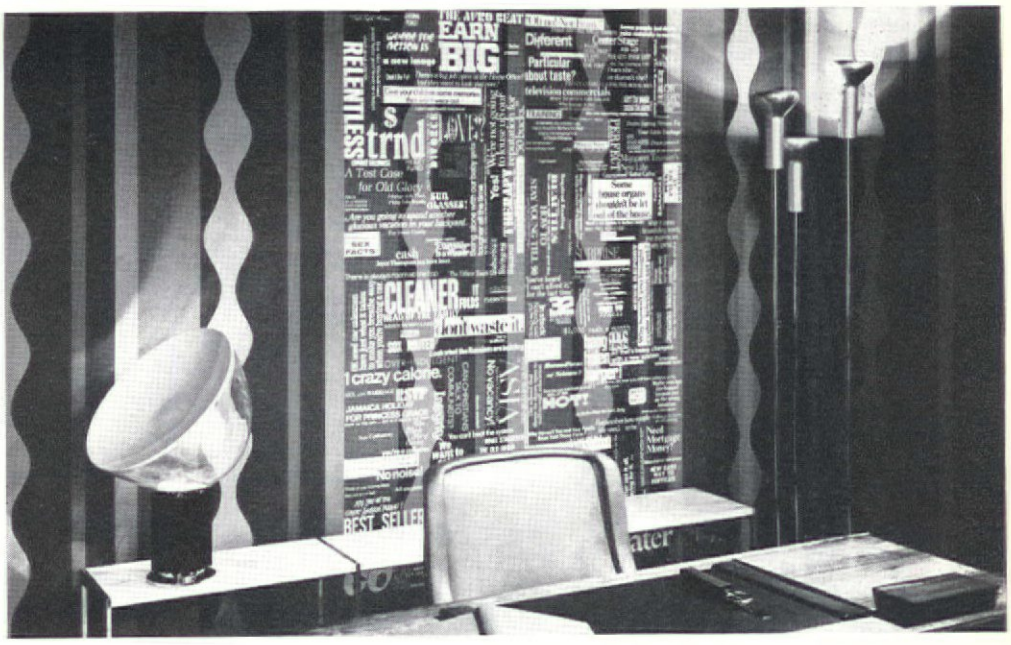
A graphics wall creates a focal point in the Chicago ticket office of Delta Airlines (left). The three-dimensional letters interplaced among photographic letters were fabricated by Murphy & Orr Co. The graphic delineation was devised by Ray Ketcham and photographically enlarged in black and white by Plunkett & Co. It was specially commissioned by Alan L. Ferry Designers, Inc., Robert F. Smith was job captain overseeing design unity throughout.

Graphics/package designer Sheldon Rose composed a rare collection of old wooden type fonts for this sculpture/wall hanging (below). The original has been faithfully reproduced by Austin Productions.





English and Hebrew letterforms in relief wall mural (left) for Zim Lines' waiting room are cut out of ¾-inch plywood on a framed panel. Finish on the entire unit is in Plextone, heavy pebbled spray in white on white, thus giving a stone sculptured impression. It was designed and fabricated by Displaycraft, Inc.



Graphics are used here on a wallcovering by Jack Denst Designs called Dialogue 16 (above). Two panels of type-set quotations are printed in a striking clash of red, white, and blue.

GRAPHICS: "There exists an unwillingness to convince the client of the importance of bringing in a graphics consultant to serve the designer/architect."

days in schools of architecture and interior design, and perhaps rightly so. It happens to be the dynamic nature of graphic design in our time that it cannot really be taught once and for all; it is subject to influences from all sides and, like architecture and interiors today, is evolving so broadly that it must be kept up with on a continuing basis, almost like the daily news. This is a long jump from half a century ago when competence in a given specialty was not so perishable a quality.

This is not to say that the best architectural graphic is a fashionable here-today-gone-tomorrow affair. On the contrary, it is instead highly desirable to avoid the merely faddish in favor of the more durable concepts, but even these are not entirely simple to plot and predict in the fast-changing context of NOW.

Something wrong somewhere

Assuming that the architect or interior designer is convinced of his own incompetence in graphic design and of the importance of seeking professional service, the next-ranking source of bad graphics is his inability or—what amounts to the same thing—his unwillingness to convince the client of the importance of bringing in a graphics consultant. When this is the case, it can be expected that planning for the graphics will be inadequate in terms of both time and money, and the results predictable.

Negative infrasignal like a red flag

Whatever the reasons for the failure to have competent graphic design and execution, the negative infrasignal of less-than-good graphics in a building betrays the fact that something was wrong somewhere: the architect or interior designer did not know any better, or did not care, or was afraid to insist on professional help, or the client was monumentally intractable, or—perhaps saddest of all—a graphics consultant was hired who was, himself, not qualified to do the job, or whose hands were tied after he was assigned the project, or the fabrication and installation went to a corner-cutting low bidder.

Negative infrasignal arising from any of these or other defaults and defects may not indicate, of itself, the specific source of the trouble. Instead, the negative infrasignal may merely radiate, like the betraying heartbeat of a liar to a polygraph, that all is not as it should be. And one thing is certain: it will not ever stop radiating its telltale message. **(C)**

In many graphics situations, which are really communication situations, it takes some of the same qualities to be a good military officer. It is essential to reduce the "message" to its irreducible minimum and then to transmit it with clarity and authority. The frantic, arm-waving infrasignal of the confused scene on the left smacks seriously of a beleaguered brand-new second lieutenant. Sign above is clear and concise.

SHOW NH&ME NOPA PREVIEWS

NEWEST DESIGN DEVELOPMENTS IN STORE AT TWO BIG SHOWS

Two of the contract industry's biggest specialty areas, hotel/motel and office design, will show off the newest product and design developments at separate shows to be held in New York City's Coliseum during October and November 1968.

Together, these segments of the burgeoning contract market—estimated at one billion dollars annually—account for a lion's share of the industry's gross sales. Hotel/motel alone accounts for in the vicinity of $200 million, with corporate office furnishings projected to exceed $470 million within two years.

If expenditures to be made in the market are any indication of its importance—is there another measure?—the importance of these two industry shows cannot be stated strongly enough. From the point of view of the designer/specifier/planner, these shows are key focal points of new developments that promise to exert influence all year long.

NOPA and IBD symposiums to explore industry changes

To be preceded by a four-day design symposium of the Institute of Business Designers, an affiliate, the National Office Products Association Convention and Exposition will hold contract attention from Sunday, October 27, through Saturday, November 3.

Upwards of 200 interior designers engaged in commercial and institutional interiors will be in attendance at the Institute of Business Designers Symposium that will be held at the Barbizon-Plaza Hotel, New York City, October 27-31. Planned for them will be sessions devoted to new resources, products, and techniques; tours of New York manufacturer showrooms; and a field trip to the Ford Foundation Building.

NH&ME program geared to rapid travel expansion

Participants at the 53rd National Hotel & Motel Exposition, November 1 through 3, will offer the design community a broad spectrum of products and designs to meet the needs of this rapidly growing industry.

Of interest to the interior design and commercial/institutional furnishings community will be two yearly presentations: the eleventh edition of Rooms of Tomorrow, this year designed by Roland Wm. Jutras, NSID, IDSA, and Designs for Dining by Richard Himmel, AID, both of which are reviewed in this section.

Contract furnishings again this year will be concentrated on the fourth floor of the Coliseum, where more than 90,000 square feet will be devoted to the latest products, designs, and services for the hotel/motel industry.

A sampling of exhibits and products, a guide to contract exhibitors, and a program for both shows is presented in this issue.

53rd NATIONAL HOTEL & MOTEL EXPOSITION AND NATIONAL OFFICE PRODUCTS ASSOCIATION'S 1968 ANNUAL CONVENTION TO FEATURE SEMINARS AND EXHIBITS OF NEW PRODUCTS AND SERVICES OF INTEREST TO CONTRACT INDUSTRY

SHOW NH&ME PREVIEW

NEWNESS: UPDATE IS NH&ME THEME

Unprecedented growth of the hotel/motel industry will draw innkeepers, hotel operators, and design/planning/specifiers and design influences from all parts of the country to the 53rd National Hotel & Motel Exposition in New York City's Coliseum, November 11 through 14, 1968. More than 257 booth spaces, most of them on the fourth floor of the Coliseum, will be devoted to furniture, furnishings, and accessories of interest to the contract designer/specifier. Starting with a Dealer/Wholesaler/Press preview on November 11, which opens the exhibits only to limited groups, including architects and interior designers, the Show is keyed to updating designers and design influences on the latest products, materials, and developments for this multi-million dollar segment of the contract market. Two major design attractions, reviewed on the following pages, are Rooms of Tomorrow, a presentation of a suite of rooms representing the latest design thinking by Roland Wm. Jutras, NSID, IDSA, and Designs for Dining, a thematic presentation of dining room designs, this year inspired by Napoleon Bonaparte, by Richard Himmel, AID. Other highlights of the Show include seminars that will delineate the growth of the hotel/motel industry and a design and decoration forum. The show is open only to the trade.

NH&ME PROGRAM OF EVENTS

Monday, November 11

9:30 A.M.-2:30 P.M. Preview: Open only to dealers, wholesalers, food brokers, consultants, architects, interior designers, and press.

Noon Opening Luncheon, Grand Ballroom, Statler Hilton Hotel. $7.50 per person.

2:30-9:30 P.M. Exposition hours.

Tuesday, November 12

10:00 A.M.-6:00 P.M. Exposition hours.

10:00 A.M. "The Hospitality Industry of Tomorrow." Forum sponsored by New York State Hotel & Motel Association.

2:00 P.M. Motel Days Program: "Opportunity U.S.A." Chairman: Stephen W. Brener, vice president of Helmsley-Spear, Inc. Co-chairman: Alice L. Patterson, board chairman of Patterson Publishing Co. Moderator: Ed C. Leach, president of Jack Tar Hotels. Panelists: J. Willard Marriott, Jr., president of Marriott Hot-Shoppes. Ernest Henderson, III, president of Sherator Corp. of America; Henry L. Kimelman, assistant to the secretary, U.S. Dept. of Interior.

2:00-4:00 P.M. Forum: How to Create and Exploit Profitable Convenience Food Systems. Topics: "The Shifting Balance of Costs and Profits." "The Restaurant Today." "A Case Study: "The Convenience Foods System at Tuscon Medical Center." "Demonstration of Foods Preparation Techniques using Microwave and Quartz-Plate Infra-Red Ovens."

2:30 P.M. Seminar: Professional Steps to Food Service Profits. "Management Faces the Challenge in: Restaurant Operations, Contract Feeding, Institutional Food Service."

Wednesday, November 13

10:00 A.M.-9:30 P.M. Exposition hours.

10:30 A.M. Design Forum: "Public Spaces in Public Places." Moderator: Sherman R. Emery, editor of Interior Design Magazine. Panelists: Richard W. Brown, executive vice president of National Restaurant Association; Roland Wm. Jutras, NSID, IDSA, president of Roland Wm. Jutras Associates; Norman R. DeHaan, AIA, AID, president of Norman DeHaan Associates; Rita St. Clair, AID, Rita St. Clair Associates; Sam O. Horowitz, president of Equipment Mfg. Co.; Richard Himmel, AID.

2:00 P.M. Motel Days Program: "Motel Real Estate Today." Chairman: Stephen W. Brener. Co-chairman: Alice L. Patterson. Moderator: Eugene W. Zimmerman, Holiday East, Holiday West, and Holiday Inn Town. Panelists: Melvin G. Rosen, Melvin G. Rosen Realtor; William Brash, president of Brash Realty Co.; William E. Hoyt, president of Southwest Motel Brokers, Inc.

3:00 P.M. Seminar: sponsored by Northeast Regional Association, Hotel-Motel Greeters International.

Thursday, November 14

10:00 A.M.-6:00 P.M. Exposition hours, final day.

10:00 A.M. "Menu Profitability: A Matter of Taking Stock Creatively." Participants: Brother Herman E. Zaccarelli, CSC; Anthony C. Bartolotta, director of food services, John Sexton & Co.

10:00 A.M. "Purchasing, Production, Presentation: The Total-System Concept."

Campaign Tent. Richard Himmel designed this quick service coffee shop in strong, rugged colors of black, brown, and ivory. Focal point is a gazebo topped with a Naugahyde canopy in an octagonal shape, which is repeated in the Amtico vinyl flooring with special rosewood vinyl inserts. Specially designed campaign chairs framed in black wood, by Chairmasters, are durably upholstered in stripes of black, brown, and white honey Naugahyde, as are the specially designed cantilevered banquettes. A strong architectural flavor is achieved by the vertical wall beams, made by Town & Country of lightweight polyurethane. The same beams are used under the banquette. The Napoleonic theme is carried forth on the Naugahyde wall-covering that has been silk screened with a campaign map. Even the specially designed lighting sconces have shades printed with miniature busts.

***Entry and Rotunda** (below). A specially designed, hand-cut Napoleonic N and acanthus wreath covers the entry floor. Beyond is the rotunda that houses a replica of the Napoleon monument found in Place Vendome, Paris. The replica is one of four bronze castings and is the only one in the U.S. It is from Himmel's personal collection.*

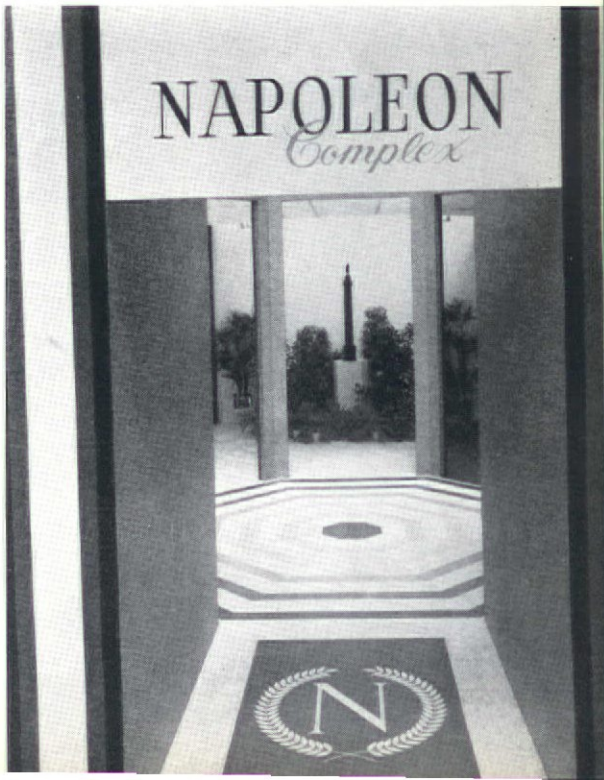
designs for dining

NAPOLEONIC ERA INSPIRES DESIGNER TO CREATE HISTORICALLY BASED DINING ROOM DESIGNS, BOTH TRADITIONAL AND MODERN

No wonder the theme for this year's Designs for Dining is called the Napoleon Complex. Richard Himmel, AID, of Winnetka, Ill., has had a long-time passion for the Napoleonic period that has resulted in a vast collection of Napoleona, and in each of the four dining settings many of the items are used to enhance the atmospheric flavor of this traditional theme. For contrast, a stark architectural background serves as a contemporary foil.

One of the aims of Designs for Dining, an annual event at the National Hotel & Motel Show, is to present ideas to designers, hotelmen, and restaurateurs for those facilities essential in a complete hotel feeding operation. The Napoleon Complex does just that. It offers Napoleon I, a bar and intimate dining room; Napoleon II, a steak and chop room; Napoleon III, a formal room for haute cuisine; and the Campaign Tent, for coffee shop traffic. Because all dining interiors are served from one central kitchen, Himmel created a center rotunda, off which the restaurants radiate, thus permitting one staff to direct and serve the meals in all rooms.

With an eye to the practical, Himmel's selection of the sponsoring manufacturer's products was guided by easy maintenance and durability factors that are essential in mass-feeding operations in hotels and motels.



SHOW NH&ME PREVIEW

designs for dining

Napoleon II. *Basis for the upholstery design is Napoleon's personal symbol—the bee—embossed on Italian brown Naugahyde and embroidered in creil yellow. It covers the French Provincial chairs, with antique fruitwood distressed finish, and the high backs of the banquettes. The special carpeting, by Seamloc Loma-Loom, was selected because of its durable construction and spring rubber cushion that makes it easy to install and maintain. Wall sconces, copies of antique oil lamps, and chandelier of black iron studded with hunting horn trophies, are by N.L. Corp. The Jackson chinaware, in a brown print on a yellow body, is an exact reproduction of an heirloom masterpiece of Napoleonic lore. Silverware by International is highly ornamented. The mahogany buffet wagon is also by International Silver.*

Napoleon III. *In wine and French blue, basic motif comes from a pair of original Aubusson window hangings in the Himmel collection. Upholstery has 17 separate colors, screened by Facade by Pauul on white Naugahyde. White Austrian shade draperies by Joanna are accented with vertical beams. Chairmaster chairs are in a carved-frame provincial style, finished in antique white that matches the Amtico travertine vinyl flooring. Table appointments include Hardy's wine colored cotton damask undercloth with overcloth and napkins in blue momie cloth. Lightweight banquet-weight china from Jackson has solid maroon ground with gold crest. Glassware is Federal's Executive stemware; International's flatware is gracefully patterned.*

Napoleon I. Square, simple, straight, with modern overtones are characteristics of furnishings in this room, accented in tomato red and bittersweet. Featured are vertical beams from Town & Country that look like wood but are actually composed of lightweight rigid high-density polyurethane, molded to simulate aged, distressed oak beams. Antique actually composed of lightweight rigid high-density polyurethane.

SPONSORS

Amtico Flooring Div.: Floor coverings in walk-through aisle; Napoleon I bar area; Napoleon III; Campaign Tent.

American Glassware Assoc.: All glassware and hot food service center.

S. Blickman, Inc.: Automatic coffee urn in Campaign Tent.

Chairmasters, Inc.: All chairs, banquettes, counter stools, counter, bar, tables, and bases.

James G. Hardy & Co.: All table napery.

International Silver Co.: All flatware, holloware, and roast beef wagon.

Jackson Vitrified China Co.: All chinaware.

Seamloc Loma-Loom: Carpeting in Napoleon I and Napoleon II.

Sweda International: All cash registers.

Taylor Freezer Co.: Soft ice cream dispenser in Campaign Tent.

Town & Country Reproductions: Vertical wall beams in Campaign Tent, Napoleon I, Napoleon II. Counter beams in Campaign Tent. Beams for banquettes in Napoleon I and Campaign Tent. Fireplace beams in Napoleon II.

Uniroyal, Inc. Exclusive Naugahyde upholstery throughout display. Wallcoverings: Campaign Tent, Napoleon I, Napoleon II, Napoleon III. Campaign Tent canopy. Exterior front walls and corridor walls. Koylon Latex foam rubber cushioning in all seating equipment.

ASSOCIATE SPONSORS

Facade by Pauul: Special printing of Naugahyde for wallcovering in Campaign Tent; upholstery in Napoleon II; fireplace border.

Joanna Western Mills: White fabric drapery in Napoleon III.

Penecor Industries: Upholstery embroidery in Napoleon II.

NH&ME PREVIEW SHOW

Contemporary flavor of foyer is achieved with conversational grouping of four armless lounge chairs around a chrome-base, glass-top table on brilliant striping area rug of orange, red, gold, and off white, outlined in black, and contrasted with pebbled vinyl squares outlined with marbleized vinyl stripping. Contemporary tapestry on wall picks up gold and white colors of area rug and introduces another warm color, yellow. Decorative chest gives Mediterranean touch to grouping.

rooms of tomorrow

ELEVENTH IN SERIES OF GUESTROOMS FOR HOTELS AND MOTELS ARE RESIDENTIALLY ORIENTED, BUT CONTEMPORARY IN DESIGN

A distinctly residential feeling in rooms that are contemporary in design was the objective of Roland Wm. Jutras, NSID and IDSA, designer of the 1969 version of Rooms of Tomorrow. This eleventh presentation in the series, offered by manufacturers of products for the hotel/motel industry as "idea interiors," incorporates up-to-the-minute products in four separate guestroom pavilions that surround an atrium setting.

The rooms are: a transitional room with bath called Momento; a traditional bedroom designated Classica; and a contemporary suite consisting of living room, bedroom, and bath named Avanti.

Jutras this year is successor to a long line of distinguished designers who have been selected to design Rooms of Tomorrow. They include: Arthur Elrod, AID; Ellen L. McCluskey, FAID; Henry End, AID; Tom Lee, AID; Barbara Dorn, AID; Emily Malino, AID; and Richard Himmel, AID.

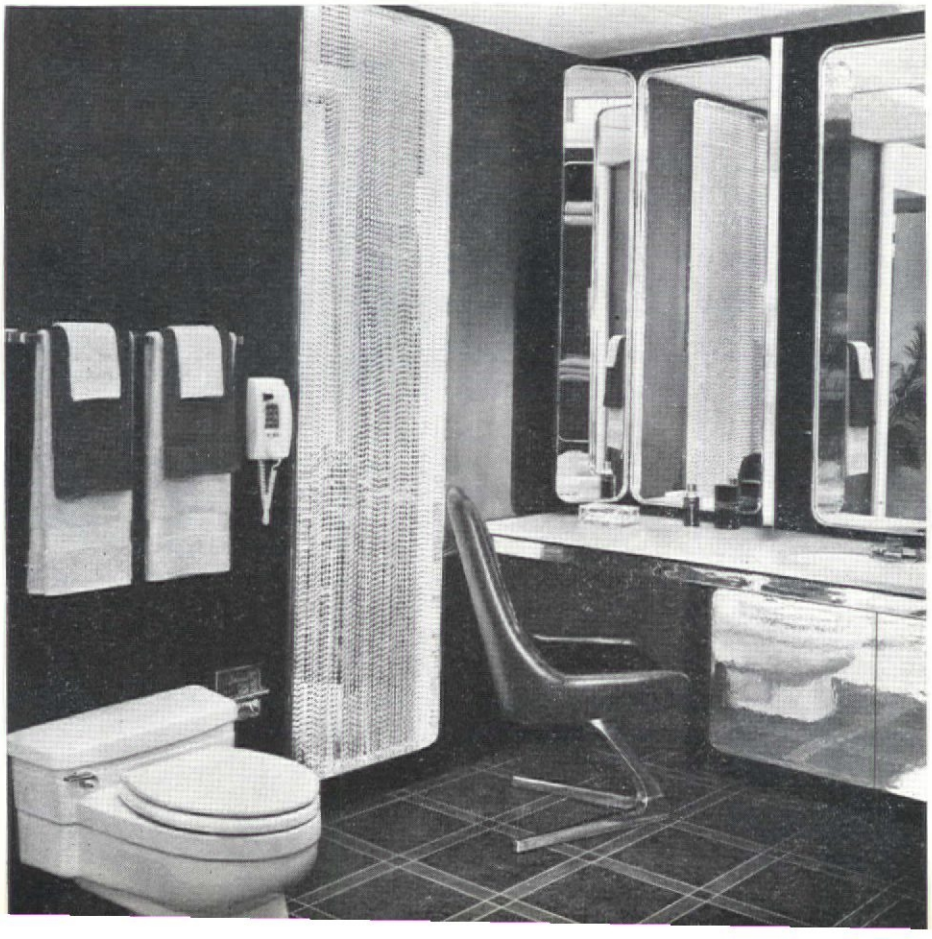
In summing up this year's design efforts, Jutras says, "The design intent was to create individual rooms of unique character. For example, though somewhat traditional in furniture detail, the Momento Studio Room is strongly contemporary in overall character and color.

"And though the Classica Bedroom has reasonably authentic traditional furniture and moldings applied to its vinyl wall panels, the overall feeling is that of a contemporary room, accomplished with color, pattern, and accessories."

Jutras points out that the Avanti Suite takes an avant-garde approach to create the kind of interest and excitement that the traveler of tomorrow will hope to find in hotels and motor hotels throughout the country. The designer instilled the residential feeling in an effort to diminish the commercial aspects of hostelries.

Other features include concealed sleeping facilities and additional seating for meetings, and entertainment.

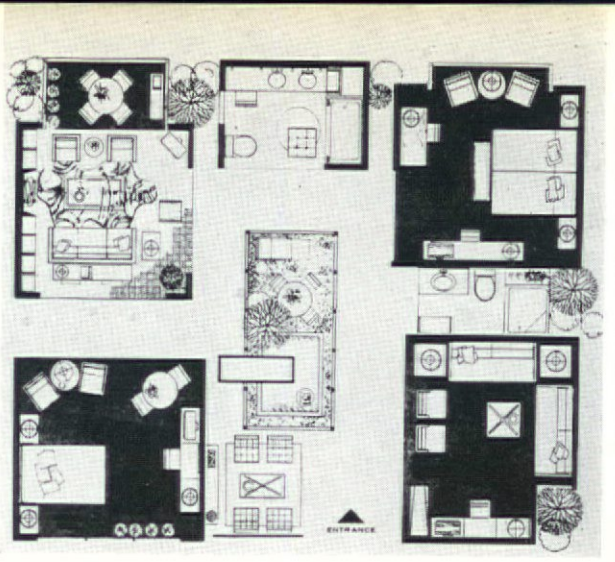
Classica Bedroom creates an authentic traditional atmosphere in a contemporary comfort mode, with furniture giving provincial feeling while offering unusual wear capability in case piece surfaces, which are a burl-patterned laminate. Vinyl upholstered lounge chairs (below) are placed in front of jungle print quilted bedspread of warm golds and orange tones that are combined with white. Matching draperies are tied back over white casements, with a tone from printed fabrics picked up in sculptured surface carpet of rich bronze coloring. Camel tan colored vinyl walls are accented with white moldings and brown baseboard. White accessories, original art work, and lamps complete the look.



Worth taking a bath in is this Avanti Bathroom with white fiber glass uni-bath with built-in towel bar and molded fiber glass ceiling. Walls are aurora-patterned laminate that meld brown and beige. Black travertine vinyl flooring is banded in vinyl rosewood. Contemporary vanity chair (left) has chrome base, features black vinyl covering. Silver vanitory and window "curtain" of silver beads tie into metallic framing of mirrors.

SHOW NH&ME PREVIEW

rooms of tomorrow



Residentially flavored Momento Studio Bedroom is designed primarily as salesman's sample room and executive's living area. It features pair of studio beds in abstract leaf pattern of olive/blue/emerald with accent throw pillows in solid-color textures and vinyls. Sofa frames have pecan finish, as do chest/desk unit, end tables, and desk chair. Multiple unit is surfaced in pecan laminate, end tables in latex-finish white laminate. Carpeting is brilliant blue to contrast with vinyl-upholstered lounge chairs in empire green. Window features narrow vertical panels of royal blue casement, channel track mounted on ceiling. Walls are vinyl covered, paneled in alternating colors of fern and off-white.

Fine dining is emphasized in Avanti Living Room in brilliant red, orange, fuchsia, and magenta highlights. Decorative storage wall is of chromium foil with panels of vinyl in shiny cyclamen, loganberry, raspberry, and fuchsia, and magenta highlights. Decorative storage wall is of chromium visible on rosewood vinyl with parquetry pattern. Shag rug of fiesta red and chrome-based dining table and chairs in dining bay sets off attractive table top arrangement. Draperies repeat red tones, conceal white casements.

SPONSORS

Amtico Flooring Div.: vinyl floor coverings.

Angelica Uniform Co.: uniforms.

Decotone Products: paper printing for plastic laminates.

Design Tex Inc.: fabrics for upholstery, bedspreads, draperies, pillows.

Etchings International: tapestry; decorative accessories.

Iron-A-Way: Host Valet ironing board.

Kirsch Co.: drapery hardware.

Mohasco Industries, Inc.: all Chromcraft, Basic-Witz, Futorian furniture.

Oneida Ltd. Silversmiths: flatware, holloware.

Parkwood Laminates, Inc.: plastic laminates for furniture tops, walls.

Phil-Mar Corp.: lamps.

RCA Service Co.: color TV sets.

Shenango Products: china.

Alexander Smith Carpets: area rugs, carpeting.

Tropitone Furniture Co.: outdoor/casual furniture.

Uniroyal, Inc.: Naugahyde upholstery, wallcoverings; bedding.

Universal-Rundle Corp.: bathroom equipment; one-piece molded bath/shower units.

U.S. Plywood: wood paneling; textured Glasweld paneling.

DONORS

Apex Vanitory Corp.: vanity unit fabrication.

Architectural Pottery: planters.

Beadangles: bead curtains.

J. E. Berkowitz, Inc.: mirrors.

Geralon Mfg. Corp.: greenery.

Federal Glass Co.: stemware.

Globe Lighting Products, Inc.: mirror lighting.

Jo Mead Designs: decorative accessories.

Nettle Creek Industries: decorative accessories.

Robertson Factories, Inc.: fabrication of bedspreads, draperies.

Rohm & Haas Co.: Plexiglas.

Spring Mills, Inc.: towels.

new materials and shapes to tempt designers

NH&ME PREVIEW SHOW EXHIBITS

LONGER LIFE, BEAUTY IN TABLEWARE

A. Boldly simple, Shenango China's new black-and-white Graphica, selected for Rooms of Tomorrow, uses the center design on just a few pieces for dramatic contrast. Circle No. 160.

B. For elegant gourmet dining, Oneida's silver-plated chafing dish design comes in 3 sizes, with cover, 8-oz. fuel holder, and stainless steel food pan and water pan. Circle No. 161.

C. Glistening crest in coin gold on solid maroon adorns Jackson's china used in Designs for Dining. Circle No. 162.

D. Gracefully footed 30-piece Embassy stemware by Libbey Products has the look of hand-blown glass. Circle No. 163.

E. Superior strength and a chip-, scratch-resistant body in Hall China's teapot is achieved with Super-Ceram, a combination of Alcoa aluminum oxide and ceramic materials. Circle No. 164.

F. Delicate in appearance yet sturdy, 8-inch wire bread basket is part of International Silver's new stainless steel holloware line made by Alessi of Italy. Circle No. 165.

G. Modern, hefty, practical are characteristics of Astoria stemware, an 8-model series made by the Saivo Factory in Florence, Italy, and imported by Avitra Corp. Circle No. 166.

H. Radial footers on Amherst dinnerware assures fast drying and steady stacking. Of unbreakable Melamine, it's made by Prolon Division of Vistron Corp. Circle No. 167.

