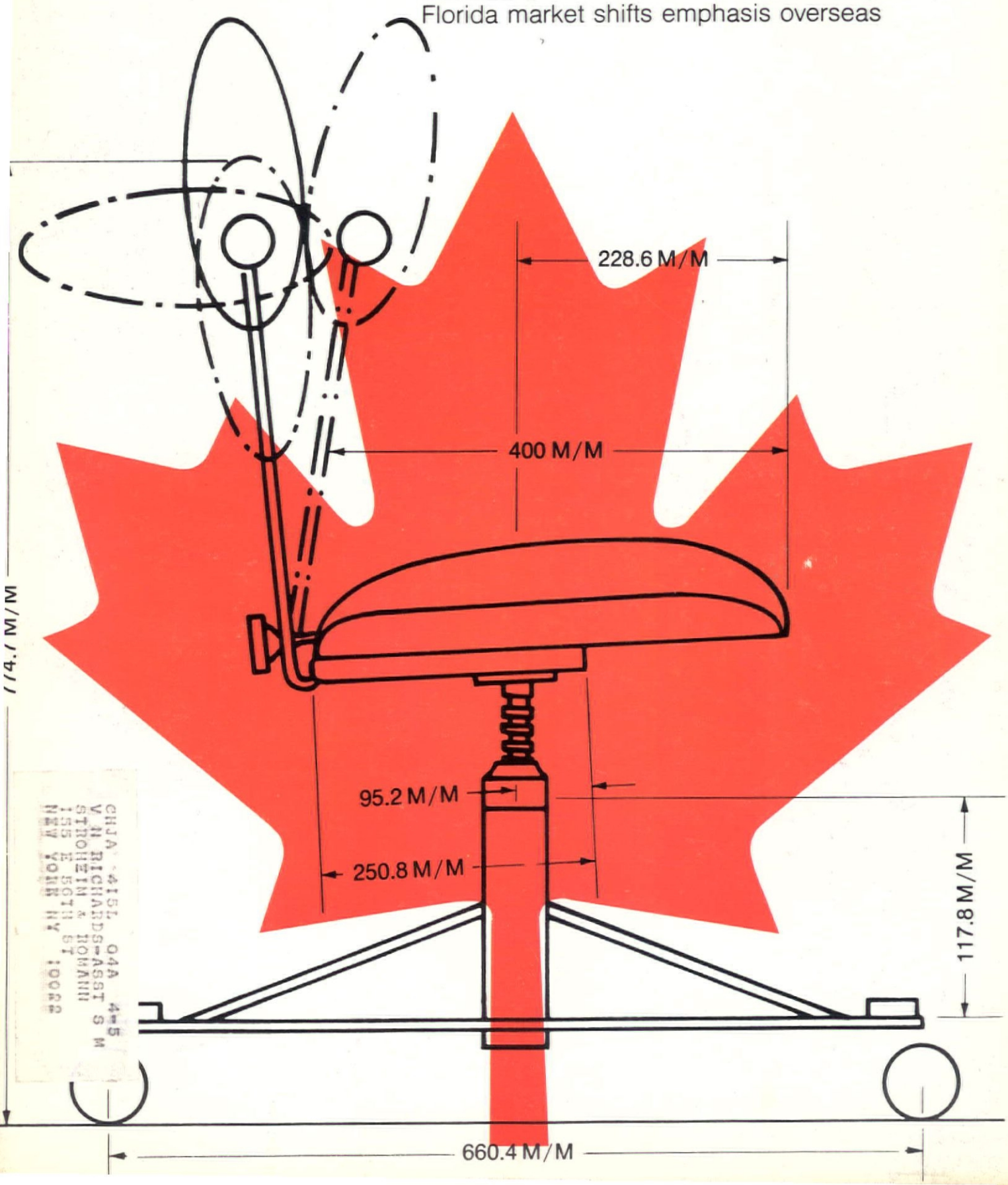
10/74 CONTRACT
Gralla Publication
THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

## Canadian Government promotes design

New contract emphasis on stained glass
Fabrics, Wallcoverings specs get tougher
Carpet Scope: Fiber company consultants on tap
IH&MEE Show now international in scope
Florida market shifts emphasis overseas




CHJA 4151 04A 4-5
V N RICHARDS-ASST S M
STROHEIM & ROMANN
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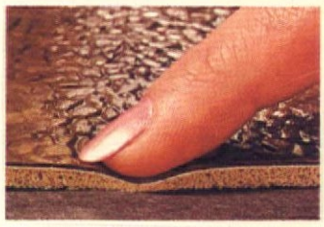
NEW YORK NY 10062

Imagine the ideal flooring—the one that combines underfoot comfort with all of the advantages of vinyl. You're thinking of Quiet Zone Vinyl Corlon® from Armstrong.

