

CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • DECEMBER 1968



DANISH DESIGN

'69 WALLCOVERINGS

BEMA/IBD SEMINARS

New Directions.

Furniture design takes a popular new turn. To molded plastics.

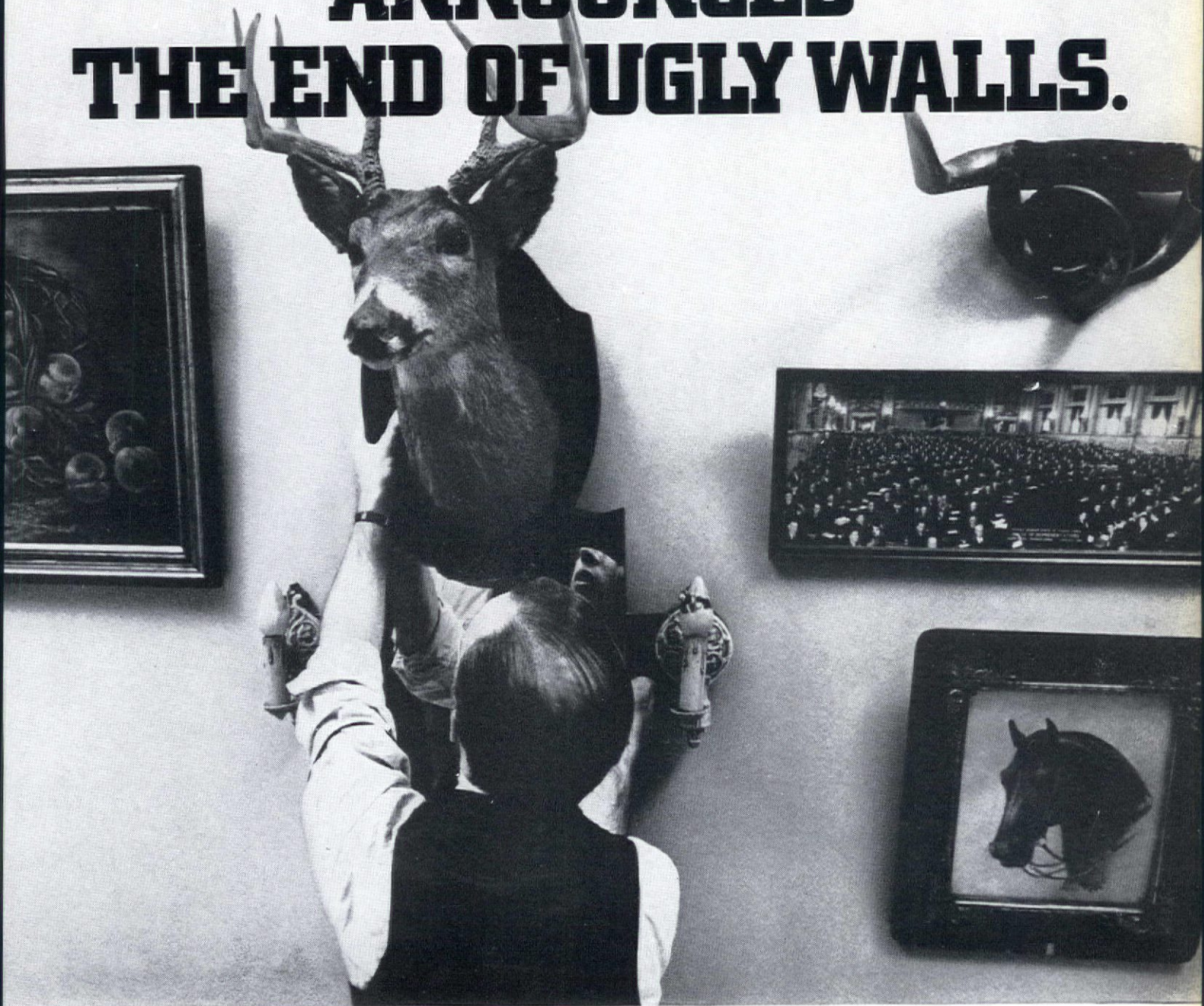
Here, gently contoured fiber glass has been combined with foam-cushioned comfort. The look of the future, the look of now. And the inspiration for this custom floor design achieved with standard Armstrong flooring materials.

This is Montrel™ Excelon® Tile, the vinyl-asbestos tile made for commercial projects that require consideration of budget as well as beauty. The background is Montrel in rich Atrium Black criss-crossed with Cafe White Montrel and scarlet Excelon Feature Strips. Only a sample of the floors you can create when you use your imagination—and 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, 306 Naylor St., Lancaster, Pa. 17604.

The Armstrong logo consists of the word "Armstrong" in a bold, sans-serif font, enclosed within a thin circular border.

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 cloth-

backs. 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 pat-

terns 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.





The furniture in Spain is mainly rather plain

That's why we skipped all the fancy frills and filigrees found on outdoor furniture that tries so hard to "look" Spanish. Our new Cantina group has the bold, functional look of furniture found in the Spanish countryside. We've made it out of heavier materials. Larger tubing. Wider vinyls. We've scaled the seating pieces to generous proportions. Tables are bigger than ever in a new "square-round" design.

We named this new group Cantina, because of its rugged appearance and obvious durability. The aluminum tubing is 14% larger than we've used in the past. And there's a lot more of it. The

average chair is about 85% heavier than our other lines. Still easy to carry, but far less likely to blow over in a strong wind.

Note the beautifully mitered arms. The design is repeated throughout the entire line, even on the tables.

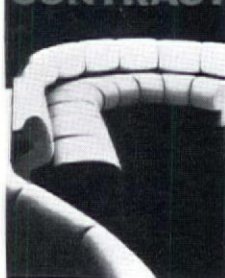
The Cantina Collection will offer 15 different pieces including dining and lounge chairs, chaises, benches, cocktail and dining tables, as well as bar stools and a special host chair.

As a matter of fact, we think we've finally got it! If you think so too, ask for our Cantina Collection brochure.

tropitone

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

Circle No. 3 on product card facing p. 108

CONTRACT**The Cover**

A sampling of delightful Danish design in the form of flexible multiple seating is featured on our cover by graphics designer Patrick V. Norado to introduce our article on Danish Designers and their work on page 58.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 12

DECEMBER, 1968

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

PUBLISHER

Ben H. Hellman

EDITOR/ASSOCIATE PUBLISHER

Len Corlin

MANAGING EDITOR

Anne Fallucchi

ASSOCIATE EDITORS

Elizabeth Wilbur
Elise Platt
Doyle Peck

EDITORIAL CONTRIBUTORS

Marvin B. Affrime
Kenneth E. Johnson
Roland Wm. Jutras
Lawrence Lerner
Robert Malone

STAFF PHOTOGRAPHER

Bill Rothschild

GENERAL MANAGER

Lawrence Gralla

ADVERTISING DIRECTOR

Milton Gralla

ADVERTISING SALES MANAGER

Frank A. Rizzo

EASTERN MANAGER

Arnold Hoffman

BUSINESS MANAGER

Morton L. Silverman

RESEARCH DIRECTOR

Peggy Sholtz

PRODUCTION MANAGER

Dianne M. Knapik

CIRCULATION

Manuel Feris
Susan Kissel

ADVERTISING REPRESENTATIVES

NEW YORK: Frank A. Rizzo, Arnold Hoffman, Stanley Berman, Howard I. Wasserman. Gralla Publications, 7 E. 43 St., New York, N.Y. Phone: (212) 687-3344

CHICAGO: Ross A. Granston, Elliot B. Cohen. Gralla Publications, 6328 N. Cicero Ave., Chicago, Ill. Phone: (312) 736-3367

WEST COAST: Doyle Peck, Manager; Lou Ruffolo. Gralla Publications, Suite 206, 17071 Ventura Boulevard, Encino, California. Phone: (213) 981-2550

58 HONOR THY DESIGNER: A DANISH COMMANDMENT
By Len Corlin

66 METAL SCHOOL MIRRORS DANISH LOVE OF DESIGN

68 HOW TO WORK ON SPECULATION: DON'T!

70 WALLCOVERINGS: UPCOMING TRENDS

74 CEILING BEAM BOOM: BUSINESS LOOKING UP

78 THE "NEWD" LOOK IN OFFICE DESIGN

80 MORE CONTROVERSY OVER OFFICE LANDSCAPE:
IBD AND BEMA SEMINARS

84 SPEED FURNITURE FOR SPEEDY READERS

6 CONTRACT WORLD

18 NEW SHOWROOMS: ALL-STEEL IN BLACK/WHITE

20 PEOPLE

22 CONTRACT NEWS

24 CALENDAR

91 CONTRACT PRODUCTS AND SERVICES

112 MANUFACTURERS' LITERATURE

115 CLASSIFIED ADVERTISEMENTS

116 ADVERTISERS' DIRECTORY

COMING IN CONTRACT

JANUARY—Seventh Annual Directory Issue and Buyer's Guide to commercial/institutional/architectural furnishings, products, and resources. Plus, a special editorial section devoted to product selection and specification for better maintenance performance—a comprehensive examination of the newest products, techniques, and practices that influence the interior designer/planner/specifier.

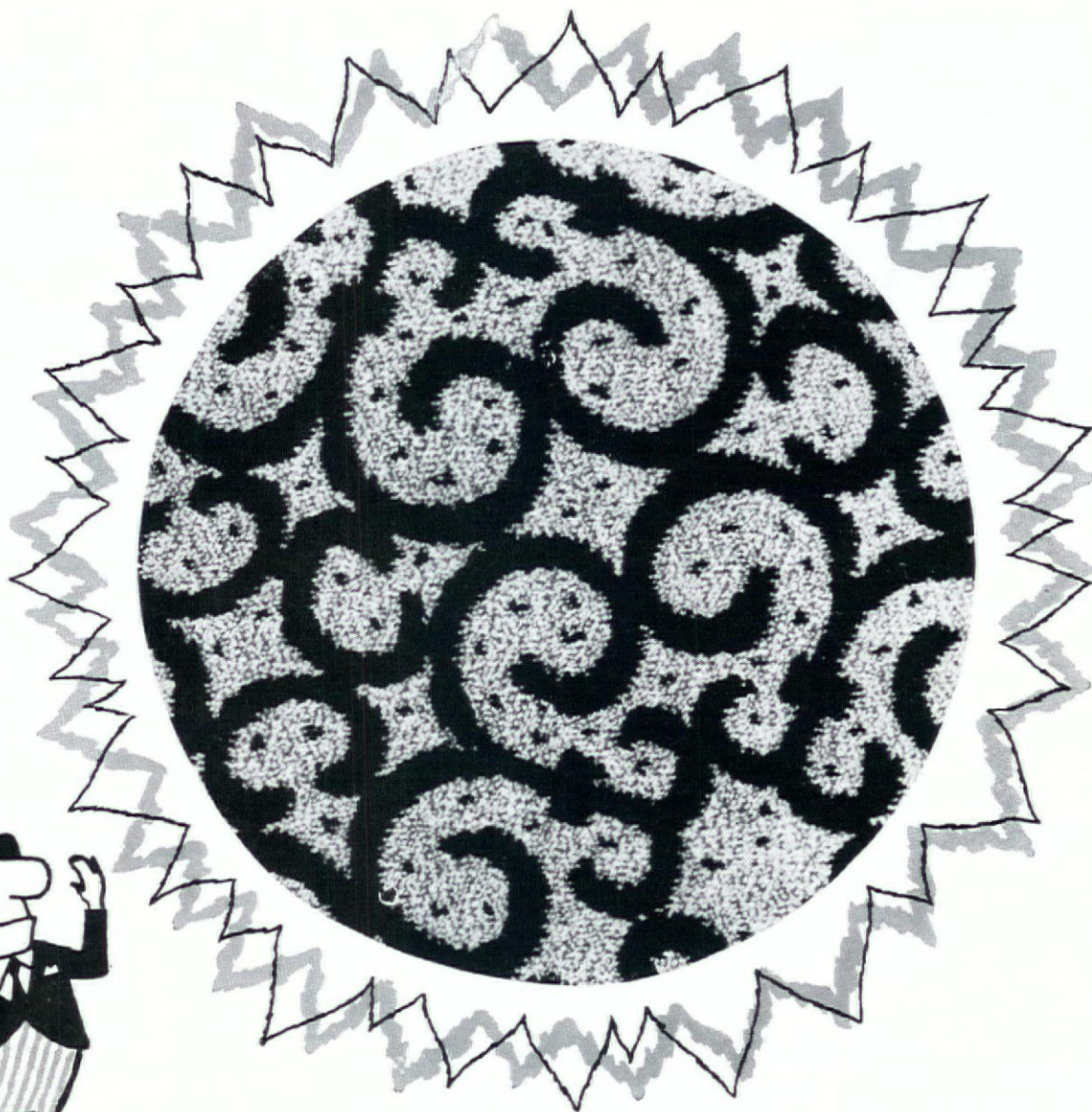
FEBRUARY—A preview of American Association of School Administrators Show in Atlantic City, including a review of new products in the school furnishings/design field to be displayed at the show, plus selected installations illustrating new school design theory and practice. Also, Norman DeHaan provides architectural details on the design and planning of his own Chicago offices.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43 St., New York, N. Y. 10017. Phone 687-3344. Lawrence Gralla, President. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, \$5.00; two years, \$9.00; three years, \$12.00 for firms and individuals who specify, design, buy or replace contract furnishings in the U.S. All other U.S. subscriptions, \$9.00 per year. All Canadian and foreign subscriptions, \$15.00 per year. Single copy of this issue \$1.00. Contents fully restricted. Copyright 1968 by CONTRACT. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at East Stroudsburg, Pa. Other Gralla Publications: APARTMENT CONSTRUCTION NEWS, BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING, SPORTING GOODS BUSINESS.



Member Business Publications Audit of Circulation





**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.



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

HARDWICK & MAGEE COMPANY . . . the compact mill

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

Circle No. 4 on product card facing P. 108



CASEMENTS IN VEREL®

HATTERAS . . . the handwoven look

DAVID and DASH

COMPANION FABRIC AND WALLPAPER

International Headquarters:

2445 North Miami Avenue, Miami, Florida

201 East 56th Street, New York, New York

*Philadelphia, Cleveland, Chicago, Dallas, Los Angeles
San Francisco, Minneapolis, Washington, D.C., Toronto
Honolulu, Portland, Seattle, Boston, London, Rome*

TISSUE IS THE ISSUE

A mural made of tissue paper and covering a bank of elevators 40 feet long has successfully resisted the poking, tearing at, and other mayhem accorded wall surfaces by waiting passengers—quite a feat since the mural is about three years old. Patrick V. Norado, who also designed the cover of this issue, created the mural in black and white tissue paper for The Space Design Group, for its own offices. The unique treatment

was executed directly on the elevator doors and surrounding walls by using varying thicknesses of tissue paper, applied to the surfaces with Sobo varnish for durability. The design takes into account and emphasizes the movement of the elevator doors with mobile-like effect. Norado used a similar technique in creating a series of five 4 by 8-foot tissue paper panels for offices of Jack Tinker & Partners, New York ad agency.



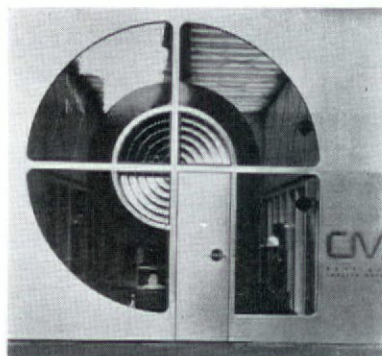
U.S. CITY OF 2100 A.D.

Mrs. John V. Lindsay, wife of New York City's Mayor, gazes in awe at Lawrence Lerner's computerized city of the 21st century, which highlighted an exhibit at the recent Total Home Showcase Exhibition in New York's Coliseum. Lerner, president of Saphier, Lerner, Schindler, projects that the computer will become the cornerstone on which man's future creativity will be built.



MAND DATE TO BUILD

Mand Carpet Mills has broken ground for a completely integrated tufting and finishing plant with adjacent warehouses. Scheduled to be in operation in the spring of 1969, the plant will house 200 employees, will cost \$3 million, is located on an 18-acre site on which a 78,000 square foot mill will be erected. VIPs are shown at recent ground breaking.



A DOOR ON A STORE

This is a door? Yes: a contemporary door of the Christa Matek Boutique in Vienna, Austria. It was designed by Hans Hollein and appeared in an exhibition entitled The Door at both the Museum of Contemporary Crafts and the U. S. Plywood showroom, New York City. Doors of every shape, variety, and composition—including Plexiglas—were shown.



SMITH IS THE ONE

James Merrick Smith (left) was re-elected president of American Institute of Interior Designers recently. He is shown with Edward J. Perreault, who was re-elected chairman of the board of governors (second from left); Elizabeth Tomlinson, succeeding Dorothy Paul as secretary; and Stephen P. Gasperecz, who succeeds Daren Pierce as treasurer.

Excitement for your
contract specifications . . .

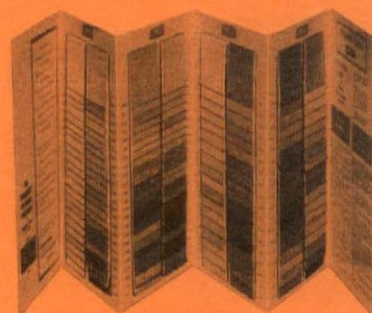
Multi-Tex CIA

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.

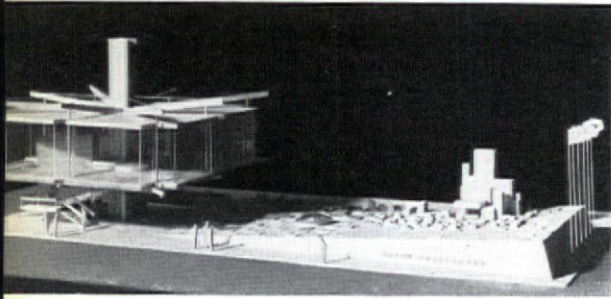
Fabric-backed Vinyl Wallcovering



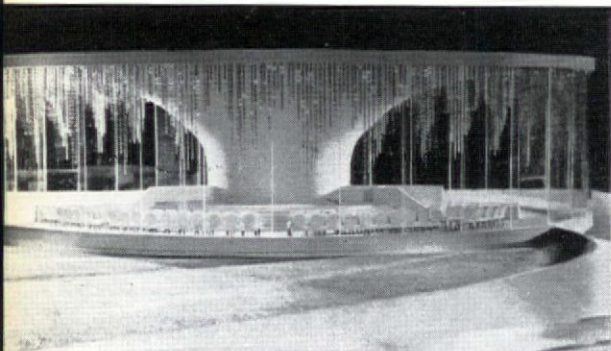
Multicolor Company, Hatfield, Mass. 01038 Telephone (413) 247-5623

A Division of National Gypsum Co.

Another
Gold Bond
Product



"Beutilion" for exhibits of Takara group.



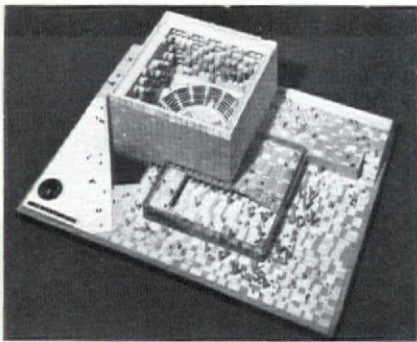
Wacoal Riccar pavilion.

EXPO '70 PAVILIONS GOING UP

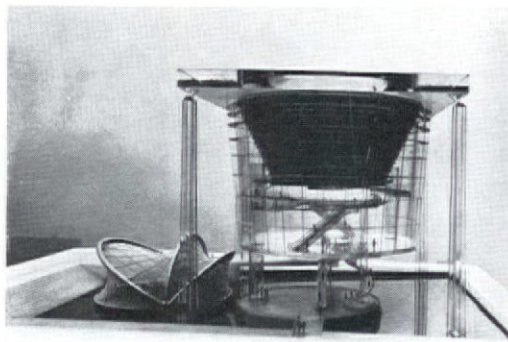
A number of new pavilions at Expo '70 to be held in Osaka, Japan, have been commissioned for design and construction. Preparation of the site has been underway for almost one year already and when complete will be the first world's fair ever to be held in Asia. It is scheduled to open in March 1970 for a six-month run under the theme of "Progress and Harmony for Mankind."



USSR pavilion.



Iron & Steel Federation of Japan.



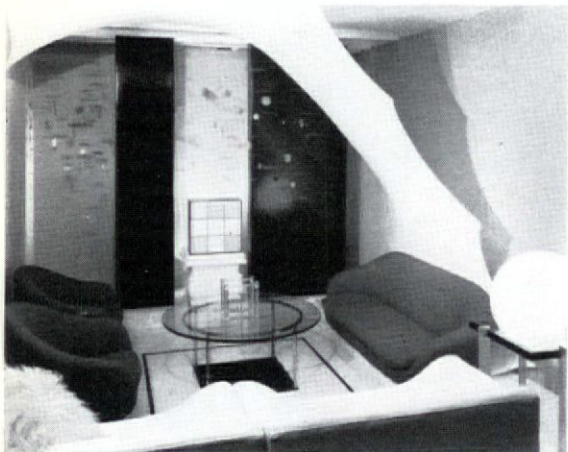
Federation of Electric Power Companies

IBD OFFICE DESIGN WINNERS

A \$300 cash prize, a plaque, and lots of publicity accrued to Jack Shaw of Superior Stationers, Houston, when he was selected as first prize "Best of Show" winner of the Institute of Business Designers competition. The design of offices for Trans-Texas Air-



lines also won him top prize in the Unusual Problem category. Other winners were Mrs. Sally Walsh of Wilson Stationery & Printing Co., \$100, in the Executive Office category, and Merit Awards in the General Office and Special Purpose categories, J. V. Weixel of Ohio Desk Co., Cleveland, was named co-winner of Executive Office category. Top award winner in Special Purpose category was Miss Glenda M. Wilcox of Business Interiors, Boston. Other Merit Award winners were: Willard Martin, Peter's Office Supply Co., Portland, Ore., General Office; Mrs. Jeanette O'Brien, Bixby Office Interiors, Grand Rapids, Mich., Executive Office; Wayne Bryant Garris, Everett Waddey Co., Richmond, Va., special purpose Area; Majken Westerberg Skinner, Gwin's Office Products, Mobile, Ala., Special Purpose Area; and W. William Demaree, Paul Anderson Co., San Antonio, Tex., Solution of Unusual Problem.



URETHANE IN FURNITURE'S FUTURE

Designer Ving Smith, AID, known for his experimentation with new materials, was commissioned by Uniroyal to design this all-urethane room. Molded free-form furniture, stretch fabric "walls," and modulating light provide a moonlike setting. Other "way out" design rooms done by Smith focused on ceiling beams, wall panels, and furniture parts all made of urethane, which is predicted to be an important material for furnishings industry in the near future.



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.

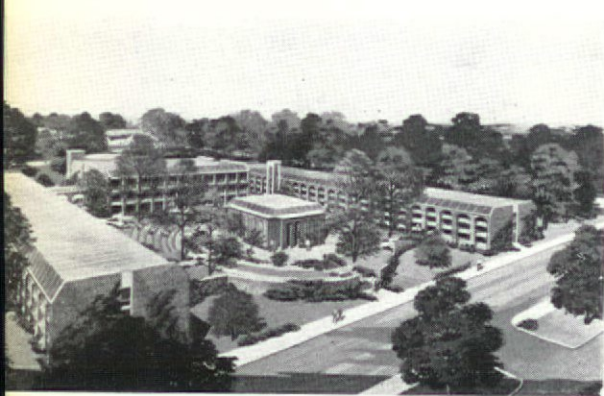
STEELCASE

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

CONTRACT WORLD

SCHOOL IS INN

A \$3 million Holiday Inn University in Memphis, Tenn., that will offer advanced service industry training to about 3,000 employees a year has been announced by the company. It will consist of two 100-room dormi-



tories and a three-story education building that will be ideal for sit-ins. It also will have a 300-seat auditorium, kitchen laboratories, a corporate library, and 13 classrooms. Architect is William W. Bond, Jr.

ATLANTA MART DOUBLED

Formal opening of a one million square foot expansion was celebrated by the Atlanta Merchandise Mart recently. Housed in a 22-story building, the new space brought to two million square feet the amount of space devoted to wholesale showrooms, making the Mart the second largest structure of its type in the nation. Claude A. Petty, Jr., vice president and general manager of the Mart, emphasized that merchandising of the future will be accomplished in large, centrally located regional markets, the reason for the expansion of the Atlanta Mart.

NEOCON CHICAGO CONTRACT EXPO

Plans have been launched for a four-day contract interior furnishings exposition at the Merchandise Mart in Chicago, June 22-25, 1969. Called Neocon, the exposition will coincide with the national convention of American Institute of Architects and will be open without charge to all who are involved in the design, specification, purchase, and use of products for non-residential interiors. Announced by W. O. Ollman, Mart general manager, Neocon will feature a program de-

signed to appeal to all members of the contract industry. He estimated volume for contract furnishings at six billion dollars annually. Forced to cancel the Intercon contract show because of the 1967 fire at McCormick Place, the Mart plans to hold Neocon on its own premises. Two million square feet will be utilized to show the latest products for the entire spectrum of commercial and institutional installations. Every merchandising category will be included, from floor and wall coverings, furniture, lighting, accessories, to upholstery, drapery fabrics, bedding, and textiles. A lodging bureau to assist registrants in making hotel/motel reservations is planned.

11TH ANNUAL HEXTER AWARDS

Hexter Awards for the Interiors of the Year have been announced by Thomas L. Felber, president of S. M. Hexter Co., manufacturer of decorative fabrics and wallcoverings. Winner of the first award will receive a three-week trip to Europe for two, providing all transportation from residence to Europe and return flights. Also deluxe accommodations for hotels, traveling, private limousines, guides for special tours, meals, and expense money for miscellaneous items. The winner may plan the European itinerary. Second prize will be a round-trip airline ticket to Paris. The program is open to all professional interior designers, with the exception of award winners of the past three years and employees or persons associated with S. M. Hexter Co. Entries must be submitted by January 20, 1969, to Hexter Awards Jury, 979 Third Ave., New York, N.Y.

DESIGN AWARDS AT MART

Winners of the 1969 International Design Awards program sponsored by AID will be displayed in the lobby of The Merchandise Mart, Chicago, during the International Home Furnishings Market, starting January 5, 1969. The total number of awards now is limited to 25, with no limit to category. Three special awards included in the program are: (1) An award to a designer or company for continued outstanding achievement in quality and craftsmanship that has served as a notable example to the in-

dustry 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 a broad esthetic or social nature, such as a socially significant work in architecture, community planning, or the like.

AID SPONSORS SOVIET-U. S. DESIGN SYMPOSIUM

The American Institute of Interior Designers is sponsoring a Soviet-American Symposium on the Interior Designer in Today's Society. The program includes visits to Moscow, Leningrad, Budapest, and Vienna. The program includes a 14-day deluxe tour of middle and Eastern Europe, visits to the Kremlin, boating on the Danube, and tours of design facilities. The entire cost is \$959.31 double occupancy. For more information, contact AID at 730 Fifth Ave., New York, New York.

WHOSE MERGING WITH WHOM?

- Eco Electrical Mfg. Corp., Hialeah-based manufacturer of residential and commercial lighting, announces the acquisition of Florida Lamp Inc. It will operate the acquisition as a wholly owned subsidiary.
- Regal Rugs, Inc., North Vernon, Ind., has been sold to University Patents, Inc. Regal will operate autonomously as a wholly owned subsidiary.
- Newell Companies, Freeport, Ill., has entered into an agreement with controlling stockholders and management of Dorfile Mfg. Co., Portland, Ore., to acquire controlling interest in Dorfile. Dorfile is the nation's largest manufacturer of shelving and shelf hardware and will operate as an autonomous subsidiary of Newell.
- Wall Trends, Inc., has acquired Birge Designs, Inc., of Englewood N.J. Wall Trends is located in New York and will produce most of the Birge Collections.
- United Furniture Corp. has been acquired by Burlington Industries, Inc. Assets of United under the plan will be acquired on the basis of an exchange of five shares of Burlington stock for each share of United.
- Armstrong Cork Co. stockholders

(Continued on page 14)

Tah
Le
Quah

**A fine American carpet
(Try to pronounce it!)**

... Or try any one of these:



Tahlequah. Looks a little difficult. But it's really easy to pronounce. Just say:

Zefkrome . . . Tahlequah presents "S.O.S." to the rescue with carpet pile of 70% Zefkrome acrylic — 30% modacrylic fiber for superior performance, wear and soil resistance on land or sea!

Marvess . . . the industry's **first** carpet with tufted face yarn of 100% Marvess olefin fiber. Tahlequah calls it "Year 'Round" . . . you'll call it versatile!

Encron . . . Tahlequah's "Tahiti" has the plush,

luxury look for today with the bounceback ruggedness of Encron polyester.

Enkaloft . . . Tahlequah's "Beauty Rest" is a sculptured carpet of Enkaloft continuous filament nylon designed for residential use.

Five of the world's leading fibers. That's Tahlequah. A fine American carpet name representing so many fine fibers (and more to come!) . . . so luxuriously styled, so perfectly constructed you'll be hearing customers ask for "that carpet with the unusual name." Tahlequah. See? Now you know how to pronounce it!



Tahlequah INC.

P. O. BOX 528—CARTERSVILLE, GEORGIA 30120—
PHONE: (404) 382-3173

MANUFACTURERS OF FINE CARPETS / PLANTS IN CARTERSVILLE, GEORGIA AND POTEAU, OKLAHOMA

Registered Trade Marks, American Enka Corporation, New York, N.Y. *Registered Trade Mark, Phillips Fibers Corporation, New York, N.Y. †Registered Trade Mark, Dow Badische Company, New York, N.Y.

Every Day is Contract Market Day in

DALLAS

Everything You Need is in One Convenient Location!

Furniture . . . floorcoverings . . . decorative accessories . . . lighting fixtures.
Everything you need is here, all displayed so that you can visualize the completed whole.
Whether you are planning offices, student centers, schools, dormitories, clubs, hospitals,
hotels, motels, restaurants or vast apartment projects . . . you'll find the complete
selection of furnishings you require in one easy-to-shop market location in Dallas.

Decorative Center

Homefurnishings Mart

Trade Mart



Circle No. 9 on product card facing P. 108

the
beautiful
brute



Sixteen color combinations make the new LD-4200 lateral file from TENNSCO fit into any decor . . . any color scheme . . . any office.

Write today for a complete catalog and see that the beautiful brute belongs wherever your imagination puts it.

TENNSCO CORP.
DICKSON, TENNESSEE 37055, A/C 615-446-8000

Dept. 1312

Circle No. 10 on product card facing P. 108

CONTRACT WORLD

approved the merger of Thomasville Furniture Industries into Armstrong. Terms of the agreement call for an exchange of one share of Thomasville common stock for seven-tenths of a share of Armstrong common stock and a share-for-share exchange of convertible preferred issues.

- Sperry & Hutchinson Co. has reached an agreement in principle to acquire the assets of W. H. Gunlocke Chair Co. of Wayland, N.Y. The company recently acquired Bigelow-Sanford, Inc.

- NMS Industries, Inc., has reached an agreement to acquire Western Merchants Wholesale Co., Inc., of Denver, Colo.

- Thaikol Chemical Corp. has acquired the Dawbarn Division of W. R. Grace Co. The Division will continue under present Dawbarn management.

- New Court Securities Corp. has acquired all the outstanding capital stock of Georg Jensen, Inc., for cash. The estate of Frederik Lunning, sole owner, made the sale.

- The urge to merge is coming under the scrutiny of the House Judiciary Subcommittee on Anti-Trust and monopoly to pinpoint whether any Federal Anti-Trust Law changes are needed.

NEW ASSIGNMENTS . . .

B. Brody Seating Co., Chicago, has seating installation awards in seven states. The Uvalde Country Club, San Antonio; Keith Little Steak House, Dallas; and Delk Nursing Home, Grand Prairie, Texas. Methodist hospital in Indianapolis; Humpty Dumpty Restaurant, Canton, Ohio; Yellow Balloon Restaurant, Milwaukee, Wis.; Twin Oaks Country Club, Springfield, Mo.; and Prairie Trust & Savings Bank, Chicago, are the other assignments. . . . **Rousso-Wigren & Associates**, Los Angeles, have been commissioned to do the interior design and furnishing of the clubhouse, lobby, and other public areas of the Tahiti Marina Apartments in Marina Del Rey, Los Angeles, a \$4.5 million development. . . . **Shelby Williams** will furnish the seating for public spaces at the new 260-room Flagler Inn and the five gourmet dining facilities of the new 300-room Britannia Beach Hotel on Paradise Island in the Bahama Islands. . . . **Richard Plumer Interior Design** is

designing interiors of the new First Bank & Trust Co., Boca Raton, Fla., an eight-story structure. . . . **Bleemer & Levine** are commissioned to design The Danians, a 700-unit condominium complex in Miami Beach. The complex includes a one-half million dollar clubhouse and recreation center and auditorium for meetings. . . .

Selected Interior, Inc., Los Angeles, now holds projects valued in excess of \$70 million, including R. A. Watt Co., Galaxy Homes Inc., Ramco Inc., and Wyco Inc. . . . **Chasser Interiors, Inc.**, is presently completing offices of Omni Metal Castings, Inc., Almac Plastics Corp., a medical center, Gilarca Steak Pit, the Lamplighter

Restaurante & Catering Hall, Seymour Kayes Restaurant, Part One, and a Floridian Hotel and Restaurant, all in New York. . . . **Duo Bed Corp.** is providing casegoods for refurbishing more than 2,000 rooms, two of the largest such installations, at the New Yorker Hotel and the Buffalo Statler-Hilton in New York City and Buffalo, respectively. . . .

Shelby Williams will do the seating at Circus Circus Casino in Las Vegas. . . . **Howell Design Corp.** has been retained as interior design consultant for offices at the Marine Laboratory of the University of Rhode Island. . . . **Franklin Design**, San Francisco, has the following assignments: interior design of public spaces and executive offices of the Circus Circus, Las Vegas, and for Caesars Palace, also in Las Vegas. . . . The Bank of Toyko has named **Western Contract Furnishers** of Fresno, Calif., to provide furnishings and interior design for its new building in Fresno. . . .

A \$1 million student center at Quincy College has been awarded to **Corco, Inc.**, Chicago, which also has the following assignments: Delta Epsilon at DePauw University, Greencastle, Ind.; Wisconsin School for the Visually Handicapped, Janesville, Wis., public areas at Illinois Wesleyan University, Bloomington, Ill.; Lutheran Children's Friends Society, Milwaukee, Wis.; Oakwood Lutheran Home, Madison, Wis., and all of the built-in furniture for National Cash Register Co.'s Technical Services Education Center in Dayton, Ohio. . . . **Tom Lee Ltd.** has been assigned to do interiors for The Inn-On-The-Park, London, England, a 225-room hotel. (C)

Penetrate the Growing Contract Market

Next fall thousands of architects, designers, specifiers, furnishers, space planners, school, college, university administrators, government purchasing personnel, and volume commercial/institutional buyers who represent a six billion dollar buying power will be together for the Contract Industry's third national show and convention at the New York Coliseum.

A dynamic audience promotion campaign to stimulate and substantially increase attendance at the three-day marketplace has already begun. Expanded provocative seminars, a design awards program, a design innovation center, and a proposed film program have been scheduled to attract the various design professionals who make the crucial buying decisions.

You can penetrate the growing contract market by participating in CONTRACT '69. CONTRACT '69 offers you the largest and most lucrative contract market in the nation. CONTRACT '69 is the only national marketplace where you can meet and sell the key people who specify and buy millions of dollars worth of commercial/institutional products yearly.