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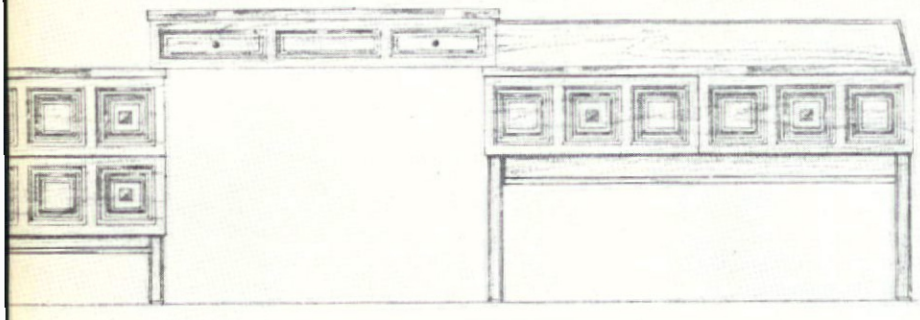

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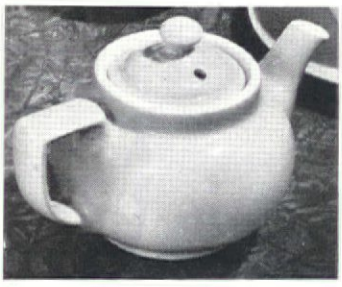

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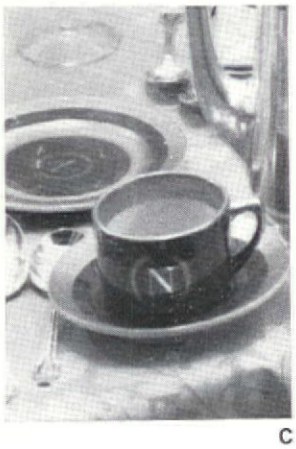

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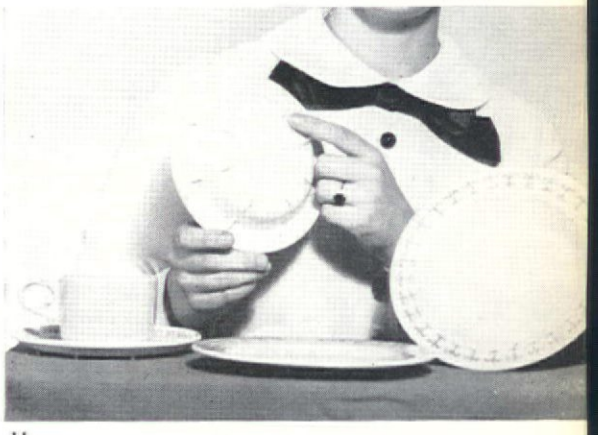

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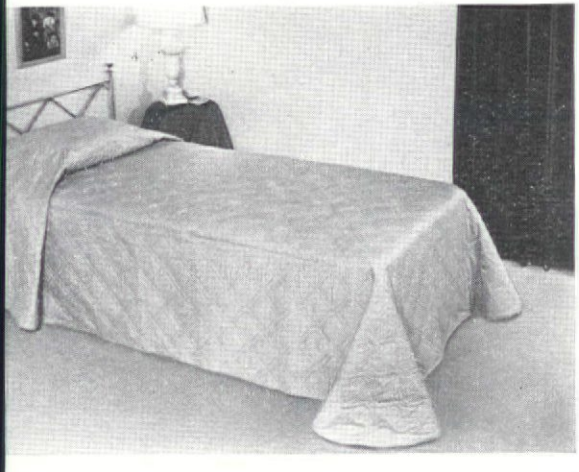

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PLASTICS BIG IN ROOM FURNISHINGS

I. Sneak preview—right from the drafting board and then to an elegant setting at the Hotel-Motel show—a new, yet un-named guestroom series by American of Martinsville. This triplex unit combines a TV chest, desk, and luggage bench. Circle No. 168.
J. The straight line in artful proportions finds expression in R-Way's Empire design, of hand-rubbed bleached mahogany. Perfectly matched high-pressure plastic laminate protects top surfaces. For accents — brass ferrules on legs, myrtle burl, finely grained mahogany, and black pilasters. Circle No. 169.
K. The Spanish scene is made with El Prado in a Castilian design by Bassett Furniture Industries. Case pieces have thumbnail shaped top edges, melon drop pulls, heavy moldings under the top, block relief pilasters. Top coats of DuPont Dulux add durability; care-free Micarta tops match finishes. Circle No. 170.
L. Popular-priced, quilted of 100 percent cotton Kodel, and Scotchgard treated bedspreads by Cohama Decorative will be shown with casements that combine Verel with cotton, rayon, and wool, for areas with stringent fire laws. Circle No. 171.
M. Rich damask effect of the Crandall bedspread is repeated on walls and window. By Morgan-Jones, the reversible bedspread has a French design in high and low relief, bordered by a double-knot fringe. It is machine washable. Circle No. 173.

FLOORING KEYED TO EASY MAINTENANCE

A. Loose-laid, and totally interchangeable, Heugatile carpet squares are produced by Van Heughten in two forms: Heugafelt (primarily animal hair), and Heugafloor (man-made fibers). Circle No. 174.

B. Cunningham Plaid, an authentic tartan, has been added to Bigelow's Beau Ville collection of commercial quality 100 percent nylon Axminsters. Predominantly red, in 12-foot width. Circle No. 175.

C. Merryaire, a rubber-backed carpet of Vectra fibers, is designed by J. P. Stevens & Co. as part of the Merryweather group, for heavily trafficked outdoor areas. Circle No. 176.

D. Stain-Ex, an odorless, non-toxic, non-flammable stain remover created by Positive Products, works without applicators, to wipe away most stains on carpeting and upholstery. Circle No. 177.

E. Displayed to show its qualities, Texama by Glenoit-Dobbie, Inc., coves to the floor, covers a bench as it would a staircase, and wraps around the pedestals. Circle No. 178.

F. Protosil, a silicone-based stain-repellent developed in England for carpets, is sprayed on and dries quickly. Spills and stains can be wiped away with a damp cloth. Circle No. 179.

G. Polypropylene fibers, permanently embedded in solid vinyl backing of Crown Rubber's new floor covering, brush dust and moisture from footwear and reduce maintenance. Circle No. 180.

H. Magic Mat, by Revere Chemical Corp, combines bright colors and an ability to absorb large quantities of dirt and moisture. It carries a three year guarantee. Circle No. 181.

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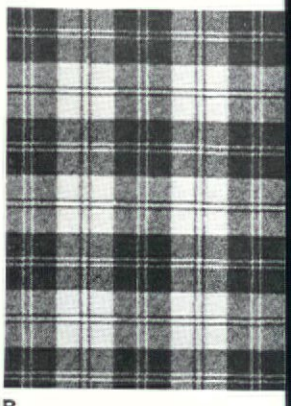

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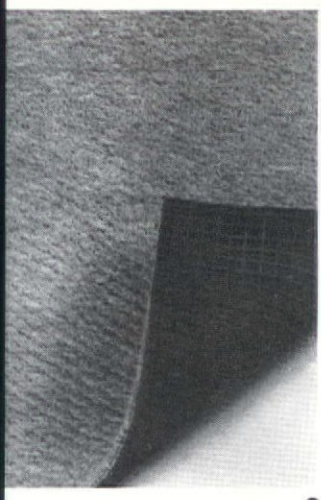

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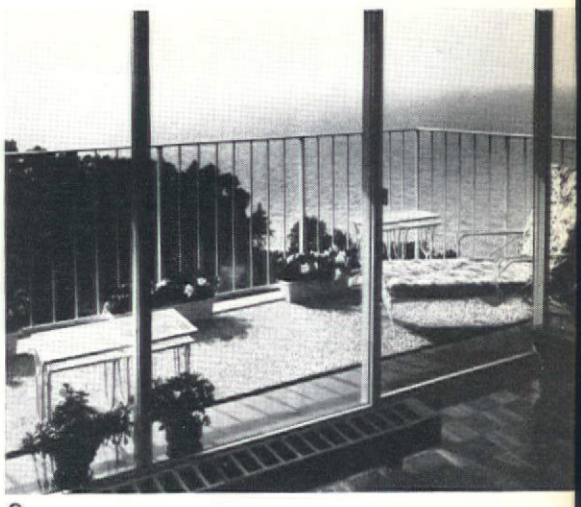

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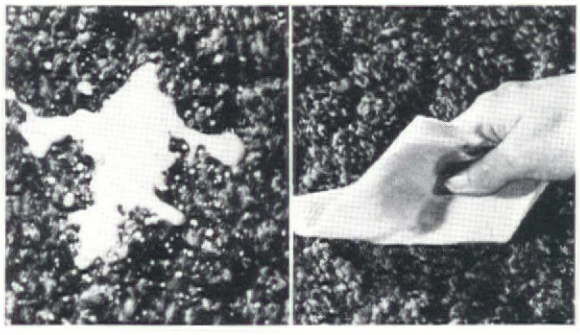

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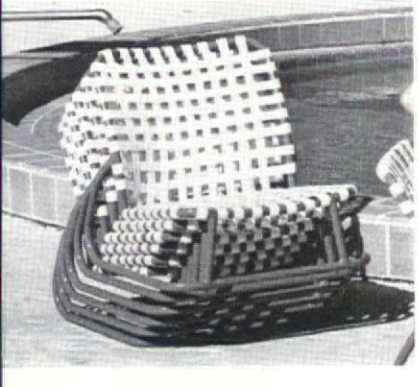

CORROSION RESISTANT EMPHASIS ON CASUAL OUTDOOR LINES

I. Accordion folding chairs, by Crown Industries, are available in units of any number, any height, and any width. Units meet all fire restrictions, and can be stacked almost anywhere. 500 chairs can be set up by two men in 15 minutes. Circle No. 182.

J. A stackable, adjustable, rigid chaise is the new member of Finkel's Americana series. Constructed of gold anodized aluminum, units are vinyl covered, in choice of colors. Circle No. 183.

K. Leilani dining group combines smooth simple design with high quality construction and materials. All joints are Helia arc welded to eliminate rivets, bolts, and screws. This resort patio collection is by Tropitone. Circle No. 184.

L. Sunburst umbrellas replace short-lived fabric with durable aluminum, and require less care than the fabric ones. Finish, in a variety of colors, is baked on enamel. Circle No. 185.

M. Poolside stack chairs have heavy-duty, one-inch vinyl straps in ten colors to mix/match. Frames have modified epoxy finish. Chairs are produced by Siesta Mfg. Co. Circle No. 186.

OP, OP, AND AWAY ACCESSORIES

A. Time sails by on the Marvelwood's Galleon clock with its simulated wood frame. Just one of an intriguing collection, the clock frame is created using a method that simulates the wood down to the tiniest detail. Circle No. 187.

B. Rich, three-dimensional texture highlights Finesse Originals' Etchcraft designs. A variety of subjects in many shapes and sizes, mounted in velvet with eyecatching frames. Circle No. 188.

C. Santiago, featured in Phil-Mar's total coordination grouping, is enhanced by the sculptured medallion and floral designs on the slender column. Available in several colors. Circle No. 189.

D. Hand antiqued matte glazes in old world colors enhance an urn-shaped lamp from Modern Art. 44 inches high, the lamp is mounted on a distressed fruitwood base. Circle No. 190.

E. Zebrawood, one of the exotic woods in Parkwood Laminates' all new Genuwood collection of genuine wood veneer laminates, is protected by a high pressure Melamine overlay. Circle No. 192.

F. Intricate detail, subtle and dramatic colorways, and a beautiful, flowing line distinguish Florentine, from the new Intaglio Vinyls by James Seeman Studios. Circle No. 193.

G. Slightly mod, very op, is the fabric-backed wallcovering in Columbus Coated Fabrics' new Match Maker collection of Wall-Tex. The wet look adds much to the total effect. Circle No. 194.

H. A panorama of Mediterranean sunlight and island retreats is created on Standard Coated Products' Sanitas mural. It's available in four distinctive colorways. Circle No. 195.

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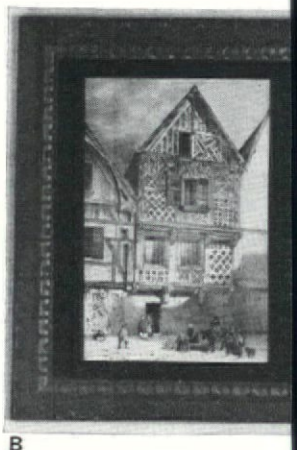
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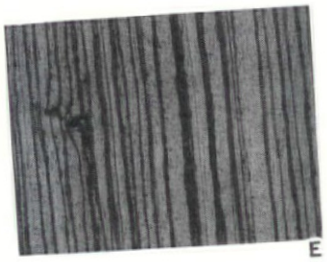

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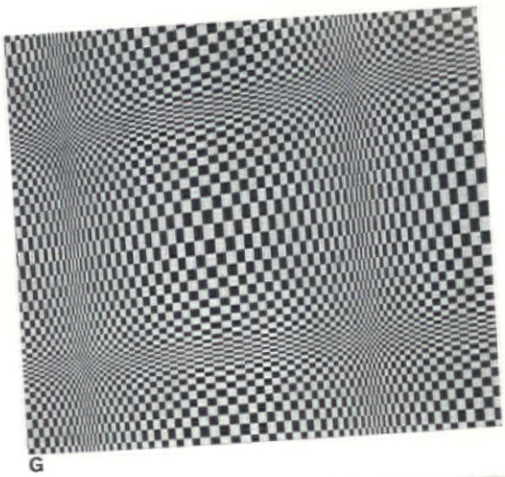

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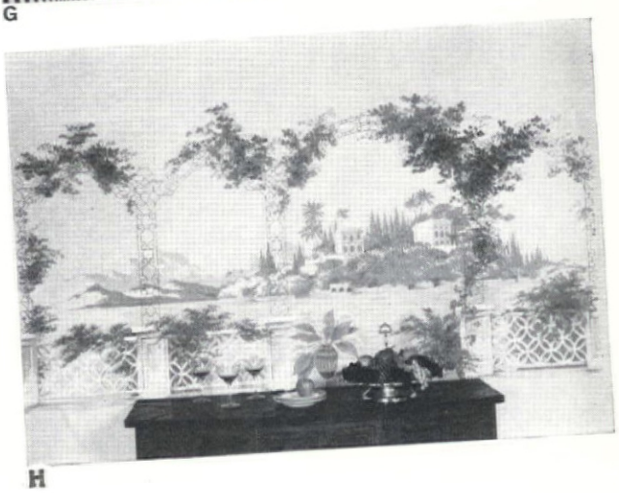

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CHAIR DESIGNS GOING SOFT

J. Straight-up stack chair design from B. Brody Seating can be moved safely without a dolly. Legs are equipped with chrome and rubber cushioned glides with plastic caps. Circle No. 196.

K. Cathedral high back rest and two-inch foam cushion seats are featured on Bela Seating's Belaire upholstered stacking chairs. Square tubular steel is the framing and a choice of enamel, chrome, or satin gold-plated finishes are available. Circle No. 197.

L. The Tunbridge side chair is a new addition to Astra Bent Wood Furniture's collection of hard rock maple chairs. The hand hole makes moving and handling easier. Circle No. 198.

M. Compact aluminum barstools, with 14¼-inch square floor spread will be introduced by Gasser Chair Co. Color anodized to accent any room, and constructed of heavy gauge aluminum tube. Circle No. 199.

N. Portable bars are featured in Rachlin Furniture's display, in both contemporary and early-American styles, and in sizes from 42 inches to 72 inches long. Circle No. 200.

O. Folding conference and convention chair, by Hampden Specialty, has soft foam padded arms and seat. Upholstered in damage-resistant elastic-backed fabric, the seat lifts for in-place cleaning and folds for compact storage. Circle No. 201.

P. In the round, the upholstered back is curved for comfortable back support. Deep cushioned seat is almost 17-inches square. Finer Chrome Products produces this handsome stack chair. Circle No. 202.

QUICK SWITCH DESIGNS GET ATTENTION

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A. Catch a falling drop by means of the coved edge of this handsome waitress service stand styled by Parisi, Inc. Circle No. 203.

B. It tucks away any place: Topp Appliances' 2.3 cu. ft. refrigerator is white, or with walnut grain door, coppertone cabinet. Circle No. 204.

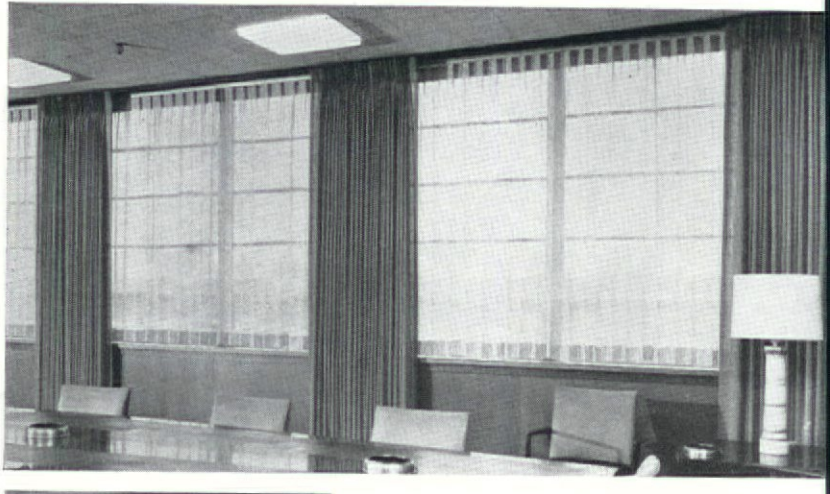
C. Room service with elegance is provided when Taffet '75 is opened and chairs appear around the table. Closed, chairs fold and store underneath, forming a compact buffet. This luxury guest-room space-saver is by International Special Products, a division of Sico, Inc. Circle No. 205.

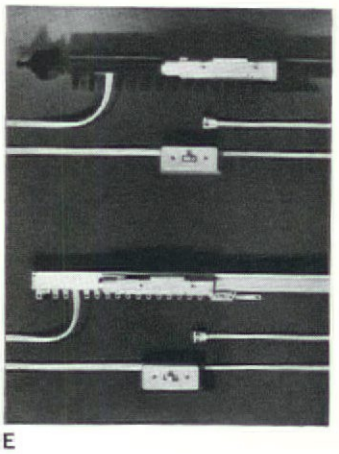
D. Completely washable lamp shades for hotels do not have paper binding or paper backing. All trimming is sewn — not glued — to keep them from falling apart. Shades, by Leonard R. Foss Studios, are of textured vinyls. Circle No. 206.

E. Flick the switch and draperies open effortlessly with Kirsch Co.'s Electrac electromagnetically operated traverse system for wide window areas. A single power capsule operates one-way draw draperies up to 16 feet wide. A combination can cover any width. Circle No. 207.

F. The Forma collection will be introduced by Troy Sunshade Co. at the show. The group, including a complete line of seating pieces, is modular and available in several finishes, and upholsteries. Circle No. 208.

■ **Marble from fiber glass?** Yes — by MiKaRa. Arches, keystones, columns, and wall panels are custom made in an entire spectrum of colors. Circle No. 209.





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HOTEL SHOW CONTRACT EXHIBITORS

EXHIBITOR	BOOTH NO.
Allied Chemical Corp., Fibers Div.	4026-27
American Cyanamid Co.	4015
American Furniture Co.	4158-61
Amtico Flooring Div., American Biltrite Rubber Co.	4124
Ark Laboratory	3088
Astra Bent Wood Furniture Co.	4221
Avitra Corp.	4261
E. T. Barwick Mills, Inc.	4222
Bassett Furniture Industries, Inc.	4142-49
Bassick Co.	1199
Bela Seating Co., Inc.	2132
Belilah Chair, Div. Karl M. Bloom Co.	4260
Bianco Mfg. Co.	4168-69
Bigelow-Sanford, Inc.	2175
Brite Lite Lamps Corp.	4236
B. Brody Seating Co.	4020-23
Brunswick Corp.	4024-25
Buckstaff Co.	4106-09
Budoff Outdoor Furniture Co.	2216
Buffalo China, Inc.	2080
Chairmasters, Inc.	2085
Chairs Superb Inc.	4246
Chicago Hardware Foundry Co.	4150-53
J. R. Clark Co.	4247-48
Cohn-Hall-Marx Co., Cohama Div.	4087-88
Columbus Coated Fabrics, Div. Borden Chem. Co.	4074-75
Comark Plastics Div., United Merchants & Mgrs.	4089-90
Commercial Carpet Corp.	4083-85
Contour Chair-Lounge Corp.	3084
Crown Products Corp.	4201
Crown Rubber Co.	4166-67
Cypress Furniture Industries, Inc.	4032-33
Daglee Seating Co.	4139-41
Design Unlimited	2122A
Designs for Dining	4002A
duCor Inc.	4251
Duro Chrome Corp.	1118-19
Empire State Chair Co., Inc.	4172-73
Englander Co., Inc.	4040-42
Etchcraft, Inc.	4007-08
Etco	4253
Falcon Products, Inc.	4053-54
Finer Chrome Products Co., Inc.	4203-04
Finesse Originals Contract Sales Corp.	4007-08
Finkel Outdoor Products	4199 B
Fixtures Mfg. Corp.	4038-39
Foldown Awnings Inc., Div. Sunburst Aluminum Umbrellas	4035
Leonard R. Foss Studios	4043
Gasser Chair Co., Inc.	2125-27
Gaychrome Co.	2005-06
General Tire & Rubber Co., Chemical Plastics Div.	2082-83
Georgian Lighting Studios, Inc.	4037
Glenoit-Dobbie, Inc.	4239
B. F. Goodrich Co.	4012-13A
Gulistan Carpet Div., Inc., J. P. Stevens & Co., Inc.	2157
Hall China Co.	2186
Hampden Specialty Prod. Corp.	4266-67
Harvard Mfg. Co., Div. of Rusco Industries, Inc.	2088
Hercules Inc.	4264-65
Holcomb & Coke Mfg. Co. Inc.	4231
Howe Folding Furniture, Inc.	2122-23
Hunt Country Furniture, Inc.	2086
Institutional Products, Inc.	4135-37
International Silver Co.	2173-74
Jackson China Co., Inc.	2158-59
King Arthur Chair Co.	2116-17
King Refrigerator Corp.	2112
Kirsch Co.	4209
Kwik-Wall Co.	4058-59

EXHIBITOR	BOOTH NO.
L & B Products Corp.	1200-01, 4018-19
Homer Laughlin China Co.	2140-41
Libbey Products	2176-77
Levolor Lorentzen, Inc.	4005-06
Karl Mann Associates	4229
Marvelwood Corp.	4253
Masland Duraleather Co.	2163
Mayer China Co.	2090
Jo Mead Designs	4138
Midwest Folding Products	3161
MiKaRa, Inc.	4202
Modern Art	4238
Mohasco Industries	4092-97
Monarch Carpet Mills	4028
Monsanto Co. Textiles Div.	4207-08
NL Corp.	4182-83
National Industries, Inc.	4121-23
Oneida, Ltd.	2185
Parisi, Inc.	4258-59
Parkwood Laminates, Inc.	4184
Phil-Mar Corp.	4076-79
Positive Products	4226
Prolon Div., Vistron Corp.	2199
Protasil Industries, Inc.	4271
R-Way Furniture Co.	4154-57
Rachlin Furniture Inc.	4117-18
Railex Corp.	1150
Revere Furniture & Equipment Co.	4114-16, 4125-27
Rubbermaid, Inc.	4048-50
Samsonite Corp.	4216-17
Scandinavian Import & Export Co.	3303
James Seeman Studios, Inc.	4086
Shelby Williams Industries	4000-02
Shenango Ceramics, Inc.	1159-62
Showerfold Division, Kinkead Industries, Inc.	4016
SICO Inc.	4044-46
Siesta Mfg.	4013 C
Simmons Co.	4188-91
Spaeth Displays, Inc.	4110-13
Spring Mills, Inc., Morgan-Jones	2210
Stakmore, Co., Inc.	1103
Standard Coated Products, Inc.	4067-68
Sternberger Distribution Center	4005F
J. P. Stevens & Co., Inc.	2181-82
Harris G. Strong, Inc.	4065-66
Stylume Products, Inc.	4062-64
Sweda International Div., Litton Industries	4069-71, 4080-82
Sweetwater Rug Corp.	4019B
Syracuse China Corp.	2180-81
N. A. Taylor Co., Inc.	4249
Thermasol Ltd.	4201-02
3 M Company	4119-20
Topp Appliances, Inc.	23
Trend Contract	4060-61
Tri-Par Mfg. Co.	4129-30
Tri-State Industries, Ltd.	3129-33
Tropicraft of San Francisco	4034
Tropitone Furniture Co., Inc.	4098-4101
Troy Sunshade Co.	2076-79, 4047
Union Carbide Corp.	2160
UniRoyal, Inc.	4174-76, 4185-87
Van Heughten	4244
Virtue Bros. Mfg. Co.	4210
Vogel-Peterson Co.	2208
Walker China Co.	3178-79
Wall Tube & Metal Products Co.	4218-19
Lee L. Woodard & Sons	4165
Zenith Sales Corp.	4177-78

SHOW NOPA PREVIEW

CHALLENGE: CHANGE IS NOPA THEME

The challenge of changes being wrought in the office furnishings and design industry will be reflected in 275 spaces out of 601 devoted to office furniture and furnishings at the National Office Products Association exhibit at the Coliseum, New York, October 31 through November 3. Spaces represent 145 office furniture manufacturers and additional contract suppliers, who will be showing the latest designs and lines developed for the huge office furnishing market. For designers, a four day meeting of the Institute of Business Designers, a NOPA affiliate, will precede the Association convention and exhibit. The Design Symposium will run from Sunday, October 27, to Thursday, October 31. Seminars and workshops are planned to reflect and give meaning to the changes taking place in the swiftly moving office design field.

IBD PROGRAM OF EVENTS

Sunday, October 27

3:00-6:00 P.M. Registration.

6:00-7:30 P.M. Cocktails and Reception.

Monday, October 28

8:30 A.M. Registration.

9:00 A.M. "Resources for Design," opening session. Presiding: Charles Gelber, Interior Space Planners; IBD program chairman.

"Where Do We Go For Information and Inspiration?" Thomas Dunsford, Weber Office Supply Co., and IBD national chairman.

9:20 A.M. "A New Approach to Making Product Literature Useful." Richard W. Shaver, manager, Sweet's Interior Design File.

11:00 A.M. "A Current Survey of What's New In: Lighting, Furniture, Fabrics, Floor Coverings." Len Corlin, editor/associate publisher, CONTRACT.

2:15 P.M. Tour of Ford Foundation Building, followed by critique moderated by George Tice, publisher, Gyer's.

Tuesday, October 29

9:00 A.M. "Office Landscaping — How Does It Wear?" Moderated by Nicholas Polites, editor, Office Design.

11:00 A.M. "Space Planning, Problems — Solutions." Moderated by Donald W. Thomas Jr., Environment Planning Div. of Desks, Inc., and IBD national vice chairman.

12:15 P.M. IBD Awards Luncheon. Presentation of 1968 IBD Awards, Thomas Dunsford, IBD national chairman.

2:15 P.M. IBD Annual Meeting; Report of the Chairman; Election of national officers.

3:00 P.M. Group Discussion Sessions.

Wednesday, October 30

9:30 A.M.-5:00 P.M. Showroom Open House.

6:30 P.M. NOPA Presidential Reception and Cocktails, Sutton Suites, Hilton Hotel.

NOPA PROGRAM OF EVENTS

Thursday, October 31

8:00 A.M. Opening Convention Breakfast. Speaker: William F. Buckley, Jr., publisher, The National Review.

9:30 A.M. Continuation of IBD showroom visits.

10:00 A.M. Opening Business Session. William G. Kimbrell, president, Office Supply Co., and NOPA president.

Noon-6:00 P.M. Visits to NOPA Exhibit at Coliseum and IBD Award Entry Displays.

Friday, November 1

9:30-11:30 A.M. Workshops: Freight, Small Dealers, Furniture Merchandising, Data Processing.

Noon-6:00 P.M. Exposition Hours

12:15 P.M. General Luncheon, Grand Ballroom, New York Hilton. Speaker: Art Buchwald, syndicated columnist, humorist.

Saturday, November 2

8:15-9:45 A.M. Concurrent breakfast meetings.

9:45 A.M. "What Your Customers Think About You." Bill Gove, sales motivator. Annual Business Mtg.

10:00 A.M.-6:00 P.M. Exposition Hours.

7:30 P.M. Annual Dinner Dance entertainment.

Sunday, November 3

Noon-5:00 P.M. Exposition Hours, Show Closes.

A

B

NOPA exhibits stress new materials

FUNCTION AND FASHION FEATURED IN SEATING

A. Contoured to fit anyone, the 2000 Series lounge chair by Gregson Mfg. Co., is built from only two pieces of molded plywood. The vinyl upholstered chair is mounted on a five point swivel base. Circle No. 210.

B. Practicality and simplicity are combined by Norman Hekler in Monarch Furniture Co.'s continuous interlocking, Formula I seating collection. Add-on and free-standing tables are included in the group. Circle No. 211.

C. Modular seating by Emeco Div. Standard Furniture Co., includes two and three seater units and a full line of accompanying tables. Circle No. 212.

D. A pad for comfort has been added to Hampden Specialty Products' folding chair. For ease of upkeep, both seats and backs are easily replaceable. The all-steel tubular construction is rustproof, has non-chip automobile-type finish, includes rubber-tipped feet. Circle No. 241.

E. Shaped-to-the-back seating comfort is provided by the break-form and monolithic base of Tech Fab's Ikon seating collection. Cushions can be easily changed for effect. Circle No. 213.

F. Stylishly functional furniture for a reception room or lounge as well as executive and steno chairs will be exhibited by Eck-Adams Corp. at the NOPA Show. Circle No. 214.

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SHOW NOPA PREVIEW

EXHIBITS: middle line desks introduced by some manufacturers

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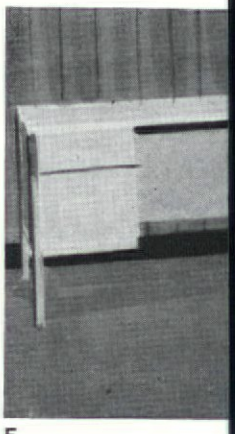
B



F

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E

A: Geared to office landscape, Yawman-Erbe's 3200 line of office furniture includes desks with a variety of table and return sizes, chairs, filing carts, and free-standing partitions. Circle No. 215.

B: All wood laminate office furniture, Timber, by Marnay Signore, have tops surfaced with Formica in a suede walnut finish. Tops are resistant to stains, scratches, and impact. Circle No. 216.

C: An adjustable typewriter platform is featured on the Traditional desk by Lyon Metal Products, Inc. The platform slides under the desk or extends to create work space. Circle No. 217.

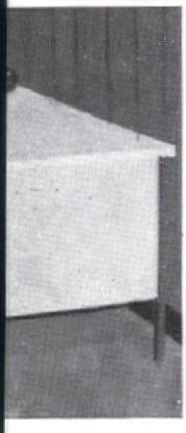
D: Desk and table components, from the Designer line by Challenger Steel Products Corp., offers custom design in office furniture. A wide range of tops, pedestals, panels, and legs are individually offered. Circle No. 218.

E: Foam seat and back cushions have been provided for Bevco-Precision Mfg. Co.'s Plywood Posture Chair. The upholstered cushions can easily be attached to chairs already in use. Circle No. 219.

F: A line of desks is being added to the Oakmont collection of middle market office furniture by Haskell, Inc. The group now includes tables, seating, and the variety of desks. Circle No. 220.

G: Executive furniture by Alma Desk is available complete with secretarial and upholstered chairs, plus accessory items. Series 8100 is offered in walnut, teak, or rosewood. Circle No. 221.

H: Series 1900 by Cramer Industries Inc.,



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I

offers a full line of executive seating. Swivel armchairs, side chairs, and posture chairs are included in the collection. Circle No. 222.

I: Modular desk components by Williams Office Furniture Co. offer a wide variety of desks that can be customed designed from the range of drawer pedestals, bookcase units, tops, and legs in the Status Custom Series. Circle No. 223.

J: The C 1000 revolving arm chair is a member of Stylex Inc.'s Click collection. A clear nylon protector runs up the sides of the seat and along the top of the back. Circle No. 224.

K: Executive desks with a Mediterranean touch are available from Hoosier Desk Co. in its Malta Georgian line. A full line of office furniture is offered in either oak or walnut. Circle No. 225.

L: One piece desks of Konel, a new permanent material with the texture of wood, are available from Brown-Morse, Co. Made as a unit the desk has no screws, fasteners, or glue joints. Circle No. 226.

M: Interchangeable components are featured in the Fiesta line of office and lounge seating by Griggs Equipment Inc. The collection includes executive, secretarial seating, side chairs, and 2- and 3-seat sofas. Circle No. 227.

■ **Stacking chairs** from the 9000 series by Virco Mfg. Corp. will be on display at the NOPA Show along with a full range of office chairs, folding tables and chairs. Circle No. 228.