As you can see from the insert, Quiet Zone has a thick backing of Cushioncord® vinyl foam. So, as its name implies, it cushions footsteps. It makes standing and walking on Quiet Zone a pleasure. At the same time, it muffles the noise of dropped objects and foot traffic, giving you the double benefit of quiet and comfort.



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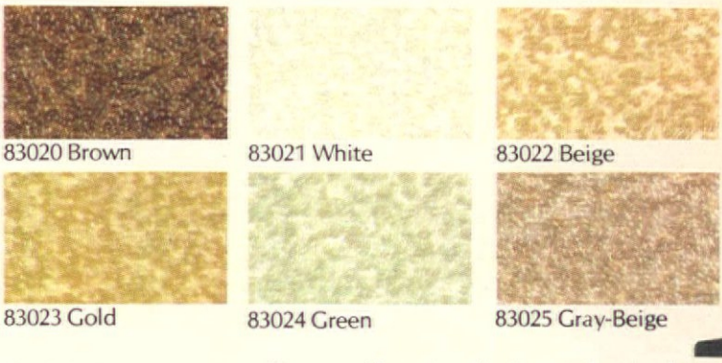
A bonus is its design—not only does Quiet Zone come in two handsome patterns—but it is richly textured to help disguise traffic marks as well as subfloor irregularities. Install Quiet Zone in your next open plan office. Then just sit back and listen to Quiet Zone at work.

For more information, clip this coupon, fill it out, and mail it to Armstrong, 4202 Michael St., Lancaster, Pa. 17604.

# Shh. Quiet Zone™ at work. You know it's vinyl, but you might think it's carpet.



83020 Brown | 83021 White | 83022 Beige

83023 Gold | 83024 Green | 83025 Gray-Beige

The Quiet Zone pattern illustrated here is called Grand Central.

Please send me more information about Armstrong Quiet Zone Vinyl Corlon.

Name_____

Company_____

Address_____

City_____ State_____ Zip_____

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Armstrong

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From the foreground, back: The Plia, The Platone, The Plona. Two chairs and a table built on a folding frame of polished metal. Complementary Castelli designs. Beautifully simple.
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# 10/74 CONTRACT

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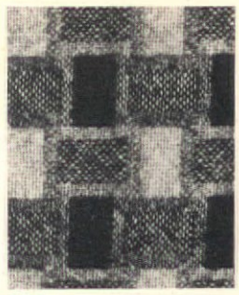

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**COVER**—Prize-winning furniture design from Canada is exemplified in this graphically explicit cover by Ronald Pere, graphic designer, consisting of the Curtis Ergo secretarial chair and the bright red Canadian maple leaf, to emphasize Canadian Government support of good design in article starting on page 76.


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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE


## COMING IN CONTRACT

**NOVEMBER**—CONTRACT'S second Designer Profile Inventory, a cross-section of the contract design industry, detailing size of companies, volume, areas worked in, associations, and other information about design organizations and the people who serve in them. Also, Banks and Savings & Loan Design—some of the latest developments in bank design, with a product review of bank furniture and furnishings. Plus, Institute of Business Designers' Product Design Competition winners. Carpet Scope: Underlayments—comprehensive article on the why, how, and where of under-the-carpet materials.

**DECEMBER**—The Super Executive Office is the focal point of CONTRACT'S full color editorial presentation, together with a review of the latest executive office equipment. New directions in open plan design, an examination of the Jones Company, a William Pulgram, ASD, open plan design. Top of the Desk Furnishings and Accessories in review, the latest designs and introductions. Preview of the Second Dallas Contract Show.


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NY SCHOOL OF INTERIOR DESIGN
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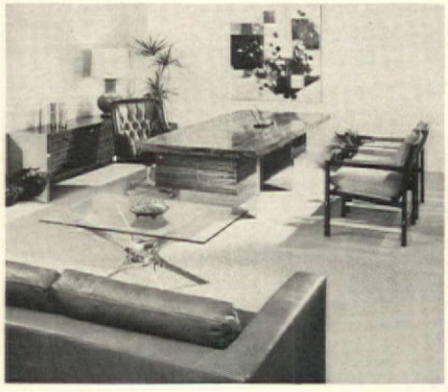

DUNBAR FURNITURE

## Decorative Arts Center

305 East 63rd Street, New York, New York 10021

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photography: Ed Rager... installation: The Waldorf Astoria Hotel's Conrad Suite... interior designer: David T. Williams, A.I.D.