Penetrate the market by substantially increasing your sales. Sell the contract market where it is. Reserve your space today. These manufacturers have:

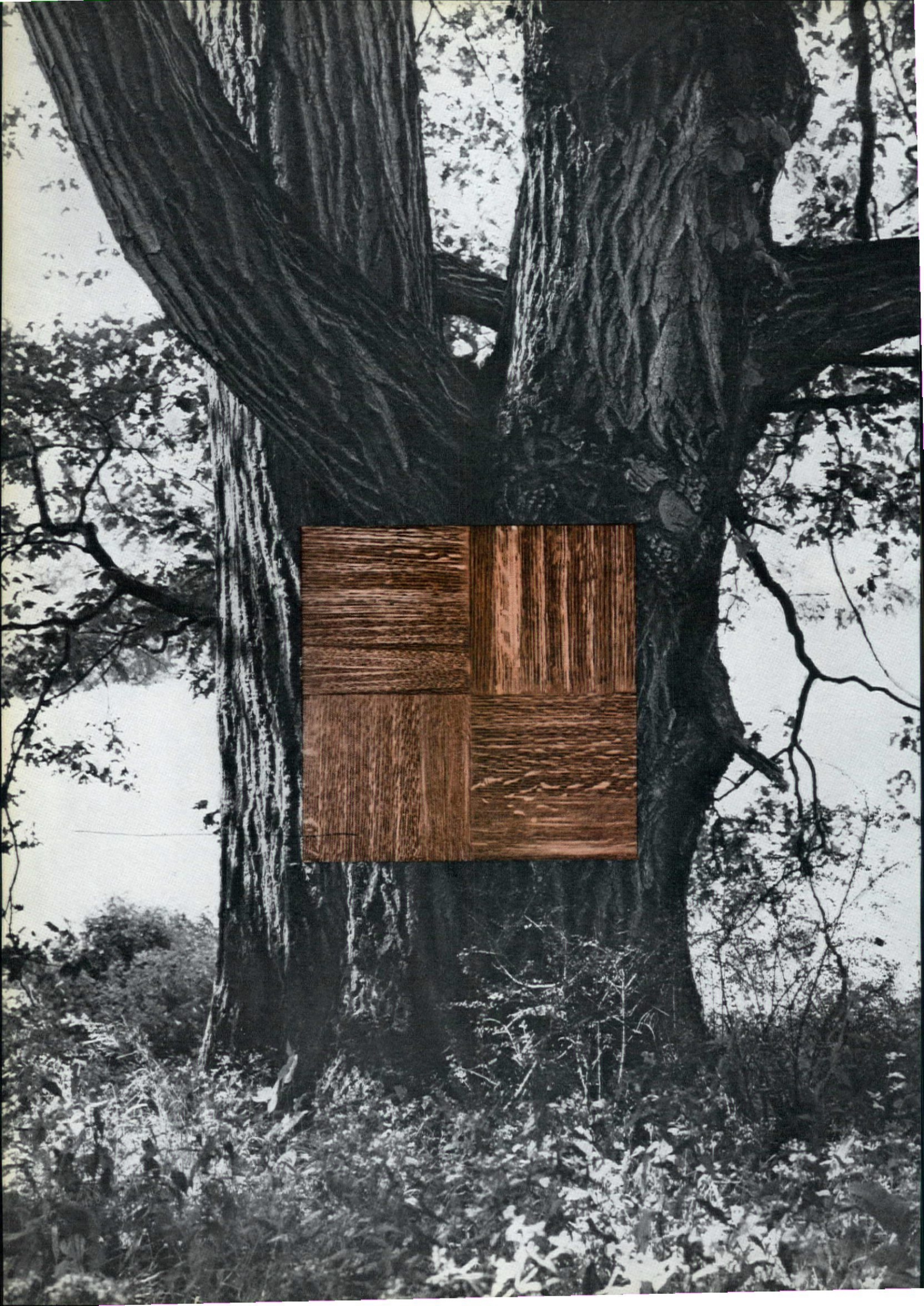
A.G.I. Furniture, Abstracta, Allied Chemical, American Cyanamid, Nils Anderson Studios, Y. P. Aston, Beattie, Borden Chemical, Browne-Morse, Brunswick, Cabin-Crafts, Carpetmate, Cavrok Sales, Central Irvell Drapery, Charlton, Chicago Hardware, Columbus-Phenix Carpet Mills, Consoweld, Contract Books, Contract Magazine, Daglee Seating, Deering Milliken, Design-Tex, duCor, Dux, Eisen Brothers, Excel Mfg., Fima Int'l., Finer Chrome Products, Finkel Outdoor Products, Floral Art, Ford Fabrics, Formica, Gasser Chair, Georgia-Pacific, Otto Gerdau, Glenoit-Dobbie, Hamilton Mfg., Hollytex Carpet Mills, Hope Picture, Hough Mfg., Imperial Ind., International Board Sales, International Crating & Container, Kirsch, M. H. Lazarus, Levolor Lorentzen, Lloyd Mfg., 3M, Karl Mann Assoc., Metro Mosaics, Monsanto, Terrence Moore, Multicolor, Ozite, Parkwood Laminates, Protasil, Rockaway Metal Products, Rockland Industries, Shenango Ceramics, Sico, Siesta Mfg., R. J. Sporting, Spring Mills, Stacor, Victor Stanley, Stephen-Leedom, Stratton Ind., John Stuart, Trend Contract, Uniroyal, U. S. Plywood, Universal Carpets, Valtronic, Van Heugten, Virco, Virtue of Calif., Lee L. Woodward, Yawman-Erbe.



CONTRACT '69
New York Coliseum
Sept. 8, 9, 10/1969

Guarantee yourself a prime booth location where you can make the contacts and sell your products to the volume buyers. Reserve your space today.

For Space Reservations and Information: **JERRY BROWN/NATIONAL EXPOSITIONS CO., INC., 14 WEST 40th STREET, NEW YORK, N. Y. 10018 212/564-8714. ACT NOW.**



New wood flooring from atomic research... all the beauty of wood captured in a permanent finish.

We call it PermaGrain.TM

The wood is impregnated with a liquid plastic, which is then hardened throughout the wood-pore structure by irradiation.

The result: all the warmth and beauty of wood, wed to remarkable durability.

When you specify flooring, you specify a surface. The "surface" in PermaGrain goes through the entire depth of the tile. Since there is no surface finish to wear away, it never needs resurfacing.

PermaGrain now makes it possible to use wood where it could never be used before: high-traffic areas where a high level of appearance is required. Its installed cost is comparable with other high-quality materials like terrazzo, vinyl and urethane.

Made by Nuclear Materials and Equipment Company (NUMEC), a subsidiary of the Atlantic Richfield Company, PermaGrain is now being installed in such diverse applications as executive offices, department stores, reception suites, lobbies and even freight elevators.

PermaGrain is available in 12x12-inch parquet tiles, 5/16 inch thick. Made of red oak, there are now four colors to choose from: Natural, Provincial, Americana or Gothic.

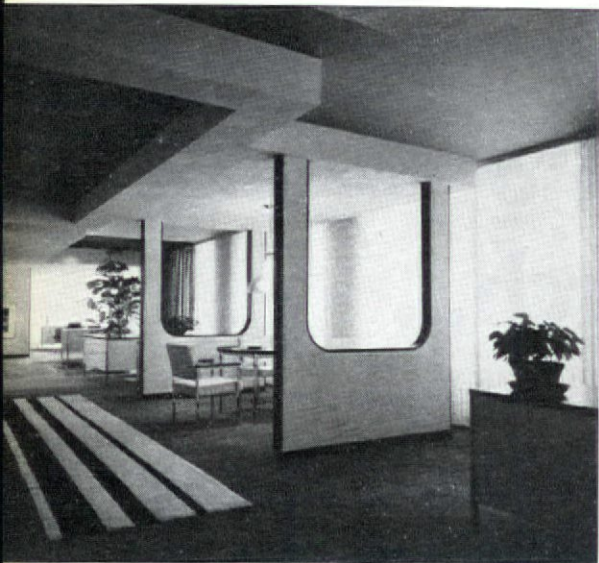
The best way to judge PermaGrain is to examine it yourself. If you have not received your sample in the mail, we will be pleased to send you one along with more information on request.



ARCO Chemical Company
Division of AtlanticRichfieldCompany
260 South Broad St.
Philadelphia, Pa. 19101

an ARCO-NUMEC product

Circle No. 12 on product card facing P. 108



ALL-STEEL'S BLACK/WHITE LABORATORY FOR DESIGN

A design laboratory in which designers and specifiers can experiment with various pieces and groups was the goal of The Space Design Group in planning All-Steel Equipment Inc.'s first major showroom in the New York marketplace. The showroom, at 437 Madison Ave., New York, makes a distinctive statement about All-Steel, its long-established position in the industry, and its taste and design attitudes.

The space, designed as a totality, is, in effect, an environmental sculpture with an exciting interplay of horizontal and vertical solids, broken by geometric voids. Another unifying factor is the repeated use of black, white, and gray, on all surfaces, and in the furniture on display. Rich carpeting and textured rugs contrast to luxurious black and white marble floor tiling. Wall surfaces are white sand-finished paint edged in

black, gray felt, hand-blocked black-and-white checkerboard fabric, deep black paint, and highly faceted mirror. Ceiling treatments emphasize the planes of the rectangular ceiling sections. Some are painted black, others are covered with gray felt.

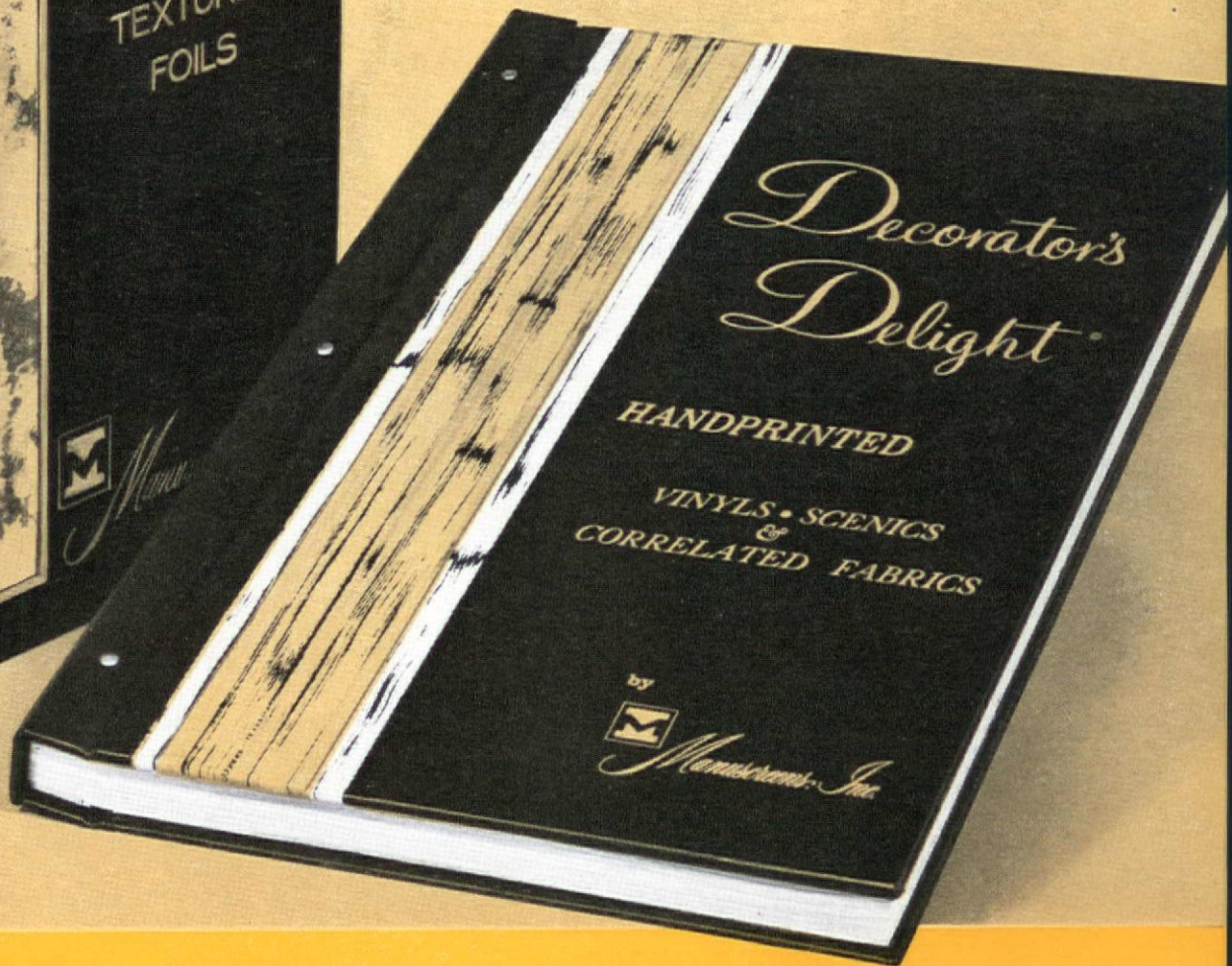
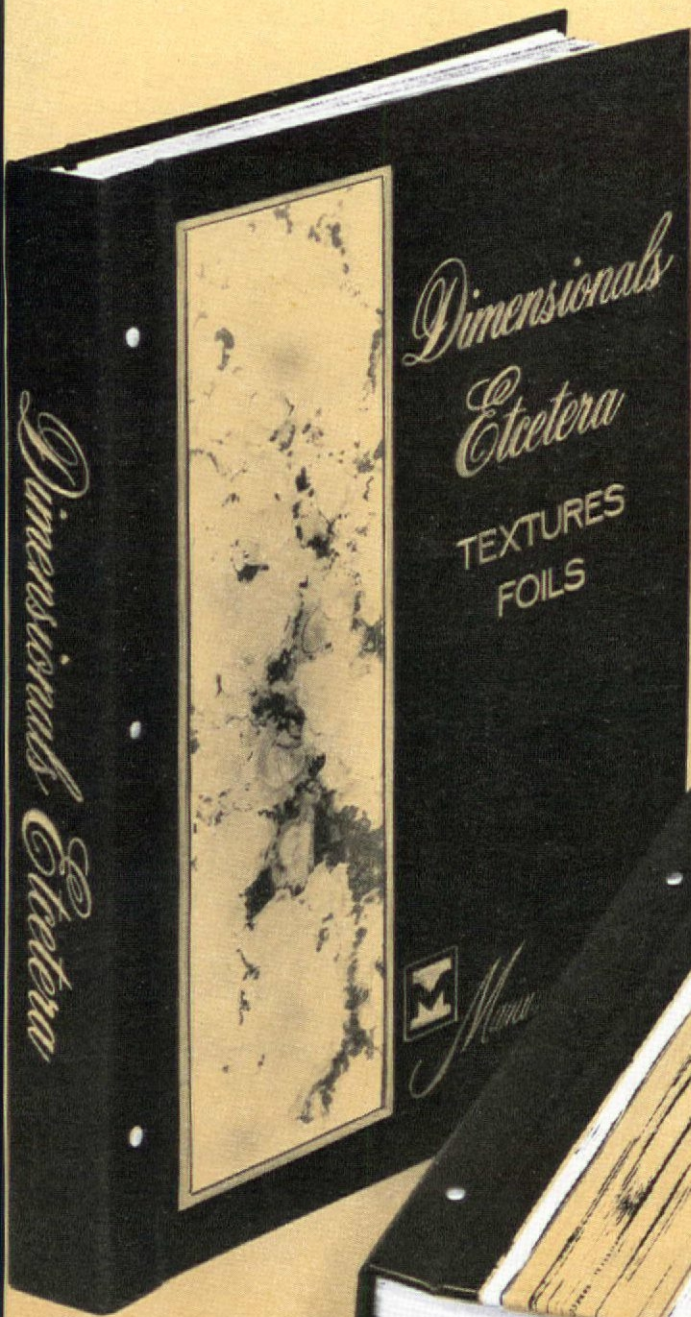
Use of a neutral color scheme enables the designer to evaluate the design of the furniture, and the color and texture of various upholsteries and coverings without distortion. Custom designed storage cabinets in an alcove at one end of the showroom contain large swatches of materials and samples of metal finishes, and plastic laminate tops. These samples can be easily carried to any group of furniture.

Lighting throughout the space is soft and attractive. Luxuriant plants, bright red accessories and colorful graphics add highlights. (C)



picture books for grown-ups.

Two new lines designed for grown-ups only!
Bright new colors and sand textures, vinyls, scenics,
panels and foils...all with correlated fabrics!
Over 200 colorways that are more fun than
peppermint sticks. Order your copies today.



 **Manuscreens, inc.**

113-13 QUEENS BOULEVARD, FOREST HILLS, N. Y. 11375; 261-8900

DECORATOR SHOWROOM: D & D BUILDING, 979 THIRD AVENUE, NEW YORK, N. Y. • 421-1270

DISTRIBUTED BY: E. C. BONDY CO.; Los Angeles, Calif.; Phoenix, Ariz. • I. S. CRANE CO.; Chicago, Ill. • CROWN WALLPAPER CO.; Toronto, Canada • DWOSKIN, INC.; Atlanta, Ga.; Miami, Fla.; Washington, D.C.; Houston, Texas; Dallas, Texas; Charlotte, N. C.; Brentwood, Mo.; Memphis, Tenn.; Oklahoma City, Okla.; Mexico, City, Mexico • WALLPAPERS INC.; Oakland, Calif.; Honolulu, Hawaii • RUTH WILSON CO.; Columbus, Ohio.

Circle No. 13 on product card facing P. 108

Stauffer vinyl wallcoverings are in...



the Westvaco Building

Beautifying more than half of the total number of interior walls in this new 42-story building at 299 Park Avenue, New York. It adds up to a lot of wallcovering, assuring long service life and the shortest maintenance... just wipe clean with a sudsy sponge.

Stauffer vinyl wallcoverings offer great resistance to wear, stains and fading. A direct result of rigid quality control, for all four Stauffer lines.

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.

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



Circle No. 14 on product card facing p. 108

PEOPLE

SANFORD BAUM, an Illinois architect, has been appointed as manager of business development for ISD Inc., international interior space design firm. He will be based in the firm's Chicago office.

JANE SANDELIN has joined Donald Kenneth Busch, New York City architect, as design color coordinator.

LEO F. HAGAN, interior architect, has joined the Design Center of International Business Machines, Rochester, Minn. Hagan will act as the interior "conscience" for management of this IBM complex. His responsibilities will include planning assistance and guidance to assure that manufacturing, clerical, and public areas are appropriate to their function and are outstanding examples of good design.

CLIFFORD C. GRAMER has joined United States Gypsum in the newly created position of director of styling and design, with responsibility to initiate and coordinate company styling and design activities related to applicable projects, including the utilization of outside consultants.

GERALD C. PAPIA has been promoted to assistant director of design at The Birge Co., Inc., of Buffalo, N.Y. Papia, who started with the firm in 1949, has been designer-stylist since 1958.

Dux Inc. has appointed two regional sales managers: JOSEPH VITAGLIANO has been named eastern regional manager, and R. SAMUEL DIX will serve as midwest regional manager. In addition to their other duties, each will be in charge of Dux showrooms. Vitagliano in New York, Dix in Chicago.

Jorges Carpet Mills, Inc., has announced several executive changes: EDWARD W. JORGES, formerly president, has been named chairman of the board and chief executive officer; JAMES H. HORNER will become president. Three vice presidents have also been appointed: JOHN S. BALLMAN, JAMES E. SKIDMORE, and BOYD E. CONGLETON.

The appointment of CHARLES W. CONRAD as southeastern regional sales manager has been announced by Corry Jamestown Corp.

JAMES D. ENGBRETSON has joined Patchogue Plymouth Co. as sales representative in the industrial fabric division. He will be based in Oak Brook, Ill., the firm's main sales office. HENRY C. THORNE has been appointed manager of planning and commercial development for the firm. He will head a new department responsible for the firm's expansion and will be headquartered in the organization's new executive offices in Atlanta, Ga.

Arthur D. Stark

Arthur D. Stark, president and founder of Stark Carpet Corp., died on November 16. Mr. Stark, in the carpet business for 30 years, was known as an authority on antique carpet reproduction.



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

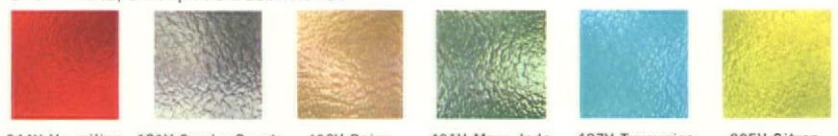


Casters kill carpets. Acrylite® acrylic plastic chair mats keep casters from killing carpets.

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

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

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



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

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

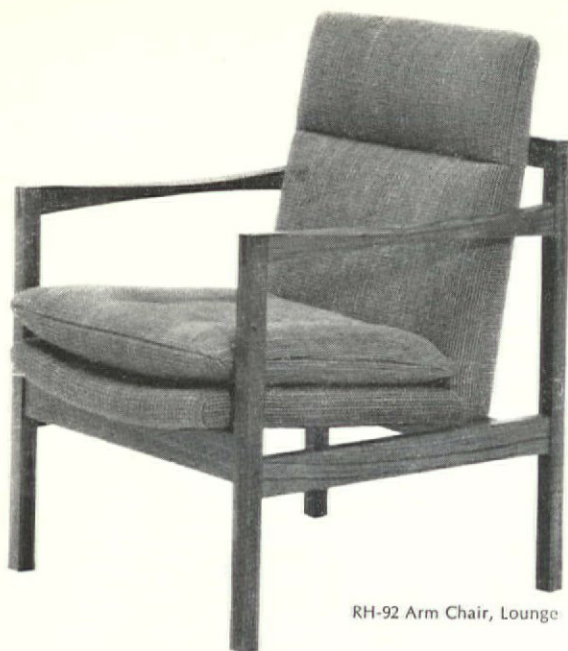
Clear mats Colored mats
 Clear textured mats
 Cost quotation for _____ chair mats

_____ x _____
 (approximate size)

Name of nearby source for ACRYLITE chair mats

Name _____ Title _____
 Firm _____
 Address _____
 City _____ State _____ Zip _____

CONTRACT NEWS



RH-92 Arm Chair, Lounge



RH-93 Arm Chair

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., 3900 Melrose Avenue, Los Angeles, Calif. 90069 • Gonzales Padin Company, Box 2312, San Juan, Puerto Rico 00903; Designs, Inc., 66 Condado Avenue, Santurce, Puerto Rico 00907. Catalog on request.

EDWARD AXEL ROFFMAN ASSOCIATES, INC.



Designed by James Howell

RH-91 Arm Chair

Circle No. 15 on product card facing P. 108

COLLINS & AIKMAN CORP. has redesigned its Dalton, Ga., plant to contain a new vinyl-making range which will produce a higher quality vinyl for the firm's Powerbond floor covering division. The range has the capacity to form vinyl hard back-coatings and cellular sponge cushion, and will fuse the Powerbond carpet to the vinyl backing with precision edges.

E. TOD BATKO & ASSOCIATES, Coral Gables, Fla. has inaugurated a complete interior design service for builders and owners of hotels, motels, and other buildings in Florida, which will supplement the architectural work.

Construction is now in progress at the Shelby, N.C., plant of FIBER INDUSTRIES, INC., which will increase the plant's polyester textile filament yarn capacity to 40 million pounds during 1969. FII is jointly owned by Celanese Corp. and Imperial Chemical Industries, Ltd., of Great Britain.

ELM COATED FABRICS DIVISION, W. R. Grace & Co., announces the showing of its new collection of silk screened vinyls, The Vanguard Collection, at the Imperial and Peacock showroom, 979 Third Avenue, New York City.

UNIROYAL, INC., recently opened a new, permanent showroom in the Sounthern Furniture Exposition Building, High Point, N.C. The exhibit space is located in #155 on the main floor of the furniture supply wing.

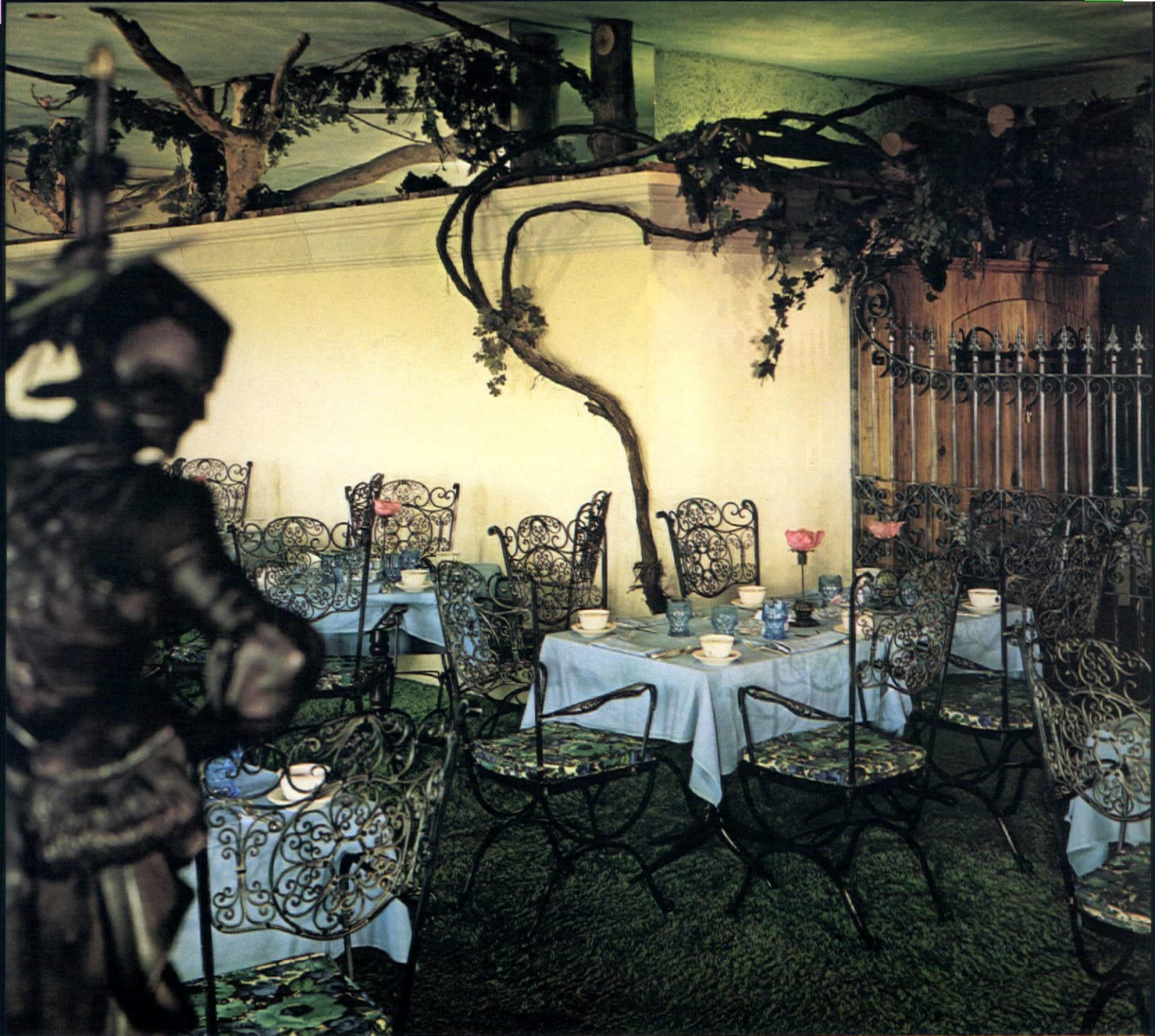
Maxine Farley, Jerry L. Floyd, and Neil B. Oppenheim have announced the opening of DESIGN/CORD, INC. with offices at 301 East 62 St., New York City. The firm specializes in design and planning for restaurants and hotel/motels.

E. T. BARWICK CARPET MILLS has endowed a \$5,000 scholarship to the University of South Carolina, to be named for Solomon Blatt, speaker of the South Carolina House of Representatives. It is the first of several scholarships under the Carolina Scholars Program designed to compete with the Morehead, Fulbright, and Rhodes scholarships.

FORMICA CORPORATION has announced plans to extend full design services to the West Coast by establishing a coordinated Design Center-Showroom in the Albert Parvin Building at Robertson Plaza, Los Angeles.

REVERE FURNITURE & EQUIPMENT Co., interior design and supply firm, has established a Florida subsidiary with headquarters at 5130 Biscayne Blvd., Miami.

DAVID & DASH, fabric manufacturer, has opened a new showroom in New Orleans at 3130 Paris Ave.



Top of the 230 Club, St. Louis, Missouri

Woodard In Contract

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

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

Contract Division
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

CALENDAR

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 8-11. National Home Fashions League, National Conference. New Orleans, La.

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

June 15-21. International Furnishings Market. Merchandise Mart and American Furniture Mart, Chicago.

June 22-25. Neocon: National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.

July 6-11. Dallas Furnishings Market. Market Center, Dallas.

July 7-11. Southern Furniture Market. High Point, N.C.

July 13-18. Furnishings Market. Home Furnishings Mart, Los Angeles.

July 14-18. Furnishings Market. Merchandise Mart, Atlanta, Ga.

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.



**Stacking-Side or Tablet Chair #22STO
FOR MULTIPURPOSE ROOMS - FOR MULTIPURPOSE USE**

- Lecture Rooms
- Band Rooms
- Meeting Rooms
- Auditoriums
- Assembly Rooms
- Classrooms
- Cafeteriums



Stacks 20 high.
22STO

chairs
stack chairs
tables
lounges
coat racks
bar stools
counter stools



Write today for free full-line furniture catalog 3-68.

COMMERCIAL FURNITURE IN ADVANCED DESIGN

Current
Catalog 3-68



Fixtures Mfg. Corp. 1641 C12 CRYSTAL • KANSAS CITY, MO. 64126 • PHONE COLLECT 816/241-4500



Tartan-Clad[®]
VINYL VENEER
**is a different
breed of cat**

Sure, it's got nine lives. But 3M's new Tartan-Clad Brand Vinyl Veneer has a lot more going for it than durability. As some highly resourceful furniture manufacturers are finding out right now. What makes Tartan-Clad Vinyl Veneer different is that it's actually a complete system, not just a superior finish. Design capabilities are unique because application methods are unique... it can be wrapped, vacuum-formed, mated to an infinite variety of substrates. Care and feeding? Practically none. It takes

all kinds of punishment without ever needing polishing or refinishing. It only looks pampered. Like to find out more about what it can do for you? Write Howard Miller, 3M Company, 3M Center, St. Paul, Minn. 55101.

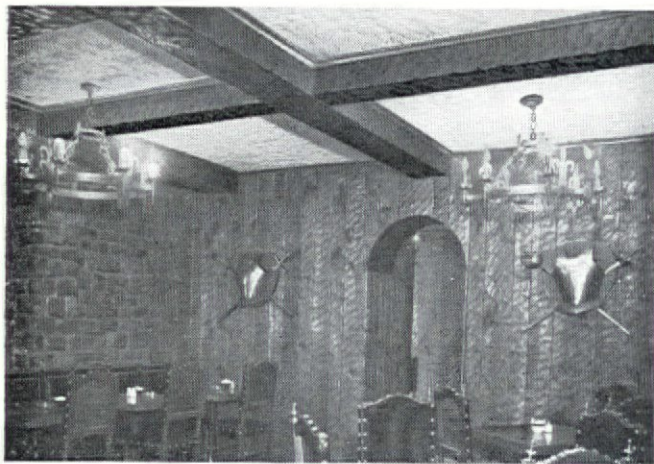
3M COMPANY **Tartan-Clad[®]**
VINYL VENEER BRAND

HEWNRITE

DISTINCTIVE HAND HEWN PRODUCTS

IDEAL FOR:
HOMES • OFFICES • RESTAURANTS
COMMERCIAL INTERIORS

BEAMS PANELING TRIM POSTS MANTELS SPECIALS



CONSTRUCTION
MATERIAL

WESTERN
RED CEDAR

NO
MAINTENANCE

REAL WOOD

- ★ *Fireproof*
- ★ *Stock Sizes*
- ★ *Custom Orders*
- ★ *Specify*

Write for descriptive literature:

HEWNRITE

HEWNRITE INDUSTRIES, INC.
5 PICONE BLVD., FARMINGDALE, N.Y. 11735

Circle No. 18 on product card facing P. 108

a design as fresh and bright as tomorrow's sunrise ... the OV2000 ... a new free-standing wardrobe rack from the Innovators ... clean-lined ... elegantly detailed and shamelessly efficient. See how Vogel-Peterson designers and craftsmen have combined brushed chrome, inlaid walnut and quietly rich colors to create the perfect wraps care unit for any office, boardroom or executive suite. Indulge yourself; you've earned the right to have the OV2000 as part of your environment. Available at better dealers. Just one more reason ...

Vogel-Peterson belongs



VOGEL-PETERSON CO.

"The Coat Rack People"

Dept. OV- 8558 • Elmhurst, Ill. 60126

Circle No. 19 on product card facing P. 108



what's a nice carpet like you
doing in a place like this?

SUN DECK
indoor/outdoor carpet

Sun Deck, the indoor/outdoor carpet by Beattie has no fear of the elements. This great new carpet is approved for outdoor use by Monsanto and is perfect for commercial and residential installations. Made to withstand the rigors of the outdoors, Sun Deck offers the true luxury and comfort of a densely constructed, tufted carpet with face yarns of soil resistant, 100% Acrilan® acrylic fiber. Beattie makes this carpet in seven beautiful colors including Autumn Gold shown here. For complete specifications and sample write to: The Beattie Manufacturing Co., 242 Main St., Little Falls, N.J. 07424. Showrooms in Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, San Francisco



Circle No. 20 on product card facing P. 108

Soften a room today.

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



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

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

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

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

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

B.F. Goodrich

Lyon doesn't Stop with the Strongest Top

— MAKE US PROVE IT! —

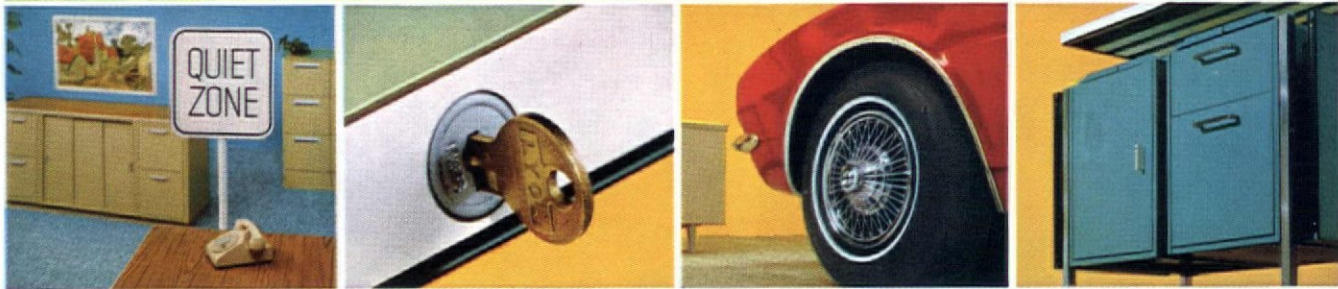
LYON METAL PRODUCTS, INC.
1232 Monroe Avenue, Aurora, Illinois 60507

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

Name _____

Address _____

City _____ State _____ Zip _____



Our two-layer steel top is where Lyon advantages start! For extra strength, we make it the main structural member from which all other parts stem. But it's the quiet elegance you'll notice first about our office furniture. Back panels are double-wall type, with honeycomb fillers for complete soundproofing. Even the drawers are double walled, with quiet vinyl glides and rubber bumpers. Then there's the exclusive Lyon "lock-in-top" which controls *all* drawers. And your choice of 9 lustrous 100% acrylic finishes that will last with the furniture. Plus truly versatile basic design, which means that you can combine components to suit your needs. For *quiet strength with flair*, see your Lyon dealer! Or, write: Lyon Metal Products, Inc., 1232 Monroe Ave., Aurora, Ill., for the name of your nearest dealer and a free color brochure.

LYON OFFICE FURNITURE

Showrooms: New York, Aurora, Los Angeles

Circle No. 22 on product card facing P. 108

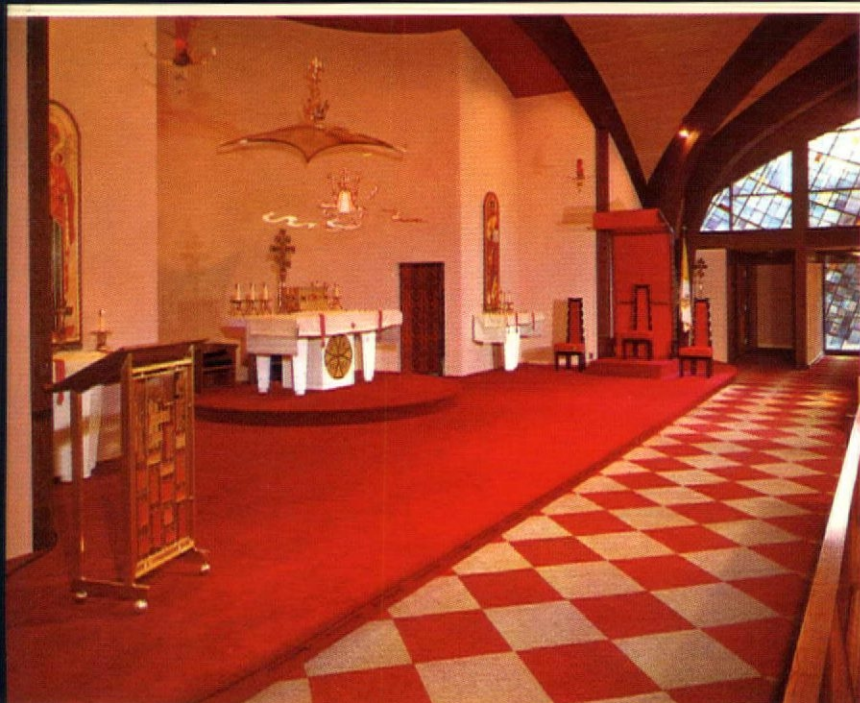


Over the centuries, churches have been built with the community's most precious commodities: the labor and sacrifices of the parishioners. The beauty and utility that are seen in church architecture reflect this deep commitment.

St. Thomas the Apostle remains true to this historical concept. J. Edward Luders, designer of the Rahway church and one of the participating architects for the New York World's Fair Vatican Pavillion noted that St. Thomas is in harmony with Byzantine architectural tradition while serving the utilitarian needs of the parish as they are interpreted by Father Mihalik, pastor of the church.

The interior of the church, with its three massive stained glass windows pictorially telling the story of St. Thomas the Apostle, is a structural understatement that dramatizes the sanctuary area with its free standing altar uniting the celebrants and the congregation.

The dedication ceremonies on October 6th were a celebration of the faith that had sustained the humble since the parish was founded in 1912. Leading them in the liturgy of the colorful Byzantine Rite was the Most Reverend Stephen J. Kocisko, assisted by priests from many neighboring Catholic parishes. For Father Mihalik this was a triumph of prayer and courage through which the parishioners took a collapsing parish and nurtured it back to health. In the modern community the church stands as a tribute to the faith that had bound together the oppressed and alien of all lands.