J

K

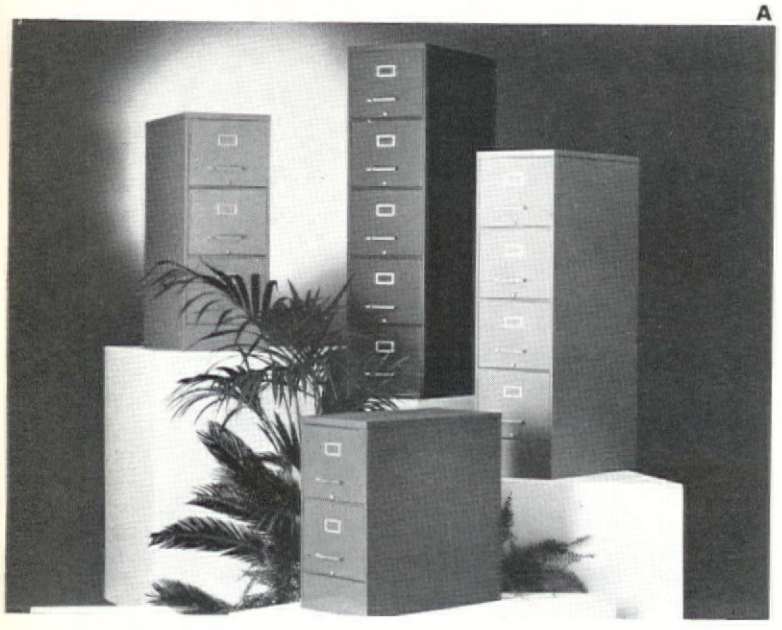
L

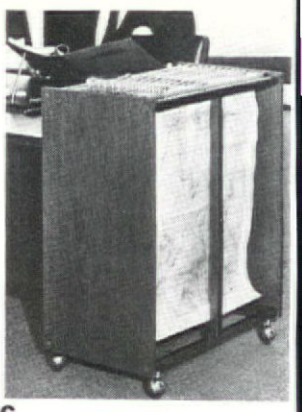
M

NOPA PREVIEW SHOW

EXHIBITS: More flexibility in file designs

A





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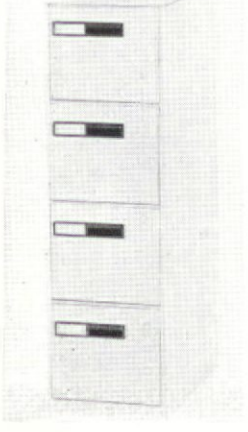

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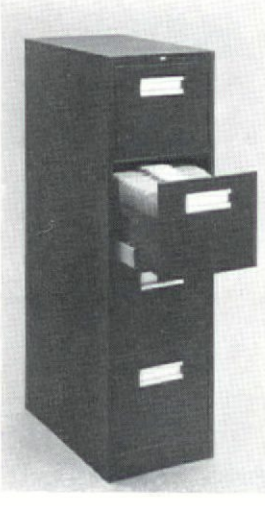

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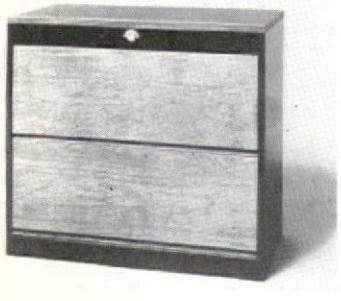

H

A. Two to five drawer files are included in Hamilton Cosco's Series 7700 and 8800 groups. Circle No. 229.

B. Adjustable compartments provide desk organization with Kwik-File's Desk Top Console. Circle No. 230.

C. A drop-lift mobile plan file, Century, by Plan Hold, can hold 12 sets of plans. Circle No. 231.

D. Lift-up drawer handles are recessed for flush front on Invincible's 2000 files. Circle No. 232.

E. Adaptafiles, by Borroughs Div., Lear & Siegler can be stacked as high as eight drawers. Circle No. 233.

F. Budget priced files, with or without locks by HON, are made in letter or legal size. Circle No. 234.

G. Executive roll-out Conservafile by Supreme can hold as much as three conventional file drawers in its two tiers. Circle No. 235.

H. Different size documents can be stored together in Oxford's desk and counter high access files. Circle No. 236.

I. Glass topped occasional tables by Art Steel are made of shockproof Belgian Crystal glass. Circle No. 237.

J. Instant organization for reception is achieved by Springer Penguin's Desk Memorizer. Circle No. 238.

K. Twin arm action keeps Lightolier's Lytestream high intensity lamp parallel to work surface to prevent glare. Circle No. 239.

L. Circular metal waste baskets by Smokador are covered in wood grain finishes. Circle No. 240.

I

J

K

L

CONTRACT EXHIBITOR BOOTHS

EXHIBITOR	BOOTH NO.
Adanlock Jamestown Corp.	4622
Addo-x Inc.	3018-21
Alma Desk Co.	4805-13
Art Steel Co., Inc.	4203-4303
Barricks Mfg. Co.	3826-28
The Bassick Co.	4625
The Bates Mfg. Co.	3322-24
Bela Seating Co., Inc.	3043-44
Bentson Mfg. Co.	4213-15
Bevco-Precision Mfg. Co.	4423
Black Mfg. Co.	4831-35
Boling Chair Co.	4432-36
Borden Chemical Co.	3708-10
Borroughs Div. Lear Siegler, Inc.	3307-09
Bright Chair Co.	4425-27
Browne-Morse Co.	4612-16
Burroughs Corp.	3331-35
Challenger Steel Products Corp.	3806-08
Charlton Co., Inc.	3041
Chicago Lock Co.	3527
Chromecraft, Inc.	3035-38
Cole Steel Equipment Div., Litton Industries	4617-23
Cramer Industries Inc.	4412-16
A. T. Cross Co.	3318
Dazor Mfg. Co.	3805
Duk-It/McDonald Products Corp.	4618-20
Eck-Adams Corp.	4217-21
Eldon Industries, Inc.	4724-28
Emeco Div. Standard Furniture Co.	3219-20
Faultless Caster Co.	3533
Fixtures Mfg. Corp.	3636
Fort Smith Plywood Co., Inc.	3818-22
Globe-Wernicke Systems Co., Div. Sheller-Globe Corp.	3401-3500
Gregson Mfg. Co.	3301-05
Griggs Equipment Inc.	4824-26
Hale Industries, Inc., Div. F. E. Hale Mfg. Co.	3422
Hamilton Cosco, Inc., Institutional Furniture Div.	3304-06
Hamilton Cosco, Inc., Office Furniture Div.	3308-16
Hamilton Mfg. Co.	4231-33
Hampden Specialty Products Corp.	4823-25
Hardwood House, Inc.	3225-29
Haskell Inc.	4218-22
High Point Furniture Industries, Inc.	4306-07
HON Co.	4431-35
Hoosier Desk Co.	4417-19
Horizon Steel Products, Inc.	3541
Howe Folding Furniture Inc.	3802-04
Hunt Mfg. Co.	4514-16
Indiana Chair Co.	4227-29
Indiana Desk Co.	4223-25
Interchemical Corp., Copying Products Div.	4518-24
Interstate Industries, Inc.	3419-3520
Invincible Metal Furniture Co.	3216-18
JG Furniture Co., Inc.	4035-37
Jansko Inc.	4837-38
Jasper Chair Co.	4418-20

EXHIBITOR	BOOTH NO.
Jasper Desk Co.	4012-13
Jasper Seating Co.	4211
Jasper Table Co., Inc.	4209
Jefsteel Business Equipment Corp.	4827-29
Ke-Master Div.	4208
Krueger Metal Products	4402-4503
Kwik-File Inc.	3810-12
Lightolier	3823
Litton Industries Inc., Cole Steel Equipment Div.	4617-23
Litton Industries Inc., Eureka Div.	3703-05
Lyon Metal Products Inc.	3435, 3534, 4817-21
Marnay Sales & Mfg. Co.	4302-4403
Master Caster Co.	4700
Meilink Steel Safe Co.	4611-13
Metalstand Co.	4422-28
Monarch Furniture Co.	4615
Mosler Harbor Sales Corp.	3519-25
Mosler Safe Co.	3519-25
Murphy-Miller, Inc.	4210-16
Oxford Filing Supply Co., Inc.	4406-07
Parker Pen Co.	3614-16
Patrician Furniture Co.	3224-26
Plan Hold Corp.	4415
Plymouth Rubber Co., Inc.	1700
Polar Mfg. Co.	4421
Port-A-Wall Division, Hemisphere Steel Products Corp.	4634-36
Republic Steel Corp., Mfg. Div.	3630-32
Rockaway Metal Products	4814-16
Rubbermaid Inc.	4703
Seng Co.	4134
W. A. Sheaffer Pen Co.	4105-07
Shelbyville Desk Co.	4232-34
Signore Inc., Marnay Sales Div.	4304-4403
Smith Metal Arts Co., Inc.	3529-31
Smokador Products Co.	3801-03
Springer Penguin, Inc.	3638-40
Stout Chair Co.	4430
Stylex Inc.	4626-30
Supreme Equipment & Systems Corp.	3208-14
TechFab Div., Alsco Inc.	3807-15
Tennesco Corp.	4015-16
Thomas Furniture Co.	4224-26
Tiffany Stand Co., Inc.	3424-26
United Chair Co.	4629-35
Valtronic Corp.	3825-27
Vanguard Steel Products, Inc.	4637-39
Victor Systems and Equipment, Remington Office	3622-26
Virco Mfg. Corp.	3222
Visi Shelf File Inc.	4624
Vogel Peterson Co.	3203-04
Watson Mfg. Co.	4411-13
Western Mfg. Co.	3339
Williams Office Furniture Corp.	3213-17
Winfield Chair Division, Continental Conveyor & Equipment Co.	3232-36
Yawman & Erbe	3012-13

cost control and the big contract job

"We often entrap ourselves in financial disputes and misunderstandings by not clearly and precisely informing the client of project costs."

By Robert J. Duffy

Costs are beyond the control of the designer and, therefore, there is nothing we can do about them. That is a common and recurring attitude in the profession. It is often used as an excuse when bids come in over budget. It is offered as an explanation when the client has objected to the high final cost of a project.

This type of attitude breeds an atmosphere of doubt and mistrust between a designer and his client. The image of the profession nurtured by such an irresponsible attitude is one of ivory-towered esthetes, who refuse to defile their eminence by considering such a crass commodity as money. The results are disappointment, disillusion, ill will, and, finally, a loss of clients. Since no one wants to lose clients, let's look at some of the ways in which we can cope with the cost problems and show these clients that we are interested in and do know something about dollars and cents.

The key work in "Cost Control" is control. This is the tether we have that can restrain the dollar dragon and prevent him from panicking clients right out of our offices. By control, I mean just that, control — not price setting, not price establishment, not price origination, but a constant, careful, conscientious, and complete effort to regulate and tailor the dollar amount a client will spend on a project to meet his financial goals.

How do we do this? Let's start with an obvious oversimplification we all know, but too often do not apply or carry out in all its myriad ramifications: Material plus Time equals Cost.

TWO TYPES OF COSTS: INTERNAL AND PROJECT

First is the term cost which can be broken down into two major subdivisions, which I call internal costs and project costs. Internal cost, the more elusive of the two, is defined as the materials and time that the office contributes to a commission and for which compensation usually is made in the form of a fee.

Project cost is defined as the materials and time which go into the physical realization of a design. Compensations for this usually is based on contracts with contractors, subcontractors, and manufacturers. In considering cost control, it is important to include all aspects of both subdivisions, since success depends on not only satisfying the client, but also the requirements of the design office.

The word control implies two major functions. The first is an intelligent and consistent selection of materials and time, total costs for which would amount to a figure acceptable to the client.

In many areas, a choice can be made among numerous possibilities that satisfactorily will perform the same function, but at a wide range of costs. Granted, the overall results will also vary in design, quality, degree of prestige, and so on.

SILK PURSE OF SOW'S EAR

No one will dispute that you cannot make a silk purse out of a sow's ear. But, if the client is willing or capable of paying only for a sow's ear, you give him a sow's ear, but make it the best and prettiest sow's ear he can afford.

The second major function implied by control is not as obvious, but even more important than the first. It is communication. I believe that we often entrap ourselves in financial disputes and misunderstandings by not clearly and precisely informing the client of project costs. If a client believes that he is going to spend X number of dollars and lives under the misapprehension that X represents all the money he will need, without realizing that there will be certain additional amounts required in the sum of Y dollars, he will be very unhappy when his final accounting for the job shows a total of X plus Y dollars. He will probably think that your cost control is severely lacking when in reality your cost control may be perfect and only good communication is lacking.

Remember that a very important evaluation of cost control is made by the client, for it is he who will do the most to build your reputation in this area and it is he who must be impressed by your effectiveness.

INTERNAL COSTS ARE MORE ELUSIVE

Let us examine more minutely the two major subdivisions of cost, taking first internal costs. These must be estimated and budgeted in the beginning and constantly reviewed and controlled during the job, if unpleasant surprises are to be avoided in the final accounting.

Internal costs are usually more elusive than project costs and more difficult to tabulate. Their relations to the project and their control is a more complex and involved matter. Frequently, they are based on estimates of time, work, salaries, and other intangibles, rather than on price tags and contract figures. They tend to be composed of items easily overlooked or misjudged. They are not items on which you have many readily available published sources of information. As a result, this is an area where good and complete project records and data are invaluable and important.

Every office should maintain a comprehensive accurate, and intelligible file of the internal costs of past projects.

Even the most complete files in the world, accounting for every penny in money and every second in time for past projects, are useless if they cannot be read, understood, and applied quickly. How these files are organized and what data they contain is a matter of personal preference and office practice, but certainly they should contain all the information needed to form the basis for a quick and reasonably accurate estimate of the office costs of a new project. They may include such items as total costs, square feet, cube feet, square foot costs, cube foot costs, drafting time, design time, payroll costs.

ALL-INCLUSIVE CHECKLISTS IMPORTANT

Once this backlog of cost data is available, the designer has the basic tool necessary to accurately estimate and control internal costs. What is needed is a method of using this tool. This boils down to simply interpreting and correlating these costs into a realistic budget.

Here checklists become most valuable. The availability of a complete checklist, including all items that possibly could enter into this budget, is a must. This checklist can be in a printed format to be used as a form to work up preliminary estimates. It can be as simple or elaborate as is desirable, but it must be all-inclusive and should cover, among other items, payroll, insurance, benefits, field trips, travel costs.

A companion item to the checklist is an office procedures manual, which sets up standards and gives instructions on office practice. This type of a handbook, incidentally, contributes substantially to cost control if one copy is placed in the hands of each office member and, thereby, establish uniformity, standards, and requirements for all office procedures and documents.

CPM AND PERT SYSTEMS

The next logical step is to take the budget figures (on internal costs) and translate them into working schedules for the project. How much time can be allocated to each office procedure to do the job and still make the desirable profit? This is what must be determined. A thorough time schedule should be prepared at the beginning and then periodically reviewed and updated, not only to keep the schedule current and the client informed of progress, but also to evaluate the status of the project and make whatever adjustments are necessary to meet both monetary and calendar goals.

Some magnificent systems have been developed in recent years to accomplish exactly this objective, that are especially applicable to big jobs. For example, the CPM or Critical Path Method and PERT or Program Evaluation and Review Techniques have brought the oldtime progress schedule bar graph out of its infancy and matured it to a full time adult assistant to planning and scheduling. Both these systems have the great advantage of plotting not only function durations, but also set up interrelated and independent deadline data. From the very outset, they flag the critical operations which must be stressed to keep the work on schedule. These systems can be adapted to indicate time or money, or both, and can be run through computers. This is especially helpful on large, complex projects.

CPM and PERT have proven themselves in the construction industry, and, although their major application has been in building, they can be adapted to office procedures, where they are just as valid and helpful. Although there is no question that purchase or lease of a computer is the optimum condition, it is also an overpowering expense, which only the very largest offices can afford.

Computers are available on a time sharing basis in which an office is tied into a machine by a communication line similar to teletype and charges are arrived at only for actual computer time used. This is less expensive than owning one, although it would still involve a person who is well versed in computer use and knows how to talk to the machine, as well as a fairly constant work load. An even less expensive source of computer service is available through computer consulting firms, which do all the technical work and provide all the answers required on a contract or fee basis. This probably is the most feasible arrangement available to the smaller office.

WORK OR QUIT DECISION

Somewhere along the line in formulating these budgets, estimates, and schedules, a very basic policy decision has to be made. Do we work on the design and drawings until they are complete in all respects, regardless of manhours our fee covers? In the first instance, the final result will be as perfect as possible and construction problems should be non-existent because of the high degree of refinement and detail in the drawings, specs, and so on. But estimated time schedules can be overrun badly and fees suffer as a result.

PACKAGE DEAL OR PROFESSIONAL SERVICES

In the second instance, the job is safe monetarily, but it may be slip-shod, uncoordinated in design and execution and many extras will eat up the very profits that were being safeguarded. Either system can work, and there are innumerable combinations, but thinking and planning must be geared to procedures to avoid pitfalls.

With all data and procedures defined and clearly understood, we must consider the contract between the client and the designers, not the construction contract. The scope of a contract can fall into one of two major categories, the so-called package deal or turnkey job and the professional service agreement.

FIVE BASIC CONTRACT FORMS

The package deal involves much more work, responsibility, and coordination, since it places the design office in charge of not only the planning, but also the execution and construction. This means fewer headaches and less involvement by the client and better control by the designer, with more faithful reproduction of the design concept. It also means a larger fee and staff competent in the supervision and administration of construction.

The latter category, of professional services only, greatly reduces the work, the responsibility, and with it, control over the project. The fee in this case would be a simple design fee.

The contract itself can take one of five basic forms, with variations. With each form the emphasis of cost control shifts to different phases and aspects of the work. Thus in a cost-plus contract, reimbursement is based on an hourly multiple, usually about 2½ times the actual expense of the office. In this type of contract, it is most important to keep an accurate tabulation of expenses and compare them with the schedules and budgets to make certain that actual procedures are not running over the predetermined program. The client must also be kept constantly informed of progress and his financial involvement, especially if there is any indication that the actual figures may run over the projected ones, since he will bear the full amount of any such overage.

FIXED FEE CONTRACT

The second form of contract, the cost with a fixed fee, is very similar, but more critical for the design office, while safer for the client. In this form, any excess beyond estimated limits is not magnified by a multiple, therefore the

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Robert J. Duffy is president of Duffy, Inc., New York design/space planning firm. This article is a reprint of address given at the Contract '68 Exposition in New York City.

additional charge to the client does not increase so rapidly. By the same token, the profit for the office does not increase at all, since only the costs are being paid for. The profit is constant in the fixed fee, regardless of extra costs or time involved. In this case, the designer must keep track of his schedules for self protection, as well as for the good of the client.

The percentage of the construction cost contract is a completely different thing altogether. This is a common architectural contract in which none of the actual figures are known until a construction contract is signed and a construction cost is agreed upon. This form requires accurate construction cost estimates, if any figure is to be obtained regarding the design fee. So it is important to have these construction estimates, to keep them updated as design progresses, and to check the resultant fee against office schedules and expenditures, if control is to be maintained.

The two final contract forms are closely related. One is the cost per square foot, where the fee is a fixed unit price and the only variant is the number of square feet of floor area involved, and the second is a lump sum contract where there are no variables as far as the design fee is concerned. In both of these, it is imperative that an accurate account be kept of office expenditures, since the fee is fixed and any undue extensions of expenses or office time will eat into the profits, if not consume them entirely, with no hope of additional compensation.

PROCEDURES FOR CLIENT CHANGES

It is evident that as contracts vary, so must the cost control systems vary, each placing the stress on the particular critical aspects of the project procedures emphasized in the different contract forms.

There are also certain options which are common to all contracts and which must not be overlooked, both in making estimates and in discussing contracts and budgets with the client. Here, good communication is vital. Client changes frequently are a sore point in designer-client relations and should be thoroughly defined and discussed from the outset, with a unit price established if need be. The definition should not only clearly delineate what constitutes a client change, but also during what phases of the design work these extras are changeable.

Consultants fees are another group of options which should be completely reviewed with the client and not overlooked in any estimates. Obviously, these can be included in the basic fee or as an additional and separate charge to the client. They should be enumerated, defined, and discussed with the client from the very outset, and not sneaked in later, with the lame excuse that it was the client's complex requirements, in a highly specialized aspect of the project, that made the consultants necessary.

Here again a checklist is helpful, not only to make certain that all consulting fees are included in estimates, budgets, and cost anaylsis, but so that they are not overlooked in preliminary sessions with the client at which the scope of the service and fees are discussed. Consultants, such as structural, plumbing, HVAC, electrical, and specialists, such as legal, acoustic, landscape, visual aids, and many others must not be forgotten.

There are other services which fall into the same category as consultants in that they can become a part of the service under the contract fee, for they can be an extra expense to the client over and above the financial arrangements specified in the contract. Of course, under the former method, the contract fee must be proportionately larger to compensate for the payment of these outside services by the design office out of its fee. Included in this category of services are filing fees, printing costs, special presentation expenses, moving charges, manufacturing and fabricating contracts, field trips, and others, depending on the scope of the work and the composition of the office and services.

POOR ADMINISTRATION NIGHTMARES

The final aspect of internal cost control involves administration. This is where poor management and organization probably do the most harm, yet are the hardest to pinpoint, and, therefore, the most difficult to correct. Inefficient administration gives substance to many nightmares, such as the misplaced memorandum, or worse the lost file; the double detail; or the surprise surcharge. These are the result of inefficient administration. They are bad enough when they upset procedures in the office and eat up some of the profits, but they are even more serious when the client gets wind of them and gets the impression that you do not know what is going on with his project.

The prime solution to these problems is one man fully responsible for each project. Call him the account executive, the project manager, the job captain, the coordinating designer, or whatever, but this person should know everything that is happening concerning the project in his charge. Every little note, schedule, budget, and memo should go through his hands in one form or another. He should know every telephone conversation, decision, meeting, and discussion that takes place. It is his duty to avoid conflicts, contradictions and double work.

This man is the one person with all the answers. This is a position that must be understood, respected, and fostered by all, including the principals of the firm. It pretty much makes him indispensable, which gives rise to another nightmare, what if he gets sick, goes on vacation, or quits? As insurance against such eventualities, a good and complete project file is a must. In it should be all minutes of meetings, copies of letters and documents, records of conversations and decisions, schedules, budgets, and all other pertinent data. This file should be in some standard order set by the office and in a location specified, not tucked away in the back of a bottom drawer.

Good communication cannot be overstressed and cannot be left to word of mouth. All important matters should be committed to paper and copies distributed to all persons concerned, especially the client when money is involved.

The final item of administration is procedures. Standardization and organization here can effect great savings in work and time. Streamlined drafting, for example, eliminates repetition, such as multiple drawings of the same item, both sides of a symmetrical detail, cross hatching, material designation, ad infinitum. It promotes the use of transfers, preprinted details, and standard forms. It does not make pretty pictures with which to decorate walls when the job is done, but it gets the job done more quickly, more accurately; it saves time and therefore money.

Other procedural items that may be of use in cost control under the right conditions would be the use of computers for perspective layouts and specifications.

All the foregoing items of cost and reduction have dealt only with internal costs. They do not effect savings to the client except to safeguard him from unexpected extras and possibly indirectly by helping to reduce necessary fees. If profits are satisfactory now, any future savings should be passed on to the client in the form of lower fees. On the other hand, all of these items do affect profits and will help to insure a greater return on the services rendered at a given fee.

Part II of this article will appear in the November issue.

Circle No. 48 on product card

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Flair®

patterned Plexiglas® gives colorful dimensions to your designs

With Flair patterned Plexiglas acrylic plastic, you can create exciting new interior and exterior designs in numerous shapes and colors.

Design gems of colors in interesting shapes for wall panels, screens, ceiling accent panels. Get brilliant stained glass effects with shafts of light through room dividers, partitions or exterior window glazing. You can filter daylight or artificial light through a choice of 17 colors and colorless. The breakage resistance of Flair makes it safe; its 20-year time-proved weatherability lets you carry your designs out-of-doors.

Flair can be easily and economically formed into graceful spherical shapes and cut to irregular patterns. Sheets range up to 4′ by 8′ in size. Because Flair is Plexiglas, it is the only light transmitting plastic material backed by a record of more than 20 years of successful use. Write to us for complete information on Flair, including data on building code approvals.

Plexiglas is made only by

ROHM AND HAAS

PHILADELPHIA, PENNSYLVANIA 19105

FLAIR and PLEXIGLAS are registered trademarks of Rohm and Haas Company.

Circle No. 62 on product card facing Pg. 172

Circle No. 61 on product card

Myth:

Sure, you can get custom-made furniture. Just be prepared to wait months and months for delivery.

George B. Clark, General Sales Manager, with a sofa from our Blueprint Series.

It took some doing to get rid of this one.

We had to design an ultra-modern plant, planned for maximum efficiency in stocking and movement of materials. We developed a way to make certain standard parts in advance. Finally, we set up a data processing system that lops hours, even days, off the time it takes to process orders and get fabrics and materials delivered. (Sometimes this system frightens us, it's so fast.)

Altogether, these efforts have paid off in the fastest delivery in the office and institutional furniture business. And, what we're delivering is custom-made to specific requests.

Write us for the name of the Monarch rep nearest you. He can bring you up-to-date on all the obsolete myths.

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

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

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

Specifications

Pile of 100% solution dyed Vectra® olefin fiber

5/64" Gauge (12.8)

Pile Weight—28 oz. per sq. yard

Pile Height—⅛" or .125

Stitches per inch—10

Tufts per square inch—128

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

Passes ASTM E-84 flame spread test on jute back

Secondary Backings (wt. per sq. yard)

1. 40 oz. high density rubber
2. 9 oz. jute
3. 60 oz. vinyl for indoor-outdoor

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

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

ENJAY Vectra OLEFIN FIBER

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

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

Name_____

Company_____

Address_____

City_____

State_____ Zip_____

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

Circle No. 63 on product card facing Pg. 172

An oil can has its place . . . BUT not in an office

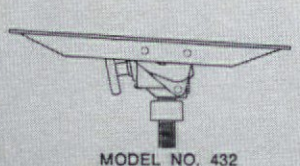
■ Collier-Keyworth believes that chair mechanisms should not be seen, much less heard. However, elimination of occasional chair squeaks has always involved using a messy old oil can.

It took us six years to come up with a bearing that would eliminate the most commonly noticed squeaks in chair mechanisms — those that come from the tilting axles. Grueling environmental tests prove our new fiberglass reinforced synthetic bearings do the job. And, they are shock, wear and heat resistant, never need lubrication. Unique? You bet.

One more thing. They're available to you on most CK chair controls being produced today. No increase in price!

CK *For all the details write:*

COLLIER-KEYWORTH COMPANY
GARDNER MASSACHUSETTS / 01440
617-632-0120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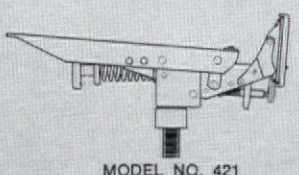
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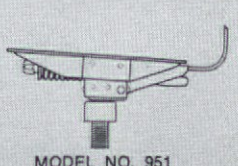
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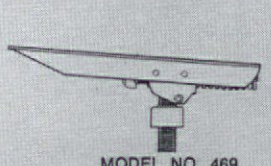
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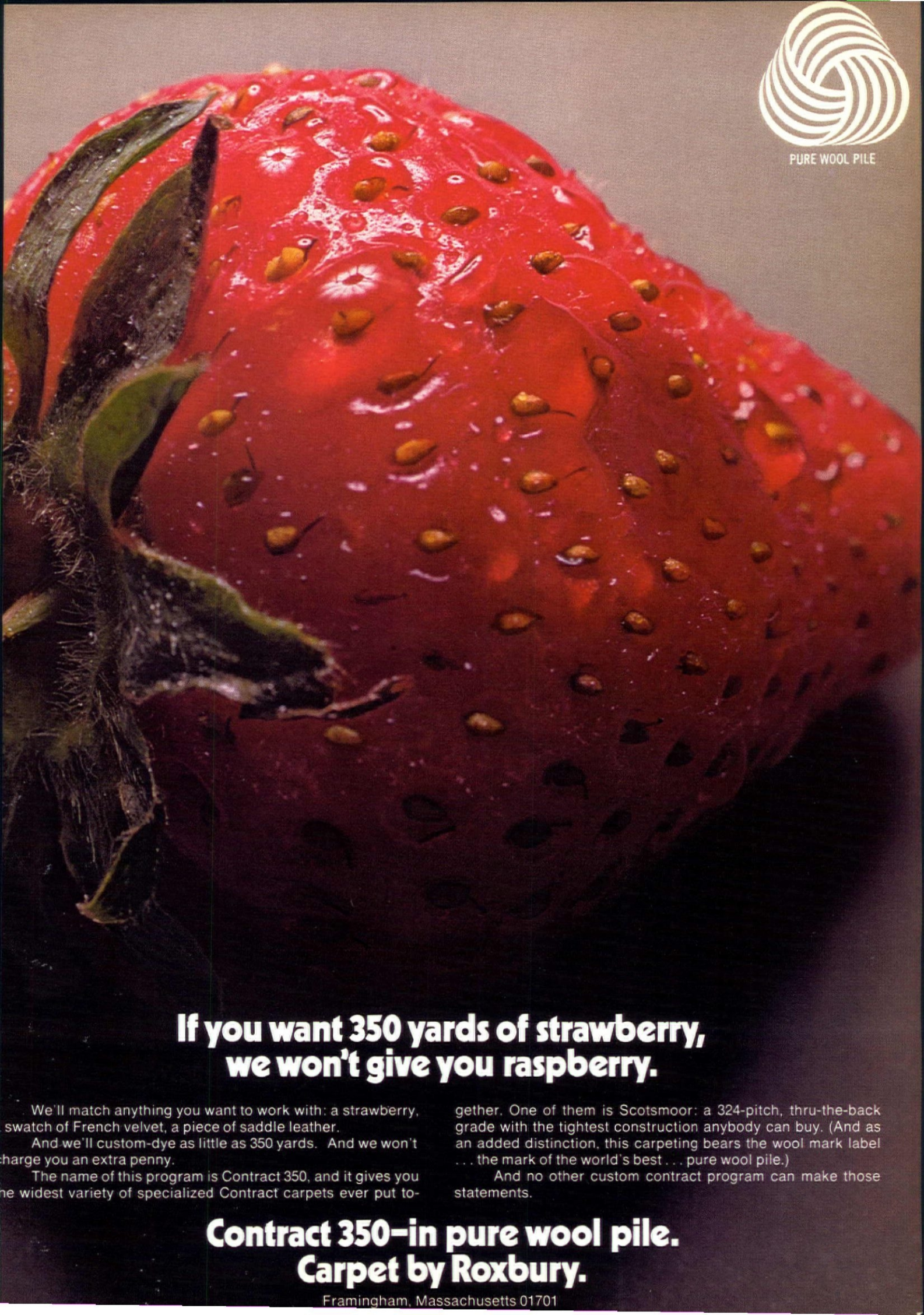

PURE WOOL PILE

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

If you're doing the president's office, the secretarial pool or any office you're probably already specifying Shelby Williams seating.

Or should be.

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

Or write for a free copy of our new catalog.

