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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

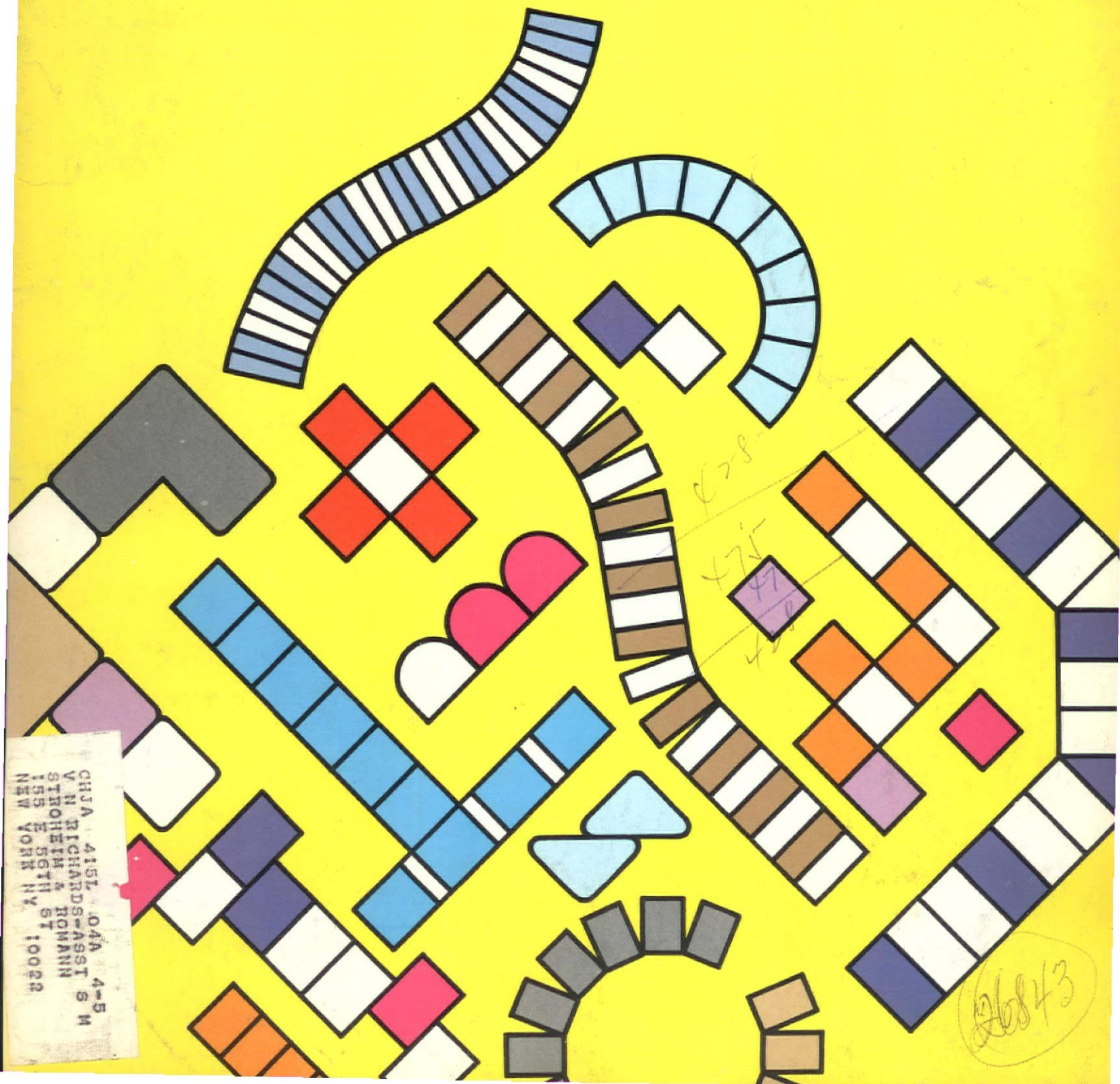
## Modular Seating: The space-saver systems

Cado Center world HQ opens in Copenhagen

Scandinavians put stress on quality design

Lighting: Designers have a crystal ball

Rock and roll lives in chair components



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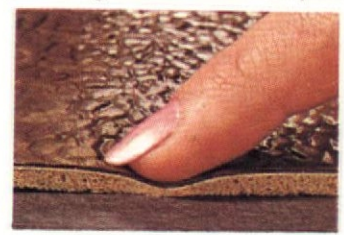
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There's a lot more to see it, Armstrong Quiet Zone looks like a modern, attractive Armstrong Vinyl Corlon® floor. But when you walk on it, and feel its comfort, and listen to your footsteps, you might think it's carpet.

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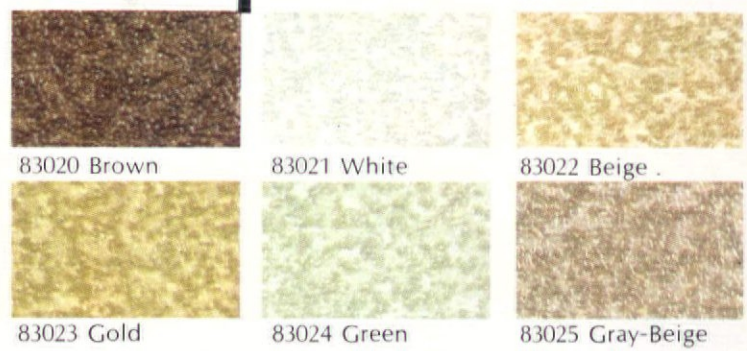


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Quiet Zone is all of that. Its rugged, heavy-duty vinyl surface resists scuffs and stains. Maintenance is simple and economical. And Quiet Zone is available in two handsome patterns, which are richly textured to help disguise traffic marks and subfloor irregularities.

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**Quiet Zone™ at work.**  
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**but you might think**  
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The Quiet Zone pattern illustrated here is called Grand Central.

For more information, send this coupon to Armstrong, 308 Naylor St., Lancaster, Pa. 17604.

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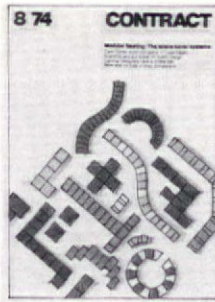
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Berwool sample books are available to Architects and Space Planners only

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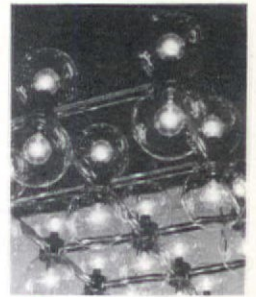
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**COVER—U-S-L-C-O-E-T-Y-H-J**—these are just some of the shapes that can be arranged with highly flexible modular lounge seating available from more and more furniture manufacturers, as depicted in the cover design by Applebaum & Curtis for article starting on page 50.

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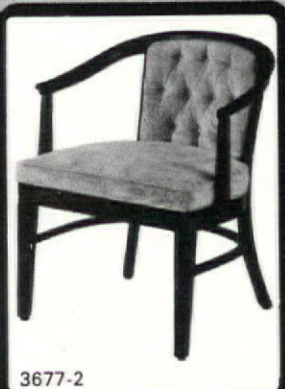
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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

## COMING IN CONTRACT

**SEPTEMBER**—Designer's Saturday Preview—products, people, and places in New York's high-style furniture showrooms, October 18 and 19, are highlighted in an issue primarily devoted to show previews. Also, advance coverage on National Office Products Association Show, McCormick Place, Chicago, October 19-22, and New York City's Come To The Marketplace, October 14-18, with news of building activities, exhibits, and social events. Arts and Graphics—how designers specify art, their sources, and a wrap-up of art availabilities. Import Furniture—the latest designs produced by foreign firms and available in the U.S. marketplace. Marble—a comprehensive primer on marble specifications, maintenance, and basic facts. Plus a Carpet Scope article to be announced.

**OCTOBER**—Double Show Preview: International Hotel & Motel Exposition, New York Coliseum, Nov. 11-14, and Canadian Interior Design Show, Toronto, Canada, November 5-7, 1974. Canadian Furniture Designs—the latest products from our neighbors in the north. Fabrics and Wallcoverings—a review of new designs, products, developments. Florida Market—where the specification function is at in the decentralized Florida marketplace. Stained glass—everything you've wanted to know about stained glass specification *after* you've asked.

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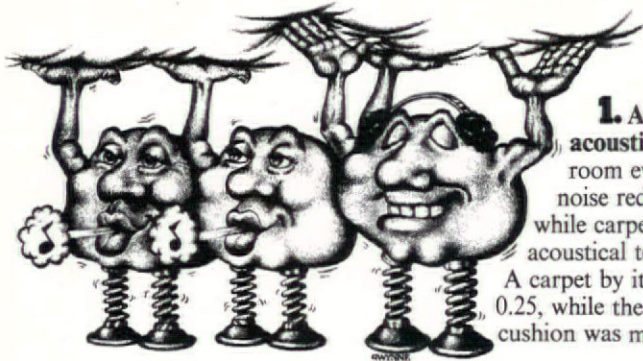
**VECTA** The Originals  
**CONTRACT**

Tappo gets around in the best circles.

Vecta Contract, 740 West Mockingbird Lane, Dallas, Texas 214 / 631-2880 Tappo Lounge System design by John Mascheroni. 1973 Industrial Design Award. 1973 IBD First Prize.

# Before you pull the padding out from under another rug, read this.

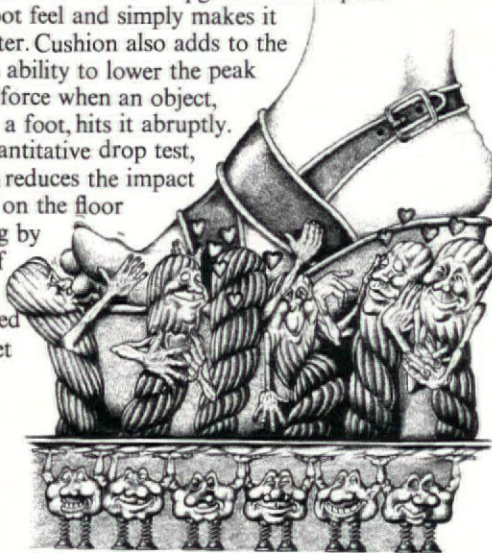
Whenever your carpeting budget is up against the wall, the first thing you're tempted to do is pull out the cushion. Before you do, consider the underlying contributions carpet cushion can make to your next installation.



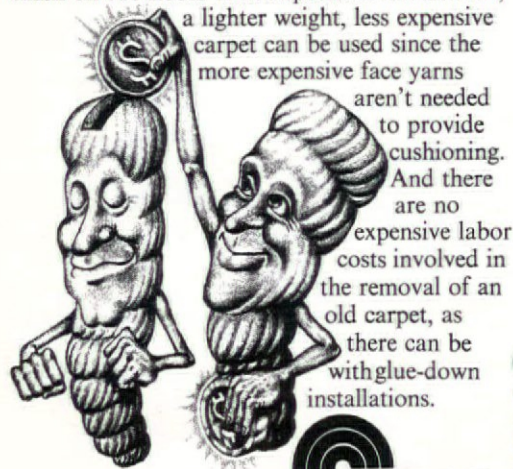
**1. A carpet cushion more than doubles a carpet's acoustical properties.** A carpet with cushion makes a room even more quiet. In tests to measure impact noise reduction, carpet only received a +14 rating, while carpet over cushion had a +25 rating. In a similar acoustical test measurements were taken for noise reduction. A carpet by itself measured a noise reduction coefficient of only 0.25, while the coefficient for a carpet over cushion was more than twice as great, 0.65.

## 2. Separate cushion makes a carpet seem thicker and more luxurious.

It upgrades the carpet's underfoot feel and simply makes it feel better. Cushion also adds to the carpet's ability to lower the peak impact force when an object, such as a foot, hits it abruptly. In a quantitative drop test, cushion reduces the impact exerted on the floor covering by one-half when compared to carpet alone.



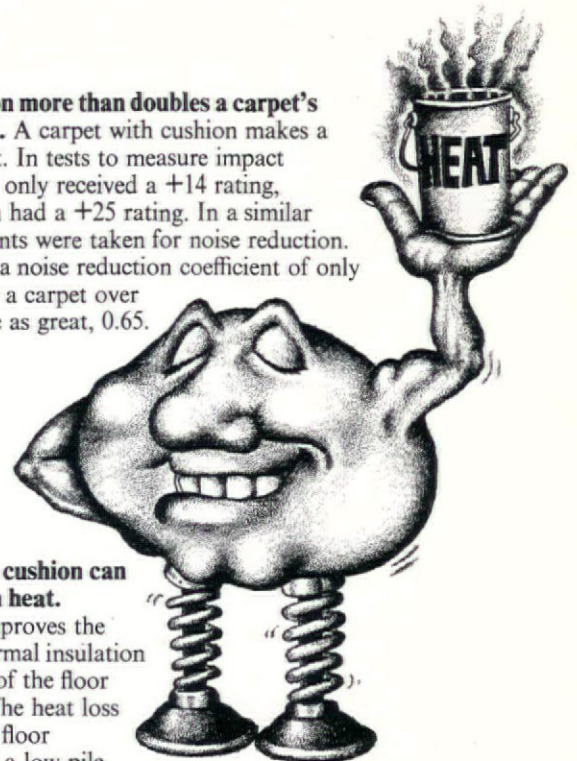
**4. The initial cost of a cushioned carpet need not be more expensive.** Instead of putting money into a sub-floor, you can put it into a cushion. A cushion plus carpet can mask surface irregularities so that a lower-grade, less costly finish on sub-floors can be specified. In addition, a lighter weight, less expensive carpet can be used since the more expensive face yarns



aren't needed to provide cushioning. And there are no expensive labor costs involved in the removal of an old carpet, as there can be with glue-down installations.

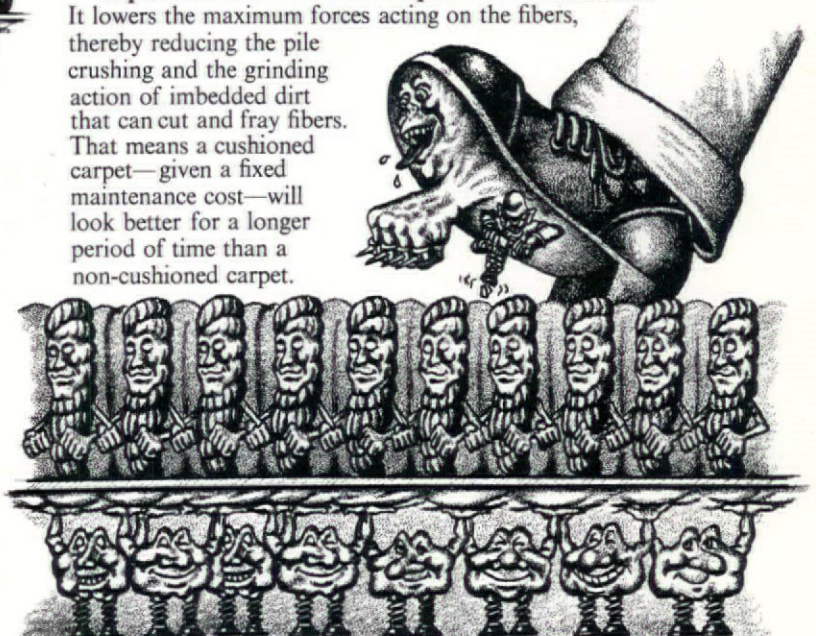
## 3. Carpet cushion can help retain heat.

Cushion improves the overall thermal insulation properties of the floor covering. The heat loss factor of a floor covered by a low pile carpet and a cushion is about one-third of what it would be with the same carpet alone.




## 5. Separate cushion makes a carpet easier to maintain.


It lowers the maximum forces acting on the fibers, thereby reducing the pile crushing and the grinding action of imbedded dirt that can cut and fray fibers. That means a cushioned carpet—given a fixed maintenance cost—will look better for a longer period of time than a non-cushioned carpet.



**6.78. and more reasons** why carpet cushion will add life, and cost less to install, can be found in our new brochure. For your free copy of "The Supporting Facts about Carpet Cushion," write: Carpet Cushion Council, P.O. Box 2048, Dalton, Georgia 30720 (404) 278-3176.

 carpet cushion council



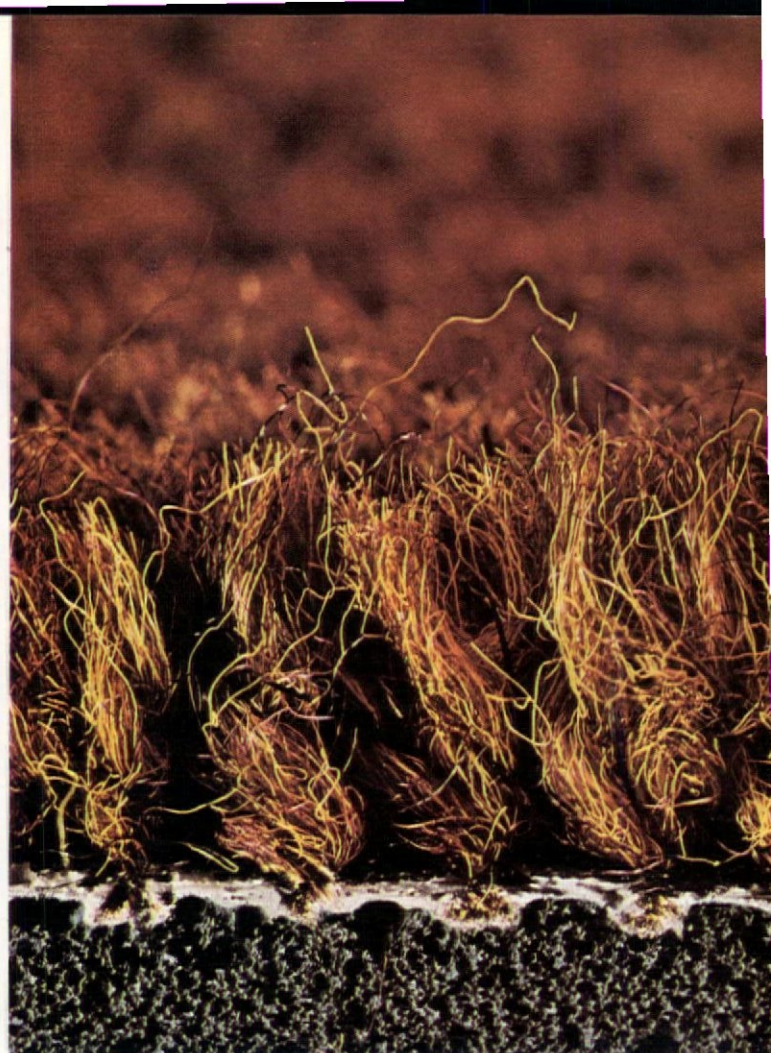


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**Stendig**



## Both carpets cost the same. But 68% of the people we asked preferred the one on the left, thanks to high-density foam.

The carpet on the left has 22 ounces of fiber and 38 ounces of foam per square yard. The one on the right has 26 ounces of fiber and 18 ounces of foam. Both have exactly the same raw materials cost.

We asked 150 women in three cities—Philadelphia, Chicago and Los Angeles—to walk on both. Then we asked them to tell us which one they preferred. Which one they judged to be of higher quality. And which one they thought would be more expensive.

Of the 150 women we asked, 68% preferred the one on the left, 67% judged it to be of higher quality, and 63% thought it would be more expensive. Even though the one on the right actually had a higher fiber content.

The results speak for themselves. When you specify a *quality high density* backing for your latex foam backed carpets, you'll have noticeably higher perceived quality and greater consumer appeal. Which means you'll have more satisfied customers, and be able to maintain higher mark-ups.

Your Goodyear Chemicals representative will be happy to discuss with you the complete results of this study. To get in touch with him, just write Goodyear Chemicals, Dept. 3087, Box 9115, Akron, Ohio 44305.

**GOODYEAR**  
CHEMICALS

## AID/NSID merge into ASID at historic Denver conference

The formation of the world's largest interior design organization, American Society of Interior Designers (ASID), was effected with an overwhelmingly favorable vote by members of American Institute of Interior Designers and National Society of Interior Designers, at a joint convention meeting in Denver last month. With NSID members voting almost 90 percent in favor, and AID members over 80 percent in favor, the movement to merge was brought to fruition by elated members of both organizations.

The combined organization will have in excess of 13,000 members, some 11,000 of which are professionals and the remainder students.

Officers of both organizations were ebullient, although facing formidable problems in terms of meshing the operations of the two highly organized groups. Projected date for accomplishment of the merger details is January 1, 1975. New officers, however, will be elected in October by the Boards of Directors of each society. Via a draw of straws, AID will provide the combined organization's first President and Secretary, NSID will provide the first



Both AID and NSID high-ranking officials (above, from left: Norman DeHaan, Bernard S. Vinick, Warren G. Arnett, Richard W. Jones) hail the formation of ASID as a major step forward for the industry.

Vice President, Immediate Past President, and Treasurer.

Upwards of 1,300 AID/NSID members, exhibitors, educational program participants, and press representatives were in attendance at the historic merger meeting held at the Denver Hilton over the July Fourth weekend. So highly organized was the convention that exhibitors, almost without exception, expressed delight with exhibit attendance. Special market research questionnaires in each exhibit booth were filled out by designers as a requisite for eligibility in a large prize pool amounting to thousands of dollars

worth of merchandise. In consequence, most designers at the convention visited booths, thus providing exhibitors with complete lists of potential customers.

The convention was replete with outstanding events such as an opening morning ceremony at Denver's Red Rocks Amphitheater, where Congressman Julian Bond addressed 1,300 participants, tour of the Air Force Academy, and an outdoor barbecue dinner at a ranch in Colorado Springs. Enthusiasm was expressed by the participants in a comprehensive educational program that was heavily geared toward contract design.

## Dow Badische annexes Canadian fiber facility

Dow Badische Co., Williamsburg, Va., has purchased the nylon fiber business of Union Carbide Canada, Ltd., including plant facilities on a 250 acre site in Arnprior, Ontario, and warehouses in the Ottawa area. The Arnprior plant, which manufactures nylon filament and nylon

staple for the carpet industry, will be supplied with caprolactam from Dow Badische's Freeport, Tex., plant.



Michael K. Adams, a native of Plymouth, England, is the new President of Dow Badische Canada, Ltd., a firm whose objective—to establish itself as a major Canadian supplier of products and to contribute to the growth and prosperity of the carpet industry—is greatly enhanced by acquisition of the Arnprior plant.

## NEOCON traffic up 27 percent

NEOCON 6, held in Chicago's Merchandise Mart, drew attendance in excess of 27 percent over last year's registration, according to Mart officials. An unusually high number of contract dealers, on hand to keep abreast of innovations in the field, placed on-the-spot orders with manufacturers. Seminar sessions were jammed, with waiting lists for seats in sessions that were filled well before the show. For more information on the event and a look at product highlights, see pages 14 and 86.

## New Celanese showroom spotlights innovation

Celanese Fibers Marketing Co. has opened a carpet showroom in its new New York offices, 1211 Ave. of Americas. The new showroom, under the direction of James P. Casey, Director/Floor coverings, will serve as a showcase for the new techniques in textures, colorations, and finishes in both available goods and in-house developments.

Special features include a waterfall display presenting the current news as it develops and flexible racks designed to hold standard size samples representing the latest in new carpeting.

The showroom will be made available to architects and designers as well as to retailers and manufacturers. For appointments, call Budd von Fromm, 212/764-8103.



## INTRODUCING THE **CITATION SERIES**

A Dramatic new Folding Conference Table  
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The "Citation" is the newest addition to the Barricks Conference Table Line. Available in a full range of sizes up to 5 feet wide x 12 feet long in Rectangular and Boat Shapes with Baked Enamel or Bright Chrome Legs with Plastic Panels to match the tops. Tops are offered in Textured Walnut Grain or the exciting new simulated leather in lifetime Melamine Plastic.

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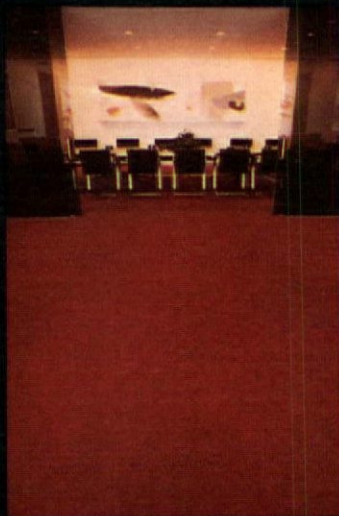
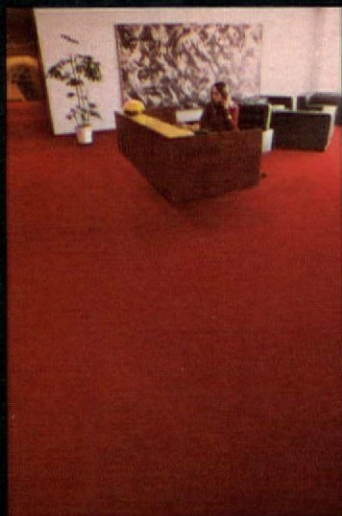
### A reflection of today

AFKA II is designed for today. The large diameter chrome tubing mirrors today's surroundings blending desks, credenzas tables and seating into the whole. Upholstered fiberglass shells from the award-winning AFKA office group in desk chairs, arm chairs and multiple seating to 4 places. Brochure available. Krueger, Green Bay, Wi. 54306; 414/437-3245.

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The reason our Acrilan® acrylic fiber is so versatile is that it's made in two distinctly different forms.

Carpets labeled **Acrilan Plus** offer a luxurious look and hand, and the styling versatility to set the tone for the Chairman's suite. In fact, custom designers, who have been traditionally committed to wool, are now using Acrilan® acrylic to make custom carpeting

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THE CAFETERIA. CAN  
BE RIGHT FOR THEM**

that sells for as much as \$50 a yard.

Carpets labeled **Acrilan 2000+** contain the only solution-dyed acrylic fiber available. The color is not applied later, but is an integral part of the fiber, all the way through. Because of this, carpets of solution-dyed Acrilan® acrylic 2000+ are the most color-fast you can specify. In sunny locations with large

glass areas, like most lobbies these days, you can't beat this fiber. 2000+ is a Weatherometer rating, showing no visible fading after 2000 hours of burning noonday sun. (For comparison, the industry rating for normal carpets is 40 hours). And some of our colors actually rate up to 6000 hours!

Acrilan 2000+ carpets are also perfect for the

cafeteria. Or any location where food or chemical spills are a problem. We tested it with more than one hundred hospital stains, and with their solvents, which are even worse. It came through with glowing colors.

What's more, our licensing program is your guarantee of good quality. We insist that constructions meet specific weight/density

standards, because face weight minimums alone can't guarantee quality. We also require that pile density increase as pile height increases.

For all these reasons, consider Acrilan for your next contract installation. Meanwhile, for more information, write Monsanto Textiles Company, 1114 Avenue of the Americas, New York, N.Y. 10036.

# CHAIRMAN'S SUITE. ANY CARPET FIBER ALL?

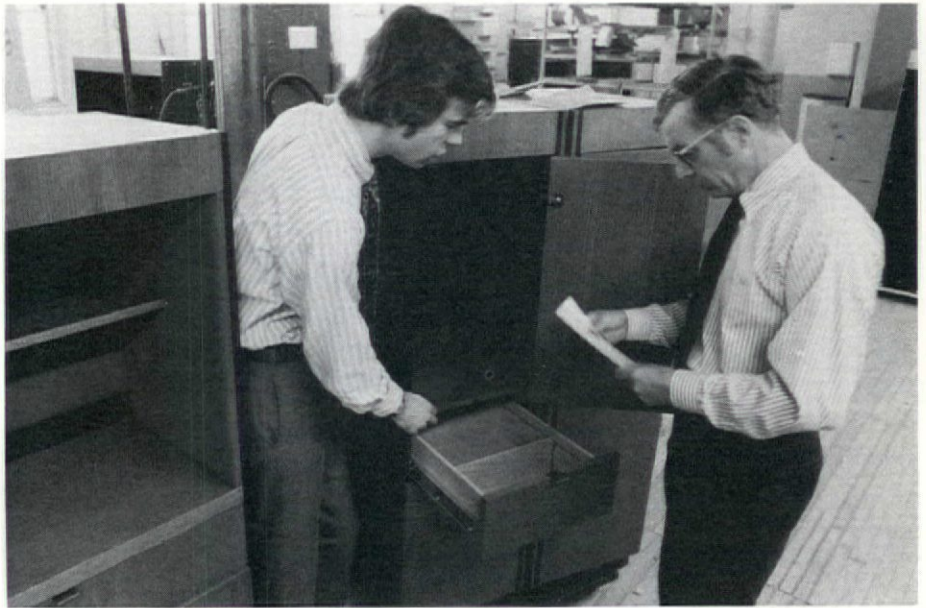
# A: ACRILAN CAN.



## Stow/Davis puts money on open plan

"With open planning a sign of the times—present and future—we're making a major commitment to the production of free-standing modular furniture," said Stow/Davis President Allen I. Hunting as he announced the firm's acquisition of a new 100,000-sq.-ft. plant located in Grand Rapids. Incorporating the most modern assembly and automatic finishing equipment for maximum cost efficiency, the plant will be given over solely to the production of Stow/Davis' Free-Dimensional furniture, increasing 1974 volume by an estimated 30 percent.

"The interest in this type of furniture by middle management is real and growing and reflects a desire for vertical wood cabinetry in open-plan configurations as opposed to partitions with wall-hung systems," explains Hunting. Consequently, the new plant was purchased with future expansion in mind, and increased production of the Warren Snodgrass-designed system.



"By maintaining in-house production and refusing to sub-contract, we retain control of the product. Also, we're in a better position to accommodate the specifier who requires modifications to meet individual project requirements," says Phil Bradley, Marketing Manager, shown here inspecting part of the Free-Dimensional furniture system with Allen Hunting (right), President of Stow/Davis.

## Seating line is keyed to design continuity at all levels

Comprehensive Seating, a line designed to include chairs for every business management need, was introduced by John Stuart International at NEOCON 6. Designed by William Sklaroff, the line is coordinated around a single design theme, "to create an ambience in seating that is both organized and innovative."

The ten prototypes shown at NEOCON include three fully upholstered desk chairs for executive, middle management, and guest use, and

seven related chairs with exposed tubular steel frame. All employ a new construction principle combining plastic materials, metal, and wood. The plastic outer surface, left exposed or covered, dictates the continuous curved seat design, and affords the line lighter weight, thinner lines, and economy of material without sacrificing strength or comfort. No fastenings to the metal frame of any kind are visible.

For other products introduced during NEOCON, see page 86.



Presidential Chair

New construction technique makes possible the unbroken curve of the arms into the seat in the executive chair of John Stuart International's Comprehensive Seating. Coffin detail in upper back cushion, triple-stitched seat cushions, contribute to "hand-done" character of the piece. Pedestal Arm Chair and Armless Chair, two others in the series, carry through the basic design theme, employing precision-bent steel tubing, into which other parts fit perfectly, leaving no fastenings visible.



Armless Chair



Pedestal Arm Chair



# LAST YEAR WE PROVED TO THE WORLD THAT NO NYLON HIDES SOIL BETTER THAN ENKALURE II.

*Now Moshe Peking is proving it every day.*

Where else but in the garment center of New York City would you expect to find a Kosher Chinese restaurant?

And, if you were the proprietor of that restaurant, and you anticipated that some Ku Lo Veal or flanken might land on the floor, what else would you choose but a soil-hiding nylon carpet that's durable and easy to maintain?

Moshe wisely chose a carpet made with Enkalure II soil-hiding nylon. (How can you beat Jewish-Chinese wisdom?)

From all the colors and patterns available, he found the one perfect for the restaurant's decor.

It's so perfect, in fact, that in some parts of the restaurant the carpet extends up the wall. Some customers have inquired about it for their own homes. That's how beautiful it is.

And because it's made with Enkalure II, it will stay beautiful for the life of the carpet.

You see, the special multilobal construction of Enkalure II nylon causes light to actually bounce off the fiber, keeping the color looking bright and clear, even when the carpet is dirty.

And since there are no deep grooves to trap dirt (as in conventional fibers), daily vacuuming and occasional spot cleaning is all that's needed.

A grueling test by Nationwide Consumer Testing Institute proves that no nylon hides soil better than Enkalure II. But the real proof is at Moshe Peking.

For specific carpet information and a 14-page report of the test results, contact American Enka (Dept. C),  
530 Fifth Ave.,  
N.Y., N.Y. 10036.  
(212) 661-6600.

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NO NYLON HIDES  
ME BETTER THAN  
ENKALURE II.

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# Draperies and bed spreads for 1500 rooms in 45 days? Installed?

Drapery Service Inc. fabricated, installed — and saved the day at The Walt Disney Complex!  
Leonard Parker, purchasing agent for the Carolando Complex, was mighty impressed.  
And no wonder — we were doing 614 rooms for him at the Dutch Inn in Orlando at the same time!  
As one of the country's largest drapery contractors, when we take on a job for you, we take charge totally —  
cut days or weeks off the job, as well as money, headaches and paperwork. We design, weave or supply fabric,  
manufacture draperies and bedspreads, supply necessary hardware, measure and install the complete job.  
Our success stories keep piling up. Want to hear another one?

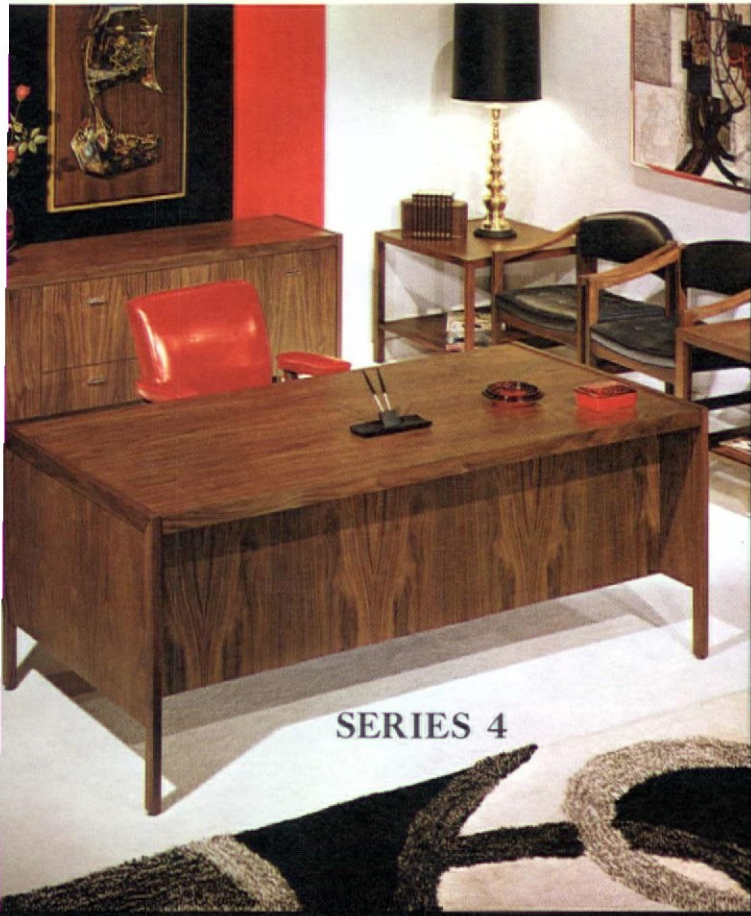
## Want to hear another one?

Send for our booklet, "The One Source". It explains our unique capabilities  
and how you can put us to work for you profitably.



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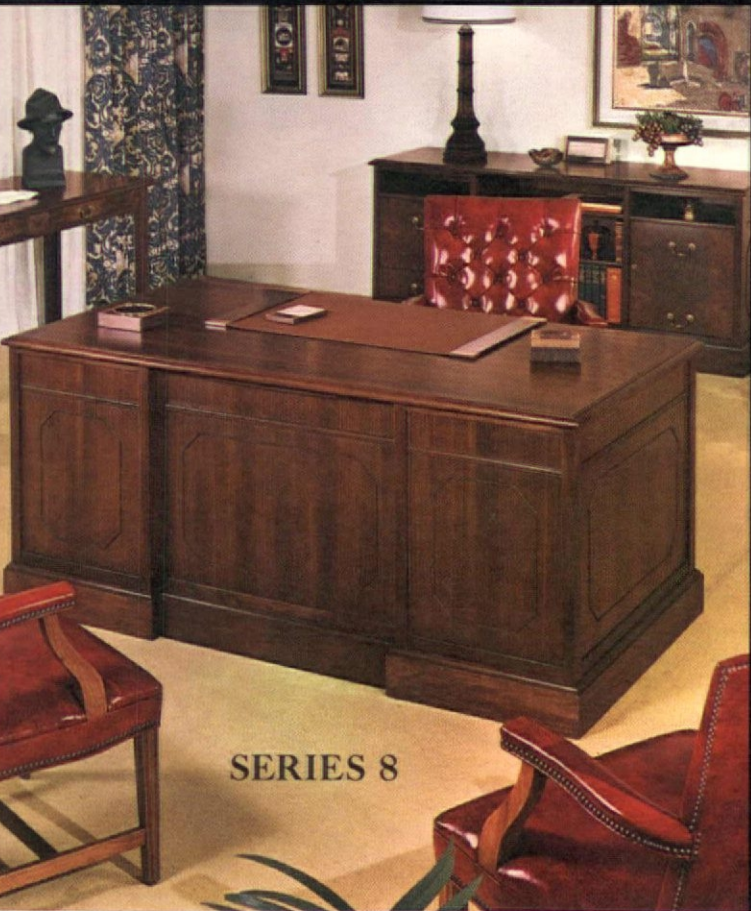
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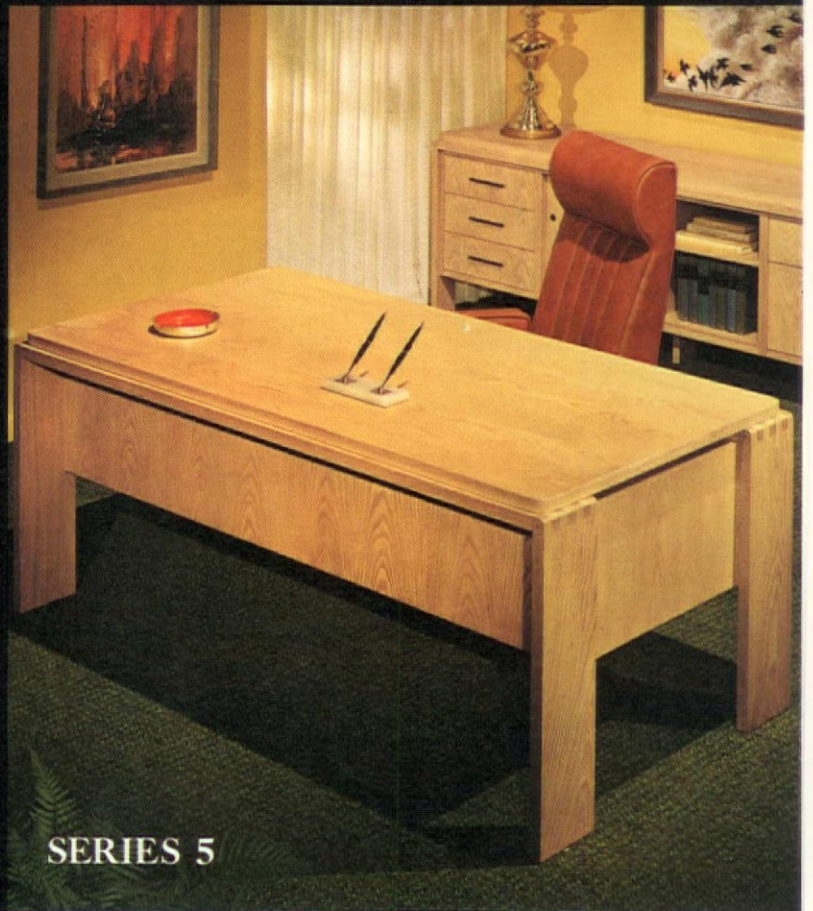
SERIES 4



SERIES 7



SERIES 8



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PERMANENT DISPLAY ROOM, MERCHANDISE MART, CHICAGO, ILLINOIS



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Perma-Mesh® Springs  
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murphy-miller is thin-line styling, yet these chairs offer luxurious, deep-cushion comfort. And the price is right! Perma-Mesh Springs save both material and labor costs . . . provide a fine spring construction on a wide range of murphy-miller lines.