When Harrison Willar, Jr., the interior decorator representing "1770 Design Techniques Company" first discovered Heugatile, other carpeting had already been installed in St. Thomas'. In a short time it had begun to show signs of wear. Mr. Willar, aware that the formal church dedication date had been set for October 6th, boldly recommended a test installation of Heugatile, starting with the small entrance area shown top right. This area was covered with Heugafelt, one of three Heugatile products. The warmth, durability and the obvious increase in acoustical values soon resulted in the decision to install Heugatile throughout the church. In addition to the existing Heugafelt, all the main corridors and the entire church floor were to be covered with Heugaflor. Because of its brilliant red, luxurious Heugalaine, a rare virgin wool product, was selected for the altar.

Since all the Heugatile products, Heugafelt, Heugaflor and Heugalaine are installed without adhesives, the entire installation was made in several days by only two men easily meeting the deadline for the church dedication date.

Although this is the first major church installation in America, Heugatiles have, for many years, given beauty and service to churches on the Continent.



Top — Down every aisle, under every pew goes Heugatile . . . the silencer. Heugatile builds a sound barrier to reduce extraneous noises that often shatter the contemplation so important to churches, schools and libraries.

Middle — Red and beige Heugatile carpet squares are easily cut and set tight against the floor beam and around a heating vent. This dramatically shows how Heugatile can speed up the installation process because Heugatile eliminates tacking, sewing, underpadding and adhesives. No waxing, scrubbing or polishing and Heugatile can be vacuumed and shampooed in place, will not shift or curl. Heugatile reduces the bulky installers kit to . . . a knife!

Bottom — Radiant red Heugalaine carpet squares are quickly and snugly installed on the altar as seen, left. Again loose-laid without adhesives, a seamless wall-to-wall effect is achieved on the altar crowning the St. Thomas installation as seen completed top left. Notice how soft Heugalaine is easily molded to the round edges of the altar stage.

Like all Heugatile, Heugalaine carpet squares can be interchanged before traffic paths have a chance to develop.

Circle No. 23 on product card



HEUGATILE®

TOTALLY INTERCHANGEABLE, LOOSE-LAID CARPET SQUARES

VAN HEUGTEN USA INC.

185 Sumner Ave., Kenilworth, N.J. 07033 201-245-3480

VAN HEUGTEN CANADA LTD.

107 Orfus Rd., Toronto 19, Ontario, Canada 416-789-7546

We wouldn't think of letting Powerbond Pile Vinyl's success go to our head.

We're really not the bragging kind.

But, frankly, we're definitely affected by the overnight success of our Powerbond™ Pile Vinyl floor covering.

Which, as you probably know, is a pretty unusual kind of floor covering.

You see, it's the only one that combines the luxury of super-dense pile with all the inherent practicality of vinyl. (We fuse the two together, using several layers of vinyl because there's nothing better than vinyl for ultimate stability.)

And to keep up with the demand, we had to bust out the walls in our

Dalton, Georgia plant so we could increase our production capacity. And speed up delivery.

We also added a wealth of sophisticated machinery, such as our unique range which fuses the pile to the vinyl.

It's unique because it's the first and only one around. We even had to design it ourselves. Because we're

the first and only ones around to make Pile Vinyl.

What's really important though, is that our new range lets us continue to be sticklers for quality.

For one thing, it assures a true, straight edge to Powerbond for easier installation. And for another, it makes every inch of Pile Vinyl a consistent thickness.

Incidentally, Powerbond Pile Vinyl comes in 24 different colors and 3 different textures. All available with a vinyl cushion back, or a solid vinyl back plate. Not to mention a 5-year wear guarantee.

Actually, because of Pile Vinyl's durability, low maintenance, acoustical qualities and beauty, you could say it's the superior floor covering for any high traffic area such as hospitals, schools, supermarkets, etc.

And we wish you would.
We hate to brag.

COLLINS & AIKMAN

295 Fifth Avenue, New York 10016
CONTRACT DIVISION



Circle No. 24 on product card facing P. 108



PURE WOOL PILE

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



If we can't match it, we'll eat it.

No colors are too subtle, no combination too difficult, no sample too unlikely for us to custom-dye carpet to match.

What's more, you don't need a big order to be a big hero.

We'll dye as little as 350 yards. Which won't cost you a penny extra.

We call this Roxbury program Contract 350. It gives you the widest choice of contract carpeting anywhere. There are 15 grades to fit every job, and cope with every traffic or soil

condition. Guardsman or Scotsmoor, for example, offer the tightest construction you can find.

And these carpets bear the wool mark—the mark of outstanding performance from the world's best—pure wool pile.

So send us a cabbage, a seashell, an autumn leaf, or whatever you want to work with. We'll match as little as 350 yards. Exactly.

And nobody can match that.

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

Framingham, Massachusetts 01701

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

Specifications

Pile of 100% solution dyed Vectra® olefin fiber

$\frac{5}{64}$ " Gauge (12.8)

Pile Weight—28 oz. per sq. yard

Pile Height— $\frac{1}{8}$ " or .125

Stitches per inch—10

Tufts per square inch—128

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

Passes ASTM E-84 flame spread test on jute back

Secondary Backings
(wt. per sq. yard)

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

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

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



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.

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

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

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

Name _____

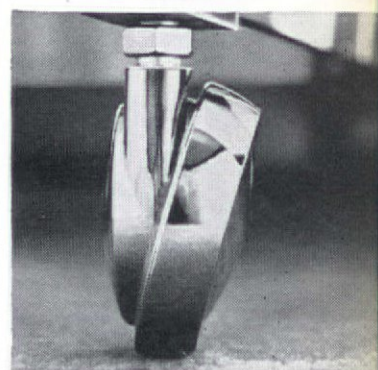
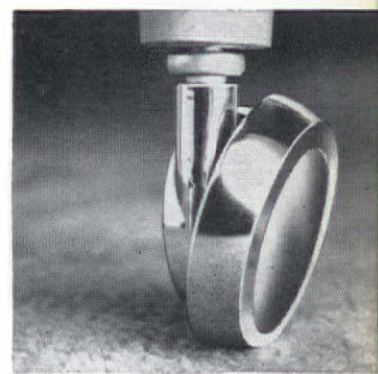
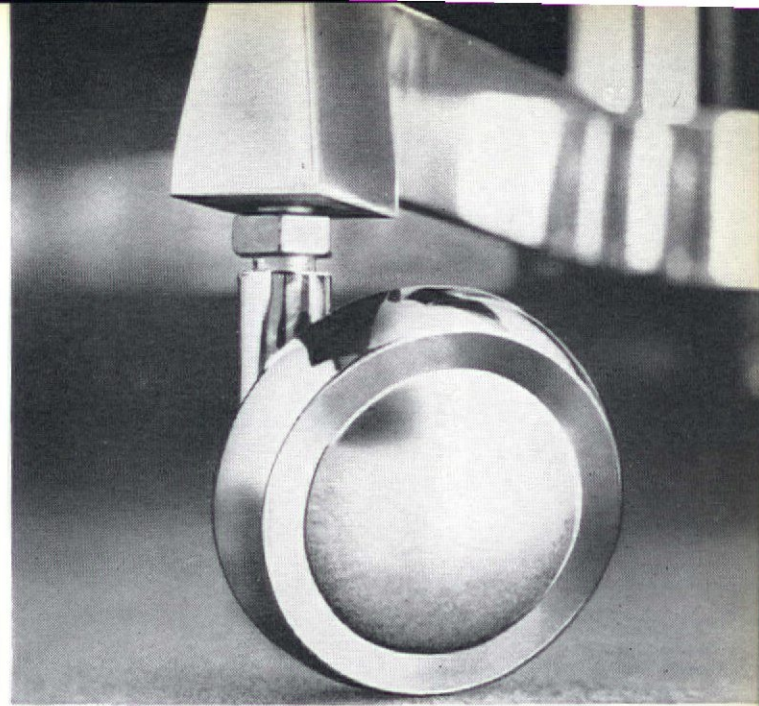
Company _____

Address _____

City _____

State _____ Zip _____

Circle No. 26 on product card facing P. 108



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 sur-

faces. 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.

shepherd[®]
casters

® Registered Trademark
* DuPont Registered Trademark

Shepherd Casters, Inc., Benton Harbor, Michigan 49022

Circle No. 27 on product card facing P. 108

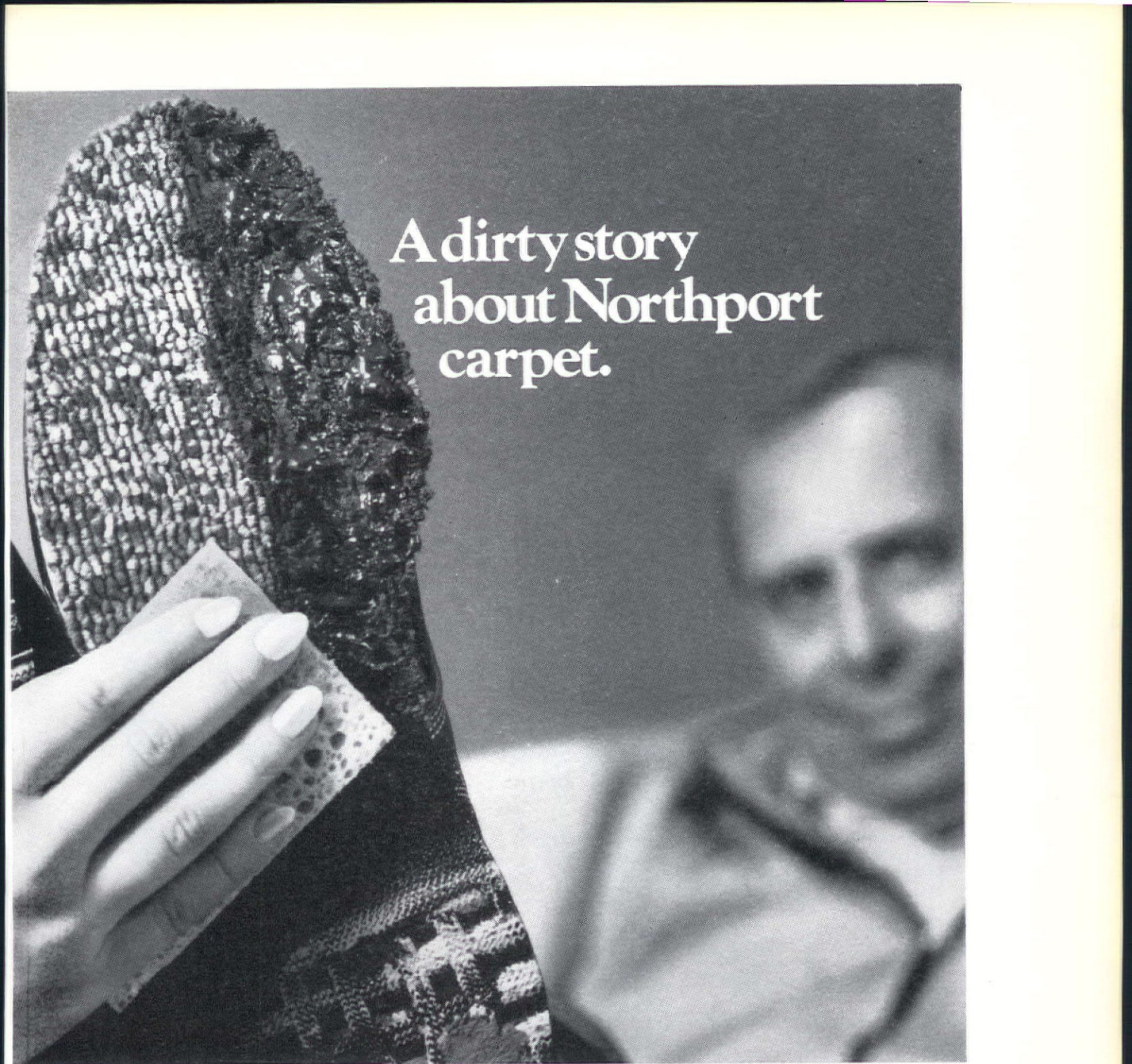


This is the new office furniture technology: The curtain wall as applied by Stow/Davis.

It is called Electa.

See Electa at one of our galleries: New York, Chicago, Los Angeles, Dallas, Grand Rapids. For a brochure, write on your professional letterhead to Stow/Davis, Grand Rapids, Michigan 49502.

SD
STOW DAVIS



A dirty story about Northport carpet.

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

But you can see that it cleans up like new. And none the worse for wear. Northport is 100% Herculon olefin pile. A tough fiber that sheds soil like a duck's back sheds water. This yarn is tightly packed into nubby loops that lock out dirt particles. And Northport's interesting moresque pattern conceals surface dirt until it can be vacuumed away.

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

HERCULON

(Hercules registered trademark for its olefin fiber.)

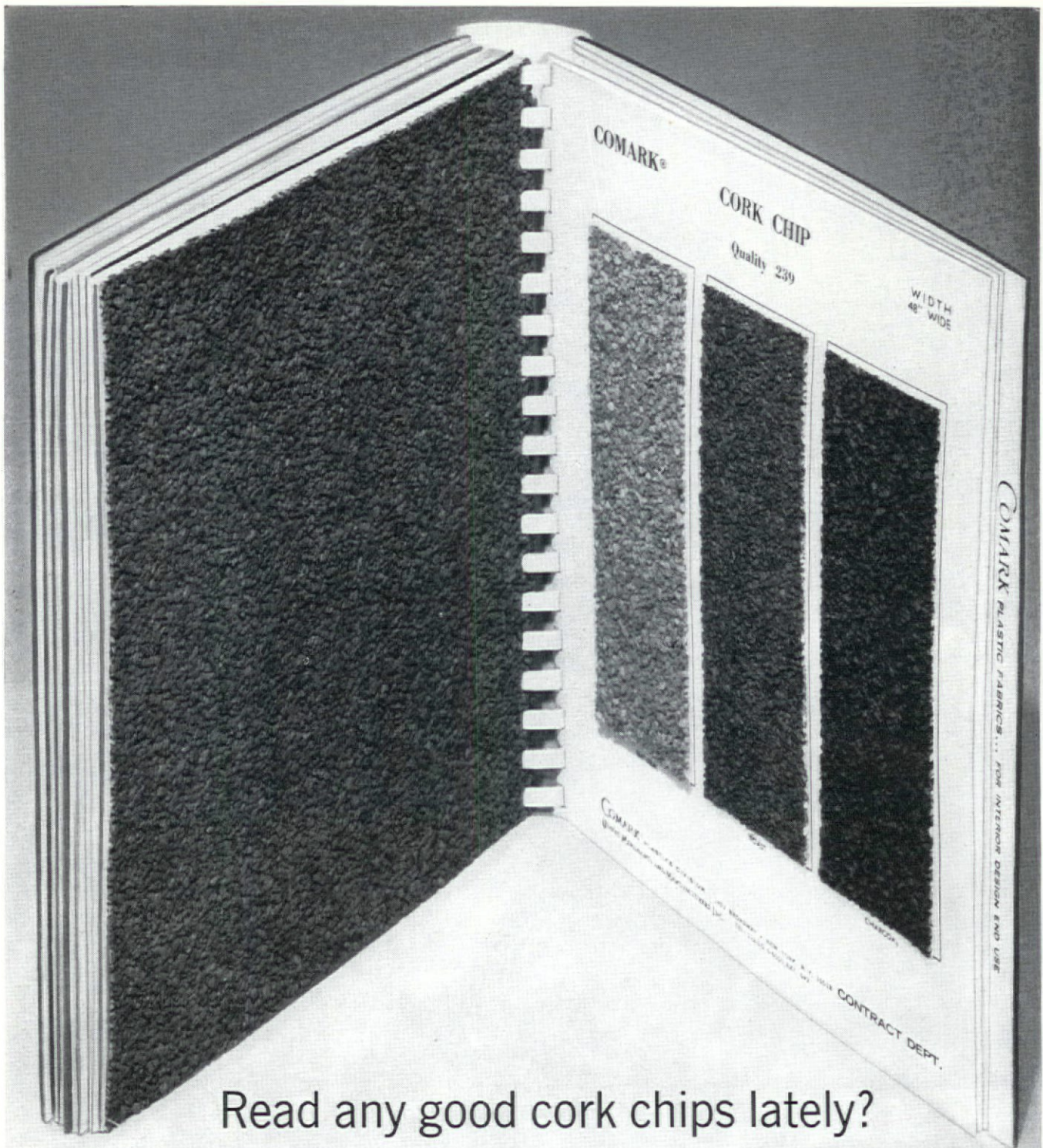
In contract carpets, the *choice* is

PHILADELPHIA Carpet Company

Since 1846, the quality of elegance underfoot.

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

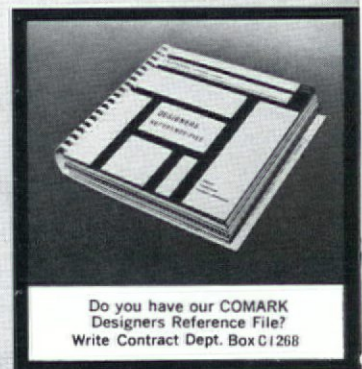
Circle No. 28 on product card facing P. 108



Read any good cork chips lately?

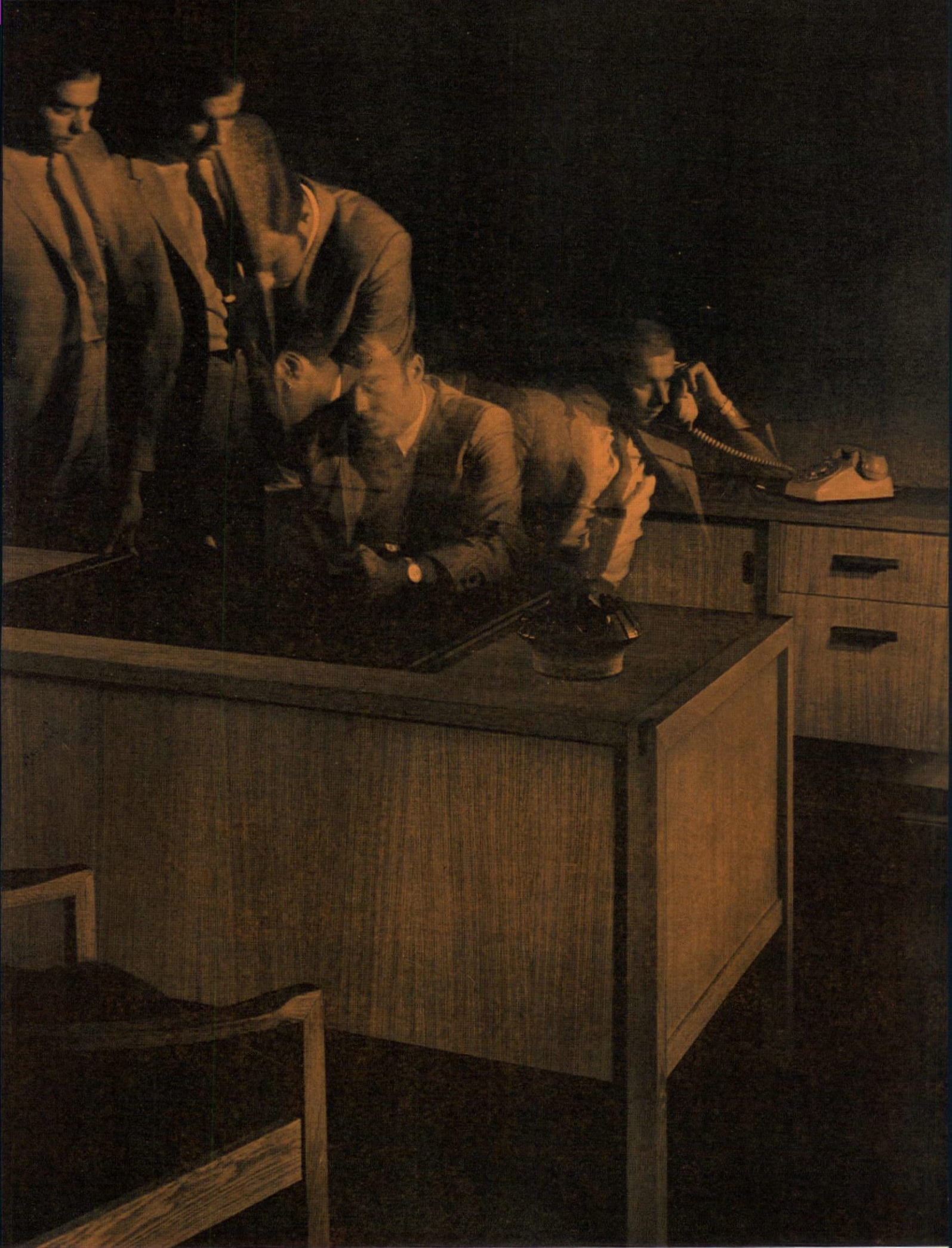
Not like ours, you haven't — Comark Cork Chip 239 in a 48" x 35 yds. continuous roll. Genuine chips of cork on a woven backing that's specially treated to support the cork surface. And we make it in 3 values — Natural, Toast and Charcoal. So if you haven't read any good chips lately, write or call. And uncork some good ideas.

COMARK®



COMARK PLASTICS DIVISION, United Merchants and Manufacturers, Inc. 1407 Broadway, New York, N.Y. 10018

Circle No. 29 on product card facing P. 108



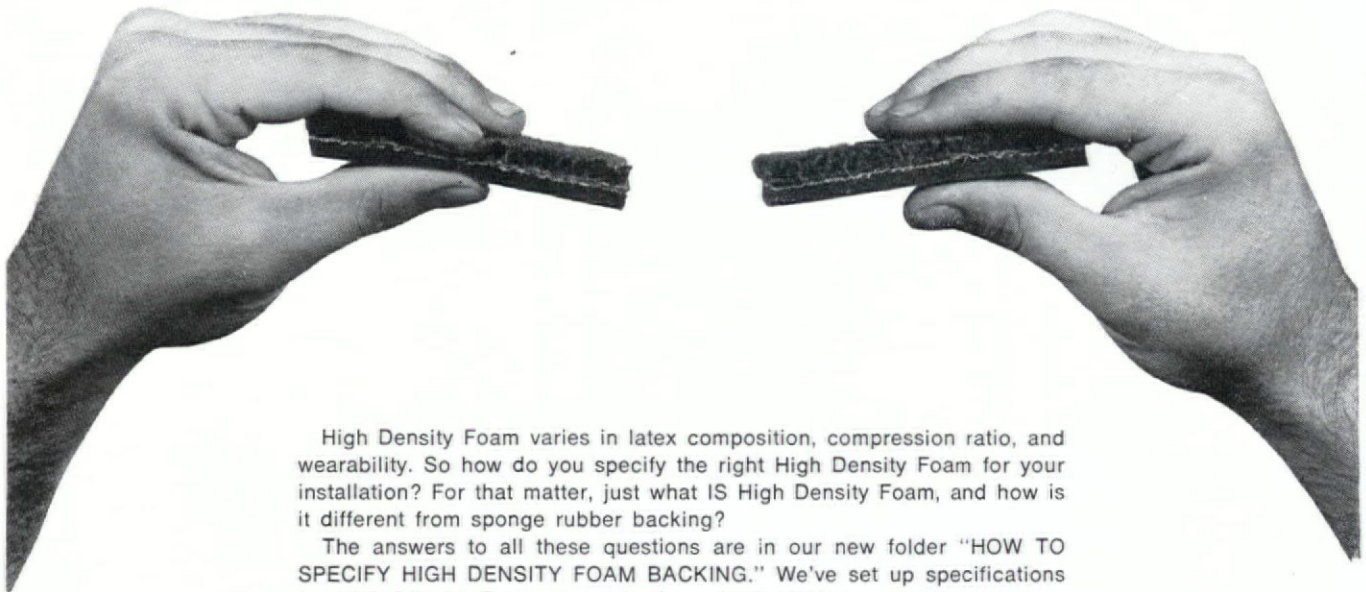
00 SERIES

Active people need the freedom of a creative environment.



THE FURNITURE COMPANY 411 EAST JULIANNA STREET, ANAHEIM, CALIFORNIA 92803 (714) 535-2231

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 

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. 31 on product card facing P. 108

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

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

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

THE MARK OF THE WORLD'S BEST.



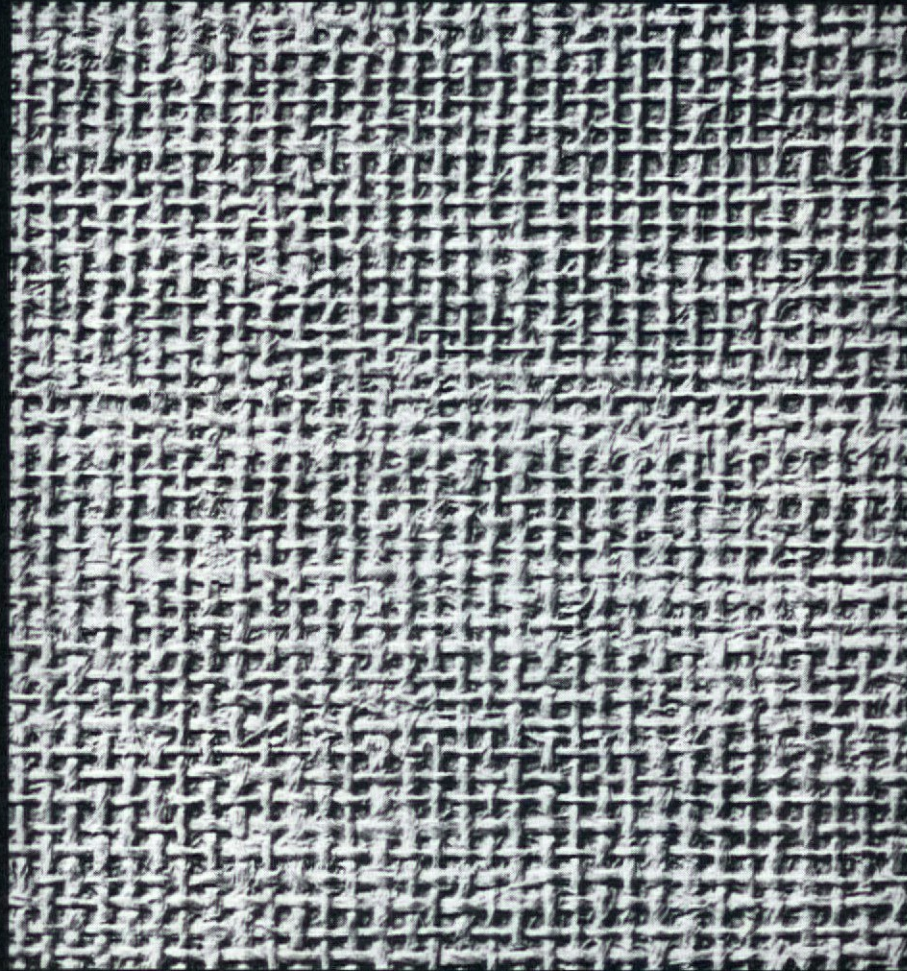
PURE WOOL PILE

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



REPRESENTATIVES IN: BOSTON • CHICAGO
CINCINNATI • CLEVELAND • DALLAS • GRAND RAPIDS
HOUSTON • LOS ANGELES • MIAMI • MILWAUKEE
MINNEAPOLIS • NEW YORK • PHILADELPHIA • PHOENIX
ST. LOUIS • SAN FRANCISCO • SEATTLE
TORONTO • LONDON • PARIS

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 re-decorating 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.



Circle No. 33 on product card facing p. 108



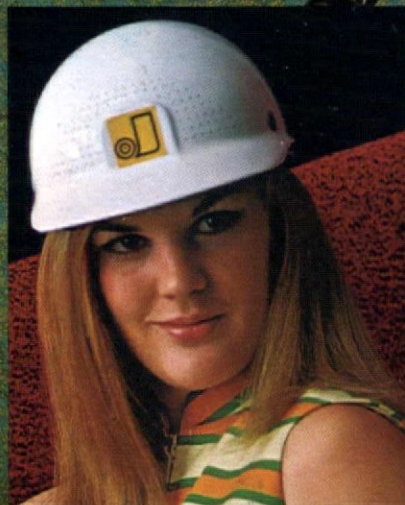
so you want
carpet that
looks good and
can take it...

JORGES makes it!

PENTHOUSE . . .

Hotels, Homes, and Restaurants

MADE OF **HERCULON**[®]
carpet pile of 100% Olefin Fiber



write "J" for free samples

JORGES

WORLD PACESETTERS IN **5/64"** CARPET
GAUGE

JORGES CARPET MILLS, INC., 420 W. LAKE AVE., P. O. BOX 698, ROSSVILLE, GA. 30741, PHONE 404-998-8646

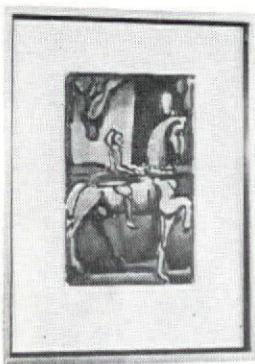
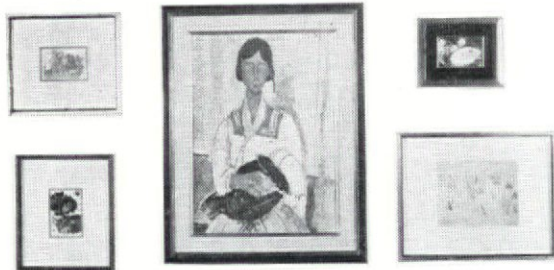
*REGISTERED TRADEMARK OF HERCULES INCORPORATED,
WILMINGTON, DELAWARE FOR ITS OLEFIN FIBER.

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

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

New! Mini-Groups . . .

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



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

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

FREE CATALOG

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

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

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

Showrooms in Atlanta, Dallas, Los Angeles, San Francisco

Circle No. 35 on product card facing P. 108



SIESTA

OUTDOOR FURNITURE



. . . newest name in what's newest

Young-minded styling — that's what you get from Siesta! Because we're a young company (of seasoned pros) unencumbered by outdated jigs and slowpoke methods.

Craftsmanship's second to none, too. Example: we shun razor-thin vinyl like the plague. Our straps are tough, mildew-proofed to strict U. S. Government standards, and individually replaceable.

Full-circumference welds at every joint + crossbar bracing make the heavy-gauge aluminum frames the strongest available anywhere.

A newly perfected epoxy enamel — over Siesta's own specially developed pre-processing — virtually eliminates chalking, chipping, fading. And no rust ever!

Heavy fiberglass tabletops have molded self-edge and are so highly breakproof they're 100% safe.

And Siesta's prices are right — sharp-penciled to give you the industry's best dollar value.

Please mail coupon for full style line, colors, prices.

MAIL TODAY

for styles, colors, prices
Siesta Mfg. Co., Inc.
P. O. Box 574
Sarasota Fla. 33578

SIESTA
OF SARASOTA

Name _____ PLEASE PRINT
Address _____
City _____ State _____ Zip _____

Circle No. 36 on product card facing P. 108



*...with Vanquish
from Lewis!*

Anybody's carpet looks great the day it's put in. It's what happens afterwards in those high traffic areas that really tests your carpet's fiber. Footstep after footstep crushes, grinds and wears the carpet until, lo!... there's a path. Not so with Vanquish! Herculon fiber bounces back for more... holds dirt on the surface for easy cleaning. So beat the carpet path problem—choose Vanquish for your next job. Vanquish, by Lewis, made by Herculon.*

**LEWIS
CARPET
MILLS,
INC.**

P.O. Box 490/Cartersville, Ga./Ph. (404) 342-4400

* **HERCULON** ®Registered trademark of HERCULES INCORPORATED, Wilmington, Delaware 19899 for its olefin fiber.
Circle No. 38 on product card facing P. 108

Neither wind, nor rain, nor sleet, nor hail can affect the great outdoors carpet made with Poly Bac.

(Just think how great Poly Bac is in indoor carpets.)

What made outdoor carpeting possible?

Man-made yarn that could withstand the hazards of nature.

And a primary backing—Poly Bac, that could do the same.

The very same Poly Bac now being used in over 100 major (indoor) carpet lines.

And small wonder. Considering the advantages it offers.

For example. Poly Bac is impervious to humidity. (It's as much a problem indoors as it is outdoors.)

Result: carpet shrink and buckle

is minimized. So too, are restretching costs.

Insects and bacteria (another indoor-outdoor problem), are no problem to Poly Bac.

As far as rot caused by mildew is concerned, it never happens. Even in below grade installations.

And finally—Poly Bac, a polypropylene material, does not contain oils or lignins. Thereby eliminating the danger of shampoo stains (browning).

All in all, Poly Bac adds up to a pretty substantial product. One that really proved itself on the inside, before we let it out.



Patchogue Plymouth Co.

555 Fifth Ave., New York, N.Y. 10017

A Division of Avisun Corporation.

Circle No. 39 on product card facing P. 108

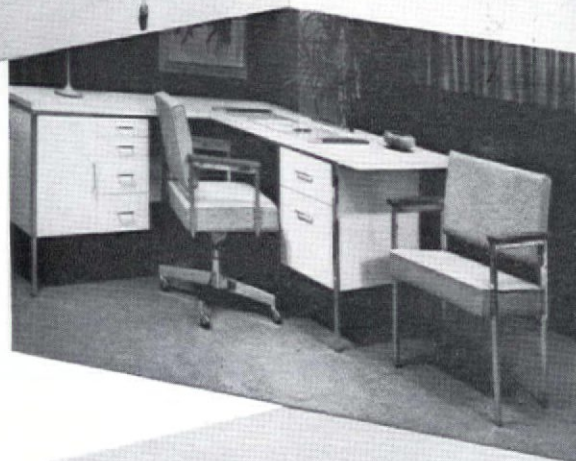
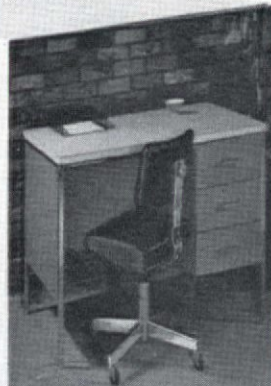
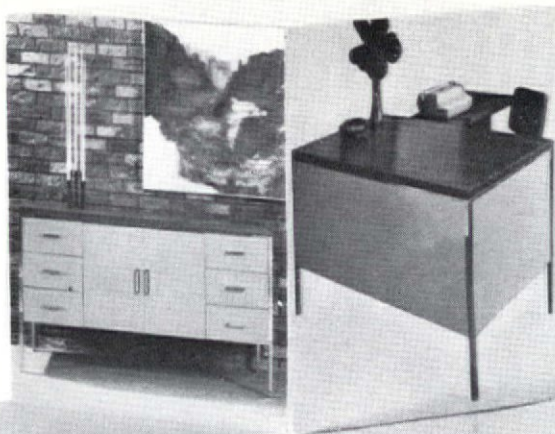
what you can do with what we've done!

Your choices are practically endless. Whenever you divide office space . . . concentrating functions or separating work areas . . . Series 3000 by Yawman-Erbe gives you the versatility to furnish the perfect environment. It's modular; it's matchless; it's complementary; it's complete. You know its quality! Write for a free Series 3000 file-folder catalog.

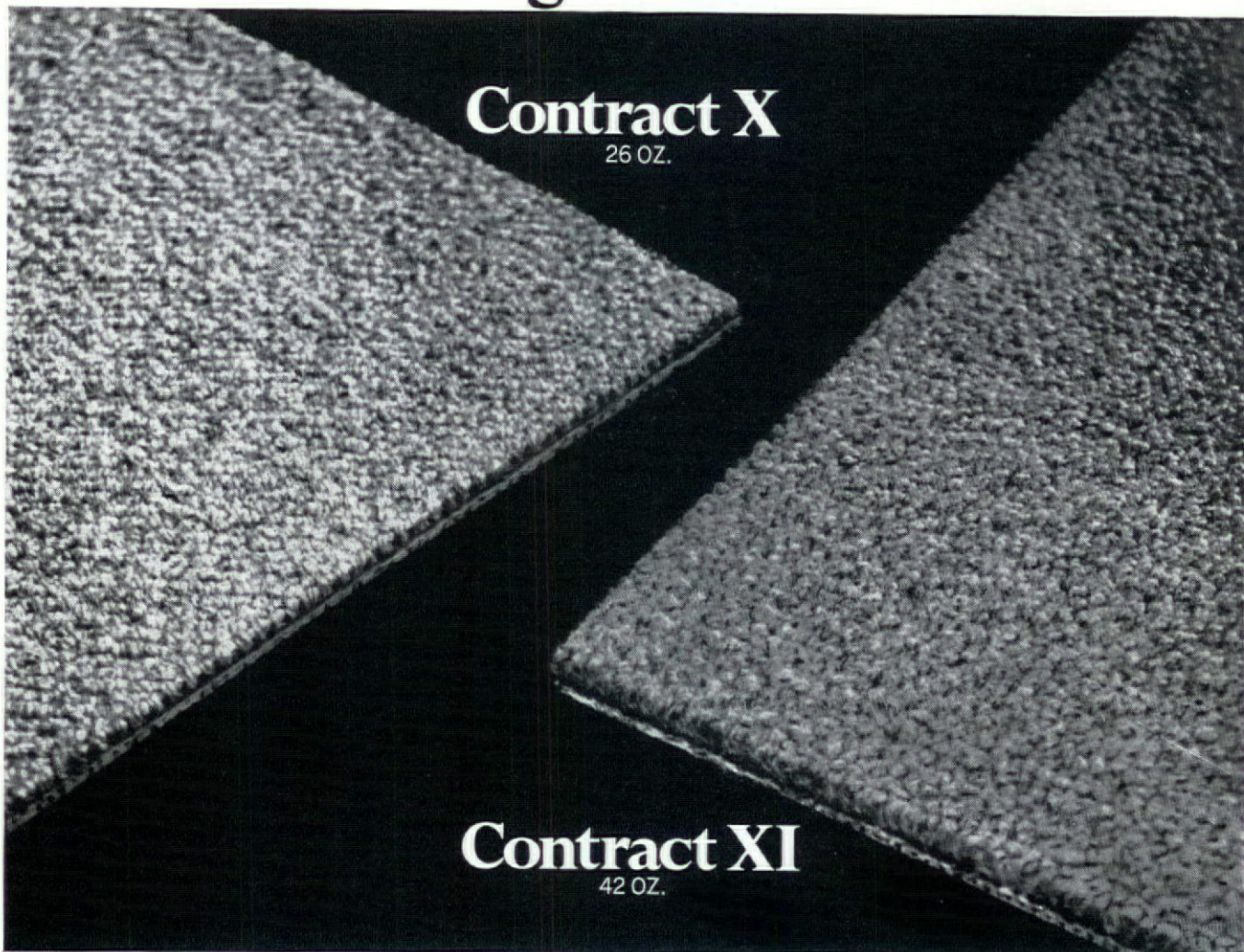
The first name in office furniture is making a new name for itself.