No. 9925

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Shelby Williams Industries

MERCHANDISE MART, CHICAGO, ILLINOIS 60654

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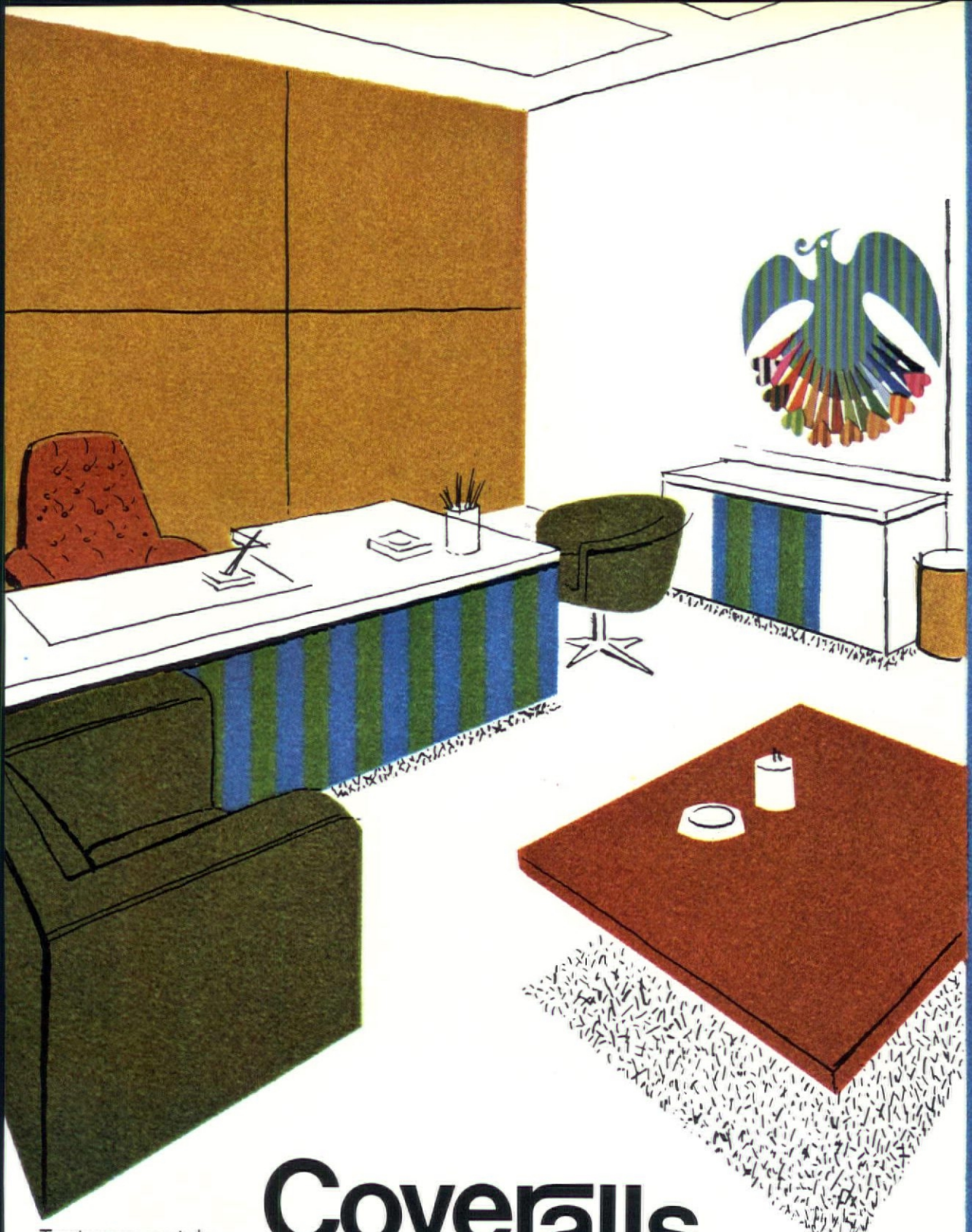
A PRODUCT OF 1 GREAT CONTRACT SOURCE Shelby Williams INDUSTRIES

Circle No. 67 on product card facing Pg. 172



Coveralls.

Test your metals.
Pre-fabricated wall panels.
Particleboard. Plastic. Or what-have-you.

With Concept* by Terson, the new nylon-vinyl material that leaves nothing uncovered. We've laminated it to just about everything. (Sometimes with foam for extra softness.)

Concept is already dressing up dozens of national brands — from bathroom hampers to typewriters. And we're working on an infinity or two more.

How about you? We'd gladly try Concept on something of yours, without cost or obligation, as they say. Drop us a note on your company letterhead.

There are 23 brilliant Concepts in all — solids and stripes. And in a short time we'll have a batch of zingy prints. Concept is completely tailorable, pliable, color- and shape-fast... just about indestructible. But with the look and feel of velvet.

There's bound to be Concepts that are just right for everything you have in mind.

Stick 'em up. We'll getcha covered.

*Concept is DuPont Antron† (either napped or knitted weaves) stabilized by Terson expanded vinyl. For more information and a complete swatch book write Athol Manufacturing, Division of Emhart Corp., Butner, North Carolina. General Sales Office: Butner, North Carolina. Sales Office: New York, Boston, Chicago, Detroit, St. Louis. †® Reg. T.M. DuPont Corp.

Circle No. 68 on product card

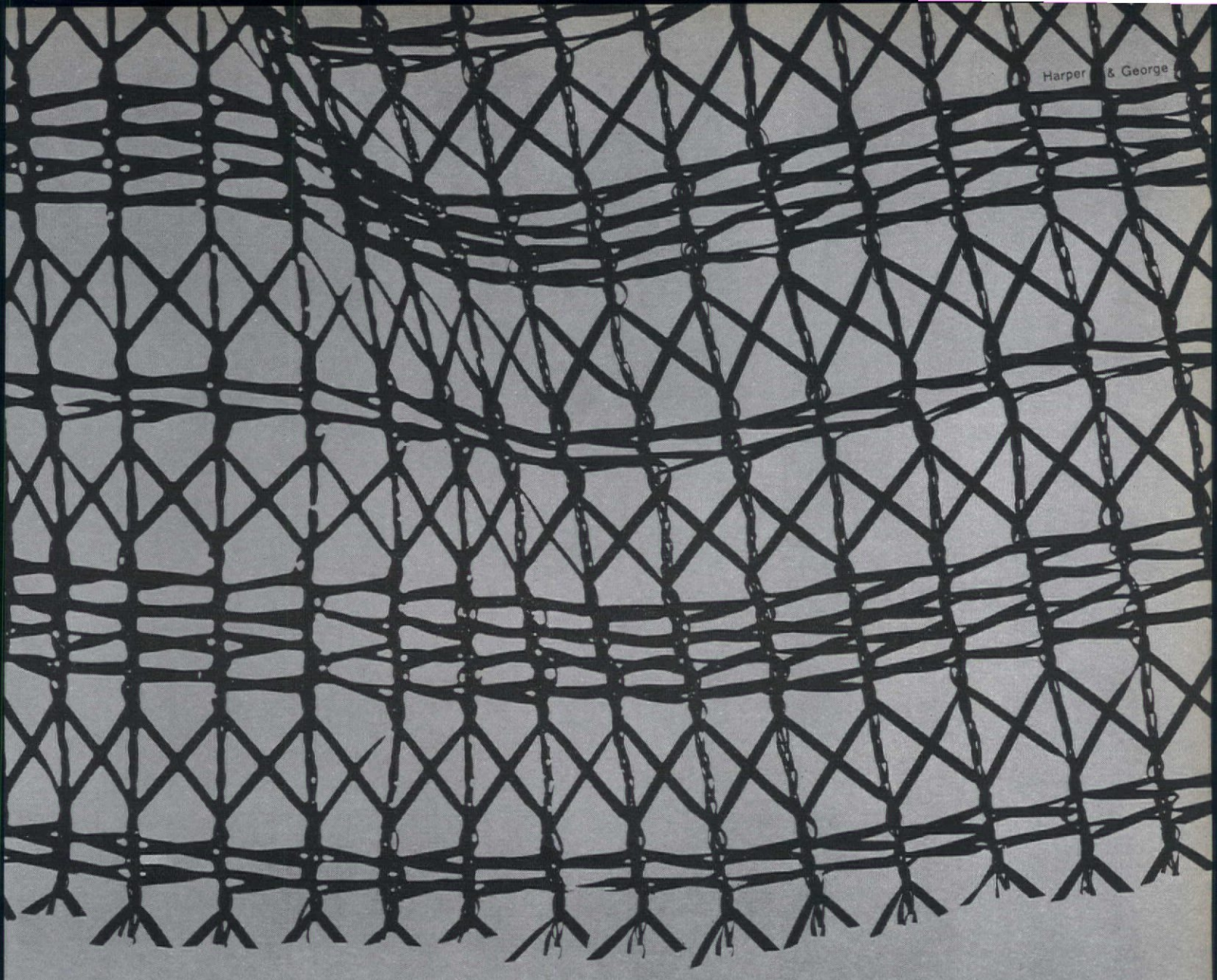
Carlstadt® Railing Systems

For the contemporary feeling in stainless steel, bronze, or aluminum, investigate **Carlstadt** railings. Select handrail moulding shapes and installations, deck or fascia mounting with concealed fastenings, optional glass stops and glazing channels for decorative panels. Components of the new **Colorail®** System are interchangeable with **Carlstadt** components, for colorful plastic handrails on metal posts or metal handrails on color-clad posts. Elements of section data provided for all systems make engineered railing practical for the first time with economical stock components. Available from local fabricators everywhere. Ask for literature or see Sweet's Architectural File 3e/BL or Industrial File 3b/BL.

JULIUS BLUM & CO., INC., CARLSTADT, NEW JERSEY
THE MOST COMPLETE SOURCE FOR ARCHITECTURAL METALS
PHONES: CARLSTADT, (201) GE 8-4600; New York, (212) OX 5-2236; TELEX 1-25961; TWX 710-989-0112

Circle No. 69 on product card facing Pg. 172

Circle No. 70 on product card



WHY A DARK CASEMENT? Because you can see through it—while it absorbs glare.

WHY WARP KNIT ROVANNA? Because this unique combination of yarn and construction is not just flame retardant and not just stable and soil resisting—it's virtually foolproof!

WHY LARSEN? Because they do these things first and best.

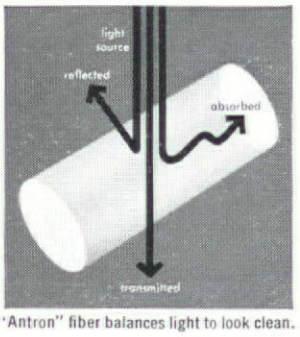
THAT'S WHY!

The fabric is INTERPLAY:
Black, White, Bronze, Wheat

Write Department A7 for swatches

Jack Lenor Larsen Inc.
232 East 59th Street
New York, N. Y. 10022

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



"Antron" fiber balances light to look clean.

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

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

And because "Antron" is a nylon, it's the most durable carpet fiber made. It resists crushing, pilling and fuzzing and is easy to clean.

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

"Antron" is the optimal carpet fiber for high traffic areas and is available in a wide variety of contract styles

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

DU PONT REG. U.S. PAT. OFF. Better things for better living...through chemistry

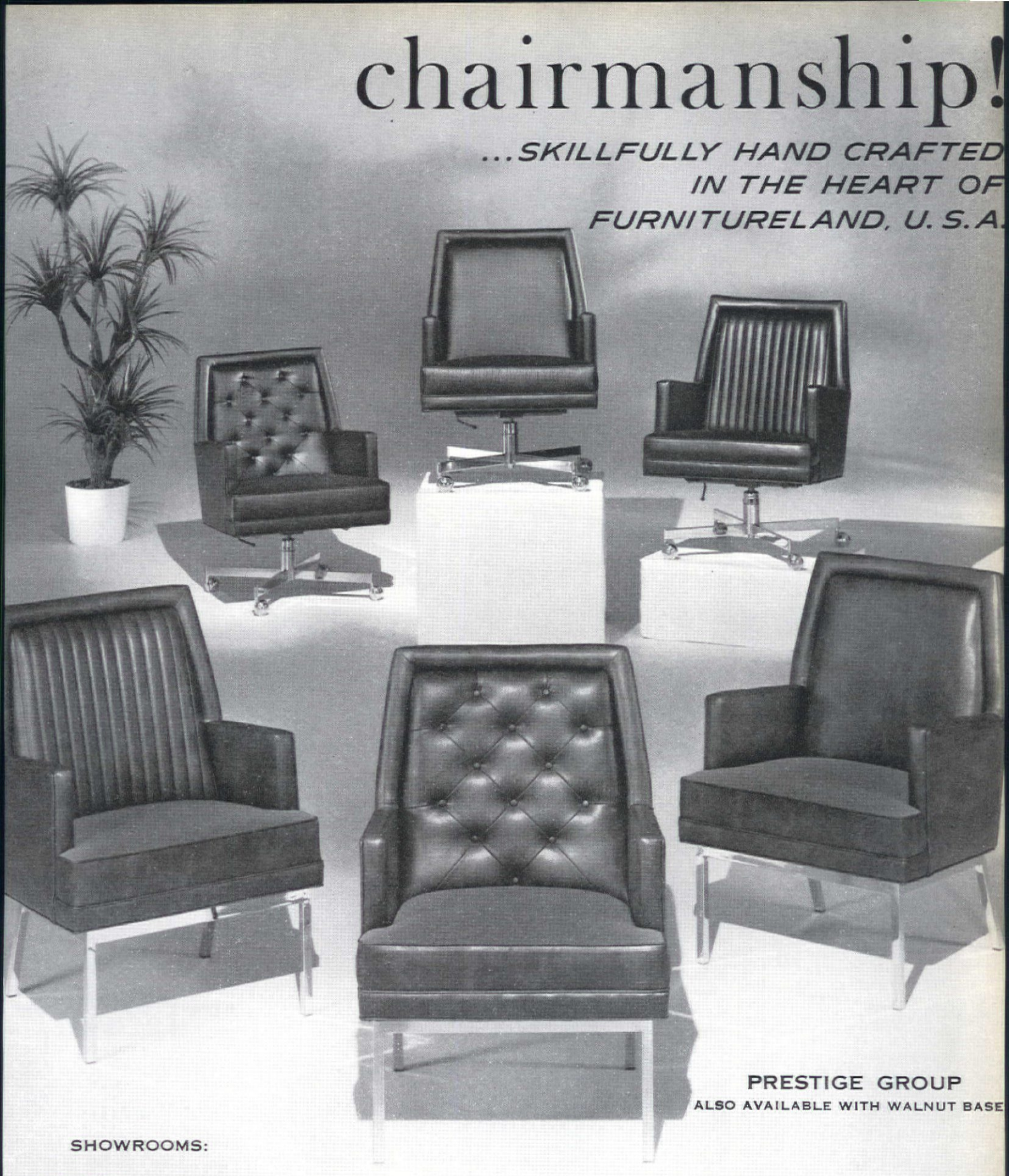
*Du Pont registered trademark. Du Pont makes fibers, not carpets.

Circle No. 71 on product card facing P. 172

Circle No. 72 on product card

chairmanship!

...SKILLFULLY HAND CRAFTED IN THE HEART OF FURNITURELAND, U.S.A.



PRESTIGE GROUP
ALSO AVAILABLE WITH WALNUT BASE

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LEFEBVRE ASSOCIATES
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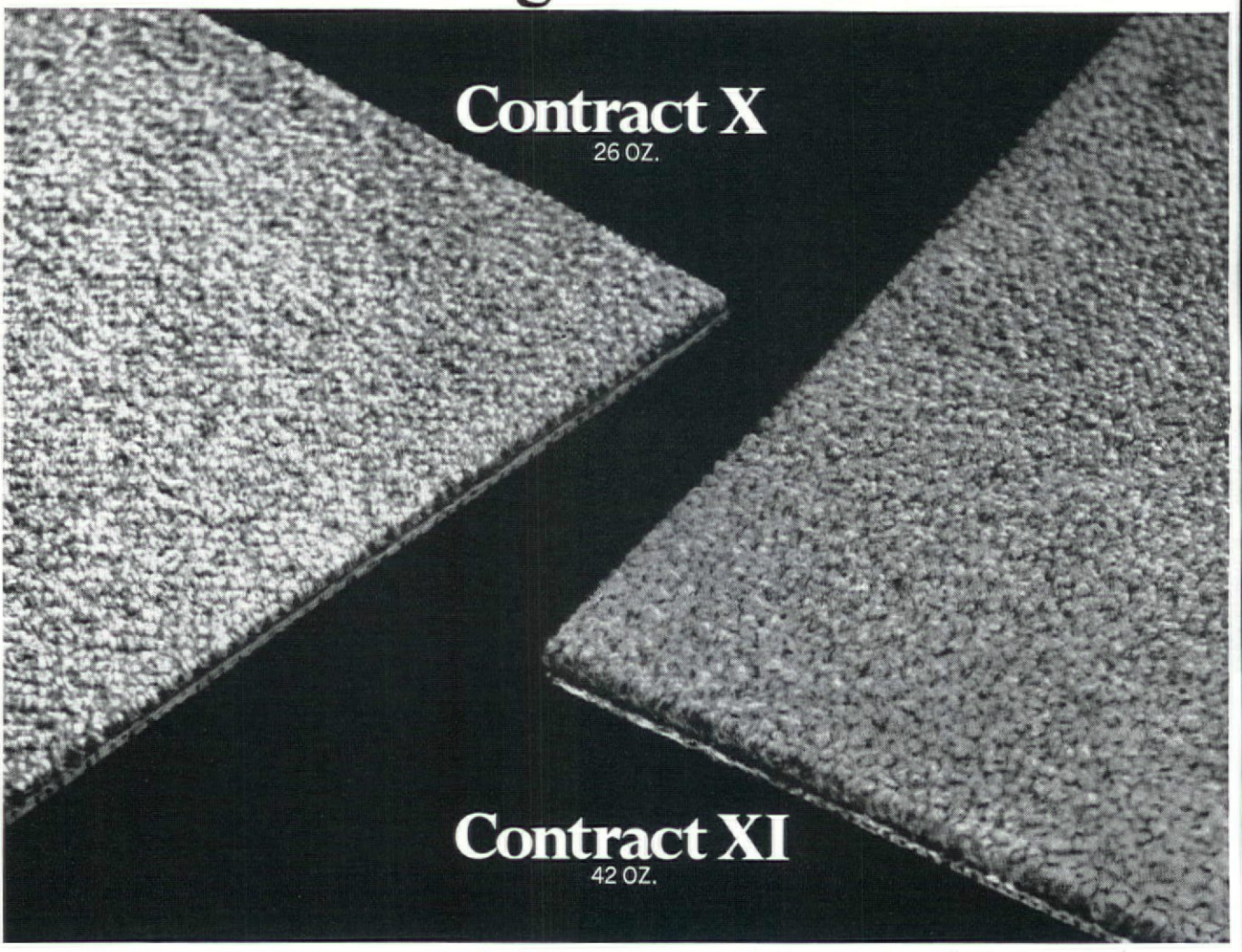
PATRICIAN

FURNITURE COMPANY, HIGH POINT, N. C.

The look-alikes that make the big difference!



These two new carpets from Columbus are identical to the eye. The same crisp, contemporary air, the same eight matching stock-dyed heather tones that set off an installation.

The difference is the weight. Contract X is engineered for normal traffic areas. Contract XI is built for extra-heavy wear.

By using them according to traffic loads, you give every foot of floor space exactly the carpet it requires. Makes a carpet budget stretch when you don't pay for weight you won't be using.

This special flexibility makes Contract X and Contract XI particularly suitable where there are wide variations in traffic. In schools, churches, offices, restaurants, hospitals, department stores, showrooms.

Both carpets are made with 100% Type 61B Creslan acrylic fiber with exceptional bulk. This means extra strength, extra ease of cleaning. And it means much more carpet for the money. Both carpets meet FHA requirements for wear.

So cash in on this latest, greatest discovery by Columbus. To receive a sample kit with all the facts on Contract X and Contract XI, just use the coupon below.

Creslan®
LUXURY ACRYLIC FIBER
CYANAMID

Creslan is a product of American Cyanamid Company, New York.

Columbus Mills, Inc.

Columbus Mills, Inc., P.O. Box 1560, Columbus, Georgia 31902

Gentlemen:
Please send me Technical Information Kit for Contract X and XI carpeting.

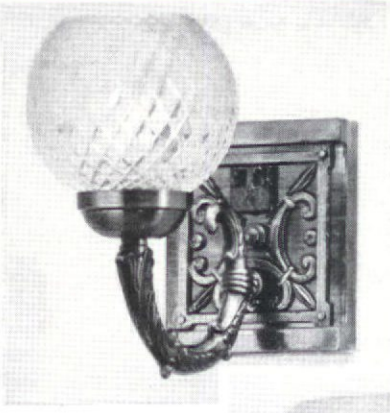
NAME_____

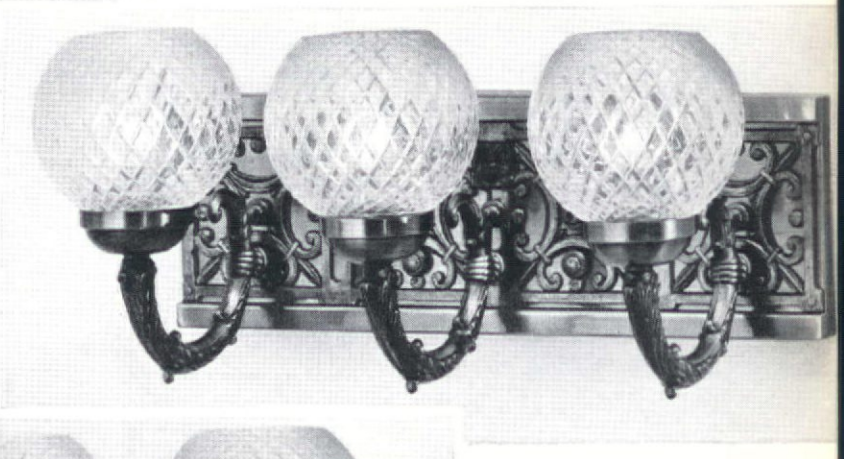
ADDRESS_____

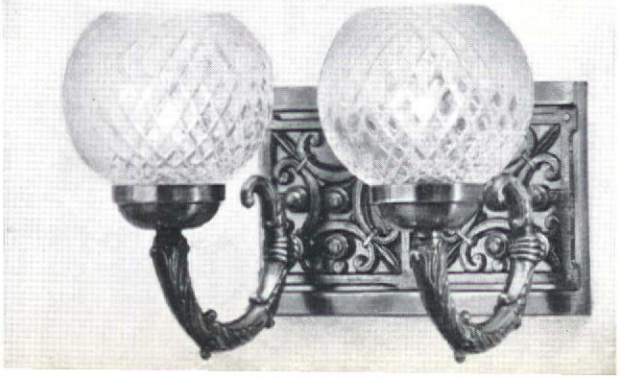
CITY_____ STATE_____ ZIP_____

Circle No. 73 on product card

Artolier announces the beginning of the Bath light era







These are the fixtures to relax with. The dress-up lamps for the dressing room, to cast a shimmer and glow on the bath scene. Something new in beaded crystal, magnificently carved and cut for extra lustre. Nice in singles or pairs, nicer yet in twin or triple clusters, with a beautiful flourish of the skillfully wrought arms.

They add drama to any room.

Be sure to recommend them. They make harmony with every decor. Your clients will appreciate the combination of luxury and good taste.

All specifications for these versatile fixtures are in the Artolier color catalog. Its price is $1.00 for interested parties.

Artolier Lighting

DOWNS Quality Wilton Carpets with Acrilan® Acrylic Pile again chosen for quality, design, durability.

Sitting Room,
Trenton Country Club,
Trenton, New Jersey.
Downs Carpet:
2408A/4136/855

Men's Lounge,
Cherry Valley Club,
Garden City, L. I.
New York.
Downs Carpet:
2331A/4062/935

Time and again our Contract Division has been called upon to match or create carpeting which will please the eye, stand up to the heaviest traffic, and meet budgetary requirements. Above are two notable examples of how we fulfilled these demands (for Lynch & Bailey, of Fairlawn, N. J.) with our wilton carpets made with Acrilan® acrylic pile. For the full-story of how we can meet your own individual requirements in all respects . . .

WRITE DEPT. C10 FOR OUR FULL-COLOR CONTRACT CARPET BROCHURE.

ACRILAN
Monsanto

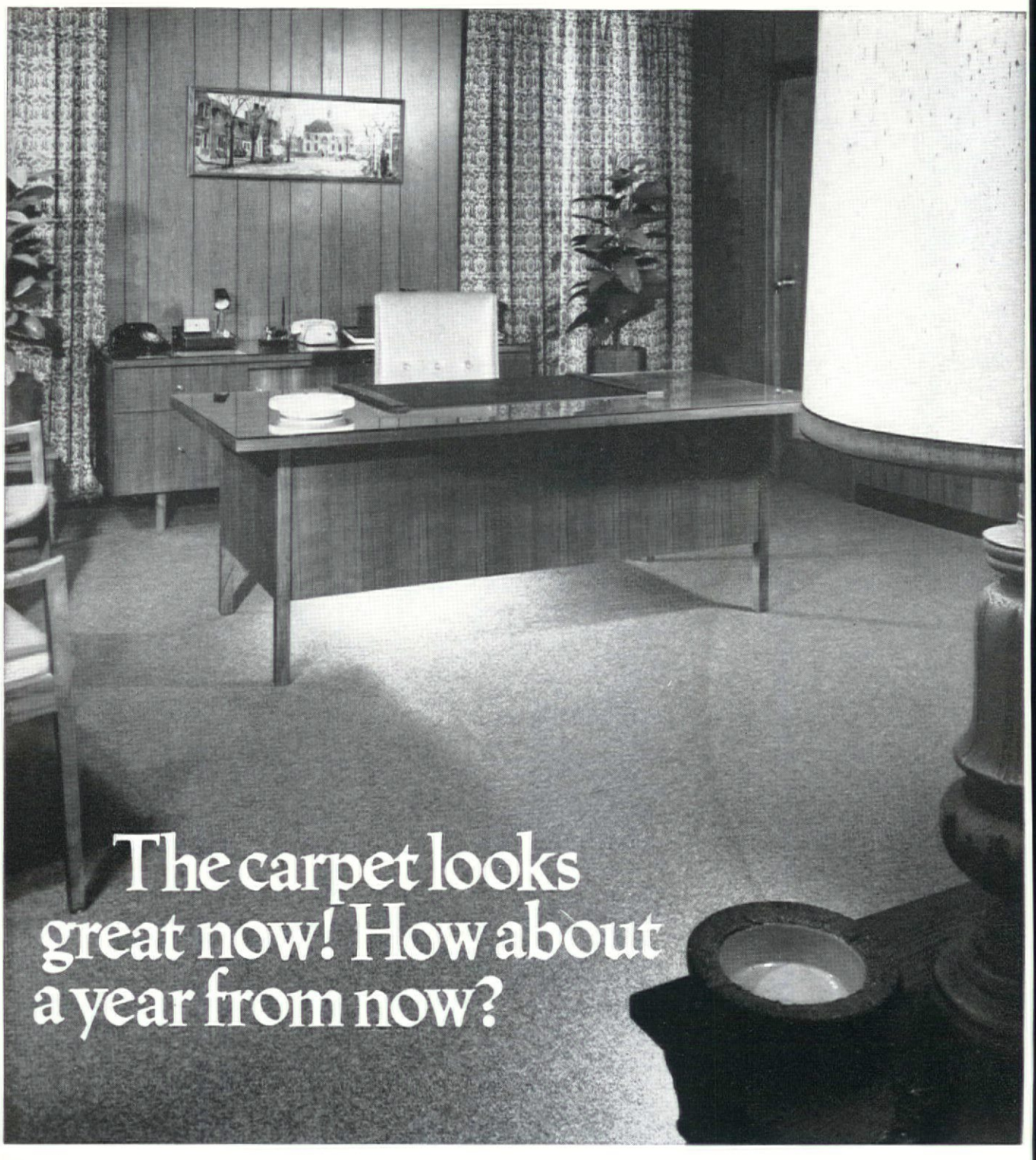
DOWNS QUALITY CARPETS

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

Circle No. 74 on product card facing P. 172

Circle No. 75 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



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

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

DOW BADISCHE ZEFKROME ACRYLIC

*Zefkrome, trademark of Dow Badische Company

LEWIS CARPET MILLS, INC.

P.O. Box 490, Cartersville, Georgia

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

Circle No. 76 on product card facing P. 172

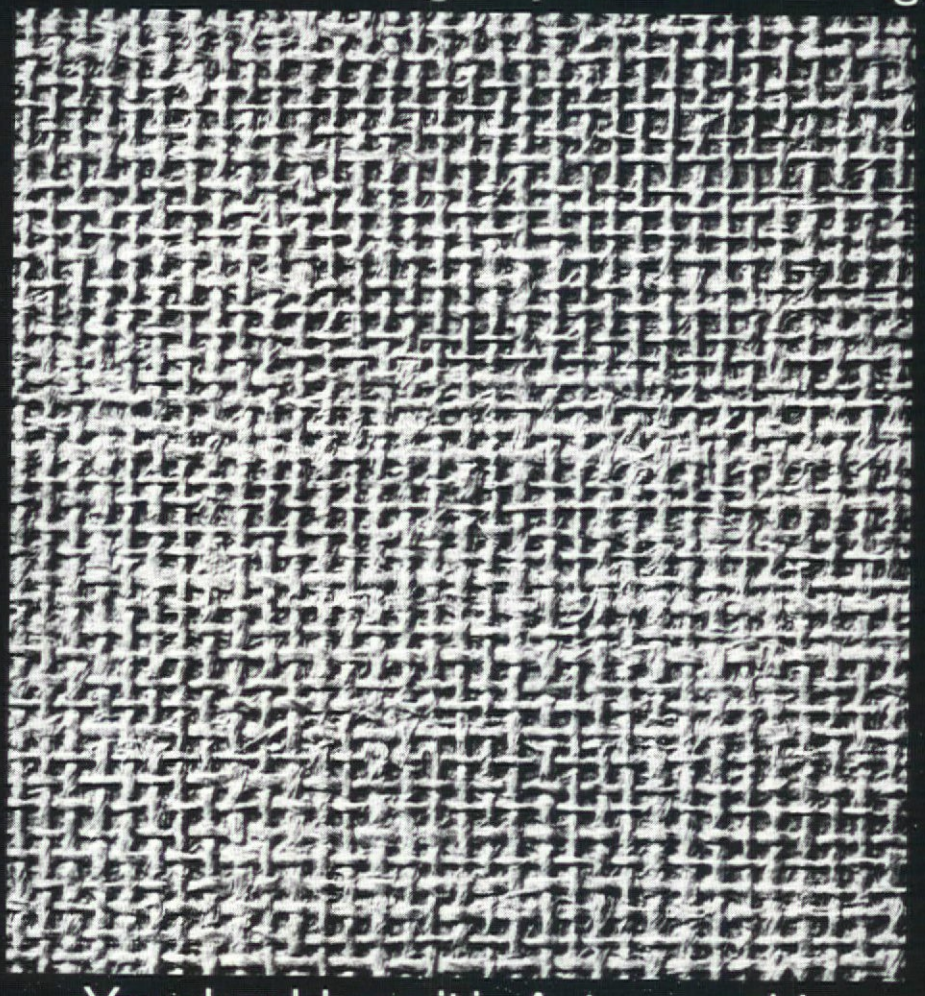
Series 8100

Char Bronze. Warm. Mellow. New, and needed. Framing the richness of wood, the Char Bronze finish softens a crisp, architectural design. This variation on a classic may well become a classic itself. The versatile Alma Series 8100 is also available with either Char Chrome or mirror chrome; in walnut, rosewood and teak. The options are yours; so are the opportunities.

alma

See the Alma Series 8100 in our showrooms in High Point and Chicago (Space 1140, Merchandise Mart). For a full-color brochure illustrating this and several other Alma Series, write Alma Desk Co., Dept. CM-20,Box 271, High Point, N.C. 27261.

This is our autumn gold jute wall covering.



You should see it in Autumn gold.

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

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

But besides being very pretty, Guard is very practical.

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

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

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

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

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

It comes out a lot prettier, too.

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

Guard®

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

BORDEN

Circle No. 77 on product card facing P. 172

Circle No. 78 on product card →

Woodard In Contract

How long will it last? Would 20 years be too long?
We wanted it to have a lengthy, useful life so the frame is steel, all parts welded in.
We wanted it to look well all of that time, but fabric wears out so we planned easily replaced covers and cushions.
We wanted it to be beautiful so a wide range of colorful fabrics are available, or send your own.
All of these features are in Woodard's Embassy and Consular contract furniture groups.