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"HIAWATHA" from the new Flocks West 5 collection



 A DAYCO COMPANY

## Bob Mitchell Designs

### SHOWROOMS:

MINNEAPOLIS: Gene Smiley  
 CHICAGO: Robert Allen Fabrics  
 LOS ANGELES: 125 N. Robertson  
 DALLAS/MEMPHIS/MIAMI: Seabrook  
 CLEVELAND/COLUMBUS: Ruth Wilson  
 SAN FRANCISCO/SEATTLE: Don Rumsey  
 NEW YORK: Crown Wallcoverings 979 3rd Ave.

Circle No. 15 on reader service card.

## Scalamandre showroom: well-ordered product cornucopia



Architected by Robert Furno, with interior design by Adriana Scalamandre Bitter, the new Scalamandre showroom creates the impression of opulent space, well-ordered products. Fabrics, wall-coverings, accessorial trims, and rugs are displayed throughout the showroom, amid a blend of fluorescent, natural, and incandescent lighting, available to designers to aid in color selection. Numerous fabric islands, each encompassing a separate type of fabric classification (brocades, silks, etc.), give order to the multitude of products and organize traffic patterns. An extensive selection of trims and edgings is compactly displayed on both turn-table racks and islands. An island of calm is provided by the horizontal elements of salesmen's tables, and throughout the showroom and office spaces can be found interesting antiquities such as actual Civil War wallcovering and a handloom which once belonged to Marie Antoinette.



## Decorators Walk opens new New York gallery




Decorators Walk Furniture Gallery, located at 160 E. 56 St., New York, N.Y., combines furniture, art, and accessories in a series of vignettes, incorporating all aspects of the design spectrum. The following firms are represented: Hickory Chair Co., O'Asian, Odyssey, Knob Creek of Morgantown, Cal-Mode Furniture of California, Founders Furniture, Dods-Murdick of Chicago, Metal Dimensions of Florida, Wildwood Lamps, Cox Mfg. Co., Davis Cabinet, as well as a group of exclusive Decorators Walk imports and originals.

# INTRODUCING POST TIME.

Gunlocke's exciting new furniture concept. It's something you can expand upon.



Gunlocke's Post Time, by designer Leif Blodee, is a unique new seating system. The Post Time joint lets you "add on" and combine tables, planters and seats in a variety of arrangements. For information, see your Gunlocke representative. Or write: The Gunlocke Company, Inc., Wayland, N.Y. 14572. Showrooms in New York City, Chicago, Dallas, Los Angeles.  A Sperry and Hutchinson Company.

Patents pending



Like a planter, add two posts and three rails and you can add an upholstered seat.



Three seats in a sofa arrangement plus square table.



Build to your requirements with white oak or American black walnut.

## AIA to update contract document for interiors

A standard form for use by contract interior designers and architects is currently being explored in order to simplify bidding procedures on commercial and institutional interior projects.

A task force appointed by American Institute of Architects is consulting all segments of the industry in order to prepare a recommended form that will consider the needs of all related industry members, from manufacturers and

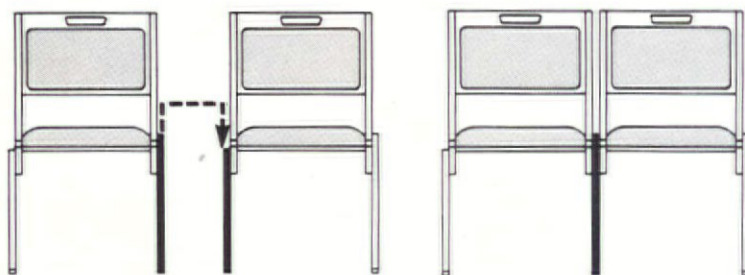
dealers to interior designers and architects involved with interiors.

The purpose of a universal contract document is to standardize appropriate general conditions, thereby simplifying bidding procedures by making the document quickly recognizable to all concerned. Currently, bidders receive dozens of pages from interior design and architectural firms, with no two forms alike.

The basic form will have a Special

Conditions section, which will immediately call a bidder's attention to special requirements of each project.

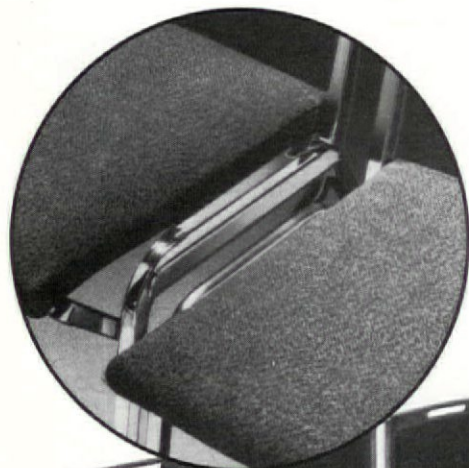
The AIA task force is enlisting the aid of professionals outside the AIA. David R. Dibner, AIA, of The Grad Partnership, Newark, N.J., and Chairman of AIA Interior Design Task Force, reported during a seminar session at NEOCON that members of AID and NSID were asked to participate and contribute their views on the contents of the document. In addition, Dibner has been meeting with members of other organizations that represent manufacturer and dealer segments of the industry.



Left leg is higher...

to fit over right.

**now you see it... now you don't!**



**THE FUNCTIONAL UPHOLSTERED STACK/GANG CHAIR #297**  
**New-Patented-Hidden Gang**  
 (one side only)

No unsightly protruding gang on each side of the chair to snag hose, bump people or other chairs at banquet tables. But this chair does have a positive gang for uniform row auditorium seating that meets fire codes. Safe-interlocking stack on the floor 20 high is only 79" tall and within easy reach.



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## Uniroyal, Eurotex among winners honored at NEOCON

Winners of the first AID and NSID International Contract & Product Design Award competition, chosen by a nationwide combination committee of professional interior designers, were feted at a special reception, held in the M & M Club during NEOCON 6.

Uniroyal, Inc. won the Fabric & Wallcovering competition with its Spirit of '76 Naugahyde vinyl fabric in 76 colors, designed by Tom Doherty. The Wood & Steel award was presented to Knoll International for the Executive Office Collection, a series of interchangeable units designed by the Warren Platner firm. Honors in the Systems category went to Steelcase, Inc., for its 9000 Series, designed by Jack Hockenberry, and the Seating award went to Harter Corp. for its KOE-10 group and 2500 group of chairs, designed by Earl Koepke. Eurotex, Inc., was awarded the Carpeting Award for its Berberwool carpets, designed by J.A. Haverhals and Michael R. Babitts.

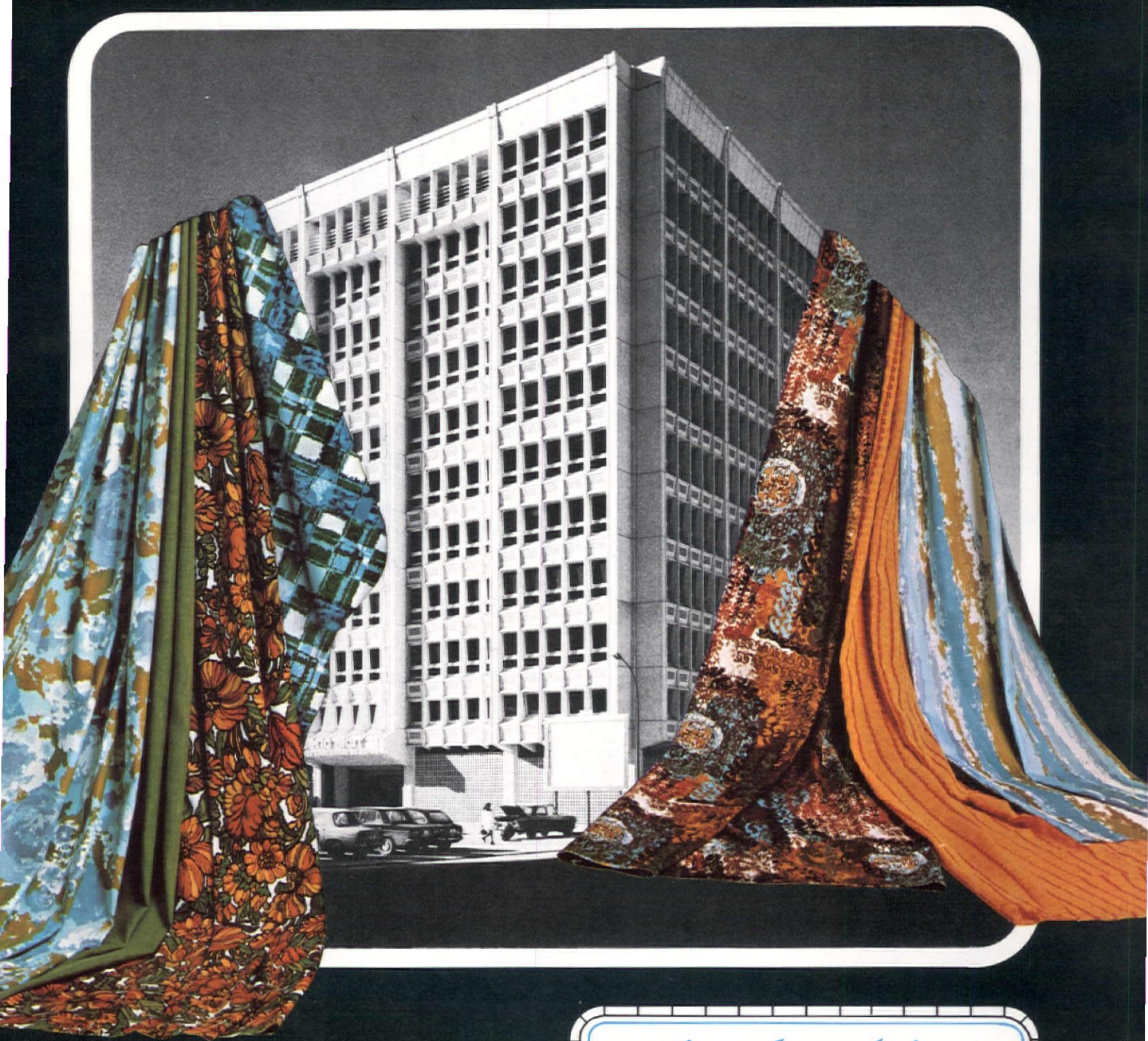
## BIFMA launches important industry committees

Business & Institutional Furniture Manufacturers Association (BIFMA) held an organizational luncheon during NEOCON, drawing 94 representatives from 62 furniture companies. "Two companies signed up immediately after the luncheon," said Eugene Eppinger, Executive Director, "bringing the total number of participating companies to 42." The two presently active BIFMA committees are on Chair Standards & Performance and Flame-Retardancy. A third committee is currently being formed to work on product safety and liability. Desk and file standards committees are planned for the future.

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# When it comes to contract fabrics ...come to Waverly



Famous-for-quality Waverly Fabrics are designed for every contract use—draperies, bedspreads, slipcovers and upholstery. They run the gamut in textures from heavy duty weaves to sheers and case-ments. And you have the largest selection of prints and plains to choose from—most available with companion wallcoverings too.

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# Some important ideas for architects and interior designers who have to cope with acres of glass, live with the **flammability** laws and still come up with colorful and imaginative interiors.

## Remember:



Dynel® modacrylic fiber for contract fabrics is spun with color—not dyed after.

Our eighteen colors go in when the fiber is made. Unlike other makers, our fiber IS color. Not just surface color like yarn-dyed jobs. Therefore, Dynel

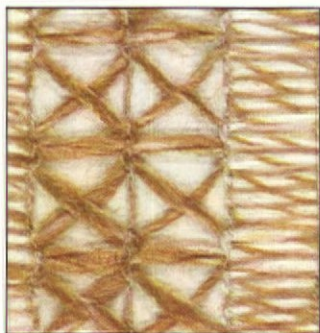
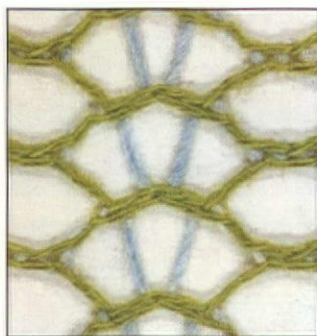


gives exceptional color fastness.

And you can customize colors in spinning. Blends are virtually limitless.

## Color/Texture

Casements of Dynel are available in wovens and knits, and they look just great. Want texture, patterns? There's sure to be a fabric of Dynel for your needs.



## Now Screens

Dynel works just as magnificently and safely in screen fabrics. Screens covered with fabrics of Dynel offer you new options in designing space. A marvelous new way to landscape interiors—with color, texture, pattern.



## Safety!

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## A Great Handle.

Over and above these wonderful properties: Dynel feels good, even luxurious; is non-allergenic, durable, moth and mildew proof.

## Where Are They?

At these smart mills: Chicopee Mfg. Co., Craftex, Dobbie Industries, Ltd., Guilford Industries, Hilb & Company, Inc., Homestead Fabrics Co., Inc., Peter Kaufmann, Inc., Native Textiles, Newcastle. See them today!

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(DOWN)

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**We've been there, right  
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Middletown's wide selection of pedestal bases can meet most any need you have. Take your choice—cast aluminum, flat bar or disc designs. Two-leg, four-leg and five-leg configurations. Most styles are available in a variety of leg spreads and column heights so that you can have a family look in chairs, tables, stools, ottomans, coat racks, etc.

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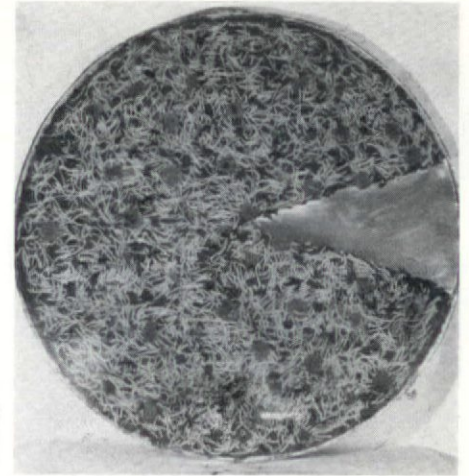
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**Students design some far-out tables**

Students from University of Wisconsin-Stevens Point enrolled in a furniture design course have created a local sensation with, of all things, table tops. The 50 tables, some of which carry the student-designer's signature, encompass such diverse themes as a 36-in. pizza, a four-ft. stick of Dentyne gum, a collage of campus photos vintage 1895, and an

abstract crafted of everything from pretzels to buttons.

Designs were created on plywood circles, squares, and rectangles by students working on an assignment for a furniture design course, or, in some cases, a course in basic design. Fifty of the tops were selected and sent to Johnson Industries, Inc., Elgin, Ill., where they were immersed in polyester plastic, rendering the tops functional, permanent, unique.



Just two of the University of Wisconsin-Stevens Point designs, crafted by students, and imbedded in polyester plastic by Johnson Industries, Inc. of Elgin, Ill. Top photo is pizza-table, lower table is manufactured of various nail heads set at different heights.

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Decorative Fabrics

**THE PRICE IS RIGHT!**

*office furniture by* **murphy-miller**  
owensboro kentucky

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**Mergers: Marlite acquires Workwall Div.**

- The Partitions Systems Group of Marlite, Div. Masonite Corp., has acquired the fixed assets and inventory of Workwall Div., Marmon Group, Inc., located in Michigan. Although distribution of the product is expected to remain unchanged, manufacture of Workwall Partition Systems will be incorporated into Marlite production facilities in Dover, Ohio. Acquisition of the pre-fabricated Workwall line is expected to add to Marlite's off-the-shelf partitioning packages, strengthening a line already strong in partition system components.

- Harbor Universal, Inc., headquartered in San Leandro, Calif., has purchased Benedetti Corp., manufacturer of top quality, professionally designed wood contract seating, desks, and tables. The Benedetti Corp., a Harbor Universal company, will continue to be headquartered in Los Angeles.

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# *Slipper® Casters*

## A NEW CONCEPT IN CASTER DESIGN

The unique Slipper Caster base gently deflects carpet pile as it moves effortlessly, even over the heaviest shag.

The new Slipper Caster has a large low friction plastic base to virtually eliminate worn grooves in carpeting.

Graceful looking Slipper Casters always function smoothly. No catching of carpet fibers to impede performance.

Competitively priced Slipper Casters are produced in Metal and Plastic to meet your requirements for Strength and Beauty.

Slipper Casters are available in colors: Walnut, Maple, White and Black, and durable electroplated finishes. Included are: Brilliant Brass, Antique Brass, Chrome, Silver Satin and Copper.

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## Wall firm enters contract with mid-priced units

"Living Walls, Inc. seeks to fill one of the most pressing needs in the industry today," says Ronald W. Rubin, President, "and that is the need for high-style, mid-priced office furniture wall systems." That's exactly what the firm has produced, keeping quality high and prices relatively low via unique manufacturing processes.

A leader in institutional casegoods for 18 years (under the name Valtronics), the firm invented the modular concept in dental and medical casework, and is now bringing these methods to its contract manufacture. Construction takes place in a 140,000-sq.-ft. plant in South Bronx, N.Y. This insures delivery time of 12 weeks, or in large order volume (in excess of 200 pieces) in 60 to 90 days. But the firm's strength lies in the details of the manufacturing process. Modern woodworking machines are geared specifically to Living Wall's rabbet-and-glue construction (no screws or nails are used in drawers), trimming costs in the normally expensive process. All exposed surfaces are laminated with Armorex, the firm's own laminate surface, which

meets all NEMA standards for heat-resistance, scratch-resistance, and wear. Bonded via a heat and pressure process, the surfacing cannot de-laminate, and is available in five wood tones, six color finishes, with special order and modification work available for large volume orders.

Special attention is paid to hardware, "the one element no manufacturer can afford to skimp on." Shelf supports recess into chrome-plated, eyeletted holes, and screw threads are of plastic set into wood. Drop-front door supports have adjustable tension feature, and European door hinges are adjustable in two directions, providing both spring-assisted door opening and closing. To further assure quality control, factory personnel at foreman level have a minimum of 8 to 10 years experience with the firm. In fact, because the firm initially produced furniture for medical facilities, customer service is said to be very good, with damaged parts replaced within 72 hours of receipt of order.

Component parts come in a variety of styles to suit a broad functional spec-

trum, from workstation, to display area with built-in task lighting, to hide-away bed which folds into the unit, flush to the wall. The various lines are shipped either fully or semi-assembled and have been used in numerous installations, including St. Elizabeth's Hospital in Washington, D.C., the Air Force Academy, and G.S.A. projects.—M.K.



European hardware and specially formulated laminate help to make Living Walls' products comparable in quality with high-end pieces, while in-house manufacturing processes help to hold down prices. Long a leader in the institutional casegoods field, Living Walls maintains a tradition of prompt, reliable service, offering replacement of parts within 72 hours of receipt of order.

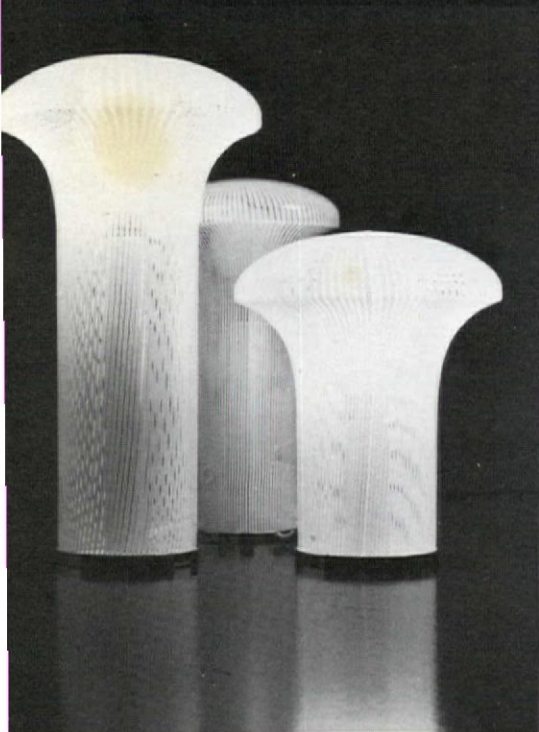
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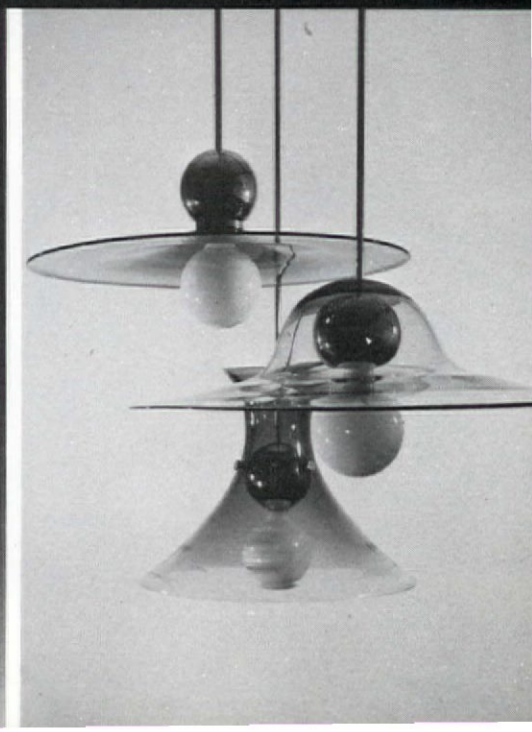
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## The Schier Chair by American Seating

Continuous curves of sculptured steel surrounding a padded shell dressed in soft leather, vinyl or nylon upholstery from an integrated collection of subtle patterns and deep colors. Gang it into uniform rows.

Stack it six high on protective stacking pins. Enjoy the added luxury of upholstered arms.

The Schier Chair by American Seating. An unmistakable profile, whichever way you look at it.



Write American Seating, Dept. C-1066, Grand Rapids, Michigan 49504 or visit Space 1698, Merchandise Mart, Chicago

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**GSA to implement AIA recommendations on awarding contract**

Archibald C. Rogers, FAIA, AIA President, praised the decision of Arthur F. Sampson, GSA Administrator, to accept the recommendations of the special study committee he appointed in late 1973, to review the agency's methods for selecting architects and engineers to design federal government projects.

Key recommendations, to be implemented immediately, include modification of the makeup of GSA advisory panel members, who will now serve only one year and will be ineligible for consideration for GSA work during their terms. The number of panel members will also be reduced. In-house professional evaluation boards will be established to rank-order the three top firms recommended by the advisory panels. This ranking was previously done by the administrator, who was responsible for the final selection. Under the new procedure, if the administrator departs from the recommendation of the evaluation board in selecting the top-ranked firm, he must document his reasons. In addition, Sampson also

endorsed AIA's position opposing competitive bidding or "any other form of price competition in the selection process."

In addition to those changes recommended by the special study committee, further changes will be effected January 1, 1975, including the requirement of design firms interested in GSA work to submit, in addition to information on the firm's qualifications, a proposal which would address specific project requirements.

**Expansions: Congoleum continues \$20 million program**

• Congoleum Industries has opened a new facility for the production of extra-width cushioned vinyl flooring in Marcus Hook, Pa., the latest step in the firm's \$20 million expansion program. Highlight of the new 87,000 sq. ft. plant is the industry's largest six-color rotogravure printing press. In order to expand the company's flooring felt capacity and service the new Marcus Hook facility, Congoleum has also built

a companion felt facility in Cedarhurst, Md.

• FloorStyles Commercial Corp. of San Francisco has opened two new Bay Area branch offices, located at 400 Reed St., Santa Clara, and 1624 Locust Ave., Walnut Creek. The firm, specializing in commercial and industrial carpeting and hard surface floorings, is a newly formed subsidiary of FloorStyles, Inc.

• Hardware Designers, Inc., manufacturer of drawer slides and drawer sliding systems, has begun construction of an addition to its present fabrication and administrative facility in Mt. Kisco, N.Y. The addition will house highly sophisticated equipment, some of which will produce an innovative full-extension mechanism to be introduced at the 1974 International Woodworking Machinery Fair in Louisville, Ky.

**New assignments: Udstad-Dandridge to design new seating series**

Henry End Associates, New York, London, and Miami, will design the interiors for a new 27-story, 300-room hotel, to be built in New Orleans. The complex, developed by Gerald Hines Organization will house restaurant, coffee shop, guestrooms, meeting/function rooms, ballroom, and other public areas.

... Sue Binswanger of Executive Interior Inc., Jenkintown, Pa., has been named by Homes Div., Evans Products, Inc., to design its new corporate headquarters in Plymouth Meeting, Pa. ... Michael Sanchez Associates, Los Angeles-based interior and graphic design firm, has been awarded contracts to provide architectural informational signage for First National Bank of Denver (Design Consultants to Gensler & Assocs., Architects) and Huntington Beach Civic Center (Design Consultants to Kurt Myer & Assocs., Architects). ... Currently on the boards at Designs Unlimited of Florida, Inc., St. Petersburg, are projects including design of three new bank buildings for Community Banks of Florida; Honeywell Center in Philadelphia, Pa.; Tarpon Woods Golf & Tennis Club, Tarpon Springs, Fla. ... Udstad-Dandridge Associates, New York City, has several projects in the works, including interior design and space planning for executive and general offices of Natomas Co., Inc. located at 75 Rockefeller Plaza; and a commission by Helikon Furniture Co., Inc. to design a new seating series, with the initial group scheduled for introduction at Designer's Saturday.

*New ideas... New designs... New concepts*  
**PALMER TISSUE DISPENSERS**



**PALMER  
 FIXTURE  
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- Made of Cyclocac® — preferred engineering material.
- Choice of restricted or retarded delivery.
- Single or double tissue dispensers.
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## A carpet that passes our Tuft Bind Performance test can take the rough-housing in any school.

School carpets have to take a lot, year in and year out, ranging from students rough-housing to cafeteria spills. That is why we performance-test carpets made of Dow Badische fibers and yarns in our lab—before they are deemed worthy to cover the floors of Academe.

Our Tuft Bind tests, for instance, indicate how much pulling and snagging a carpet can resist. With a hook and Instron tester, we measure the force required to pull a single, independent carpet tuft out of a carpet sample. In order to pass, a carpet must withstand a minimum of 6.3 pounds of force.

This is just one of eight tough tests we put carpets through before they can carry the Dow Badische Performance Certification label. The carpets are also tested for flammability, static generation, light fastness, compression and abrasion resistance, delamination, wearability and appearance retention.

The next time you specify school carpet, look for the carpets with our Performance Certification label on them. You can be sure then they have passed their school tests with honors. Write for our Contract Carpeting Selection and Specifications Guide.



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**CARPET**

**PERFORMANCE  
CERTIFICATION**

Herman Miller, Inc. has announced the appointment of four new officers, to be headquartered at the firm's Zeeland, Mich. offices. Glenn Walters assumes the position of Executive Vice President, Office/Institution Div., Steven Snoey, Executive Vice President, International Div. Joseph Schwartz has been promoted to Vice President, Health/Science Group, Victor Pitzi to Vice President, Sales/Office Furniture Group.

Robert A. Hansen Associates, Inc. consultants in acoustics, announces relocation of its offices to 32 E. 39 St., New York, N.Y.

Ewing Cole Erdman & Eubank, Philadelphia-based architects-engineers-planners, have announced an expansion of name partnership to include Nicholas J. Rizzio, Jr., AIA, Robert V. Cherry, P.E., and Robert M. Parsky, AIA. The firm's new name will be Ewing Cole, Erdman Rizzio Cherry Parsky.

Arthur C. Arnold has joined Conwed Corp. as Manager, Institutional/Contract Furniture Div. Arnold's responsibilities include marketing and merchandising of division products.

Bruin Supply Co., Knoxville-based distributor, has been accorded distribution rights by Monarch Carpet Mills, Div. E.T. Barwick Industries. Bruin will serve the Eastern Tennessee, southern Kentucky, and Virginia areas from company offices at 709 Cooper St., Knoxville, Tenn.

Richard W. Hanselman has been appointed Executive Vice President-Operations of Samsonite Corp. and assumes responsibility for operation of the company's Furniture, Luggage, and International Units.



Arnold



Hanselman



Zick

Institute of Business Designers has announced the formation of four new chapters, bringing the total number of chartered chapters to 12. IBD Northern California chapter was chartered in May, as were the Michigan and North Texas chapters. Chartering of the Los Angeles area chapter was finalized in June.

Kenneth A. Zick has been named Vice President Sales & Marketing for Monarch Furniture Corp., Div. Mohasco Industries Inc.

R.W. Shipley, President of Shipley Associates, Chicago, has been elected President of the Midwest Chapter, Institute of Store Planners, for the 1974-1976 term.

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Our family is a designer oriented line of cast aluminum furniture parts to meet your every need.

Shown are the 7100 and 7200 series bases including many sizes and combinations.

Other furniture parts in many styles are available. An inquiry, stating your product areas, will bring you illustrated, priced catalog sheets of the right stock bases and related parts. For custom designed castings, write the factory.

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A unique blend of Dow-Badische yarn . . . combining the abrasion resistance and long wear life of nylon with the fine, natural aesthetic value of Zefran acrylic . . . this blend is optima in accomplishing maximum beauty and performance. Depth of color is a strong characteristic.



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rated carpet  
with some class

Leave it to Congoleum. A 25 tunnel test flamespread rating, and beauty, too! A combination that's hard to find.

And new Target has all of the other specifications that make a superior institutional carpet: one-level loop tufted for easy care and long wear (it meets heavy commercial traffic requirements). Made of Zefran® Blend ZK-3 from Dow Badische Co., with the Zefstat™ 5-year free-replacement anti-shock guarantee.

Constructed on a unitary backing with fire retardant latex, and available in nine attractive, workable colors.

Congoleum Target puts flame retardant carpet in a new class. You'll want to see it and get full specifications before your next project. Call or write: Jack Berk, contract sales manager, Carpets by Congoleum, 195 Belgrove Drive, Kearny, New Jersey 07032—Telephone: (201) 991-1000.

Carpets by  
**Congoleum®**



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# SAFECREST<sup>\*</sup> Superfoam

the foam that  
begins where  
latex leaves  
off.

**Safecrest Superfoam** is the result of five years of intensive development work in the high resilient foam field.

Proprietary formulations, ultra-modern foam pouring equipment and totally new urethane technology has enabled Crest-Foam Corp. to produce a foam that combines the comfort of Latex, with the toughness and durability of conventional urethanes.

Safecrest also offers flammability characteristics that closely approximate those of neoprene foams, while providing superior low smoke generating properties. Think of it The comfort of latex . . . The durability of conventional urethane . . . Flammability characteristics very close to cellular neoprenes . . .

Smoke generation properties 1/30 that of neoprene . . .  
Availability in a wide range of densities and compressions . . .

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**Leads Average 140,000 sq. ft.; \$670,000 for Furniture/Furnishings:** First quarter reports averaged over 140,000 sq. ft. and \$670,000+ for furniture/furnishings per installation.

**Specific Product Data Included:** Specific product areas still open for bids; additional facilities to be included; details on size and scope of job; actual dates when bids will be taken, if available.

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**Timed for Immediate Use:** Construction starting date and/or completion date are included. Twice-a-month frequency assures current information. Jobs are either currently under construction or to be started within 3-6 months.

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# CHAPTER XI HELL!

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Sure . . . we've had some management changes . . . along with some of the difficulties that always seem to go with them. But, as a division of a publicly held corporation, just taken over by a solid company; we now have the triple "A" financial back-up to put us on a sounder basis than ever.

So today, re-charged, re-vitalized, and very much in business; we're ready to serve you better and faster than

ever . . . with a greater range of quality fabrics than we've ever shown . . . priced to produce profits for you as always.

Ask to see samples of the latest additions to our great new line — or better yet — call us collect! We're ready and willing to continue to fill your fabric needs . . . right now . . . later . . . or whenever you wish.

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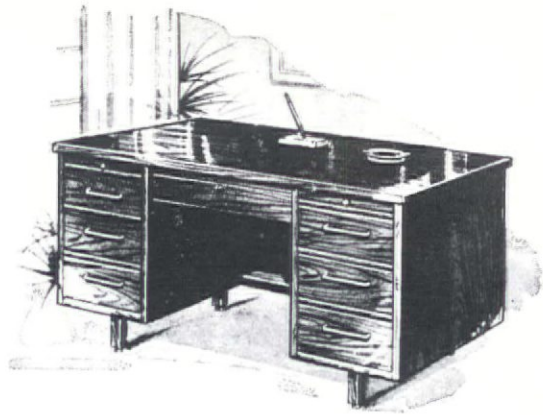
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# A single source for the Total Office!

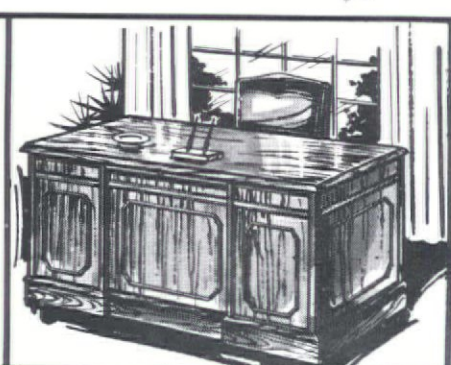
FROM master craftsmen at Boling Chair now comes a vital new concept: the total office from a single reliable source. . . everything needed for today's office environment from a skillful company with a reputation for superior quality since soon after the turn of the century. Bookcases, desks, seating. . . whatever is needed for the secretarial cubicle or the high-rise office complex, you get it all from. . .

# BOLING

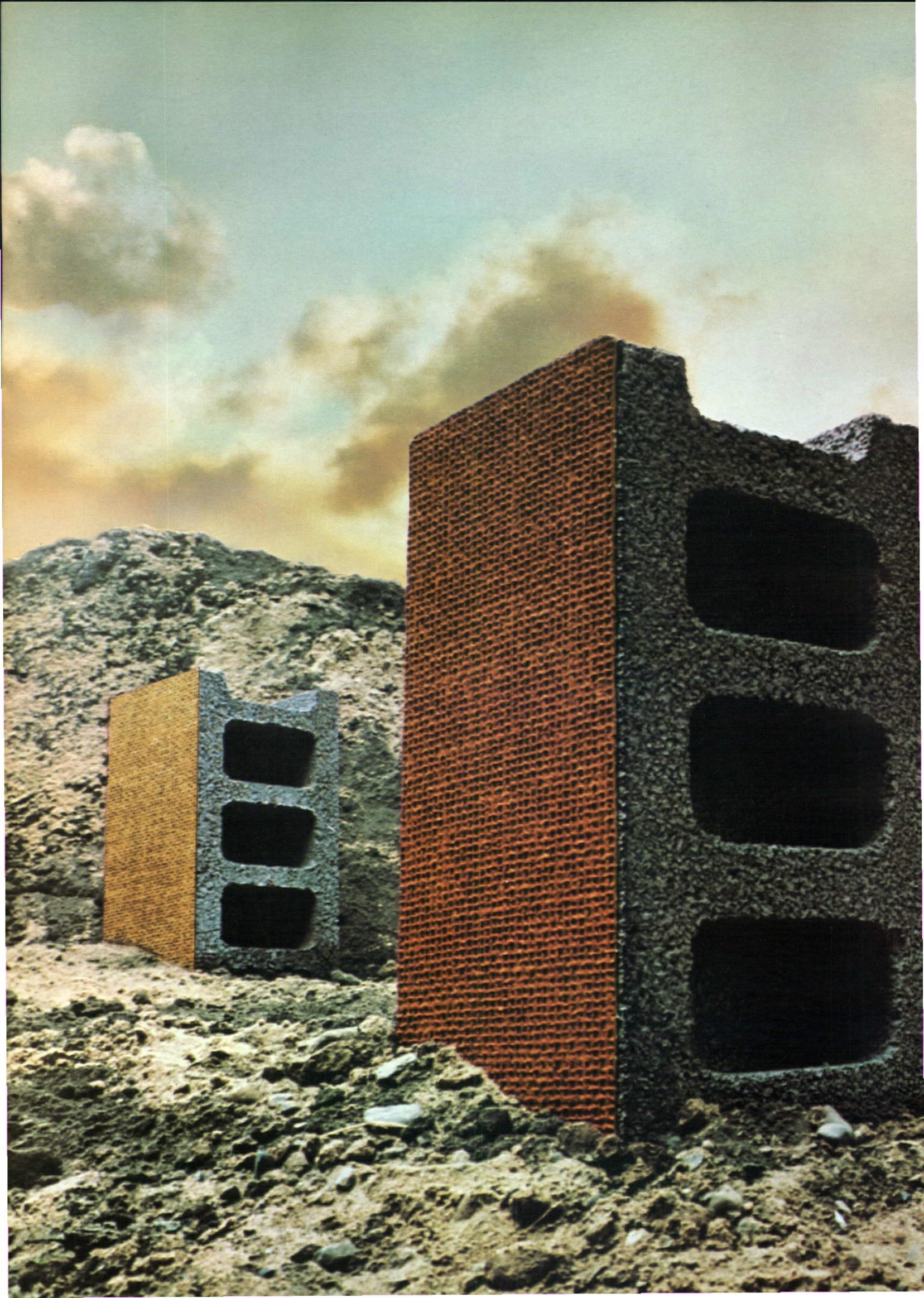
BOLING CHAIR COMPANY, SILER CITY, NORTH CAROLINA 27344

**PERMANENT SHOWROOMS:** Siler City, North Carolina; 325 North Wells Street, Chicago, Illinois.

**WAREHOUSES:** San Francisco, Seattle, Los Angeles, Denver, Dallas, Chicago, Philadelphia, New York City, Siler City.



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# Dawn of the dazzling cement block.