Yawman-Erbe

1099 Jay Street, Rochester, New York 14601
Subsidiary Sterling Precision Corporation



The look-alikes that make the big difference!



Contract X
26 OZ.

Contract XI
42 OZ.

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 _____

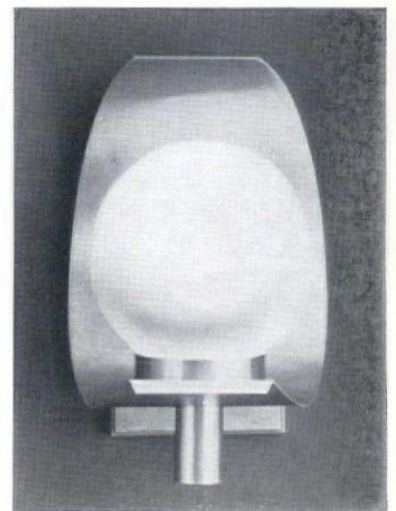
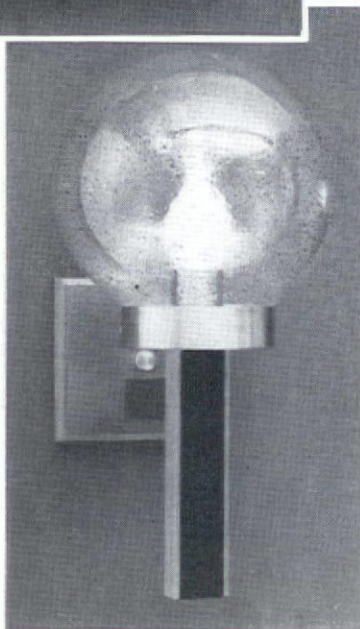
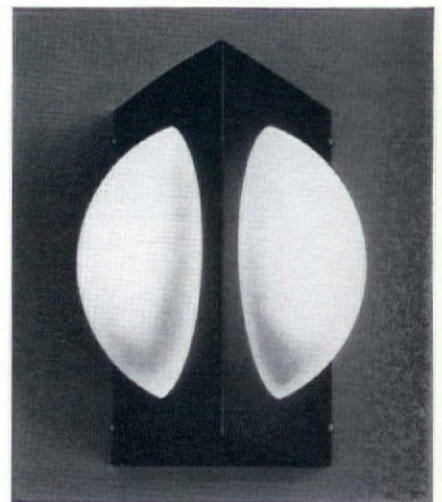
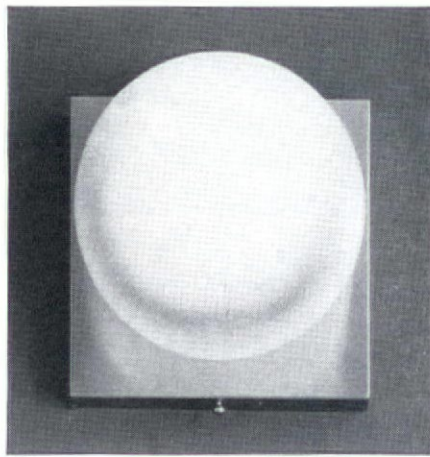
CITY _____ STATE _____ ZIP _____

We carry the lighting that turns your customers on even when the lights are out.

These are the turn-them-on lamps to light up passageways, paths, foyers, incidental areas, front entrances and the kind that do something special for the back door. Their clean lines, efficient light dispersion and craftsmanship make them winners with builders and architects and decorators.

Clear Stromboli and hand-blown opal spheres are available. They seem to shine even when they're unlit. Your customers can see at a glance that Artolier knows how to create, to turn them on.

Don't miss a single one. They're all in the new Artolier color catalog. It's yours by sending \$1.00 to Artolier, Garfield, New Jersey, Dept. Catalog.



 **Artolier Lighting**
Emerson Electric Co., Garfield, New Jersey



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

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

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

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

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

The cords won't stretch. They are hand wrapped; carefully, painstakingly placed in position one strand

at a time. And guaranteed against staining, fading. Even the hardware is guaranteed against rust. And these guarantees include *no* replacement charge.

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

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

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

CASUALS BY CLARK

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

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

Circle No. 42 on product card facing P. 108



Looking for more decorative individuality in wallcoverings?

Then see the Van Luit vinyls . . . they have a professional quality in both design and color you will like for your most important projects.

Albert
Van Luit & Co.
WALLCOVERINGS

OFFICE & FACTORY: 4000 CHEVY CHASE DR., LOS ANGELES 90039
EASTERN BRANCH: 2800 SUPERIOR AVE., CLEVELAND 44114
SHOWROOMS: NEW YORK / CLEVELAND / CHICAGO / LOS ANGELES
DISTRIBUTORS: SOUTHEAST / DWOSKIN, INC. • TEXAS / ROY JACOBS CO.
NORTHWEST / WALLPAPERS INC. • HAWAII / BORLAND TEXTILES

Brunswick
looks good
while waiting...



...and makes the waiting time
seem shorter, too.

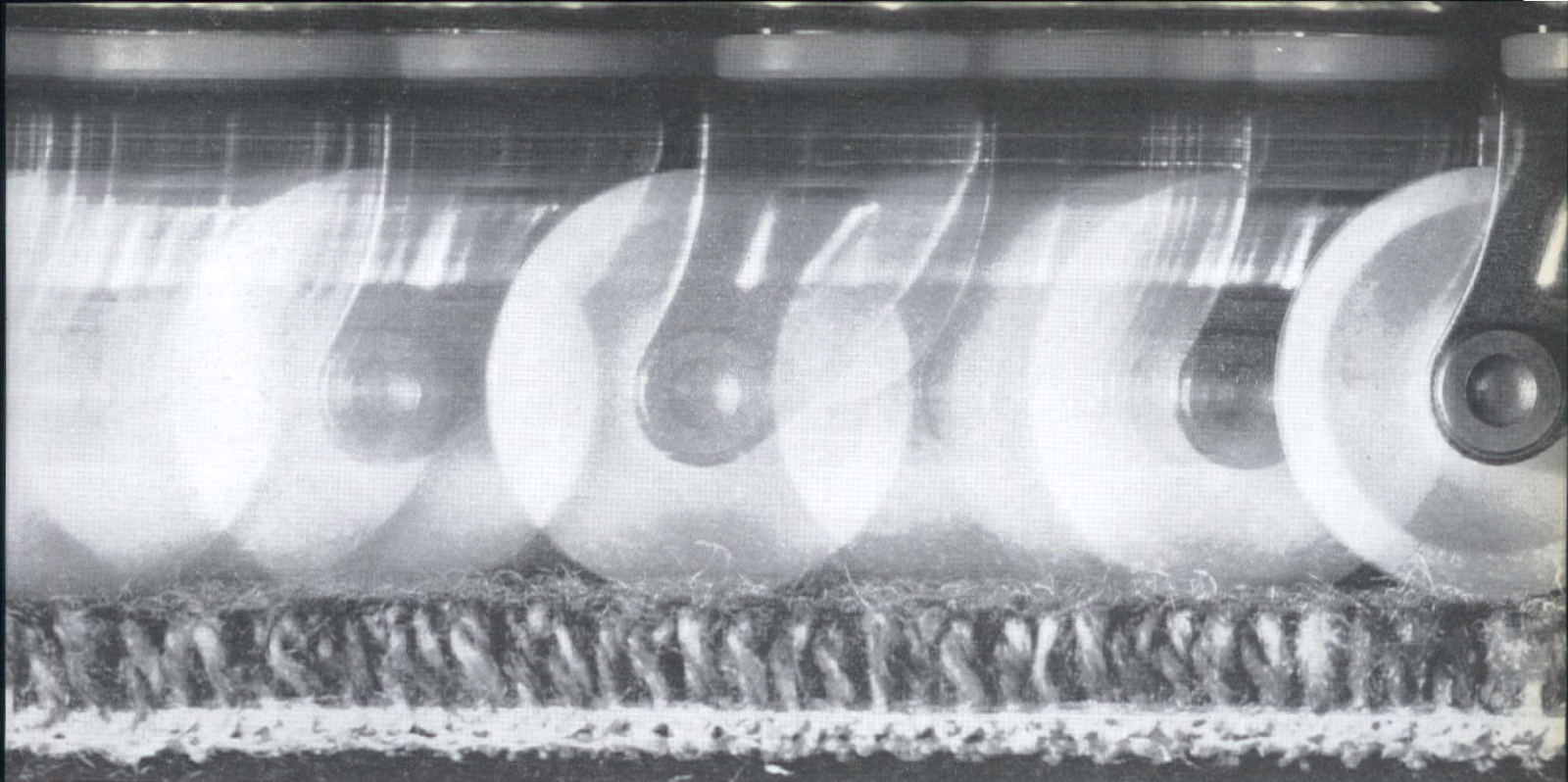
Setting up an office area for 4 or an
airport terminal for 400? Our new Multiple
Seating offers more than 100 seating
arrangements. And our complete line
offers hundreds of decorating possibilities.
Send for detailed catalog. It will take
only a few days to reach you but the wait
will be worthwhile.

BRUNSWICK



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

Circle No. 44 on product card facing P. 108



Now wheels roll easily on carpet... if the carpet is backed by Jute!

Direct glue-down installation does it.

Now—specify carpet where you couldn't specify carpet. Glued directly to the floor, double Jute-backed carpet eliminates mushy cushions or pads that bog down conventional wheels and casters. Bonds securely to any floor, to resist shifting and delamination. But will not stick or crumble when removed with solvents.

And the cost is less. Less than foam-backed carpets with equal pile specifications. Less than equivalent carpets, plus separate underlayment. But still gives all the advantages of carpet. Low maintenance cost. Luxury looks. Good sound absorption. High employee morale. Less heat loss in many cases.

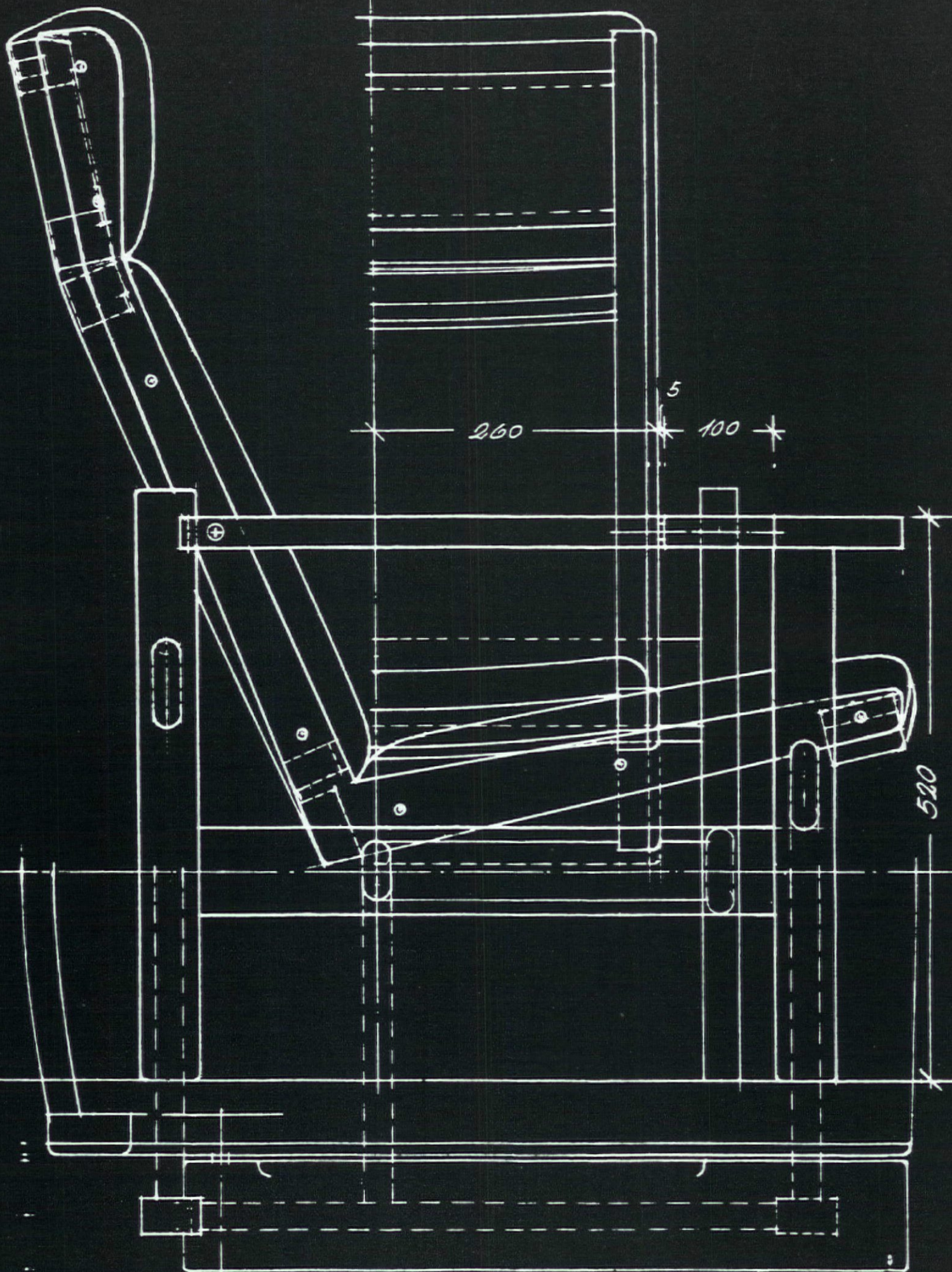
Shouldn't *you* be specifying it? Especially since it works so well in all the general office, computer, cafeteria areas (carpeted in the past 2½ years) at Ford Motor Co., Dearborn—and many other demanding installations.

JUTE•ON•JUTE

JUTE CARPET BACKING COUNCIL, INC. 25 BROADWAY, N.Y. 10004

Write for illustrated descriptive literature, plus details of installation technique.

Circle No. 45 on product card



Stoilestol 1:5 - 1:1.
Hans J. Wegner.

Honor Thy Designer: A Danish Commandment

DANISH DESIGN, A STRONG INFLUENCE ON THE U.S. CONTRACT MARKET, BUILDS ON PAST SUCCESSES BY COMPENSATING, MOTIVATING ITS DESIGNER/ARCHITECTS

By LEN CORLIN

Little Denmark is so loaded with design talent that it could sink into the North Sea and create an international contemporary design void.

So influential is the Danish design community that almost any contemporary furnishing in the United States with a clean, well-designed, Scandinavian look gets the appellation "Danish Modern" hung on it, regardless of the quality. Too often, tiny Denmark has been given an undeserving black eye by some manufacturers adopting the Danish look, but forgetting about the quality factor.

In the U.S. most particularly, good Danish furniture design has found wide acceptance, leaping into the good graces of the American consumer largely through its use in contract applications.

Good design is good design

Despite exciting furniture designs emerging from Italy, Sweden, and the United States, the influence of Danish design is not likely to diminish. Good design is good design, notwithstanding fleeting fluctuations in export totals that prompted the Danish Furniture Manufacturers Association to invite a group of five furnishings editors to visit the country on a working tour of the furniture industry. The tour was designed to update Americans on new designs and to let the designers themselves brief the visitors on the new and exciting things that they were doing.

CONTRACT Magazine represented the

commercial/institutional market, the source of Danish Modern popularity in the United States, together with three shelter press editors and one editor representing an architectural publication.

Stung by the practice of some American manufacturers to "knock off" designs, reproduce them poorly, and then call them "Danish Modern," the DFMA put the stress on quality production, extraordinary testing procedures, and a respect for the designer, or "architect," as he is called by the Danes.

Designer waxes fat

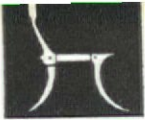
In that type of climate, the designer flourishes, waxes fat in many instances, as royalties roll in years and years, even decades after a design has been developed.

Several distinct differences exist in a comparison of Danish interior designers, product designers, and architects with those in the United States.

In Denmark, all three generally are one individual. That is, the architect, as we know him, is also the interior designer and the product designer, be he a designer of furniture or ash trays or lighting. By training, the "architect" is well versed in all aspects of the design trade, undergoing years of schooling and apprenticeships before he can call himself that.

Consequently, a commission to design a hotel in Denmark will involve the architect in not only the structure, but also specifying and/or designing

This chair, designed by Hans J. Wegner, is now being produced in Denmark for the school market.



Royalties and recognition spur designer creativity

the furniture, space planning, and all other design aspects from selection of wall colors and materials to flooring. A case in point is Copenhagen's Royal Hotel, which was completely designed by Arne Jacobsen from exterior shell to lobby Egg chairs manufactured by Fritz Hansen. For every Egg chair, of course, a royalty is forthcoming that makes such specification worthwhile to the designer.

A big benefit accruing to those who commission the architect to do a project is the complete coordination exercised by him in carrying out the concept and controlling the entire job.

Contrast this with the vagary of techniques in the United States, where the architect often concerns himself only with the shell (although this is changing rapidly as more architects establish their own design departments or begin to work closely with the interior designer). Unless called in early enough, the interior designer wrestles with interior design problems that may be compounded by a structure that does not quite do what it is supposed to do on the inside.

U.S. designers on tightrope

Product designers in the United States walk a tightrope when they design furnishings, unless they are key members of a company. The in-

dependent designer who presents a furniture design to a manufacturer in the United States may have it rejected, only to discover a short time later that the manufacturer introduces the same design, save that the angle of the widget is two degrees, instead of three, as in the original.

Designer gets recognition

This just does not happen in Denmark, where the designer is accorded respect, recognition, and the constant rejuvenation of royalties, so that he is motivated to continue creating. As a case in point, Hans J. Wegner, who now produces furniture designs for Johannes Hansen and Salesco, distributed in the United States by Georg Jensen, Inc., had designed the Chinese Chair for Fritz Hansen, who discontinued it a number of years ago. Recently, Fritz Hansen successfully revived the design and Wegner is again reaping royalties.

Wegner, soft-spoken, is known to have commented bitingly to a friend while visiting Mexico that he never knew so many of his chairs were being sold in that South American country. The chairs, of course, were knock-offs of his designs.

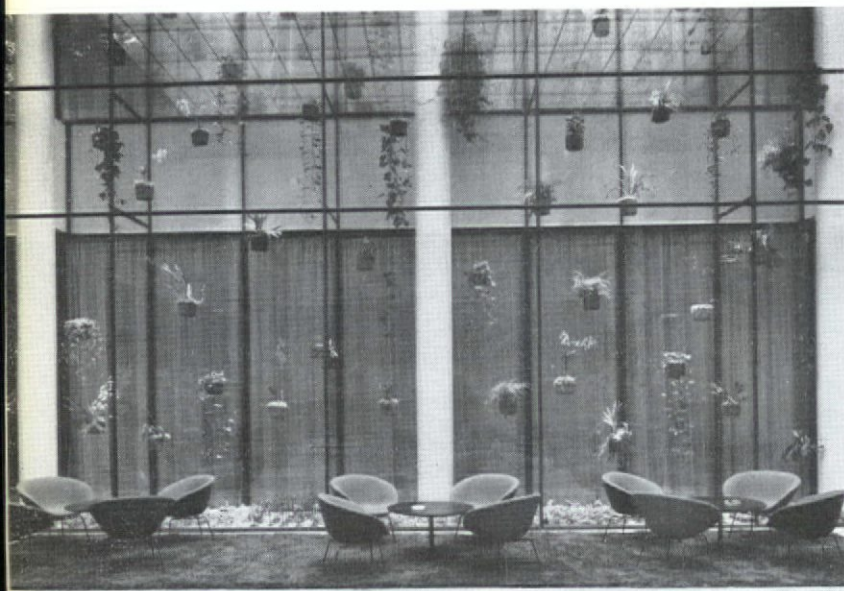
Together with blue eyes, blond hair, and an ability to control quantities of aquavit over lunch that would floor

an ordinary American, Danes have an almost inbred design consciousness. They think about design, acquire good taste as they grow, probably because of their constant exposure to good design.

As a reaction to the industrial revolution, which affected Danes as it did us, people with esthetic taste did not believe that industry could create new forms of the same high standard as the old craftsmen had done in Denmark. They felt that the only salvation from the decay of design was the rehabilitation of handicrafts through the artist-craftsman.

In Germany, the trend was called "Werkbund" and in France "Art Nouveau." Walter Gropius' Bauhaus is in all likelihood the best known of these schools. Because Denmark was primarily an agricultural economy—better known for its dairy butter and Danish hams than for furniture—conditions at the time were propitious for the continued existence of handicrafts, which were adopted by the furniture industry of the country. Georg Jensen led the Danish silversmiths to a reawakening of craftsmanship and quality.

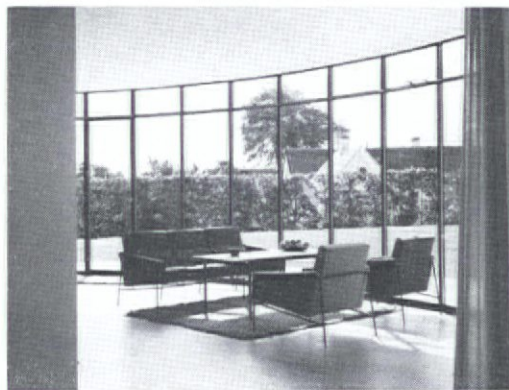
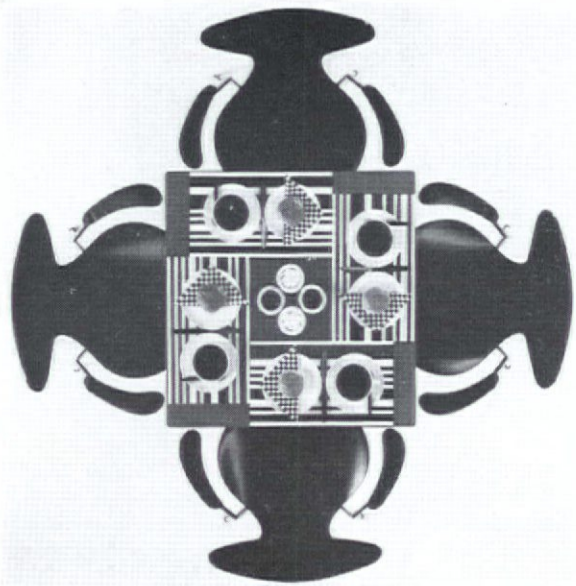
To give impetus to the movement, Den Permanent was established in 1931 as a permanent exhibition of Danish arts, crafts, and industrial



Arne Jacobsen, well known Danish architect, not only designed the building, Copenhagen's Royal Hotel, but planned the space and designed all the furniture and furnishings too.



The permanent exhibition of Danish arts, crafts, and industrial design is centered in Copenhagen's Den Permanent, which operates both a retail and export showroom. It is run by and for designers on a non-profit basis.



These chairs by Fritz Hansen are designed with three things in mind: eating, talking, and relaxing, respectively. Arne Jacobsen is designer of dining chair 3207 (left) and lounge chair 3300 (center). The Seagull (right) was designed by Gosta Berg and Stenerik Eriksson.





Design excellence built on history of quality emphasis

design. Only the artists—both individual craftsmen and companies employing hundreds—determine with one vote each what shall be exhibited on its merits. In Copenhagen, both export and retail showrooms are replete with Danish crafts.

The average Dane knows full well what good design is. Even on weekdays, Danish museums are jammed with visitors. In the U.S., one's mind could be blown by the silence in a museum during midweek.

The emphasis on good furniture design in Denmark was developed by the average Dane's preoccupation with the home and its furnishings. A high standard of design interest naturally extended to commercial and institutional designs, so that even the remotest school or library is typified by excellent exterior architecture, interior detailing, and furnishings of beauty, durability, and excellent taste.

Chair for furniture design

No one gives a second thought to the fact that a Chair for furniture design was established at the Royal Academy of Arts in Copenhagen in the 1920's, where Professor Kaare Klint taught his students that the function of a piece of furniture was the basic prerequisite of design. In the mid-twenties, such thinking was considered quite revolutionary.

Today, in the late sixties, if a Chair for furniture design were established at an American university, most people would think it was something to sit on.

Following Klint were such all-time greats as Borge Mogensen, Mogens Koch, Ole Wanscher, Wegner, and Finn Juhl, to mention only a few. Wegner treats materials sculpturally, emphasizing the strength of wood and often developing contrasts between robust and refined. Juhl models chairs with powerful, tense curves, inspired by contemporary abstract sculptors. Two female designers, Nanna Ditzel and Grete Jalk are now making important contributions, as is Piet Hein, the philosopher-physicist-designer-poet, who garnered world wide recognition with his design of the super-ellipse, now translated into furniture. Steen Ostergard is another designer doing remarkable things in plastic.

Another important aspect of Danish furniture and furnishing design is the high standard of quality that assures its popularity. Torture tests devised by the DFMA's control group is used by approximately 100 member companies. Typical of random tests for chairs, for example, is a machine that is loaded with a 152 pound weight and which then rocks that chair backward and forward to failure. A good

chair should survive 50,000 such rockings, with the best Danish chairs exceeding 250,000 rockings before collapse.

Other tests include weathering chairs, which are exposed to the elements for years at a time to test paints and finishes.

Handwork and automation combine

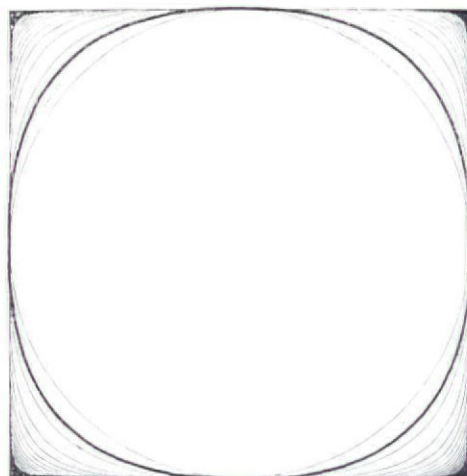
Notable in the production of Danish furniture are factories utilizing modern equipment, and combining mass production with hand finishing. Chairs and tables coming off the production line at J. L. Mollers Mobelfabrik in Arus, for example, the second largest city in the Danish Kingdom, have a silk-like finish that is purely the result of hand labor.

More astounding is the fact that each craftsman, no matter how apparently boring the operation, takes great pride in his function and, consequently, does not compromise on the type of work he does. Absenteeism and job-switching is almost unheard of.

Probably because of the reputation that so-called American-made Danish furniture acquired, justifiably nettling Danish designers and manufacturers, editors on the tour were repeatedly put into the position of pointing out that there were many fine American manufacturers of furniture. Cer-



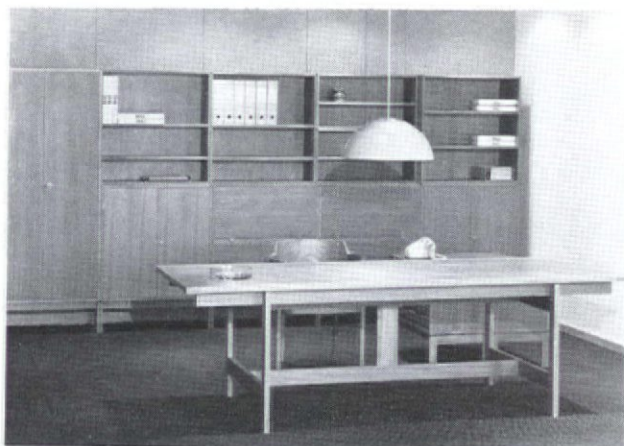
Architect Tyge Holm designed the Lyngby-Taarbæk Music Library in Copenhagen. Note octagonal elevator behind stairway (far left), lighting fixtures and furniture in dining room (near left), and carpeted music room (above), where children improvise their own seating needs.



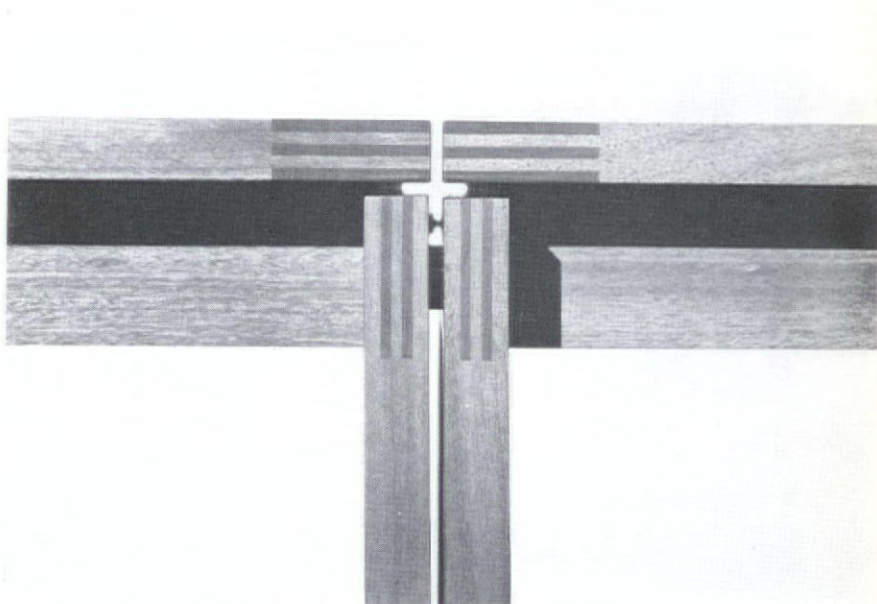
From the idea for the super-ellipse, architect Piet Hein, who also is a philosopher, poet, and physicist, designed the super-elliptical tables for Fritz Hansen. Tables offer more dining space than either rectangular or round tables.



N. O. Moller designs and produces a superb line of hand-finished furniture in Højbjerg, including this table (above), available in teak or rosewood; expansion table (near right); handsome armchair (far right) of Bangkok teak or Rio Palisander, with oxhide or textile.



Solveig Simenstad designed this very simple but well built furniture and wall system line for Munch Mobler. Its simplicity would lend itself to office landscape applications of the German variety. A wide number of arrangements are possible with this flexible line.





New forms of multiple seating provide design flexibility

tainly, the existence of poor quality was a factor, as it is bound to be in a \$3 billion contract market. But the overall condemnation was unwarranted and generally stemmed from the younger designers, who also were quite vocal about American politics. In both cases, closed minds were in need of airing, but the editors found it difficult to pry open an illuminating window or two.

In contract design particularly, Danish design takes flight. Color and excitement are best exemplified by Unika-Vaev, which produces textiles and carpets of such unique and colorful design that they find acceptance in all furnishings areas, residential or contract.

Multiple seating innovations

New forms and techniques are continuing to emerge in furniture where the greatest degree of experimentation is prevalent. For example, the extremely flexible multiple seating (illustrated on our cover), designed by Jorn Utzon and produced by Ken Muff Lassen, combines simple components of hard polyurethane for a wide variety of furniture landscapes. He begins with a stool and, by means of a simple coupling, fits a low back to it. A high back can be fitted to

the top of the low back, if desired. There is an entirely free choice of combinations for use in a wide variety of contract applications.

Utzon designed another furniture system that is made up of a few components that can be assembled in many different ways to form a furniture landscape. The bearing framework is formed of triangular aluminum pipes in nine different sizes, which couple with boards and foam rubber cushions and can be quickly and easily assembled to form chairs, sofas, tables, and display cases. It is designed mainly for use in waiting rooms, reception areas, airport terminals, and offices, and is made by Fritz Hansen.

Functionality, too, is of prime concern to the Danish designer. Consequently, his attention to detail is never diverted. In a line of secretarial chairs, for example, features permit even the frailest, whisp of a girl to make easy height and back adjustments in seconds.

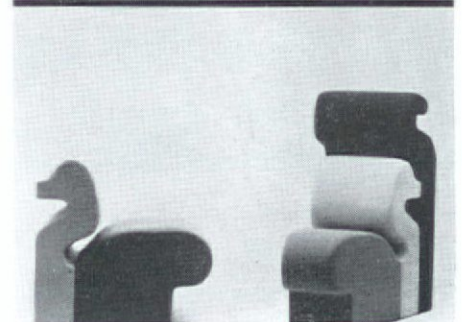
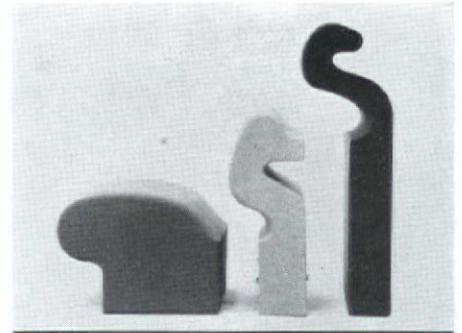
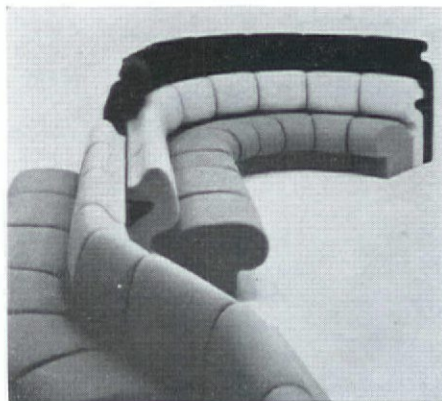
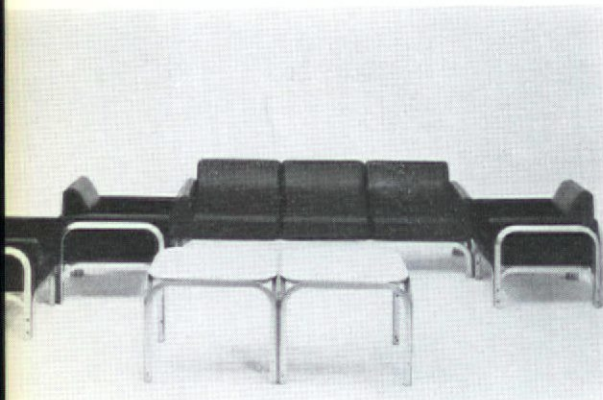
Royal System/Cado produces a line of vertical shelving systems that allows an office designer to take advantage of unused air space, as does Munch Mobler, which produces a system operating on a somewhat different principle, but with the same end.

Henning Jensen and Torben Valeur designed an M-40 line of office furniture that is proving ideal for office landscape installations. It has simple lines, excellent craftsmanship, and inherent flexibility that call attention to its usefulness in an open area layout. The latter two systems also are sold by Fritz Hansen in the United States.

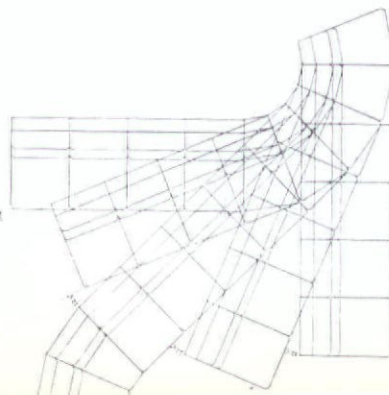
Hundreds of lines of contract furniture are displayed at the Scandinavian Design Center for Home Furnishings, which operates very much like Chicago's Merchandise and American Furniture Marts, but only on two floors.