Contract Division

Woodard

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

305 EAST 63 STREET, NEW YORK 628 MERCHANDISE MART, CHICAGO
320 DECORATIVE CENTER, DALLAS 8924 BEVERLY BOULEVARD, LOS ANGELES
568 WESTERN MERCHANDISE MART, SAN FRANCISCO
306 OCCIDENTAL AVENUE SOUTH, SEATTLE, WASHINGTON

All contract carpets are alike.

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

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

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

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

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

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

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

What more can we say?

Write us and see.

ACRILAN by Monsanto

Monarch Carpet Mills

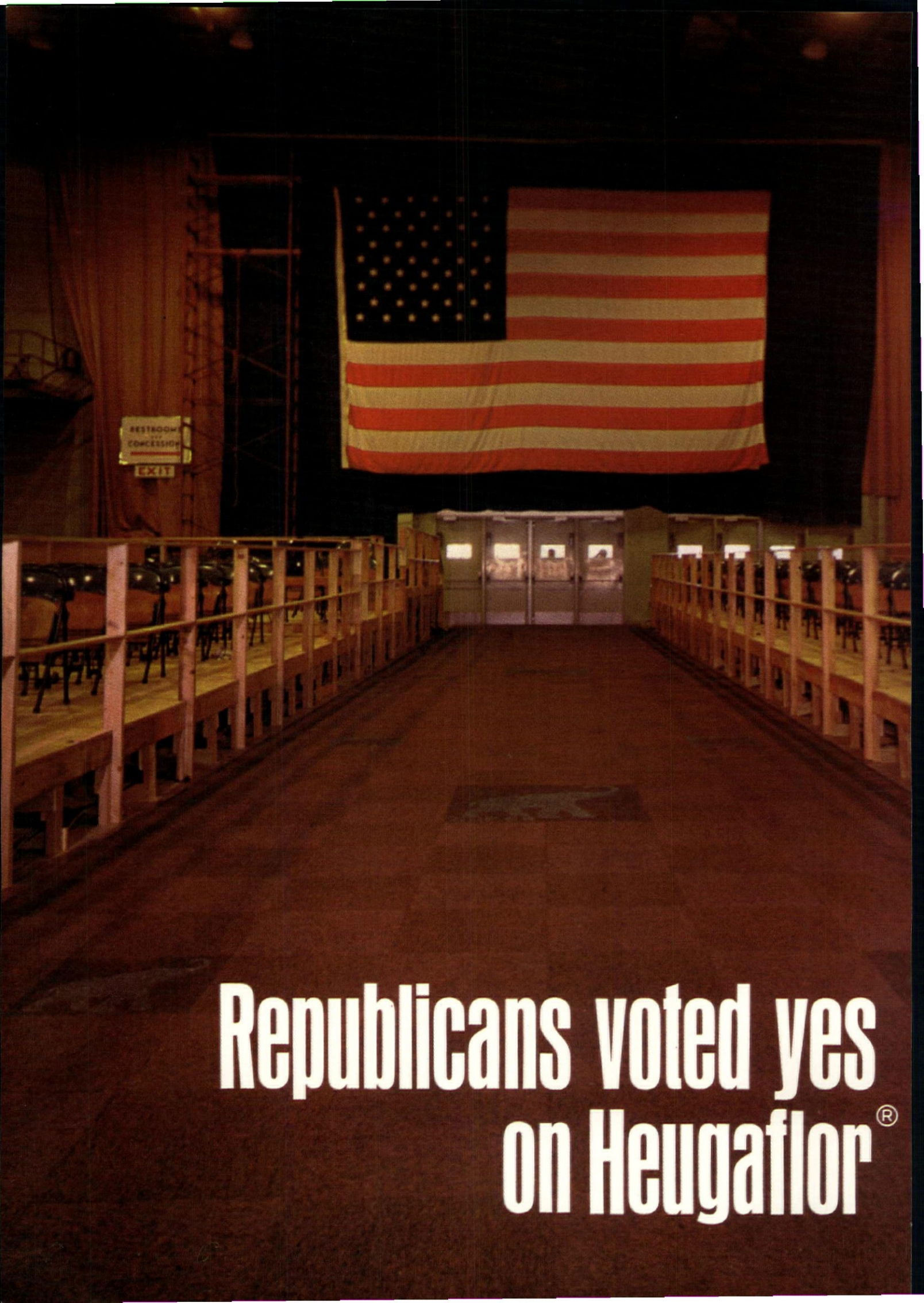
CHAMBLEE, GEORGIA

Circle No. 79 on product card facing P. 172

Have we spread our "Bubble" too thin?

We've simply made more of its well-rounded shape. We did it with new pedestals, new materials, even a new molding technology for shaping rigid urethane to the seamless Bubble form. And a new, wider, price range—starting much lower to fit more contract situations. It's all in our new catalog at all our galleries New York, Chicago, Los Angeles, Dallas, Grand Rapids or write Stow/Davis, Grand Rapids, Michigan 49502. Dept.

STOW/DAVIS



Republicans voted yes on Heugaflor®

CONTRACT SPECIFIERS:

This unconventional performance proves that loose-laid Heugaflor carpet squares can reduce installation and maintenance cost in all commercial contract installations.

These are the corridors and convention hall of the Miami Beach Auditorium covered with Heugaflor carpet squares.

A week before delegates arrived, posh Miami hotels were hiding their carpets anticipating disaster. Meanwhile Heugaflor defiantly faced up to the rough footwork, cigarettes and spilled drinks that spell doom for conventional carpeting but present little threat to Heugaflor.

Loose-laid Heugaflor carpet squares quickly go in place without adhesives or time wasting measuring or tacking.

Even over slick terrazzo, Heugaflor held fast while heavy equipment, dollies, fork lifts and television cameras moved about. During the convention, Heugaflor was vacuumed with commercial equipment yet every carpet square stayed snugly in place . . . did not shift or curl.

As the convention ended, loose-laid Heugaflor carpet squares were easily picked up by installers. This demonstrates how, in commercial installations, such as: hotels, motels, office buildings, etc., Heugaflor can be rotated to prevent traffic paths.

The Heugaflor concept is one you have to see to believe. Cigarette burns wisk away without a trace. Ordinary stains wash away with water. When wear would become a problem Heugaflor can be rotated to prevent paths. If major damage occurs, it is easy to replace the damaged carpet square.

Specifiers for commercial contract should see Heugaflor (You-ga-flor). Even the name is tough.

Heugaflor and Heugafelt are Heugatile Products.

Please write or phone.

HEUGA

HEUGATILE

. . . totally interchangeable loose-laid carpet squares

SALES OFFICES

VAN HEUGTEN U.S.A. INC., 185 Sumner Avenue, Kenilworth, N. J. 07033 • (201) 245-3480
VAN HEUGTEN U.S.A. INC., 2555 Nicholson Street, San Leandro, California 94578 • (415) 483-4720
VAN HEUGTEN CANADA LTD., 107 Orfus Road, Toronto 19, Ontario, Canada • (416) 789-7546

SHOWROOMS

NEW YORK — 979 Third Avenue, Decorators & Designers Building • (212) 355-2089
LOS ANGELES — 516 West 4th Street, Santa Ana, California • (714) 547-6411
SAN FRANCISCO — 2555 Nicholson Street, San Leandro, California • (415) 483-4720

© 1968, VAN HEUGTEN U.S.A. INC.

Circle No. 83 on product card facing Pg. 172

Lyon doesn't Stop with the Best Soundproofing

MAKE US PROVE IT!

LYON METAL PRODUCTS, INC.
1032 Monroe Avenue, Aurora, Illinois 60507

☐ Please send me more complete information
☐ I'd like the name of my nearest dealer

Name _____

Address _____

City _____ State _____ Zip _____

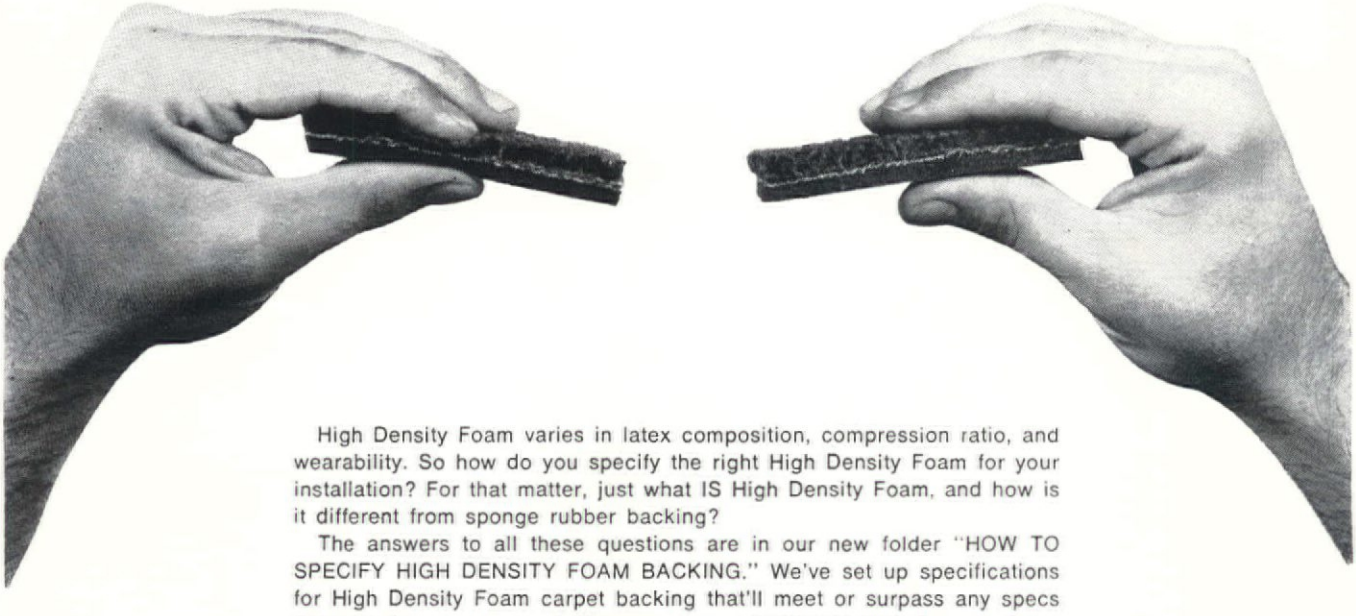
For that hushed sound of elegance, we insulate every flat part with honeycomb fillers. For extra strength we use *two* layers of steel for the desk top—make it the main structural member from which all other parts stem. We give the back panels double walls. Make the pedestal frames continuously welded structures which gird the front opening. So you see, Lyon quality is *many* things. It's planned versatility; you join basic components as you see fit. It's careful sculpturing that looks less massive, adds leg room. It's a choice of nine lustrous *100% acrylic* (automobile-type) finishes. It's the exclusive Lyon "lock-in-top" that controls *all* drawers. *See your Lyon dealer*! Or, write: Lyon Metal Products, Inc., 1032 Monroe Ave., Aurora, Ill., for our free color brochure.

LYON OFFICE FURNITURE

Showrooms: New York, Aurora, Los Angeles

Circle No. 84 on product card facing Pg. 172

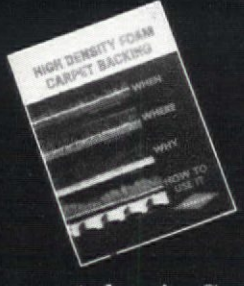
why all High Density Foams aren't the same...



High Density Foam varies in latex composition, compression ratio, and wearability. So how do you specify the right High Density Foam for your installation? For that matter, just what IS High Density Foam, and how is it different from sponge rubber backing?

The answers to all these questions are in our new folder "HOW TO SPECIFY HIGH DENSITY FOAM BACKING." We've set up specifications for High Density Foam carpet backing that'll meet or surpass any specs now existing or proposed. If a carpet manufacturer's High Density Foam backing carries our T-38 mark, it was applied under our supervision and pre-tested in our laboratories. And who are we? Only the world's largest compounder of latex backing compounds, that's who!

If you're an architect, specifying engineer, carpet manufacturer, contract decorator or builder, this booklet is for you. To get your copy, just fill in the coupon below or request on your letterhead. No charge.



see our catalog in Sweet's (S)

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

Please send booklet "How To Specify High Density Foam Backing."

NAME:_____ TITLE:_____

COMPANY:_____

COMPANY BUSINESS:_____
(Architect, engineering, decorating, etc.)

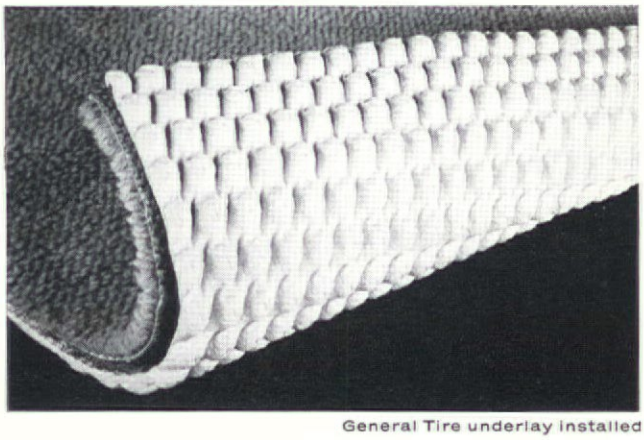
ADDRESS:_____

CITY:_____ STATE:_____ ZIP:

Circle No. 85 on product card facing P. 172

General Tire Sponge Rubber Carpet Cushion accentuates comfort at The Homestead

With 17,000 scenic acres and about 20,000 yards of challenging golf courses, the management of The Homestead, Hot Springs, Virginia is understandably sympathetic to the walking comfort of their guests. That's why 3,000 square yards of General Tire Sponge Rubber Carpet Cushion were recently installed in their famous resort hotel. In addition to giving visitors all the underfoot comfort of home, The Homestead's new underlay is also designed to extend the life of its elegant carpeting. So, next time you have a job that calls for deep-down walking comfort, long carpet life, tailored installation and trouble-free service, check out the nine quality grades of General Tire Sponge Rubber Carpet Cushion. Each is guaranteed unconditionally and available immediately from our national agents listed below.



General Tire underlay installed by McQuail's, Inc., Bluefield, W. Va.

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

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance for the life of the original carpet. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

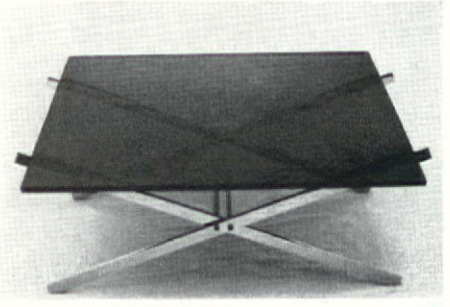
THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

GENERAL TIRE ®

Circle No. 86 on product card facing P. 172

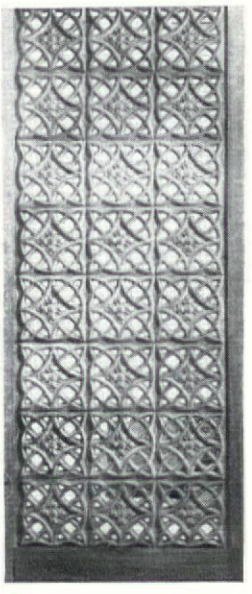
CONTRACT PRODUCTS AND SERVICES

A

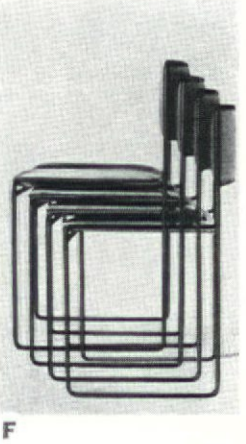


B

C



E



F

A: Replaceable upholstered parts make the 1000 Series of seating by Costa Mesa practical for heavy duty use. Each upholstered seat, panel, or back can be individually changed according to wear. Circle No. 243.

B: Steel and glass tables designed by Josef Kastner for Design & Art are available in a wide range of sizes and styles. The coffee table shown comes in a 31-inch square or a 31-by-40-inch model. Circle No. 244.

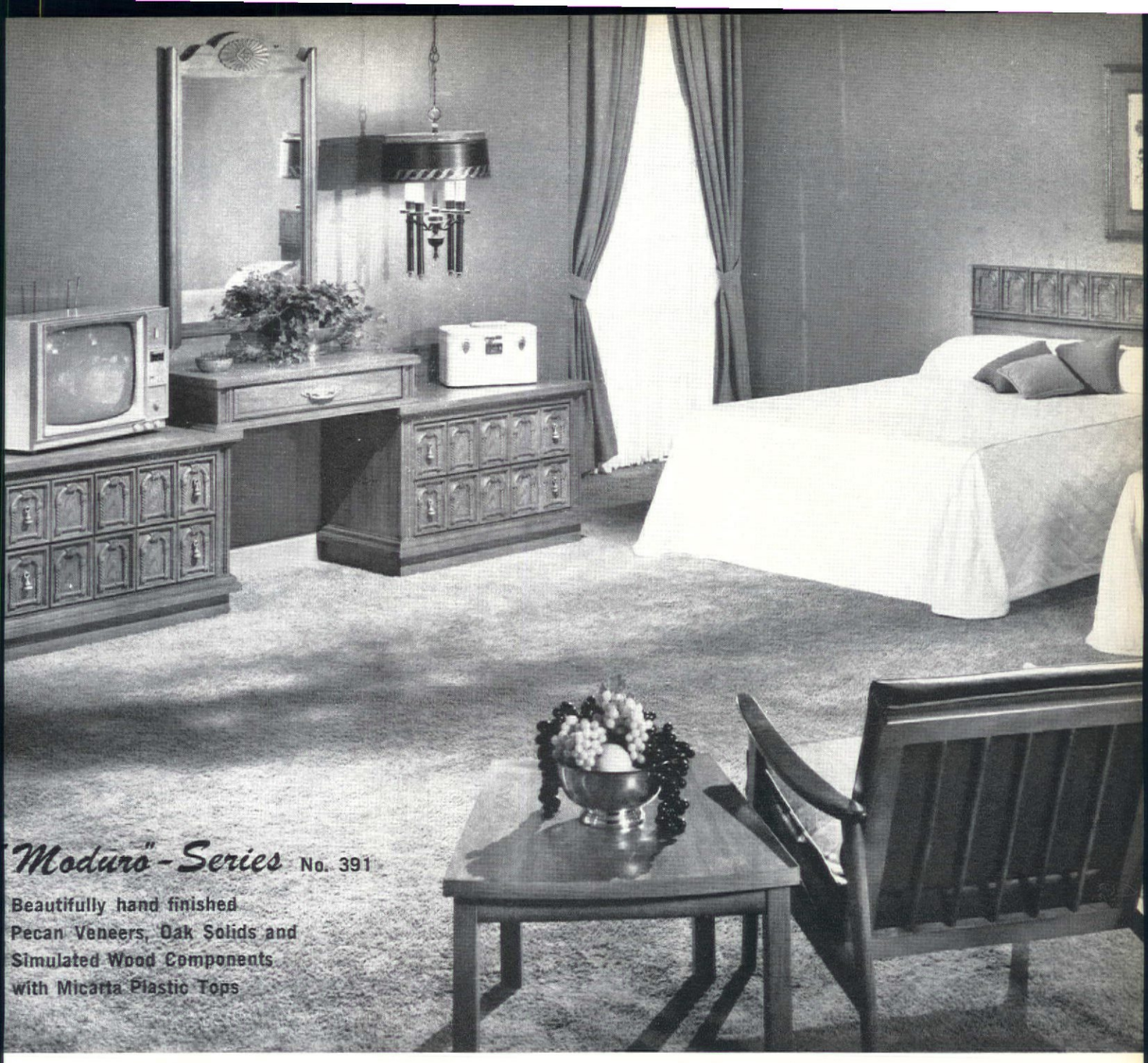
C: Portable designer furniture, Image, by Du Barry Ltd. of Canada can be assembled in minutes. Pieces are solid veneer kiln dried birch hardwood construction. Cushions fastened to the frames with Velcro, can be changed in minutes. Circle No. 245.

D: Weatherproof outdoor furniture from Stewart Industries is constructed with a hot-roll channeled steel frame with two coats of rust proof oxides. The Sunniline collection includes a full range of redwood slatted pieces. Circle No. 246.

E: Original carved wood grille designs in dark brown, aged, or natural redwood are available from the Panelcarve Division of Forms & Surfaces. Translucent grilles and solid panel designs are also offered. Circle No. 247.

F: Molded plywood seats, fully upholstered in Portuguese aniline glove leather or fabric, adds comfort to Harvey Probber, Inc.'s FK90 stack chair. Frames are available in chrome steel or enamel finishes. Circle No. 248.

D



Coleman

. . . quality manufacturers of residential, motel, hotel and apartment bedroom furnishings

Durable – Functional Contract Furniture created for the discriminating guest, demanding designer, and the profit minded innkeeper.

Coleman FURNITURE CORPORATION

MANUFACTURERS OF DINING ROOM AND BEDROOM FURNITURE

PULASKI ▪ VIRGINIA

Circle No. 87 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Multicolor iridescent pattern on vinyl

Espana is the followup to Suval's Adorna, a multicolor valley print on vinyl. Espana has a selection of

15 color combinations, each with a lustrous, iridescent quality. The fabric is soft to the touch, pliable, and has a knit backing for easy workability. Tones are locked in and the finish is scuff resistant.

Circle No. 249 on product card facing P. 172

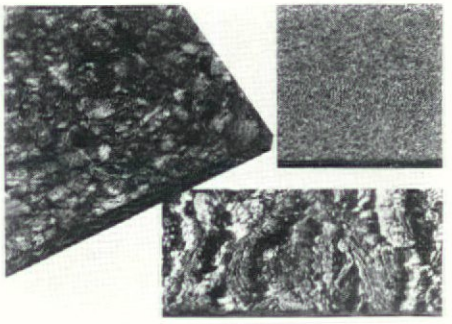
Firth comes forth

Firth Carpet Co. now offers an in-stock commercial carpet for every contract need. The variety, which consists of 16 different qualities in a range of over 130 colors and patterns, includes the permanently shock-proof Firthridge and Innesbrook styles made from continuous filament Antron nylon. The popular Gemini style is now available in 54-inch width with Adjustment, a sponge rubber backing to satisfy "glue-down" requirements.

Circle No. 250 on product card facing P. 172

Cork panels, paneling, and trim

Five basic types of cork (board, bark, door casings, tile, and cork/wood combination) are available at Walker & Zanger in a broad range of sizes to assure maximum effect with a minimum of cutting. The cork board, bark, and cork/wood combination are



ideal for paneling. Casings match the board precisely and are used around the door and windows. Smooth, light-toned tiles have a self-adhesive backing, and can be used for paneling, on ceilings, or as bulletin boards in any size.

Circle No. 251 on product card facing P. 172

Contract Restaurant Seating

We produce, to your exact specifications the finest upholstered restaurant and lounge seating. Our experienced craftsmen construct each job with an interest born of personal pride in their work. The result is quality furniture in appearance, construction and durability.

We also manufacture a line of restaurant booths in unique designs.

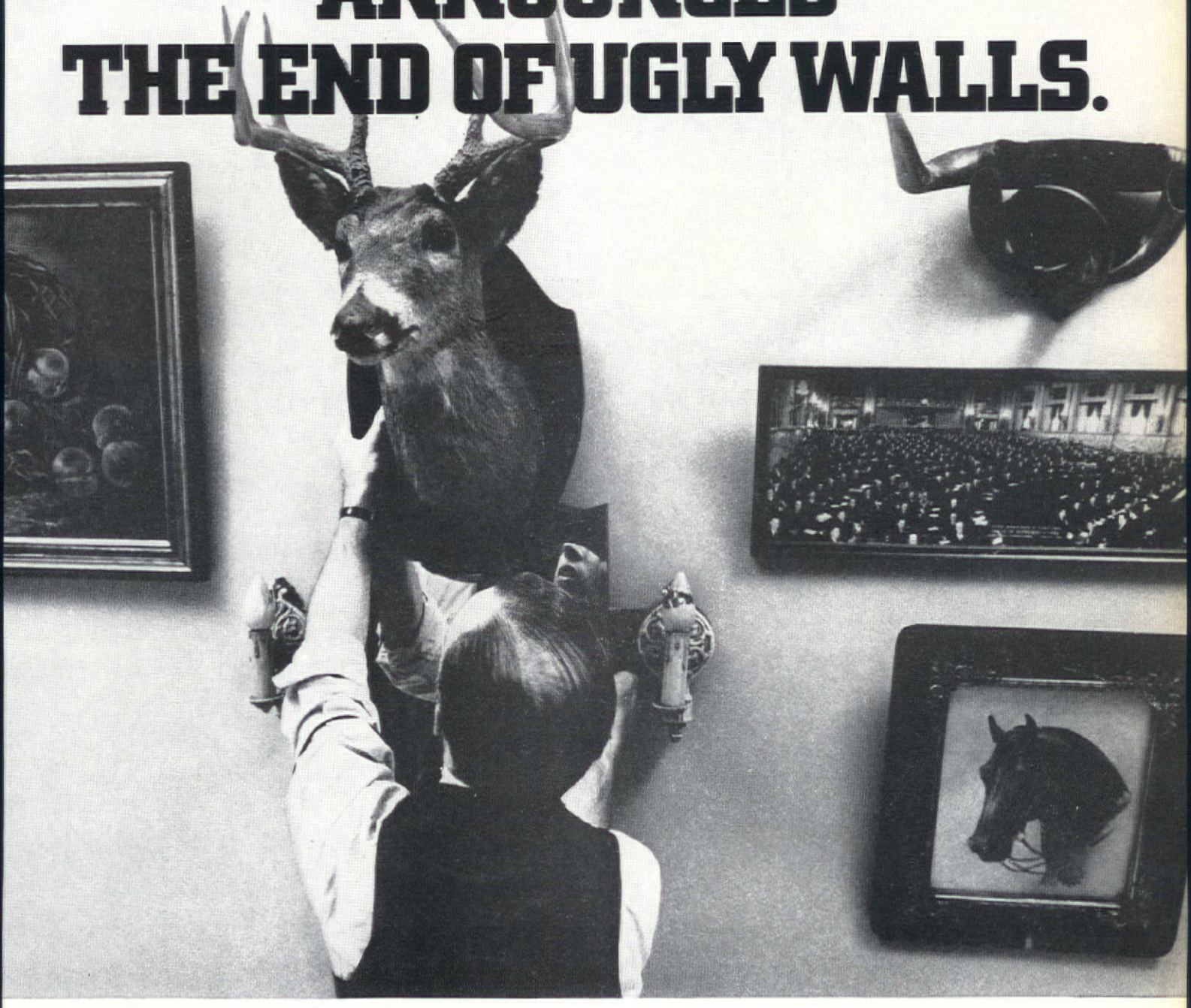
ROBERTSON FURNITURE COMPANY, INCORPORATED

DEPARTMENT C 3 • P. O. BOX 66
LOCUST GROVE, GEORGIA 30248

A full color catalog and brochures are available by direct request.

Circle No. 88 on product card facing P. 172

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.

INTERNATIONAL PAPER COMPANY

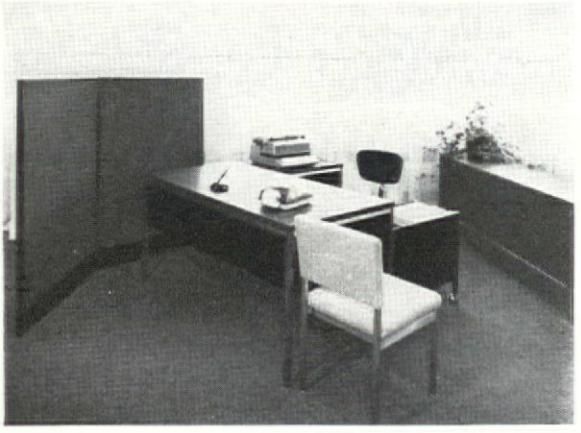
Circle No. 89 on product card facing P. 172

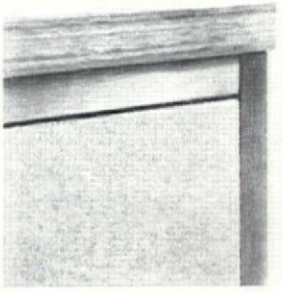
PRODUCTS & SERVICES

CONTINUED

Fuzzy furniture traps sound

One of the first major lines of furniture that is specially adaptable to and suitable for use in an office landscape has been designed by Art Metal. Called the TAG Collection, the line is acoustically engineered to trap and disperse audible sound frequencies with a textured nylon finish that is fuzzy to the touch. The nylon material, Artitex, is available in more than 30 colors, is abrasion resistant, and can be cleaned with a vacuum cleaner. Units are interchangeable, mobile, and flexible in function. A work table can be quickly converted into a desk by adding snap-on side and front panels and a mobile set of drawers. A mobile file, also with snap-on panels, slides under the desk on roll casters. A secretary's chair can be converted into a desk chair for clerical work by snapping on a pair of armrests. Free-standing movable panels are available either straight or curved, in Artitex finish, or cork or blackboard. A completely enclosed file unit also serves as an office partition. The panels are also available in standard finishes, laminates and wood, for use in more traditional offices, where sound control is not so much a problem.





Circle No. 252 on product card facing P. 172

Carpet defies nature

The Fearless Carpet by Ludlow defies sun, wind, rain, and snow. Made for outdoor use, the carpet was designed for indoor use so that it can be used effectively on a pool deck or in a reception room.

Circle No. 253 on product card facing P. 172

Circle No. 90 on product card facing P. 172

Beauty and Strength Distinguish the New 1200 Series by

COSCO®

THE **NORCOR** LINE

Model 1245

Model 1205

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

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

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

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

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

Circle No. 92 on product card facing P. 172

ARMCHAIR COMFORT ...IT FOLDS

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

No. 240-A

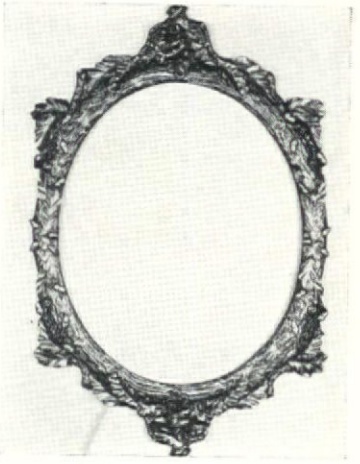
Norquist PRODUCTS, INC., JAMESTOWN, N. Y. 14701

PRODUCTS & SERVICES

CONTINUED

Frames are wood finished

The frames that look, feel, even have the weight of wood are Artcraft carved frames by Artini Arts, Inc. The frames, made from a formula recently developed by The Engraving Research Laboratories of



Artini are made to combine the most desirable features of wood and synthetics. Artwood frames are available in hand rubbed wood finishes in a variety of carvings as well as in antique finishes.

Circle No. 254 on product card facing P. 172

S-18 Father 28 x 34

FOR YOUR WALL ACCESSORIES

original designs?
color coordination?
a certain size?
at interesting prices?

ALL THIS AND MORE . . .