From General Tire, comes Genon Hercules vinyl fabric wall covering. And suddenly, cold cement block walls are vibrant with color. Luxurious, with deep-woven texture. Yet they remain durable and economical, as before.

Hercules, in 31 spectacular colors, brings a new dimension to classrooms, offices, restaurants, basements. Wherever budget dictates a cement environment, but the people within it demand warmth and beauty. Hercules hides cracks, water joints, and other surface irregularities superbly. Scrubbable, strippable Hercules is easy to maintain. It has all the easy cleanability of vinyl.

Hercules can be installed directly on cement block, without finish plastering, or filling in mortar joints. All that's necessary is a simple latex primer to seal out moisture and mildew. It can be easily hung over textured plaster, concrete block, and metal partitions. With primer, Hercules can even be applied over structural glazed tile.

Specify Genon Hercules for your next design, construction or redecorating project. Hercules is produced in accordance with Federal Specification CCC-W-408-A, and meets all Class A Flame Spread Classifications. For a free full-color, detailed brochure and application instructions, write on your business letterhead to: The General Tire and Rubber Company, Contract Division, 979 Third Ave., New York, N.Y. 10022.

**genon**<sup>®</sup>  
vinyl wall covering



Howe Furniture Corp. has moved its corporate headquarters and New York City showroom to 155 E. 56 St. The new facilities house planning/work space for designers and architects, along with audio-visual rooms and sound system testing areas.



Sweet



Taylor



Alicino

Norma Sweet has been appointed Vice President in charge of fabrics for Edward Axel Roffman Associates, Inc. Formerly Fabric Sales Manager for Lehigh-Leopold, Ms. Sweet will coordinate the new line of upholstery fabrics introduced by Roffman.

A new concept in lead services for carpet specifiers is due to be released in the Fall of 1974 by Contract Carpet Research. To be offered on a national and yearly basis, the lead service-market research publication will include a year end summary of architect specifications, fiber constructions, and installation performances.

Guido E. Baumgartner has joined Stendig Inc., Div. Burlington Industries Inc., as Vice President, Marketing. Baumgartner comes to Stendig with extensive experience in the contract field, including 23 years with Thonet Industries in various marketing capacities.

Announcement of official endorsement of the 1974 National Interior Design Show has been made by Interior Designers of Canada. The organization cited the show's combined contract/residential influence and divulged plans for a number of seminars to be conducted during show week.

Herbert H. Taylor has been named Assistant Marketing Manager for Fixtures Mfg. Corp. His duties will include the direction of advertising and field sales forces, with special emphasis on distributor and dealer relations.

Middletown Leather Co., Hackettstown, N.J., has appointed John W. Broere as Sales Representative servicing architectural firms in metropolitan New York.

Board of Directors, Western Floorcovering Association has approved affiliation with National Congress of Floor Covering Associations. The affiliation provides the final link in a coast-to-coast network of regional groups.

A.D. Alicino has joined Environmental Research & Development, Inc. as Executive Vice President, in charge of International Operations.



## PLENAIR LANDSCAPE PARTITIONS SYSTEM

Plenair Landscape Screens reduce noise, build in privacy. And all parts are completely non-combustible from fashion-right fabric finish to vinyl anti-snap trim. Available in 21 contemporary standard colours, with black, brown or silver vinyl trim. A wide range of custom colours, weaves and striped patterns are available on special orders.

The Plenair Landscape Partitions System does more than just build in efficiency and quiet. It looks really beautiful. You may even specify contrasting fabric colours for each side of a Screen for extra versatility. Plenair Landscape Screens are easy to-care-for, too. Just clean the vinyl trim with a mild detergent and dust or vacuum the fabric.

Plenair Screens are available in straight or curved lengths up to six feet high by six feet wide. You may order any combination of sizes within these standard order dimensions to suit your office partition requirements.

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# ICF

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—exactly where its most comfortable  
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too, with adjustments both in height  
and pitch. Shock absorbers pamper  
her when she gets a little behind in her  
work. Doesn't every girl deserve a little  
love from her chair?

The Belle Secretarial Chair with  
pneumatic adjuster  
Design: Olli Mannermaa

International Contract Furnishings Inc.  
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Telephone: (212) PLaza 2-5870  
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Chicago: 1010 Merchandise Mart  
San Francisco: The Ice House  
Boston: 27 Stanhope Street



Design by Gian Carlo Piretti.

Castelli. When you're not using it



think of it as sculpture.

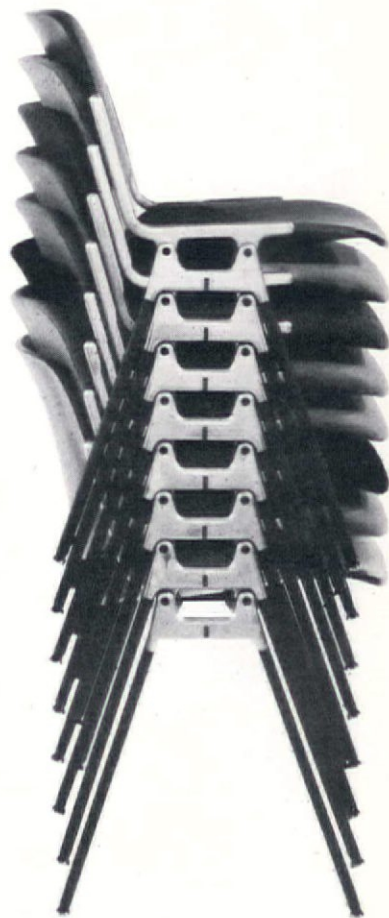
Flexible, versatile, usable, timely sculpture. Because the Castelli 106 System has been designed to anticipate all your seating needs. From separate seating to a joined system to a stack up to the ceiling. Some of the reasons why the 106 works so beautifully for you. There are more. Take construction. Legs are equipped with self-levelling glides and are fixed into the side frame sections. Every option is individually replaceable. Options such as a stacking tablet arm, a book rack, an ash-tray, even more. The 106 is molded

plywood. In Oak, Rosewood and Walnut. Polyurethane cushions are available with either vinyl or fabric upholstery in a palette of striking colors.

Castelli has a system for just about every seating situation you can imagine. Which is why you should check into our Axis 3,000 and 4,000 Modular Seating Systems.

So the next time you think of seating for anything from a waiting room to an auditorium, a lecture hall to a passenger terminal, think of Castelli.

Write on your professional letterhead for materials: for contract-institutional binder, send \$4.00; for complete specifiers' library including our residential catalog, send \$5.00. Refundable with initial order.



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Bologna, Italy

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Paul Arno Ltd., 165 Duke Street, Montreal, Quebec 101

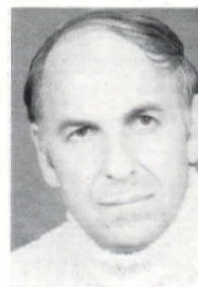
Circle No. 34 on reader service card.

Newly appointed Contract Carpet Consultants for Dow Badische Co. include Laura E. Diffenderfer, Robert L. Daniel, and Robert C. Van Horn. They will be responsible for primary contact with architects, specifiers, and key purchasing personnel in the contract market.

Frederick P. Malloy has been appointed Director of Marketing Services for GF Business Equipment, Inc. In his new position Malloy will be responsible for overall direction and planning of the company's advertising, sales training, sales promotion, and public relations activities.



Malloy



Hurst



Ackerman

In an analysis of figures released by the Bureau of Census, Wool Bureau, Inc. reports that United States wool upholstery production increased in 1973 to more than 2-1/2 million linear yards. This figure indicates a 90 percent increase over the previous year's production.

Jasper Corp. announces the promotion of Guy Hurst to Planning Director, Kimball Consumer Products Div. Prior to this appointment Hurst served 16 years as Jasper's Chief Designer.

D.K. Industries, wall system manufacturer located at 1933 S. Broadway, Los Angeles, has leased industrial facilities at 9644 Lurline Ave., Chatsworth, Calif., to house manufacturing equipment recently moved from the company's Danish production facilities.

Cole, Div Litton Industries announces appointment of Don B. Ackerman to Vice President-Sales. Ackerman will work out of company headquarters in York, Pa.

Marshall Clegg of San Antonio, Tex., has been appointed by Contract Furnishings Council to serve a two-year term as National Co-Chairman. Installed at the June 19, 1974 general membership meeting, Clegg will co-chair his first year with present chairman, Austin Kaufman.

George R. Sellers has succeeded Jack Josephson as President of J. Josephson, Inc., Div. Coronet Industries. Josephson will now assume responsibilities as Chairman of the Board, J. Josephson, and Vice President/Director, Coronet Industries.

Eppinger Furniture Inc. has appointed several new Sales Representatives to handle its line of custom executive office furniture and open-plan office systems. T. Patrick McGuire, 2022 Columbia Rd., N.W., Washington, D.C., has been designated Sales Representative for the Virginia-Maryland-Washington, D.C. area. The firm of Lounsbury/Bozik, 2785 N. Speer Blvd., Denver, Colo. will cover the four-state territory of Colorado, Wyoming, Utah and Mexico. Sales in Hawaii will be handled by Stephen McClaran, 637 Sheridan St., Honolulu.





**LIGHTING ARCHITECTURE  
2002**

ATLANTA: Georgia Lighting Supply Co - CHICAGO: New Metal Crafts Inc - CINCINNATI: The B. & B. Electric Co - DANIA Fla: The Lighting Center Inc - LOS ANGELES: The Feldman Company - NEW YORK: Lighting Associates Inc - PITTSBURGH: Architectural Lighting Inc - RIO PIEDRAS P. R.: La Electronica Inc - SAN FRANCISCO: Casella Lighting - TORONTO: Revel International - VANCOUVER: Assoc. Lighting Services Ltd - WASHINGTON D.C.: Maurice Elec. Supply Co

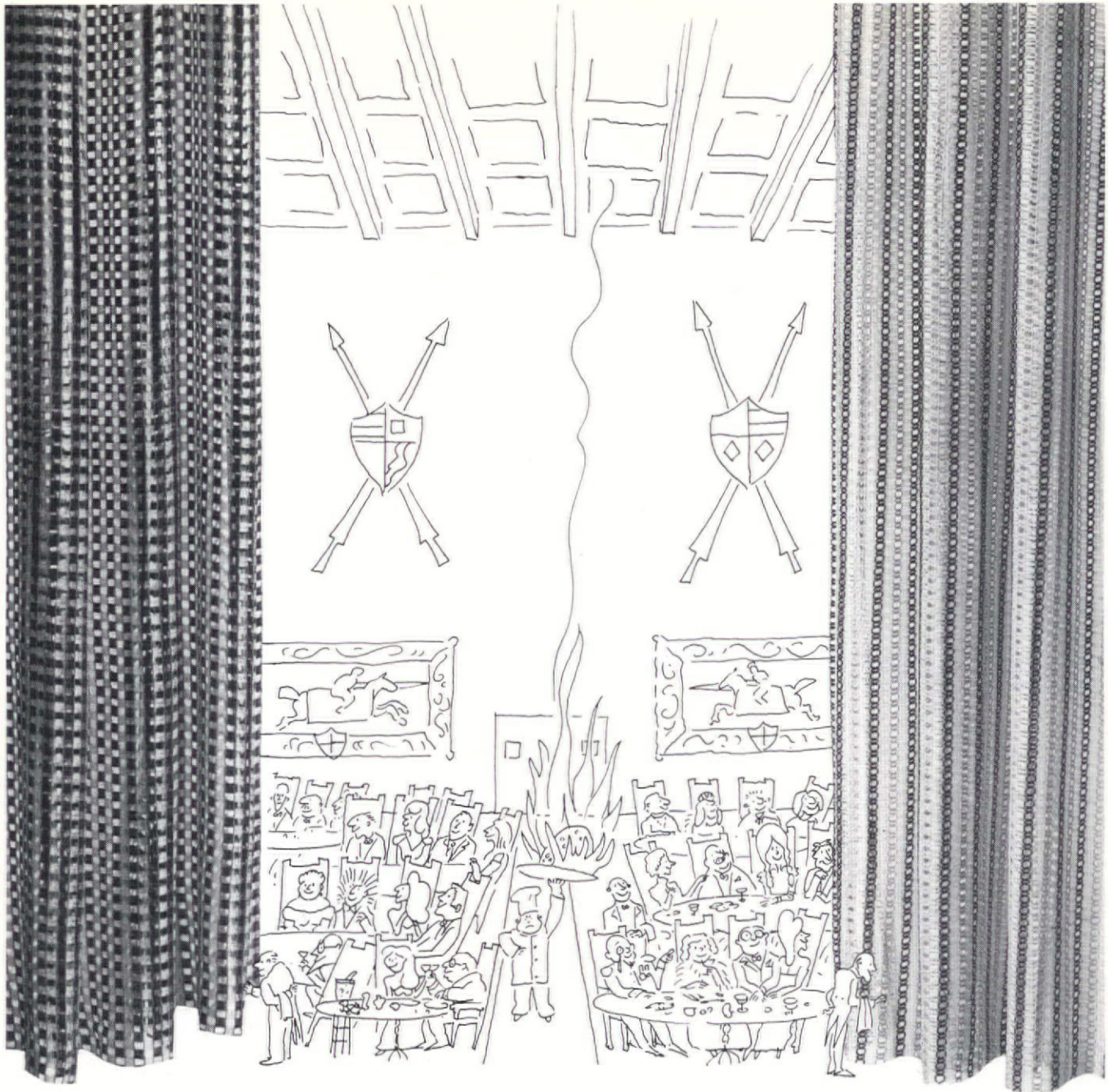
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## The new SEF Collection from Specifier: it's the only thing the chef can't flambé.

Feast your eyes on the latest in contract drapery fabrics from Specifier's SEF collection. They not only offer you superior flame retardancy, but superior styling and texture versatility, too.

SEF is Monsanto's new modacrylic fiber with the aesthetic virtues of an acrylic. That means it turns out fabrics with wide pattern scope, great texture variety rich colors and soft drapeable hands. It also means superior soil release, colorfast-

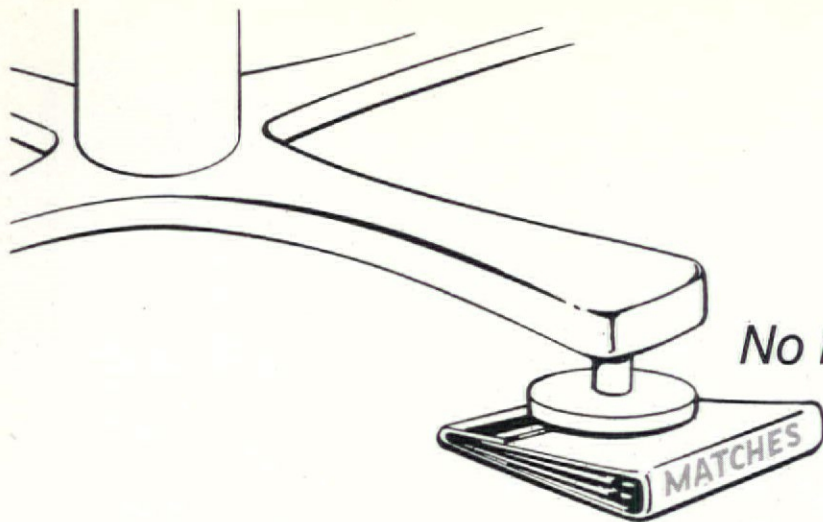
ness, sun-resistance and the flame retardancy needed to pass the California Fire Marshall Test.

Specify SEF fabrics from Specifier for restaurants, hotels, hospitals or any contract job. Specifier, a one-stop source, designs, manufactures and converts its own fabrics. They also offer you a total contract service to make life even easier.

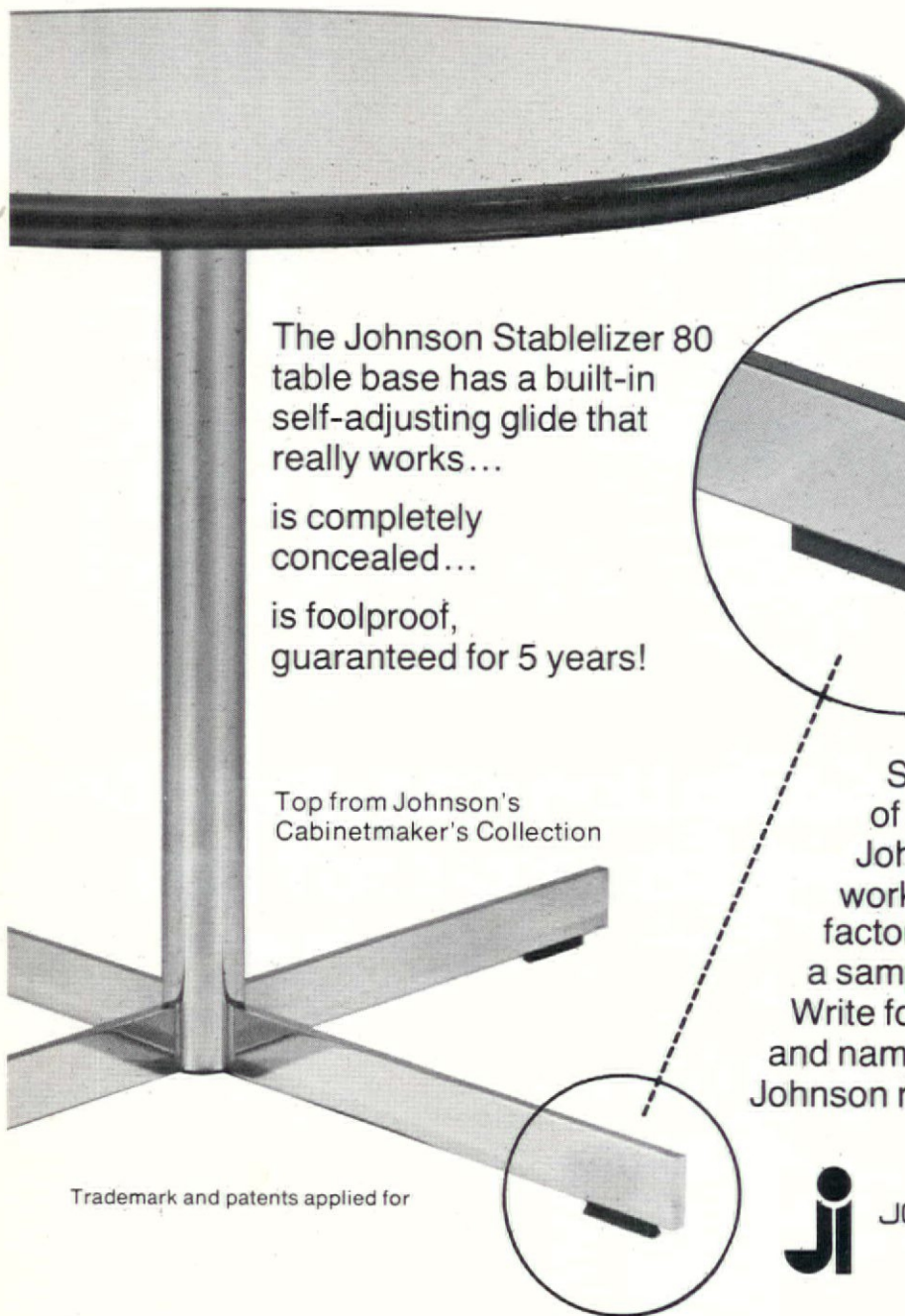
See them at 295 Fifth Avenue, New York, N.Y. (212) 679-3636. Specifier-Division of Riverdale.



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No More Of This . . .



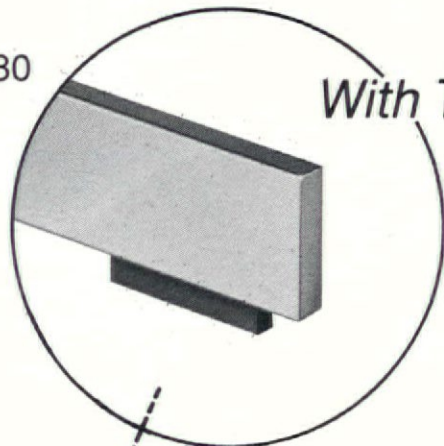
The Johnson Stablelizer 80 table base has a built-in self-adjusting glide that really works...

is completely concealed...

is foolproof, guaranteed for 5 years!

Top from Johnson's Cabinetmaker's Collection

Trademark and patents applied for



With This!

See a demonstration of how this new Johnson **STABLELIZER 80** base works! Every Johnson factory representative has a sample for your inspection. Write for catalog sheet and name of your nearest Johnson representative.



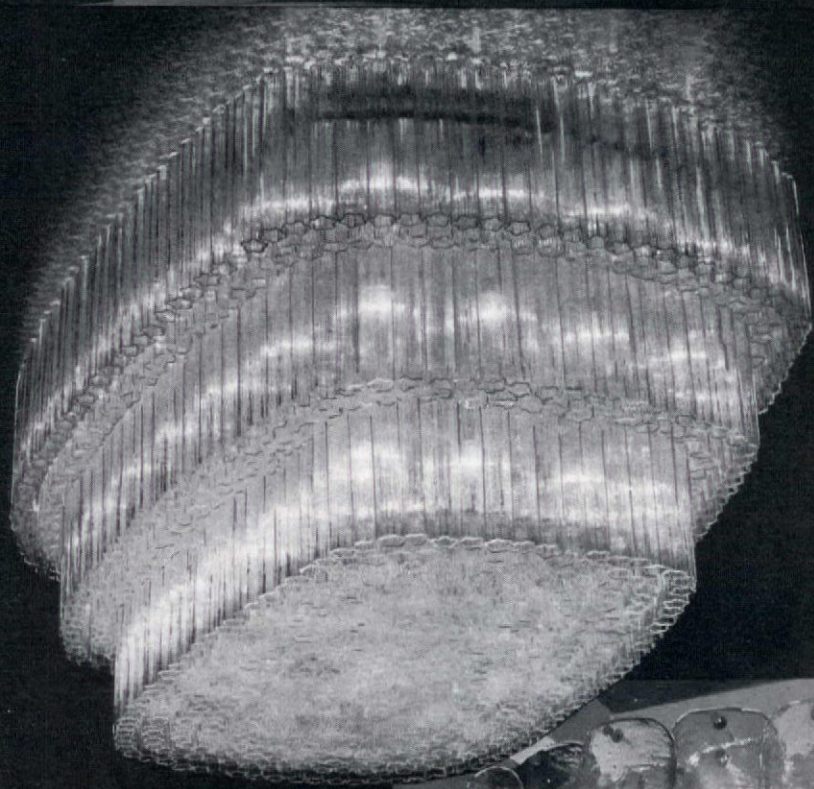
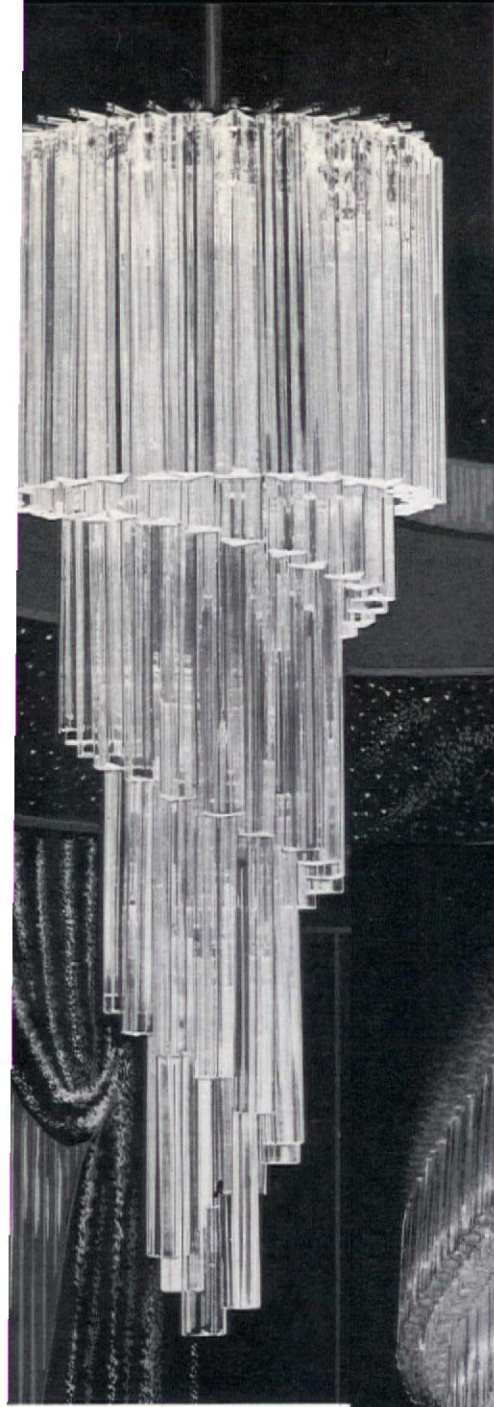
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Another new idea from the broad line of Johnson Contract Furnishings

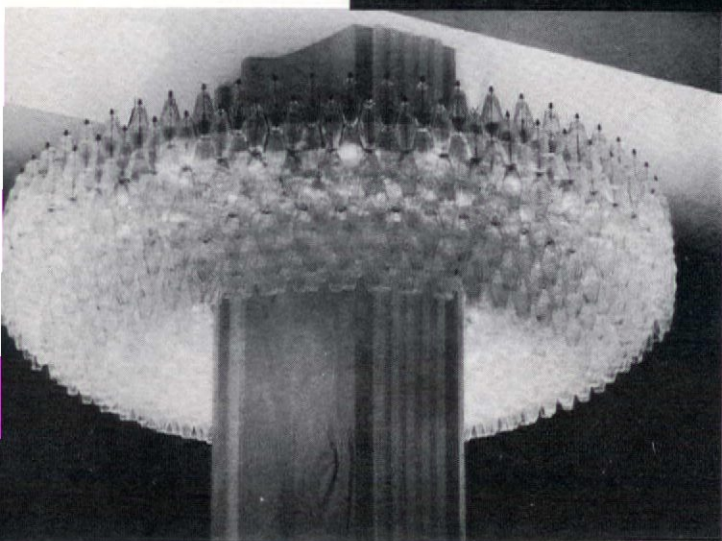
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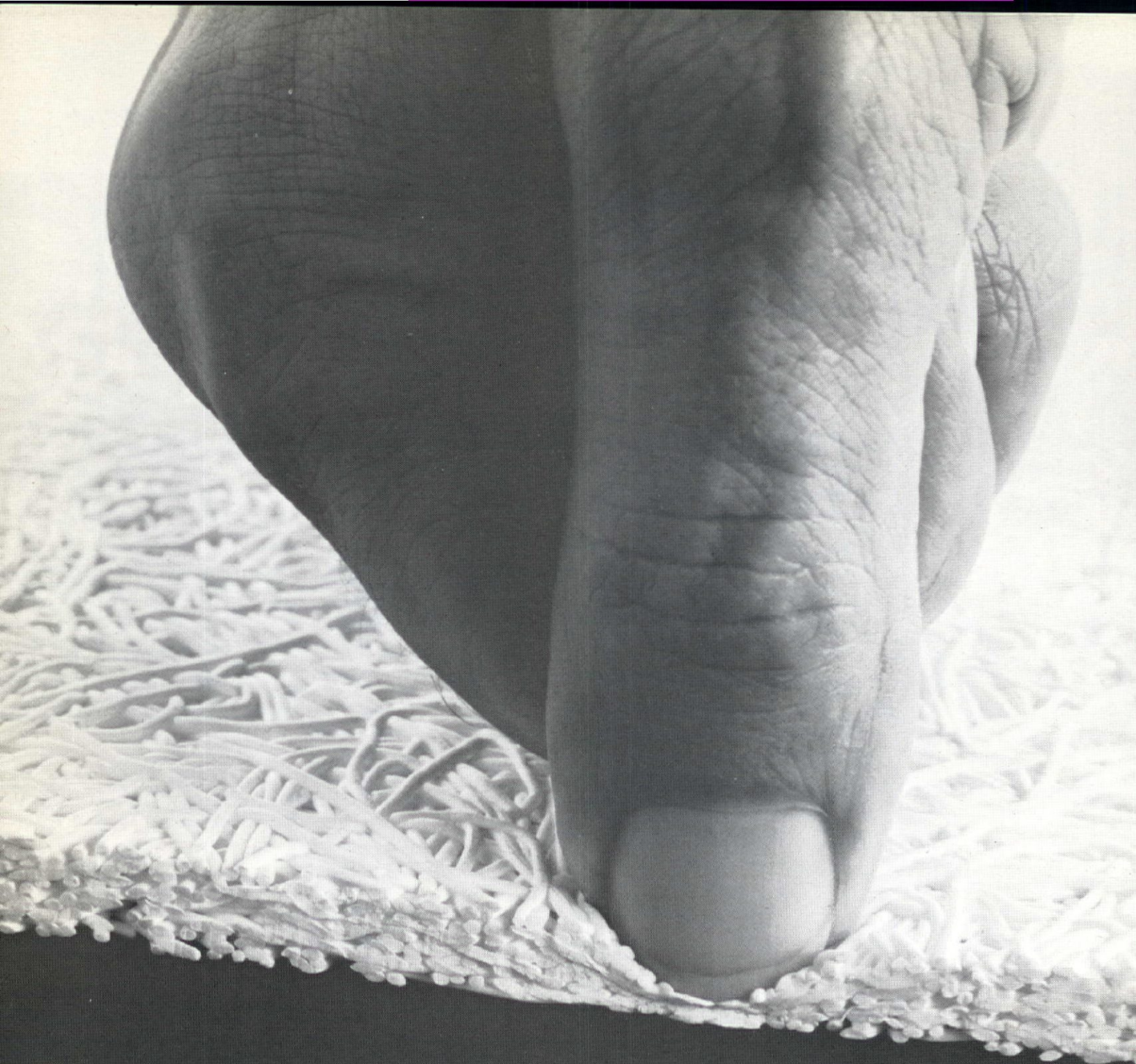
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**Du Pont invents a  
bottomless carpet cushion  
less than 1/2" thick.**

Du Pont has invented a suspension system for people to walk on.

Polyester pneumacel\* carpet cushion. It's neither an elastomeric foam nor a felt. Rather, it is billions of inflated cells in fiber form—masses of tiny pneumatic springs. Actually, pneumacel is a new form of matter.

Nothing cushions like pneumacel. It sinks in easily at first, then pushes back as pressure increases. Never fully compresses. Keeps its resilience.

Any carpet over pneumacel feels luxuriously thick underfoot. Pneumacel spreads the load to help prevent crushing of carpet face pile and stretching of its backing. Prolongs useful life of carpet.

**Composition:** Cellular polyethylene terephthalate (polyester) inflated with a fluorinated hydrocarbon and air. Fiber strands are bonded together with a thermoplastic binder.

**Advantages:** Outstanding cushioning together with protective firmness. High ratings as thermal insulator, and as impact-noise reducer. Highly resistant to moisture, mildew, carpet-cleaning chemicals. Unique combination of low flame spread and smoke generation characteristics. Excellent durability.

**Specifications:** Available through selected local dealers in two styles: "Belmeade" (0.30" thick) and "Lansdowne" (0.48" thick). Comes in rolls 72" wide.

Additional information is detailed in *Sweet's Architectural Catalog File*, reference 9.29/Du. For samples, see *Sweet's Interior Design File*. Or write Du Pont, Pneumacel Marketing, Christina Site, Wilmington, Del. 19898.

\*Pneumacel is the generic term for pneumatic cellular polymeric cushioning material.



## Specify Du Pont Pneumacel Carpet Cushion

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**S. HEXTER**

**GLIPONT  
ZEPHEL**  
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## COMING EVENTS

### 1974

- August 6-8. Fall Linen & Domestic Curtain & Drapery Show. Biltmore Hotel, Los Angeles.
- August 9-11. Florida Furniture Mart. Diplomat Hotel, Hollywood, Florida.
- August 12-15. American Health Congress. McCormick Place, Chicago.
- September 9-12. INFO 74. Coliseum, New York City.
- September 21-25. Woodworking Machinery & Furniture Supply Fair. Fair & Exposition Center, Louisville, Ky.
- September 29-October 2. 14th Annual Convention, Western Floor-Covering Association. Caesars Palace, Las Vegas.
- October 1-3. Annual Meeting, Industrial Designers Society of America. Copley Plaza Hotel, Boston.
- October 13-17. Chicago Casual Furniture Market. American Furniture Mart, Merchandise Mart, Chicago.
- October 13-21. San Francisco International Design Show. The Showplace, San Francisco.
- October 14-18. Fourth Annual Come to the Marketplace, Member showrooms, New York.
- October 18-19. Seventh Annual Designers' Saturday, Member showrooms, New York.
- October 18-25. Fall Market. Southern Furniture Market, High Point, N.C.
- October 19-22. NOPA, National Office Products Association Convention & Exhibition, Chicago.
- October 23-26. Annual Convention Architectural Woodwork Institute. Waldorf-Astoria Hotel, New York.
- October 27-28. Homefurnishings, Gifts & Accessories Market Days, Dallas Market Center, Dallas.
- October 29-31. Second International Nonwoven Fabrics & Disposables Exposition & Conference, IDEA 74, New York.
- October 30-November 3. Annual Convention Furniture Manufacturers Assoc. of California. Rancho Bernardo, San Diego.
- November 11-14. 59th National Hotel & Motel Educational Exposition, New York Coliseum.
- December 3-6. AH&MA Annual Convention. Caribe Hilton, San Juan.

### 1975

- January 10-13. Combined Winter Floorcovering Market. Los Angeles Home Furnishings Mart, Los Angeles.
- February 11-13. Contract Marketplace—New York. Americana Hotel, New York.
- February 21-24. American Association of School Administrators Convention. Dallas Convention Center, Dallas.

### Foreign Trade Shows 1974-1975

- August 9-31. Interdesign '74, ICSID seminar. Toronto, ONT, Canada.
- August 31-September 3. Texpo-74. Bella Centret Mart Building, Copenhagen.
- September 3-6. Northern Floor Coverings Fair. Harrogate, England.
- September 20-25. Milan Furniture Fair, Milan.
- November 5-7. National Interior Design Show. Exhibition Park, Toronto.
- January 18-22. Luxpo Copenhagen '75. Bella Centret Mart Building, Copenhagen.

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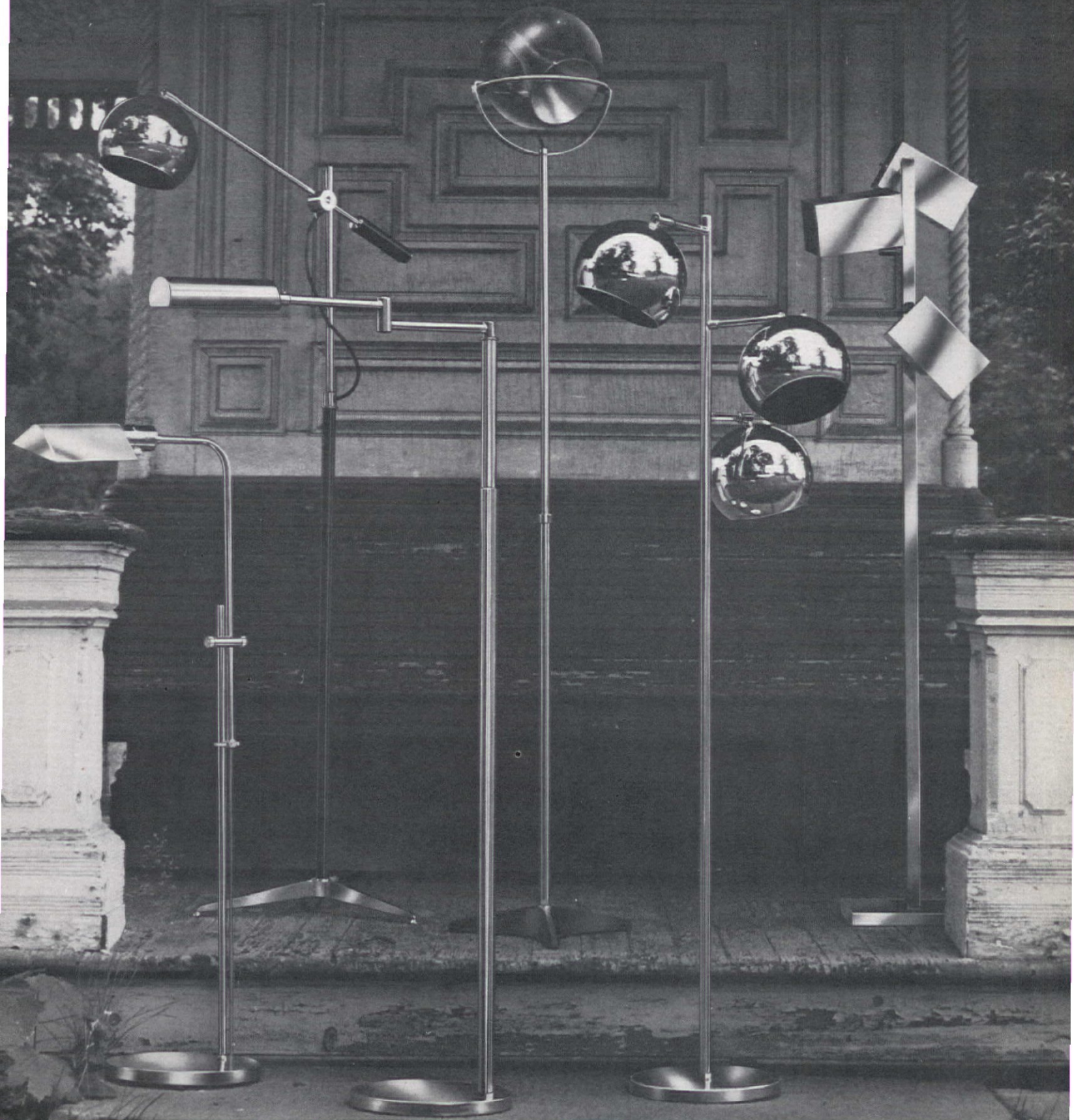
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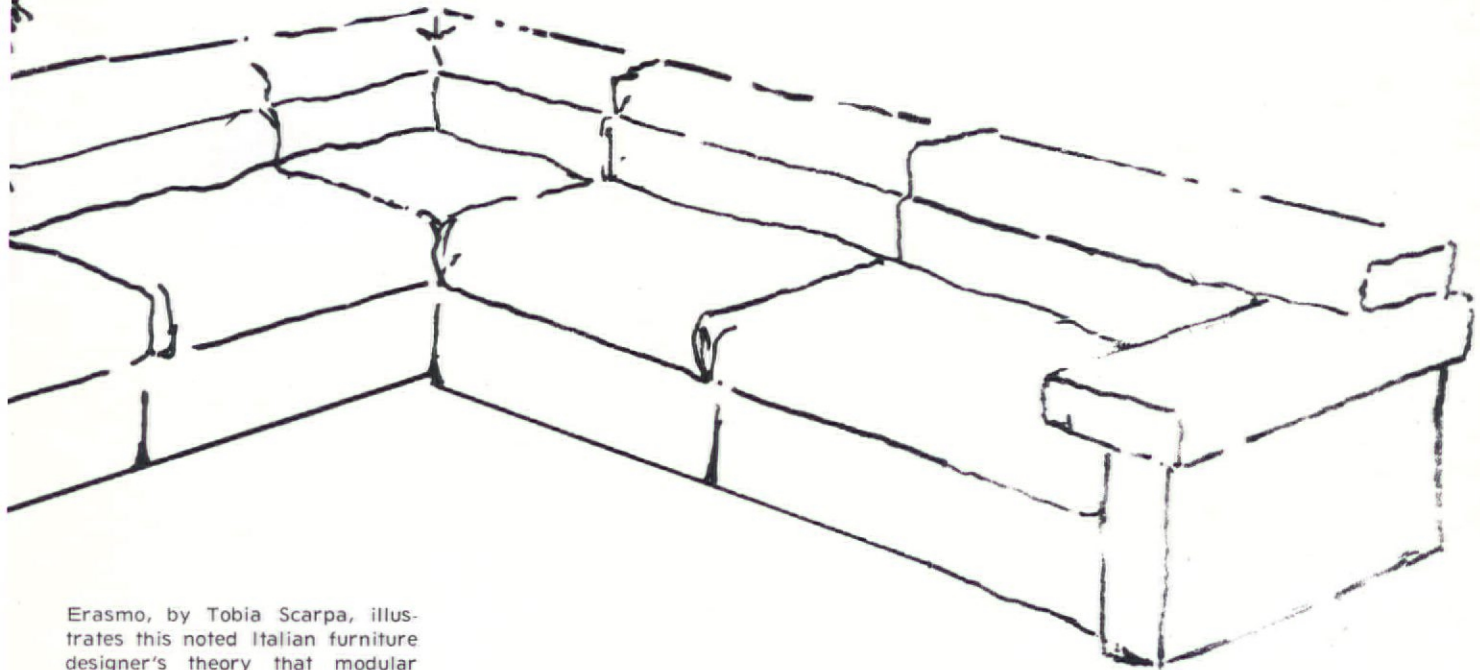
Showrooms: New York. Chicago. Los Angeles. San Francisco. Atlanta. Miami. Dallas.