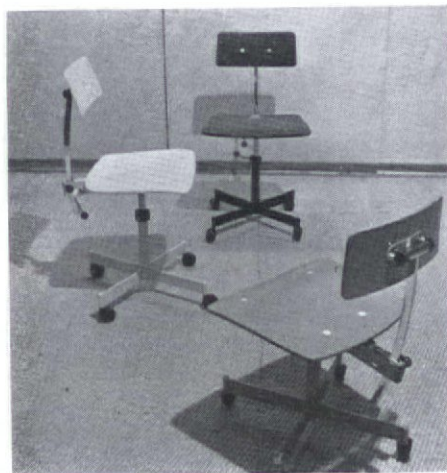
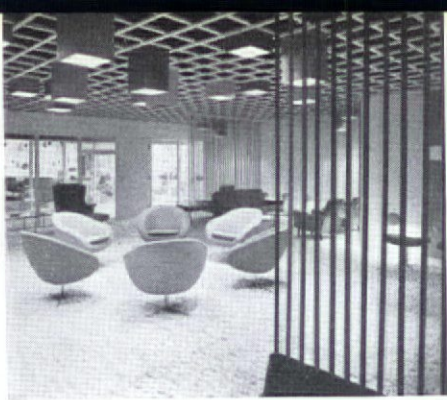
Denmark's total export of furniture to the United States is but a scant 0.014 percent, a drop in the cavernous maw of American consumption, but very meaningful to the Danish economy.

How meaningful is Danish design to the American interior designer/planner/specifier? It continues to offer outstanding design, high quality and opportunity for unusual interior appointments. The lurking fear by the Danes that this market will be eclipsed by other design developments on the continent apparently is unwarranted, so long as the quality continues at the same high standards. (C)

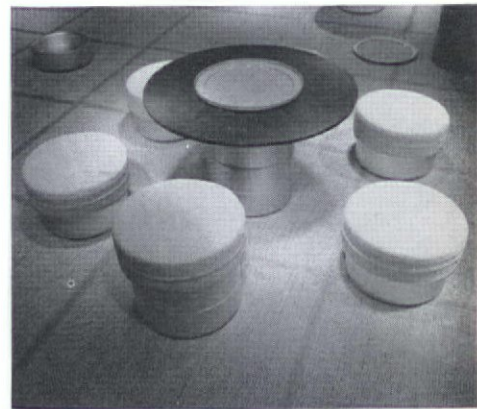
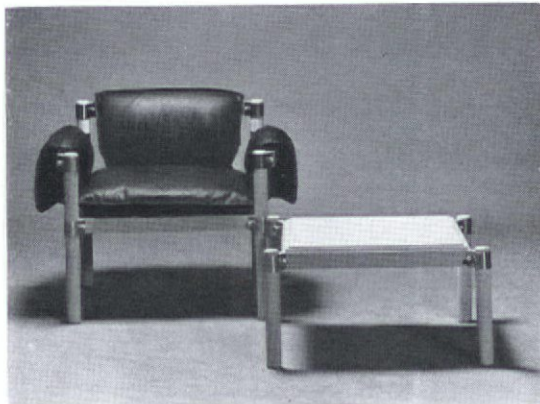


Jorn Utzon's multiple seating designs (right) permit limitless arrangements. Furniture system (above), in aluminum and foam rubber, ties together to form one integral unit. The Ken Muff Lassen line of flexible seating (see cover and at right) combines simple components of polyurethane.

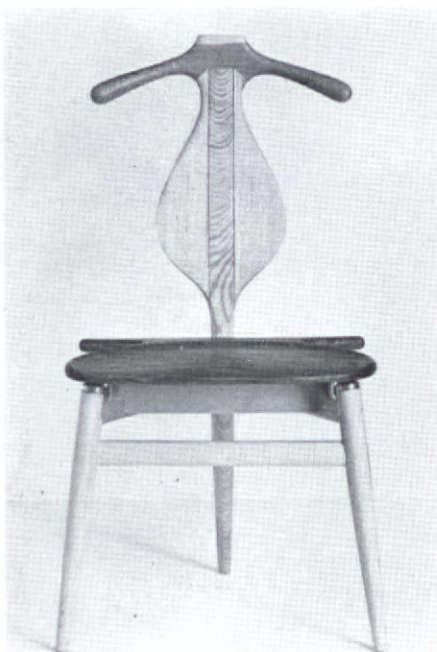
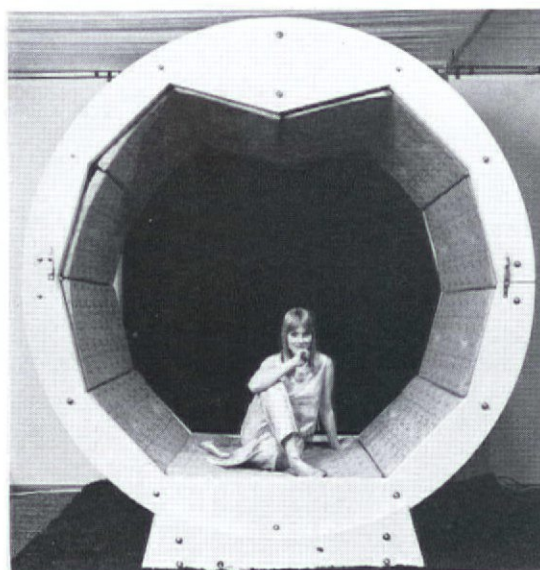




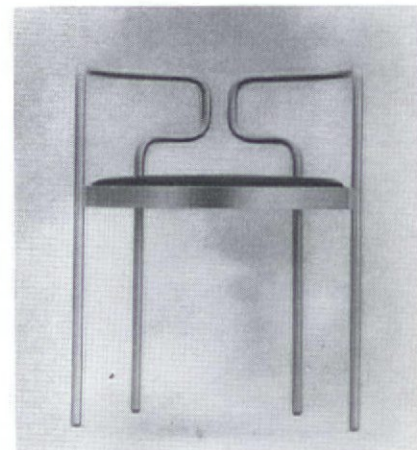
At the Design Center in Copenhagen, roughly comparable to the Merchandise Mart in Chicago, furniture in wide variety is displayed on one floor and a basement (two photos above). Secretary chairs (immediately above) illustrate easy adjustment feature with simple lever device.



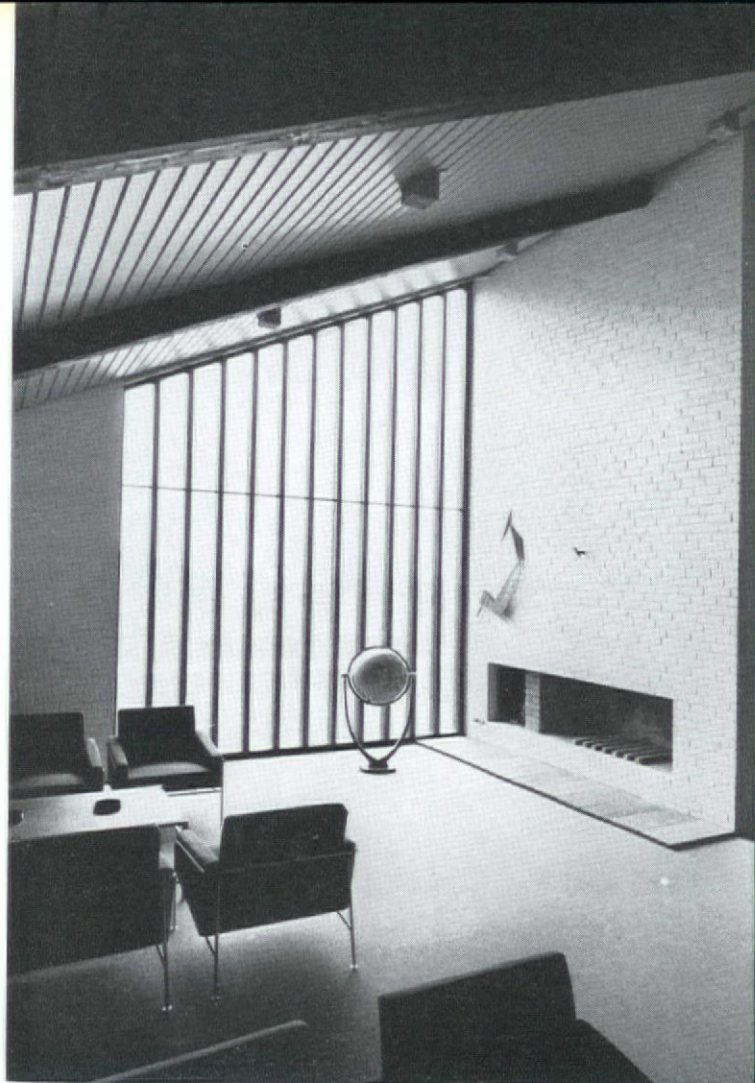
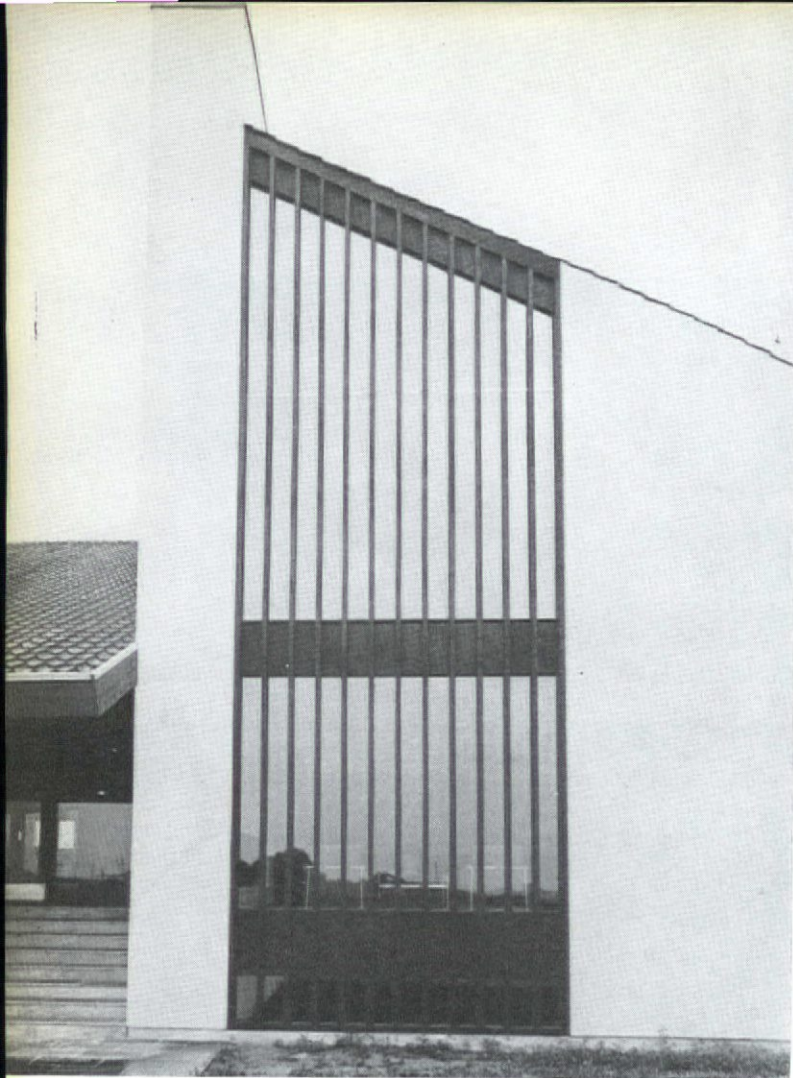
Out of the Danish Furniture Fair of 1968 came these unusual designs: a chair and table (above left) by designer Peter Karpf; cocktail table and chairs (above) by designer Jorgen Joj; and a piece (left) probably called "tunnel of love" by designer Claus Boertman.



Hans J. Wegner's classic valet chair (left) distributed in the U.S. by Georg Jensen, has a typical Wegner look. Crossbar is a giveaway that Wegner designed this grouping for Johannes Hansen, also distributed by Jensen.



They tagged this Henning Larsen design "the uncomfortable chair" to let the fast food restaurant operator know that the patrons will eat fast and not linger during busy lunch periods.



METAL SCHOOL DETAILS MIRROR DANISH LOVE OF GOOD DESIGN

BUILT AS AN ADVANCED TRAINING CENTER FOR THE DANISH BLACKSMITH/MECHANIC UNION, THE "METAL SCHOOL" IS UNUSUAL IN ITS SIMPLICITY AND BEAUTY

The Danes carry their love of fine furnishings and architectural detailing into their public buildings. After carefully evaluating the type of treatment they want inside and out, they choose an architect who they believe can carry out their ideas best and then let him fly.

That is exactly what directors of the Danish blacksmith/mechanic's union did when they commissioned architect Carl R. Frederiksen to design a two-story, L-shaped Metal School.

He started with an attractive facade of brick, wood and glass and then carried the soaring beams inside. The furnishings, of course, are

Danish modern, from hanging lamps to Wegner chairs.

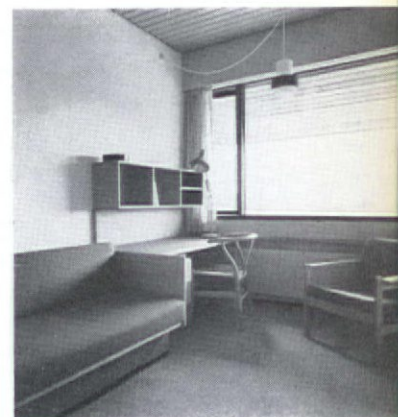
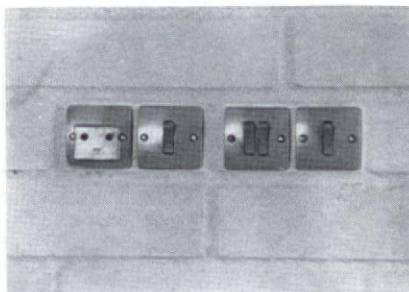
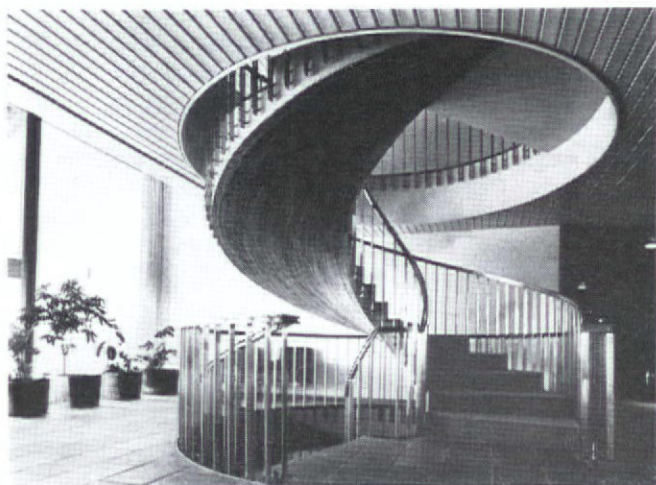
Typical of the attention to detail provided by the architect throughout the installation is in a large lecture room seating 80 (top, opposite page). The instructor need only press one button to lower shades at eight large picture windows. Simultaneously, a concealed screen is lowered at the front of the room and 16 lamps are raised toward a high canted ceiling so that the image from the projector can reach the screen unimpeded.

Photos on these pages speak for the complete attention to detail exhibited by the designer, including ash trays and lighting switches. (C)





Outside is carried inside (opposite) for total design unit. The 80-seat classroom (above) has switch that simultaneously lowers blinds, lowers projection screen, and raises two center rows of lamps to clear path for projected image. Reinforced concrete stairway (far left) spirals three stories, carries out design theme. Informal area (below left) has Wegner chairs and table, plus planters to break straight lines of hallway, which is carpeted. Ash tray and light switches were selected by designer, who was involved in all furnishings for the building. Typical student room (below) is simple, functional, and quite comfortable.



HOW TO WORK ON SPECULATION: DON'T!

PROMISES, PROMISES, PROMISES
OFTEN RESULT IN NOTHING BUT
IRRITATION FOR THE INTERIOR
DESIGNER/PLANNER, WHO IS URGED
TO GET PAID FOR HIS WORK BY
DISTINGUISHED ATTORNEY LEE EPSTEIN

Designers, particularly young designers, should never work on speculation. That's the seasoned counsel of a leading attorney in the design/planning field, Lee Epstein. Very often, he says, designers run across a prospective client who asks: "Just give me a rough sketch of what you're going to do, and I'll decide whether or not to give you the assignment." This is, of course, an invitation to work on speculation and should be politely declined.

Here's Epstein's thinking on the very basic matter of working on speculation:

It never pays to show a prospective client what you are going to do for him. He may like it and decide that his own staff can execute it in final form. He may turn it down in all honesty and it may come back to haunt the designer years later, perhaps because it was innocently dredged up from the prospect's subconscious, perhaps because one of the prospect's employees or suppliers either deliberately or accidentally copied it.

Complications without commitment

Furthermore, a designer who shows a design that he has made on speculation encounters sales resistance at its highest: if the prospect likes the design it's going to cost him money. If he doesn't like it, he's home free. If he likes something that the proposed design suggests, he may feel free to have the design, as modified, executed in his own plant, honestly believing

that he is justified in doing so.

On the other hand, if he has paid for the submission of the design, his sales resistance is at its ebb. He has already paid (or committed himself to pay) for the design. If he rejects it, the fee is money thrown away. The only way he can salvage that money is to accept the design as is or to make suggestions for changes that will make the design ultimately acceptable. If such changes are possible, he will have the designer make them in order to protect his original investment in the designer's fee.

Fuller's Dymaxion speculation

Epstein tells the story of a class he taught at Pratt Institute, to the session of which he invited Buckminster Fuller as guest lecturer. Fuller held the students transfixed during a talk which was to have lasted from 3:00 to 4:00 P.M., but which ended only when the superintendent came in at 11:00 P.M. and said that he was forced to turn out the lights and close the auditorium.

The next day the students remarked to Epstein: "You tell us never to work on speculation, but Mr. Fuller said that if we wanted to design something to go ahead and make it, whether or not we had a customer. Whom shall we believe?"

Epstein reminded them that back in the Thirties, Fuller felt the need to design an automobile. He spent some \$20,000 each on two prototypes of his Dymaxion car. But the car never went into production. "If you can afford to spend \$20,000 (or what would be closer to \$100,000 today) on a great idea that may be still-born, follow Mr. Fuller's advice," Epstein told his students. "If you want to make a living, follow mine."



Attorney Lee Epstein, who supplied the material for this article, has just completed a new book, *Legal Forms for the Designer*, to be published shortly, by Contract Books, Inc., 65 East 55 St., New York City.

LETTER OF AGREEMENT FOR DESIGN SERVICES ON FLAT FEE BASIS

Gentlemen:

I am pleased that you have decided to have me design your new, and I am writing this letter to set forth the terms of our collaboration. I have several exciting ideas about this project and am eager to get started on it.

I will study your market and competition and your production facilities in order to design a to sell in the \$..... range. You will make available to me your present, past, and planned models. I will treat all information received from you as confidential. On or before the day of, I will submit preliminary sketches (of three key pieces, or what have you).

You agree to select the approved design and make any suggestions for changes within days of my submission. Within weeks thereafter I will submit finished drawings in form adequate for your production facilities. I will follow the designs through production and make any changes necessary to eliminate "bugs" which crop up in the course the production. I will approve a standard sample of the prototype.

So long as the goods produced by your conform in quality to the standard sample, I will permit you (and you agree) to use my name in a form approved by me, on every piece of merchandise using my designs (by hang tag or label).

I will advise you on merchandising, packaging, and advertising the line I design, but if you want me to design any packaging, typography, or advertising, those services will be the subject of a separate agreement. If my designs are capable of copyright, patent, or similar protection, I will, at your request and expense, secure such protection and execute without further fee an exclusive license to you to use these rights in your field.

You have agreed to pay me for my services as designer, \$....., payable in monthly installments, commencing of \$..... I will bill you and you will pay me for travel expenses (including living expenses while traveling), long distance telephone calls, messenger service, telegrams, extra bluperints and drawings, modeling costs,, and other out-of-pocket expenses, but will incur no such expenses in excess of \$50 (fifty dollars) each without your approval.

In order that we may both have a copy of this agreement, I have prepared it in duplicate. If you agree to its terms, please sign and return the enclosed carbon, so that I can start at once on this project.

I look forward to a pleasant and mutually profitable relationship with you.

By
(Designer)

Agreed to:
.....
(Company name)

By

Date

As a matter of fact, though, Fuller's advice did not contradict Epstein's to his students. It is one thing to work on speculation for a client, quite another to work on speculation for oneself. A designer must design, and if most designers were not paid to design, they themselves would pay for the privilege.

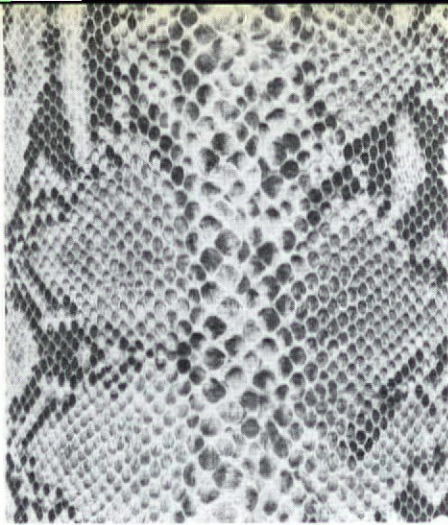
No free samples

If a designer has a project he believes should be carried out, he should within the limit of his means do so, Epstein states. But that is not the same as giving little free samples of your work to prospective clients. Saarinen, Bertioia, and Platner come to mind at once as designers who thought of designs, carried them out, and then offered them for sale only when they were fully perfected. Their ventures were profitable, without exception.

Agree in writing

Epstein recommends that if the designer is approached by a prospective client he should, after discussing the project with the client, send him a Letter of Agreement for Design Services. The sample letter, based on a flat fee for such services, is one of many possible forms that can be developed.

It should be noted in passing that a flat fee is often advantageous, but it can sometimes be a burden to the designer, especially when it is difficult for him to project the amount of work and the number and extent of the revisions that may go into a design, whether the "design" be a product, a plan for a suite of offices, or a complex set of graphics. Keeping these reservations in mind, however, the Letter of Agreement can be highly effective, since it establishes the relationship between designer and client.



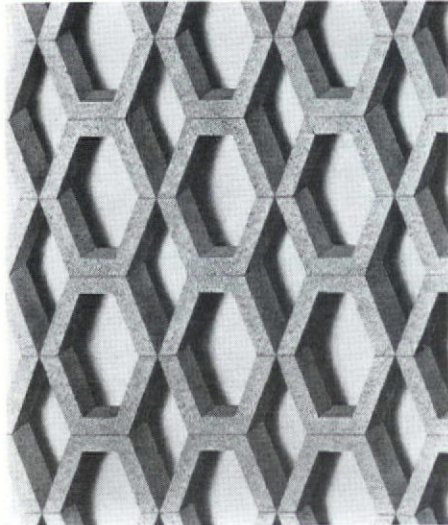
A



B



C



D



E



F

BRINGS WALLCOVERING

THE TREND: WASHABLE PRINTABLE, STRIPPABLE

For several thousand years, man's progress in the design of wallcoverings was slow, limited by his available time, imagination, and skill. Primitive cave paintings were first, then, Egyptian tomb paintings and medieval tapestries. Finally, the invention of paper in China led to the earliest forms of wallpaper. The printing press in Germany, and the invention of the continuously repeating design in France, brought wallpaper almost to the present time.

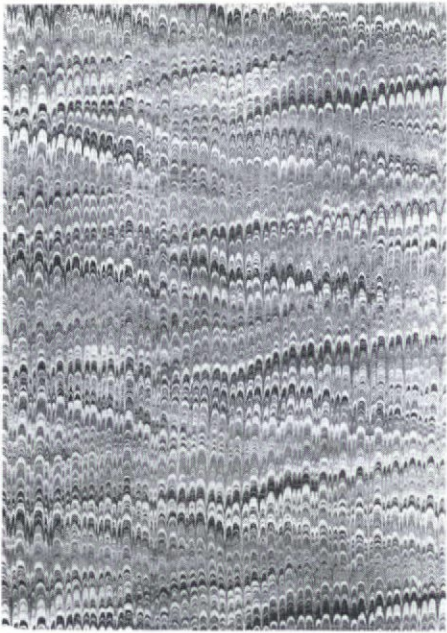
Modern science has increased the rate of progress with new developments occurring almost daily. Vinyl wallcoverings, a relatively recent product with many advantages over paper, still has several disadvantages. A backing is necessary to stabilize the vinyl, and to provide a receptive sur-

face for adhesive, thus increasing the thickness of the wallcovering which becomes unwieldy and difficult to hang. Unavailability of correct adhesive is another problem. Manufacturers produce specially formulated adhesives that are compatible with their own vinyls. Shipment of large quantities of this adhesive is necessary for distant locations, and it is costly.

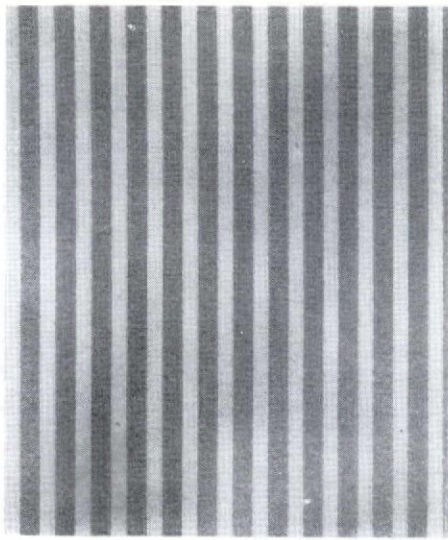
Other materials are now, or soon will be available, that have the advantages of vinyl, but not the problems. For instance, Piedmont Papers has created Wallweave, a woven cotton with an acrylic coating. It is scrubbable, fire resistant, and strip-pable, and can be hung with the traditional, readily available wheat paste. The wallcovering can be screen

printed in any design, and in bright, intense colors. Tyvek, produced by DuPont of spunbonded olefin, is incredibly strong, yet lightweight, and has a surface so smooth that the most intricate designs can be printed on it without mishap. Several manufacturers are producing complete lines using Tyvek.

Another development is a method of producing a velvetlike surface by electrostatically applying synthetic fibers to adhesive coated surfaces. With no dimensional or structural limitations, this method is finding great acceptance particularly in office landscape designs where it also provides a very high level of acoustical control. Processes now under experimentation will bring new materials into production very soon. (C)



G



H



I

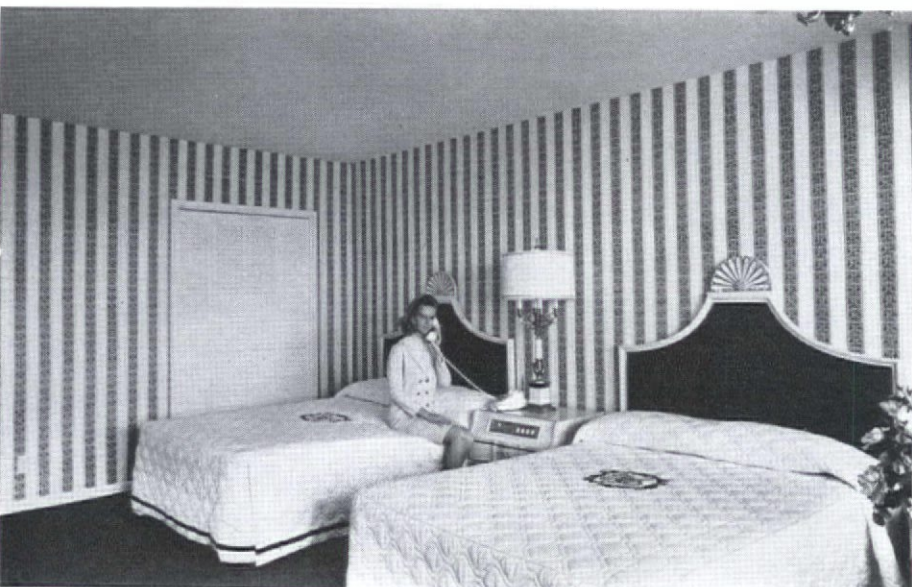
INGS WALLCOVERING



J



K



L

A: Python, by Gilford, Inc., is elastic-backed vinyl, 54-in. wide, and available in black/white. Circle No. 79.

B: Bradford, by York Wall Paper, is from the Fabritex Wallcloth group and is stripable. Circle No. 80.

C: Verde's Maypole bounces with black and white, set off by chrome yellow daisies. The design is available on paper or vinyl. Circle No. 81.

D: Wall Trends styles an architectural look on paper-backed vinyl. The grille effect looks realistically three-dimensional. Circle No. 82.

E: L. E. Carpenter's Adagio is a new Vicrtex vinyl wallcovering design, in a wide 17-color range. Circle No. 83.

F: Daisies do tell, if they are featured by Suval in a bright vinyl wallcovering, in a variety of colors. Circle No. 84.

G: First Edition, by Winfield, is an adaptation of an end-paper design, printed on foil, or vinyl. Circle No. 85.

H: Comark's Nymarra Hamilton is a heavy weight flocked vinyl with the luxurious look of velvet. Circle No. 86.

I: Adelphi Terrace, by Thomas Strahan, interprets the designs of two early English architects. Circle No. 87.

J: Piedmont Wallweave is printed with a stylized ornamental design called Santa Fe. Circle No. 88.

K: Imperial's Glendura group is a full-vinyl collection with a five-year guarantee. The 34 designs include this one, Nassau. Circle No. 89.

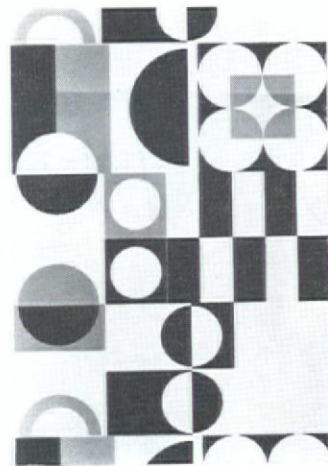
L: Multi-Tex CIA, recently introduced by Multicolor, has been installed in Miami's Hilton Plaza Hotel in a white moire pattern with custom flocking, on solid vinyl. Circle No. 90.

PATTERNS, COLORS, WONDER MATERIALS
CREATE VAST VARIETY

RINGSWALLCOVER



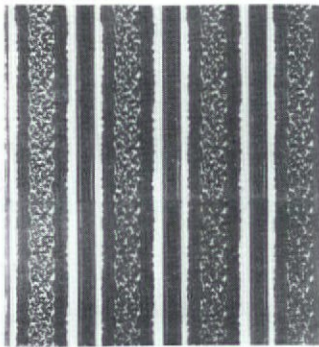
A



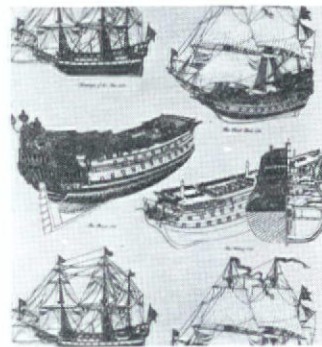
B



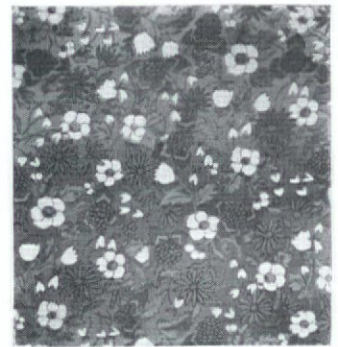
C



G



E



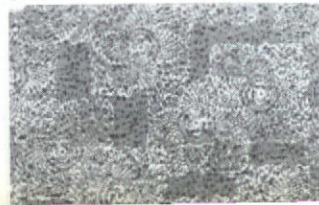
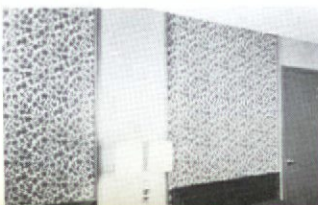
F



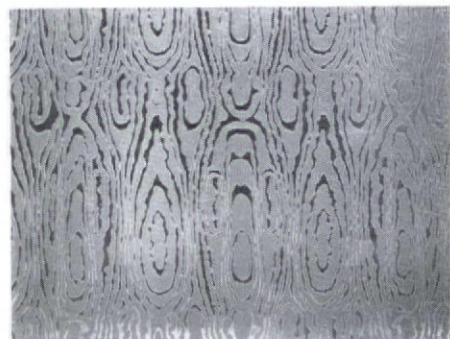
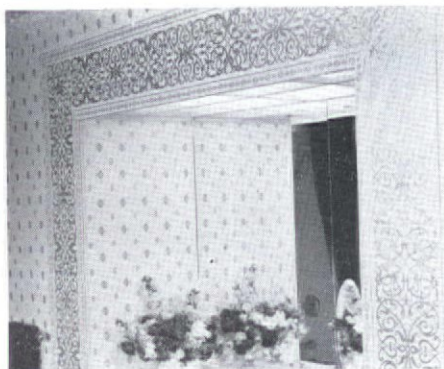
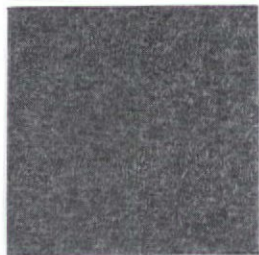
I



J



INGSWALLCOVER



A: Interchem's new Cohyde wallcovering, Victoria, is a simulated flocked medallion, in 13 colorways. Circle No. 91.
B: United Wallpaper's Hypothesis is a geometric pattern in two color variations. Circle No. 92.
C: Athol Mfg. Co.'s Cromwell is a giant sized damask pattern with a Spanish influence. Part of the Concept, nylon-vinyl group, the wallcovering has the look and feel of velvet. Circle No. 93.
D: Leontyne Stripe, by Stockwell, is a patterned stripe in a modern manner, with two flocked colors. Circle No. 94.
E: F. Schumacher's Man O' War is hand printed on Tyvek, an easy care spunbonded material by DuPont. Circle No. 95.
F: James Seeman's Cloisonne features delicate flowers and enamel-like appear-

L
M



ance printed on foil. Circle No. 96.
G: Birge Co. created and specially colored this reproduction of a 16th Century Italian brocade for an executive office and conference room. Circle No. 97.
H: Laminating Services expands real wood veneers across the grain, then laminates them to special fabric. The result is Pliant Wood, a natural wallcovering for any surface. Circle No. 98.
I: Sandra, a leafy pattern in Masland Duran vinyl fabric, covers wall behind headboards in guestroom. Circle No. 99.
J: Stauffer Chemical's vinyl wallcovering in new Kaleida pattern is available in a wide range of colors. Circle No. 100.
K: Paradise Cove is a view of the tropics created by Albert Van Luit. The four panel set covers nine feet of lineal wall space. Circle No. 101.

L: Velvetex, by Velvetex Industrial, is an electrostatic fiber finish applied to a special adhesive to create a velvet-like surface, in unlimited colors. Circle No. 102.
M: Joseph Braswell has adapted a German baushous design for I.D. Fabric's Tolkein. The stylized leaf is screen printed on paper or vinyl. Circle No. 103.
N: Flocked Moire, from Classic Wallcoverings Connoisseur's collection, takes a traditional motif and gives it a boldly vertical look. Circle No. 104.
O: From the Columbus Coated Fabric's Wall-Tex collection, Orleans/Corintha companion designs have self-adhering backings. Circle No. 105.
P: Suede-Tron, a flocked surface produced by Co-Polymer Chemicals, by electrostatically applying fibers to epoxy can be used on any surface. Circle No. 106.



Ceiling Beam Boom:

WOOD AND POLYURETHANE CEILING AND WALL BEAMS ARE BEING PLANNED INTO MORE CONTRACT INSTALLATIONS BY DESIGNERS PLEASED WITH THEIR APPEARANCE AND LOW COST

Time was when a designer wanted to establish an atmosphere reminiscent of a Bavarian beer hall or an old English pub he would call a hand-hewn beam cutter and send him off to the forest to cut a few.

Thanks to the ingenuity of American manufacturers and new manufacturing techniques, beams are now quickly available from stocks at local warehouses.

The interior designer wishing to add a touch of rusticity to a design, be it a restaurant, hotel room, resort lobby, or office, has a choice of a few mate-

rials, lightweight and non-burning polyurethane, polystyrene, or real wood.

WOOD BEAM SOURCES

Starting with the real McCoy—wood—and getting as close to the heavy-duty, structure-supporting wood beam of old, are wood beams produced by several manufacturers and a company that gets its stock from old barns and other rural, antiquated structures.

Hewrite Industries, Inc., manufactures a complete line of real wood,

hand-hewn beams and trim and sells it through a national network of building material distributors. The bulk of the line is made from western red cedar, although Douglas fir and hemlock are available for large structural beam applications.

Included in the line are solid ceiling or wall trim beams, tongue-and-groove paneling, box beams, corner molding or half beams, ceiling, floor, door, and wall trim, and solid ceiling beams with cutouts. They are furnished by the company both finished and unfinished and may be ordered to specifications.

Business Looking Up

Westchester Timber Corp. produces a line that features a lightweight wood beam and includes corner braces, box beams, "I" beam and column enclosures, flat trim, molding, paneling, solid posts, and mantle shelves. The genuine wood hand-hewn line is made of western red cedar, which is known for its light weight and handsome grain finish, as well as durability.

The manufacturer claims that the wood beams are competitive in price with plastic reproductions, weigh only two pounds to the running foot. They are distributed nationally and are available in dark walnut, natural, and custom finishes.

Each beam is furnished with a factory routed channel that allows easy installation. They are secured with finishing nails, fit over furring strips that are glued or nailed to a ceiling.

Labor-saving process

Old World Moulding & Finishing, Inc., is another producer of genuine ornamented wood paneling, ceiling beams, and moldings. The manufacturer claims that it has a unique process that eliminates many expensive man-hours of labor in the production of genuine wood panelings and moldings and wood beams that are prefabricated and mitered in any length.