AT "LAST" YOU HAVE A SINGLE SOURCE

S-14 Archway 30 x 36

Irving B. Last, Design Consultant

MIKARA, INC.
DECORATIVE ACCESSORIES

1641 WEST 33RD PLACE — HIALEAH, FLORIDA, 33012

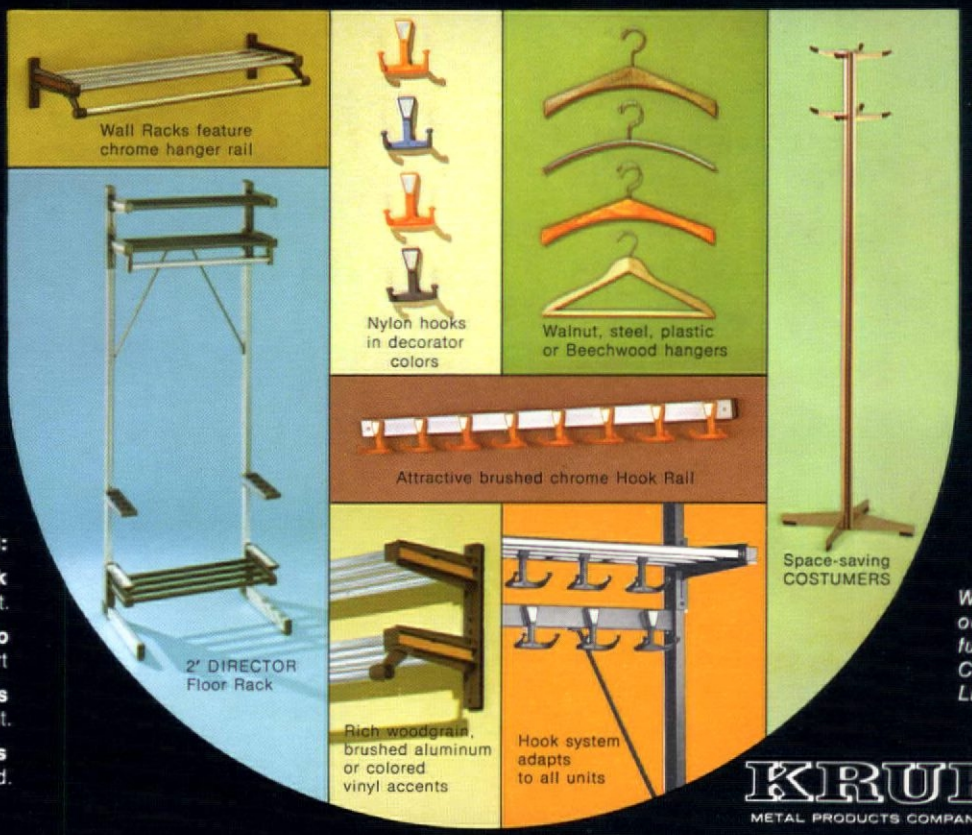
See our display at the New York Coliseum Hotel Show, Booth # 4202.
Color catalog available.

Circle No. 93 on product card facing P. 172

Distinctive DIPLOMAT Floor Rack

CAPSULE SOLUTION
TO HAT & COAT STORAGE PROBLEMS

Nothing cures hanging and storage headaches more efficiently than our extensive line of Hat and Coat Racks. Superbly styled and constructed, 22 basic models include Single and Double-Face Floor units and Wall Racks with one, two or three shelves in 2, 3, 4 or 5-foot widths. Add-On-Units are also available. Decorator accents in chrome, brushed aluminum, woodgrain vinyl, and colorful plastic or enamel finishes ideally complement any interior. If you've been seeking to permanently remedy hat and coat storage ills with painless economy and space-saving practicality, *submit your prescription to Krueger.*



SHOWROOMS:

New York
20 E. 46th St.

Chicago
1184 Merchandise Mart

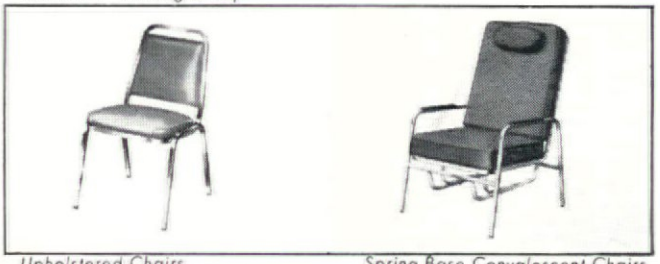
Dallas
3720 La France St.

Los Angeles
8815 Beverly Blvd.

Write for our latest full color Complete Line Catalog

KRUEGER
METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

"Moduline" Seating Group



Upholstered Chairs

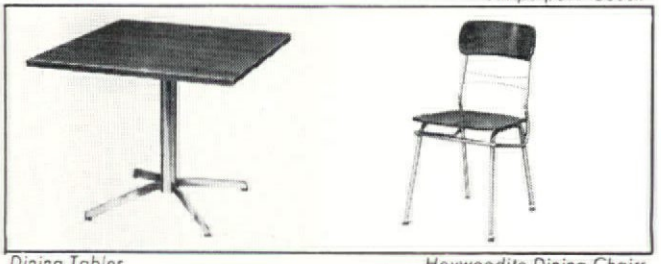
Spring Base Convalescent Chairs

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

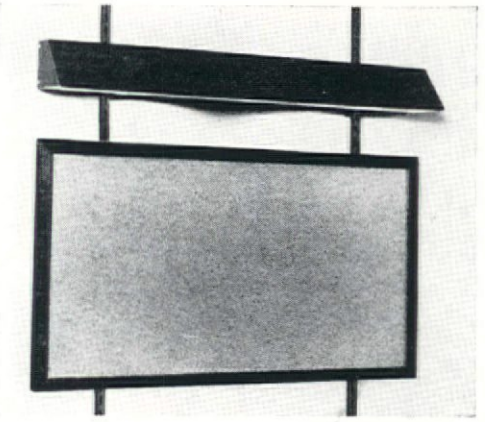
Circle No. 95 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Tackboard and lamp wall components

The latest members of Dorfile Mfg. Co.'s Lustra line of wall system components are an 18 by 32 inch tackboard, and a contemporary valance lamp. The tackboard has a neutral colored cork face and a



sturdy hardboard frame finished in wood grained Danish walnut. The lamp, 32 inches long, 3½ inches high, is designed to hold two 40 watt light bulbs. All exterior surfaces are anodized aluminum finished in wood grain.

Circle No. 255 on product card facing P. 172

American tradition wallcovering collection

The third edition of Birge Co.'s American Tradition wallpaper collection includes Regent Garden, a striking example of the fruit and floral wall decorations

popular in the 1800's. The collection also contains non-tarnishing foils with washable flocking, deep-embossed duplex textures, and 30-inch engraved textures. A selection of silk-screened fabrics of pure cotton complements the collection of 141 patterns.

Circle No. 256 on product card facing P. 172

Fabrics retard flame

Ban-a-Flame, a collection of flame retardant fabrics by Penco Fabrics Inc., is available in eleven architectural patterns. Knitted of 100 per cent modacrylic fabrics, Ban-a-Flame is made from yarn which is inherently flame retardant and is resistant to sun fading. Each pattern is available in white and natural and in some cases can be dyed to specification.

Circle No. 257 on product card facing P. 172

Samsonite CUSTOMAIRE

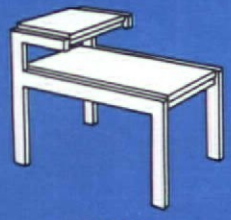
The contemporary furniture that's built to take a beating!

Samsonite

gives a luxury look to any space, any place.

Low cost Samsonite Customaire is so luxurious and contemporary, it's at home anywhere. So adaptable and long-lasting it's perfect for any business or professior use, from executive office, to reception room, to lobby, to hotel and motel rooms. Customaire's soft removable foam

Cocktail Table



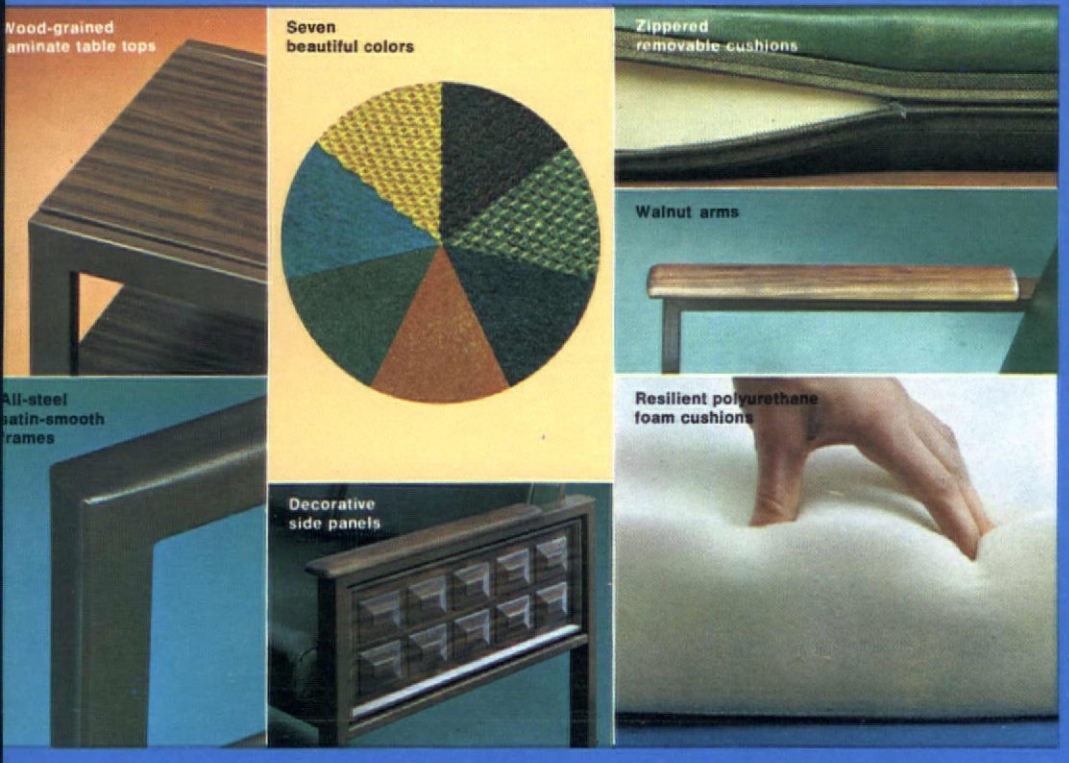
Step Table

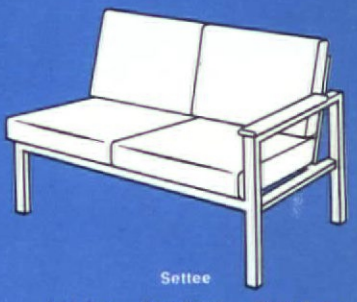
Two-Shelf End Table

Lounge Chair

Customaire Furniture:

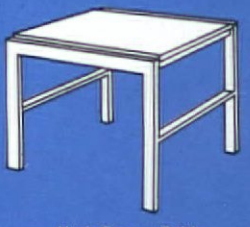
shions are upholstered in tough vinyls or Scotchgard® treated fabrics in a wide riety of decorator colors. The all-steel ular frames are electrically welded d finished in satin-smooth Bronze baked amel. Chairs have beautifully finished lnut arms. Table tops are wood-grained waterproof laminate . . . extremely resistant to stains, burns and scratches. Samsonite Customaire is made to last for years and years with a minimum of maintenance and repair. Stock is always open, for later match-up purchases.





Settee

Left Arm Two Arms Right Arm



High Corner Table

Low Corner Table

Sofa

Samsonite Customaire by the set, by the piece, by any combination.

Samsonite Customaire seating items:
Lounge Chair
Two-Arm Settee
Right-Arm Settee
Left-Arm Settee
Sofa

SEATING ITEMS (Without Decorative Side Panels)	STYLE NO.	COLOR*	COVERING	SEATING ITEMS (With Decorative Side Panels)	STYLE NO.	COLOR*	COVERI
#4010 Lounge Chair	4011	Gold	Fabric	**#4210 Lounge Chair**	4211	Gold	Fabric
Packed 1 per carton	4012	Copper	Fabric	Packed 1 per carton	4212	Copper	Fabric
Shipping Wt. approx. 55 lbs.	4013	Olive	Fabric	Shipping Wt. approx. 59 lbs.	4213	Olive	Fabric
Length: 27¼"	4016	Mediterranean Blue	Vinyl	Length: 27¼"	4216	Mediterranean Blue	Vinyl
Width: 26¼"	4017	Avocado	Vinyl	Width: 26¼"	4217	Avocado	Vinyl
Height: 21¾"	4018	Spanish Melon	Vinyl	Height: 21¾"	4218	Spanish Melon	Vinyl
(floor to arm)	4019	Black Pearl	Vinyl	(floor to arm)	4219	Black Pearl	Vinyl
#4020 Two-Arm Settee	4021	Gold	Fabric	**#4220 Two-Arm Settee**	4221	Gold	Fabric
Packed 1 per carton	4022	Copper	Fabric	Packed 1 per carton	4222	Copper	Fabric
Shipping Wt. approx. 72 lbs.	4023	Olive	Fabric	Shipping Wt. approx. 76 lbs.	4223	Olive	Fabric
Length: 49¾"	4026	Mediterranean Blue	Vinyl	Length: 49¾"	4226	Mediterranean Blue	Vinyl
Width: 26¼"	4027	Avocado	Vinyl	Width: 26¼"	4227	Avocado	Vinyl
Height: 21¾"	4028	Spanish Melon	Vinyl	Height: 21¾"	4228	Spanish Melon	Vinyl
(floor to arm)	4029	Black Pearl	Vinyl	(floor to arm)	4229	Black Pearl	Vinyl
#4040 Right-Arm Settee	4041	Gold	Fabric	**#4240 Right-Arm Settee**	4241	Gold	Fabric
Packed 1 per carton	4042	Copper	Fabric	Packed 1 per carton	4242	Copper	Fabric
Shipping Wt. approx. 69 lbs.	4043	Olive	Fabric	Shipping Wt. approx. 71 lbs.	4243	Olive	Fabric
Length: 47¾"	4046	Mediterranean Blue	Vinyl	Length: 47¾"	4246	Mediterranean Blue	Vinyl
Width: 26¼"	4047	Avocado	Vinyl	Width: 26¼"	4247	Avocado	Vinyl
Height: 21¾"	4048	Spanish Melon	Vinyl	Height: 21¾"	4248	Spanish Melon	Vinyl
(floor to arm)	4049	Black Pearl	Vinyl	(floor to arm)	4249	Black Pearl	Vinyl
#4050 Left-Arm Settee	4051	Gold	Fabric	**#4250 Left-Arm Settee**	4251	Gold	Fabric
Packed 1 per carton	4052	Copper	Fabric	Packed 1 per carton	4252	Copper	Fabric
Shipping Wt. approx. 69 lbs.	4053	Olive	Fabric	Shipping Wt. approx. 71 lbs.	4253	Olive	Fabric
Length: 47¾"	4056	Mediterranean Blue	Vinyl	Length: 47¾"	4256	Mediterranean Blue	Vinyl
Width: 26¼"	4057	Avocado	Vinyl	Width: 26¼"	4257	Avocado	Vinyl
Height: 21¾"	4058	Spanish Melon	Vinyl	Height: 21¾"	4258	Spanish Melon	Vinyl
(floor to arm)	4059	Black Pearl	Vinyl	(floor to arm)	4259	Black Pearl	Vinyl
#4030 Sofa	4031	Gold	Fabric	**#4230 Sofa**	4231	Gold	Fabric
Packed 1 per carton	4032	Copper	Fabric	Packed 1 per carton	4232	Copper	Fabric
Shipping Wt. approx. 91 lbs.	4033	Olive	Fabric	Shipping Wt. approx. 95 lbs.	4233	Olive	Fabric
Length: 72¼"	4036	Mediterranean Blue	Vinyl	Length: 72¼"	4236	Mediterranean Blue	Vinyl
Width: 26¼"	4037	Avocado	Vinyl	Width: 26¼"	4237	Avocado	Vinyl
Height: 21¾"	4038	Spanish Melon	Vinyl	Height: 21¾"	4238	Spanish Melon	Vinyl
(floor to arm)	4039	Black Pearl	Vinyl	(floor to arm)	4239	Black Pearl	Vinyl

TABLES	STYLE NO.	TOP	FRAME COLOR	DIMENSIONS
#4150 Step Table	4152	Walnut Woodgrain	Bronze	Length: 26"
Packed 1 per carton				Width: 18"
Shipping Wt. approx. 33 lbs.				Height: 21"
#4160 Low Corner Table	4162	Walnut Woodgrain	Bronze	Length: 26"
Packed 1 per carton				Width: 26"
Shipping Wt. approx. 43 lbs.				Height: 14⅞"
#4170 Two-Shelf End Table	4172	Walnut Woodgrain	Bronze	Length: 26"
Packed 1 per carton				Width: 18"
Shipping Wt. approx. 44 lbs.				Height: 21"
#4180 High Corner Table	4182	Walnut Woodgrain	Bronze	Length: 26"
Packed 1 per carton				Width: 26"
Shipping Wt. approx. 49 lbs.				Height: 21"
#4190 Cocktail Table	4192	Walnut Woodgrain	Bronze	Length: 47¾"
Packed 1 per carton				Width: 18"
Shipping Wt. approx. 47 lbs.				Height: 14⅞"

***All Frames:** Bronze
Additional Custom Fabrics: Marine, Charcoal Brown, Loden, Linen, Persimmon, Red, Honey.
Additional Custom Vinyls: Mission Gold, Ripe Olive, Cordovan, Copper, Paprika, Granada Brown, Adobe Beige, Parchment.

INSTANT INFORMATION!
Regarding All Items In This Catalog
CALL US COLLECT
PHONE NUMBER: Area Code 303 • 744-1701
Dick Churchill, Director of Contract Planning, who can give or send you:

- Name of Nearest Distributor
- Additional Product Information
- Approximate Delivery
- Name and Address of Samsonite Factory Representative

Samsonite Customaire tables:
Step Table
Low Corner Table
Two-Shelf End Table
High Corner Table
Cocktail Table

SAMSONITE CORPORATION/FURNITURE DIVISIO
1050 SOUTH BROADWAY, DENVER, COLORADO 8021
Manufacturing Plant:
Samsonite Corporation, Samsonite Boulevard, Murfreesboro, Tennessee 371

All specifications quoted in this catalog are subject to change without notic

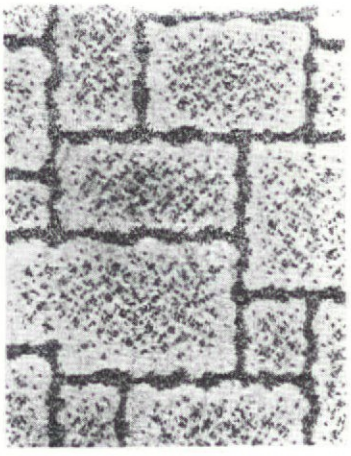
FORM NO. H-2377 PTD. IN U.S.A.

PRODUCTS & SERVICES

CONTINUED

Antron nylon Wilton carpet introduced

Philadelphia Carpet Co. has begun production of what the firm believes to be the first custom Wilton contract carpets made with DuPont's Antron nylon pile. The new carpets are expected to combine the



characteristics of custom Wilton weave carpets with the great stamina and other advantages of Antron nylon. The Wiltons will be available in a variety of weights and textures, and in any desired color or colors.

Circle No. 258 on product card facing P. 172

Shock-free outdoor carpet

Universal Carpets, Inc. is now offering a new concept in indoor-outdoor carpet. Universal's Vanguard, designed for use in heavy traffic areas, is shock-free. Its dense construction of Vectra Olefin pile yarn and Polyvinyl backing make its resilience exceptional. Vanguard is available in eight heather-blend colors.

Circle No. 259 on product card facing P. 172

American adds chain drop and coach lanterns

American Lantern has added two new lanterns to its line by designer John Caldwell. The chain drop No. 1215 has a cage length of 19 inches while the coach lantern No. 1213 has an overall length of 29 inches.

Both are 8 inches wide and feature crystal clear, beveled glass and are constructed of durable solid brass, with a weathered brass finish. They are equally adaptable to either indoor or outdoor applications.

Circle No. 260 on product card facing P. 172

HEWNRITE

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HAND HEWN PRODUCTS

IDEAL FOR:

HOMES • OFFICES • RESTAURANTS
COMMERCIAL INTERIORS

BEAMS
PANELING
TRIM
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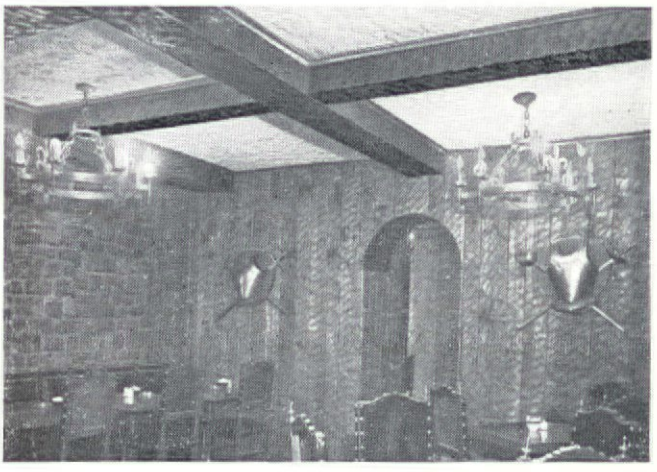

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★ Specify

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HEWNRITE INDUSTRIES, INC.
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Circle No. 97 on product card facing P. 172

R-1000 Series

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.

Circle No. 98 on product card facing P. 172

Mobile shelves save space

Storage space in a limited area is greatly increased by mobile Quik-Lok Heavy Duty Steel Shelving units by Aurora Steel Products. The unit which includes mobile and stationary shelves provides for the elimination of wasted aisle space. Mobile shelves are

mounted on tracks and move laterally to expose material in the stationary shelf behind. Stops at the open ends of the track prevent roll off and rubber bumpers mounted on the mobile unit cushion bumping against walls or other units.

Circle No. 261 on product card facing P. 172

■ We've been serving the contract trade for over 20 years and are priced accordingly! Our wearable and washable ceramic lamps — fabricated completely in our own pottery and assembly plant.

■ Write for our color catalog. If you don't find what you need, our design department can match your color and decorating scheme on orders of sufficient size.

MODERN ART PRODUCTS CO., INC.

1530 Locust St. • Kansas City, Mo. 64108

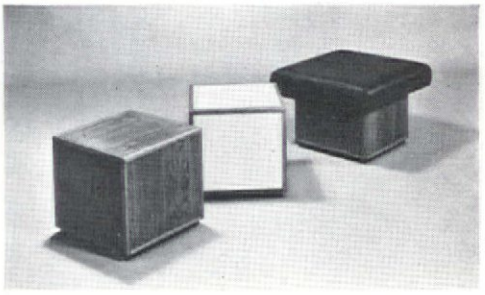
SHOWROOMS IN

New York 230 Fifth Ave.
Chicago American Furniture Mart
Los Angeles Furniture Mart
Seattle Pacific N.W. Furn. Mart
Dallas New Dallas Trade Mart

Circle No. 99 on product card facing P. 172

Oak, cubed and upholstered

The Oak Lounge series by Harter Corp. now includes an oak cube and an upholstered oak bench. The cube, 18 inches square, can be an end table, sculpture

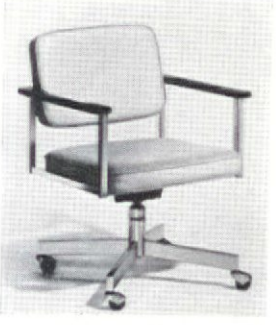


base, or just a handsome design element. Edged in solid oak, the cube is sided with either oak or plastic laminate in suede finish black or white. The bench, similar in size and construction to the cube, has a deep foam cushion covered in a range of materials.

Circle No. 262 on product card facing P. 172

Foam for the office

The executive posture chair and the side chair with arms are two of the models included in Columbia-Hallowell's line of contemporary office seating.



Both have sculptured arm rests and Richlux foam cushioning in the seats and backrests. The chairs are available in a wide selection of colors, in nylons or chromatic vinyls, or combinations of both.

Circle No. 263 on product card facing P. 172

Reception room lounges

A new triple frame, two-seater settee has been added to the V.I.P. series of B. Brody Seating Co. One of 20 modular units in the line, the settee features

squared frame and legs in polished chrome. Leather-look upholstery is soft, durable vinyl. The line is based on 24-inch square modules which can be combined in unlimited variations.

Circle No. 264 on product card facing P. 172

Circle No. 100 on product card facing P. 172

"Mr. Inside"®
mats and matting

100% Virgin Nylon face carpet compression molded for permanent bond to safe, non-skid, tear-resistant rubber base.

Write today for full story and FREE samples.

- Traps dirt and moisture before it reaches critical floor areas.
- Looks and wears better longer.
- Reduces floor maintenance costs while it enhances decor.
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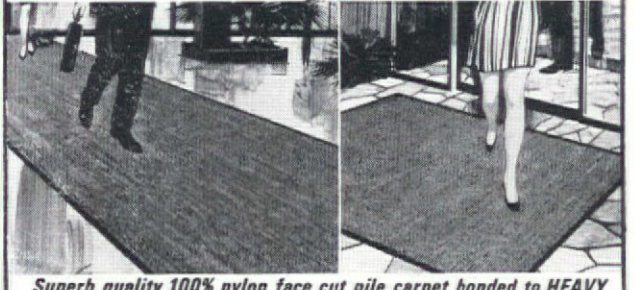
THE AKRO CORPORATION • CANTON, OHIO 44701

NEW!
"Mr. Inside"®
EconoLine
mats and matting

Quality floor protection at lowest cost



Superb quality 100% nylon face cut pile carpet bonded to HEAVY GAUGE VINYL BASE

For details and Free samples, clip this ad to your letter-head and send to:

NOW — Akro answers all the mat and matting needs of your customers from ONE source — with BOTH rubber or vinyl backed carpet matting.

Here is the companion line to our quality rubber base Mr. Inside mats and matting — also in smart decorator colors to enhance all interiors. Maintenance costs are slashed because dirt and moisture are trapped before reaching critical floor areas.

THE AKRO CORPORATION • CANTON, OHIO 44701

Circle No. 101 on product card facing P. 172

Circle No. 102 on product card facing P. 172

QUALITY • BEAUTY
PLUS PROMPT DELIVERY

AMTAB
FOLDING TABLES

Conference Room Folding Tables
Square tubular legs. Softly textured plastic wood grained top with matching edge.

Folding Tables, Chalk Boards, Bulletin Boards, Easels, Revolving Boards, Chair Trucks, Table Trucks, Band Stands, Portable Stages, Choral Stands.

Precision made of the finest quality materials, designed and manufactured for long life & service. Whatever the need . . . whatever the application . . . there is an AMTAB product that will do it better!

Write for catalog and price list

AMTAB MANUFACTURING

1747 West Grand Ave.
Chicago, Illinois 60622

PRODUCTS & SERVICES

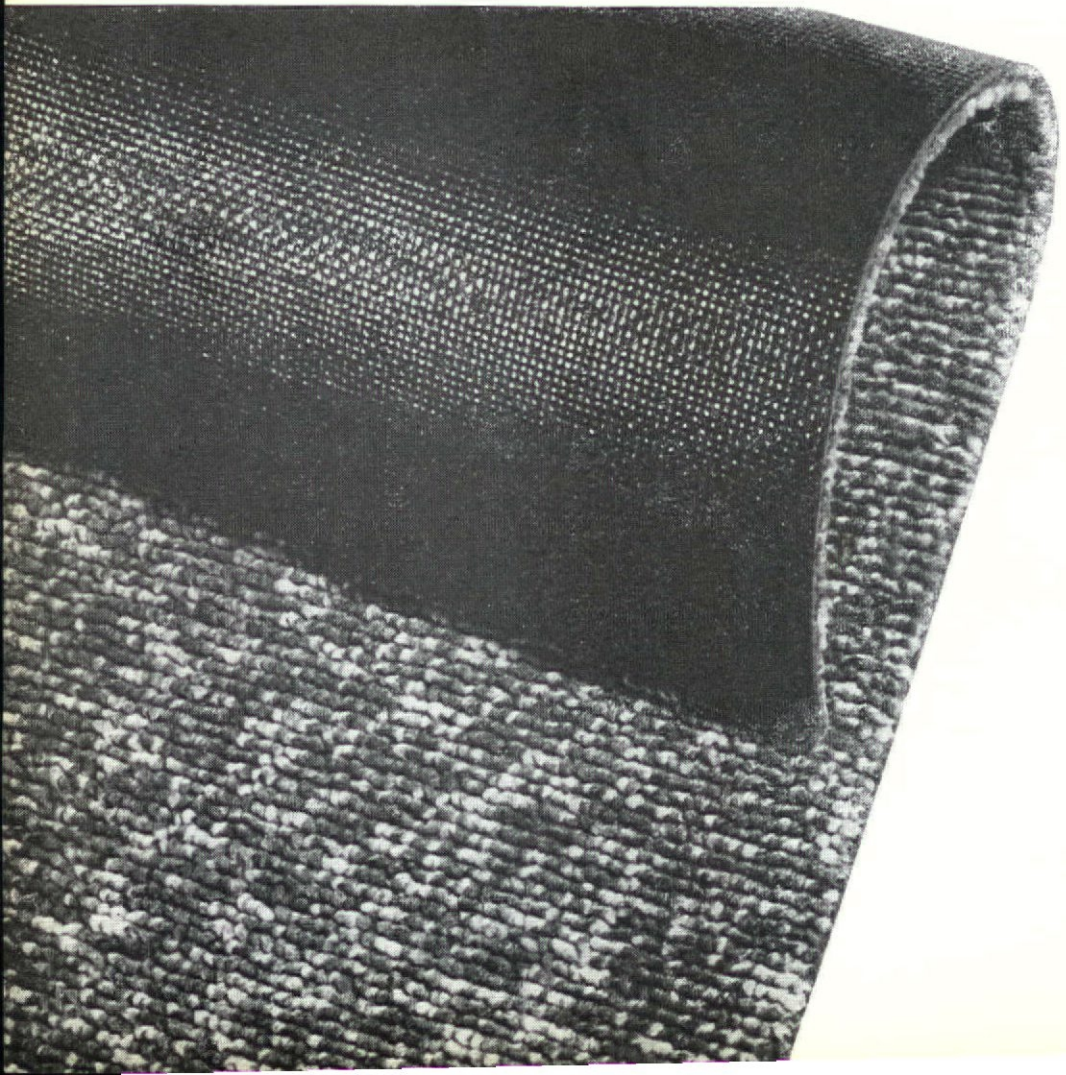
CONTINUED

Chair leads a double life

Closed, it's a sleek, contemporary chair; open, it's a comfortable bed. This practical addition to a hotel/motel guestroom provides twice the use of a single-function piece of furniture. Called Slumber/

Seat by its manufacturer, Victor Stanley, Inc., it is 35 inches wide, 33 inches deep, and 32 inches high. Pivot action easily flips open a 30 inch wide, 76 inch long bed. Mattress is firm polyfoam; upholstery comes in a wide range of fabrics and colors.

Circle No. 265 on product card facing P. 172



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 underpaddin 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
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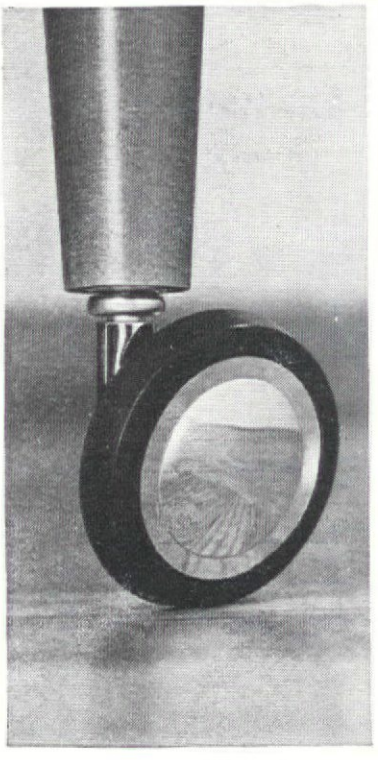

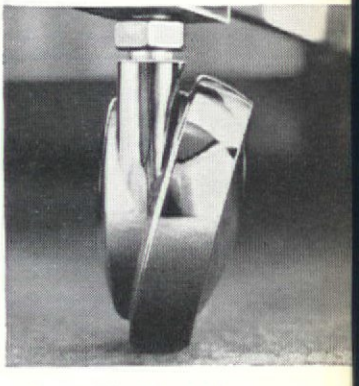

The sleek new Profile from Shepherd Casters

Give your furniture a brand new look with Shepherd Profile Casters

The exciting new Profile shape with its beautiful slim lines enhances the look of contemporary and traditional furniture and offers greater design possibilities.