## MODULAR SEATING SYSTEMS OFFER MAXIMUM CAPACITY IN MINIMUM SPACE AREAS



Erasmus, by Tobia Scarpa, illustrates this noted Italian furniture designer's theory that modular seating systems can clear a space of clutter by becoming, in effect, part of the room's architecture. Distributed in the U.S. by **Atelier International**, Erasmus derives strength from a steel frame, softness from polyurethane foam and Dacron cushions. To hold elements in place, Scarpa borrows clips used in sail boats. Circle No. 200.

**The modularity of inherently flexible seating systems permits endless variations of design schemes, and though generously overscaled, these systems can be space savers**

Small spaces, premium-priced rentals, and soaring building costs invariably confront planners as spatial challenges—less euphemistically called design problems.

To combat these troublesome situations, designers have been taking alternate routes in planning, and each area involves its own set of considerations.

Lounges, where people gather for relaxation, conversation, or for just plain waiting, are one of those areas that has benefited from new design approaches.

What is making the lounges come alive is the growing popularity of a very practical and certainly eye-pleasing option for obtaining maximum seating in small areas: modular seating systems. These systems reduce confusing clutter and visually enlarge spaces.

### Systems used as architecture

On the surface, this may not sound logical, for modular lounge systems are invari-

ably lavishly overstuffed for deep seating comfort and often seemingly take up greater amounts of space than a comparable number of individual chairs and sofas.

In practice, however, modular seating systems have proved extremely effective in small spaces without compromise of design concept or client need. In essence, they become part of a room's architecture.

This theory of furniture as architecture is well exemplified by Tobia Scarpa, a noted Italian furniture designer, who developed his Erasmus seating system for B&B of Italy (distributed in the U.S. by **Atelier International**) specifically as a well defined solution to small spaces. Erasmus was originally created for residential use because, as Scarpa explains, today's homes have smaller rooms. Yet the dimensions of Erasmus are luxuriously large, and Scarpa emphasizes that it is the "relationship of these large dimensions to the small spaces" that is important.

By **Anne Fallucchi**  
Managing Editor

## Conventional furniture can dominate space

"Conventional furniture," he explains, "tends to occupy space as free-standing sculpture. Modular seating units, though richly proportioned, have a low profile and are not overpowering. In effect, they function as architecture. Thus, conventional furniture, while smaller in scale, can dominate space, often creating a crowded look."

Scarpa's Erasmo is essentially a series of chunky rectangular forms (one design variation is shown on the frontispiece of this article). But it is not the shape of the components alone that contributes to furniture as architecture. A number of lines with highly sculptural forms are designed to serve the same purpose.

One example is Herman Miller's Chadwick Modular Seating, designed by California designer Donald Chadwick and introduced during NEOCON this year.

Chadwick's system combines molded shapes of wedges and squares, so that when linked, the units strike a sculptural, serpentine seatscape.

Chadwick's desire was an expression of modules as "molded shapes but not in such sculptural terms that when linked they

become too dominant or overscaled for their environs." Chadwick feels that the seating seems to best convey its message when allowed to flow through its particular ambient space.

### Few components, endless variety

As in any design and planning endeavor, there is never just one solution to achieve desired esthetic and functional goals. There is, however, such an ample array of modular seating systems on the market, each with its own special attributes, that full knowledge of how they work—how they differ, how they are similar—will assure the specifier of selecting the system that best fulfills all considerations.

The one common aspect of just about all modular seating systems is the limited number of basic components. Each system is so designed that member units can be grouped in such wide diversity of arrangements that no two final versions need ever be exactly alike.

The basic components are the seat itself, back, and arms. Differences in systems range from units that combine both seat and back in one piece, arms that are also





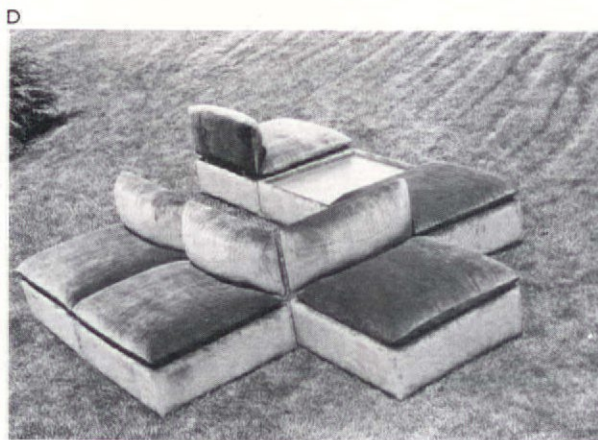
**A**—Herman Miller's new Chadwick Modular Seating, designed by Donald Chadwick, connects "outside" and "inside" wedges and square units. Variations include straight line arrangement and even a full circle. Chairs have cold-cure polyurethane foam cushioning molded over plywood, steel frame, and molded polystyrene fluted base, which are supplied with 4-in. square connectors. Circle No. 201.

**B**—Special feature of Stow / Davis' modular lounge system, designed by Fillmore Harty, is use of Dow Chemical's new Inner Foam concept to achieve several desired densities. Covering is strategically seamed to take a hidden drawstring that keeps the new Stretchwool fabric in place. Three basic modules—armless unit, corner unit, and ottoman—can be linked by connectors in endless varieties. Circle No. 202.

**C**—Four basic pieces in Chloe Series, designed by Edward Halliday for David-Edward Ltd., are based on 34-in. square module. Arm unit is a true corner, working as a left or right. Construction is multi-density foam over wooden frame, with bases of mirror-polished aluminum. Installation shown is Southern Ohio Bank, Cincinnati; interior designer, Edward P. Halliday, RTKL. Delivery: 10-12 weeks. Circle No. 203.

**D**—Units in TSAO's new collection have interchangeable back / arm components and stainless steel table module. Each seat is 30-in. square, 14-in. high, with 27-in. overall back height. Delivery is 6 to 8 weeks. Circle No. 204.

**E**—Designer G. Faleschini's Teorama Series for Pace Collection incorporates corner and armless units. Curvature of arm unit back is so designed that persons face inward, ideal for conversations. Back curves have special tennis ball stitching, a method of curving the fabric to agree with the curve of the foam. Fabric, suede, or leather is upholstered over several densities of rigid polyurethane. Inner frame is metal. Allow 12-14 weeks for delivery. Circle No. 205.



# Foam densities range from soft to rigid

permanently attached on either right or left side and sometimes both.

Some systems build in a greater degree of flexibility by having arms that can be attached by a joining component for future removal (or addition) without upsetting the basic design.

Several systems place the seat cushions on a tray base that is wide enough to take an arm unit, either left or right. In this instance, if the arm is removed, the empty space is all too visible.

For added versatility, some systems offer curved- or wedge-shaped modules to form corners. Some even provide tables that can be inserted between seating modules in the center of a line, at corners, or even as free-standing cocktail tables.

### Frame, foam, fabric considerations

Inner construction becomes another matter to carefully weigh, particularly if the system will be subjected to hard use.

Most systems are built up around an inner frame or armature to provide long-lasting durability. These frames are made in various materials, usually wood or metal, sometimes plastic. Some systems dispense

with inner frames, using instead self-supporting urethane foam made in several densities to give support where needed and softness for physical comfort.

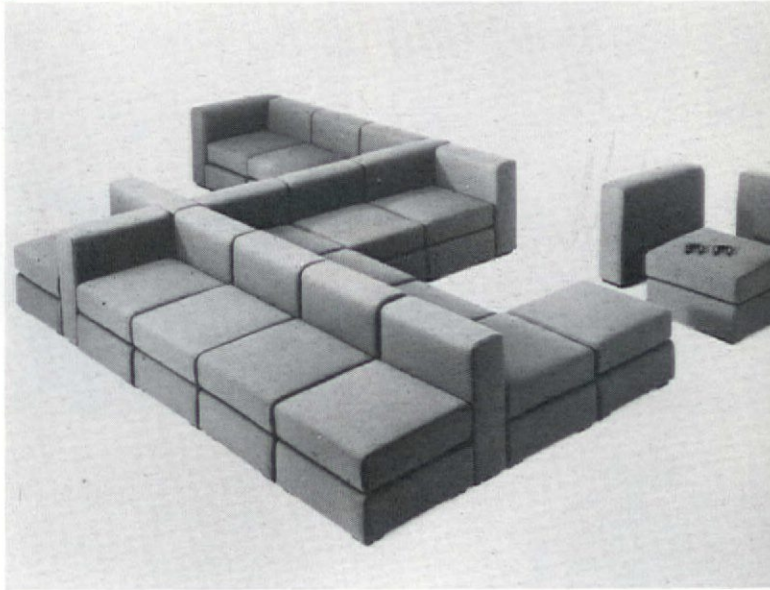
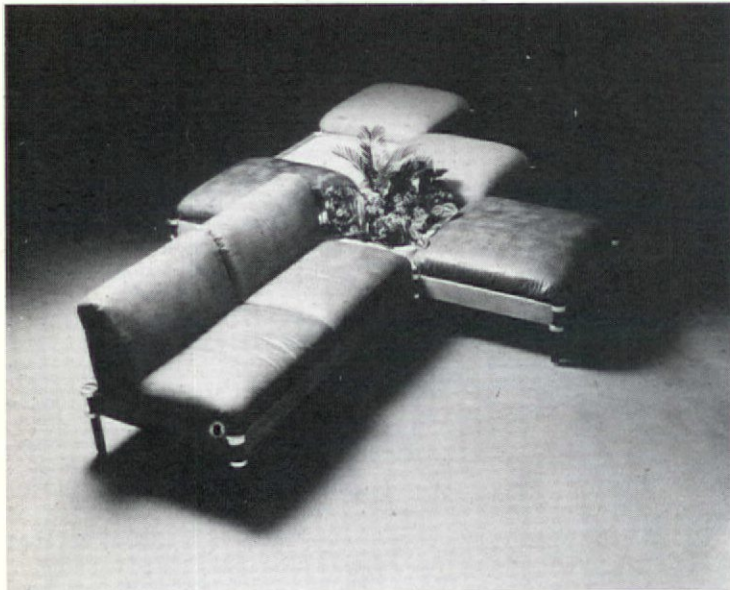
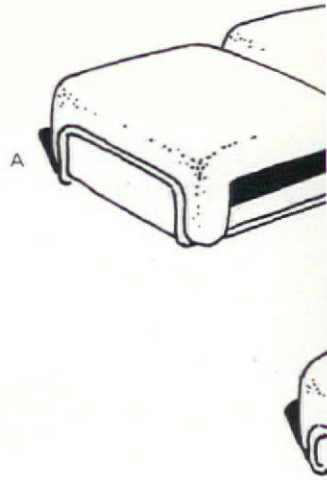
Urethane foam seems to be the prevalent stuffing, and these come in different densities from sink-in soft to primly rigid. Dacron and down are also used for the posh comfort they provide users.

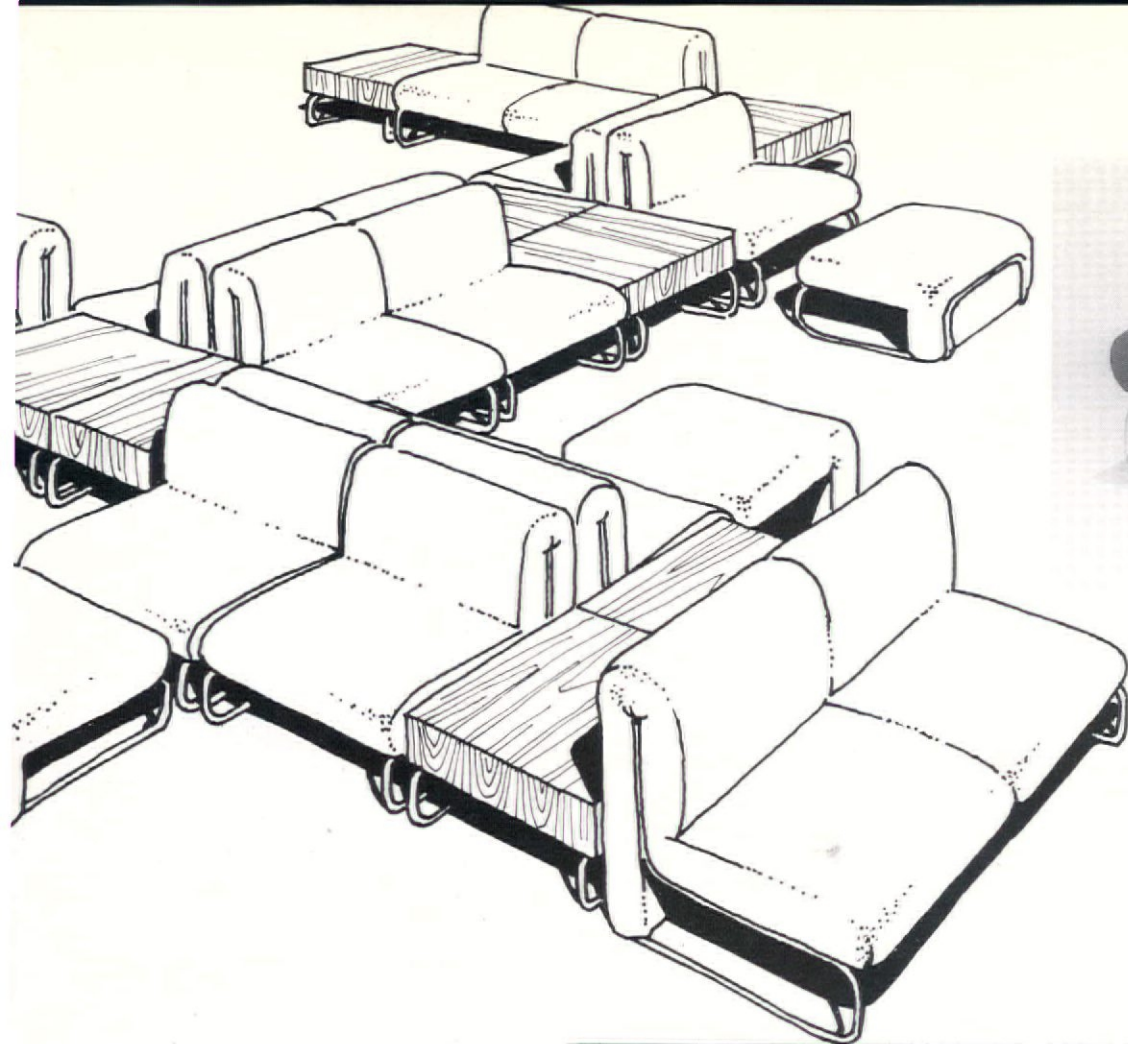
Manufacturers that provide linking components or connectors do so to keep units stable, to keep them properly aligned, and to discourage users from creating their own temporary arrangements on whim, leaving behind a chaotic cluster within tripping distance of the next person.

Some systems are sufficiently heavy so that linking components are not necessary.

Since most lounge areas are subjected to constant use, the covering is also a point for careful consideration. Most manufacturers offer a wide array of fabrics, leathers, and vinyls that are suitable to the design of the furniture. Prevalent are stretch fabrics that have sufficient "give" so that users do not find themselves uncomfortably sitting on trampolinelike surfaces.

Many provide coverings that can easily





**A**—Four pieces offer endless flexibility to **Edward Axel Roffman's** newest seating system designed by **Richard Suma**. Inner plywood frame is wrapped with urethane and Dacron. Delivery, 8-10 weeks. Circle No. 206.

**B**—Post Time's legs, or posts, link components in right angles or back to back. By **Leif Blodee** for **Gunlocke Co.**, system has spring foundation covered with Dacron and foam. Circle No. 207.

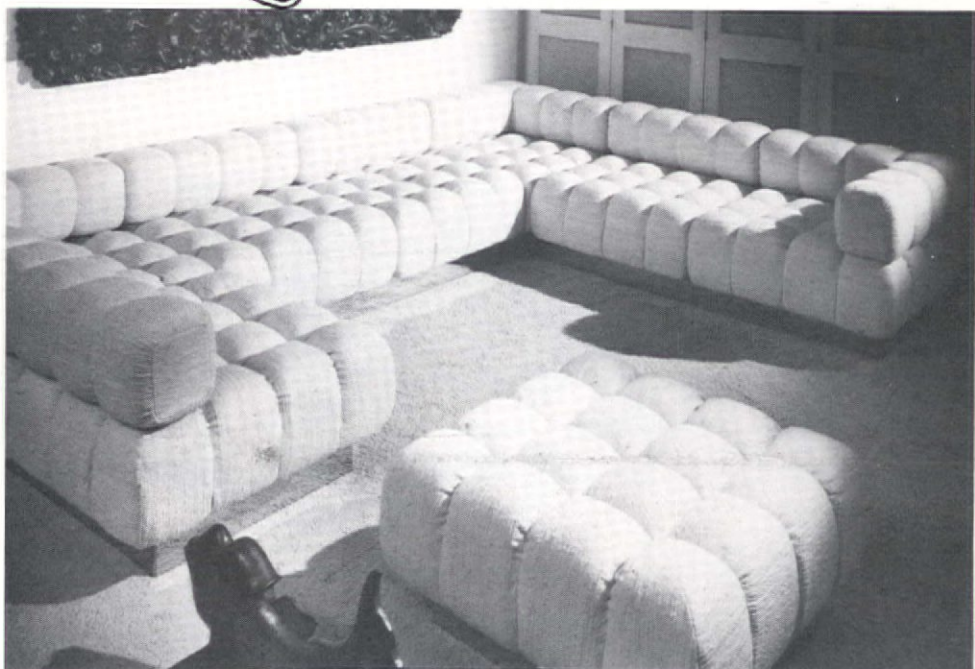
**C**—Huge staples tap into deep holes in plastic feet to join separate units of **Modulo 60**, designed by **Eleanore Peduzzi Riva** and available through **ICF**. Circle No. 208.

**D**—Corner units and 2-, 3-, 4-place seats multiply the versatility of **Hidalgo**, imported from Italy by **Galleria Mobili**. Delivery, 14-16 weeks. Circle No. 209.

**E**—**Arcon Furniture's** TRA series, developed with **Richardson Associates**, combines fabric-covered foam seats and easy-care fiber glass table and arm units. Circle No. 210.

**F**—**Harvey Probbler's** new **Deep Tuft** has 4 basic units. Inner metal seat platform is placed within mold at time of foaming to become integral part of unit. Circle No. 211.

**G**—Ganging device "plugs in" sections of **Tappo**, by **John Mascheroni** for **Vecta Contract**. Forming straight, curved, and circular schemes, **Tappo** covers internal skeleton with layered polyurethane foam. Delivery is 6-8 weeks. Circle No. 212.



F

G



## Modularity permits endless exploration of forms

be zippered off for periodic cleaning or replacement.

Height of seats, which differs among systems, becomes an important consideration for specialized usage. A patient waiting room, for instance, would better serve its users with a standard seat height than one that is so low that chins unavoidably rest on knees. While these low seats are extremely comfortable and encourage total relaxation, an infirm or elderly person will find them too awkward to rise from. On the other hand, students love them.

### Custom look without custom work

The choice of system specified depends greatly upon the space it is to occupy and the use to which it is put. Often, designers take full advantage of a system's inherent flexibility by planning not just one arrangement but several to periodically bring a fresh look to a lounge area.

Stressing this option, manufacturers illustrate many placement patterns in their brochures and often provide consultation services so that the system is used to maximum effectiveness.

Harvey Probbler has found that designers using his lounge seating systems for banks, offices, lobbies, or other public areas regarded them as "rigid entities." On the other hand, he explains, those specified for schools, colleges, libraries, and student unions are conceived with "mobility in mind." He adds that in these installations, "pushing and pulling the units into new arrangements for privacy or sociability becomes important."

Like a child with a new set of building blocks, designers can manipulate modules to create any number of fluid seatscapes in dramatic terms.

Modular seating systems, says Designer Janet Schwietzer of The Pace Collection, "have indirectly forced the designer to experiment with the movement of furniture in space and to consider many different seating attitudes as opposed to conventional arrangements. They have liberated the designer by opening up new avenues of experimentation."

As William Sullivan, President of Vecta Contract, points out: "Here is the designer's opportunity to create a custom look without need for custom work." ■



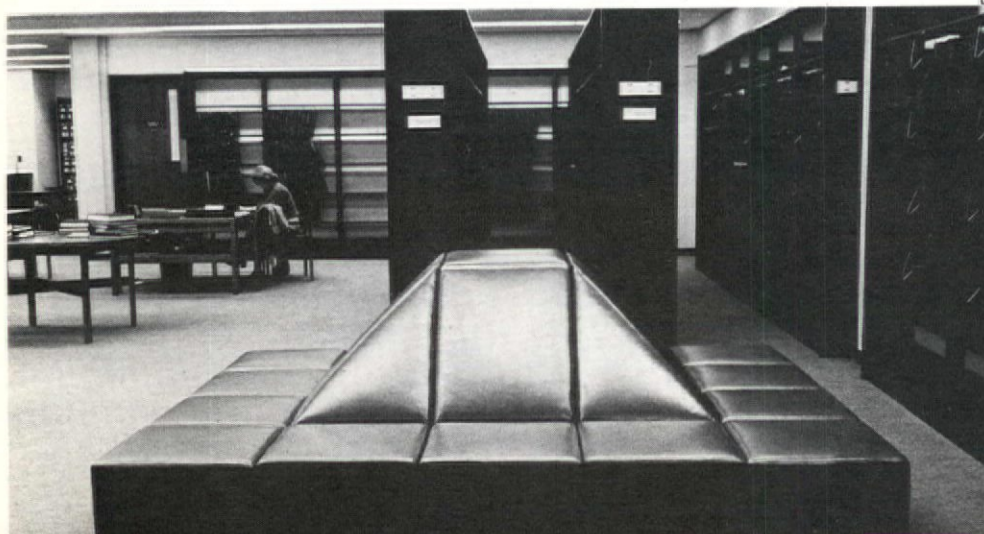
A



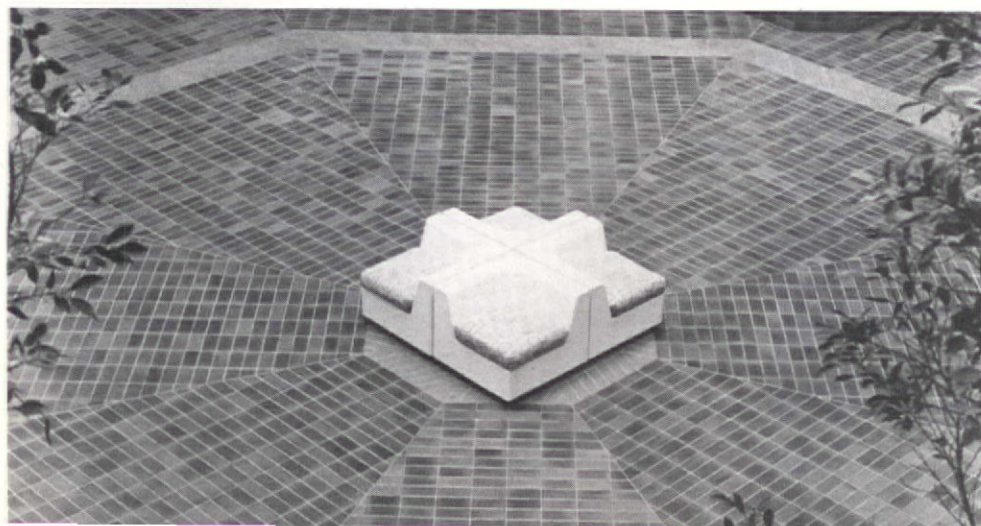
B



C



D



E

**A**—Snaking its way from warehouse to truck, and then to a congress hall in Switzerland, it's Nonstop. The **Stendig** seating system zippers together three basic units: left and right arm units, and armless units. Covering is choice of Swiss leathers and suedes. Circle No. 213.

**B**—Chair, corner unit, and pouf in 32-in. modules are heavily layered with soft Dacron over foam. The **Airborne** system links with a ring system. Circle No. 214.

**C**—Solid foam, modular cubes, and matching bolsters are made by **Universal Joining Module**. Upholstered on all sides, units have zipper closings. Circle No. 215.

**D**—Velcro tape secures foam and Dacron seat and back components of **Jack Cartwright's** World Series Group. Inner frame is plywood. Circle No. 216.

**E**—With 8-12 week delivery from Italy, Paione seating system by **Sormani Linea Plus** can be used straight and in corner or free-standing schemes. All components are molded of rigid polyurethane on a base of thermoformed plastic. Circle No. 217.

**F**—**Glassform's** Public Seating Group, distributed in U.S. by **Eppinger**, offers its two modules—corner and straight units—in ten standard colors in a matte finish. Circle No. 218.



The temptation is to touch the ceiling. To lightly trace fingertips over and around the intricate stucco *alto-rilievo* swirling across the ceiling of the main showroom hall of Cado Center, in Copenhagen, Denmark.

And temptation becomes reality. Within the grandly proportioned two-story-high space of the 64-year-old building is a newly installed superstructure, multi-leveled into a series of display platforms. The topmost tier is about seven feet from the decorated ceiling, close enough to touch the stucco designs, close enough to fully appreciate this fine example of a lost craft.

This experience, in but one portion of the building, exemplifies the recently dedicated Cado Center, which brings to a new height the gentle and superb blend of the old and the new. It is a magnificent example of

interior and exterior architectural restoration.

Cado Center is the new world headquarters, encompassing both corporate offices and showrooms, for the companies founded and run by Poul Cadovius and marketed under the umbrella name of Cado. The companies are Royal System, System Abstracta, France & Son, and Cadomus.

#### **64-year-old house bought in 2 days**

The original house, designed by Ulrik Plesner, an innovative architect of his day, and built in 1910, was owned by Copenhagen's Student's Organization. Once a lively center of student activities, it had in recent times deteriorated so drastically that demolition was considered by many to be the only practical recourse.

It was in the fall of 1972, while on a trip to Holland, that Poul Cadovius read a small news item announcing that the old house for sale. Within two days, he purchased the distinctive building.

"Naturally," explains Cadovius, "a radical restoration was required, and the choice of architect extremely important. He would have to understand how to preserve the characteristics of the building."

The choice of architect proved exceptional. Jorgen Raaschou-Nielsen, MAA (Member, Federation of Danish Architects), a skilled architect with deep interest and notable experience in restoration projects, accomplished the task, as Cadovius describes it, "with idealism and respect."

The basic concepts of the restoration were shared equally and enthusiastically by





RECYCLING OLD BUILDINGS

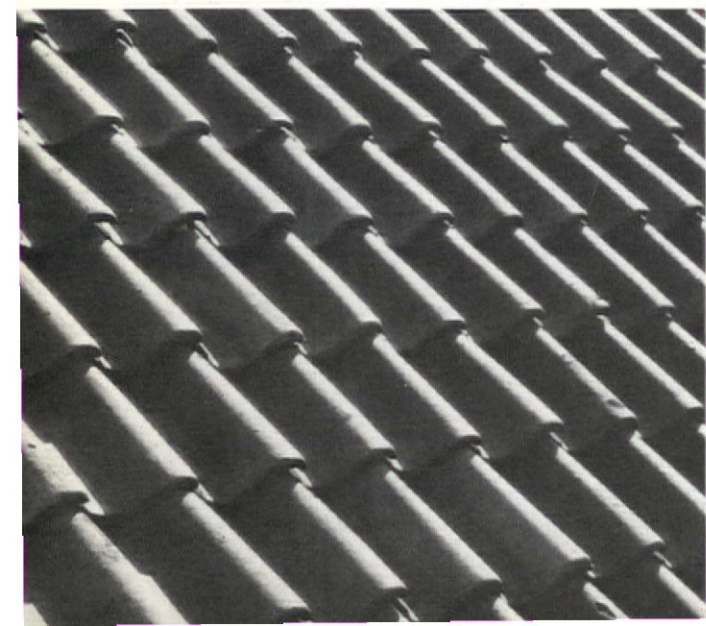
## RESTORATION OF RUN-DOWN, LANDMARK HOUSE RESULTS IN MAGNIFICENT CADO CENTER

Charm of original interior/exterior architecture  
preserved, forming framework for contemporary additions in  
Copenhagen HQ center for Cado's world-wide activities

By Anne Fallucchi  
Managing Editor

Main showroom hall at Cado Center, with its decorative stucco ceiling, spans the height of two grandly proportioned floors. Spaces within spaces were created by Architect Jorgen Raaschou-Nielsen by means of a multi-level steel superstructure to show Cado's extensive furniture lines. Where possible, Raaschou-Nielsen preserved original architectural forms and details. The result is a magnificent blend of old and new.





Centrally located in Copenhagen and in full view of historic Town Hall Square. Cado Center underwent extensive renovation during a 14-month period. Windows which had deteriorated were newly installed, based on original sketches of the 1910 building. After thorough cleaning, red hand-molded bricks and limestone decorations were treated against further pollution damage. Founder and head of the world-wide Cado organization, Poul Cadovius (left in photo above) awarded Architect Jorgen Raaschou-Nielsen with the newly established Cado of the Year 1974 award during dedication ceremonies of the Center. Mrs. Cadovius listens as the architect is cited for "having created the house gently and with great personal interest."

both Raaschou-Nielsen and Cadovius. There was a great desire to preserve the old characteristics of the building, and many original ceilings, doors, paneling, stairs, and other fine detailing were restored. Where repair of the old was impossible or where function demanded change, new contemporary structural forms were created within the framework of the old.

The main staircase in the entrance foyer, for example, was so totally beyond salvation that it was ripped out and replaced with a contemporary, steel-structured staircase.

#### Eleven levels modulate spaces

Within the four major floors of the new Cado Center, architect Raaschou-Nielsen inventively created an exciting interplay of different levels—a total of eleven. Not only a visual delight, these levels also modulate spaces within spaces and actually add to the efficiency of the plan.

Many window parts, a total of 7,437, were so badly deteriorated that replacements were necessary. Architect Raaschou-

Nielsen used the same large window proportions that were shown in the first sketches drawn by the original architect.

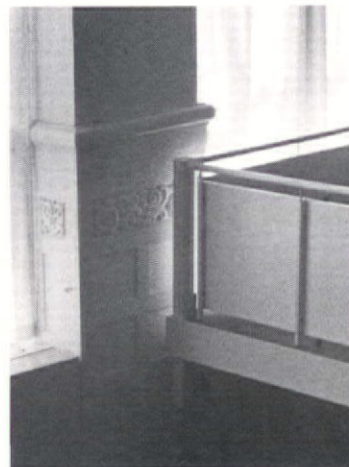
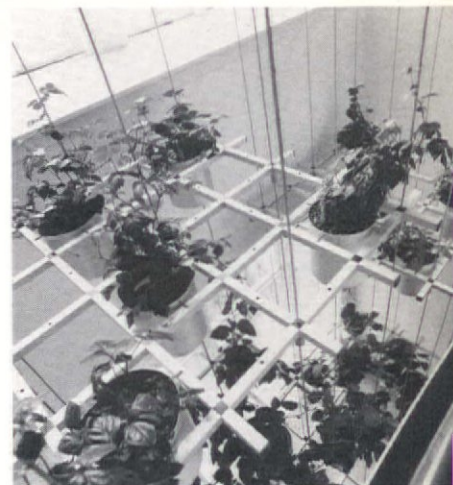
Instead of blast-cleaning the red, hand-molded bricks, which would have been destroyed by this treatment, a new chemical paste was applied to the facade with brush and broom and then washed off after 24 hours. The even more fragile limestone decorations were brushed clean. The entire facade was then treated to prevent future pollution damage.

Renovation of the old house was not an easy task. In fact it was considered highly risky. Starting with the foresight of Poul Cadovius and the skill of Jorgen Raaschou-Nielsen, it took 14 months, 80,000 working hours, and 20 million Danish kroner to bring a badly deteriorated building to a restored, productive life as the new Cado Center.

As Raaschou-Nielsen says: "It is very fortunate for the City of Copenhagen that this old building did not have to share the fate of other buildings originating from the same period." ■



### Cado Center's restored facade treated against future pollution



Restored circular stair (far left), leading down from balcony to the main showroom hall, harmoniously contrasts with its contemporary counterpart. The multi-level superstructure floats free of the old walls (detail left) so as not to destroy the wall paneling or interfere with the huge windows. The original grand staircase was beyond repair and replaced with a contemporary steel one (above left). Following the stairs upward, an open shaft was turned into a hanging garden—a series of cables rising the full height and holding potted ivy plants (above). Typical of preserved details is this charming window (below left) on the fourth floor, devoted to Cado's canteen and dining rooms for employees and visitors.

# CADO'S CONTRACT EXPANSION IS RAPID IN U.S. MARKET

From a 6-man factory in 1945, Royal System/Cado is today a world-wide operation, making even greater inroads in U.S. under progressive leadership of Torben Huge-Jensen



A



B



C



D



**A**—Steen Ostergaard fiber glass chairs are grouped before System Cado wall unit at Cado Center.

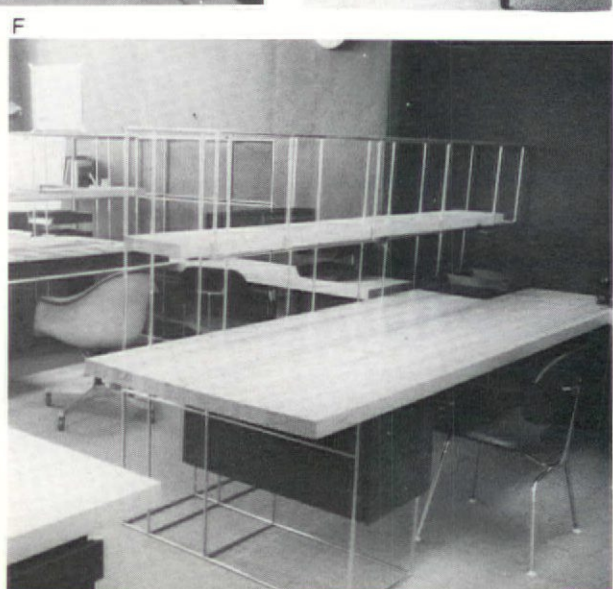
**B**—Cado Chairman Poul Cadovius (right) and Torben Huge-Jensen, President of Royal System in New York, review new Cado catalog.

**C**—A new modular seating system displayed at Cado Center.

**D**—Cubex storage components are ingeniously joined with black plastic connectors.

**E**—Elegant and timeless, dining chair by Poul Cadovius is produced in teak and mahogany.

**F**—One of many uses of Abstracta is as divider/storage/desk in an architect's office.



F

Poul Cadovius is one of the best known furniture designers and manufacturers in Denmark, in fact, all of Scandinavia. So widespread is his reputation there as an innovator and driving force behind each of his four companies that the names of Cadovius and the firms are virtually synonymous. Significantly, it is not unusual to hear the name Cadovius used instead of Royal System, System Abstracta, France & Son, and Cadomus.

It is Cadovius himself who masterminds the highly successful global enterprises that operate under the family name of Cado. Typically, it was Cadovius who provided the motivating spark to restore the old house in Copenhagen that is now the splendid Cado Center (see preceding article).

## Started in 1945

Cadovius entered the home furnishings business in 1945 when he opened a small workshop to produce venetian blinds, then relatively new. His staff: a partner (who left in 1954) and six employees.

In 1948 he introduced another new idea—a wall-mounted furniture system that he designed and developed called Royal System. This was the first system to take furniture off the floor and up onto walls.

With this revolutionary idea, the company expanded, new factories were built, and a wider distribution network was established. Today there are more than 800 employed at the company's Danish factories; there are branch offices in many parts of the world, and numerous foreign firms produce Cado lines under license. About 80 percent of Cado products are exported to countries outside of Denmark.

In 1960 Cadovius designed System Cado, a further development of the Royal System principle of wall-hung furniture.

In 1966 Cadovius took over the furniture factory of France & Son, known for high quality furniture based on hand-crafted cabinetmaking. Production now includes upholstered, wood, and plastic furniture, for residential as well as contract use.

## Abstracta for dome buildings

Another Cadovius invention is System Abstracta, a module system of interlocking tubes and connectors. In a variety of sizes and lengths, these tubes can be assembled in unlimited combinations for interior uses in shops and stores, offices—in fact, in any interior requiring efficient use of space. The system was introduced in 1960, the same year the venetian blind operation was stopped.

So flexible is its application that System Abstracta was used to create bubble-type, dome buildings, covered with plastic film. These were presented at several international fairs with much acclaim, and Cadovius has received several awards for the System, described by experts as one of the 20 best designs of the last 20 years. It is manufactured and marketed in the United States by Abstracta Structures, Inc.

Cadovius has contributed to the building industry in other ways. In 1966, 10 years of work on an idea was brought before the public. The "house of the future" was delivered by helicopter to a Swedish building fair in Malmo. Here Cadovius displayed new methods in the form of a series of molded fiber glass constructions.