The line offers a full selection of hand-rubbed finishes, including antique painted and fruitwood. Delivery for custom manufactured pieces is about 30 days, installation about three working days for the average room, and the completed job will cost about 50 to 60 percent less than old, traditional paneling methods, the manufacturer says.

The beams and cornices are available in Colonial, Provincial, Early American, Tudor, and other styles and finishes.

Decor Materials, Inc., features a variety of rural materials that have been taken from old barns and other aged, rural-type structures. Nature has been used to age and weather the barn boards, shingles, and beams, which have been adz tooled to give them character. The boards are deep grained and weathered to an ashen hue. Some even have fungus growth.

ARTIFICIAL BEAM SOURCES

Along with fake fur, fake leather, and fake wood panels, artificial wood beams are finding wide acceptance and application by interior designers. They look real enough to get a kid fishing for his carving knife, are readily available from manufacturers in contract quantities, are lightweight, and are fireproof. The beams really aren't fake anything. They are real, artificial beams of polyurethane, and only the designer and owner of the premises will know for sure.

A number of companies produce polyurethane beams, which are distributed nationally, mostly through building supply dealers. The beams are easy to handle, can be cut with a saw or knife, and are generally cemented in place. They do not require structural changes for installation and will not rot or warp. Here is a list of the companies that produce the artificial beams:

Am-Finn Sauna, Inc., produces a synthetic exposed wood ceiling line of polyurethane construction. Design is



Restaurant interior (above) is given a note of authenticity by the massive ceiling beams by Hewnrite. These beams, which can be used to contain HVAC ducts, are of authentic red cedar. Circle No. 107.

The first of the polyurethane beams (shown opposite) were introduced two years ago by Town & Country Reproductions. The beams feature minute weather checks, worm holes, and adz cuts, and are prefinished in an antique black stain. Circle No. 108.

BEAMS

Lightweight beams are now available in many materials that simulate wood

hand-hewn and the beams are pre-cut with a 2 by 2-inch underside center channel.

Weights only eight pounds

Called Lite-Beam, the line is available in Old English dark walnut, Colonial medium mahogany, and Federal light oak. A beam 16-feet long, measuring 4 by 6 inches weighs only eight pounds. It is available in standard sizes and retails for approximately \$1.85 per foot in 2 by 6-inch widths, \$2.10 per square foot in 4 by 6-inch widths.

K-Lux Division of K-S-H, Inc., makes a line of high impact polystyrene beams that are finished with natural wood coloring. The exact reproductions of hand-hewn, weathered beams are sold under the trade name Timberline Beams and feature instant, accurate snap-on installation, without adhesive. A hollow channel permits concealed wiring.

Finesse Originals markets a lightweight ceiling beam 16-feet long, 8-inches wide, 6-inches deep, and which weighs only 18 pounds. It is a replica of a hand-hewn beam and is furnished to match color samples submitted by designers or from stock color dark brown woodtone or weathered barn gray.

Termiteproof material

Marvelwood Corp. offers a line of beams, barnsiding, and shingles, as well as hand-carved doors and brackets, all made of polyurethane. They can be nailed, sawed, screwed into, or applied with mastic. The manufacturer points out that they have a low water retention that prevents warping and that they are termiteproof.

The beam line includes three- and four-sided beams in 8-foot and 16-foot lengths, in five widths: 4 by 6 inches, 2 by 8 inches, 2 by 6 inches, 3 by 4

inches, and 5 by 6 inches for the three-sided, and in the first three widths for the four-sided. Shingles and barnsiding are available in 2 by 8-foot panels.

Paeco, Inc., calls its polyurethane beams Paeco-Wood. They are distributed nationally through home improvement centers, contractors, and specialty remodelers.

There are four ceiling beam styles: Plymouth, Colony, Jefferson, and Regency, with three of the styles coordinated to wall beams and corner braces. The first two have matching decorative pegs.

All four styles are available in 8-foot to 18-foot lengths, in two-foot increments. The wall beams are available in 8-foot, 12-foot, and 16-foot lengths. Corner braces are 13 inches at their outside measurement and are mitred and ready for installation. Standard finish is antique dark walnut, but beams are available unfinished for custom finishing. Cost is about \$2 per square foot.

Easy maintenance feature

The company points out that the beams can be wiped with a damp cloth and can be patched with the company's adhesive and filler.

Town & Country Reproductions, Inc., distributes its line of hand-hewn imitation beams through building material and specialty wholesalers in most primary market areas of the country.

It offers polyurethane beams in a wide range of sizes, all simulating a 200-year-old, aged and distressed oak product, complete in every detail to the most minute weather checks, worm holes, and adz cuts.

They are prefinished in a durable antique black walnut stain and may be ordered unfinished for on-the-job custom finishing, done by brushing on

and wiping off any oil base paint or stain.

The beams are furnished ready for installation on virtually any surface with adhesive, nails, or toggle bolts. A 2 by 6-inch beam, 16-feet long, weighs eight pounds. They are available in 2 by 6-inch, 4 by 6-inch, and 6 by 8-inch sizes, in lengths of 8 feet, 10 feet, 12 feet, 14 feet, and 16 feet.

Non-burning specifications

Toyad Corp. points out that its beams are finding application in a number of contract projects and meet ASTM-D-1692 non-burning specifications. The weight of the beams is approximately one-half pound per lineal foot and they are available in 10- through 20-foot lengths, in 2-foot increments.

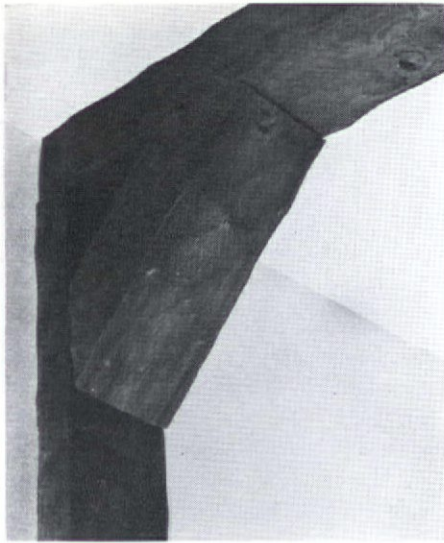
Called Yorktowne beams, they are available in walnut, pecan, natural, and can be custom stained. The company's primary distribution is through lumber dealers.

Williams Products, Inc., makes a line of urethane products tailored to interior design needs, functional architectural components, including ceiling beams, decorative plaques, and accessories.

Practically all of the polyurethane products listed here have the same light weight, burn resistance, workability, and color characteristics.

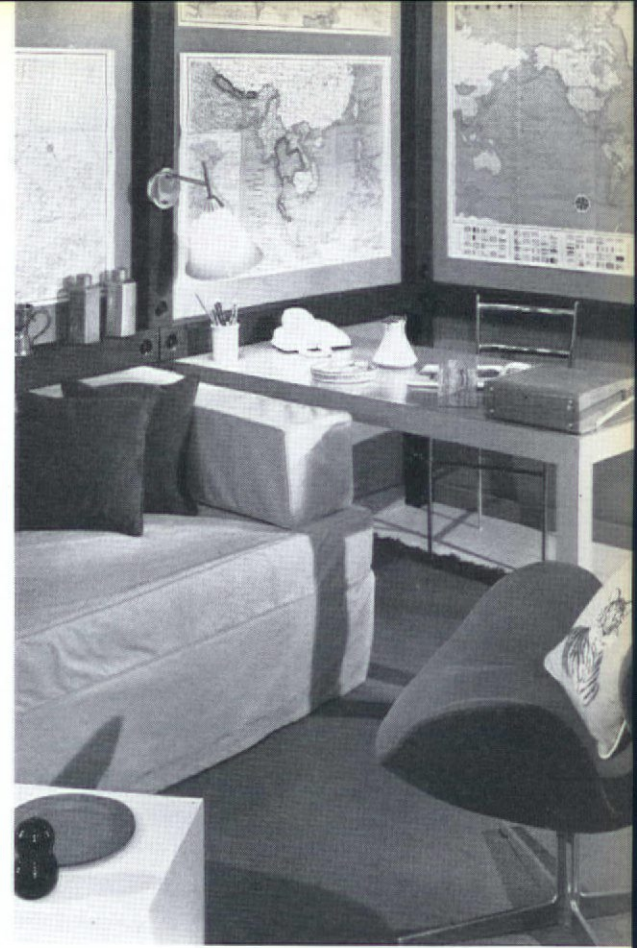
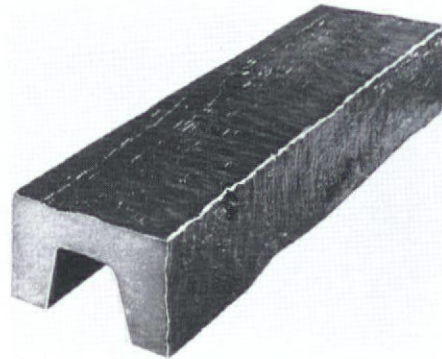
METAL BEAMS, TOO

Armstrong Cork Co. recently introduced a wood-grained metal beam for suspended ceilings. Called Woodridge Gridrisers, they attach in one easy step to the top portion of a grid system and the ceiling panels are laid in position on them. They carry a suggested list price of 7 cents per lineal foot and are distributed by local lumber dealers and building supply stores. (C)

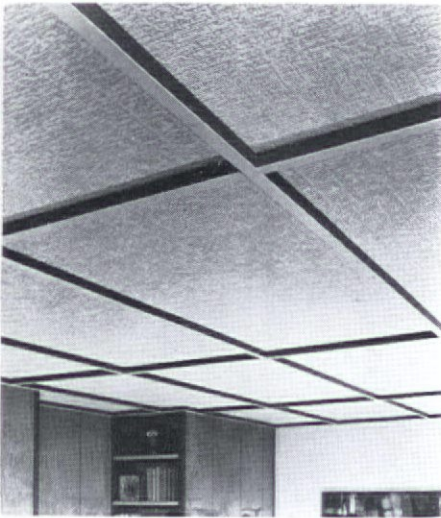


Rigid urethane foam is molded to create the look of hand hewn beams by Paeco, Inc. (left), and by Toyad Corp. (below). Paeco's instant beams are available in two styles: the colonial styling, with an aged oak finish including decorative pegs; and Mediterranean in an aged walnut finish with bolts and a hand-hammered look. Circle No. 109.

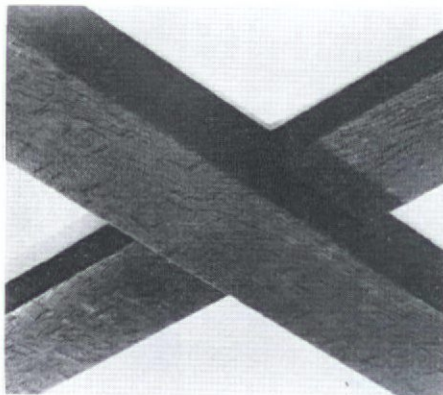
Toyad's Yorktowne beams, in pegged or plain styles, and in four finishes, are available in two-foot increments, in 10 to 20 foot lengths. Circle No. 110.



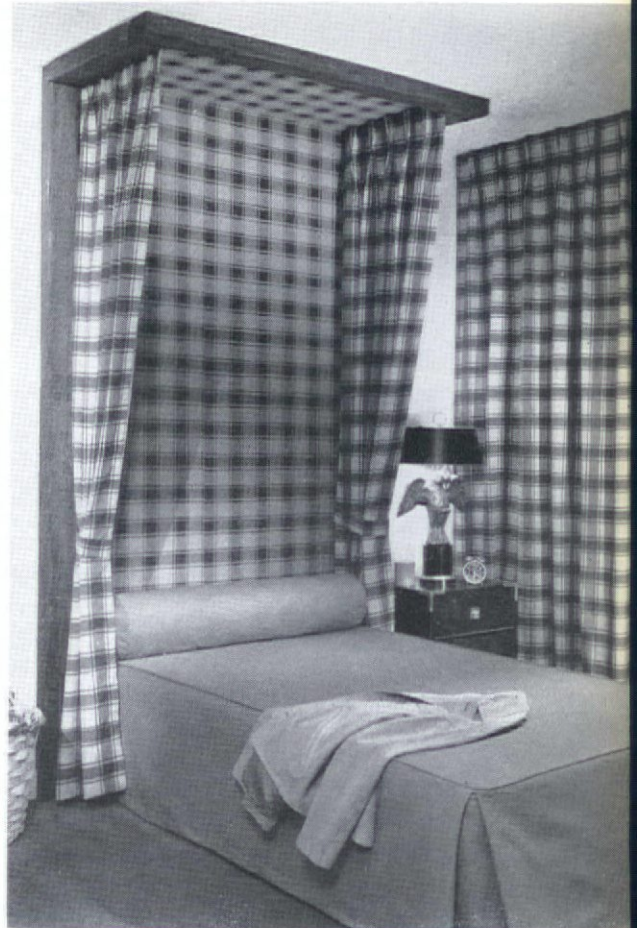
Ceiling beams are not necessarily restricted to use on the ceiling. Here, in a dormitory room (above), and a guestroom (below), instant beams by Paeco are utilized as wall space dividers, and as a canopy frame. Circle No. 113.



Wood-grained metal Gridrisers (above), are produced by Armstrong Cork Co., to be used with suspended ceilings. They attach in one step to the top portion of the grid system, and the ceiling panels are laid in position on them. Circle No. 111.



K-S-H's Timberline beams (right) are produced of high impact polystyrene and finished with natural wood coloring. The beams feature instant, accurate snap-on installation, without adhesive. Circle No. 112.



THE "NEWD" LOOK IN OFFICE DESIGN

WAY OUT DESIGN OF UNIMARK'S OWN OFFICES IS MEANINGFUL, AND PRODUCTIVE OF EFFICIENCY, PROMOTES GOOD COMMUNICATION AND STIMULATES CREATIVITY

If you don't know what the date is as you enter the black, white, and gray new offices of Unimark International in Chicago, you are either blind or dead. Seven and one-half foot high black numerals on a white wall at the end of the reception corridor communicate the information quickly, easily.

That is indicative of the entire design of the world headquarters of this under four years old, but now the fifth largest design and marketing firm in the world. It also is indicative of the way-out thinking that characterizes management of the company, noted for thinking past the ordinary and into the realm of the unusual.

No visual distractions

Located at 120 South Riverside Plaza, one of Chicago's newest office buildings, Unimark International has created new offices that reflect a "total look" typical of the work it does for 110 clients in Europe and the United States. The only visible graphics are those that communicate needed information, such as exits, the date, location of rest rooms. Otherwise, the look is monochromatic—black accent walls, gray carpets, white ceilings and wall areas, and the same is true of furniture and other furnishings.

There are no wall decorations—

paintings or pictures—as a matter of company design policy. Occasionally, a designer flying in the face of policy posts a huge, life-size picture of a bikini-clad female replete with classic curves, and management is smart enough to let it be. It serves as a reminder that good design is timeless. Generally, throughout the offices, there are no visual distractions.

According to Ralph E. Eckerstrom, president of the company, the look contributes to the creative thrust of the designers at work there. He explains that the environment is one of concentration on creation of new, viable concepts, without distraction by extraneous visuals.

This thinking is closely akin to the design of his own office. He has analyzed his needs and done away with the traditional trappings of the traditional office of the traditional president of the traditional company.

Rationalizes own functional design

Here is how he rationalizes his own functions and how it affected the design of his own office. In the course of a normal work day, Eckerstrom arrives at his office and generally reads the mail first, making action notations on letters and memos. He calls in his secretary and dictates letters and

memos triggered by his mail. He may make or receive telephone calls. Visitors may come in to see him. He may have coffee brought in.

That is about the total description of activities in his office, other than his own cerebrating about design in general and problems in particular. Consequently, his office consists of the following: two couches designed in Unimark's Milan, Italy, office, a low table, a plant, an ash tray, a lamp, and a telephone with a long cord.

"What more do I need?" he asks rhetorically. "When I arrive, a folder of mail and communications are on my table, together with ash tray and a bowl of flowers in season, for esthetic reasons. I sit down, read, make notes. I can call on the telephone or be called. When I want to, I call in my secretary and dictate to her. She sits on the couch opposite me so that I can hand her reference material from the mail I am working through.

"If visitors come, they can be seated informally, facing each other."

In effect, he points out, for his own modus operandi, that office is ideally furnished for his needs. Not necessarily for another executive, who may need reference material of various kinds at his fingertips, but for Eckerstrom's needs. Most offices are kept as



Even the most myopic visitor to Unimark International's Chicago headquarters would have a hard time not knowing what the date is. The 7½-foot high numerals are hung magnetically, changed daily, dwarf this 10-year-old girl.



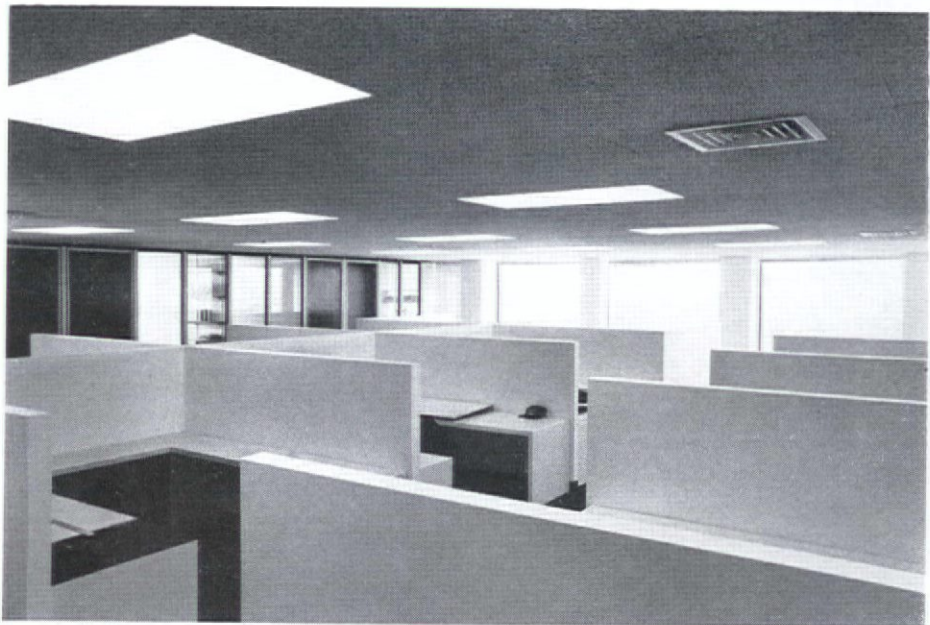
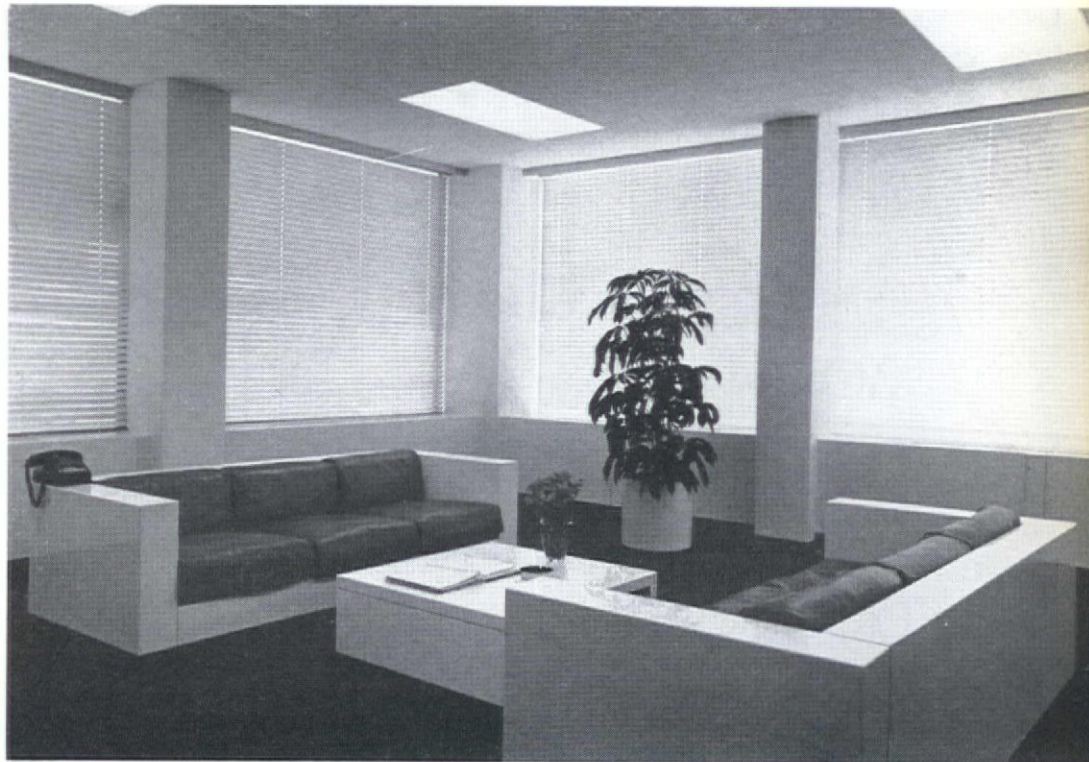
This is an office? Yes; one that meets the needs of its occupant, Unimark's president, Ralph E. Eckerstrom. It consists of two Modulo 3 sofas, low table, planter, ash tray, telephone, and a lamp.

simple as possible in the same monochromatic colors. Each has a planter and furnishings according to the need and function of the occupant.

"Total look" stressed

Unimark's approach to design is eclectic, as are the areas of design into which it delves. The company's work demonstrates new directions in product, exhibition, and interior design, all closely guided by the company's own consumer marketing and market planning group, which gathers pertinent information for the use of its designers. Much of the information is programmed into computers and as much detail work as possible left to the automaton, rather than burdening designers, who concentrate on creating, with detail work.

Eckerstrom comments on Unimark's basic direction: "We believe it is important that our clients can come to us for a 'total look.' In our corporate identification work, for example, we try to achieve a close relationship between the design of the company's products, packaging, signage, graphics, architecture, and all forms of communication." He adds that the company's own offices are an important part of its image, as well as providing a creative environment. (C)



Walls are devoid of decoration, furnishings simple, but elegant, in stark black and white colorations.

These designer and drafting work modules carry no distraction theme, are also black, white, and gray.

MORE CONTROVERSY OVER OFFICE LANDSCAPING AT IBD, BEMA SEMINARS IN N.Y. AND CHICAGO

Still the champion subject for hot discussion at designer seminars, office landscaping dominated time and talk at two important shows.

While a number of furniture manufacturers rush to introduce lines specifically designed for office landscape applications, the controversy over whether or not the concept works rages on.

Two seminar programs held simultaneously in New York City and Chicago recently attracted heavy attendance and focused attention on this very hot design topic.

At the Institute of Business Designer Symposium held at the Barbizon Plaza in New York prior to the National Office Products Association Show at the Coliseum, upwards of 200 interior designer/planner/specifiers and a sprinkling of manufacturers heard four speakers, whose companies already have office landscapes, assess the concept.

Like any new system, the open plan layout has its disadvantages, most of which are technically correctable, was the conclusion drawn from their testimony. There are still some psychological hurdles that have to be overcome, and while the system works well in some groups, it is not destined for all offices. For most panel members, the scheme is still considered experimental.

Panel uses up morning

The four panel members were T. D. Johnson, Jr., director of sales, Freon Products Division, DuPont Co., Wilmington, Del., who was instrumental in getting the first office landscape in the United States established for his own Division (see *CONTRACT*, April 1968, page 74); Jordan Berman, senior designer and space planner, John Hancock Mutual Life Insurance Co., Boston, Mass.; Albert W. Brown, space planner, Kodak Office Management, Eastman Kodak Co., Rochester, N.Y.; and A. Gordon Lorimer, chief architect, Port of New York Authority, which recently launched its own experimental landscape (see *CONTRACT*, September 1968, page 92). The panel was moderated by Nicholas Polites, editor, *Office Design*.

Originally scheduled for two hours, the symposium was extended through the entire morning because

of the intense interest of both the participants and audience, eliminating a panel on the solution of design problems. Charles Gelber, vice president of The W. B. Wood Co., Orange, New Jersey, was program director for IBD.

Unlike the symposium at the Business Equipment Manufacturers Association, which had the usual people taking the usual positions on office landscaping, the IBD panel members were testifying to their own experiences with the concept and drawing conclusions on actual performance.

More screens requested

Johnson, who lives in the landscape at DuPont, is personally enthusiastic about it, despite the limitations of the building in which it is located. He reports candidly that most of his management people had misgivings about the concept and that as time passed, more and more people requested screens in an effort to duplicate traditional offices.

"Also," he adds, "all of our executives have managed to locate themselves near windows in the layout."

Two problems exist, one oral and one visual, he points out. "Those two privacy problems must be overcome in order for office landscaping to succeed. Even though managers need privacy only 10 to 15 percent of the time, when they want it, they want it. I consider it a key obstacle to planning.

"But all agree that there is an improvement in communications—perhaps too good. If someone is not on the telephone or talking, he is presumed to be not busy . . . even though that person may not want to be interrupted.

Huge growth anticipated

Berman, who is responsible for planning 2½ million square feet of space for John Hancock, spelled out the employment projections for his company. "There are 6,500 people now employed, with prospects for 12,000 within the next 12 year period," he says. "So there is a need

for change. We have outgrown concepts and systems of years ago . . . of gray metal thinking."

He projected that we are entering an era of some form of open planning, the reason for John Hancock working with the Quickborner Team.

Berman stressed the importance of having an acoustical consultant whenever an office landscape is planned. He spelled out functional factors in favor of the office landscape: (1) it does present an improvement, (2) it increases the efficiency of communications, and (3) it provides space flexibility.

"We were able to relocate 60 people in only 33 minutes. We will adopt some form of open planning for future applications, although we are not sure of what the modifications will be at this time."

At Eastman Kodak, Rochester, N.Y., A. W. Brown, space planner and engineer, relates that Kodak hired the Quickborner Team for four months at \$12,000 per month on a consulting basis prior to establishing its own office landscape.

15% savings in space

"We saved a minimum of \$21,000 in the movement of one department, with a space economy of 15 percent per employee," says Brown. "The first cost of an office landscape is comparable to a conventional layout on a per workplace basis. In 6,775 square feet of space, the average cost for a change was \$7.50 and would have come to \$50,813. Under the landscape, our cost was less than 50 cents per square foot or \$3,888. We saved \$47,425 in three moves involving that much space."

Brown points out that the actual increase in measured productivity for credit bookkeepers, whose productivity could be measured, was 15 percent, but that they threw out 5 percent to compensate for the Hawthorne effect (a psychological study that changed the environment of employees by varying light intensities upward and downward, with increasing productivity no matter which way the intensities were controlled. The changing environment

indicated to employees that management was concerned with their welfare and it was this effect, rather than the actual physical change in environment, that upped productivity).

A study made by Kodak revealed that 85 percent of employees in the landscape were highly in favor of it, the remainder had a few reservations. Subsequently, Kodak started their landscape number 2, and a third already is in the planning stages, indicating the acceptance of the concept by the company. A total of 42,000 square feet of space are now office landscapes at Kodak.

Can satisfy status needs

Brown sums up the advantages of the office landscape: "It provides flexibility and speed of making changes, it is a forgiving type of layout, it greatly reduced change costs, it provides a better work environment—better acoustical, humidity, and electrostatic control."

As for the employee's need for recognition, Brown points out that it can be satisfied in a number of different ways, one of them simply by changing the color of furniture.

Same show, different actors

At the 1968 BEMA Management Conference on Office Design, the seminar on Office Landscaping held at the 1968 CONTRACT Show was repeated, only with different people—the traditionalists vs. office landscape proponents.

Participants in the Seminar entitled: "Office Environmental Systems—the Trend Toward Landscaping and Away From It" were Leon Gordon Miller, president, Leon Gordon Miller & Associates; Dieter Jaeger, partner and senior consultant, Quickborner Team; Henry A. Zanardelli, manager, Engineering Systems Department, Ford Motor Co.; and Charles W. Gilbert, publisher, Office Design Magazine, moderator.

"Landscaping by any other name is still the same," according to Miller. "The open plan has its application to certain problems, but it is

not a panacea, nor is it original. It is amazing what a new semantic and good public relations job can do."

Commenting on the DuPont installation, which he visited, Miller said, "The traffic plan was confused and the acoustical problems not yet solved." He pointed out that floor receptacle systems stubbed up in random patterns, limiting flexibility, and the executive area offered little privacy.

Change costs still low

Johnson, who was speaking in New York on the same morning at the same time on the same subject



"I live in an office landscape and I like it," T. D. Johnson, Jr. Director of sales for DuPont's Freon Sales Division, Tells IBD Symposium, as other members of panel listen. They are (L to R) Nicholas Polites, editor Office Design, moderator; Jordan Berman, space planner for John Hancock Life Insurance Co.; Albert W. Brown, space planner and engineer for Eastman Kodak Co.; and A. Gordon Lorimer, chief architect for the N. Y. Port Authority, New York, New York.

was acknowledging the apparent lack of privacy expressed by his executives, although privacy proved to be no problem for his assistant or himself. He also pointed out that the building was not specifically designed for an office landscape, requiring that holes be drilled through three inches of concrete every time a move was made, but still limiting costs to from 35 to 50 cents per square foot.

Miller commented positively that

OFFICE LANDSCAPE OPPONENTS CONTINUE TO CLAIM IT IS NOTHING NEW

the use of plants throughout the office greatly enhanced the space, and the color, he pointed out, was excellent. He went on, "Interior landscaping has little new to offer the really imaginative space planners, who long ago recognized the functional, proximity, traffic, and equipment needs of their clients, as well as their esthetic needs. They also have been aware of the economics, architectural realities, and



Honors, money, and congratulations for winning first prize award in IBD competition are presented to Jack Shaw (left) of Superior Stationers, Houston, by John Pile, Professor of Design, Pratt Institute, and one of judges.

psychological, as well as physical, needs of work, play, and living spaces."

Office viewed as tool

Jaeger reiterated the Quickborner position on office landscaping; the concept being one that conforms to the communication needs of office personnel. He stressed the need for a team consisting of behavioral scientists, systems analysts, engineers

and technicians, as well as architects and interior designers, who view the office as a tool for administrative work and decision making.

A number of studies, Jaeger points out, prove that an individual's actual functions and frequent communications differ from those represented by the organization chart. Jaeger, consequently, questioned the conventional practice of separating personnel in numerous stories of high rise office buildings and isolating them with walls.

Jaeger went on to spell out tenets that should now be familiar to all designers with a curiosity or interest in office landscaping: no walls, controlled acoustics, uniform lighting and air conditioning, a floor system for electricity and telephone (although the Kodak installations effectively use a ceiling system), and a uniform grid of 5 by 5 feet to permit locating workplaces anywhere in the landscape.

German experience related

"The minimum number of people needed for achieving proper acoustics in a landscape," Jaeger says, "is 80. And lounges must be provided for breaks or people will take 'hidden breaks' regardless."

A former occupant of an office landscape, Henry A. Zanardelli, manager-engineering systems department, Ford Motor Co., Cologne, Germany, related that before the office landscape system was adopted by Ford in Germany, many managers were fearful of loss of privacy and status, and non-management personnel were worried about "Big Brother" surveillance.

"It has been more than two years since I worked in an office landscape and the many conventional offices I have been in before and since are deficient by comparison," Zanardelli said. He helped plan and then worked to bring that landscape to fruition, assuaging the fears of personnel by taking them on tours of existing landscaped offices.

"After move in," he said, "adjustment was quick and positive. People felt that they had gained rather

than lost identity and individuality. Status was achieved with special furniture.

"Many offices are structured like jail cells, which do not provide for a continuously changing pattern or interaction that goes on in a progressive, expanding business."

Traditional view stated

Reflecting the position of design traditionalists was John Turley, associate partner of Skidmore, Owings & Merrill, Chicago. He rebutted some of the previous contentions by claiming that Quickborner was using old techniques and calling them new. "Most architects and designers are involved with traffic flow, communications, filing, and paper handling," he said, questioning particularly Jaeger's assertion that all departments in a company should be located on as few floors as possible, particularly if they were in frequent communication with one another.

"There are no horizontal elevators," he said, "and it is often easier to ride up a few floors than to walk from one end of a large building to another. Economy and efficiency are better served by the use of a grid system than by the seemingly random arrangement favored by proponents of landscape offices."

Concept influencing manufacturers

Other IBD seminars in New York included a presentation of new products and materials by Len Corlin, editor/associate publisher of *CONTRACT Magazine*, who touched on office landscaping in his talk.

"There is no question that office landscaping as a concept is having its influence on furnishing sources," he said, pointing out the proliferation of companies producing furnishings for the open layout. "Designcraft, for one, has just introduced a line of sculptured furniture designed for office landscape application. Art Metal and Uniline are two others, with others on the way."

"The office no longer can be assessed in traditional terms. Robert Propst has very carefully analyzed office functions, both physically and

psychologically, and the result is Action Office II by Herman Miller, a furniture system that meets those needs and that easily can be adapted to either the open layout or conventional walled offices."

Example of rethinking

"Typical of the modifications now taking place—and there will be more—in terms of rethinking the office function, is the office of Ralph E. Eckerstrom, president of Unimark International in Chicago (see page 78 of this issue), which is designed exactly to meet his needs. He has two sofas, a telephone, an ash tray, a low table, a planter, and a lamp—and that is it. Eckerstrom needs no filing apparatus, only a place to sit, review letters and memos, make appropriate notes, dictate to his secretary, meet with visitors, and use the telephone.

"There just was no need for a desk in his office, which is a reflection of the rethinking being done relative to office design. Office landscaping, with modifications that will inevitably be made by American designers, rethinks office functions, albeit with the aid of a computer. If these concepts do nothing else, they have started both designers and executives thinking about new modes of office design."

Also on the IBD program was Richard Shaver of Sweets Catalogue, who described the system to IBD members.

Banks change too

At BEMA, a presentation of "The Prize Winning Office—From Problem To Plan To Results—A Case Study of Chicago's Exchange National Bank" also was an example of the rethinking of traditional offices, this time a bank.

Outlining the needs of his bank for more space, privacy, and ability to break down barriers between banker and customer, as well as creating a progressive image, Samuel Wm. Sax, president, explored the prize winning design by Kenneth E. Johnson, president of ISD Inc., Chicago, interior design firm.

ISD came up with a Centriform, a four-man work station that takes up much less room than four desks and effectively solves the need for privacy. Each officer and customer is partitioned from other officers and customers, with respondents talking to one another over a small round table. Tellers were taken out of their cages and put in a high, round circular counter, which while wide open, has maximum security.

Colors used were bright—rich red carpeting, oranges, blues, and white, with walnut furnishings, cork, and plants used extensively throughout the bank.

"The overall design of the bank," says Johnson, "was to serve the banker and his customer in an environment that is functional, economical, and esthetic."

A third BEMA seminar dealt with "Designing and Laying Out An Office—Do You or Don't You Need Outside Professional Help?"

"The most effective use of space," according to Norman DeHaan, Norman DeHaan Associates, Inc. (see CONTRACT's forthcoming February 1969 issue for story on layout of DeHaan's own offices) is often illusive and an outside designer is needed not only to properly plan the space, but also to save the time of busy executives, to prepare bid documents giving the client the greatest value in a balanced initial expense/maintenance ratio, and to aid in creating an esthetically pleasing environment.

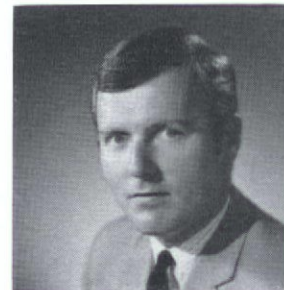
Torwald H. Torgersen, corporation architect and director of architecture/construction/interiors, Container Corporation of America, said that although a qualified, professional design team is absolutely necessary, large corporations benefit most from staff designers.

"Familiarity lets them move more quickly," he said, "and helps them prepare accurate budgets. They can use all the members of the corporation—purchasing, traffic, law, insurance, tax—most efficiently. But most important of all is the use of qualified personnel, whether on staff or outside." (C)

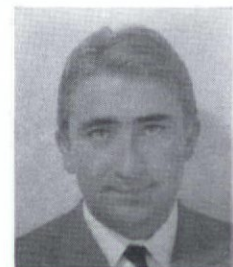


"Bank design has to be functional, esthetic, and build image too," Kenneth E. Johnson told BEMA.

"Manufacturers already are accommodating themselves to American office landscape changes," Len Corlin, editor, CONTRACT, told IBD members.



"Most effective use of space is often illusive, but not for designer," Norman DeHaan told BEMA.



Reiteration of Quickborn-er's position on office landscaping was delivered by Dieter Jaeger to BEMA.



SPEEDY FURNITURE FOR SPEED READERS

PEOPLE LEARNING TO READ FAST AT EVELYN WOOD READING DYNAMICS INSTITUTE
ARE ENJOYING A CONTROLLED ENVIRONMENT—FROM ACOUSTICS TO FURNITURE

Rapid reading is a big business today, as evidenced by the rash of schools cropping up throughout the country. Probably the largest and most successful of these is the Evelyn Wood Reading Dynamics Institute, New York City, a division of Diversified Education & Research Corp., which geared its furniture and furnishings to the very special needs of learning speed reading.

The concept, itself, began in 1948 when Evelyn Wood and a group of university people tested and developed the system which the school uses today. This technique became very popular around 1961, when President Kennedy called on the Institute to train members of the White House staff, including numerous members of Congress.