The Profile caster is die-cast of strong metal alloy for a stronger, superior caster that lasts the life of the furniture. All the unique benefits of the original Shepherd ball caster are included in the Profile. It's unique design locks out foreign matter to resist jamming and the Delrin* bearings are self-lubricating.

To assure perfect tracking and symmetry, the Profile is available in right and left-hand models. Use metal tread for carpets, and non-marking urethane tread for hard floor surfaces. Eight color finishes are available: Bright Brass, Satin Brass, Antique Brass, English Antique, Bright Chrome, Satin Chrome, Black Chrome and Antique Copper.

The Profile is patented and is available only from Shepherd Casters. It's guaranteed for home use for 25 years — a bonus no other caster manufacturer offers.

For more information, please write for our Designer's Catalog.

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casters

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Shepherd Casters, Inc., Benton Harbor, Michigan 49022

Circle No. 104 on product card facing P. 172

Circle No. 105 on product card facing P. 172

and away they go ... forever

Away goes the cost and maintenance of pads . . . here at last is Care-Free poolside comfort . . . Cypress, richly stained in colors and wood grains, and heavy duty 1⅛" vinyl strapping, team-up to provide outdoor furniture for lasting beauty . . .
Perfect for Hotels, Motels, Clubs and Apartments . . .
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INDUSTRIES, INC.
790 N.W. 72nd Street
Miami, Florida 33150
305/836-2232

PRODUCTS & SERVICES

CONTINUED

Comfort chairs are compact

Space-saver chairs with anodized aluminum frames and naugahyde upholstered seats and backs are compact in over-all design and measurements, and light in weight for easy handling. Continuous back

frame and rear leg units are curved for comfort and firm balance. Foam rubber underlies the deep seat cushions and back pads of the chairs from the Emeco Division of Standard Furniture Co.

Circle No. 266 on product card facing P. 172

ONE RESPONSIBLE SOURCE...

From initial planning and design to furnishing and installation of interiors, ALBERT PARVIN & CO. serves American business as a single, competent and responsible source for completion of an entire project... hotel, motel, club, restaurant, bank, executive office, institution, commercial or industrial enterprise! ONE RESPONSIBLE SOURCE for total interior design and furnishing needs, combining beauty, economy and efficiency...

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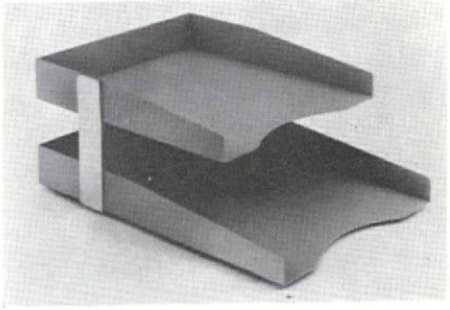
Subsidiary of Parvin/Dohrmann Company

Circle No. 106 on product card facing P. 172

Stackable letter trays with hand cutouts

The 542 series of Steelcase letter trays can be stacked in two, three, or four tiers, with legal and letter sizes intermixed. Heavy gauge steel brackets assure stability with two, three, or four prongs for tray assembly. Prongs slide into channels welded to the



bottom of the trays. Trays feature a hand cutout to facilitate paper handling and molded polyurethane feet to prevent slipping. Choice of 18 acrylic enamel color finishes; brackets can be finished in brushed or polished chrome or any of the acrylics.

Circle No. 267 on product card facing P. 172

Space-saving roll-out files

Roll-out cradles, which expose records from the top and side to permit fast drop or shelf filing, extend a maximum of 15⅞ inches into the aisle in these

Conserv-a-file units from Supreme Equipment & Systems Corp. Conventional file drawer pull-out space requirements are reduced almost by half. Posting shelves in each unit make it possible to work right at the files. Each unit is 36 inches wide.

Circle No. 268 on product card facing P. 172

Weight watcher vinyl wallcovering

B. F. Goodrich's Koroseal vinyl wallcovering is now available in three distinct lasts. Regular Koroseal, the heavy weight, is rugged, practical, easy to maintain, and available in a wide selection of colors and patterns. Koroseal with Tedlar is treated with Dupont's new stain repellent, Tedlar PVF Film, which is designed to hold stains on the surface so that they can easily be wiped away. This last is especially suitable where rugged wear is needed and easy maintenance a must. Finally Goodrich has developed Koroseal Lite-Line for light traffic areas. This covering is lighter in weight and lower in cost than regular Koroseal. The five Lite-Line patterns have been designed for interiors where heavy duty vinyl is not required.

Circle No. 269 on product card facing P. 172

LIST $159 6850WT

LIST $136 6400

LIST $276 8020B

LIST $233 85

VERSATILE SEATING AND INTERIOR FURNISHINGS IN A VARIETY OF FUNCTIONS, FORMS AND MATERIALS MAY BE SEEN IN OUR CATALOGUE AND ILLUSTRATED PRICE LIST OR AT ONE OF THE FOLLOWING I. V. CHAIR CORPORATION SHOWROOMS: IN NEW YORK AT 969 3rd AVE.; IN CHICAGO AT 325 NORTH WELLS ST.; IN SAN FRANCISCO AT 430 PACIFIC AVE.; IN LOS ANGELES 8900 MELROSE AVE.; IN BOSTON AT 90 CANAL ST.; IN SEATTLE AT 1658 EAST OLIVE WAY; IN PITTSBURGH AT 719 LIBERTY AVE.

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iv

LIST $147 4933T

LIST $660

Circle No. 107 on product card facing P. 172

6800 EX. Executive swivel tilt Naugahyde® with attached ribbed pillow back, 4" foam seat, polished aluminum base, hooded ball casters. Overall width: 23½"; depth: 26"; height: 33". Inside back height: 24". Inside seat width: 20"; depth: 19½". Fabric seat optional.

This is a Jansko Chair.

It swivels and tilts. It's very comfortable and durable. In fact, it compares with some of the most expensive chairs of its kind — in everything but price.

Jansko also makes very fine tables, desks, couches, ottomans and benches. They will never swivel or tilt.

Pictures, descriptions and prices are contained in our colorful new brochure. Send for it.

Write David C. Jackson, President

jansko, INC.
P.O. BOX 1756,
FORT LAUDERDALE, FLORIDA 33302

See us at the 1968 NOPA Show in booths 4837 and 4838, New York Coliseum.

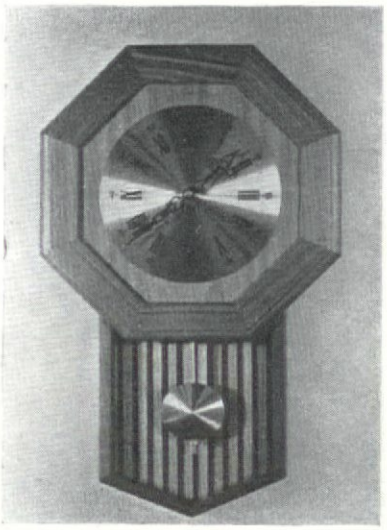
Circle No. 108 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

School house becomes decorative

The old schoolhouse clock has been adapted into a fine piece of crafted furniture by the Belwood division of Timette Corp. The case is solid walnut in deep carved relief. The spun gold dial and ebony



hands complement the carved background. The swinging pendulum is battery operated and guaranteed to operate for a year on a flashlight battery. Dimensions are 16 inches high by 10 inches wide.

Circle No. 270 on product card facing P. 172

Celebrating our 21st anniversary of serving the hotel-motel trade, we proudly present our "Holiday" twin lamp. Finished in any color to match your decor.

Color catalogue available. We will gladly design and color coordinate lamps for your special needs on quantity orders.

CONTINENTAL LAMP COMPANY, INC.
5700 N.W. 35th Ave. Miami, Fla. 305/633-0224

Circle No. 109 on product card facing P. 172

When clean-up time comes around...

The Collins & Aikman carpet of Zefkrome® acrylic cuts the time in half

This is the carpet developed to make a handsome public appearance. And keep it, through time and tides of people. Rich, resilient, uniquely durable, it offers a new dimension in maintenance: less of it. Because Zefkrome is a round, cross-section acrylic that withstands soil-entrapment, the Collins & Aikman carpet is remarkably easy to clean and returns to its original appearance after on-location cleaning better than any other acrylic carpet.

You'll like its decorating potential too. Big and beautiful, with multi-chromes that create as many color schemes as you have room for. From offices to suites, to lobby floors and retail stores. Wherever it goes, the Collins & Aikman carpet is built to take the public in its stride.

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. 110 on product card facing P. 172

team form

design: Walter Müller/Karl Odermatt/Franz Hero

team form starts with this refreshingly different seat and back, subtly—doubly curved for comfort.

From then on, the choice is all yours. Specify wood or upholstered seats and backs. Combine them with wood, chromed, or enamel finish frames. In models that gang, stack, or stand free. Add matching tables if you wish.

The concept is Swiss. The detail European. And Harter/Lübke puts it all together here in the U.S.A.

For a closer look at how **team form** can fit into your future, visit any Harter showroom, or write for your brochure.

Showrooms: New York / Chicago / Denver / Los Angeles

HARTER Lübke

HARTER CORPORATION
1030 Prairie Avenue
Sturgis, Michigan 49091

Please send me the Harter/Lübke team form *brochure.*

Name

Title

Firm

Address

City State Zip

Circle No. 111 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

New screen-print wallcoverings

Richard E. Thibaut Inc. has a new collection of 112 screen prints on vinyls, I-Peal strippable wallcovering, washable hand--printed flocks, high quality metallic foils, and screen-printed fabrics. Among the

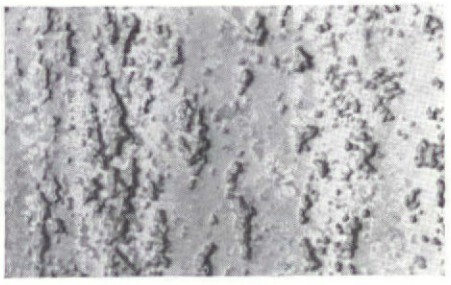
designs are Les Pavots, a bright, colorful poppy design (left) on vinyl in four colorways, and Pavanne (right) on I-Peal strippable wallcovering, in four colorways with matching fabric.

Circle No. 271 on product card facing P. 172

Circle No. 112 on product card facing P. 172

Marlite adds second tavertine panel

Marlite has added a second textured tavertine panel to its line of decorator paneling for 1968. Called Lombardy, this panel has a distinctive white appearance in contrast with Tuscany, which has the neutral



tones of Italian limestone. Prefinished with a satin finish, the paneling comes in square-edged 4- by 8-foot panels, and tongue-and-grooved 16-inch by 8-foot planks, each ¼inch thick.

Circle No. 272 on product card facing P. 172

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. 273 on product card facing P. 172

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Circle No. 80 on product card facing P. 172

Important New Design Books from McGraw-Hill

1 OFFICE PLANNING AND DESIGN.
By MICHAEL SAPHIER.

Using examples drawn from the experience of his own extremely successful design firm, the author lists usable standards, valuable dimensions and some "do's and don't" on the functional aims, aesthetics, and financial considerations of office planning. He stresses the need for thorough follow-through of every design from its initial stages to ultimate use. Many detailed drawings and photographs illustrate the various design solutions to specific problems. A number of valuable check lists are included. All aspects of organizing and running a design firm are analyzed and discussed.

Contents:

I Understanding:
. . . the operational aims
. . . the aesthetic goals
. . . the financial limitations.

II Analyzing:
. . . the amount of space required
. . . the direction: rent, build, or remodel
. . . a program for a new building.

III Exploring:
. . . space use
. . . the budget
. . . design.

IV Preparing:
. . . a design presentation
. . . working drawings
. . . a purchasing program

V Co-ordinating:
. . . the bidding
. . . the building
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VI The Practice:
. . . of Office Planning.

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. . . Personnel
. . . Procedures
. . . Philosophy.

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2 ART IN ARCHITECTURE.
By LOUIS G. REDSTONE.

This is an excellent study of a directory to the most recent and notable use of art in buildings. The examples represent a wide and varied cross section of types of buildings, and of varied approaches to the use of art forms. Works of well-known architects and artists as well as of young and talented professionals are presented. The architect, designer, owner or trustee will readily see from this material that he may be able to *find able and competent artists in his own area.* The book is an invaluable reference and source of ideas for practitioners and clients alike. **252 pp., $19.95**

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Circle No. 114 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Easy rising with high arms

Arm rests slightly higher than normal facilitate rising from this high-back chair specially designed for the elderly and infirm by Viko Modern. All edges of the chair are rounded and the seat and back are both removable. The chair made by the

Baumritter Corp. also comes in a club version with a lower back making the duo a perfect set for a hospital room. Both are vinyl upholstered and have a polished chrome finish. They are available in a variety of colors.

Circle No. 275 on product card facing P. 172

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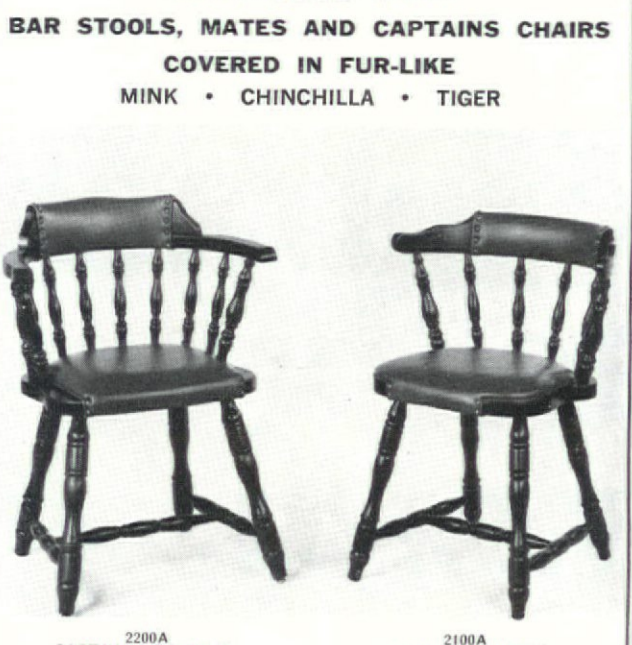
BAR STOOLS, MATES AND CAPTAINS CHAIRS COVERED IN FUR-LIKE

MINK • CHINCHILLA • TIGER



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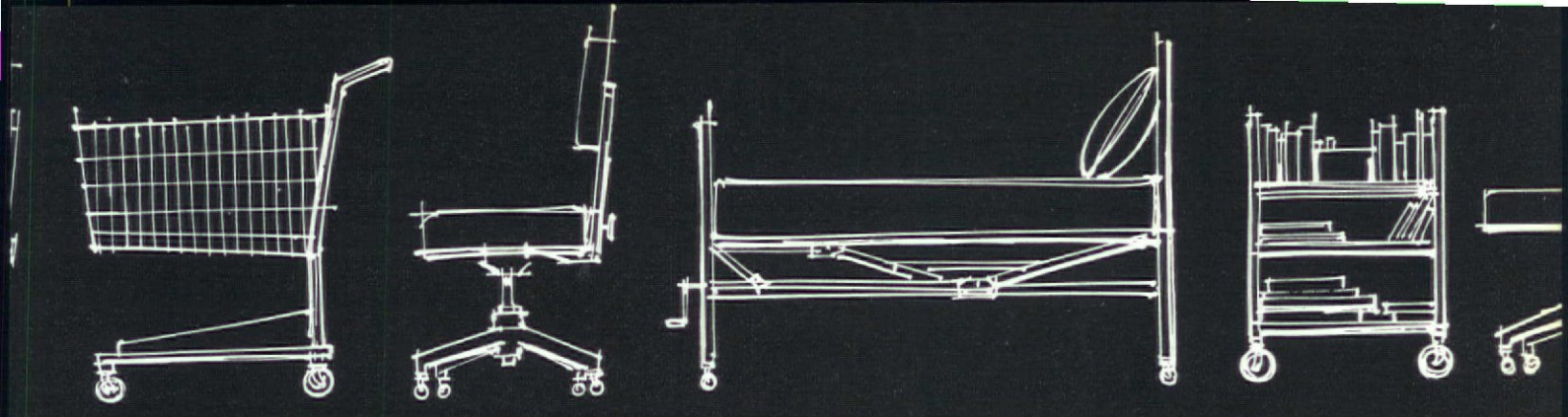
Circle No. 115 on product card facing P. 172



Proven perfect answer for specifiers for carpeting areas with wheel activity...

Direct glue-down installation of double Jute-backed carpets

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

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

Benefits

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

Savings

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

Jute's function

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

Applications

Use in any location where free movement of conventional wheels and casters is desired. General offices, hospitals, libraries, supermarkets, computer areas, restaurants, etc.

Taking up

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

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

Left, from Installation Specialist
Below, from Floor Covering Weekly

JUTE

Circle No. 116 on product card

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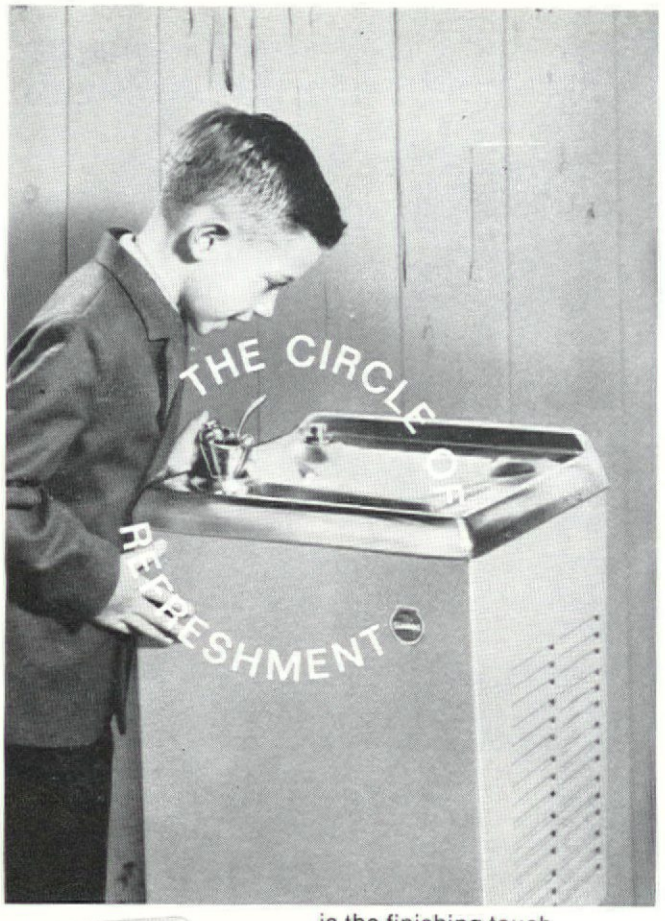

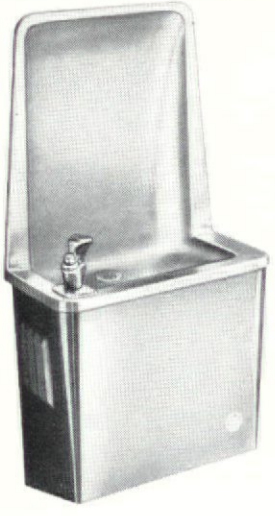

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See Sweet's Architectural File or Mechanical Products Catalog for basic specification data, or write for A.I.A. Catalog.

SUNROC

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S-800

Circle No. 117 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Carpet blends beauty and durability

Amtico creates beauty and luxury in a continuous filament pure nylon carpet. Available in 12 foot and

15 foot widths, the carpeting is constructed with six stitches per inch tufted on a jute back in a tip shear pile.

Circle No. 276 on product card facing P. 172

Color clarity in ceramic tile

Harvest Gold is the newest color added to United States Ceramic Tile Co.'s Romany-Spartan bright glaze wall tile line. The tile is made with high-fired body clay for color clarity and like all Romany-Spartan tiles is easily cleaned and scratch resistant. Harvest Gold is now available in 4¼ inch square size standard matching trim pieces.

Circle No. 277 on product card facing P. 172

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Circle No. 118 on product card facing P. 172

"PATTORQUE" by PATCRAFT

. . . a new look in tufted commercial carpeting!

"PATTORQUE" is a classic overprint design on a 3-ply, 3-color Creslan one-tenth gauge level loop fabric. Gives a 3-frame Wilton effect which is ideal for public areas such as lobbies . . . corridors . . . restaurants . . . etc. Available in 10 color rations and 2 weights—34 oz. for moderate traffic and 45 oz. for heavy traffic. Can be easily color coordinated with standard torque which is 3-color fabric without overprint. And . . . most important . . . "PATTORQUE" passes the tunnel test for flammability! 12′ width only.

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Circle No. 119 on product card facing P. 172

No. 468

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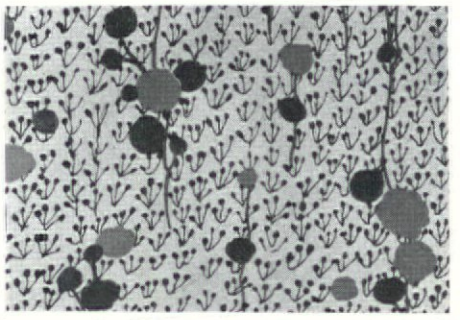
Circle No. 120 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Sea grass selected for handbook

Sea Grass, a custom hand print from Gordon Winslow Fabrics, has been selected for inclusion in Mohair



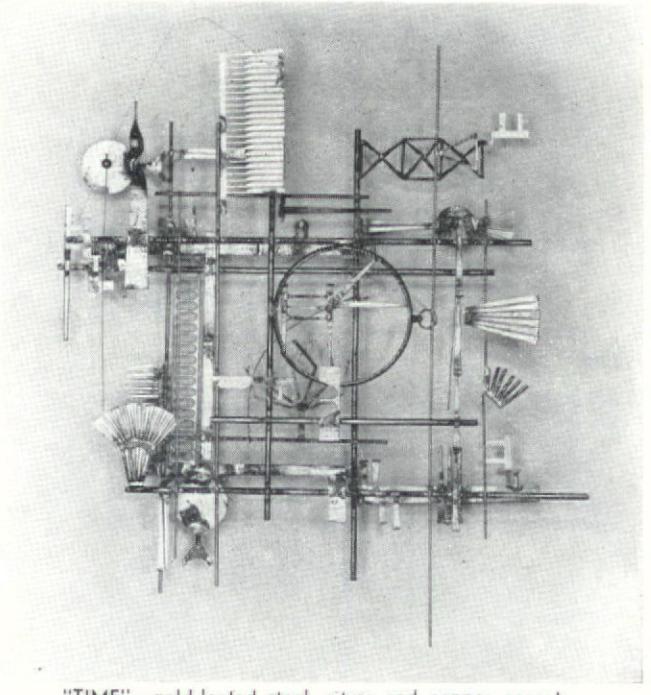
Council's second edition of its Decorator's Handbook on Mohair. Sea Grass has a content of 35 percent mohair and is also available on paper or vinyl.

Circle No. 278 on product card facing P. 172

Virgin wool carpets available

Locke Pointe virgin wool carpets by Locke Loom Carpets, Inc. are available in basic stock colors and in special tones. Both Locke Pointe stock and special are 100 per cent wool in three-ply tweed. Primary backing is woven Poly-Lock with jute or High Density Rubber secondary backing. Twenty special colorations plus custom colorations are offered.

Circle No. 279 on product card facing P. 172



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Circle No. 121 on product card facing P. 172

Circle No. 122 on product card

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So remember. No matter what your carpet is up against, Poly Bac is behind you all the way.

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Poly Bac®

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Circle No. 124 on product card →

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Circle No. 125 on product card facing P. 172

PRODUCTS & SERVICES

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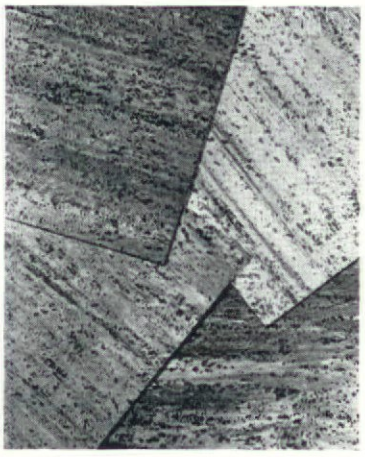
Commercial-grade resilient travertine tile

Royal Travertine, a new vinyl asbestos commercial grade tile, is deeply embossed to duplicate the textural beauty of travertine marble. The patterning goes completely through the entire thickness of the tough



vinyl asbestos. The Ruberoid tile, by the floor products division of General Aniline & Film, is ⅛-inch thick, comes in 12-inch squares, and may be used on, above, or below grade.

Circle No. 280 on product card facing P. 172

Moresque!

STYLE 14-224

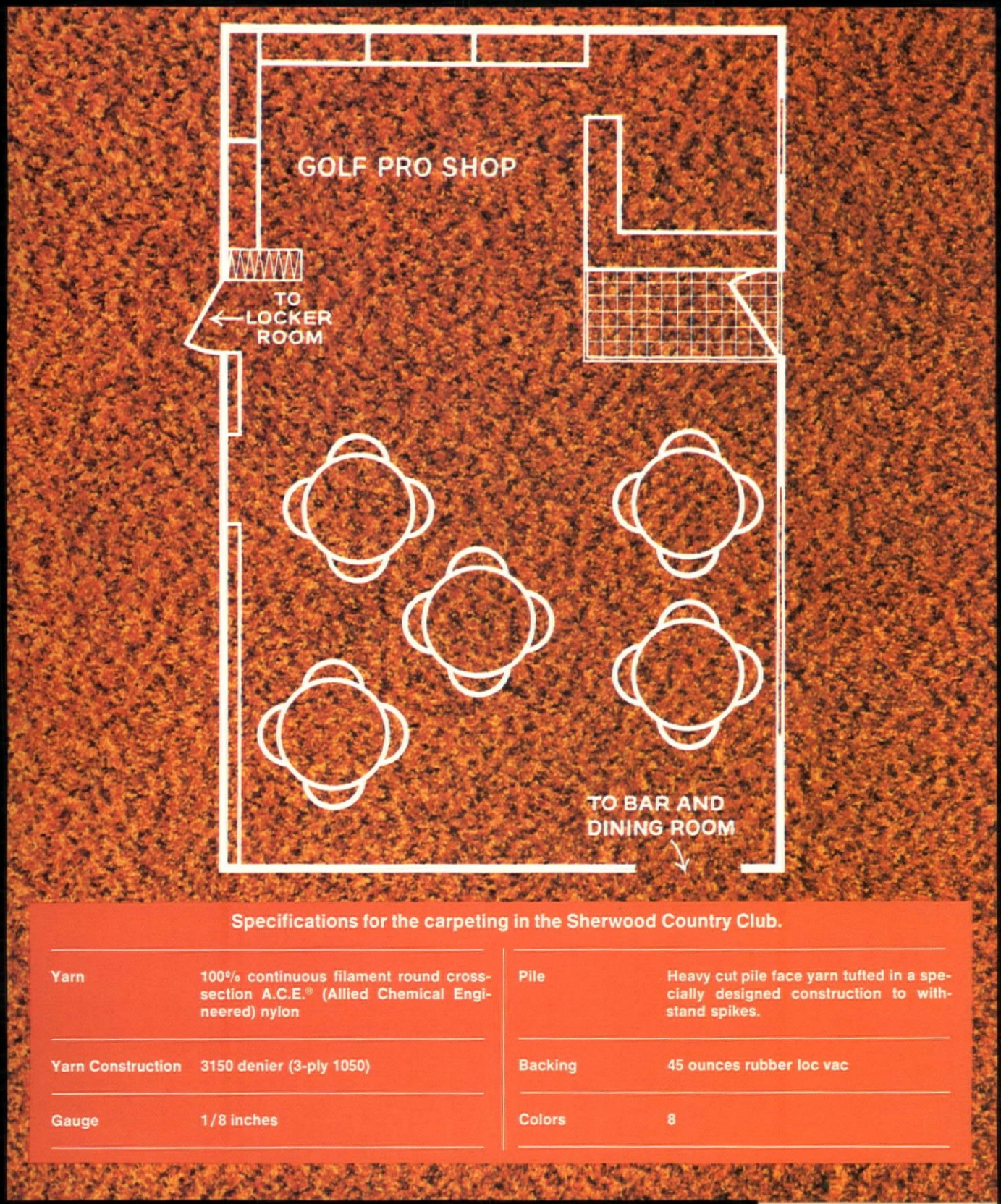
. . . One of the many new additions to our magnificent Mediterranean chair group. Extra strong bentwood construction adds lasting quality to your finest decor requirements.

BIANCO MANUFACTURING COMPANY
2736 VICTOR ST. ST. LOUIS MO. 63104

Circle No. 126 on product card facing P. 172

This is a Commander.

Mr. Harold Hymen, Vice President and Contract Manager of Carpetland, U.S.A., in Munster, Indiana. He commanded carpeting of Allied Chemical nylon fiber from Monarch Mills for the Sherwood Country Club, Shererville, Indiana. Why? Because Mr. Hymen knew that A.C.E.® (Allied Chemical Engineered) nylon fiber takes color better . . . wears better. A.C.E. provides elegance and luxury in carpeting that is high in durability and low in maintenance. In fact, the luxurious pattern Mr. Hymen chose was specially engineered to withstand the daily abuse of golf-shoe spikes! Mr. Hymen commanded carpeting of Allied Chemical nylon.



Specifications for the carpeting in the Sherwood Country Club.

Yarn	100% continuous filament round cross-section A.C.E.® (Allied Chemical Engineered) nylon	Pile	Heavy cut pile face yarn tufted in a specially designed construction to withstand spikes.
Yarn Construction	3150 denier (3-ply 1050)	Backing	45 ounces rubber loc vac
Gauge	1/8 inches	Colors	8

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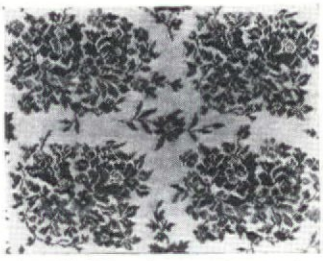
PRODUCTS & SERVICES

CONTINUED

Pettipoint copied in wool wilton

Hardwick & Magee has used a handsome pettipoint design in creating a new all-wool wilton. Multi-color floral blends softly into pastel green or dusty pink



background. Available in rectangular area sizes ranging from 4 foot 6 inches by 6 foot 9 inches; to 11 feet 3 inches by 15 feet 9 inches. A 27-inch width for wall to wall installations is also available.

Circle No. 281 on product card

Hand-etched laminate

No two pieces of Copperlite, the decorative copper-clad laminate by Pioneer Plastics Corp., are alike. Each piece is color etched by hand and then coated with a clear epoxy. This hand decoration assures that there be no duplication. Copperlite can be used for vertical or horizontal applications.