#### In U.S., its Royal System, Inc.

Cadovius opened the United States operation of Royal System Inc. in 1958. Since that initial thrust into the U.S. market, Royal System has expanded its scope considerably with offices in New York and Van Nuys, Calif.; showrooms in New York, Chicago, Cincinnati, Philadelphia, Boston, Atlanta, Dallas, Miami, San Francisco, and Seattle.

Royal System/Cado received its major impetus within the past 1-1/2 years, coinciding with the appointment of Torben Huge-Jensen as President of the U.S. company, Royal System, Inc. Jensen's aggressive marketing and promotion programs have been so successful that by the time he celebrates his second anniversary as President, the firm's sales will have doubled.

One prime area of expansion has been in contract. In part this was necessitated by the marketing of France & Son furniture, which until recently was distributed by John Stuart Inc. In May of this year, following a mutual agreement with John Stuart, Royal System took over France & Son distribution and is marketing the lines under the name of Cado Collection.

To further strengthen Royal System products for contract use, the firm has added a series of components for office application to the Royal System and System Cado furniture. Among these are files and specialized storage units.

All of the wall-hung systems are fabricated in Denmark, with a few inserts for components made in this country. A new Cado desk is now being manufactured in Canada.

Moving into accessories, Royal System/Cado recently added a line of quality rya rugs, made in England, and equally handsome Peruvian woven wall hangings.

Royal System/Cado furnishings are quite diverse, as the sampling on these pages illustrates. Their one common denominator is that they are in the finest tradition of Danish craftsmanship. ■ A.F.

For more information on Royal System Cado Collections: Circle No. 228.

For more information on Abstracta (photo F): Circle No. 229.



**G**—System Cado coordinates desk and storage components at a travel agency designed by Albert Herbert, AID.

**H, I**—To combat rosewood shortage, veneers of several woods are laminated then cut on angle to resemble richly grained rosewood. Table—that's Torben Huge-Jensen perched on its edge—and sofa frame are of same woods.

**J**—A new series of decorative, colorful enamel-topped tables were designed by Poul Cadovius.

**K**—Steen Ostergaard's chairs of fiber glass on display at Cado Center.

**STEEL AND PLASTIC UPSTAGE  
HANDCRAFTED EXOTIC WOODS  
THAT HAVE LONG DISTINGUISHED  
SCANDINAVIAN FURNITURE**

The Scandinavian Furniture Fair this year presented a low profile in terms of new designs. Excitement that is usually generated by Scandinavian furniture was conspicuously missing from the vast array of products displayed at Bella Centret, Copenhagen's large exhibit center that houses both permanent and temporary exhibits from all Scandinavian countries.

Exhibitors presented little that was newly produced for this major furniture event, many items having been seen before. And among those that were making their debuts, there was no innovative spark to spur a universal design direction.

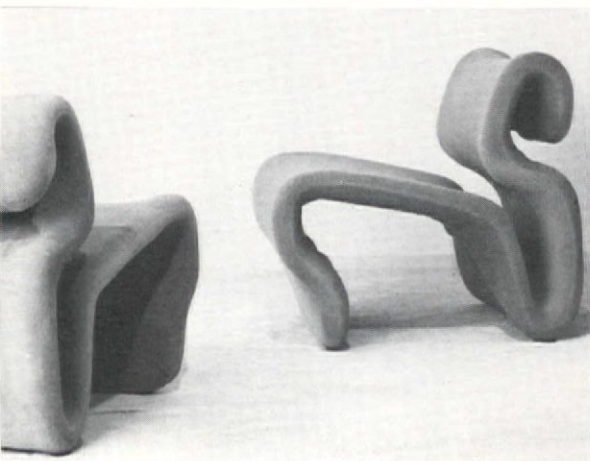
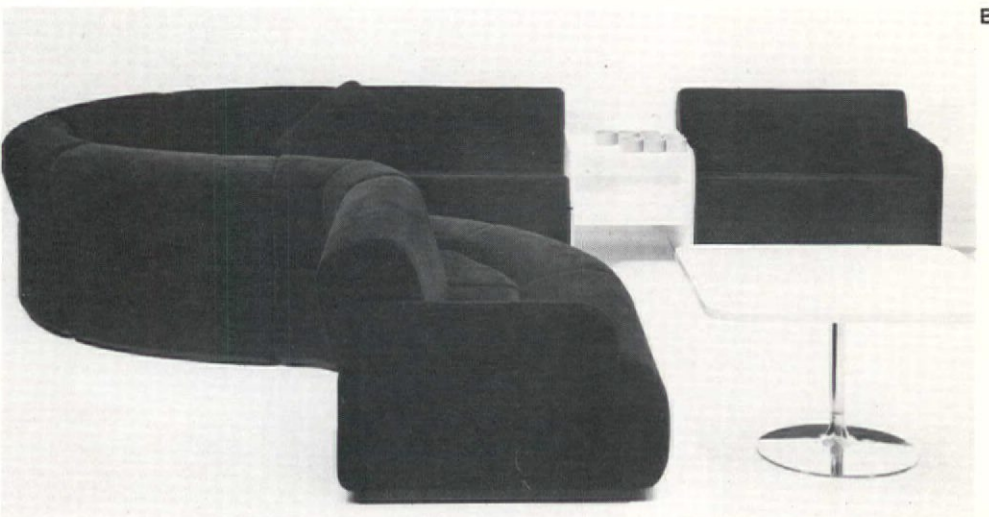
So difficult was it to find new, exciting furniture lines that as dealers met and grouped in the corridors their common greeting, in near unison, was: "Have you seen anything new?"

In general, particularly among the residential lines, the overall look of the furnishings was one of fashion, one that might aptly be called fad. Variations of the styles produced by the Italians during the past decade seem to have invaded a good many of the Scandinavian exhibits—some obvious and not too expertly handled knock-offs, a few borrowing design direction and treated handsomely. This is not to imply that nothing was new. Those that were not only new but also excellent made the search worthwhile.

**Modular sofas, wall units**

Laminated and shaped plywood, pine, steel, some plastics, and many versions of tubular metal frames have outpaced the tactile, near-sensuous, and very expert manner that the Scandinavians, the Danes particularly, have of quality crafting wood into classic pieces of furniture. For the most part, and regardless of the materials used, Scandinavian manufacturers known for better lines still place great emphasis on finesse of design and quality of fabrication, as the illustrations on these pages demonstrate.

Modular lounge seating units, overstuffed with deep, comfortable foam and covered in a variety of materials, were



C D



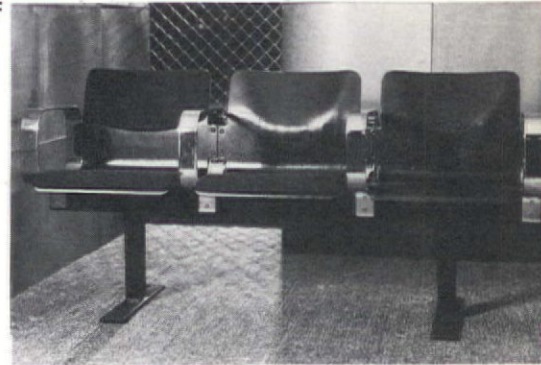
E

**A**—Fabrikken Lea/L.E.Andersen (Denmark) took a turn at playfulness with Tom Christian's lounge, made of soft pillow bolsters set on a toboggan-shaped base.

**B**—Eero Aarnio craves modular seating sections to show the system's versatility, which also includes insertion of tables. Called Caravan, it is produced by Asko (Finland).

**C, D**—Two designs by Jan Ekselius for Joc Mobil (Sweden) share in common simplicity of form: Etcetera I easy chair (**C**) and S75 chair (**D**).

F



**E, F**—Lamhults Mekaniska (Sweden) brings a clean, crisp look in fixed seating by Lindau & Linderkrantz design team. Options include padding on upper back rest and seat, table top inserts between seats. Available shortly through Stendig Inc. in U.S.

**G**—Skippers Mobler (Denmark) uses bent tube to frame this very comfortable, leather upholstered lounge chair, designed by Svend Skipper Dyrup.

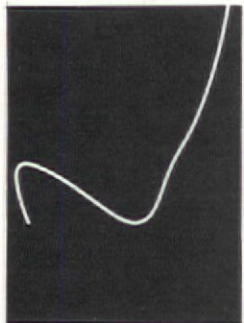
**H**—Kinnasand (Sweden) displays fabrics that are subtle, sophisticated in design and weave. Gamma is 100 percent cotton; Delta is an acrylic/polyester/linen/rayon blend.



G



H



## SCANDINAVIAN FAIR SCORES HIGH ON QUALITY BUT LOW ON INFLUENTIAL FURNITURE TRENDS

fairly well represented by a number of manufacturers. Wall storage systems, with modular units providing built-in flexibility, were displayed in both metal and wood.

For the open office, several systems arranged into efficient workstations. Only one manufacturer, Scanform, displayed what is considered the traditional, total office landscape system that included acoustical dividers and screens, divider-hung components such as files, shelves, cabinets, and work surfaces.

One of the more exciting seating groups was Fritz Hansen's System Chair, a new series that embodies numerous versions of the Verner Panton-designed concept. The System Chair, which made its U.S. debut at NEOCON, is more fully described and illustrated on page 86 of this issue.

#### New Bella Centret for '75

For the U.S. dealer and specifier visiting the Scandinavian Furniture Fair, one notably outstanding impression is the quality of the Fair itself. Despite the fact that little was really new, there is more good design than bad; the exhibits themselves, both the temporary as well as permanent ones, are treated handsomely in settings that invite and delight the serious buyer and casual browser alike.

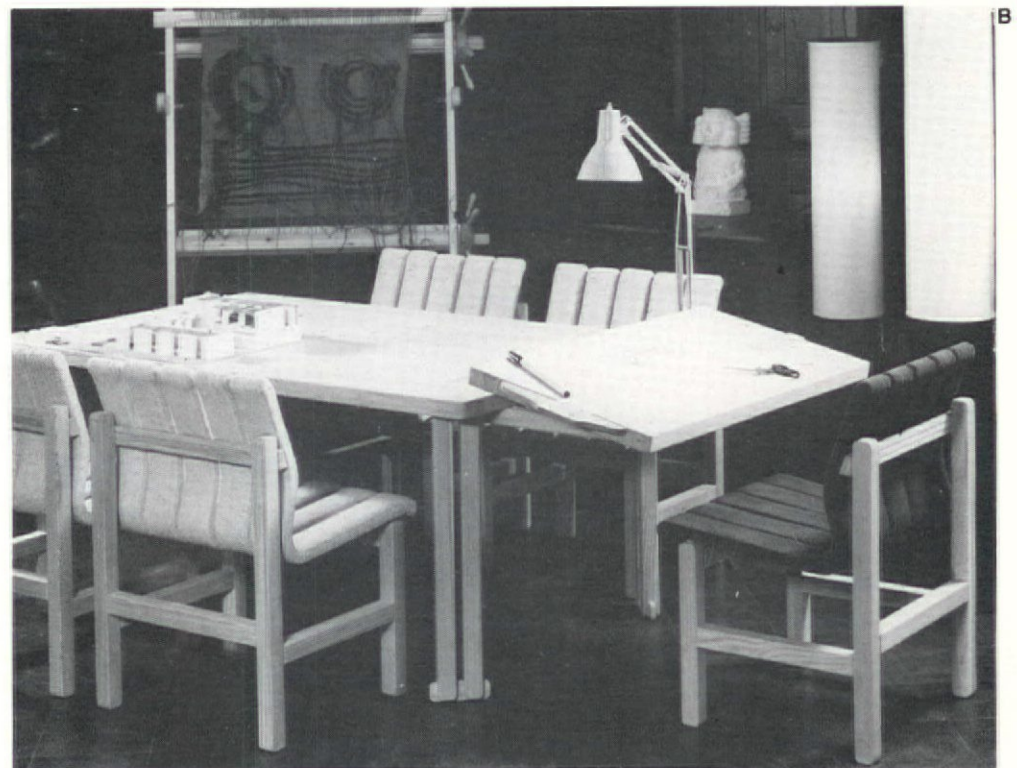
Good design prevails throughout—in corridors, public restaurants, private meeting rooms, right through to the exhibits. But beautiful as it is, Bella Centret has proved too small, particularly for the Scandinavian Furniture Fair, which this year inaugurated its international section.

A new Bella Centret is now being constructed on a much larger scale and will undoubtedly attract many more international events in fields other than furnishings. The new complex will possess facilities to accommodate conventions and congresses for up to 6,000 persons.

The new center will have greatly expanded exhibition areas, several halls and auditoriums for large conferences, meeting rooms for smaller working groups, equipment for six-language simultaneous translation, audio-visual aids.

Designers of the new center, Ole Meyer, architect, and Erik K. Jorgensen, M.Sc. (Eng.), have arranged the buildings in such a way that future extensions can be made in practically all directions.

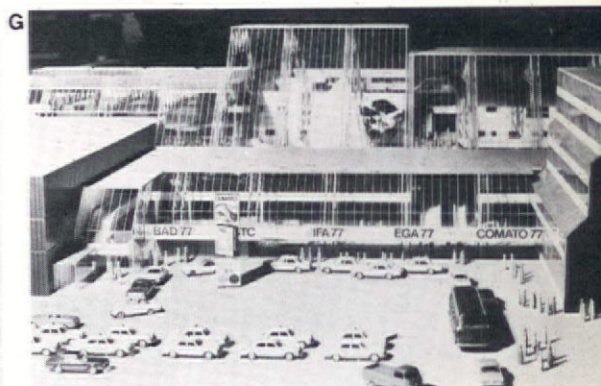
The Bella Centret will be ready for its first event in September 1975. ■ A.F.







**A**—Avanti wall system, with near-endless combination capability, was designed by Antonio Gioia for Dux of Sweden. Components of the system, lacquered in white, brown, or black, join to form an efficient workstation. At Raymor in U.S.  
**B, C**—A special surface treatment keeps the solid Siberian larch (a tough, durable pine) from marring. Chairs and table are part of Collection Fuglsang (Denmark) line designed by Vagn.  
**D**—Laminated woods turn into sculptural frames in Select S-I, designed by Olaf Rolf Tysnes for Westnofa Ltd. (Norway).



**E**—Laminated and shaped plywood, abbreviated wings flanking the headrest, and casters on back legs distinguish a new lounge chair by Hans Wegner for Getama (Denmark).  
**F**—Esko Pajamies covers the chair shell with leather and curves the tubular frame around the shell in Contra seating produced by Asko (Finland).  
**G**—Model of the new and larger Bella Centret, scheduled for completion by September 1975, shows main entrance, with administration building to the right. At left of photo is the congress hall; in background, the Center hall.

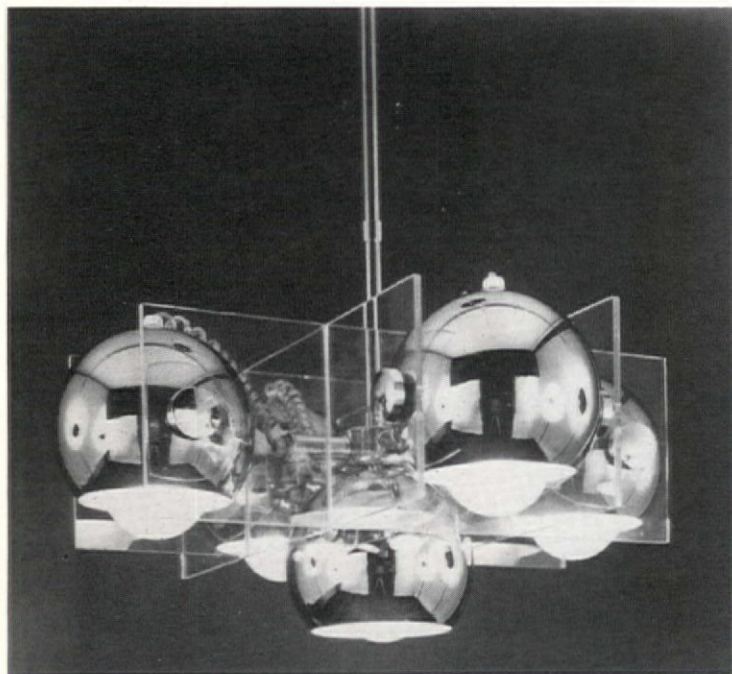
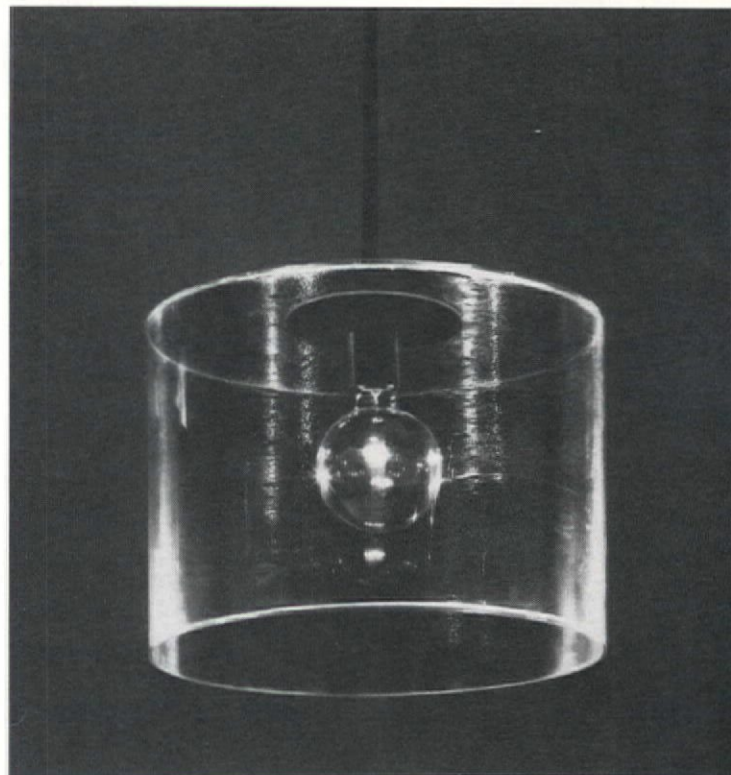


Modular is keyword  
 in seating and in wall systems

## LIGHTING TAKES SHAPE, SHINES IN ACCORDANCE WITH INSTALLATION NEEDS

Combined candle and electrical  
power, malleable plastic fixtures,  
modular ceiling systems, insure  
correct intensity and configuration

Seamless wall drum casting, new to lighting manufacturing, creates a chandelier globe of uniform thickness, virtual indestructibility. Designed by Paul Mayen for **Habitat Inc.**, the hanging fixture is cast in clear or transparent Butyrate and can be specified in 12- or 17-in. diameters. Translucent drum, cast in high density linear polyethelene, is also available. Circle No. 249.



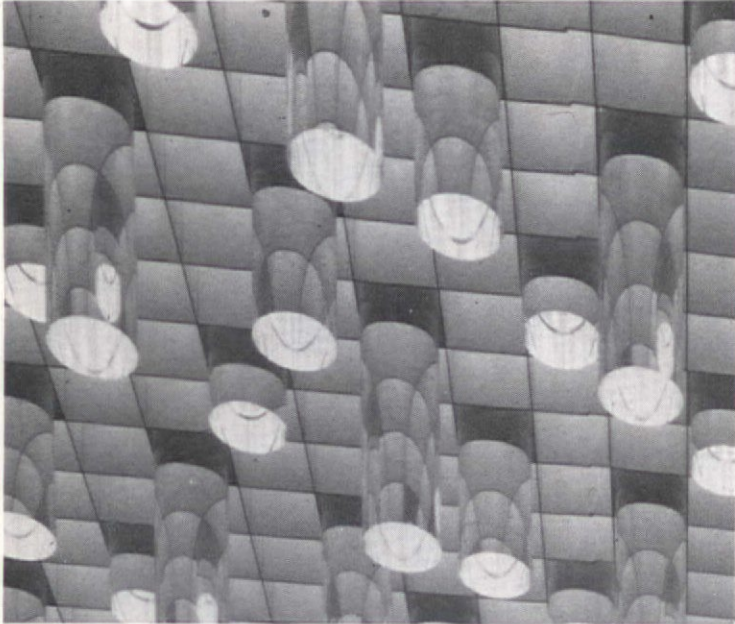
Plexiglas and metal take geometric, circle-within-a-square shape in a collection of contemporary fixtures from **Auralume, Div. Lightron Corp.** Tic Tac Toe, aptly titled, suspends polished chrome or brass globes between clear or smoked Plexiglas panels. Available in stem-hung, chain-hung, or chain-swag models, the five-globe unit features coil cable wire for easy, individual head positioning. Circle No. 248.



Base and columns of polished chrome support pleated beige linen shades and double bulb unit, in **George Kovacs Lighting Inc.**'s Dangles collection. Dubbed for its suspended brass pullchains, the collection can be specified in polished brass, matte brown finishes, as well as in chrome, with choice of Dupioni silk, soft suede shades. Circle No. 250.

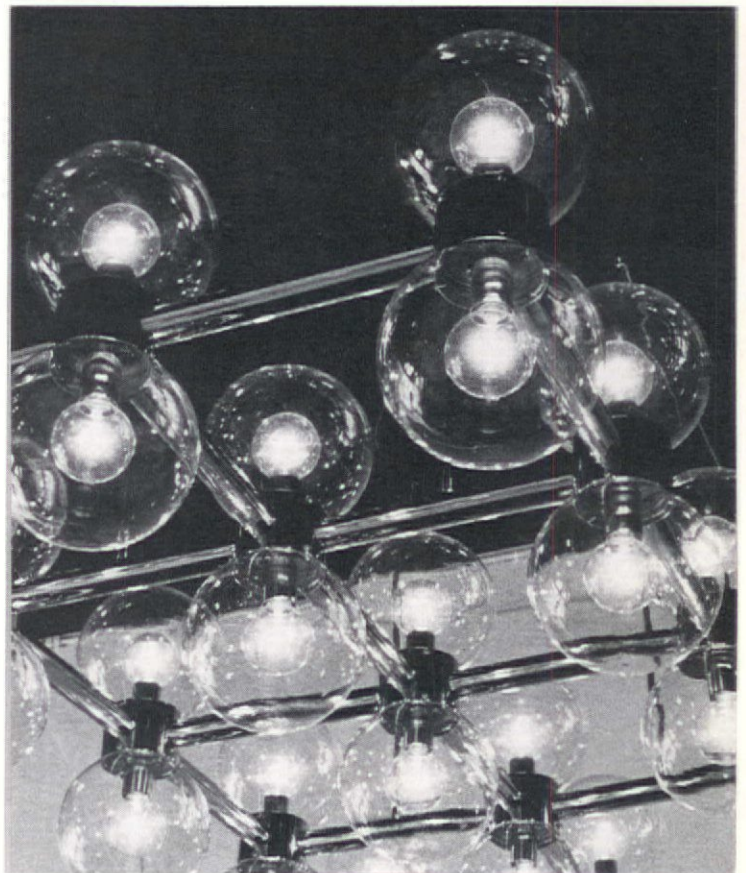
White-on-white sculptured motifs adorn **Sunset Lamps, Div. Cosco, Inc.'s** Reflections '74 series of table fixtures. Inspired by the resurgence of art deco design, the collection includes square and circular base pieces, choice of white parchment—or white feather—shades. Circle No. 252.

Shifting crystal reflections in constantly changing tones provide ceiling interest (in addition to uniform illumination) with wall-to-wall coverage from **Neo-Ray Lighting Systems, Inc.** Of uniform or irregular length, randomly or regularly spaced, the Anglo ceiling unit—from the Trilogy group—offers graphic possibilities from geometric patterns through company logos. Circle No. 251.



Old World charm with updated durability and ease of maintenance is what **Sternberg Lanterns, Inc.** has aimed for in its 16 fixture line of outdoor lamps (above left). Fashioned from weather-resistant cast aluminum, the lanterns are offered in choice of 10 finishes, five decorative glass or acrylic panel combinations. All with pier, post, or hanging mountings. Circle No. 253.

**Georgian Art Lighting Designs** introduces a hand-leaded solid brass lantern (above right) for indoor and outdoor use. South Hampton, six-sided coach lantern, measures 39-in. high and accommodates three candelabra bulbs up to 60 watts each. Circle No. 254.

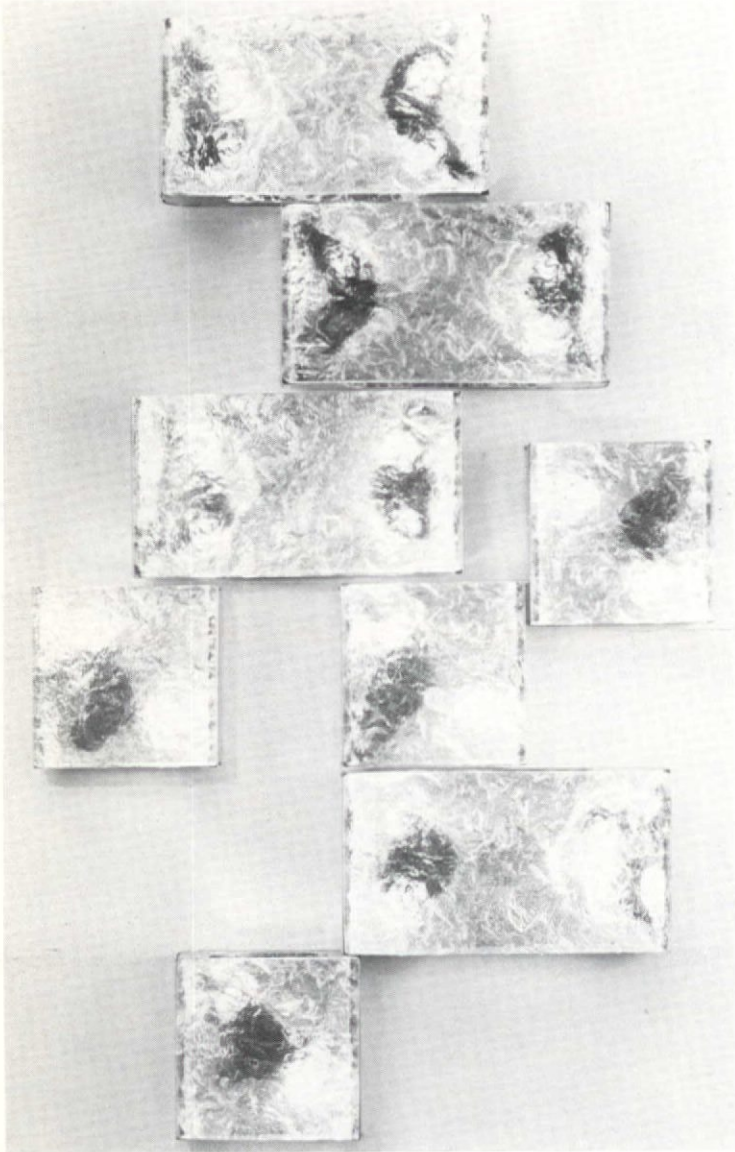


Through multiple use of basic light unit, **TSOA Designs' Chandelier System I** offers the designer the opportunity to construct lighting configurations directly suited to individual installations. The add-on system joins clear glass globes with polished chrome tubing. Circle No. 255.

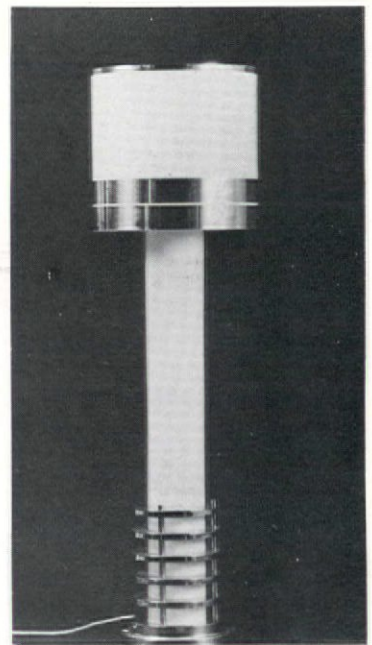
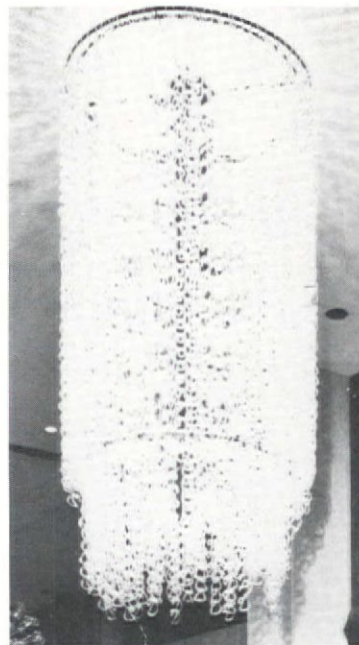
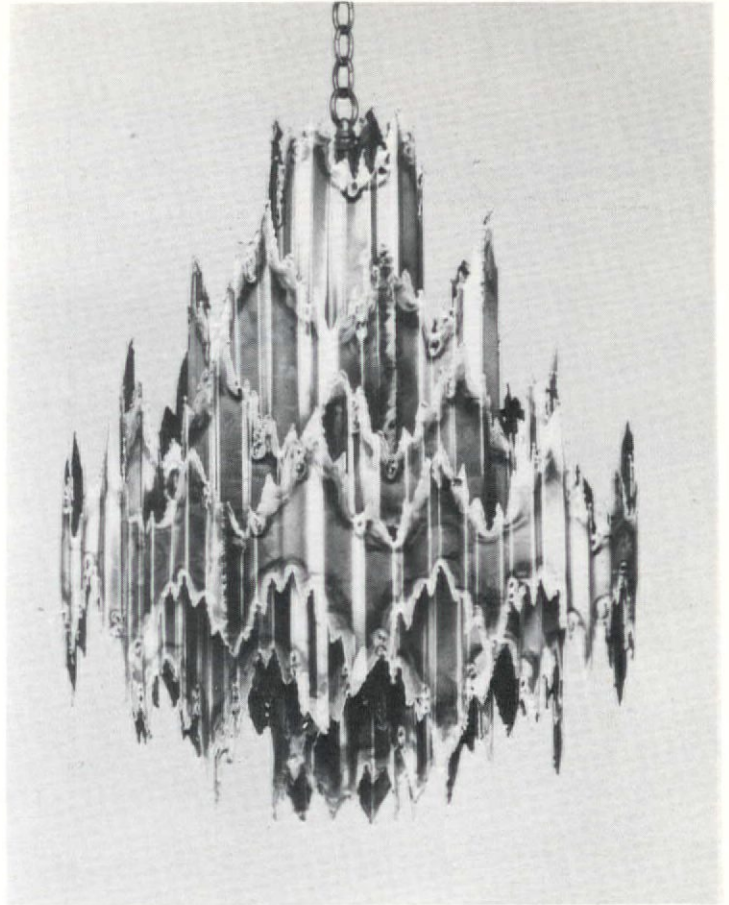
Timmerco Div. Feldman Lighting's flame sculptured bronze line can adapt to a wide range of wall and ceiling uses, from modest bracket fixture to expansive chandelier. Cascade combines several tiers of rough-edge bronze—random lengths, random levels—to achieve maximum light reflection and diffraction. Circle No. 257.

## LIGHTING

### Plastic-encapsulated bulbs burn for fifty years



Chrome plated metal housing supports heavy-hand sculptured crystal plates, creating a wall fixture which Venini Ltd. describes as "the modernists delight." Cool crystal cubes can be alternated with amber patches for warmer lighting effect. Circle No. 256.

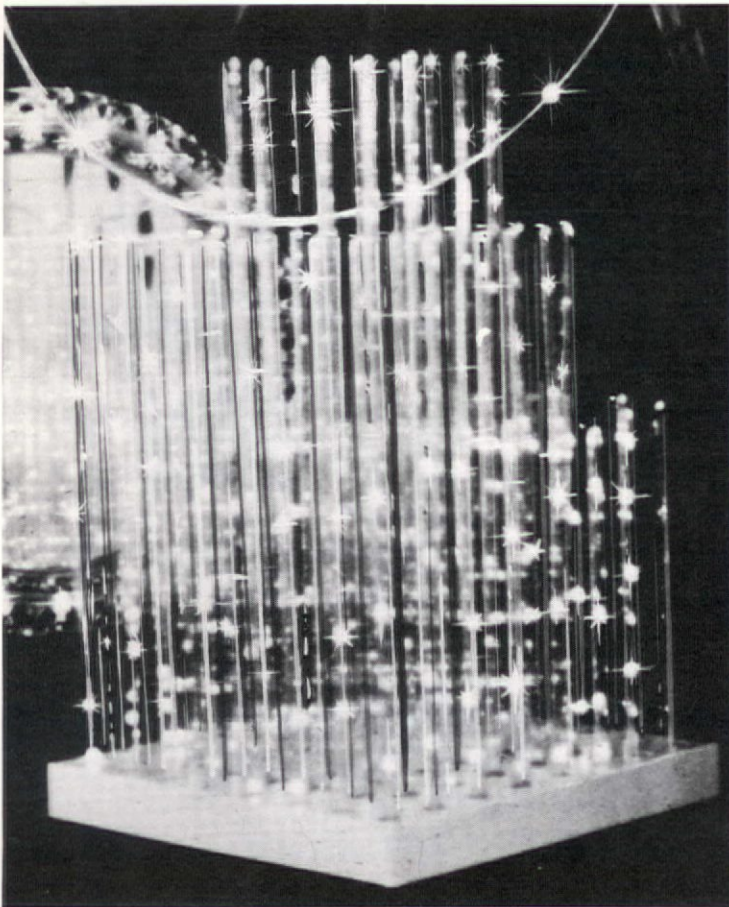
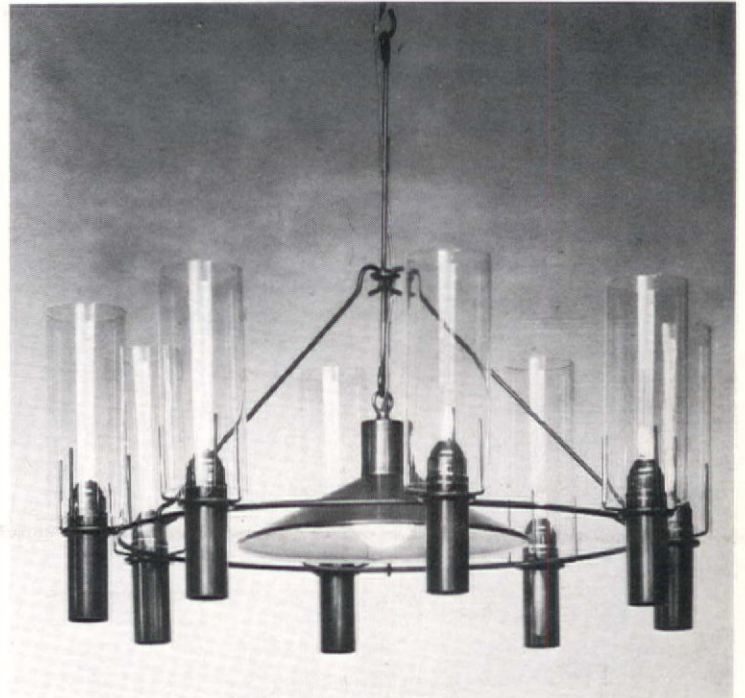
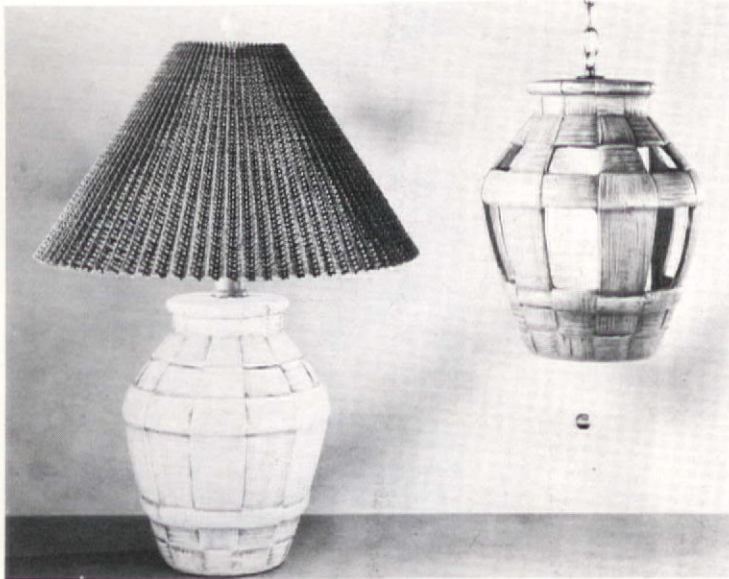


Cascading glass chandelier, a Glass Plus Glass custom design from Prescolite, uses five-foot diameter metal ceiling ring to support more than 30 projecting light stems holding 4,500 individual glass units. Close spacing of projectiles, combined with smaller-diameter inner support ring, creates visual / lighting opulence. Circle No. 258.

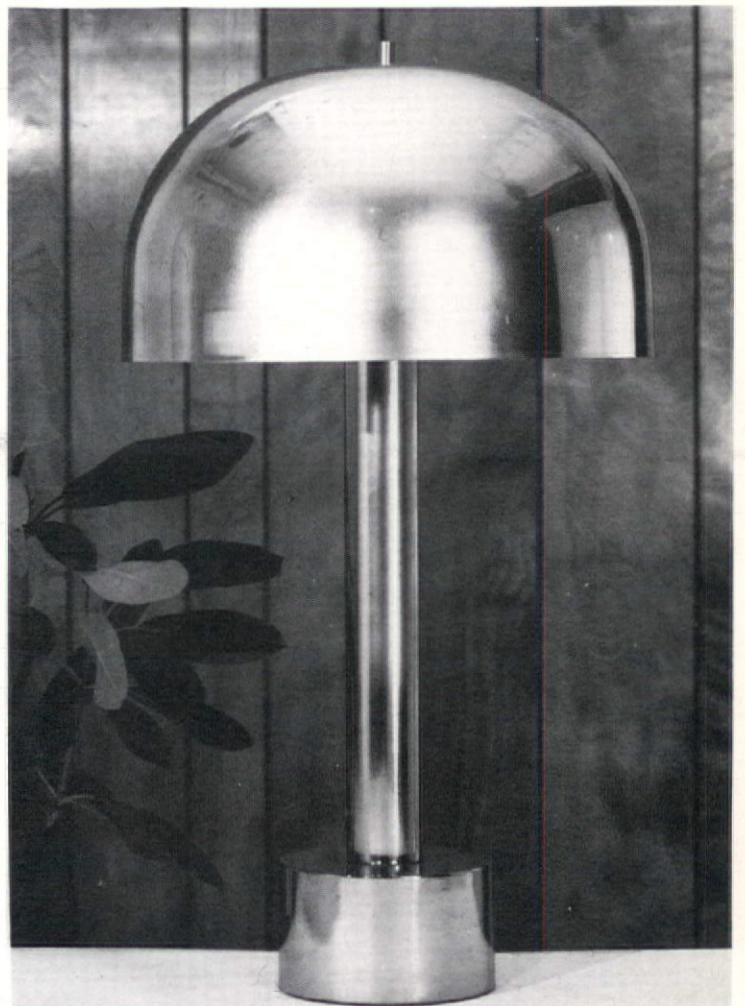
Art deco revival inspired Koch & Lowy's design F-2043, silver-banded table lamp. White glass column lights independently of its matching shade, for high or low intensity. Circle No. 259.