A. Bailey Chapin, director of education, points out that considerable experimentation was needed before hitting on the right combination of furnishings, room arrangement, architecture, lighting, traffic patterning, and a host of other details, all of which contribute to the particular type of learning environment needed by the school.

Students must learn fast

Part of this environmental sensitivity stems from the compact nature of the course itself. Since many Evelyn Wood students must start

and finish the course during summer vacations, and others are sent on company time by the corporations for whom they work, there can be no dallying. Courses are run precisely on schedule, are given on an eight-week basis. Every effort is made on the part of the Institute to provide the student with the best possible learning environment, so that he can accomplish his objectives in the shortest span of time.

Chapin notes that all teachers face the problem of reaching their students. "There must be an intimate type of relationship," he says. "One way to achieve this is by teaching 'in the round,' rather than in long rectangular rooms. If an overhead projector or chalkboard is used for diagrams, the student must be close enough to read it. With the long room, a student in the back has it rough.

Concentration demands good acoustics

"Teachers have other difficulties, too. Take acoustics," he continues. "Because sessions are two-and-a-half hours long, good acoustics become essential for the teacher speaking and for students hearing. Too much soundproofing demands too much from the teacher, while too little produces disturbing reverberations.

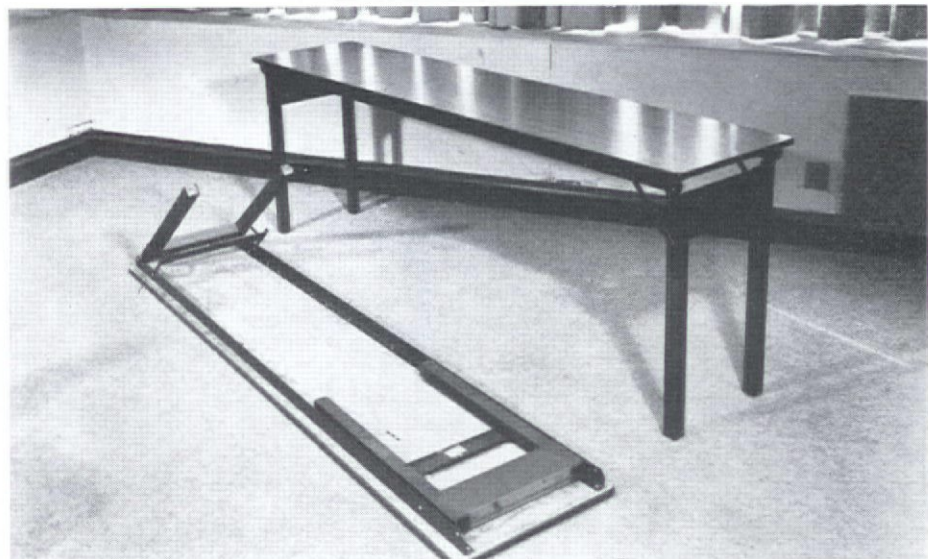
"With thirty or more students in a room, there must be carpeting to

avoid such sounds as chair scraping and foot thumping. Even air conditioner noise has to be considered." As the student learns to read faster, his concentration improves and he is less distracted by outside sounds, Chapin points out.

Central air conditioning is preferable in the Institute building. With 30 people in each classroom, the unit must have a capacity large enough to handle the load in approximately a 600-square-foot area (22 by 32 feet is considered by the Institute to be ideal for a speed reading classroom.) Since smoking in class is permitted by some of the Institutes throughout the country continuous air removal and filtration is important, too.

High level illumination needed

Lighting should be ceiling mounted and designed so that it will not create shadows. Since lights have a tendency to dim by as much as 40 percent during the course of a year due to dust accumulation, aging, and clouding of plastic, Chapin believes it is wise to illuminate a classroom with 100 candle power, allowing it to drop by itself to 60 after a year's use. Lighting, he notes, should be spread evenly across the ceiling and not clustered. This means five or six bands of fluorescent lights evenly spaced from one another. Coordinating with the lighting, and to bring



During demonstration sessions for large groups, extra furniture must be provided at the Reading Dynamics schools. The solution: chairs that stack and tables that fold, by Howe Furniture. All can be stored compactly in a minimum of space.

VARIED GROUPINGS ARE NEEDED

illumination to its full effectiveness, Chapin prefers classrooms with non-glare white or pastel walls. "Dark walls," he says, "absorb light."

Classroom furnishings are of major importance, Chapin elaborates. Since students work with various types of material, they need work tables. Hand movement being an integral part of the way speed reading is taught at the Reading Dynamics schools, tables must not be so high as to hinder this. Chapin finds that 14 inches, or greater, is the best distance between a student's eye and the table top, with chair and table height related so that the student's arm, resting on the table, does not assume an awkward angle, forcing the student to read with material just below his chin.

If a table top is too low it hits the knees. Table legs that may bother the student are positioned at the outermost edges. Table surfaces should be non-glare, but at the same time not so dark as to produce tremendous contrast between white paper and the surface itself, and thus produce fatigue. Chapin finds that sand, beige, and teak are good medium colors. "Reading on a red table top under a bright light is much too tiring," he says, pointing out that there

must be no dramatic color or tone difference between the table and the book the student is reading.

Furniture for small groupings

During the course, students must tell one another what they have read. This necessitates groupings of two, three, or four people working together. For this reason, individual student tables are not satisfactory. While at the table, students shift around frequently, using the table for reading, writing notes, and transferring material back and forth. So that they can cross their legs easily, the table surface ought to be about twenty-eight inches above the floor.

For ample leg movement and thigh room, Chapin requires that the difference between the seat and table surface be about 10 inches. Since students spend two-and-a-half hours seated during a class, the chairs must be well padded. Metal seats would present still another problem, according to Chapin. They would heat up. "What is needed is a seat that breathes," he says.

Space is a problem at the Institute. Rooms have a dual function. They are used for demonstration meetings as well as for classrooms. At demonstrations, the rooms are occupied by

two to four times as many people as during a class. This means storage of extra furniture is a necessity.

With approximately 200 schools around the world, Evelyn Wood is a gigantic tenant, and any rented space that is not absolutely needed adds tremendously to overhead. For this reason, Chapin points out that folding tables and stacking chairs are an absolute must. Everything must use a minimum of storage space. Howe Folding Furniture furnished the Institute with tables measuring 20 by 82 by 28 inches high. They have teak plastic laminate tops, black vinyl flush edges, square steel folding legs, and accommodate three students.

The instructor's table, too, must meet certain specifications similar to those of the student tables. The work surface must be large enough to accommodate overhead projectors and other instrumental aids. Measurements are 18 by 60 by 28 inches high.

Chairs, which must be brought out en masse for demonstration meetings, with possibly two-thirds of them stored away afterwards, are of the stacking type with 2-inch foam seats, black Naugahyde upholstery on the seat and back, and square steel legs. (C)



A typical reception room, this one at the Chicago branch school, is furnished with ample seating in commodious space designed to appeal to the many executives enrolled in the rapid reading program.

TORN?

Couldn't you just *scream!* The windows just *ached* for gobs and gobs of plush red velvet, but when your velvet got back from being flameproofed—stiff as a board! Now you're torn. Should you try red velvet again or play it safe with fibrous glass or something? Pull yourself together. K-H can flameproof *any* fabric, even the most delicate face-finished fabric, to the most rigid government and local standards without destroying a smidgeon of the plush that's posh. And the same goes for Scotchgard* or ZePel® stain repellents—with one day service from either our East or West Coast plants. No wonder K-H is the fastest—and fastest-growing—finisher in the country. We understand artistic fabrics—and artistic you.

kh

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

Custom Finishers to the decorative trade: Flameproofing, Scotchgard*, Ze Pel®, FAB-BAC Fabric Backing,
519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif.

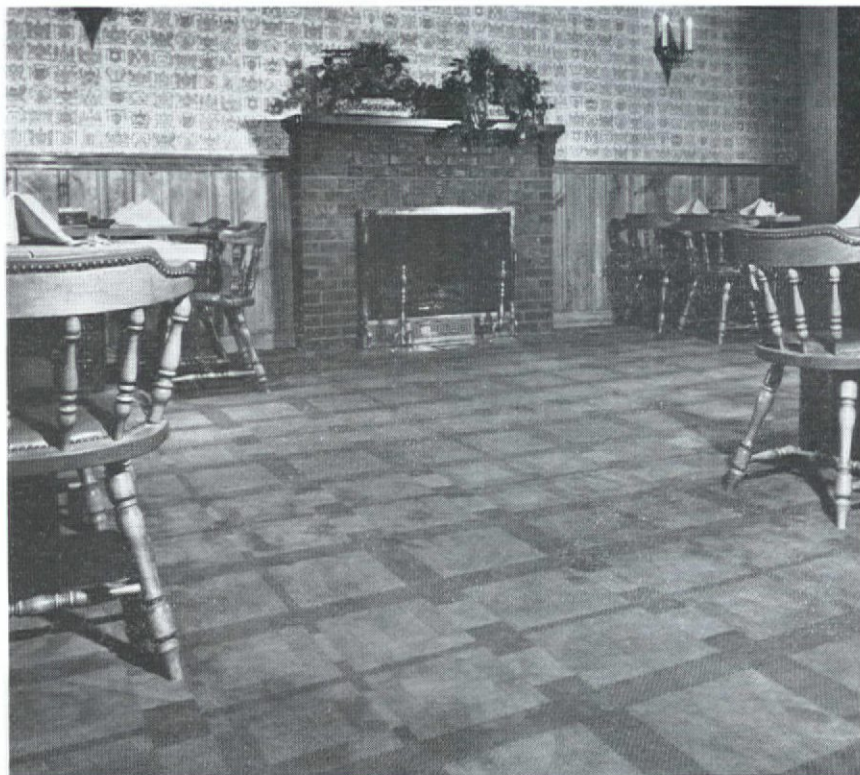


Member

* 3-M product © Du Pont Trademark

Two Ways to Tame Traffic with DOWNS Acrilan® Wilton Carpet.

ACRYLIC PILE



← Cottage Crest
Restaurant,
Waltham, Mass.
No. 1744/564

Logan International
Airport Motel,
Boston, Mass.
"Forward Look"
No. 6101/101



Pictured here are two of the countless installations which required beauty-plus-duty in high-traffic areas. "Forward Look" is one of our standard running lines. The other is a special design. Both have the easy-virtues of carpet pile made with Acrilan® acrylic fiber. And each has its own built-in resistance to numberless footsteps each day. Our talented, practical Contract Division consultants can help you meet each task handsomely, too. Your first step . . .

SEND FOR OUR COLORFUL CONTRACT CARPET BROCHURE.

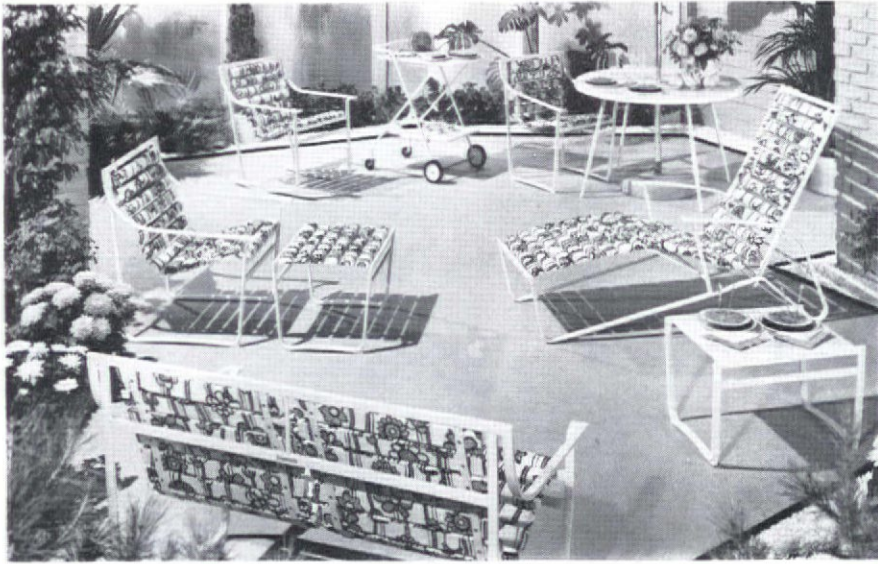


DOWNS QUALITY CARPETS

DOWNS CARPET COMPANY, INC., Willow Grove, Pa. 19090 • Quality Carpets Since 1865

Circle No. 40 on product card facing P. 108

CONTRACT PRODUCTS AND SERVICES



A



B

ALL-WEATHER DURABILITY IN OUTDOOR LINES

A. Luxurious foam cushioning on durable redwood slats are covered with dielectrically welded decorative vinyl, specially formulated to resist fading and weathering. Lightweight yet sturdy, steel frames are zinc-phosphatized to resist rust; two coats of outdoor baked enamel protect against chipping, scratching, humidity, and salt spray. The collection is by Samsonite. Circle No. 114.

B. Laced vinyl and aluminum are combined in a country-Spanish design in Tropitone Furniture's Cantina Collection. Aluminum frames are 14 percent larger than standard to give weight to the heavier Spanish look. Circle No. 115.

C. Budget seating pieces have spring-base construction and slat backs. From the Branco line by A. Brandt Co., the five-piece group features cushions filled with shredded polyfoam and tufted or weather-resistant duck cloth. Circle No. 116.

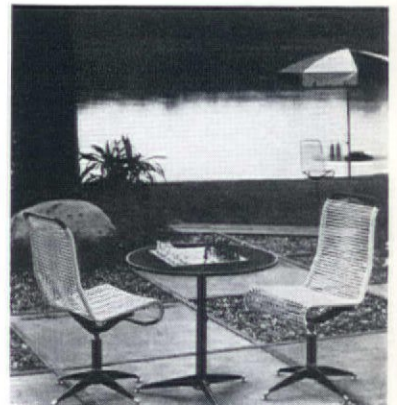
D. Steel frames, vinyl strapping, and pedestal bases are the durable components of dining chairs that swivel and table that is adjustable, both part of Ames Aire #2 collection by J. R. Clark Co. Circle No. 117.

E. Safari redwood collection by Lawnlite is light weight and portable. The frames are of heavy-duty aluminum tubing with vertical-grain redwood slats. Circle No. 118.

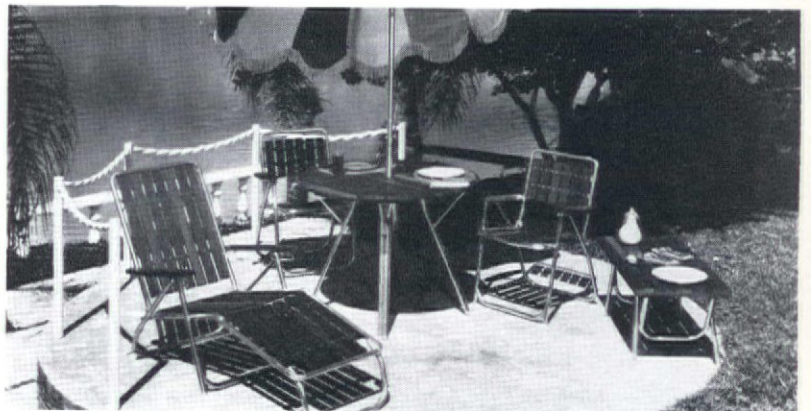
F. Expanded metal is used on lounge chair and spring base chair, as well as coffee table, in Bunting Co.'s Merryweather outdoor furniture. Circle No. 119.



C



D



E



F

CONTRACT PRODUCTS AND SERVICES



A



B

C D



E F



G

COLOR AND COMFORT IN CASUAL COLLECTIONS

A. The bentwood look in aluminum—a design by Jo Odo for Gallo Original that includes box slip seat cushions for the chairs and a durable Velvex top for the table. Circle No. 120.

B. Director chairs with hardwood frames are offered in a wide color choice, in plain canvas, Acrilan, and Acrylic coated canvas, includes plaids, houndstooth, harlequin, zebra patterns. New is a soft resilient leather. Other coverings are saddle leather alone or combined with fur steerhide. Chairs by Telescope. Circle No. 121.

C. A chaise that stacks, by Finkel, has rigid frame of heavy-gauge, gold-anodized, non-corrosive aluminum tubing. Replaceable polyvinyl chloride strapping comes in black, white, aqua, citron, and fern. Circle No. 122.

D. Weather resistant finished hardwood, in white with contrasting color trim, is outstanding feature of the new Garden Glamor line by Goshen. Circle No. 123.

E. Folding aluminum outdoor furniture by Hampden-Shott Furniture includes a lay-flat chaise and chair in tufted foam, wood-grain pattern arms, and weather-resistant floral vinyl. Circle No. 124.

F. Fabricated to stay outdoors in all kinds of weather, the Meritime collection by Meadowcraft division of Birmingham Ornamental has all-welded solid bar aluminum frames. The line was designed by Edward M. Rogers, Jr., NSID. Circle No. 125.

M. Lloyd Mfg. Co.'s new Brentwood Lounge group is framed in slim, tubular, all-welded steel. Seating pieces have patented spring leaf seat cushion support and reversible urethane foam seat and back cushions. Tables are topped with white Florentine marble-patterned laminate. Circle No. 126.



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

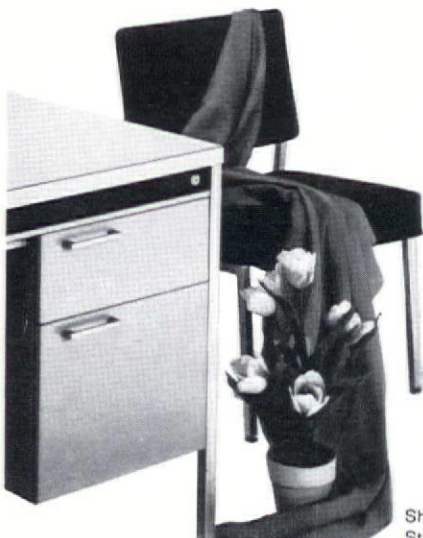


complete—Accent' offers basic desks and add-on units to meet *any* office situation. Bookcases. Chairs. Credenzas. L-returns. Tables. And more... in a wide variety of sizes, styles and colors.



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—Suspended file folders keep papers at finger-tip reach. One of many features to make your job easier. For your Accent' color brochure, write to: **Invincible Metal Furniture Co., Dept. C-2, Manitowoc, Wisconsin 54220.**



accent'
from
Invincible 

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



Circle No. 49 on product card facing P. 108

PRODUCTS AND SERVICES

CONTINUED

The formula for contract

Dux Inc. is introducing the Formula collection to the contract market by presenting the Jetson chair. De-



signed by Bruno Mathsson, the chair has the appearance of a free-form sculpture on a spoked-circle base. The tufted cushion assures comfort, while the neck cushion provides head support.

Circle No. 127 on product card facing P. 108

Spring steel base chair

Cantilever is the name of a new spring steel base chair produced by Carolina Seating Co. Upholstery



is available in all fabrics and vinyls that are in Carolina's line.

Circle No. 128 on product card facing P. 108

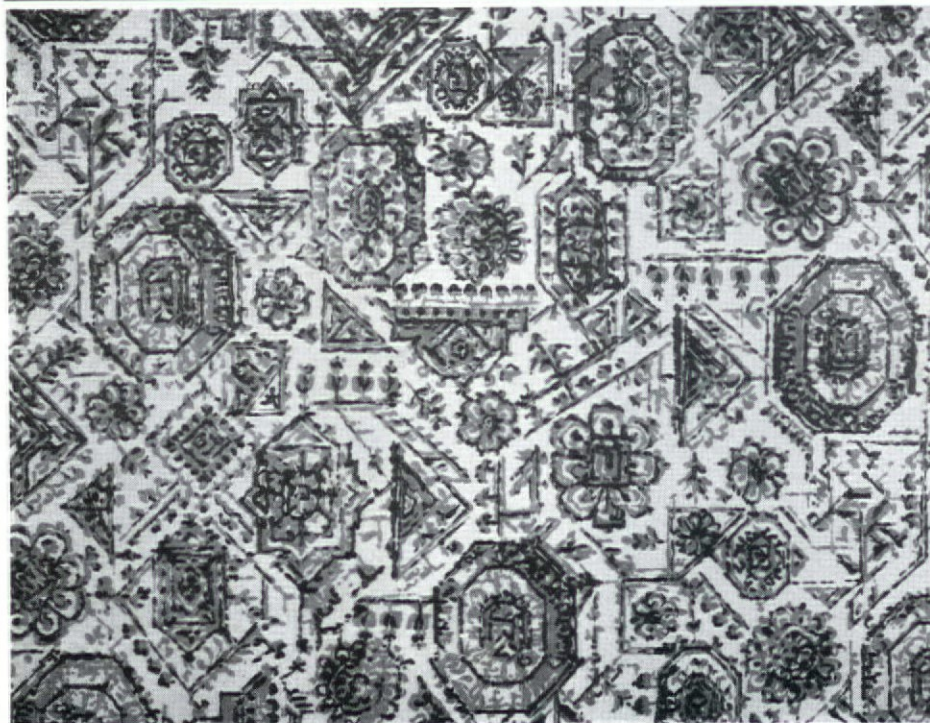
Aluminum pipe railing

Connectorail, Julius Blum's economical, non-welded aluminum pipe railing system, is composed of lightweight pipe in 1½ inch and 1¼ inch sizes. It is supplied with a complete range of fittings for all possible installation conditions. Both mill finish and clear anodized finish are carried in stock.

Circle No. 129 on product card facing P. 108

THINKING CONTRACT?

THINK WALLWEAVE!



The NEW (Vol. 4)
collection of

PIEDMONT WALLWEAVE

is *SOMETHING
TO SEE!*

Available through:

SEABROOK WALLPAPERS
421 So. Main St., Memphis, Tenn.
Also: 4330 N.E. 2nd Ave., Miami
2115 S. Tryon, Charlotte

STOCKWELL WALLCOVERINGS
320 No. Madison, Los Angeles
90004
Also San Francisco, Seattle,
Honolulu

THIBAUT WALLCOVERINGS
P.O. Box 1541 G.P.O. N.Y., N.Y.
10001
Showroom: 204 E. 58 St., N.Y.C.

THE WARNER CO.
108 S. Desplaines St., Chicago 60606
470 Decorative Center, Dallas, Tex.

Circle No. 50 on product card facing P. 108

don't panic

You don't have to. There's just nothing more stain-resistant or tougher than these **Scotchgard** FABRIC PROTECTOR protected, 100% nylon fabrics by Chatham. Wear, even the toughest wear, won't age these truly fade-resistant fabrics. They're nylon . . . 100% nylon. Spills, even oily ones, won't bother them. Scotchgard Fabric Protector makes them stain-resistant . . . worry free. And GSA number 7613 assures you that Chatham fabric #5701 is guaranteed suitable for contract use. So don't Panic.



Space contributed as a public service by this magazine.

One gift works many wonders



Photo contributed by Harold Halma

GIVE THE UNITED WAY

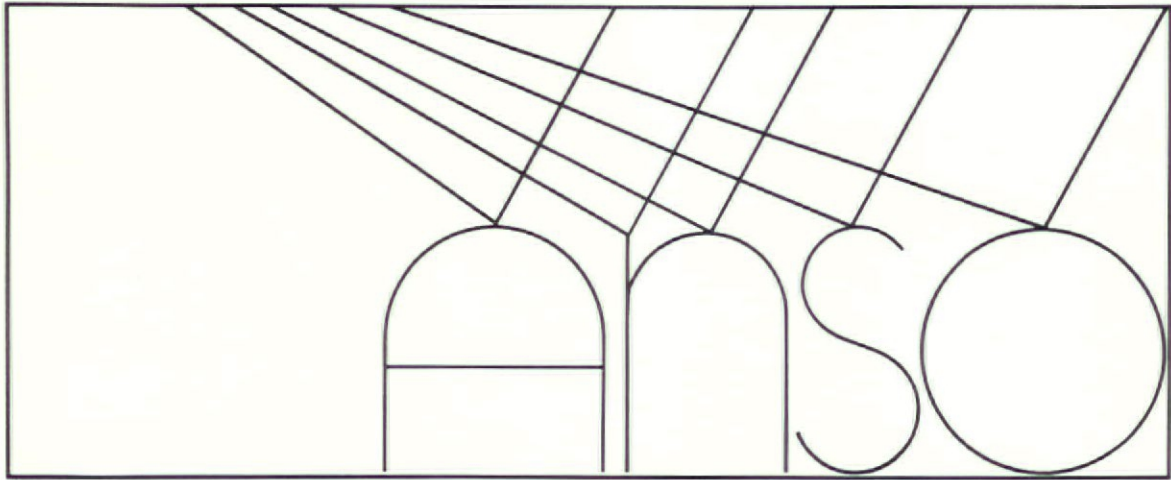
Help work wonders for the poor, the sick, the aged, the young. Give them the hope, the health and the happiness they might never have without you.

Your fair share gift works many wonders  THE UNITED WAY  

27.5 million families benefit from child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces through 31,300 United Way agencies.

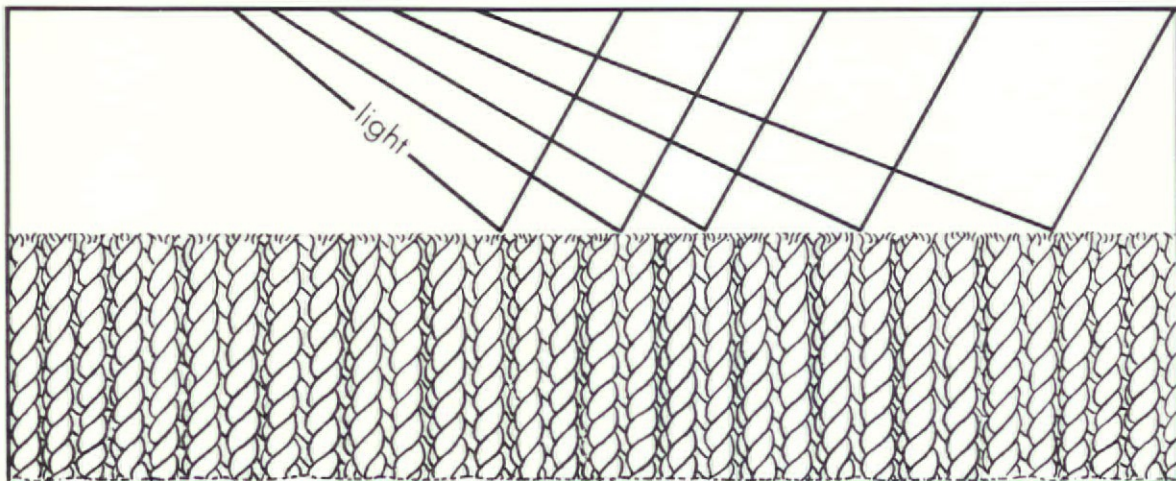
Allied Chemical announces
the carpet fiber that makes dirt
seem to disappear.





The nylon fiber that makes dirt seem to disappear.™

Why ANSO™ nylon? Because ANSO does strange things with light . . . turns it around, reflects the color and texture of the carpet but not the common dirt a carpet has to live with. ANSO is specially engineered to resist ugly soiling and extreme wear, that's why it's so perfect for commercial carpeting. ANSO offers the same rich colors, high durability, and low maintenance that have already made carpeting of A.C.E.® (Allied Chemical Engineered) nylon a recognized leader in commercial carpet fibers. ANSO costs more but it's worth it, because ANSO looks new . . . longer.



PRODUCTS AND SERVICES

CONTINUED

New wallcovering studio opens

A studio and showroom devoted exclusively to the design, and display of contract wallcoverings has been opened in New York City by Nils Anderson Studios, Inc. The facility, located at 120 E. 56 St., will have 1,100 textures and wallcovering patterns on display



and expects to be able to supply the wallcoverings specified for all types of contract situations. The collections include heavy-duty vinyls for high traffic areas, such as schools, hospitals, and hotels, and lighter weight, delicately patterned styles for walls that are not subject to severe or continually heavy usage. Silk screen designs and gravure lines will be available also. The showroom, and sales to the trade will be supervised by Nils Anderson, who says that the studio is backed by a completely equipped and up-to-date manufacturing facility, capable of supplying both stock and custom wallcoverings, in any quantity, rapidly and economically.

Circle No. 130 on product card facing P. 108

New petit point carpets, area rugs

A collection of 14 carpet designs, each named for a famous English garden, has been created by Everett Brown, FAID, and David Eskell-Briggs, AID. Precision loomed in England using special, lustrous worsted yarns, the durable petit point carpets and area rugs are in three standard colorways and can be ordered in custom colors. The collection is distributed exclusively in the U.S. by Harmony Carpet.

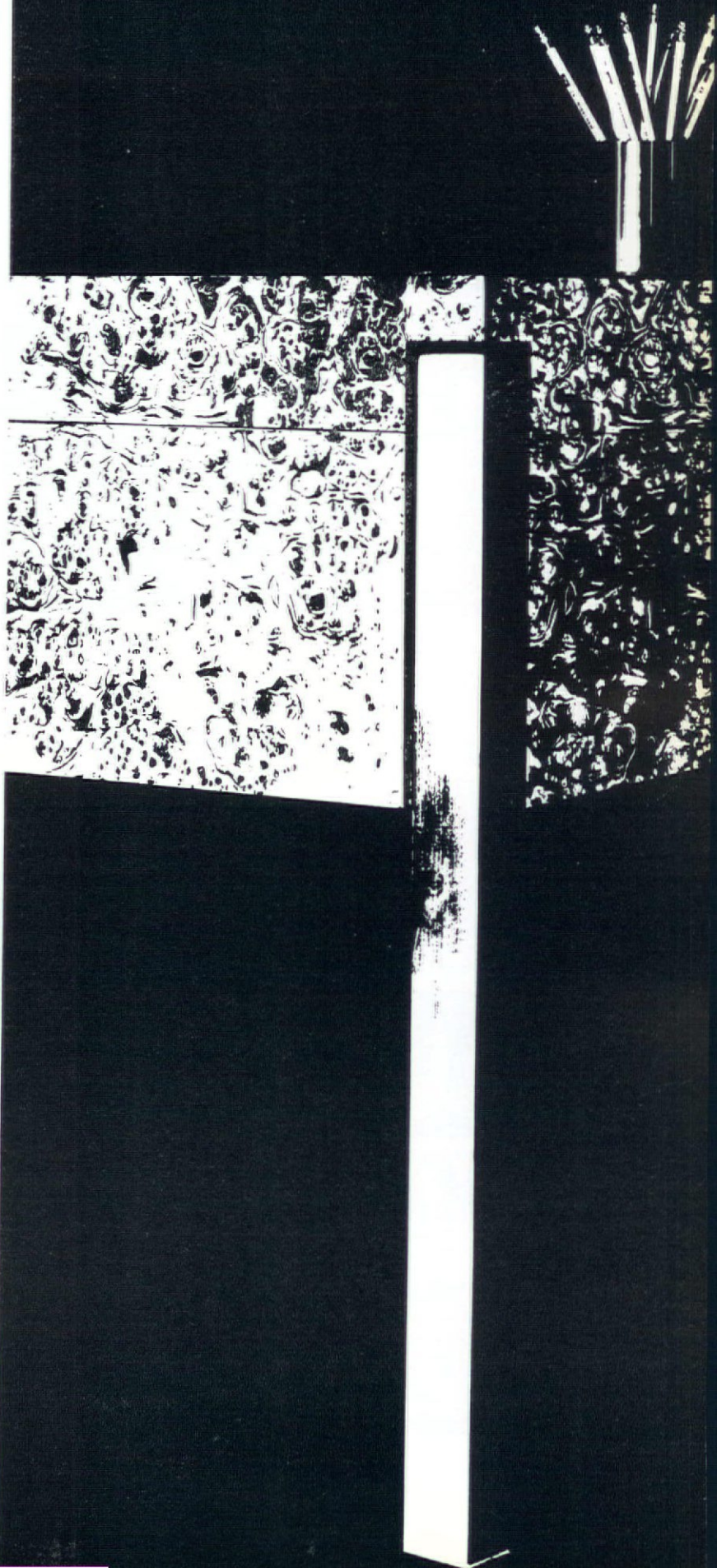
Circle No. 131 on product card facing P. 108

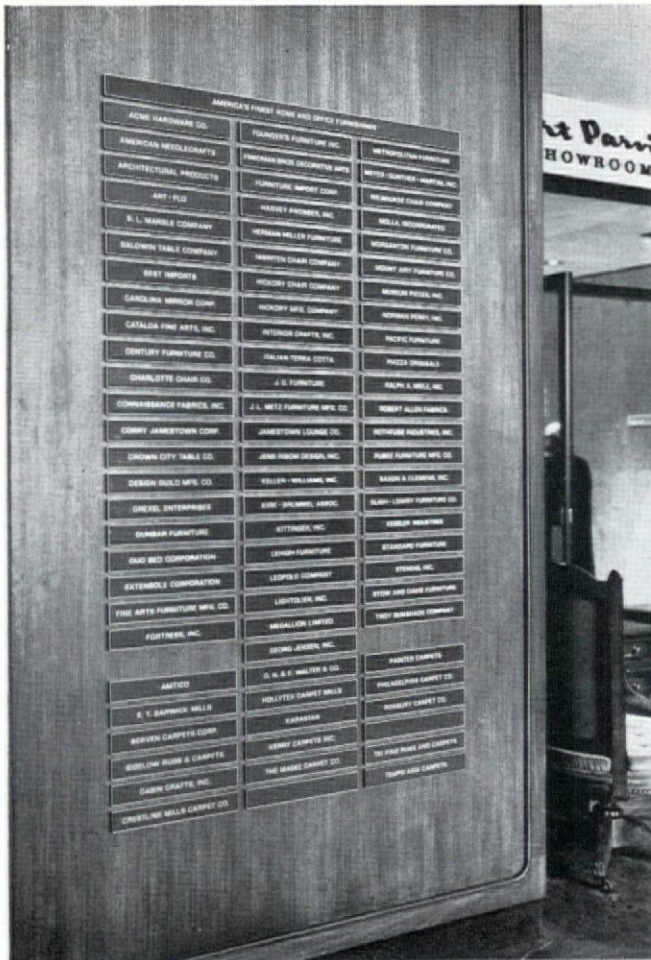
BL672 executive desk,
elm burl case,
statuary bronze legs.

Designed by
Robert Benham Becker.
Helikon.

315 East 62 Street, NY 10021
(212) MU 3-6546.

HELIKON





Directory by Vomar — **Albert Parrin**
Grouping of ES 103A Standard Plaques
 VOMAR PRODUCTS are one of the country's leaders in the development of identification and directional signs designed to meet the specific needs of the architectural/design field. VOMAR can furnish unique design concepts consistent with the highest standards of the architectural field.

VOMAR PRODUCTS, INC.

Architectural Signing & Graphics

Represented throughout the United States and Canada
 2807 Empire Avenue, Burbank, California • Phone (213) 842-2022



Circle No. 53 on product card facing p. 108

PRODUCTS & SERVICES

CONTINUED

Chair adjusts for figure-fit

New 1258 secretarial chair from Royalmetal is extra wide, depth and height adjustable for comfort. The spring steel upright adjusts horizontally for individual



figure-fit. Standard steel base is enamel with chrome scuff guards. There is a whole selection of upholstery material and colors.

Circle No. 132 on product card facing p. 108

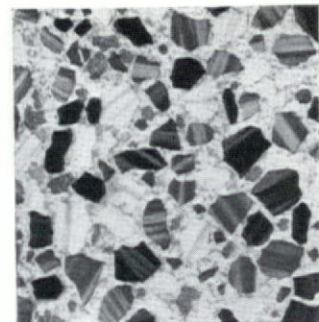
Textolite adds four patterns

Avocado Orleans and Harvest Orleans are lightly colored patterns with a Mediterranean flair; Olivado Mist, and Harvest Mist are solid tone patterns with a light oversplatter, which gives the slight textured effect typical of tile. The four new patterns have been added to General Electric's ever-increasing group of Textolite surfacing materials.

Circle No. 138 on product card facing p. 108

Sheet vinyl with random chip design

Riviera II, a new sheet vinyl floor covering in GAF's Softred line reproduces an overall random chip design in two colors: gray multi-color and gold metallic and beige multicolor with gold metallic. Riviera II comes



in 6-, 9-, and 12-foot widths and may be laid loose or cemented on any suspended floor. Dimensional embossing helps hide accidental indentations and a Quiet-Cor foam interlayer quiets the clatter of traffic.

Circle No. 134 on product card facing p. 108

Plain or grained Marlite paneling

Wood-grained paneling flanks a muted green panel for a handsome effect at a reception desk. By Marlite, the Fire-Test panels are UL approved, making them



ideal for installation on walls and ceilings where building codes or safety considerations call for flame-retardant surfaces.

Circle No. 135 on product card facing p. 108

New colors for rubber stair coverings

Decorator colors are an important feature of R. C. Musson Rubber's line of molded rubber stair coverings. Two new additions are Oatmeal and Putty-Gray, to supplement seven other marbled colors—read, green, mahogany, beige, black, birch, and walnut—in Musson's safety designed stair trends, coved stair risers, rubber tile flooring.