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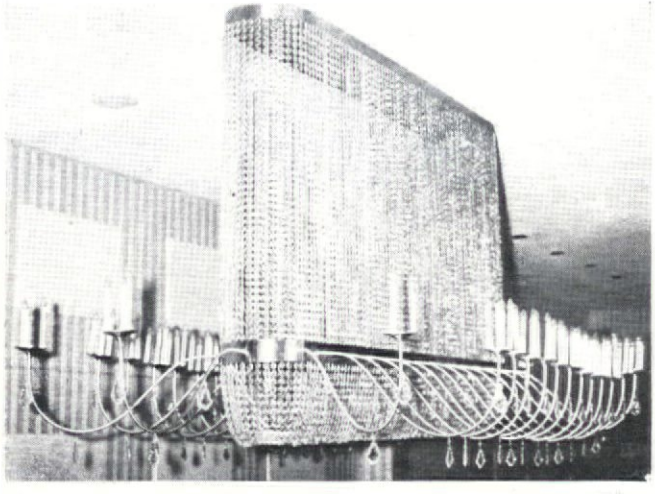

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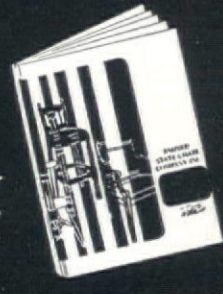

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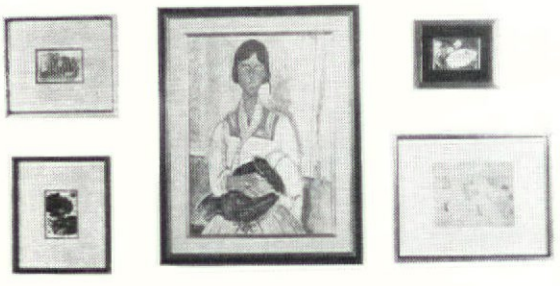

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Circle No. 131 on product card facing P. 172

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MANUFACTURERS OF CONTRACT SEATING

Mediterranean Style—Bar Stool
Wrought iron—supported vinyl
Heavy steel stamped ball bearing swivel
All Polyurethene foam padding
Decorative Nail Trim

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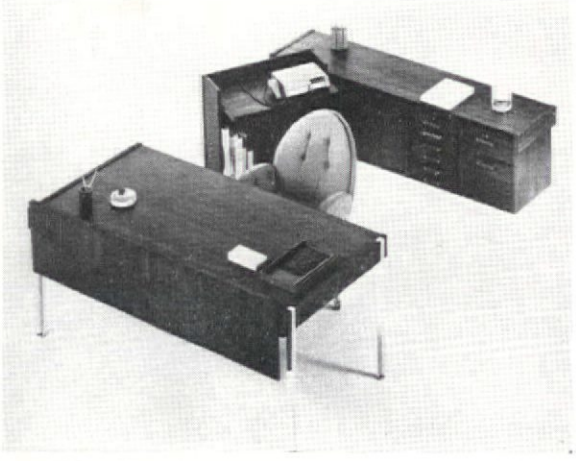
Circle No. 132 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Oak finish added to line

The Departure line of office furniture, by Designcraft Corp., has been expanded to include optional

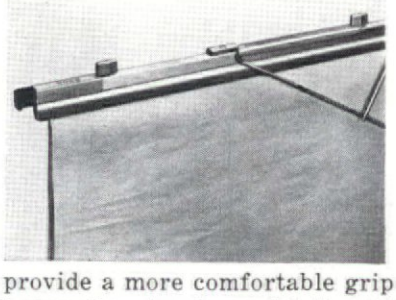


oak finish Micarta laminated plastic surfacing on most pieces. The group consists of platform tables, mobile pedestals, and multi-purpose riding units.

Circle No. 283 on product card facing P. 172

Blueprint binder updated

A brushed chrome knob and solid clip have replaced the wing knob and spring clip of the Plan Hold

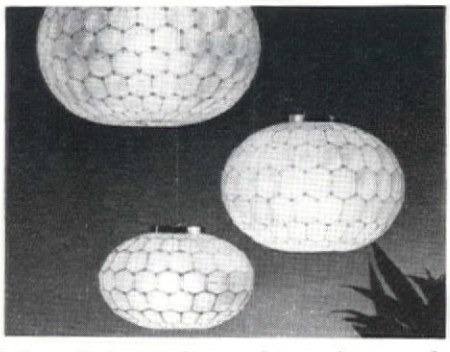


binder, to provide a more comfortable grip for opening and closing the aluminum friction binder. The binder will hold up to 100 sheets without punching holes, or stapling.

Circle No. 284 on product card facing P. 172

Oriental mystique

Natural translucent shell, hand cut and sewn together with strong nylon thread, creates honeycomb lamps, which Decorative Imports combines into spe-

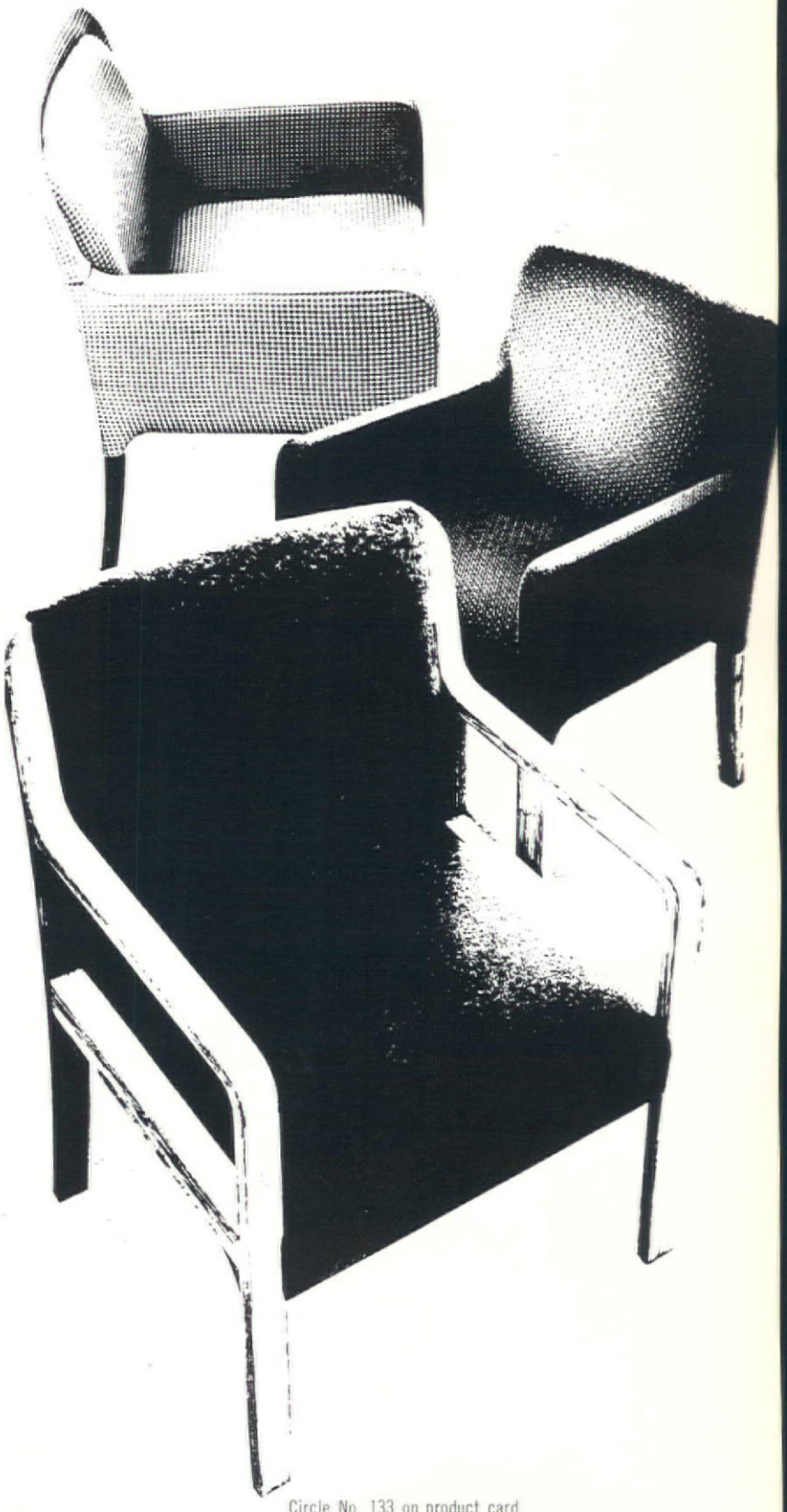


cial lighting fixtures in various sizes and shapes. Small (10″), medium (14″), and large (16″) sizes are available in round, oblong, and squash shapes.

Circle No. 285 on product card facing P. 172

RB712 chair, RB711 chair
RB710 chair
designed by
Robert Benham Becker.
Helikon.
315 East 62 Street
New York 10021
(212) MU 8-3210

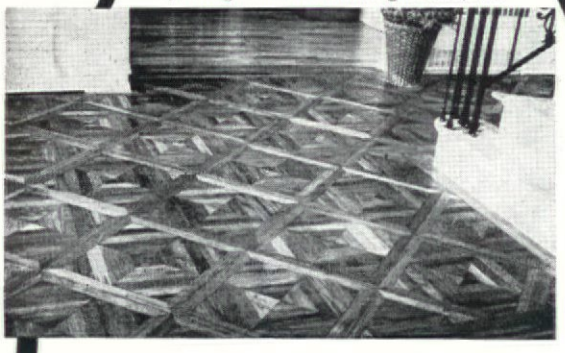
HELIKON



Circle No. 133 on product card

GENUINE IMPORTED
Thai-Teak™
PARQUETRY FLOORING

Manhasset, N. Y. residence
by Designed Wood Flooring Center, Inc.



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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.

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☐ Please have your representative call on me.

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ADDRESS_____

Kayser Roth, Fifth Ave., New York, N. Y.
by Saphier, Lerner & Schindler, Designers

SYMBOL OF EXCELLENCE

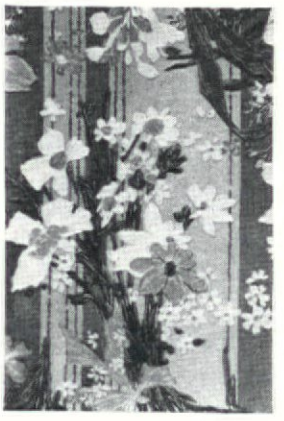
Circle No. 134 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

Screen-print fabrics

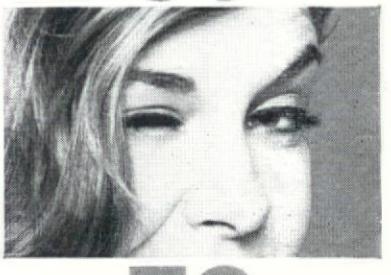
Each of the patterns in La Classique, Artmark's new fabric collection, is screen printed, 50 percent cotton, 50 percent avril, and 54 inches wide. Flora



and foliage in Carousel (left) are traced in 10 colors. On Cheval (right) perennials are clustered against a backdrop of muted stripes in 12 colors from pales to brights.

Circle No. 286 on product card facing P. 172

YOU HAVE A GREAT DATE IN '68



53rd National Hotel & Motel Exposition

NEW YORK COLISEUM · NOVEMBER 11 THRU 14, 1968

JOHN FRANCIS ISARD, CHAIRMAN

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Circle No. 135 on product card facing P. 172

Circle No. 136 on product card facing P. 172

when Janey's as old as Joan . . .

the SurfLine warranty will expire !

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

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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.

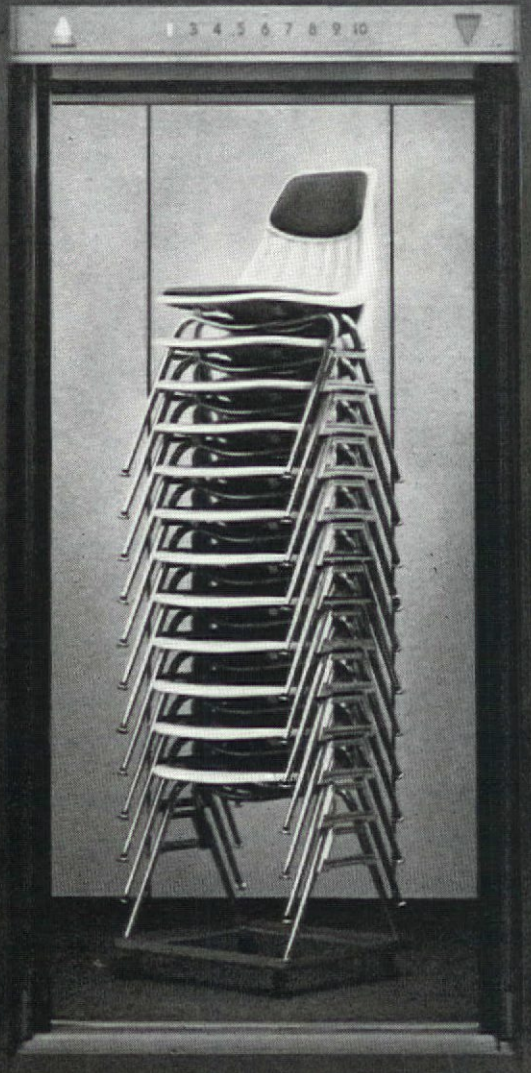
See them, along with the complete La Chaise line of contract seating, conference and work tables, at our national distributors —Cranbrook Inc., 515 Madison Ave., N.Y., N.Y.

Circle No. 137 on product card facing P. 172

Sculptura...

35th FLOOR
24th FLOOR
17th FLOOR
8th FLOOR
5th FLOOR

From high-level executive meetings to employee dining . . . Sculptura belongs. Functional seating at its finest . . . the success story of Clarin Chairs!



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4640 West Harrison Street • Chicago, Illinois 60644

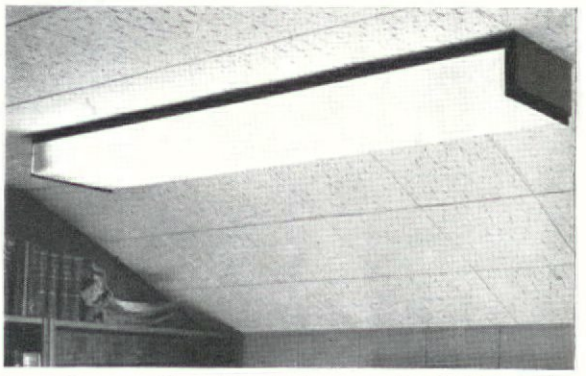
Circle No. 138 on product card facing P. 172

PRODUCTS & SERVICES

CONTINUED

New surface lighting fixture

Called Ceilingmate, Armstrong's 4-foot, 2-lamp unit is designed for use with either a suspended ceiling or a tile ceiling. When used with suspended ceilings,



patented mounting brackets permit Ceilingmate to be installed anywhere on the grid system. It is also UL approved for installation directly to combustible wood fiber ceilings. Ceilingmates can be installed as single units or in tandem.

Circle No. 287 on product card facing P. 172

YOU
HAVE A HANDCRAFT
WORKSHOP IN SPAIN

Spanish Manufacturer of Hand-made Decorative Articles (Wrought Iron, Wood carvings, Stone sculptures, Furniture, Wood paintings and Wax candles) with 8 years experience in hand-manufacturing decorative articles for the U.S. market, will gladly devote its workshop and skilled craftsmanship to the preparation of your own designs.

Lapeyra & Taltavull, S.A.
Calle Industria 127
Barcelona 13, Spain

Circle No. 139 on product card facing P. 172

Circle No. 140 on product card facing P. 172

THINKING **CONTRACT?**

THINK **WALLWEAVE!**

The NEW (Vol. 4)
collection of
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is *SOMETHING TO SEE!*

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THE WARNER CO.
108 S. Desplaines St., Chicago 60606
470 Decorative Center, Dallas, Tex.

series190

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

Schafer Bros. INC.

Circle No. 141 on product card facing P. 172

Tufted back swivel chair

Craftsmaster Industries has introduced an executive swivel chair series (1200 Series), which includes

tufted-back (illustrated), channel-back, and plain upholstery. This high back series is supplemented by a low back model (1100 Series).

Circle No. 288 on product card facing P. 172

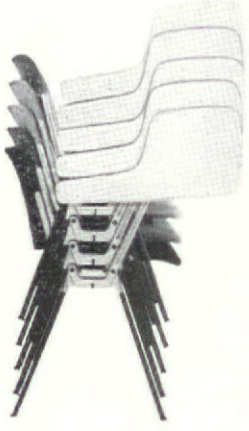
Random-sheared wool carpet

Finesse, one of C. H. Masland's mid-season carpet collection is a 100 percent wool carpet with an un-

usual variation-on-a-theme pattern. This random sheared carpet is available in nine colors in 12 and 15 foot widths.

Circle No. 289 on product card facing P. 172

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.

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440 park ave. south, n.y. 10016 (212) mu 4-4750

Circle No. 142 on product card facing P. 172

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GOOD DESIGN
by the Museum of
Modern Art, New York

GOOD DESIGN

PYREX GLASS SAND URN •

	Ht.	Dia.
#850	18"	8¾"
#1050	18"	12"
#1250	24"	12"

- sand urns
- wall ash receivers
- smoking stands
- waste baskets
- waste receptacles
- ash trays
- wardrobe racks
- costumers
- planters
- umbrella stands
- desk appointments

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MANUFACTURERS AND DISTRIBUTORS
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Circle No. 143 on product card facing P. 172

Curved back for comfort

A deep curved back provides the ultimate in comfort in a dining chair. The chair, by Virco Mfg. Corp.,

is available in three color combinations and has a back and seat of polythurethane foam. The accompanying table comes in a variety of sizes, colors,

and base designs and with a tip of regal walnut, teak, or white gold fleck.

Circle No. 146 on product card facing P. 172

Circle No. 144 on product card facing P. 172

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

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

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

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The Beauty's Free

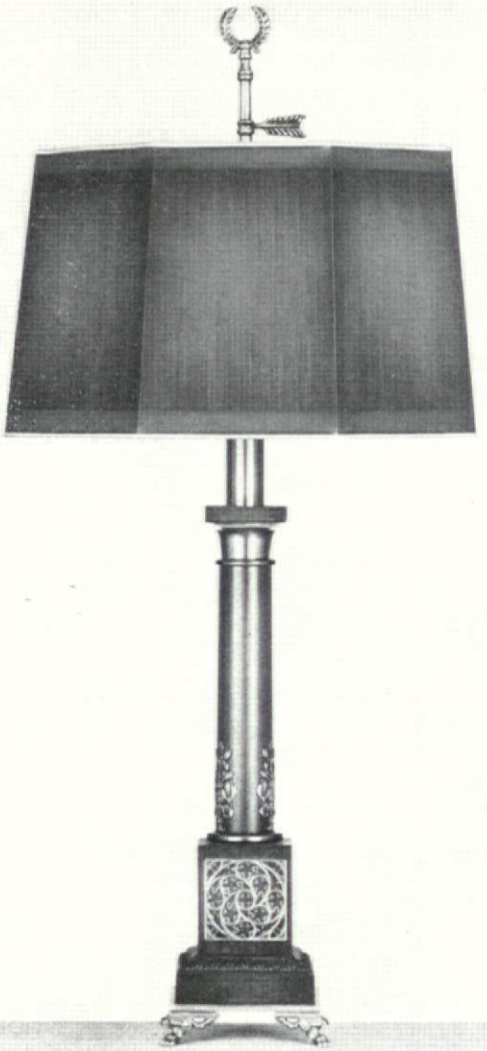
What you buy is the rugged Provincial Elm construction, extra bracing, gluing and doweling, and the durable finishes that make Country Contemporary almost indestructible . . . tough enough to stand the abuse it gets in dormitories, lodges, and troop installations. We don't charge extra for Country Contemporary's casual, relaxed, elegant air . . . its special beauty that sets a whole new mood in interior decor. Over fifty perfectly coordinated pieces, available in a choice of dark or light antique finish. Our catalog's available on request . . . why not write for it? 6-2

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

SPARTA FURNITURE SHOPS, INC.
Sparta • Michigan

DISPLAY • 1222 MERCHANDISE MART • CHICAGO

Circle No. 145 on product card facing P. 172



429-1

BOUILLOTTE: Antique green, tole finish wood column. Inlaid old brass finished mountings. Shade ...matching tole octagonal opaque parchment. Overall Height 32".

Paul Hanson

15 East 26th Street
New York

1256 Merchandise Mart
Chicago

Circle No. 147 on product card facing P. 172

For Elegant Dining... it's Adam by *Hardy Craft*

Available for Immediate Delivery

Set the mood of elegance with Adam—the look of luxury that belies its cost!

Long wearing, yarn-dyed cotton damask, in the traditionally beautiful, always beloved Adam pattern, gives you the ultimate in serviceability and value. A *permanent finish* guarantees durability that stands up to repeated launderings.

NO MINIMUM ORDER REQUIRED!

Gold, Blue, Pink and vivid Red (with napkins to match) are available in:

72" square or round cloths,
90" square or round cloths,
and 54" and 72" yard goods.

White is available in *all standard* round and square sizes—***from 45" to 90"***

SPECIAL ORDERS can be crested or yarn-dyed to your color specifications.

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JAMES G. HARDY & CO. INC.
Dept. CO-3, 11 East 26th St., New York, N.Y. 10010
or Phone: 212-MU 9-6680

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Company.....

Address.....

City.....*State*.....*Zip #*.....

☐ *Check here if you would like to receive further details on our FREE Design Counsel Service.*

Circle No. 148 on product card facing P. 172

MANUFACTURERS' LITERATURE

A wallcovering brochure illustrates samples of Cohyde wall fabric patterns that are designed exclusively for the contract market. By the Coated Fabrics Division of Interchemical Corp., the Designer Collection includes the look of real wood in the Director pattern and the appearance of cork in Tirador's.

Circle No. 290 on product card facing P. 172

Hardwood plank paneling, prefinished and solid, are not veneers but have thicknesses of either ½ inch or ¾ inch. Produced by Townsend Paneling, Inc., the plank paneling are in random widths and random lengths, in a great number of woods and finishes that are described and illustrated in a new brochure.

Circle No. 291 on product card facing P. 172

Drafting furniture by Stacor Corp. focuses on the Coordinate Group, which combines drafting tables and desks into one unit. Also shown in the 6-page brochure are automatic Stacor-matics and four post drafting tables, supplemented with complete specifications and pricing information.

Circle No. 292 on product card facing P. 172

Wood beams, paneling, and trim are illustrated and described in brochures available from Hewnrite Industries. Beams are offered in a variety of finishes or in the unfinished state. Ceiling beams as well as standing beams, paneling, and matching trim are shown in the full color folders.

Circle No. 293 on product card facing P. 172

Colorail systems are described in a brochure available from Julius Blum & Co., Inc. The 16-page booklet features drawings and information about the system which consists of plastic sheathed aluminum posts, plastic handrail moldings, and aluminum supports and fittings.

Circle No. 294 on product card facing P. 172

Coordinated ceramic mosaics are featured in a 4-color, 10-page brochure published by Interpace. Palettes of the natural clay body ceramics, porcelain ceramic mosaics, and Franciscan coordinated ceramic mosaic patterns are included in the booklet.

Circle No. 295 on product card facing P. 172

Guest motivations, preferences, and pet peeves were the subjects of a recent survey taken by the American Hotel & Motel Association. W. H. Shipley, Proctor & Gamble Distributing Co., is making the study and a brochure highlighting the responses of the frequent traveler is now available.

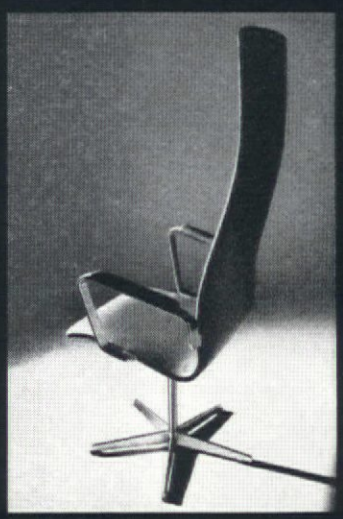
Circle No. 296 on product card facing P. 172

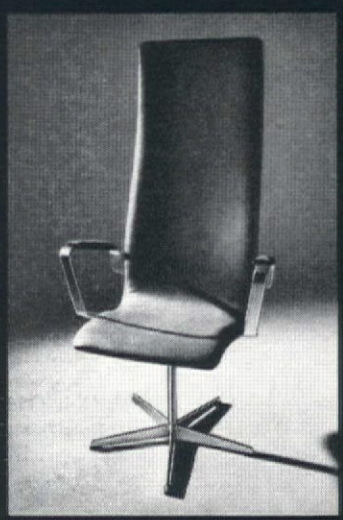
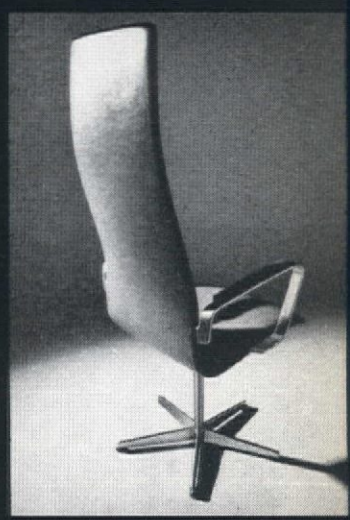
Desk accessories and office specialties are described in a 32-page color illustrated catalog from Polar Manufacturing Co. Full lines of cowhide, leather, wood and leather, and metal and leather desk sets are available.

Circle No. 297 on product card facing P. 172

FH
FRITZ HANSEN
979 Third Avenue
New York 10022

Sit royally. In Arne Jacobsen's new sculptured-back swivel chairs. Regally contoured for a new sitting experience . . . around the dining or conference table. In fabric, leather or vinelle. Aluminum base. High or low back—with or without arms. See more of the FH furniture in our catalog.



Circle No. 149 on product card facing P. 172 →

MANUFACTURERS' CONTINUED LITERATURE

Distinctive seating—A 32-page four color brochure describes Marble Imperial Furniture Co.'s 1100-1200 seating series. The collection includes unique office and reception room designs. A complete index of the line is provided in the brochure.

Circle No. 298 on product card facing P. 172

A directory of hotel and restaurant schools has been published by the Council on Hotel, Restaurant & Institutional Education. The directory lists all non-profit institutions, high schools, trade and vocational schools, junior and senior colleges, and universities that offer career training in the mass housing and feeding fields.

Circle No. 299 on product card facing P. 172

Folding partitions—Flexible Space for Hospitality, a brochure produced by New Castle Products, Inc., manufacturer of Modernfold operable walls and folding partitions, illustrates how the Modernfold line can add to the flexibility of hospitality space in a ballroom, banquet hall, or function room.

Circle No. 300 on product card facing P. 172

Oak furniture—The Oak Lounge Series of contemporary furniture is described in a photographically illustrated catalog produced by Harter Corp. Chairs, sofas, tables and contemporary benches are featured in the line.

Circle No. 301 on product card facing P. 172

Decorative tiles—Prestige Decorative Tiles are introduced in an eight-page Romany-Spartan catalog published by United States Ceramic Tile Co. The catalog features full-color illustrations of the 30 designs plus typical installation photographs showing the many uses of the tiles.

Circle No. 302 on product card facing P. 172

Fiberglass window shades—Joanna Western Mills Co., has released a booklet introducing Sun Ban, their vinyl-coated, semi-opaque, fiberglass window shades. The brochure includes two material color samples as well as information about Sun Ban.

Circle No. 303 on product card facing P. 172

Office furniture available from Lyon Metal Products is described in the firm's 60-page full-color catalog No. 700. Desks, tables, chairs, credenzas, assorted filing cabinets and modulars from both traditional and contemporary lines of furniture are featured.

Circle No. 304 on product card facing P. 172

Model 8100-MC

Designers: Something Really New!

Do you recall when GASSER had just one set of legs to stand on?

THE Gasser CHAIR CO. INC.

4136 LOGANWAY · · · YOUNGSTOWN, OHIO 44505

See us at booth 2126 at the National Hotel/Motel Show

Circle No. 150 on product card facing P. 172

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

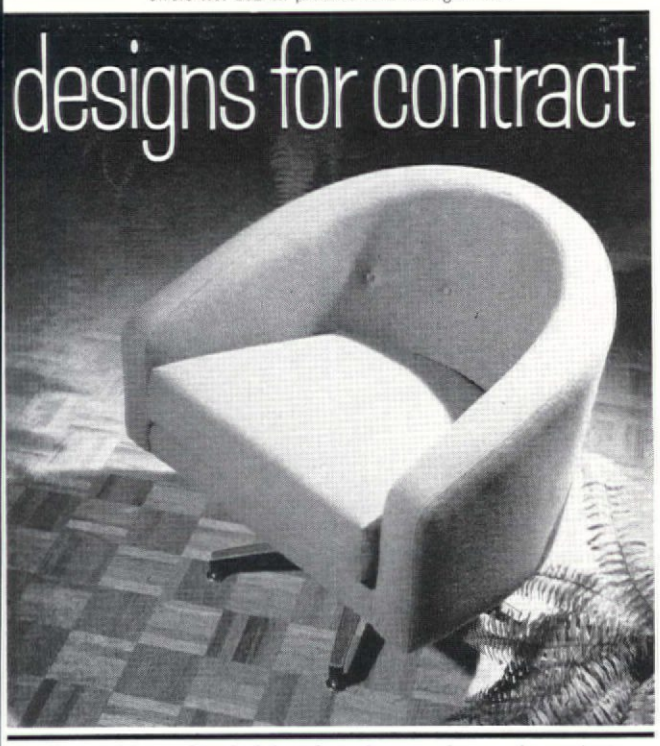
STANDARD COATED PRODUCTS, INCORPORATED

Department 23, Buchanan, New York 10511

Circle No. 151 on product card facing P. 172

Circle No. 152 on product card facing P. 172

designs for contract

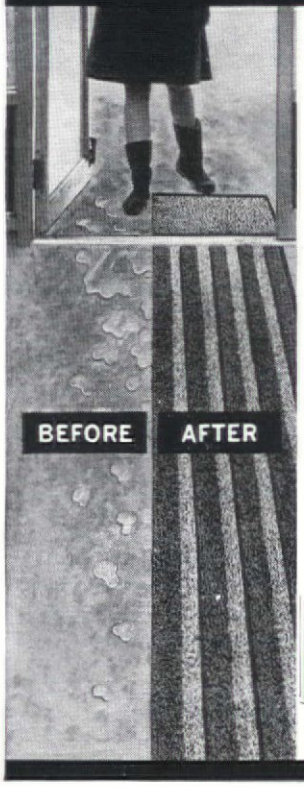


Our catalog of upholstered seating and complementary tables can help you create more distinctive contract interiors. Why not send for it?

RN CONTRACT
NEMSCHOFF CHAIRS, INC.
SHEBOYGAN, WISCONSIN

SHOWROOMS: Chicago — Space 1674 Merchandise Mart,
San Francisco — Space 590 Western Merchandise Mart,

create ELEGANT entryways



These luxurious mats trap and hide dirt!

Out-Adore—outside

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

Plush Cover—inside

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

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

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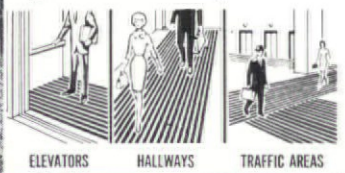
RUBBER CO.
Fremont, Ohio 43420



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Circle No. 153 on product card facing P. 172

visit the

1969 "ROOMS OF TOMORROW"

Phil-Mar was again chosen to supply the lighting in the 1969 rooms of tomorrow. We invite you to see the newest in design and furnishings as planned by Roland Wm. Jutras, NSID, IDSA.

visit Phil-Mar's

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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 can qualify, send your resumé to me in complete confidence. You will be consulted before we will show it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

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

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ATTENTION: CONTRACT FURNITURE MANUFACTURERS — Are you doing the volume you are entitled to in the NEW SOUTH? Aggressive three-man team with many years experience covering southeast, calling on hotel, restaurant dealers, contract furniture, office equipment, architects and designers. Have well located showroom in Atlanta, Georgia. We are interested in quality lines non-conflicting. Principals will be in New York, November 11th to 15th. Write: Box A-535, CONTRACT, 7 E. 43 St., NYC 10017.

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