Contract 21

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

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# IBD designers report $145 million volume for first half of 1974

**New York**—Volume of $145 million for the first six months of 1974 by 166 Institute of Business Designers members was announced by Stuart John Gilbert, National President of IBD.

According to Gilbert, fewer than 16 percent of the professional membership of the organization participating in a survey conducted by IBD reported project volume of more than $145 million.

On the basis of the survey, Gilbert believes that the professional designers in the organization may account for as much as one billion dollars in project volume during 1974.

The survey also revealed that the average age of responding professional members is 36 years, 70 percent of respondents were male, 30 percent were female, and that there is an indication that more women are involved in important projects now than five years ago, when fewer than 10 percent of non-residential design was handled by women.

Gilbert also feels that the figures reflect business in the contract field in general. He says, "Despite the lack of new building due to rising costs of labor, materials, interest rates, inflation, etc., it would appear that there is a continuing demand for non-residential design services and furnishings." He attributes this in part to expansion of business facilities in existing space, which requires space planning and design, remodeling, and moves to new locations, whether or not the building itself is new.

# ASID plans for trade source involvement

**New York**—Firms supplying equipment, products, or services to the interior design profession, which meet the approval of the newly forming American Society of Interior Designers' Board of Directors, may become participants in an ASID Industry Foundation, according to an announcement from the National Society of Interior Designers to its Trade and Industry Members. American Institute of Interior Designers (AID), which will complete its merger with NSID into ASID by January 1, 1975, did not have a comparable membership category and merger prospects left the status of NSID Trade and Industry Members in doubt.

"The consolidation of the two major organizations, in itself," says NSID President Richard W. Jones, FNSID, "gave impetus to the Foundation. Firms which had not become trade and industry members of NSID because AID had no comparable membership category, not only feel that obstacle lifted, but view consolidation as a vital opportunity to work together for the betterment of the industry." Jones points out that the merger will offer increased opportunity for trade sources to become productively involved with the professional interior designers through the ASID Industry Foundation.

One of the reasons for the development of the Foundation was the unprecedented success of the International Exposition of Designers Sources held during the joint AID/NSID Convention in Denver in July and the involvement of trade firms in the workshops, Jones says.

"The AID/NSID consolidation into ASID gave impetus to the formation of the ASID Industry Foundation...a vital opportunity for the industry to work together," says Richard W. Jones, FNSID, President of NSID.

"Though the official program for the ASID Industry Foundation will not be established until early next year," says Jones, "it is evident that these activities, improved communications between sources and designers, and other subjects which were pointed up in a recent survey made by NSID Trade and Industry Relations Committee, will be included."

## Mexican furniture importer expands U.S. distribution

**Dallas**—Artes de Mexico, Dallas-based importer of traditional Spanish Colonial furniture from Mexico, has announced addition of Seattle as a distribution point, through the new showrooms of Koogle & Buccola in the Design Center Northwest complex. The company also has announced the appointment of new representatives in New York and Dallas, with William A. Weinzimmer, formerly of John Stuart, representing the company in New York and Bayreuther Associates in Dallas.

## Atlanta hosts first IBD regional meeting

The first regional meeting of Institute of Business Designers (IBD), entitled "Exploration Atlanta!" is scheduled to be held in Atlanta on November 22-23.

Programs will home in on exploration of the feasibility of a 1975 Contract Market in Atlanta, and a presentation of a picture of the Atlanta potential for the contract industry.

National officers of IBD will hold an Executive Meeting on Friday, November 22, presided over by Gilbert. Jeanne Baldwin, Chairman of IBD's National Board of Trustees, will them preside at a Board Meeting the following day. These meetings will allow both officers and board members to be present for programs arranged by the Georgia/Alabama Chapter.

IBD's national board of trustees approved the regional meetings during June's Chicago board meeting. At that time, Stuart John Gilbert, the organization's National President, appointed Barton L. Starr, President of the Georgia/Alabama Chapter, to serve as chairman of the two-day event.

Registration fee of $25 per person includes two luncheons, a dinner, and in-town transportation to be arranged by the chapter. Tours through the area will include Atlanta 2000, Colony Square, Omni International, and Portman Properties.

For further information, contact Barton L. Starr, President, Georgia/Alabama Chapter, IBD, 1132 W. Peachtree St. N.W., Atlanta, Ga. 30309.

# Q: CAN A CONTRACT CARPET HAVE THE LOOK AND HAND OF NATURAL BERBER WOOL?

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When a carpet looks as good as this contract-grade "Berber" by Customills of Dalton, Georgia, nothing will do but a close, loving look.

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And, of course, Acrilan is more abrasion-resistant, more static-resistant, more stain-resistant than wool, and a lot easier to clean.