With newly added center down light to supplement candle light, **Robert Long Inc.'s** 5079 chandelier can rely on electrical power for high illumination settings, use candles alone for accent lighting. Spring-loaded cartridges contain eight-hour candle which is automatically raised to accommodate burning. Circle No. 262.

Natural basket weave styles **Haeger Potteries Inc.'s** Country Casual collection of table and hanging lamps. Both models (7418-UP, table, and 7418-C, hanging) are handcrafted, finished in a wide selection of handwiped glazes. Circle No. 260.



From **Gruen Lighting**, LoV-Lites—miniature bulbs encased in clear plastic tubing, formed to follow most any articulated shape. Lamps can be spaced according to users' needs to achieve high or low illumination; plastic casing makes the system suitable for both indoor and outdoor application. Rated life of the permanently encased bulbs—50 years. Circle No. 261.



Polished chrome or Malayan bronze are finish choices for **Laurel Lamp's** contemporary table fixture. Model H-1141 stands 29-in. high, and comes equipped with three-way bulb socket. Coordinated floor model also available. Circle No. 263.

# CRYSTAL CHANDELIERS REQUIRE ADEQUATE DESIGN LEAD TIME

## 100-year-old Camer Glass specializes in design of unusual crystal chandeliers for growing contract business

With luck, you can catch an old-time film on the late, late show, where the architect and the contractor finish putting up a huge 10-foot-diameter imported crystal chandelier, step back to admire it, and watch helplessly as the supports let go. The sound is electrifying and horrendous and the camera inevitably pans to the client standing there with mouth agape.

Fiction? Right! Designers and specifiers know that a good company will anticipate such problems, reinforce the supports when needed, and take precautions to see that nothing goes wrong.

Taking pains to see that such occurrences don't happen is the stock and trade of a 100-year-old lighting fixture company, Camer Glass of New York City. The brothers George and Paul Camerino are carrying on a business that was started three generations ago by their grandfather, who installed his first chandelier 100 years ago.

Today, Camer crystal chandeliers are everywhere to be seen, including Caesar's Palace in Las Vegas, the Calgary Convention Center in Canada, and hotels and buildings too numerous to mention.

All components are imported from Italy, although the chandeliers are custom designed for contract in the United States. Blown glass or solid are the basic ingredients.

About 30 percent of the company's business now is focused on contract, with 90 percent of that delivered as custom designs. At Caesar's Palace, about 16 crystal chandeliers configured in spirals that cost about \$3,500 each are in use. One 14-foot-diameter (at the top) chandelier cost in the vicinity of \$14,000. But chandelier costs range downward or upward, depending upon the complexity of the design and installation.

"Requisite to a proper specification of a chandelier," says Paul Camerino, "is early planning on the architectural end, so that proper supports can be designed, before weight requirements dictate structural changes."

Because chandeliers are a complex business, Camer has an expert supervise every major installation.

"We advise clients not to open the cases, but to notify us the day they arrive. 'Don't do anything!' we tell them, and then we send our own mechanic to the site," says Camerino.

Ninety to 120 days lead time is recommended for contract jobs, although some items can be shipped in only four weeks.

George Camerino makes a second home,

almost, in Italy, where he spends 18 weeks every year at the factories supplying Camer. He lives in Venice four to six weeks at a time.

His factory involvement also is part of the supervision process. Typical of Camer's ability to accomplish the near-impossible is a 20-foot-diameter chandelier designed for the Diplomat Hotel, Hollywood, Fla. The chandelier was so big that it was built outside the factory, packed in gigantic cases that were piled up for two weeks prior to shipment. These cases include spare pieces of crystal for the client.

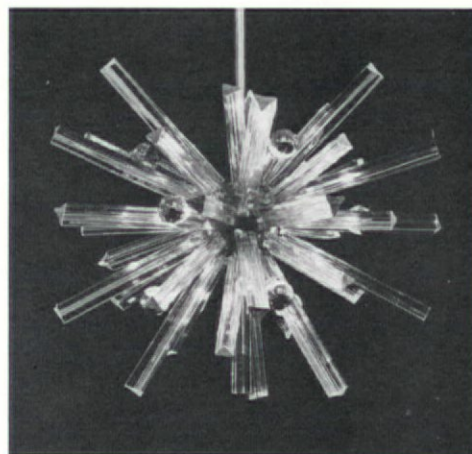
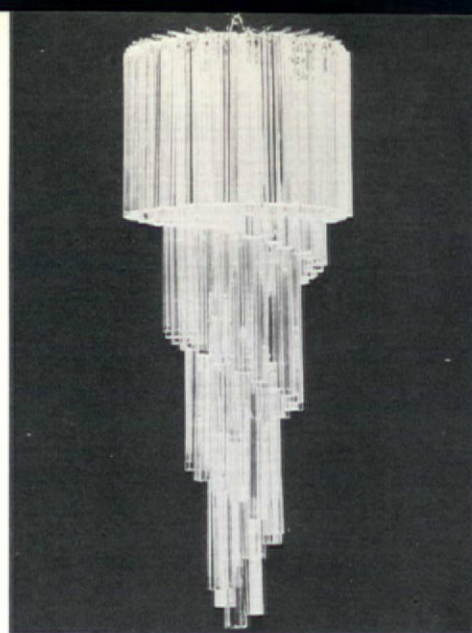
An idea of the breadth of cost is \$18,000 for one single fixture ranging downward to \$375. The fixtures are designed from about 60 components, out of which literally hundreds of shapes are designed.

"We work with only one medium—glass," say the Camerinos, "so we know what can or cannot be done with it. That means we can temper some outlandish ideas and shape them into workable designs."

Camer utilizes 17 different factories, in addition to its own five-story assembly plant in New York City.

The Camerinos agree that in all facets of the business they try to stay away from the "super expensive," working instead toward "a beautiful fixture at a reasonable price."

"We work with only one medium—glass," say the Camerino brothers, George and Paul (below), of family-owned Camer Glass Inc. Exquisite examples of Camer's crystal chandeliers (top to bottom) are spiraling arrangement of prisms and a starburst fixture with solid prisms set into stainless steel sphere. Not limited to chandeliers, Camer also produces glass sculpture, such as this formed ribbon of hand-drawn glass.



## FIRE-RESISTANT FOAM, IMPROVED CONTROLS PACE CHAIR COMPONENT DEVELOPMENTS

Better performance  
in chair controls and components  
is key to new improvements  
by manufacturers  
for contract applications

Flame-resistant neoprene cushions for contract seating, smoother rocker mechanisms, slim profile controls, and new slides, glides, and casters developed by chair control and component manufacturers offer specifiers a wider choice to help conform to more stringent institutional specifications.

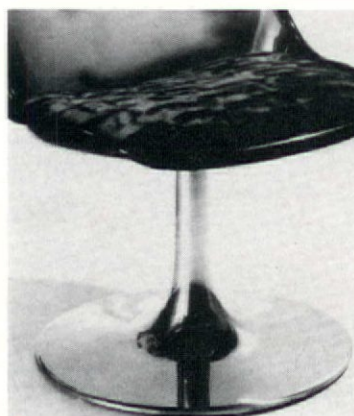
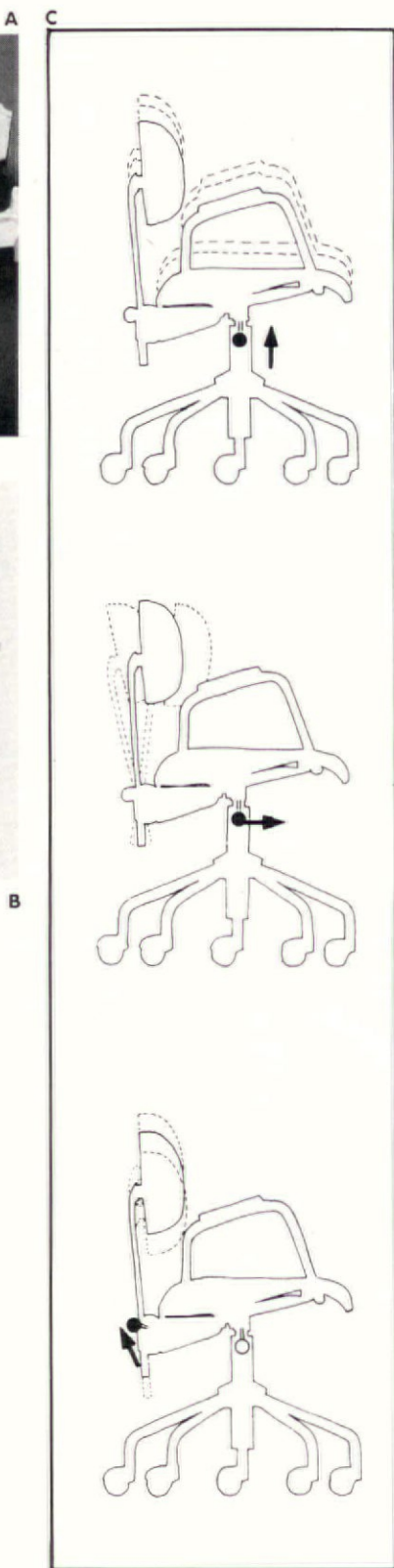
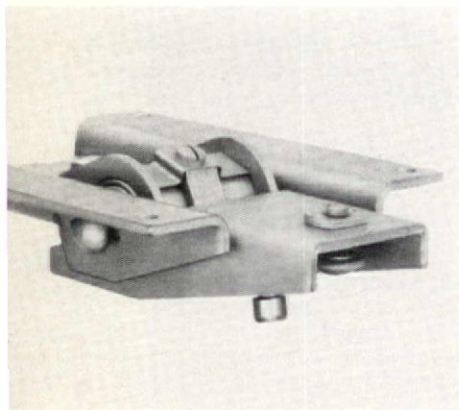
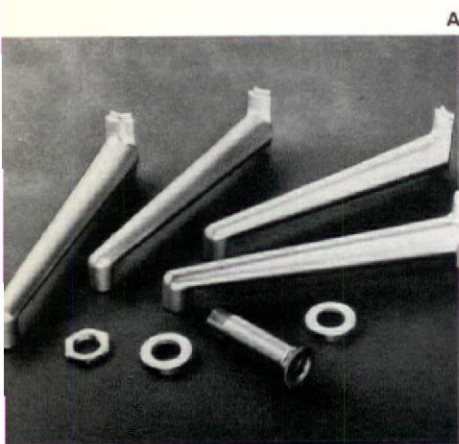
Both in terms of appearance and performance, component products are being introduced that meet specific contract needs for safety, durability, and ease of operation.

CONTRACT offers on these pages a review of new chair controls and components now being marketed. ■

**National Lock Hardware** controls feature torsion bar suspension, thin profile, allowing greater design freedom in mounting. (Photo shows application of single-action control, spindle, and spindle cover to Metalstand shell chair.) Controls, also available with double action, have 360 degree rotation, and use separate spindles to allow KD shipment of chairs. Circle No. 237.



# Automatic lifts catch on in U.S.



**A**—Faultless' knock-down unit, Versabase, enables manufacturers to create matched bases without the cost of designing and tooling for the bases. Composed of interfacing aluminum leg modules, bases of two (using standard spacer slips), three, or four legs are easily assembled. Circle No. 238.

**B**—Designed for use in non-tilt secretarial chairs with posture back, the G-2200 series posture control can be easily recessed within body of chair seat, uses rubber torsion. The Bassick Div., Stewart-Warner product is noiseless and lubrication-free. Circle No. 239.

**C**—Designcraft's Suprchair, uses adjusting mechanisms which are instantly responsive since they are accessible from seating position and operated at the slightest touch. Chair designer Hans Krieks wanted to "alleviate the contradiction of existing chairs," the fact that they are adjustable but usually remain unadjusted. The product of fifteen months of exhaustive research, the use of control mechanisms is intrinsic to the design concept of the final product, seating to fit "Everyman." Circle No. 240.

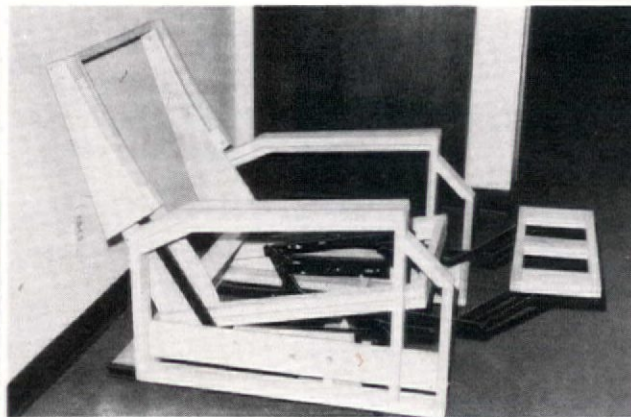
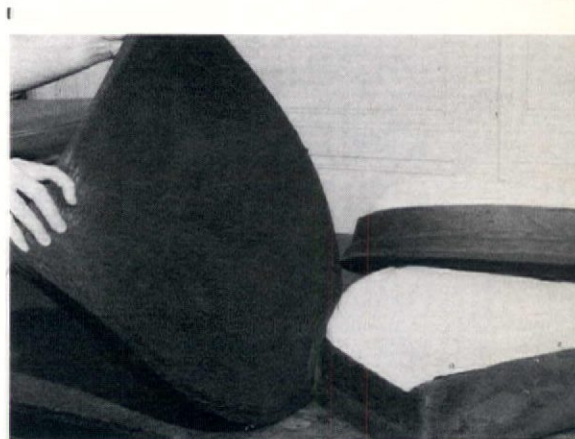
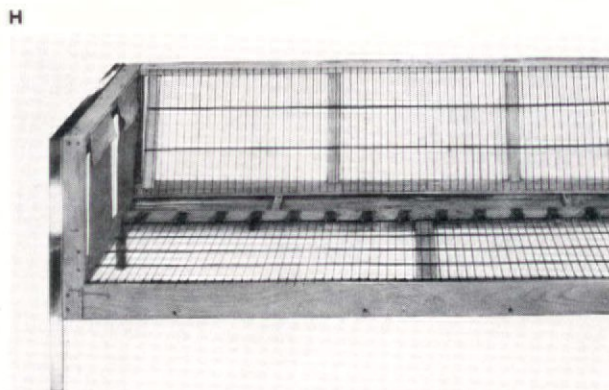


**D**—"Automatic chair lifts, already used in 40-percent of the European office chair market, are being introduced into the U.S. market," says Ray Wilkes, creator of **Herman Miller's** Wilkes Seating. "Because they are easily adjusted or varied to relieve fatigue, they are better than the screw adjustment, which is functionally compromising because it is laborious to operate." Wilkes gives the following pointers on proper chair adjustment: "The front of the sitters thigh should be horizontal when in non-tilt position. The lift should allow for dimensional discrepancies in relation to the anatomy. Good tilt seat position begins with both feet flat on the floor. Then raise heels keeping balls of feet on floor. Seat front should not increase pressure unduly on the underside of the thigh." Circle No. 241.

**E**—Series 7100 round bases from **EST Co.** combine trumpet styling, strength, and polished surface. The firm will be exhibiting at the International Woodworking Machinery Supply Fair, affording a closer look at the product. Circle No. 242.

**F**—**Faul & Son's** modern rocker swivel uses the firm's Swiv-Ion Swivel, and more steel for more strength, to give the industry a five-year guarantee. Circle No. 243.

**G**—**Shepherd** ball casters use metal and rubber tread in wheel sizes from 1½-in. to 3-in. In addition, the firm has recently expanded its line to include a wide range of wheel casters, sockets, and caster brackets. Circle No. 244.



**H**—**Flex-O-Lators'** Perma-Mesh seat spring, on view at International Woodworking Machinery Furniture Supply Fair, is reputed to be the first all-new spring base introduced in the past 20 years. Newest application is in a base spring with full depth coils attached to it, giving the same degree of deep seat springing now only available with hand-tied constructions. Circle No. 245.

**I**—**Toyad Corp.**, manufacturer of flame-resistant neoprene foam for seat cushions, will also be exhibiting at International Woodworking Machinery Furniture Supply Fair. Inherently flame-resistant, the firm's Updown RP, made from DuPont Latex, is reputed to provide the most protection from fire of any commercial cushioning material available today. Circle No. 246.

**J**—**Middletown Manufacturing's** Wall Hugger action comfort chair mechanism permits a reclining chair to be placed within one inch of wall. The mechanism glides into the reclining position without the use of handle. Circle No. 247.

# FURNITURE SUPPLY FAIR—USA AIMS AT SPEEDING DELIVERIES

Better quality upholstered furniture and better efficiency to help correct delivery problems is aim of huge International Woodworking Machinery & Furniture Supply Fair to be held in Louisville, Ky., September 21-25.

"If the Fair helps make a dent in furniture delivery backlogs, it will be making a great contribution to the industry," a spokesman for the third International Woodworking Machinery & Furniture Supply Fair-USA told *CONTRACT* Magazine. Scheduled to be held at the Kentucky Fair & Exposition Center in Louisville, Ky., September 21-25, 1974, the Fair will attract 20,000 manufacturers, designers, and suppliers from all over the world.

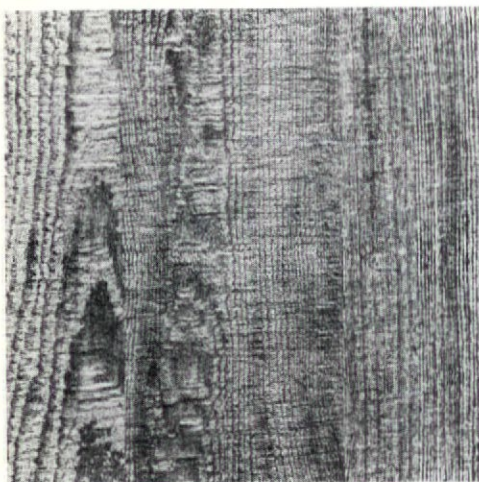
"In addition to offering greater cosmetic

value and/or smoother action, longer life, and greater comfort qualities," says John M. Snow, International Fair's Executive Director, "there will be improved components that help the furniture product meet new safety standards and others that minimize inventory problems and save labor."

Snow points out that component exhibits will account for the largest number of displays to be housed in the supplier sections at the Fair, which is co-sponsored

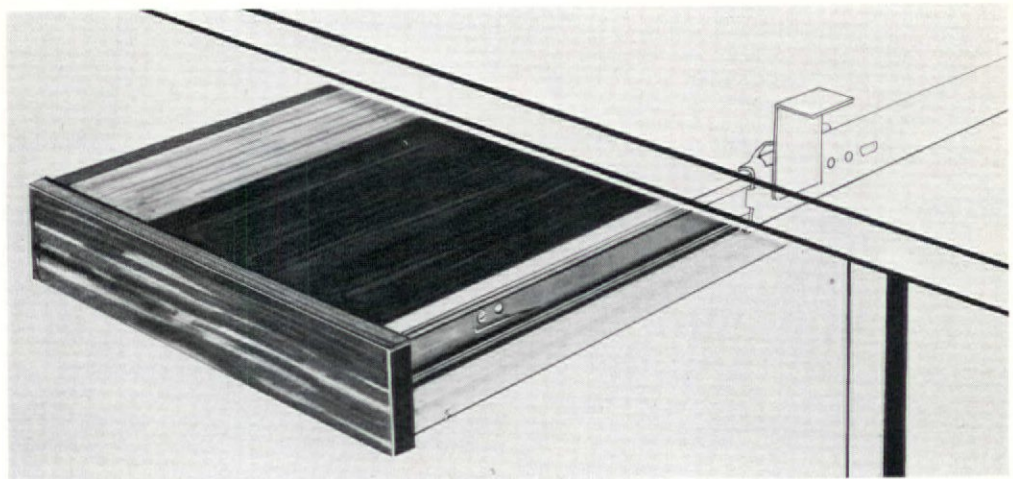
biennially by National Association of Furniture Manufacturers and Woodworking Machinery Manufacturers of America. Included in the displays will be casters, cabinet drawers, hardware, frame parts, mechanisms, decoratives, and glass and marble table tops. Both plastics and upholstery products will receive a great amount of attention in displays.

A cross-section of products to be displayed by exhibiting manufacturers is presented here.



A

**A**—Wilson Art will introduce a decorative laminated plastic in new Sierra Plank design, available in a range of sizes and thicknesses. The product, giving a random plank effect, comes in warm brown or weathered charcoal grey. Circle No. 230.



B

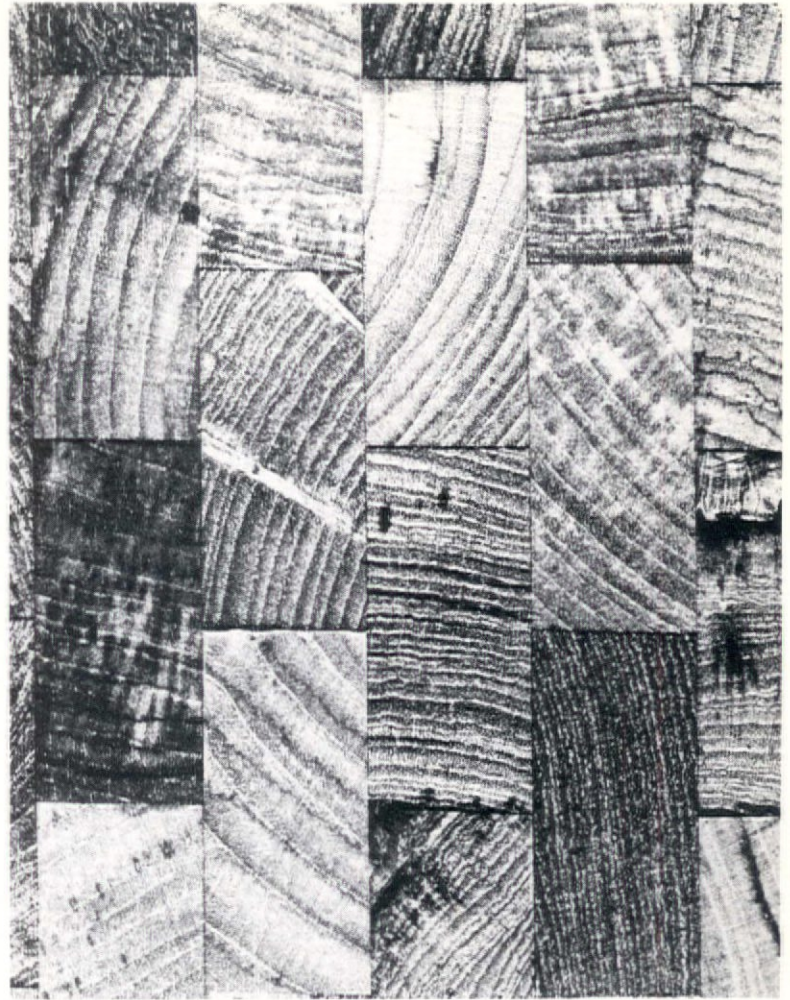
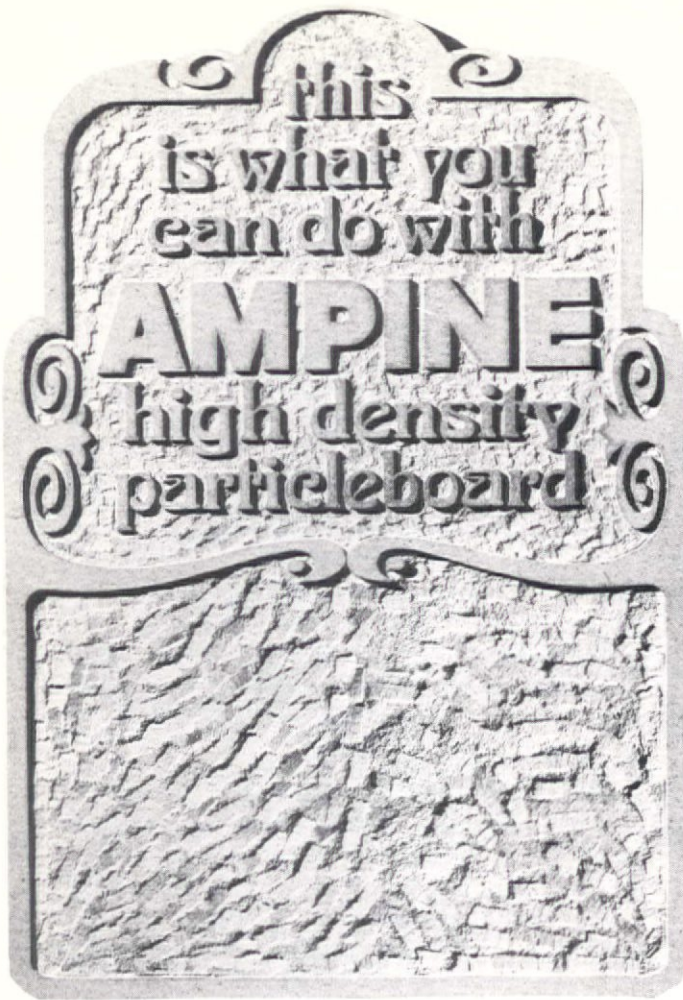
**B**—The medium-duty, ball-bearing action center drawer 519 slide is the latest addition to Grant Hardware's Velvet Touch series. Special feature is a positive stop latch with a trigger release mechanism. Sidewalls are not necessary for installation, and the mechanism will support loads up to 75 pounds. Circle No. 231.

**C**—Ampine High Density particleboard is suited for critical uses requiring excellent machining characteristics, high physical properties. Available in both high density and industrial grades, the American Forest Products Corp. product is manufactured from soft textured Western Pine and White Fir Tree species. Circle No. 232.

**D**—Butcher Block, a new wood-grain design introduced by Permaneer Corp. to its line of vinyl veneer industrial particleboards, is protected by a tough, low-maintenance finish and comes in a choice of four sheet sizes and seven thicknesses. Circle No. 233.

● Available in full size and cut-to-size panels, Laminite Plastic's Laminwall Melamine-surfaced panels can be made to order, fully machined component parts ready for assembly. Circle No. 234.

● Masland Duran will feature both its Clad and Contract lines of vinyl fabric, introducing new patterns and colors. The Contract line of vinyl upholstery meets oil-, flame-, and mildew-resistance requirements of the federal government. Clad is Duran's semi-rigid vinyl sheeting, capable of lamination to metal or hardboard for a built-in decorative finish. Circle No. 235.



C

D

### SELECTED LIST OF EXHIBITORS

Exhibitor	Booth	Exhibitor	Booth	Exhibitor	Booth
Accuridè, Div. Standard Precision	PD-11,12	Formica Corp.	EF-17,EF-18,19	Phillips Films Co., Inc.	EG-20,21,EG-22
Ajax Hardware Corp.	ED-22, EG-42, EG-43	Foster Bros. Mfg. Co.	EJ-24, EJ-25	Pioneer Plastics Corp.	EH-15,EH-16
American Caster Corp.	PF-19	Froelich Co.	EG-37	Pirelli Ltd.	EJ-10,11 through EJ-18,19
American Forest Products Corp.	EK-52	Gem Industries, Inc.	PD-20,21	Plymouth Div. / Emhart Corp.	EJ-26,EJ-27
Amoco Chemicals Corp.	EG-23 through EG-25, EH-50, 51	General Electric Co.	WX-4,WX-5	PPG Industries, Inc.	EH-52,EH-53
Amos Molded Plastics	EH-47, EH-48, 49	Georgia-Pacific Corp.	EJ-5,EJ-6	Reeves Bros. Inc. / Curon Div.	EJ-20,21
Appalachian Hardwood Mfrs.	EG-52, EG-53	Otto Gerdau Co.	EK-13	Reliance Universal, Inc.	EF-26 through EF-28,29
Architectural Woodwork Institute	EF-50	Joseph Gillott & Sons Ltd.	EJ-10, 11 through EJ-18,19	Selby Furniture Hardware Co., Inc.	BK-40,41
Athol Mfg. Div. Emhart Corp.	EJ-26, EJ-27	Glass Laboratories, Inc.	EH-13,EH-14	Shepherd Products U.S.A. Inc.	EJ-7,EJ-8,9
Bassick Div. Stewart-Warner	EH-42, EH-43	Grant Hardware Co.	EL-11	Simpson Timber Co.	PA-14,15
Contract Magazine	FH-1	Guardsman Chemical Coatings, Inc.	EH-10, 11, EH-12	Super Sagless Corp.	EK-20,21 through EK-25
Canada, Dept. of Industry Trade & Commerce	EJ-1 through EJ-4, EK-K through EK-8,9 WM-2 through WM-8	Hardware Designers, Inc.	EK-44	Tenneco Chemicals, Inc.	EK-32 through EK-34
E. R. Carpenter Co., Inc.	EH-20, 21, EH-22	Haydock Caster Co.	EH-4	Toyacorp.	PC-13
Celotex Corp.	EJ-30,31	Hercules, Inc.	EF-54,55	Turner & Seymour Mfg. Co.	EH-46
Colamco, Inc.	EK-35, EK-36	Kay Mfg. Co.	EG-40,41	Uniroyal, Inc.	EG-10,11 through EG-13
Columbus Coated Fabrics, Div. Borden Chemical	EJ-45, EJ-46	Kevi A / S	EH-5,EH-6	United States Gypsum Co.	EH-40,41
Conolite Div. Woodall Ind., Inc.	WS-11, WS-12	Laminite Plastics Corp.	EH-24,EH-25	U.S. Plywood	EH-1 through EH-3
Crest-Foam Corp.	EJ-50,51	Libbey-Owens-Ford Co.	WS-11,WS-12	Walker & Zanger, Inc.	EH-5,EH-6
Crown Products Div. Sommer Metalcraft Corp.	PA-20	Liberty Hardware Mfg. Corp.	PE-15	Westinghouse Electric Corp.	PC-20,21
Decorative Components, Inc.	EJ-54,55	Masland Duraleather Co.	EG-26,EG-27	Wilson Art	EJ-36,EJ-37
Decraform, Inc.	WP-20,WP-21	Masonite Corp.	EG-30,31	Ralph Wilson Plastics Co.	EJ-36, EJ-37
Diller Corp.	PC-23	Michigan Chair Co.	EH-45		
E.I. DuPont de Nemours & Co., Inc.	PD-15	Middletown Mfg.	EF-43,EF-44		
DuPont Co., Film Dept.	EF-4 through EF-6	3M Co.	PA-21, 22		
EST Co., Inc.	EF-45 through EF-47	Mobil Chemical Co.— Wood Finishes	EG-44,EG-45		
Evans Div., Royal Industries.	WN-11, WN-12, WP-11, WP-12	Modular Systems, Inc.	ED-19		
Exxon Chemical Co., U.S.A.	EH-30,31,EH-32	Mohawk Finishing Products Co.	EG-28,29		
Faull & Son Tool & Die Co.	EH-25	National Assoc. of Furniture Mfrs.	FH-9, FH-12		
Faultless Div., B.L.I.	EH-17,EH-18,19	National Lock Div., K.C.I.	EK-10,11, EK-12		
Firestone Foam Products Co.	EH-36, EH-37	No-Sag Spring Div. Lear Siegler, Inc.	EF-40,41		
Flex-O-Lators, Inc.	EG-7, EG-8,9	Parkwood Laminates, Inc.	EG-50,51		
		Paul Ott KG	WR-2 through WR-5, WS-2 through WS-5		
		Pellon Corp.	EH-54,55		
		Permaneer Corp.	PC-28,29		

# THE END OF THE WORLD IS NOT HERE YET, MR. SLOAN

By Mike Tatum, Vice President, Morganelli-Heumann & Associates

Unfortunately,  
designers  
are only  
human

The introduction to Sam Sloan's article in March CONTRACT speaks of the "fearless articulation" of Sloan's "challenge" to the design "status quo". Those in the design professions who maintain the status quo do so precisely because they are unresponsive to challenges of any sort. Sloan's feckless meanderings, boundless modesty, quasi-expert generalizations, and provocative abrasiveness won't change that. He fails to deal with the tendency of any area of human endeavor toward a competency bell curve. Whether in medicine, law, agriculture, economics, politics, or design, there are a few at each end of the spectrum doing either great good or great evil, with the mass involved in status quo maintenance.

Whom does Sloan  
really  
challenge?  
how?

There are those in the planning/design related professions who are making significant contributions toward changing the status quo. Their sense of challenge is internal. To them, Sloan's "fearless articulation" is simply a clamorous aggravation, not a challenge. His real challenge is to those who find his remarks strident, sophomoric, counter-productive and unconstructively annoying. There are a few of us hidden out here in the hinterlands of planning and design who are a tad irritated, Mr. Sloan.

No defense  
of  
designers

This is not intended as a defense of design professionals. Those who warrant it don't need it. Those who need it don't warrant it. This is simply a recognition of realities which Mr. Sloan either doesn't realize or chooses to ignore.

Sloan—prosecutor,  
judge, jury and  
executioner

For openers, prosecutor Sloan delivers a sweeping indictment of the "felons" in the design professions. When making waves in a polluted sea, one should open one's mouth very carefully, Mr. Sloan.

Linear thinking—  
what would  
McLuhan  
think?

Immediately thereafter, his (editorial) "we" identifies a tidy chain of linear cause/effect "Consciousness Levels" which he has cleverly named "One", "Two" and "Three." My own editorial "we" prefers to deal with a situation which might be called *Consciousness Level, Period*: Doing something concrete and effective to improve an obviously compromised and compromising situation—within the admittedly limiting, but insistently demanding presence of REALITY. (Doubtless, Mr. Sloan would as modestly include his name there, as he did alongside the illustrious company of his "Consciousness Level Three").

Now we know  
who/what  
we are

Before examining his neatly-defined Consciousness Levels, he neatly defines the design professionals: 1) the architect, "all-knowing generalist" (the first thing a generalist knows is that he ain't all-knowing) of boundless ego 2) the Interior Designer, a helpless fitter, whimpering beneath the architect's power, and 3) the

Does society  
really  
know?

engineering technician, uncomfortably trapped in the posture of Samson, trying to keep the temple from collapsing on his partners in crime. At the hands of such a band of hopelessly narrow, blind cretins, how has society survived this long?

I, too question the price society has to pay for "expensive designer/manufacturer/contractor games"—but I also question society's awareness of either the price or the games. And I seriously doubt that Mr. Sloan's "statistics" of declining involvement of architects in new construction reflects a heightened societal awareness and concern, however deserved it may be.

Client  
concerns

He then generalizes that clients are concerned with cost benefits. In almost fifteen years in this profession, I've found few clients with a deep understanding of the performance economics of facilities. This lack of awareness and concern on the part of most clients tends to encourage unaccountable planning and design. It is the responsibility of the change agents of our professions to educate clients, so clients will both understand, and continue to demand cost effectiveness in facilities.

Client  
unconcerns

It should not go unmentioned that clients frequently don't want to know or be involved in, the full range of issues which impact upon the man-environment problem. Facilities are not a primary concern of most of the decision-makers who employ planning/design professionals. Mr. Sloan lists over thirty major criteria areas appropriate to comprehensive design solutions, and suggests that the good designer will resist formulating a concept until he understands their complete scope. It's an admirable goal, one that a few clients might even agree with—as long as you can do it all for a buck and a half a square foot. Lest I be misunderstood, I'm not suggesting that the "client world" is populated by hopeless cretins—just that clients are a bunch of genuine human folks, with their own bell curve, like the rest of us. Finding a client that is already aware of, and concerned with, this broad spectrum of environmental criteria is virtually impossible. But working with a client to develop such concern and understanding is challenging, exciting and rewarding.

Intuition,  
the  
culprit

Sloan then attacks "design via unstructured intuition" as the enemy of "carefully researched analysis regarding man-environment problems." I agree that such an intuitive approach isn't helping the situation. But unstructured intuitive design is at least as much a response as it is a causative agent. If our society is really so demanding of carefully researched analysis, how is it so easy for intuitive flailing to survive and prosper?

Mike Tatum, Vice President of Morganelli-Heumann & Associates, calls Sam Sloan's "fearless articulation" in an article appearing in *CONTRACT* 3 / 74, "clamorous aggravation," and tells why.

**"Average" designers**

The knowledge worker is still viewed by most clients (at the operational level of facilities development) as "overhead," not as a causative agent of profit, nor as a complex being with unique psycho-social needs. This viewpoint is a primary enemy of analysis of man-environment problems—certainly a stronger enemy than intuitive design.

Mr. Sloan's assessment of the "average" designer reveals an "astonishingly low level of inquiry on his (the designer's—not Mr. Sloan's) part." The fact that my personal, highly subjective perceptions agrees with Sloan on this point doesn't make the average client much more aware or concerned about the problem of lack of curiosity among designers.

**Sloan's statistics—too much!**

Now to an issue of critical disagreement—Sloan's statistics on Beaux Arts attention to comprehensive design criteria. He has the unmitigated gall (a gall Sloan) to state that the Beaux Artistes carefully consider 28 percent of the criteria, make an intuitive stab at 44 percent, and leave 28 percent (think of it—28 percent!) of the criteria wandering about as homeless waifs. This ridiculous exaggeration cannot go unanswered. My research shows that only 17.3 percent of the criteria were left unconsidered, 8.8 percent had no comment, and 1.9 percent didn't think too much of Beaux Arts designers, either.

**Who's responsible?**

That the design professions provided no great market for responsive, articulate equipment is fairly obvious. But a few intelligent manufacturers, who saw a growing market for such equipment among users, met the need, circumventing the traditional professional specifier. That speaks well of a few manufacturers, but doesn't suggest that the responsibility for change rests squarely on the shoulders of the manufacturers. Whether furniture manufacturers are "intellectually secure enough to handle that concept," as Mr. Sloan questions, is a moot point. They face substantial financial commitments in the introduction of radical change, unlike those who can invest only their intellectual security. Those few furniture manufacturers who have been in the vanguard of change are to be especially commended, particularly when one considers their attendant risks. I would certainly agree that substantive progress in the furniture industry as a whole is retarded by a production, finance, and marketing mentality. But in what other long-standing manufacturing industry is that not true?

**Escapees**

Though the scope of interest of industrial psychologists/management consultants/communications theorists is not all-encompassing, these professionals manage to escape Sloan's blade; other groups did not.

**Office landscape**

Sloan explains the enthusiastic reception of "office landscape" as a result of simplification of management's involvement and role in the design of new buildings. My observation has been just the opposite—that management tends to become more involved in such situations, simply because a major change in approach is occurring. "Office landscape," "open planning," or whatever currently popular euphemism is attached to it, has certainly been popular, but for some other important reasons, such as — the promise (whether fulfilled or not) of a multidisciplinary, all-encompassing panacea; the attractiveness of potentially lower initial cost; lower long-term hardware change costs; and the implied promise of a veritable hotbed of relevant, productive communication.