Circle No. 136 on product card facing p. 108

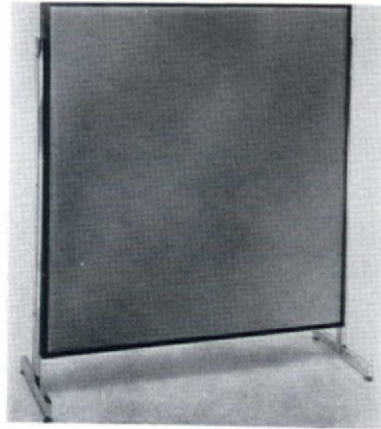
Vinyl wallcovering for light commercial use

Fourteen patterns in 85 colors comprise a vinyl wall-covering group called Fashion, newly introduced by General Tire & Rubber Co. The special textures and effects are for light commercial-use areas and come in 27-inch widths.

Circle No. 137 on product card facing p. 108

Acoustical screen for office landscape

Both straight and curved acoustical screens, designed specifically for office landscapes, complement Uniline's extensive series of office landscape furni-



ture. In this straight model, the base is a polished metal inverted T. Screens come in two heights—56 inches and 72 inches—and 60 inches wide.

Circle No. 138 on product card facing p. 108



EMPIRE STATE CHAIR

For contract seating. Over 400 selected chair style models for every period and geographical decor. Also, custom designing to your exact specifications.

"The specialist in public seating for over 40 years"

EMPIRE STATE CHAIR COMPANY, INC.

Showroom & Offices:
Fine Arts Building
232 East 59th Street
New York, N.Y. 10022
Factory: Haverstraw, N.Y.

SHOWROOMS:
CHICAGO:
Specialized Contract Interiors
11-122 Merchandise Mart

LOS ANGELES:
Stage-Kolstad Assoc.
8469 Melrose Place

CLEVELAND: Herbert Weiss
4614 Prospect Ave.

SAN FRANCISCO: John Ferlin
855 Stevenson Street

ATLANTA:
Austin Hansen Assoc., Inc.
26 East Andrews Drive, N.W.

BOSTON:
Arthur Pinsley
510 Cambridge Street

MEMPHIS:
Institutional Mart of America
3796 Lamar Ave.

Subsidiary: Empire State Furniture Industries, Inc.
1670 De Foor Avenue, N.W.
Atlanta, Ga. 30318

Circle No. 54 on produce card facing p. 108



indispensable

This handsome, indispensable Everything Table can be most anything. Roving calculator stand, "portable" typewriter stand, mini-desk, coffee table. Chromed legs and walnut grained laminated top, 18x32, make it stylish and clean. Casters lock. Storage shelf folds up. Optional stationery rack available. Literature:

Cramer Industries Inc.,
625 Adams Street,
Kansas City, Kansas 66105.



CRAMER INDUSTRIES INC.

A Subsidiary of USM Oil Co.
Cramer — The leader in style and quality

Circle No. 55 on product card facing P. 108

PRODUCTS & SERVICES

CONTINUED

Shelby Williams puts chairs on wheels

Many of Shelby Williams new chairs are on Shepherd hooded and Shepherd ball casters. In addition to the



line of chairs on casters, a new series of tubular aluminum stacking chairs has been introduced.

Circle No. 139 on product card facing P. 108

Fabric for all furniture

Mediterranean jacquard pattern by Classic Weaving is made of 100 percent Vectra fiber produced by Enjay

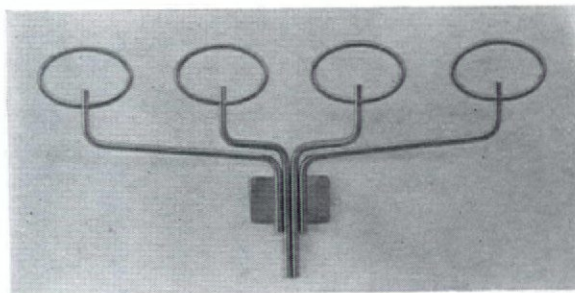


Fibers & Laminates Co. Designed for great versatility for all furniture periods, the fabric is enhanced by the easy-care practicality of the fiber.

Circle No. 140 on product card facing P. 108

Hooked—on brass

Executive coat and hat hooks styled in brass with polished chrome finish by Sergio Mazza and Emma



Gismondi of Italy for Peter Pepper Products. The entire line includes single and multiple units, some mounted on rosewood escutcheons.

Circle No. 141 on product card facing P. 108

Warm country furniture

Country French by American Chair Co. provides a warm setting for a girl's dormitory, a nursing home, or an institutional interior. The basic group consists of a lounge chair, a two-seater sofa, and three oc-

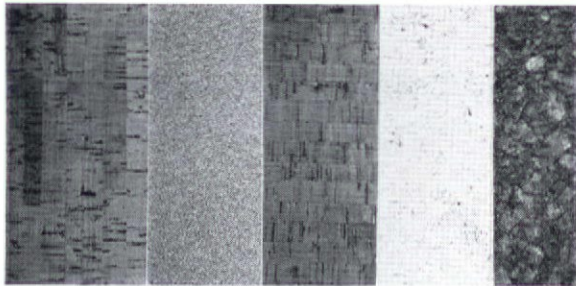


casional tables with plastic laminate tops. The line is available in all standard finishes and in distressed or glazed color finishes. Upholstered pieces have a one-piece foam rubber seat.

Circle No. 142 on product card facing P. 108

Natural cork wallcoverings

Five different textures, in light and dark tones, comprise Adam Cork Products new Quintex 921 series of natural cork wallcoverings and veneers. Imported



from Portugal, these materials provide excellent acoustical and insulative qualities, durability, ease of installation, and elegant appearance. Available in tile form from 12 by 12 inches, to 12 by 36 inches, the cork is in thicknesses varying from 1/8 to 1 inch.

Circle No. 143 on product card facing P. 108



SQUARE SMOKE STAND

In Hi-Polished Aluminum, Satin Aluminum, Anodized Black, Gold, or Dark Bronze. Concealed weighted base. 3"x3"x22" high.

Catalog on Request

- sand urns • smoking stands • waste baskets • umbrella stands • desk appointments • ash trays • wardrobe racks • costumers • planters

LOUMAC SUPPLY CORP.

Manufacturers and Distributors

No. 33 327 E. 103rd St. (Dept. C) N.Y., N.Y. 10029
(212) AT 9-5374



No. 33 B

Circle No. 56 on product card facing P. 108

Program 4/4

Distinctive architectural fixtures designed by Don Meserve—Program 4/4 is a complete line of ceiling, wall-mounted, and standing luminaires, in hand finished aluminum, mirror-polished, enameled, or anodized to your specification.

Represented by D.G.M. Associates, 160 East 56th Street, New York City 10022, 212-751-4870

Cathedral Art Metal Company

Providence, Rhode Island

Circle No. 57 on product card facing P. 108

PRODUCTS & SERVICES

CONTINUED

Vinyl-metal laminates for case goods

Simmons new modular furniture line, Pace, is manufactured on mass-production principles and uses Arvinyl's vinyl-metal laminates for cabinet walls



and tops. Walnut, teak, distressed pecan, maple rosewood, and cordovan leather graining are some of the custom-finish simulations on case goods pieces for use in hospitals, schools, motels, and hotels.

Circle No. 144 on product card facing P. 108

Blanco adds new Moresque chair designs

Several new chair designs influenced by 17th century styling have been added to Bianco's Moresque line of



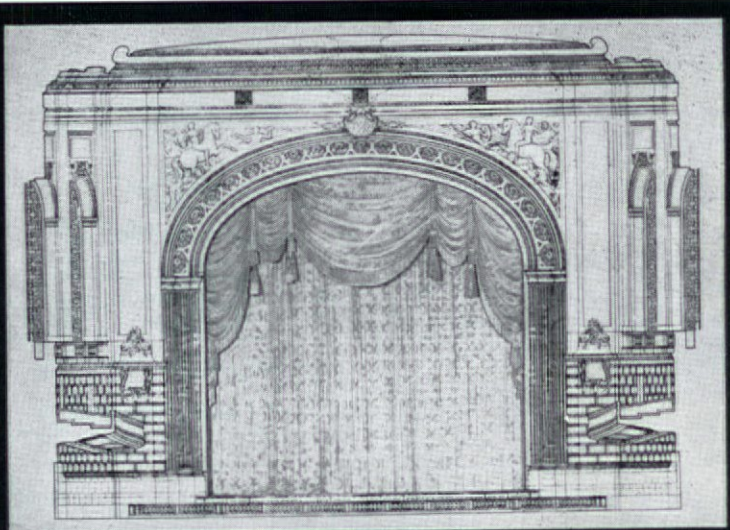
chairs. The additions feature Moorish scrolls, floral carved insets, groove routed and disc turned legs, clavated turnings, and continuous carved panels.

Circle No. 145 on product card facing P. 108

Anti-soiling antistat for carpeting

Anti-soiling properties are built into GAF Corp.'s new Gafstat CA antistat, an economic antistatic agent for use on installed carpeting. Extensive testing of the antistat indicates that it shows marked resistance to soiling as compared to untreated carpet.

Circle No. 146 on product card facing P. 108



...Starring at the new San Francisco Opera House

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

Schumacher's

FABRICS / CARPETS / WALLCOVERINGS / VELCRO®

58 W. 40th St., N.Y. Showroom: 939 Third Ave., N.Y.

Circle No. 76 on product card facing P. 108

Guestrooms Ole

One of the newest entries in the Castilian design market is Bassett Furniture's El Prado collection. The case pieces have thumbnail shaped top edges, decorative overlays, melon drop pulls, heavy moldings under the top, block relief pilasters, shaped blocks on



the drawer fronts, and octagonally turned bun foot. A complete line of pieces, El Prado is available in several finishes and colors.

Circle No. 147 on product card facing P. 108

Director's chair now a bar stool

Fashioned after the traditional director's chair, folding bar stool No. 434 with a 30 inch seating height is new from Gold Medal Folding Furniture



Co. A foot sill provided as a foot support provides easy access into and out of the chair. There is choice of frame finishes and cover fabrics.

Circle No. 148 on product card facing P. 108

Product information rushed to you via computer. Use free reader service card facing page 108.

bold, brawny oak

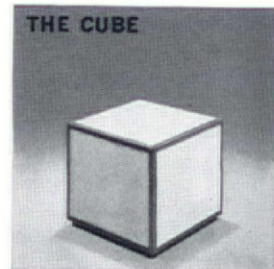


Design: Stuart John Gilbert / Wayne W. Good

THE CHAIR



THE CUBE



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

New York / Chicago / Denver / Los Angeles



HARTER CORPORATION
1230 Prairie Avenue
Sturgis, Michigan 49091

Send me the Harter Oak Lounge Series catalog.

Name _____

Firm _____

Address _____

City _____ State _____ Zip _____

Circle No. 58 on product card facing P. 108

PRODUCTS AND SERVICES

CONTINUED

Nylon on upholstered shell chairs

New addition to the HON Office Furniture Co. chair line is the new S-Series upholstered shell chairs. There are four models of this smartly contoured chair.



The basic shell is fiber glass covered with deep foam padding and choice of colors in either nylon or vinyl upholstery. Swivel models have adjustable tilting control and height adjustment.

Circle No. 149 on product card facing P. 108

Caned and chrome steel chair

Harvey Prober adds this airy chair to the Series K seating line. Outstanding feature is hand caning woven into a laminated beech seat frame. The effect is enhanced with triple-plated chrome steel legs and a



choice of enamel colors for the seat and molded plywood back. Chair is available in an arm version also.

Circle No. 150 on product card facing P. 108

Modular seating group

Based on a 22-inch module and available in 2, 3, 4, or 5 place units, this seating series from Curtis Products can be grouped in either straight line or corner arrangements. It features contoured and deep foam cushioning, mirror chrome legs and bars, and walnut, teak, or plastic laminate table tops.

Circle No. 151 on product card facing P. 108

HUMDINGER

RESTMORE



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

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

METAL BED RAIL COMPANY, INC.

Drawer 907 • Lexington, N. C. 27292

Circle No. 59 on product card facing P. 108



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. 1[®] Reg. T. M. DuPont Corp.







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.

Shown above: Genon Parquet Cork, one of 17 colors.



Circle No. 61 on product card facing P. 108



BIRGE



Hand Printed Scenics

NOW ON STRIPPABLE VINYL WALLCLOTH

Created by internationally known artists, the superb scenics in this collection, such as Pilement, shown above, will bring new charm and beauty to a wide variety of interiors. Printed in permanent vinyl colors on Birge "breathable" wallcloth re-inforced with

Dacron® polyester fibers. Soap-and-water Washable • Scuff Proof • Cellulose Tape Proof • Stain and Grease Resistant • Mildew and Fungus Proof • Strippable • Exceptional Flame Rating. Contact your distributor for complete information and sample books.

A Treasury of Lasting Beauty

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



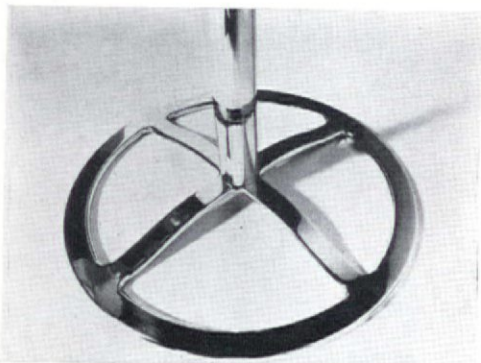
Circle No. 62 on product card facing P. 108

PRODUCTS AND SERVICES

CONTINUED

Full circle base design

Solid stainless steel is shaped into the Circle 8 Base Table from Brickel Associates. Rising from

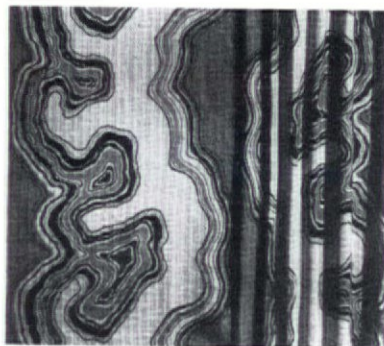


the 31½ inch diameter circle is a 3¼ inch post to support tops of various finishes and shapes, with the choice of marble optional.

Circle No. 152 on product card

Stylized Terrain for drapery design

Color and line are strongly combined in Terrain, a new drapery design by Elenhank Designers. The pattern flows along the selvage sides in a vertical move-



ment and graduates toward the center. The repeat is a large 61 inches. Terrain is printed on textured linen casement in sea blues/greens, earth tones, and desert golds, with custom colors offered.

Circle No. 153 on product card

Spatter-effect carpet tile

A spatter effect of multi-color circles is the design of Confetti, a carpet tile by Ozite Corp. The 12-inch squares of 100 percent polypropylene fiber are backed

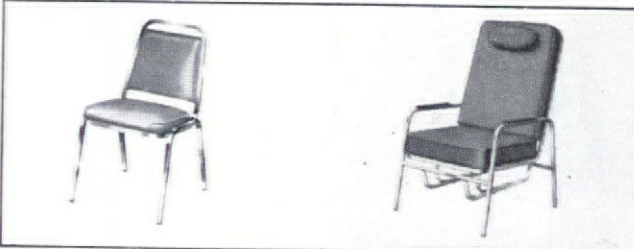


with high density foam rubber. Installation is with either Ozite adhesive or Ozite Porta-Tile of double-faced tape. When necessary, tiles may be removed individually for washing or rotation.

Circle No. 154 on product card



"Moduline" Seating Group



Upholstered Chairs

Spring Base Convalescent Chairs



Fiberglass Institutional Chairs/Rockers Fiberglass Stack and Gang Chairs



Arm Chair

All-purpose Couch



Dining Tables

Heywoodite Dining Chairs

**Unbreakable, unchippable,
unrustable, unbeatable.
Unmistakably Lloyd of Menominee.**

Lloyd has just about everything for business or institutional metal seating. Stack chairs. Armchairs. Gang chairs. Dining chairs. Rockers. Convalescent chairs. Plus tables, to coordinate. Backed by Lloyd's century-and-a-half reputation for the highest standards in comfortable, durable construction and good design.

Lloyd

Lloyd Manufacturing Company, Menominee, Michigan.
nationally known—established 1826
A division of Heywood-Wakefield

Circle No. 63 on product card

BAR STOOLS MATES AND CAPTAINS CHAIRS



2200A
CAPTAIN'S CHAIR GE
HEAVY LEGS

2100A
MATE'S CHAIR GE
HEAVY LEGS

Hand wiped and hand-rubbed wood decorator finishes.

All chairs can be made swivel • Any furniture finish desired
Upholstered in any vinyls specified • Free Color Brochure upon request

KING ARTHUR CHAIR CO., INC.

Largest On-Hand Chair Stock in the South!

5501 N.W. 36th Ave. Miami, Fla. 33142 (305) 635-6650; 635-3066

See our Booths #2116-2117 at the Hotel Show, N. Y. Coliseum, Nov. 11-14.



INTRODUCING ...

An extensive collection of desk appointments and office accessories, crafted in architectural metals and woods by ...

ULTIMATE 

811 Elmont Road, Elmont, New York 11003

color catalog available

DESK ACCESSORIES • URNS • ASH TRAYS • APPAREL RACKS

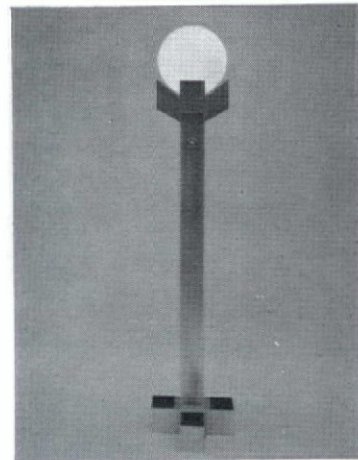
Circle No. 65 on product card facing P. 108

PRODUCTS AND SERVICES

CONTINUED

Strong, straight lines in floor lamp

There's a good hefty look to this floor lamp designed by Don J. Meserve for Cathedral Art Metal Co. The



base and stem, plus the cradle into which the globe nestles, are of quality metal and can be ordered in special finishes.

Circle No. 155 on product card facing P. 108

Enamel-on-aluminum wall tiles

Vikon Tile Corp. has developed a new harvest gold epoxy enamel-on-aluminum wall tile, to match currently popular major appliance colors. Available in four sizes, the tile is provided with Vikon's Quick-Stick, pre-applied adhesive, or one of several mastics for application to the wall surface. The tile is also produced in other colors.

Circle No. 156 on product card facing P. 108

Carpet-covered portable screens

Radius and straight portable screen dividers for use in office landscaping installations have acoustical properties through perforated Masonite inte-

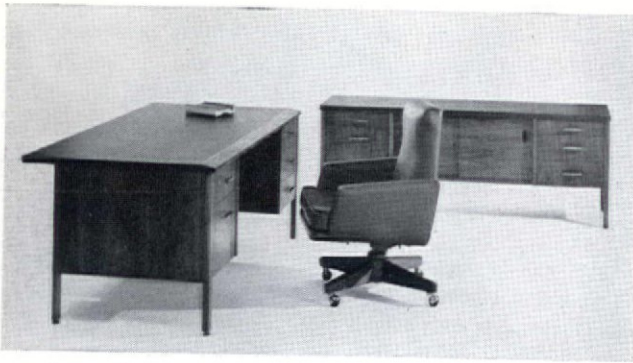


riors and exterior covering of Texama knitted carpet material by Glenoit Dobbie. Distributed by Pack Sales Co., the screens are 58 inches finished height. All exposed wood parts are genuine walnut and leg bases are of heavy cast metal.

Circle No. 157 on product card facing P. 108

Desk/credenza series in many colors, designs

Flexibility is the key word in Vista-Costa Mesa Furniture's new 1000 series of desks and credenzas. A variety of color and design options—more than 700



configurations—affords the series a custom look, with such options as simulated leather desk tops and comfort edge design. Featured are full suspension file drawers, matched veneer drawer fronts.

Circle No. 158 on product card facing P. 108

"Painted" seamless flooring

Flecto Seamless is a plastic flooring system formulated of a special acrylic that does not yellow. By Flecto Co., application starts with a "painted-on" base coat, hand- or machine-sprinkled layer of color flakes, second coat of clear laminating plastic, light sanding, and ends with a coating of clear laminated plastic.

Circle No. 159 on product card facing P. 108

Circle No. 77 on product card facing P. 108



**VINYL HANDPRINT
Wallcoverings
with Companion
FABRICS**

Vinyl handprint wallcoverings, alive with new ideas, including the "Wet Look" . . . befriended by companion fabrics . . . Sample books available. Send for Free Brochure.



P. O. Box 12482
Philadelphia,
Penna. 19151
TRinity 8-1666



At Plus Value

**6 REASONS
WHY . . . IT'S**

**Porter
CARPETS**

**IN CONTRACT
TUFTING . . .**

We specialize in commercial and industrial carpeting **only**.

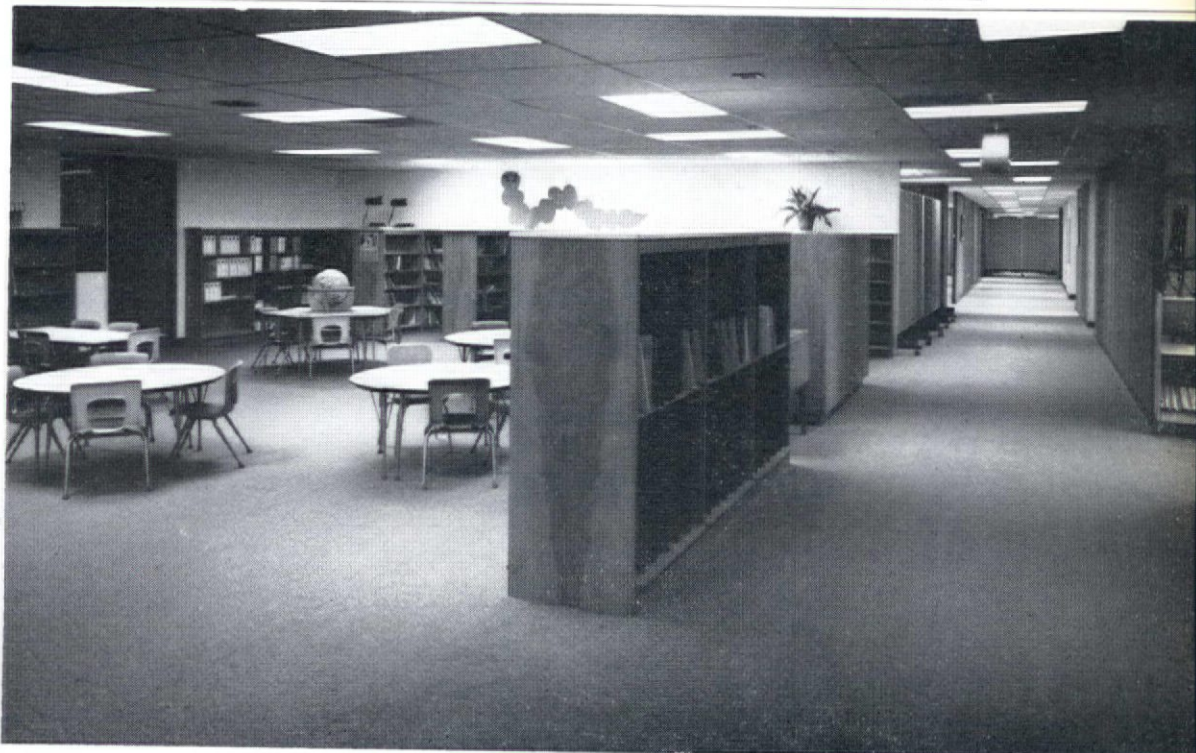
Finest tufted contract carpets available

Our 1/10" gauge construction utilizes maximum size, 3-ply commercial quality yarn—without sacrificing density

We engineer and execute fabrics for special problem areas requiring unique solutions

Professional engineer supervises all major installations

Delivery 4 to 6 weeks. Samples on request



Porter Carpets' specifications preferred coast to coast. Examples below.

- *Above; B. B. Harris Elementary School
Duluth, Georgia*
- *Seventh Day Adventist Church
St. Albans, Bronx, New York*
- *King of Prussia Shopping Center
King of Prussia, Pennsylvania*
- *Dayton National Bank
Dayton, Ohio*
- *Slippery Rock State Teachers College
Slippery Rock, Pennsylvania*



- *Continental Can Company
Atlanta, Georgia*
- *Houston First Savings Building
Houston, Texas*
- *Hoag Memorial Hospital
Newport Beach, California*
- *The Times Newspaper
Los Angeles, California*
- *Glass and Gardens Church
Scottsdale, Arizona*

Inquiries receive immediate attention P. O. Box 333, Cartersville, Georgia • A Division of Tifton Rug Mills
Circle No. 66 on product card facing P. 108



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



create ELEGANT entryways



BEFORE **AFTER**

These luxurious mats trap and hide dirt!

Out-Adore—outside

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

Plush Cover—inside

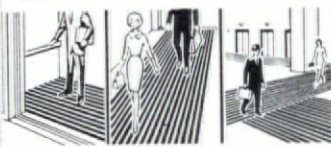
Rich-looking high-low sculptured nylon pile establishes a mood of cleanliness and elegance for your entire building! Traps and holds dirt. Water-stopping vinyl back protects floors. Wear-surface guaranteed 3 years!

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

Phone: 419-332-5531



RUBBER CO.
Fremont, Ohio 43420



ELEVATORS HALLWAYS TRAFFIC AREAS

Circle No. 68 on product card facing P. 108

MANUFACTURERS'

LITERATURE

Carpets and rugs by Bigelow for all types of commercial/institutional installations are shown in such settings as hospitals, showrooms, supermarkets, banks, and bakeries. The 22-page booklet, in full color, also depicts 10 standard designs, in a new textured Jacquard line called Bramwell.

Circle No. 160 on product card facing P. 108

The Forma collection, Troy Sunshade's new contract seating series of chairs, sofas, tables, ottomans, and benches, is shown in full color in a new 12-page catalog. Photos of lounges and reception areas for colleges, student unions, offices, airports, country clubs, hospitals, and banks illustrate the functional and versatile aspects of the line.

Circle No. 161 on product card facing P. 108

Fibermold furniture, fabricated of extra-strength, solid-core, pressure-molded nylon plastic, includes lines of stacking chairs, bar stools, square and round tables, pedestal swivel chairs, and gang seating. From the Ingersoll-Humphryes division of Borg-Warner, a 16-page booklet features installations, descriptions, and specifications of the performance-tested lines.

Circle No. 162 on product card facing P. 108

Theater lighting systems by Century are described in a 102-page brochure that includes an informative article on the fundamentals of stage lighting. Among other topics in the comprehensive brochure are typical stage lighting layouts, lighting instruments from spots to floods, mounting methods and equipment, and lighting control systems.

Circle No. 163 on product card facing P. 108

Fixtures Mfg. has issued its new full-line furniture catalog No. 3-68 that includes more than 200 items and 50 new lines in 65 pages. Of interest are informative articles outlining solutions to common seating and table problems.

Circle No. 164 on product card facing P. 108

Safety floor mats and entrance matting are described in Samuel Furiness Mat Co.'s 8-page brochure that includes link construction, of vinyl, aluminum, rubber, and rubberized fabric; corrugated vinyls; carpet mats and runners.

Circle No. 165 on product card facing P. 108

Lighting for all needs are shown in a series of pamphlets bound into a comprehensive booklet by Globe Lighting. Among the special sections: surface-extended recessed fluorescent, surface-mounted fluorescent, ceiling-mounted incandescent, wall brackets, and decorative chandeliers.

Circle No. 166 on product card facing P. 108

Steel office furniture—chairs, desks, files, and multiple seating units, in both contemporary and traditional styles—is shown in Western Mfg. Co.'s brochure of the moderately priced Wesco lines.

Circle No. 167 on product card facing P. 108

Lamps, sconces, and swags, most of them hand-finished, are illustrated in a 36-page, full-color catalog. Called the Golden Anniversary Lamp Collection, the lines are produced by Feldman Co., celebrating its 50 years as a major lighting fixture and lamp producer.

Circle No. 168 on product card facing P. 108

Dormitory furniture and space saving ideas are described and illustrated in a four-page color pamphlet by Herman Miller. The Eames Contract Storage System incorporates a bed, that can be stored behind doors in upright position during the day, plus study and storage facilities.

Circle No. 169 on product card facing P. 108

Custom metal doors and entrances are featured in a 16-page brochure from Michael Arts Bronze Co. Included in the booklet are installations in bronze, aluminum, and stainless steel.

Circle No. 170 on product card facing P. 108

Cementing cross seaming, and double-faced tape methods of contract carpet installation are explained in detail in a manual by Quaker Fabric Corp.

Circle No. 171 on product card facing P. 108

Custom contract furniture for hotels, motels, clubs, nursing homes, and hospitals, by Period, Inc., are illustrated in a series of loose-leaf folders. Specifications and descriptions are included.

Circle No. 172 on product card facing P. 108

Functional drapery fabrics and linings, produced for the contract and institutional markets by Rockland Industries, include blackout linings, insulated linings in white and 11 colors, and self-lined insulated Roc-lonized velvet suede drapery fabrics. Swatches of all are in Rockland's new brochure.

Circle No. 173 on product card facing P. 108

Typing and business machine tables are produced by Peabody Seating Co. in contemporary styling. Adjustable and fixed models, single and double station typing stands, and bookkeeping tables are described in a new 4-page brochure.

Circle No. 174 on product card facing P. 108

Contemporary office chairs and reception room seating in Haskell, Inc.'s new Oakmont line are reproduced in color in a new brochure aimed at the middle market.

Circle No. 175 on product card facing P. 108

Technical aspects of acrylic light shield louvers are studied in the brochure, *Why Acrylic Louvers?*, published by American Louver Co. Fire safety, heat resistance, air circulation, maintenance, and high efficiency are cited as major advantages and outstanding characteristics of acrylics.

Circle No. 176 on product card facing P. 108

Circle No. 69 on product card facing P. 108

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

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. 70 on product card facing P. 108

CLASSIFIED ADVERTISEMENTS

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

INTERIOR DESIGNER WANTED: Top west coast Florida design firm, contract work, wants experienced male to handle all phases of commercial projects. Send resume to: DESIGNS UNLIMITED OF FLORIDA, INC., 3495 Fifth Ave. No., St. Petersburg, Florida 33713.

CONTRACT DRAPERY SALESMAN WANTED: Needed for Chicago/Midwest area. Fastest growing drapery firm in America wants capable man to help build contract business. Following is desirable but not essential. Salary, fringe benefits, commission. Excellent opportunity to build for big future. Write to: Box A-544, CONTRACT, 7 E. 43 St., NYC 10017.

INTERESTED IN MERGER: establ. (1946) stocking importer, occas. furniture, decorat. access., N.Y. showroom, nat. distrib. stores, decorators, contractors, black balance sheet, interested merging similar firm to further orderly growth and free principal of detail work. Confidence respected. Write to: Box A-545, CONTRACT, 7 E. 43 St., NYC 10017.

ARCHITECT-SPACE PLANNER WANTED: One of Michigan's largest contract furniture organizations is looking for a man with a range capable of planning the premises for a small company to the programming of huge buildings that may be in excess of 100 thousand square feet. Must be knowledgeable and experienced in all phases of space planning and design. Excellent opportunity with young growing concern. Salary open. Write to: SILVER'S INC., 16350 Woodward Avenue, Highland Park, Michigan 48203, Attention: Personnel Dept.

IF YOU AREN'T READY FOR A BOLD NEW CONCEPT IN CONTRACT SALES MAYBE IT'S TIME YOU GOT OUT OF THE BUSINESS.

This is no time to be timid. The contract furnishing industry is changing faster than you can count the commissions from your last sale. And we're one of the big reasons for the big change.

We have a unique new concept that will spur the imagination of reps who realize that they must face the challenge of the future right now. Or be left behind with a fading career, fewer sales, lower commissions.

It'll only take a few minutes to read about the new concept that could recharge your career and increase your income in contract sales. Faster than you'd expect. If you want to be with what's happening today, we want you with us. For full information, write:

DESIGN FORUM, INC.

4111 North Miami Ave., Miami, Fla. 33137

THE PEOPLE WHO ARE CHANGING
THE CONTRACT FURNISHING BUSINESS.

MAN WANTED WITH FURNITURE EXPERIENCE: To take orders, make bills, assist in sales. No evenings. Profit-sharing plan. Write to: Box A-546, CONTRACT, 7 E. 43 St., NYC 10017.

REPRESENTATIVES WANTED: Representation wanted by an established reputable organization. High quality lines of accessories, such as: art objects, occasional tables, chairs, etc., etc., to supplement a line of French case goods and rugs. Showroom is located at the Ice House, San Francisco International Market Center. Write: Box A-547, CONTRACT, 7 E. 43 St., NYC 10017.

MANAGEMENT OPPORTUNITY, CONTRACT SALES: An excellent opportunity to develop and expand contract dept. with excellent manufacturing facilities. Located in central New Jersey. To qualify you should have 3-5 years experience in contract work with a thorough understanding of the field. This is a challenging position. Send letter or resume to: Box A-548, CONTRACT, 7 E. 43 St., NYC 10017.

CONTRACT SALESMEN AND EXECUTIVES WANTED: Leading contract product manufacturers from time to time ask the assistance of CONTRACT Magazine in providing the names of qualified salesmen and sales executives in New York and other areas. If you have a background in this field and feel you 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.

SALES CAREER OPPORTUNITY IN PUBLISHING FIELD. Gralla Publications, which publishes CONTRACT and six other magazines, has been expanding rapidly and is seeking a career-minded salesman for its Chicago advertising office.

The man we want is a good communicator, willing to travel (about 40%), available at \$12,000 plus incentives but eager to prove he's worth much more, has a college background, and likes the challenges and opportunities in a growth company which is launching and expanding lively business magazines.

The job: call on advertisers, manufacturers and ad agencies in the Midwest, and creatively help them to do a more resultful job of advertising in our magazines.

Write fully and in confidence to: Milton Gralla, GRALLA PUBLICATIONS, 7 East 43 Street, New York, N.Y. 10017.

ATTENTION: REPS! REGISTER WITH JS!

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

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.



For
CONTRACT
 work the
 "COUNTRY INN"
 look of
**BARNARD &
 SIMONDS**



deserves your careful consideration



BARNARD & SIMONDS

INC.
 DIVISION OF BAKER FURNITURE, INC.

1661 Monroe Avenue, Grand Rapids, Michigan 49502
 SHOWROOMS: New York • Chicago • San Francisco
 Los Angeles • Dallas • Philadelphia • Grand Rapids

Circle No. 73 on product card facing p. 108

ADVERTISERS' DIRECTORY

ADVERTISER	PAGE
Academy Arts	44
Allied Chemical Corp.	95-96
American Chair Co.	114
American Cyanamid Co.	21, 52
Arco Chemical Co., Div. of Atlantic Richfield Company	16-17
Armstrong Cork Co.	2nd Cover
Artolier International	53
Athol Mfg. Co.	105
Barnard & Simonds, Div. of Baker Furniture Co.	116
Beattie Mfg. Co.	27
Bianco Mfg. Co.	112
Birge Co., Inc.	108
Brunswick Corp.	56
Cathedral Art Metal Co.	101
Chatham Drapery Fabrics	94A
J. R. Clark Co.	54
Collins & Aikman	32
Columbus Coated Fabrics	42
Comark Plastics Div., United Merchants & Mfrs., Inc.	38
Contract '69	15
Cramer Industries	100
Costa Mesa Div., Vista/Costa Mesa Furniture Co.	39
Crown Rubber Co.	112
Dallas Trade Mart	13
David & Dash	5
Downs Carpet Co.	82
Empire State Chair Co.	99
Enjay Fibers & Laminates Co., Universal Vanguard Div.	34
Fixtures Mfg. Corp.	24
Foil Fashion, Inc.	111
General Tire & Rubber Co.	106-107
B. F. Goodrich Co.	28
Hardwick & Magee Co.	4
Harter Corp.	103
Helikon Corp.	97
Hewnrite Industries, Inc.	26
International Paper Co.	1
Invincible Metal Furniture Co.	93
Jorges Carpet Mills	43
Jute Carpet Backing Council, Inc.	57
Kiesling-Hess Finishing Co.	87
King Arthur Chair Co.	110
Kirsch Co., Inc.	45-48
H. W. Knight & Son, Inc.	114
Lewis Carpet Mills	49
Lloyd Mfg. Co.	109
Loumac Supply Corp.	101
Lyon Metal Products, Inc.	29
3M Company	25
Manuscreens, Inc.	19
Marlite, Div. of Masonite Corp.	3rd Cover
Metal Bed Rail Co.	104
Multicolor Corp.	7
Norquist Products Co.	113
Patchogue-Plymouth Co.	50
Philadelphia Carpet Co.	37
Piedmont Wallweave	94
Porter Carpets	111
Edward Axel Roffman & Associates, Inc.	22
Roxbury Carpet Mills	33
Standard Coated Products, Inc., Sanitas/Walliclad Div.	113
F. Schumacher & Co.	102
Shepherd Casters, Inc.	35
Siesta Mfg. Co.	44
Stauffer Chemical Co.	20
Steelcase, Inc.	9
Stow/Davis	36
Synthetics Finishing Co.	4th Cover
Tahlequah, Inc.	11-12
Tennsco Corp.	14
Textile Rubber & Chemical Co.	40
Tropitone Furniture Co.	2
Ultimate Industries	110
Van Houghten USA, Ltd.	30-31
Albert Van Luit & Co.	55
Velvetex Industrial Corp.	89-90
Vogel-Peterson Co.	26
Vomar Products, Inc.	98
V'Soske, Inc.	41
Lee L. Woodard Sons, Inc.	23
Yawman/Erbe	51