**Architects fear**

It's quite a natural that architects would resist erosion of their traditional area of influence by the "intervention" of the many interlopers involved in a true multidisciplinary team approach. But, if the different disciplines involved in the process are motivated to act in the interest of the client and are reasonable people who respect the necessary roles, checks and balances of the effort, the architect's role remains strong. His influence, within that role, is undiluted—and he has little to fear.

The natural uncertainty of architects in a time of dramatic change is certainly not put to rest by such broadside attacks as Mr. Sloan's article. Architects are an essential part of the facilities development team, and we must work together as effectively as possible. Let's not make it any more difficult than the inherent complexities of problem solving have already done.

**More harm than good**

I'd like to borrow this subtitle from Mr. Sloan's article—because it aptly describes my feelings about his article. The impression he creates of a vast wasteland in the development of office facilities is overstated. To lay the blame exclusively at the feet of architects and interior designers is absurd. To assume that the problem is a problem of architecture and interior design alone is pompous.

All of the professional disciplines involved, including the client managers should press for significant advance. Many are doing so, and significant if not widespread progress is being made.

Mr. Sloan likens the situation to a cancer—and the designer's capacity in the situation "like fighting cancer with aspirin." But does operating on cancer, and rubbing salt in it do any more good?

We're having as much luck in curing facilities development disease as the medical profession is having with cancer cures. Bother the medical profession, Mr. Sloan. Maybe they can use the aggravation. ■

## CARPET SCOPE

As developments in fiber research provide carpet manufacturers with more and better carpet grades, specifiers continue to look for advances in carpet coloring to match fiber progress. The result is the researching and refining of new dyeing and printing techniques, along with re-evaluation of older ones.

Opinions on new versus old methods are mixed. Some manufacturers tend to encourage continued use and refinement of old methods, maintaining that vat dyeing provides the truest, most lasting color. Other fiber and greige goods producers feel that the future of dyeing lies with the computer—in the machine controlled printing of the TAK method. Still others feel that neither the vat nor the computer is the answer; they continue to look to the lab and the engineer's drafting table for faster, more economical machinery to create patterns and hues.

Differences of opinion aside, the printing methods presently on the market (and the ones still on the drawing boards) are here to stay. Like another carpet innovation—tufting—printing has met with initial scepticism. Claims that it cannot equal color clarity and endurance as provided by vat dyes, that it is merely a surface treatment sorely susceptible to traffic patterns, that it cannot hope to corner more than 10 to 20

percent of the carpet market have proved untrue. As research continues, the range of available printing methods continues to grow to the point where printing, like tufting, has become a mainstay of the carpet industry.

### Cost is carpet controller

Given the high level of demand, the tightness and escalating costs of raw materials supplies, the competition with other manufacturers, and the anticipated expansion of the contract market, individual fiber and carpet manufacturers each seek a common end—the widest possible range of colors and patterns at the most competitive prices.

Adaptation of acrylics to Kuster dyeing and printing methods is but one sign of the expansion of printing/dyeing specifier options. And as competition in the contract market intensifies, dyeing "traditionalists" have found new and better ways of keeping their products in the economic mainstream of contract specification.

Application of color through dyeing can occur in one of three stages of greige good production: prior to spinning; at the finished yarn stage; after the carpet has been tufted. The characteristics of each are as follows:

*Prior to spinning.* Two basic systems

exist, stock dye and producer dye. The first method dyes staple yarns before conversion into spun yarns, usually in large quantity. Producer dyeing involves adding the color at either the liquid stage of the fiber (solution dyeing) or at some later point. In both methods the fiber producer controls coloring.

*Finished yarn stage.* Two basic dye methods currently control the carpet market: space dye and yarn dye. Yarn dyeing (known by the names skein and package dyeing as well) implies shorter "runs" of the same dye lot than in stock dyeing. Space dyeing—where yarn is dyed different colors along its length—is particularly suited to tight gauge carpets and is noted for soil-hiding qualities.

*After carpet is tufted.* Tufted carpet may be dyed in batches ranging from 300 to 700 square yards, in large dye becks. This process is called piece dyeing, and insures good color control, limited quantities, for matching purposes. Continuous, pad, or Kuster dyeing colors large, continuous ranges of greige goods. Side matching may be a problem due to lot size.

Almost all commercial carpets that are piece or continuous dyed—with the exception of TAK dyed carpets—are also cross dyed. In cross dyeing, yarn plies accept and reject various dyes, achieving

## PATTERN POTENTIAL EXPANDS WITH ARRIVAL OF NEW PRINTING METHODS

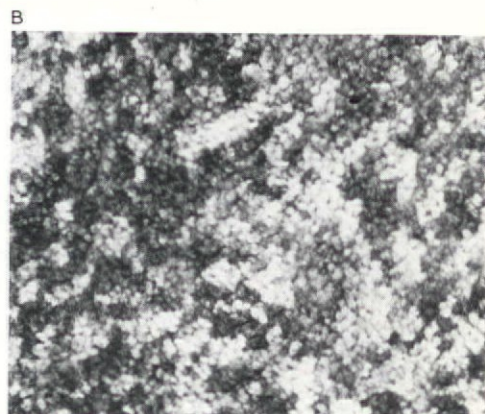
By Noreen Walsh, Associate Editor

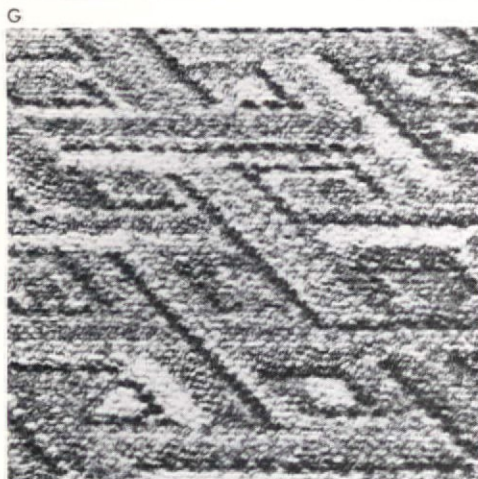
**A.** Custom scouring and dyeing, hand tufting, custom patterning and design are all in-house operations at **V'Soske Rugs**. Over 300,000 colors are recorded in test swatches at the firm's Puerto Rican lab facilities, where natural fiber rugs are tested for color clarity under day, fluorescent and incandescent lighting. Circle No. 220.

**B.** Sharing use of Allan H. Crawford's Spectramatic Process with Alexander Smith and Firth Carpets, **Mohawk Carpet** tufts 100% nylon into the 6-toned, three-dimensional **Elegant Choice**. Computer-controlled dyeing and alignment speeds production capacity to 56,000 sq. yd. of 15 ft. carpet per week. Circle No. 221.

**C.** A diamond patterned shag, **Sweetwater Carpet Corp.**'s **Tiffany Cut** is a good example of the design/delineation capabilities of TAK dyeing methods. The 100% DuPont Antron II Filament nylon pile is produced in six colorways. Circle No. 222.

**D.** Level loop printing produces the flower/word power of **Jorges Carpet Mills'** **Nice Day**, a 100% Anso continuous filament nylon construction. In addition to level loop printing and Artos fluid-o-derm dyeing, Jorges anticipates marketing of Lorlain space-dyed carpeting, the work of in-house Director of Research & Development, Ulrich Gehrke. Circle No. 223.





**E.** Colorset printing on nylon tight level-loop fabric produces the sharp patterning of **Monarch Carpet Mills'** Majorca Floral, available in blue and rust. A noted innovator in carpet printing, Monarch introduced the first printed Kodel polyester—Color Maze—at June 1974 NEOCON. Circle No. 224.

**F.** The look of tile makes its way onto continuous filament nylon carpet through Zimmer print methods. Alfresco, fashioned of Allied Chemical's Anso by **Beattie Carpets**, comes in seven colorways, tufted in 12 ft. widths. Circle No. 225.

**G.** Added depth and definition of boldprinted design is achieved through Sculptron embossing, unique to **Armstrong Cork Co.** Cambay, diagonal design of acrylic yarns, can be specified in six-, seven-, and eight-color combinations, from subtle earthtones through vibrant reds and oranges. Circle No. 226.

**H.** Newest printing system on the carpet market, **Deering Milliken's** Millitron injection dye system expands printing capabilities to include custom replication, bordered prints. Circle No. 227.

the moresque effect associated with commercial carpets in a single dye operation.

TAK, or similar attachments to a continuous dyeing range utilize a "sprinkle" technique to achieve a rough patterned effect. TAK is the commonly used trade name for the method. Individual firms employing it often apply their own trade name to the process.

### Patents for printing machines

With the introduction of printing came the introduction of a whole new range of coloring mechanisms. Many printing methods have been standardized for use throughout the industry; others bear patent rights and remain the exclusive domain of the developing house. The four basic printing machines in production at present are:

**BDA Printer.** Short for Bradford Dyers Association, BDA is an English printing technique which forces dye paste through silk screens using squeegees and a vacuum zone. One color is printed with each screen, with carpet moving one repeat at a time under the printing screen.

**Zimmer Printer.** Available in both rotary and flat bed models, this Australian manufactured machine prints up to six colors simultaneously, forcing dyes through screens with an electromagnetically controlled squeegee system.

**Stalwart Printer.** A rotary machine, manufactured in England, it prints up to three colors and is best suited to less

complicated, coarse line reproductions.

**Mitter Printer.** Manufactured in individual printing units, and purportedly unlimited in its color range, this German unit has been used in combinations of up to eight color printers, utilizing individual rollers 36-in. wide. Repeats can assume the full 3-ft. spread or can be in any smaller subdivision.

### Computers are newest printers

These four machine-methods are all fabric printers, coloring carpet after it has been tufted. A mainstay of the printing "revolution" (and a method which, according to many manufacturers, has insured the continued success of printing) colors yarn prior to tufting, in a process called Spectramatic.

Designed by Allen Crawford in conjunction with Mohasco Industries, the Crawford Spectramatic Process is a two-step system in which a sheet of yarn is first dyed according to a predetermined design and wound on a number of beams. The yarns from each beam are subsequently fed to the tufting machine, all the while being maintained in design alignment through electronic controls. Problems of separate dyeings and manual alignment are all but eliminated under the Spectramatic system. The result is a fully automatic, economic system of dyeing and tufting, replacing the warp yarn dyeing process introduced as an economic alternative to Wilton and Brussels carpets some 125 years ago.

Newest of the printing methods—intro-

duced in June, 1974, at NEOCON 6—the Millitron injection dye system, made operational after three years of research by Deering Milliken, expands printing capabilities to include the creation of multi-colored, bordered designs, equalling Oriental rugs in their intricacy. The printing process, first tried on Milliken's Millstar custom squares, can accommodate any custom design, with a projected 8-color optimum combining for limitless color capability. Totally computer controlled, the Millitron system can blow up to scale, any design, by means of computer scanning and reprint. Pattern control in both the scanning and printing processes is guaranteed to 1/10-in., thus equalling woven pattern control.

With the refinement of widespread use of the Spectramatic process, and the introduction of the Millitron injection system, the spectrum of carpet dyeing techniques would seem to have come full circle. Now, by way of computer control, manufacturers guarantee intricacies and clarity of design and color equalling the most carefully (and costly) dyed, woven carpet.

Rather than phasing out older dyeing methods, computerized, screen, and rotary printing offer the carpet specifier a wider range from which to choose. Whether he is specifying a 9 by 12-ft. custom area rug for the executive-suite floor or wall, or thousands of yards for a hotel or hospital installation, the carpet specifier has a wide range from which to choose. Whether he is and colors at his disposal. The right carpet at the right price is insured. ■

## READERS SEEK REGIONAL MANUFACTURERS, DISTRIBUTORS

Requests run from acoustical fabrics to pool liners;  
heavy duty chair needed for fire station use;  
television viewing problem solved

### ANSWER TO ACOUSTICS REQUEST

Regarding Mr. Scott's request for acoustical fabric (CONTRACT 4/74): We have recently completed several church remodeling projects and do not believe that Mr. Scott will ever find the fabric he is seeking to cover organ pipe apertures. Most available materials that are open enough to transmit sound are too open to provide the "unbroken cover surface" that the request specifies. Our suggestion would be to use a light tone fiber-glass which is inherently flameproof and paint the adjacent wall surfaces to match.

FRANK D. LEE, AIA

Eesley, Lee & Vargo, Architects, Inc.  
326 Front St.  
Marietta, Oh.

### FURNISHINGS FOR THE FIRE STATION

Furniture for fire stations is my biggest current headache. I need a good, reliable source for lounge and living quarter furniture for both new and remodeled station facilities. Primary need is for a sturdy, comfortable lounge chair, for both seating and sleeping requirements. Chairs are moved quite frequently in fire stations, are often subject to rough treatment, and must withstand less-than-gentle institutional cleaning. In short, I am looking for a piece of furniture as comfortable as a mother's bosom, as strong as steel, and well within the budget provided by local taxpayers.

CHARLES DALLAS

Purchasing Agent  
Room 102, City Hall  
Eugene, Ore. 97401

### SOUTH OF BORDER SUPPLIER

My request is for supply sources for ceramic floor tile, suitable for hotel lobby and, perhaps, decorative room numbers. Also, any information on Mexican-based manufacturers of accent pieces for hotel furniture would be greatly appreciated.

BETTY THURSTON

Huntsville Real Estate Investment Trust  
Suite 650, Central Bank Building  
Huntsville, Ala. 35801

### LOOKING FOR A LOCAL REP

I am interested in obtaining the address of Structural Stoneware Inc., a firm mentioned in your April issue ("Hospital Design Technique: Replication Without Repetition," CONTRACT

4/74). Would you have the address of a local representative for the Indiana area?

BARBARA EDEN

Bohlen, Meyer, Gibson & Associates, Inc.  
3000 Meadows Parkway  
Indianapolis, Ind. 46205

*We don't have the local representatives' name or address, but a letter to the company's main office, Structural Stoneware, Inc., Minerva, Oh., 44657, should provide you with the information.*

### DECORATIVE LANDSCAPING DILEMMA

My problem is with decorative landscaping. I am interested in locating a manufacturer of pool linings, decorative streams, and fountains for fish ponds. A firm located on Long Island would be preferred.

M. AURIE

322 Split Rock Rd.  
Syosset, Long Island, N.Y. 11791

*New York City was the closest we could come to answering the request. Real Fountains Inc., 264 W. 40 St., New York, N.Y. 10018 stocks a full line of decorative fountains and may well have the items you are looking for.*

### NEW VIEW ON TV VIEWING

In answer to a recent request for a fully adjustable television viewing rack (CONTRACT 6/74), I would like to suggest consideration of H. Wilson Corp.'s complete line of television monitoring equipment. Designed for security and surveillance systems, including CCTV and VTR, all Wilson mounts feature tilt and swivel for full viewing range, and theftproof locking devices. Additional information along with a free set of security guides are available on request.

PAUL J. WILHELM

H. Wilson Corp.  
555 W. Taft Drive.  
South Holland, Ill.

### LOOKING FOR LANTERNS

Having searched the marketplace in vain, I would like to publicize my need for information on hanging and pedestal Japanese rice paper lanterns. Names of manufacturers and distributors would be greatly appreciated.

ELIZABETH S. DeVANE, IBD

Burkehead-DeVane Interiors  
P.O. Box 878  
Fayetteville, N.C. 28302

### FOR CARPET SPECIFICATION

We would like the address of Carpet Specifiers Institute. Can you help us?

GEORGIA ANDERSON

Pamela Johnson & Associates  
1004 Marquette, Studio 216  
Minneapolis, Minn. 55403

*CONTRACT's January, 1974 Directory issue lists no such organization. Perhaps Carpet & Rug Institute, P.O. Box 2048, Dalton, Ga. 30720, or Carpet Cushion Council, 1015 18 St., N.W., Washington, D.C. 20036, can provide you with the information you're looking for.*

### WONDER-WALLCOVERING NEEDED

I am involved in planning for the refurbishing of a basement area which is used for meetings and dinner dances. The walls are cinderblock, presently painted; the area is subject to occasional flooding. My problem is to locate a wallcovering which can be applied directly to painted concrete surfaces, is not adversely affected by water, and, finally, provides a reasonable amount of acoustic absorption.

FRANCIS A. GERRITSEN

188 Passaic St.  
Garfield, N.J. 07026

*A timely "to the rescue" is provided by General Tire & Rubber Co. with the introduction of its Genon Hercules vinyl wallcovering collection specifically designed to cover concrete blocks. Latex priming will take care of moisture. For more information Circle No. 264*

### GOT A PROBLEM? OR AN ANSWER?

Readers are invited to submit their contract problems to Contract Clinic, which will provide answers submitted by peers, manufacturers, or the editors. Any problem from "Where can I get antelope horns for club wall decor?" to "How can I get a spot out of untreated leather?" will be printed on this page and answers provided in subsequent issues. Urgent questions will be answered by mail before publication.

Ask or answer by writing to:

Contract Clinic Editor  
CONTRACT Magazine  
1501 Broadway  
New York, N.Y. 10036



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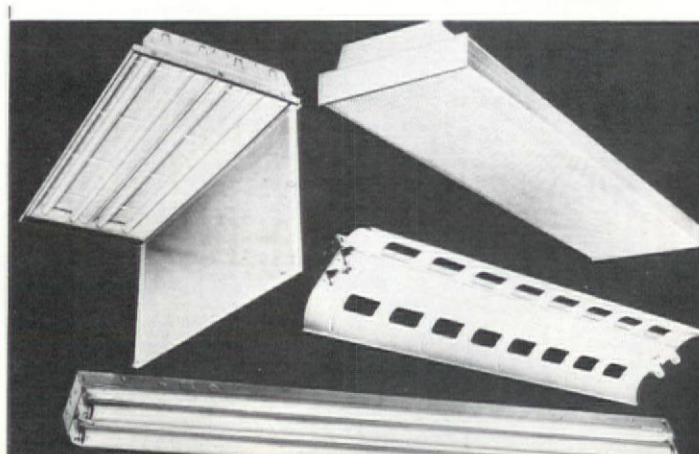
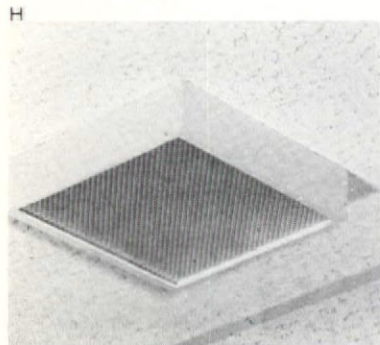
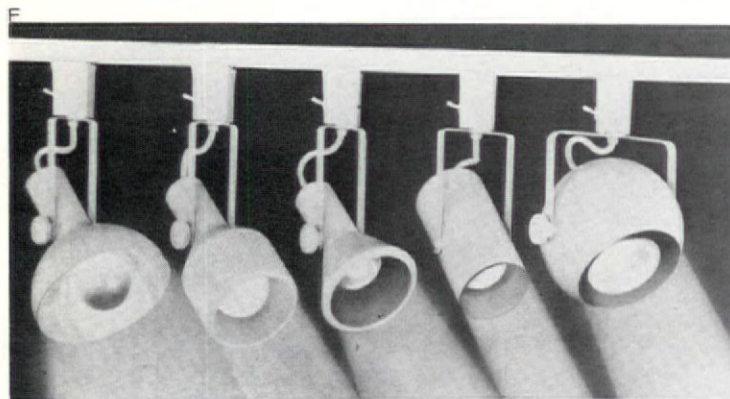
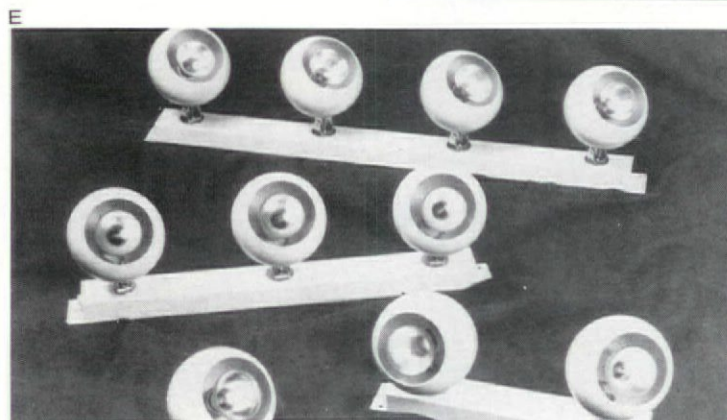
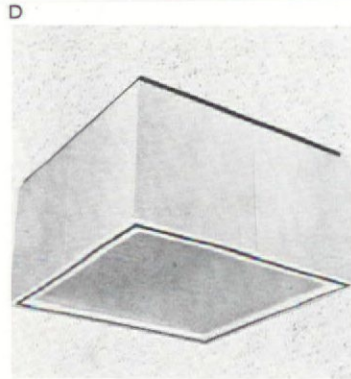
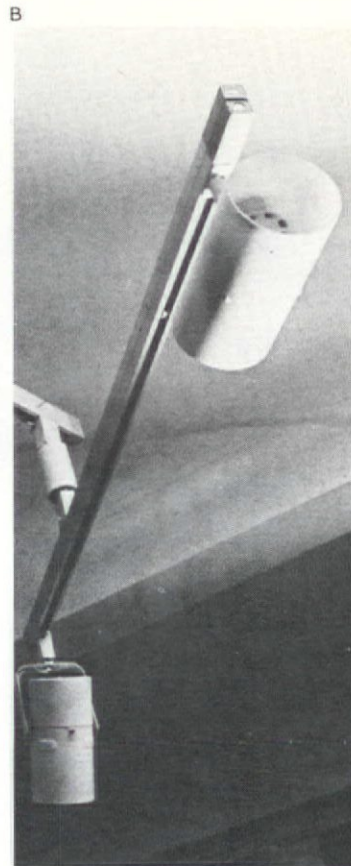
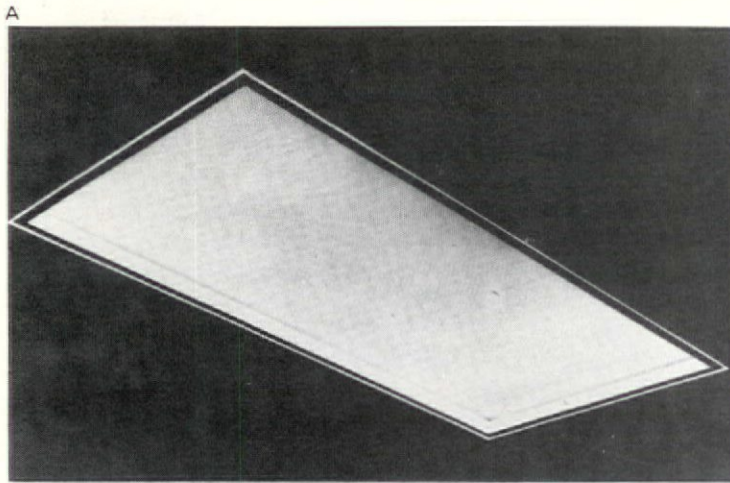
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Astra Division, Hale Company, Inc., East Arlington, Vermont 05252

## ASTRA



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A—Recessed ceiling fixtures from Day-Brite, Div Emerson Electric Co. offer excellent air handling capabilities, can be easily converted to air supply, air return, and/or heat supply unit. Circle No. 184.

B—Flexibility and quick, easy assembly make R.L. Systems Co.'s Rotational Light System suitable for small and large office installations. Ancillary thruster and rotary connector angle illumination a full 360 degrees. Circle No. 185.

C—Universal Micro Mini, from Swivilier's StarSpot collection can accommodate all standard lamps up to the 300-watt R40. Satin aluminum cylinder is 2-in. in diameter, with built-in sliding device to completely cover lamp bases. Circle No. 186.

D—Designed for installations in which lighting must be suspended below ceiling, ITT, Art Metal's HID luminaire accommodates mercury vapor and metal halide lamps up to 400 watts, is UL listed for use in damp areas. Optional microwave regress is available for the 2-ft. square luminaires. Circle No. 187.

E—Roxter Corp. Accent Lights are small (3-1/2-in. diameter), use energy-saving miniature reflector bulbs and are ideally suited to accent paintings, statues, office graphics. Globe combinations from one to four available in black or antique white. Circle No. 188.

F—From Thomas Industries Inc., Track System, can be recessed surface mounted, or suspended by pendant stems. A variety of fixture shapes and sizes are finished in soft white and carry patented head-to-track locking device. Circle No. 189.

G—Non-glare, broad focus emergency lights, designed by Chloride Systems for use in hospital, hotel, and office installations, are fully warranted, with a scientifically designed beam shape to safely light corridors, stairs, doors. Circle No. 190.

H—A battery-operated power pack has been introduced by Dual-Lite Co. Div. Soundsciber Corp. for use in its ceiling-mounted Exquisite exit sign. Both sign and battery pack are constructed of precision cast aluminum. Circle No. 191.

I—Additions to Litcraft/Luminous Ceilings' lighting collection include S77 wrap-around fluorescent series, two- and four-light industrial tubes (in lengths up to eight feet), and the Scottsmanaire component carrell. Circle No. 192.

# GOING THROUGH HELL?



Give or take a few degrees, Kiesling-Hess' *Flametrol 69* will see your clients through it—and even make it easy for them to brush off the soot.

*Flametrol 69* is the process that both flameproofs the fabric and makes it water and stain resistant.

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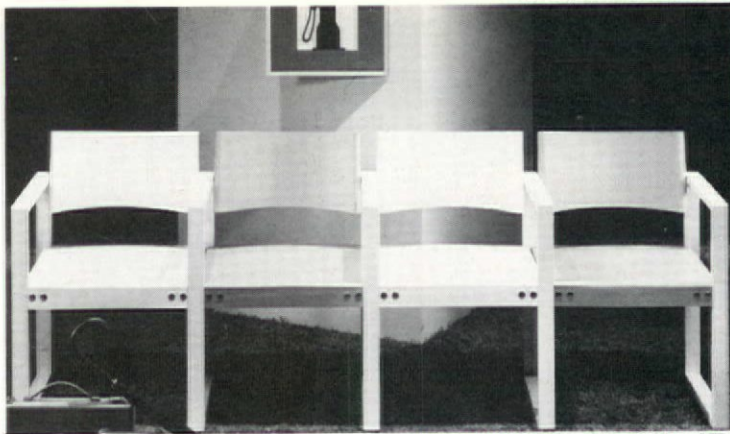
## NEW AT NEOCON

Fritz Hansen Inc. intrigued prospective NEOCON attendees with "under wraps" publicity for a new seating line. Unveiled at NEOCON 6 (following debut at April's Scandinavian Furniture Fair) Chair System, metal framed seating and table collection, got its fair share of attention with 20 models for work, dining, lounging. Following three years of work by Danish designer Verner Panton, the system came to market with choice of four seat heights (14, 15, 16-1/2 18-1/2 in.), seven back heights, swivel or fixed bases, polished aluminum or brown epoxy finishes. Three upholstery treatments—Standard canvas, Medium Miralastic stretch fabrics, DeLuxe suedes and leathers—span installation, budget spectrums.

Thonet Industries' lounge collection found a natural addition with Multico add-on seating system, fashioned from high-density polyethylene, with plastic seats and backs. Flame-retardant, chemical- and high-impact-resistant, the unlimited multiple system can be specified in thermo orange, red hot, white heat, torch black.

Contemporary bentwood side chair, from Shelby Williams' newly unveiled bentwood collection, highlights soft padded seat and back with horizontal accent seaming. Select hard-wood components are joined by a newly developed high-strength durabond method, insuring maximum

Thonet, Circle No. 176.

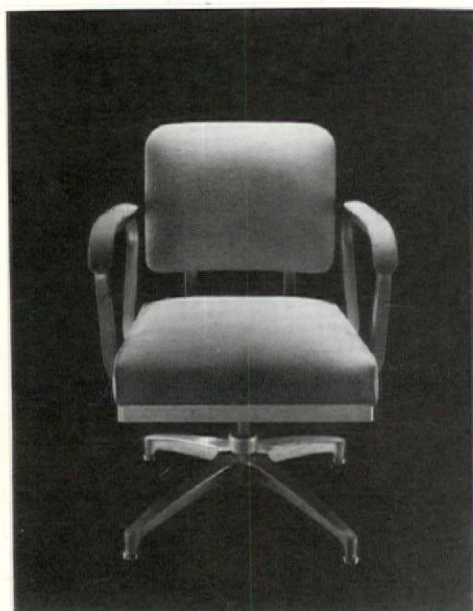


Shelby Williams, Circle No. 177.

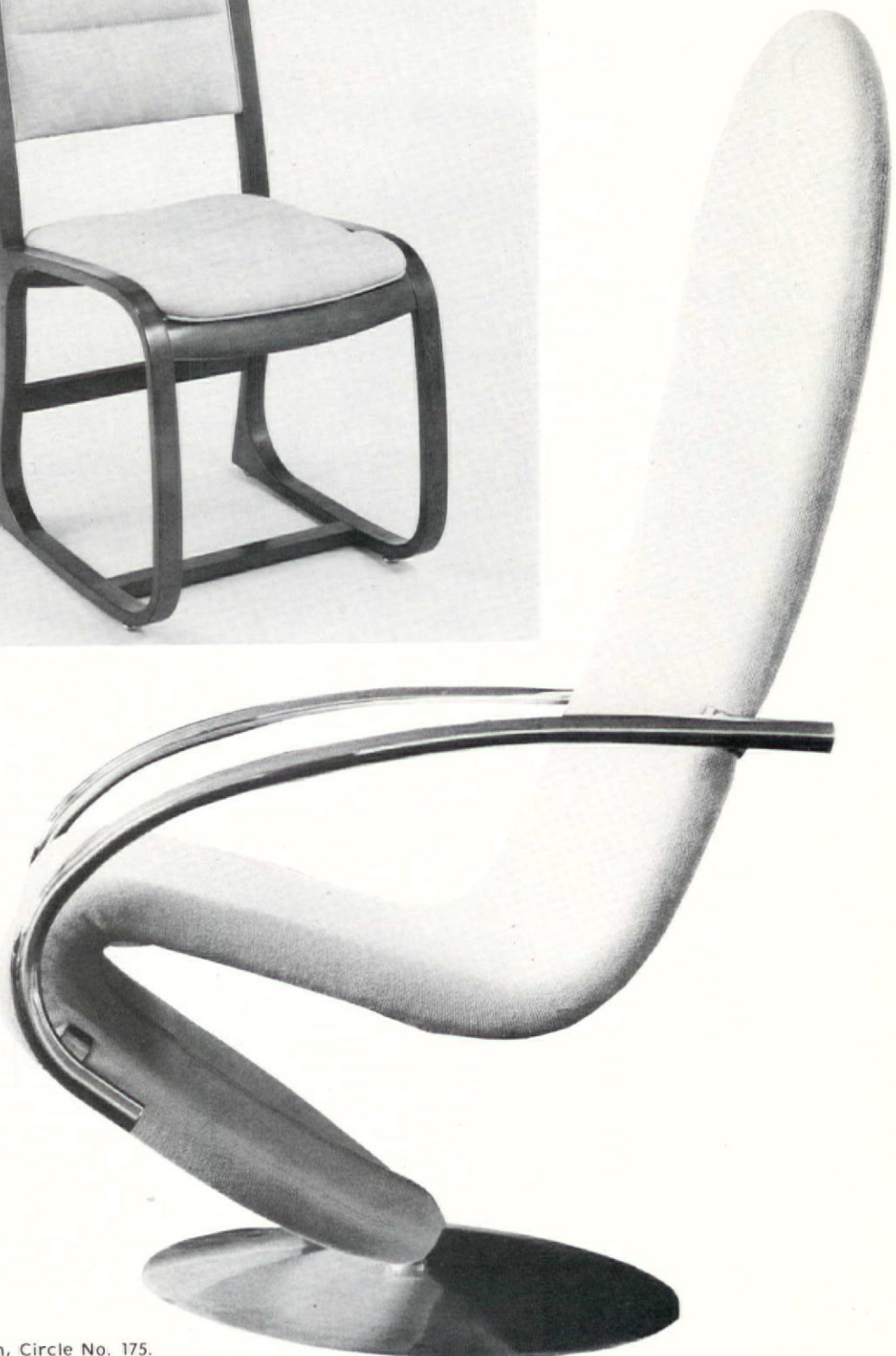


strength and wear. Also debuted at NEOCON 6, die-cast aluminum pedestal base for SW's line of deluxe swivel chairs.

Moderate-priced office seating was GF Business Equipment's June introduction. Four lines of over 40 seating models were added to an already large collection of office furnishings. Shown is painted steel-framed executive chair from the 110 Traditionals series, available with choice of upholstered or composition arms, with coil spring seat for added comfort.



GF Business Equipment, Circle No. 178.



Fritz Hansen, Circle No. 175.

Knoll, Circle No. 179.



Cini Boeri's modular seating system for **Knoll International** debuted at NEOCON 6 in black and tan leather, dark brown and tan suede. Components for the modular system include settee (52-102), sofa (52-103), two- and three-section end table (52-099, 52-100). Seating section frames are formed with integral back storage unit, in black, white, brown, or red shock-resistant polyurethane. All cushion covers are removable.

Draped in red, white, and blue—in anticipation of the upcoming bicentennial—**Jack Denst Designs'** Columbia is one of 11 full-scale wallcovering murals to decorate Denst's Chicago showroom. Silk-screened on a white vinyl ground, the mural measures 4 by 8-ft. and can be combined with Star & Stripe drapery for the full "patriotic" effect.

Jack Denst Designs, Circle No. 180.

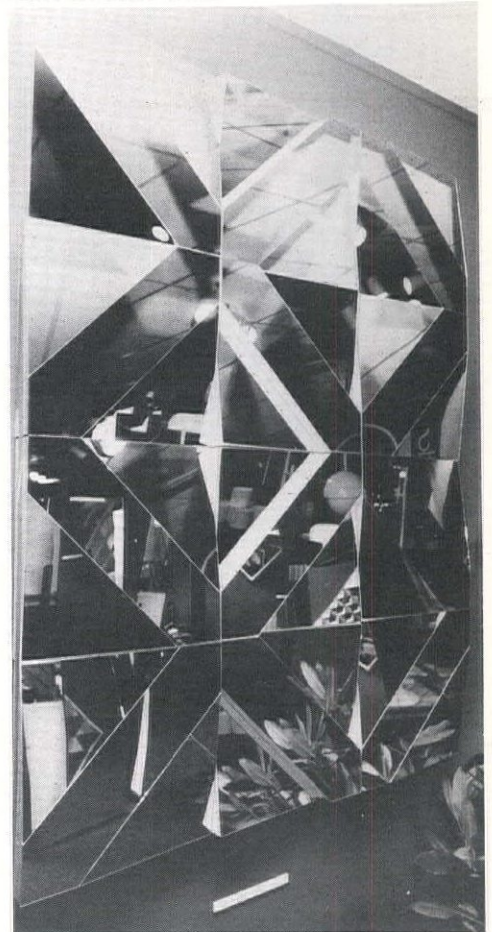


**Beylerian Ltd.**'s Directions Raised and Directions Recessed—both two-dimensional mirrors—combine for a startling visual effect of geometric lines and planes. The 16 by 16 by 3-1/2 modular reflectors can be mounted singly or in floor to ceiling combinations.

Architectural Systems Department of **Westinghouse Electric Corp.** now offers seven chair designs (which can be formed or modified into nearly 700 different models) as part of the ASD office collection. Designed by Don Albinson, the group features individually mounted seats and backs for separate arm-back movement, new Spring Bar control, and a pedestal base that will make its way into a new line of office tables later this year.

From **McClure Furniture Industries**, vinyl-wrapped Metrix landscape system combines desk, storage cabinets, filing units, in white and beige with limited accent application. All have push-button door/cabinet mechanisms.

Beylerian Ltd., Circle No. 181.



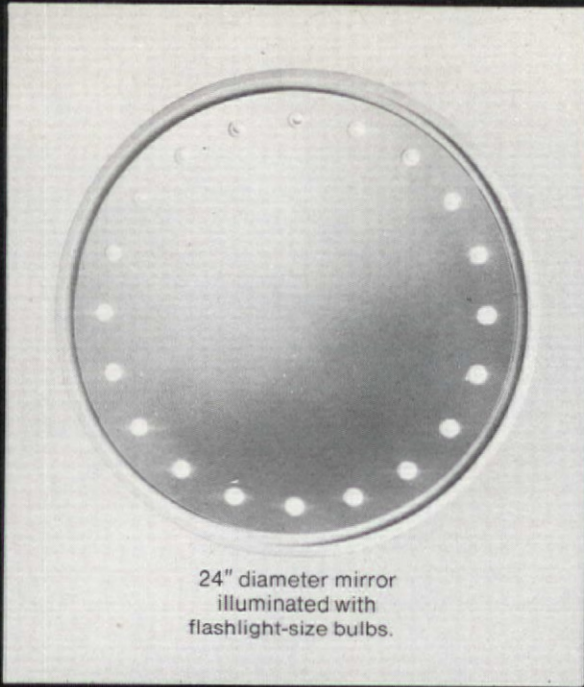
Westinghouse, Circle No. 182.



McClure Furniture, Circle No. 183.



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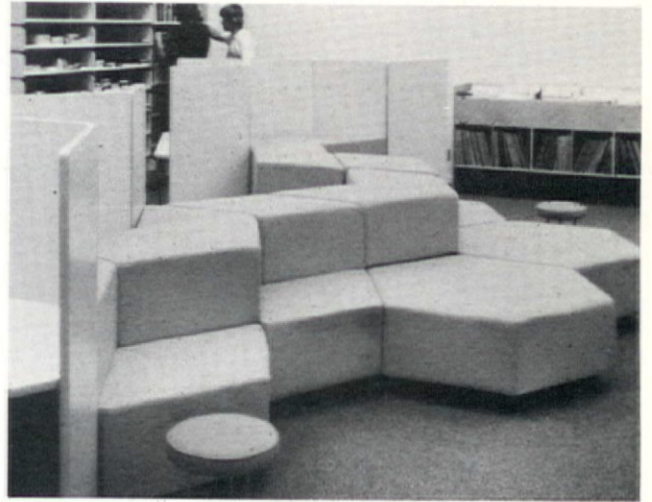
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A collection of bentwood chairs, the work of Czechoslovakian designer Antonin Suman, are available for U.S. distribution through Bianco Mfg. Co. The

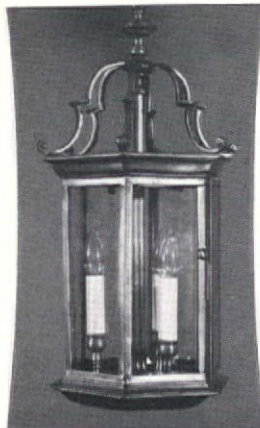


collection, which includes variations of back and seat upholstery, range of wood finishes, combines the more traditional bentwood models with newer designs featuring geometric rattan and fabric panels.

Circle No. 296 on reader service card

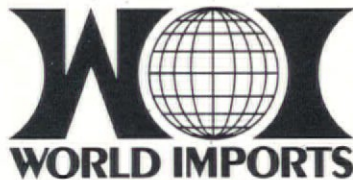
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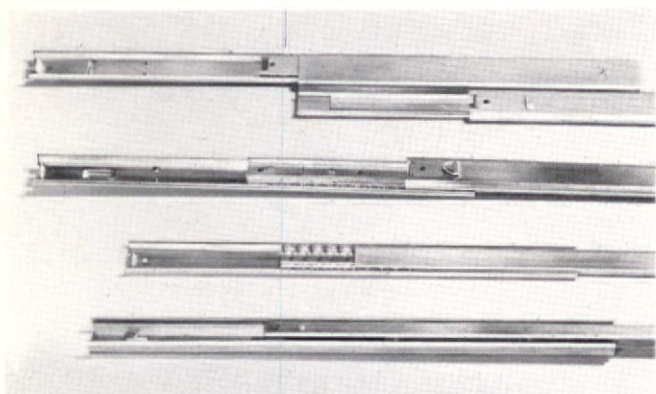
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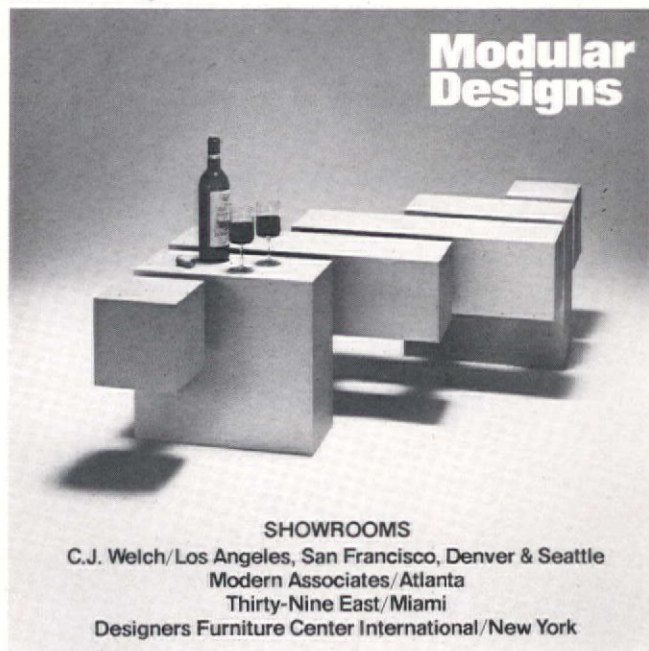


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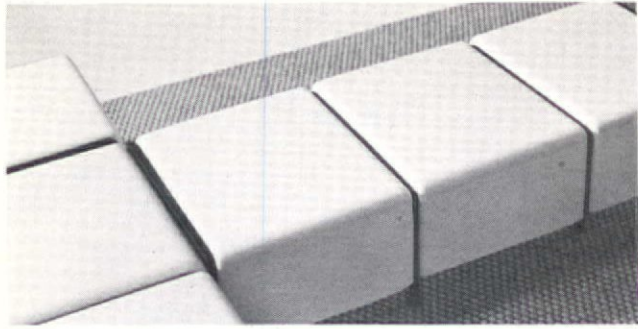
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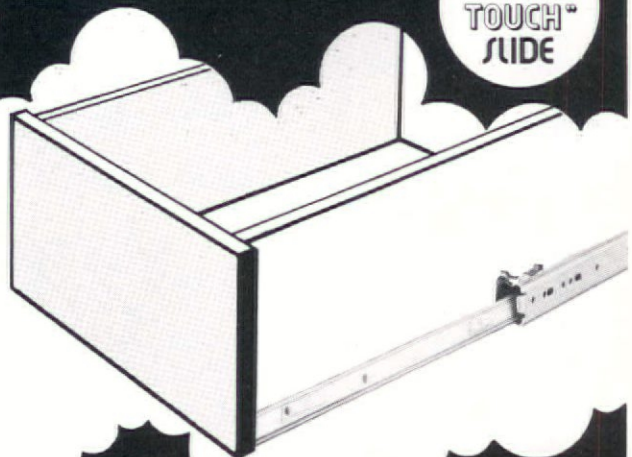
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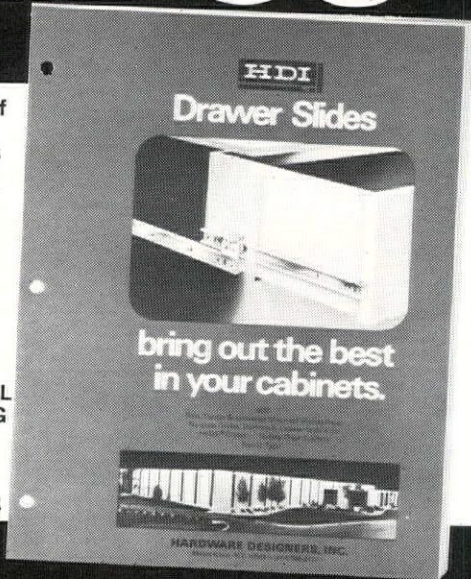
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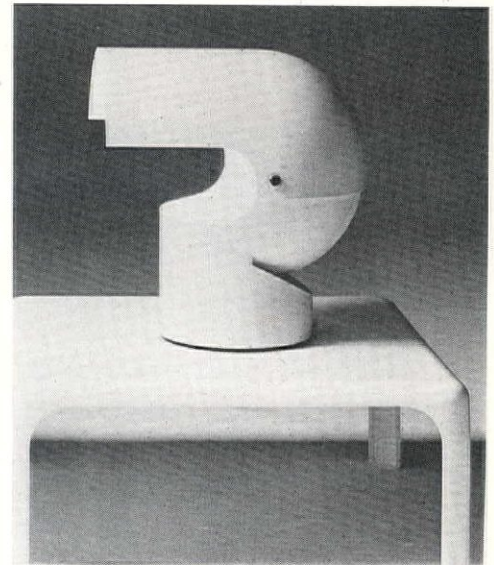
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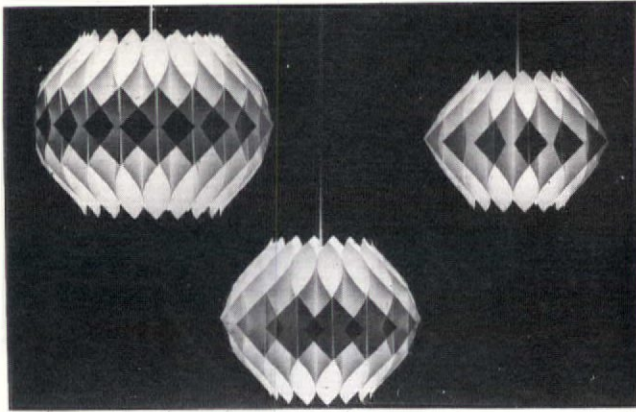
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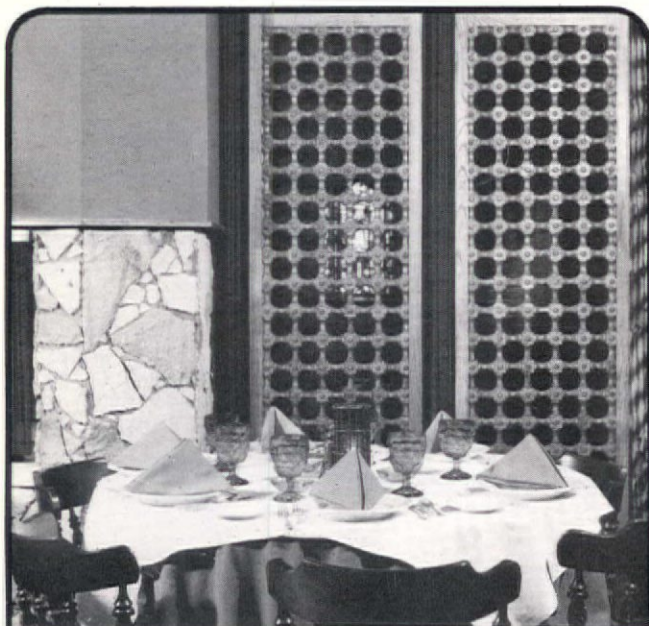
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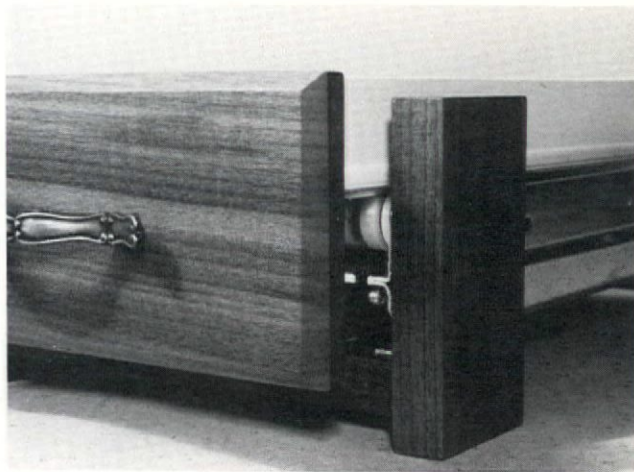
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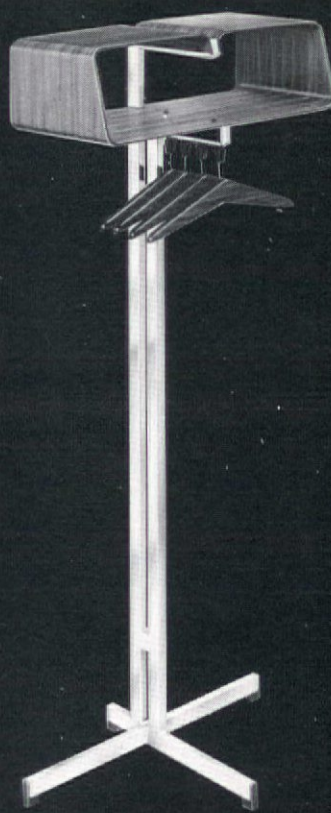
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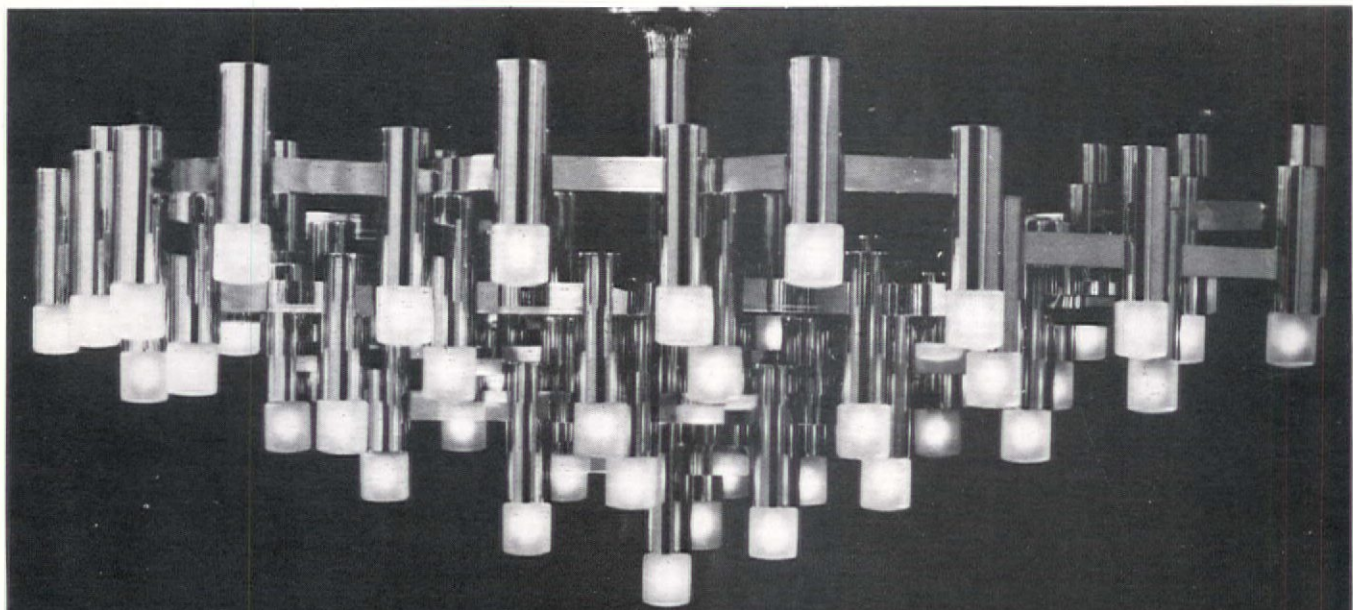
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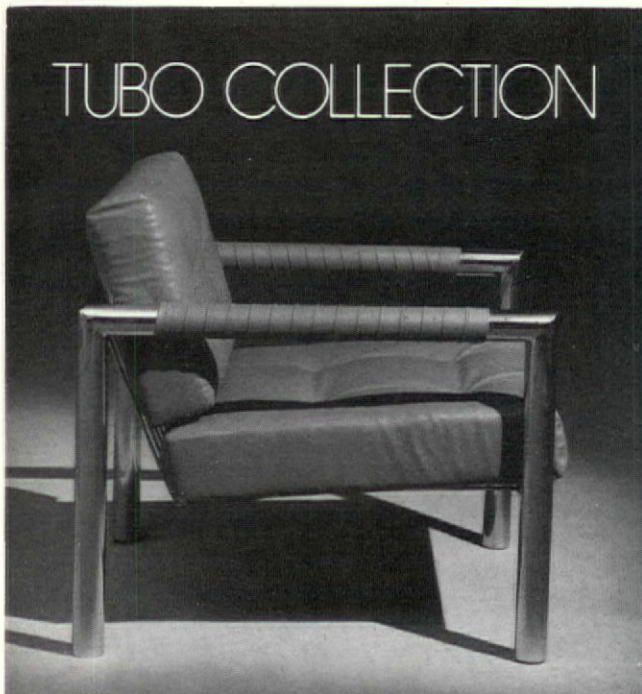


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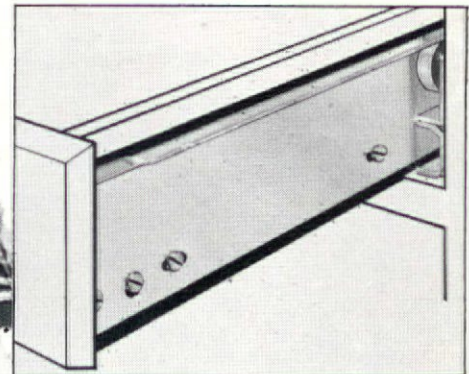
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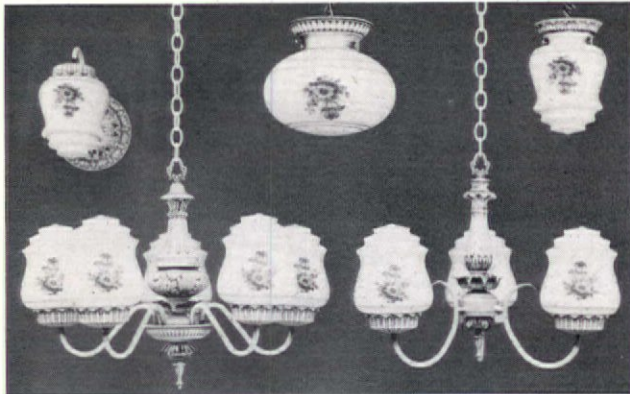
**the slidex corporation**

40-19 23rd Street, Long Island City, New York, N.Y. 11101/Tel. 212-937-5518

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#### ANTIQUE FIXTURES USE IMPORTED GLASS

Delicately patterned, finely etched imported glass is used in various shapes and combinations in Froelich Lighting Inc.'s collection of antique fixtures. Designs range from



single-globe wall-hung lamp to the five-globe, 26-in. diameter chandelier. Glass for all fixtures available in blue or brown. Hardware may be antiqued in complementary or contrasting colors.

Circle No. 290 on reader service card

#### CUSTOM COLLECTION INCREASES

Major expansion, with new lines of parsons tables, cubes, cocktail tables, and custom-order contemporary designs, augments Danielle Products, Ltd.'s collection of innovatively designed desks, credenzas, and office furnishings. All pieces can be specified and manufactured to suit individual customer specifications.

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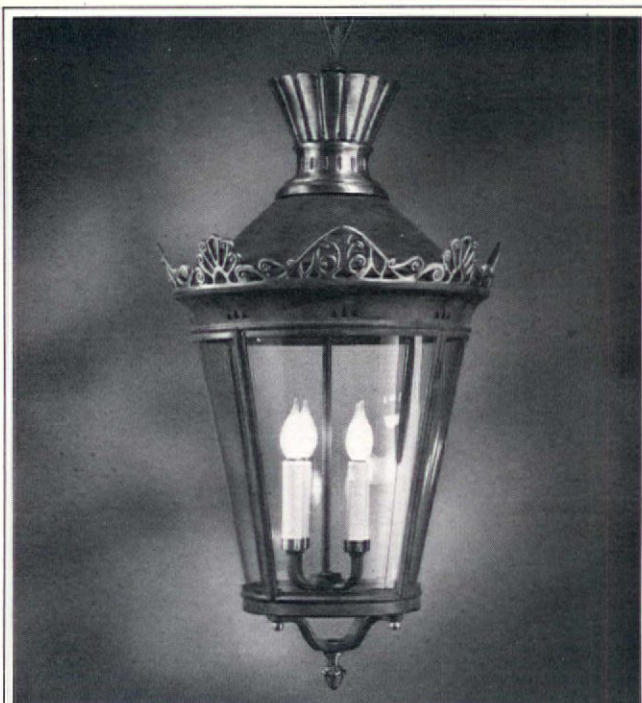
## New Idea File Brochure

Check out some new ideas in carved wood architectural features . . . panels, grilles, doors and materials for practically any use. Wall screens, partitions, doors, furniture, etc. See how these distinctive, handsome materials are being used in today's finest residences, commercial buildings and offices. Send for your copy of the Stanwood Showcase, Idea File #1.



**Carved Wood Products**  
Stanwood Corporation  
Stanley, Wis. 54768

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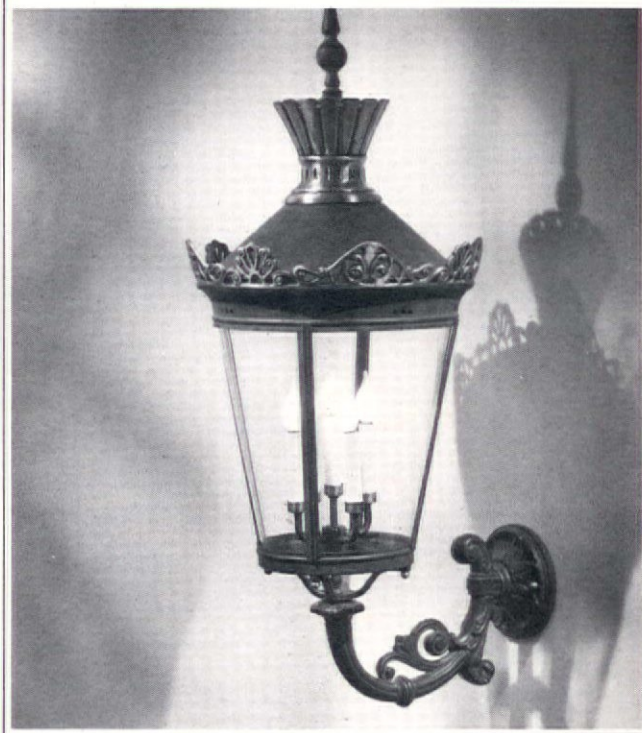


## Luxembourg Lanternes

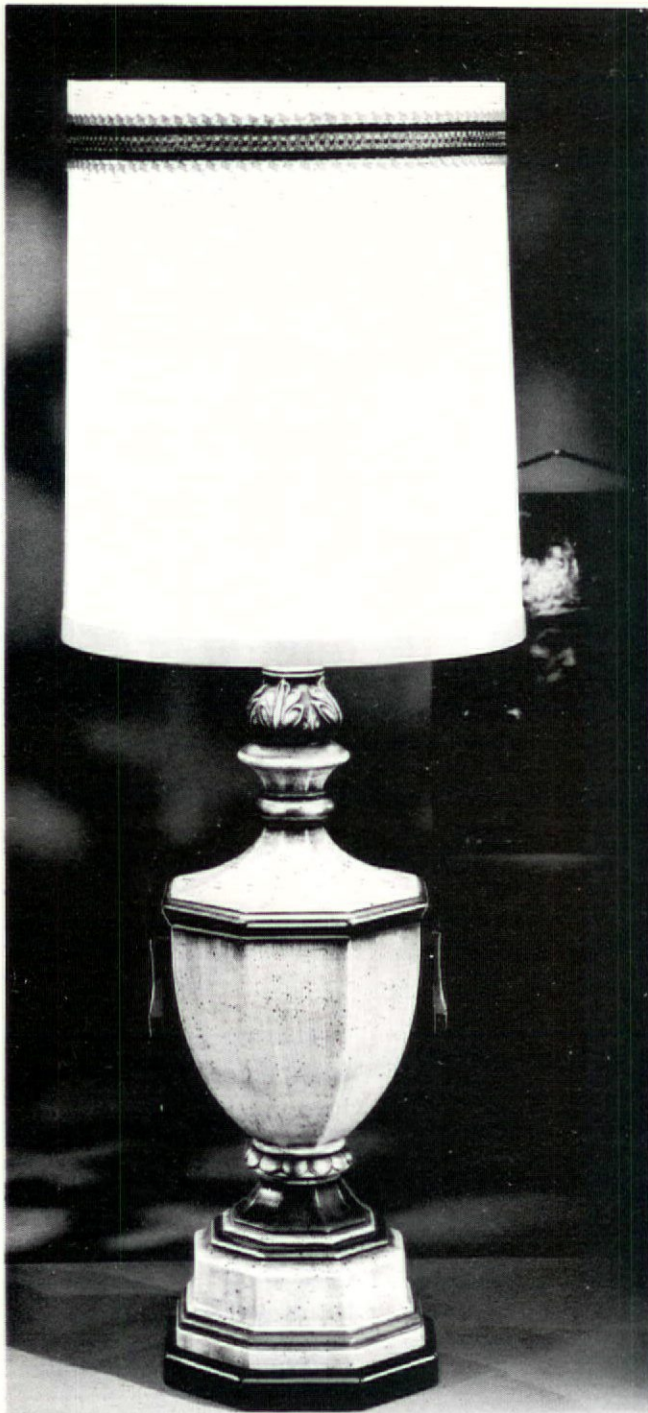
Exterior lighting named for the country where time and taste remain unmoved by passing trends. Handglazed finish of Colonial Bronze with Antique Verde is the ultimate statement in outdoor lighting. Pendants. Post Lanterns. Wall Brackets. Fifteen styles within the collection to accommodate your precise needs.

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Write for our Catalog/74



Circle No. 52 on reader service card



Model 7363-1  
Available in Antique White Decorated  
and Antique Yellow Decorated

Royal Haeger Lamp Co.  
Seven Maiden Lane  
Dundee, Illinois 60018



SHOWROOMS:  
New York, High Point, Atlanta, Dallas, Minneapolis,  
San Francisco, Chicago, Los Angeles and Denver.

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## PRODUCTS & SERVICES

### NAUTICAL DESIGN WITH AUTHENTIC ACCENTS

One of a new collection of nautical designs for contract application, Wasley Lighting's Windquest wall fixture is

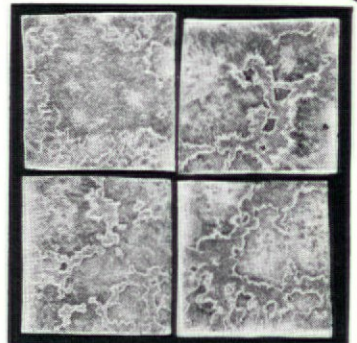


fashioned from weather-finished solid brass, accented with authentic touches of manila rope, wooden components. Soft light effect for restaurant, lobby installations is achieved through use of seedy glass, low-watt lamps.

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of  
old Venice*



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## MANUFACTURERS'

### LITERATURE

"Competitive Information Concerning Kohjin Cordelan," from Kohjin Co., Ltd., includes facts on the fiber's hygroscopic, flame-resistant, and durability properties, along with a fiber-construction diagram. Additional information on soil and stain-resistance, chemical degradation, and toxicity complete the presentation.

Circle No. 265 on reader service card

Seating—indoor, outdoor, office, reception and multiple—is cataloged in Jansko, Inc.'s expanded 52-page brochure. In addition to price lists and fabric swatches for upholstery, the publication includes photos and specification information for a wide selection of coordinated glass and wood topped tables.

Circle No. 266 on reader service card

The selection process of furniture specification is simplified with the publication of Empire State Chair Co.'s newest catalog. Separating furniture designs into six basic groups—Modern, Brentwood, Continental, Rustic/Colonial, Contract, Custom Plus—the catalog uses color dividers to key sections and make them easily removable for portable reference.

Circle No. 267 on reader service card

Popcorn, Sno-Kones, hot dogs, and cold drinks are among the food items housed in vending machines catalogued by Gold Medal Products Co. The newest Gold Medal publication includes specification information for Quick Snack Bars, tailored to fit individual installations and available in a variety of finishes, as well as for Antique Popcorn Wagon, a 1974 catalog addition.

Circle No. 268 on reader service card

Contract carpets can be more easily cleaned and maintained with information compiled in Dow Badische's "Guidelines for Maintenance and Cleaning of Commercial Carpet." The 25-page brochure discusses planned and preventive maintenance, along with routine, on-location cleaning methods, and closes with an expanded table of removal procedures for individual carpet blends.

Circle No. 269 on reader service card

A wide variety of paneling design treatments is made possible with the publication of U.S. Plywood's "All About Wall Paneling." Color line drawings offer more than 25 instructions—including information on molding installation and mitering—for room design and refurbishing. A section on accessories and adhesives completes the presentation.

Circle No. 270 on reader service card

Brand by brand ratings of office furnishings and equipment are compiled in Buyers Laboratory Inc.'s 1974 Handbook of Test Reports on Office Products. More than 500 pages of test/usage results are supplemented by a 62-page Information Exchange featuring user reports.

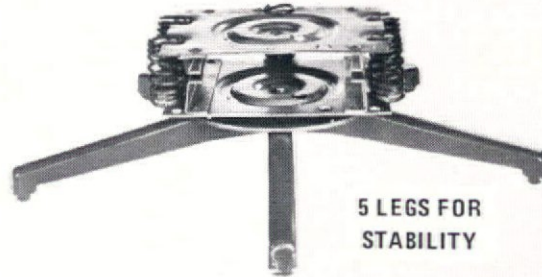
Circle No. 271 on reader service card

Designers of vehicles, appliances, and industrial products will benefit from PPG Industries' booklet of design fundamentals for Herculite tempered safety glass. Considerations such as design objectives, engineering drawings, and prototype samples are discussed in full.

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Circle No. 62 on reader service card

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## CLASSIFIED ADVERTISEMENTS

Rate: \$22.00 per column-inch. Payment must accompany order or ad will not run. Specify whether signed ad or box number. Add \$3.00 if box number is used. Estimate 55 words per inch; one-inch ad equals approximately 6 lines; 60 characters per line. Deadline, 5th day of preceding month. Orders must be submitted in type-written format. Address all ads to: CONTRACT Magazine, Gralla Publications, Classified Ad Dept., 1501 Broadway, New York, N.Y. 10036. Classified ads may be used for help or situations wanted; representatives or lines wanted; business for sale; any used or odd-lot products or items for sale on one-time basis. Classified ads may not be used for extensive product descriptions, or the offer of merchandise or services continuously available to readers, which is the function of display advertising. Send for display advertising rate card.

**Representatives Wanted**—Young expanding company offers an exciting line of bold designed textile supergraphics on light-weight wooden frames. Used singularly or grouped for strong visual effects. Competitively priced. Many areas are open. Please describe your territory, lines, showrooms, etc. AC Graphics, P.O. Box 887, San Rafael, Calif. 94902, 415/456-0363.

**Attention:** Manufacturers agents covering N. and S. Carolina, and S. Virginia. If you are a specialist selling to office furniture casegoods manufacturers and are interested in representing, on a commission basis, a nationally renowned, well-established fabricator of top quality and highly acceptable metal drawer slides and drawer guiding mechanisms to same, please respond with resume to: Box 933, CONTRACT, 1501 Broadway, New York, N.Y. 10036.



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**Philadelphia-Southern New Jersey-Delaware distributors** covering architectural and institutional markets desire additional exclusive architectural line to supplement existing casework lines. Fourteen years experience with good established contacts. Offering complete planning, design and specification service. Reply to P.O. Box 163, Neptune, N.J. 07753.

**Sales representative:** Immediate career opening with major contract supply house that will involve limited travel. Knowledge of hotel, motel, restaurant or institutional sales preferred. Full service backup in design, drafting, installation, and financing. Commission and expenses. Jack Wagner, Director of Marketing, The Revere Group, 10750 Columbia Pike, Silver Spring, Md. 20901, 301/681-7300.

**Sales Agents wanted** for modern & contemporary furniture line. Please reply to: Box 934, CONTRACT, 1501 Broadway, New York, N.Y. 10036. All replies confidential. All territories open.

Top volume lamp and fixture line with showrooms seeks hard-working reps in the contract field. Please write giving territory and references to Pieri Creations Inc., 100 W. Oxford St., Philadelphia, Pa. 19122, 215/634-0700.

**Experienced Sales Manager**—Eighteen years in contract industry (office furniture). Southeast location preferred. Will consider re-location. Contact: Box 935, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

**Reps Wanted**—Top quality butcher block and chrome line. Several territories open. Reply to: Box 936, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

**Representative Wanted**—Calling on contract specifiers, architect accounts for wallcovering and decorative fabrics. Top lines. Fla. Send complete information to: Box 937, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

**Highly professional rep organization** in Greater New York, New Jersey area, interested in wood office furniture line or systems oriented line. We offer the most complete coverage of dealers, architects and designers in our area. Our philosophy: limited lines and intensive coverage. Contact—O'Grady & Siegel Assoc. Inc., 345 Park Ave., N.Y. 212/688-4170. All inquiries held in strict confidence.

**Wanted:** Top contract representative for Florida, Georgia, Alabama, North Carolina, South Carolina, to handle highly regarded domestic wall furniture line. Complete wall systems of interest to hotel, motel, architects, designers and all other contract specifiers. Top earnings available. Rep selected must be experienced in all phases of contract sales. Reply to: Box 938, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

**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 Sales Manager, CONTRACT Reader Brochures, 1501 Broadway, New York, N.Y. 10036.

**Contract Reps Wanted.** 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 publishers 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. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Use the FREE reader service cards bound in this issue. They'll rush information to you on new products and advertisements via high-speed computers.

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# CONTRACT SALES REPS WANTED

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## representatives

The contract furnishings manufacturers listed here need you, in the territories they specify. If you are interested, write or call them direct. Manufacturers listed below have display advertisements in this issue. See these ads for additional product background.

## manufacturers

As a service to the commercial/institutional furnishings industry, CONTRACT offers space on this page FREE to manufacturers of contract furnishings that sell through independent representatives and that have display advertisements in this issue.

---

### H. L. BIRUM CORP.

75 S. Union St., Lambertville, N.J. 08530.

**Contact:** H. L. Birum.

**Product:** Free-standing landscape screens and room dividers.

**Territory:** Choice territories open.

### S. M. HEXTER CO.

979 Third Ave., New York, N.Y. 10022, 212 / 355-5587.

**Contact:** A. Y. Lang.

**Product:** Wallcoverings, fabrics (upholstery, drapery, leather, suede, etc.).

**Territory:** Selected territories open.

### MODULAR DESIGNS, INC. (DESKS)

1935 E. Occidental, Santa Ana, Calif., 92705, 714 / 542-1121.

**Contact:** Robert D. Larkey.

**Product:** Medium and high-end all-wood office furniture.

### BUCKSTAFF

1127 S. Main St., Oshkosh, Wis. 54901, 414 / 235-5890.

**Contact:** James Pennau.

**Product:** Contract and library furniture.

**Territory:** Michigan, S. California & Nevada, Texas, Oklahoma, Arkansas, Louisiana.

### JAMIN EDITIONS, INC.

16140 Valerio St., Van Nuys, Calif. 91406, 213 / 988-8181.

**Contact:** Gary Benjamin.

**Product:** Customized framed graphics.

**Territory:** Fla., N.Y., Chicago, Atlanta, Boston / New England, Dallas, Houston, Memphis.

### MODULAR DESIGNS INC. (TABLES)

P.O. Box 29606, Atlanta, Ga. 30329, 404 / 352-2140.

**Contact:** Floyd Mills.

**Product:** Modular tables.

**Territory:** Chicago, Dallas, Minn., plus other choice territories.

### DRAPERY SERVICE INC. OF FLORIDA

1395 E. 11 Ave., Hialeah, Fla. 33010, 305 / 885-3544.

**Contact:** Al Cohen, National Sales Director.

**Product:** Contract drapery and bedspreads.

**Territory:** All areas.

### JANSKO INC.

P.O. Box 1751, Fort Lauderdale, Fla. 33302, 305 / 522-6791.

**Contact:** Maurie Frankl.

**Product:** Seating, contemporary.

**Territory:** Nebraska, Kansas, Missouri, Ohio, Kentucky, Michigan.

### MARR, INC.

P.O. Box 5365, Oxnard, Calif., 805 / 482-0290.

**Contact:** Mr. Hartman.

**Product:** Casual furniture, indoor and out.

**Territory:** South, Midwest, other select areas.

### HARDWARE DESIGNERS, INC.

P.O. Box 667, Mount Kisco, N.Y. 10549, 914 / 666-2177

**Contact:** Mr. Cope Bradford Jr.

**Product:** Drawer slides.

**Territory:** Upper N.Y., Eastern Pa., Md., D.C., Del., Va., Carolinas, S. Va., Ohio, W. Va., Southeast U.S., Western Europe.

### LIVING WALLS INC.

120 E. 144 St., Bronx, N.Y. 10451, 212 / 665-3800.

**Contact:** David A. Vitt.

**Product:** Laminate wall furniture, dividers, files.

**Territory:** Selected territories open nationally.

### SLIDEX CORP.

40-19 23 St., Long Island City, N.Y. 11101, 212 / 937-5518.

**Contact:** Frank DeVito.

**Product:** Drawer slides.

**Territory:** Many open; please inquire.

### MORT WEST MILLS

150 E. 58 St., New York, N.Y. 10022, 212 / 371-1313.

**Contact:** Mort West.

**Product:** Custom contract carpet for architects and space planners.

**Territory:** Florida, Georgia, Alabama, Tennessee, North and South Carolina.

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P. R.: La Electronica Inc - SAN FRANCISCO: Casella Lighting -  
TORONTO: Revel International - VANCOUVER: Assoc. Lighting Services  
Ltd - WASHINGTON D. C.: Maurice Elec. Supply Co

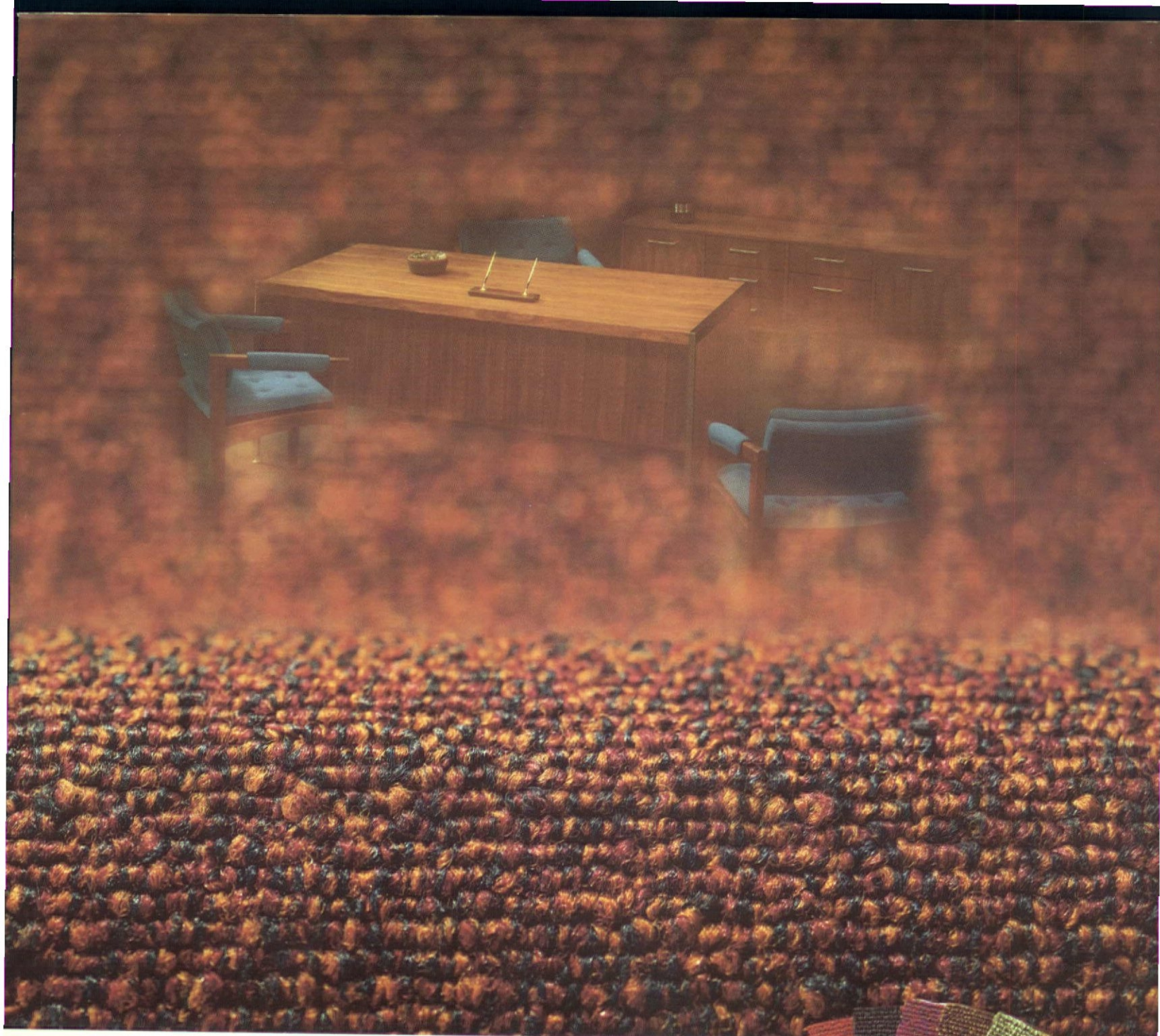
For further information and/or free catalogues please contact us. Dealer  
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