For your next contract installation where rich, good looks are as important as performance specifications, consider carpeting of Acrilan, by Customills or any other Monsanto-licensed mill. The license is your assurance that the maker has met or exceeded Monsanto's strict quality standards. If he hadn't, he'd only be able to call his carpet "acrylic," but not Acrilan.

And that assurance of quality construction is one more thing you can't get from wool.

# A: CUSTOMILLS SAYS ACRILAN® CAN.

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# The President of Crest-Foam Corp. defies you to name a better foam than SAFECREST* superfoam

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**Comfort** — The established industry leader in comfort has long been Latex foam. In testing Safecrest against latex almost identical Instron comfort curves are drawn. The best way to translate comfort features of foam is to try it. Safecrest possesses the initial soft or delicate feel that is preferred yet it will not bottom out. This enables Safecrest to be used with comfort by lightweight and heavyweight alike.

**Irving Rifkin** — President - Director Crest-Foam Corp.

**Flammability Characteristics** — The flammability of cellular materials is much in the news today. We are not making extravagant non-burning claims for Safecrest. Safecrest Superfoam will burn under the right conditions (as most organic materials will), but it's properties in this important safety category closely reach cellular neoprene the recognized leader in this field, with smoke generation properties 1/30 that of neoprene.

**Other important properties of Safecrest include**

*Tensile strength* — Instron readings of 18 psi, and elongation of 180%.

*Compression set* — 50% deflection readings of $< 5$ and 75% readings of $< 10$.

*Tear strength* — Instron reading of 2.0 pli.

*Availability* — the Safecrest line is available in a wide range of compressions from 10 to 150. The new Crest manufacturing facility is geared to handle your most demanding needs. Call us at 201-641-9030 for further information and price quotations.

*Safecrest is a trademark of Crest-Foam Corp.

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Floor length pedestals mean more storage. Up to 30% more. And the clean, crisp lines go uncluttered with built-in raceways designed to conceal communication and electrical wiring.

Specify the 1500 Series from All-Steel. Selection of desk models, tables, L-units and credenzas.

For more information write, All-Steel Inc., Aurora, Illinois 60507.

ALL·STEEL

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# A classic design for today's office environment.

Showrooms in New York, Los Angeles, Chicago, Aurora. In Canada, All-Steel Canada, Ltd., Montreal, Toronto. One of the CIT Companies.

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If there is one category of contract furniture which, at its very mention, identifies a source ---it's bentwood. And Thonet.

Small wonder. History documents the reason.

Michael Thonet created the first bentwood chair in 1840. He also perfected the process by which bentwood furniture could be produced in volume. And we've been using the same techniques ever since. In fact, no other company has been bending wood for furniture for so long.

Ever since the World's Fair in London in 1851, Thonet's been receiving prizes for its bentwood designs. And you can see many bentwood classics by Thonet in museums around the world.

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Thonet Industries, Inc., 491 East Princess Street, York, Pa. 17405 Telephone: (717) 845-6666.

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CENTER OF DESIGN

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# INTRODUCING THE ONE-WORD UNDERLAY SPEC: OMALON.

There's a simpler way to write a carpet underlay spec than writing a manual.

Simply say Omalon. Omalon Patented Process* Carpet Foundation.

It's a spec in itself. A new standard. Here's why:

First off, Omalon reduces noise levels dramatically. It set a new standard in recent independent laboratory tests.

Omalon resists odor, moisture, mildew, vermin and alkali.

It can be installed everywhere cushion can't be. Above grade. On grade. Below grade.

Or on any kind of floor. Wood. Tile. Cement. You name it. It's lightweight. Easy to handle. Cuts easily. Seams perfectly. Lays flat.

So now you don't have to resort to specifying "no-pad" installations because ordinary underlay won't perform.

Why?

That's simple, too.

Because Omalon isn't ordinary underlay.

Omalon is carpet foundation. The only Patented Process* Carpet Foundation. Which is why Omalon provides you with such superiority.

There's a complete line of four Omalon Contract Carpet Foundation systems.

The latest is Omalon System C-4. C-4 is the ultimate contract pad where firmness and luxury are paramount.

And of course, Omalon meets

all technical standards presently in use by the floor covering industry such as the Pill Test (DOC FF 1-70) and Hill-Burton requirements measured by the Steiner Tunnel Test (ASTM E-84) and has received its own Materials Release, F.H.A. MR 681-a.

In short, there isn't any kind of installation which Omalon can't satisfy completely.

For full information and specs on Omalon Contract Carpet Foundation, see Sweet's Architectural and Interior Design files, or write Olin Corporation, Consumer Products, Dept. C-10, 120 Long Ridge Road, Stamford, Conn. 06904. Or call 203-356-2450.

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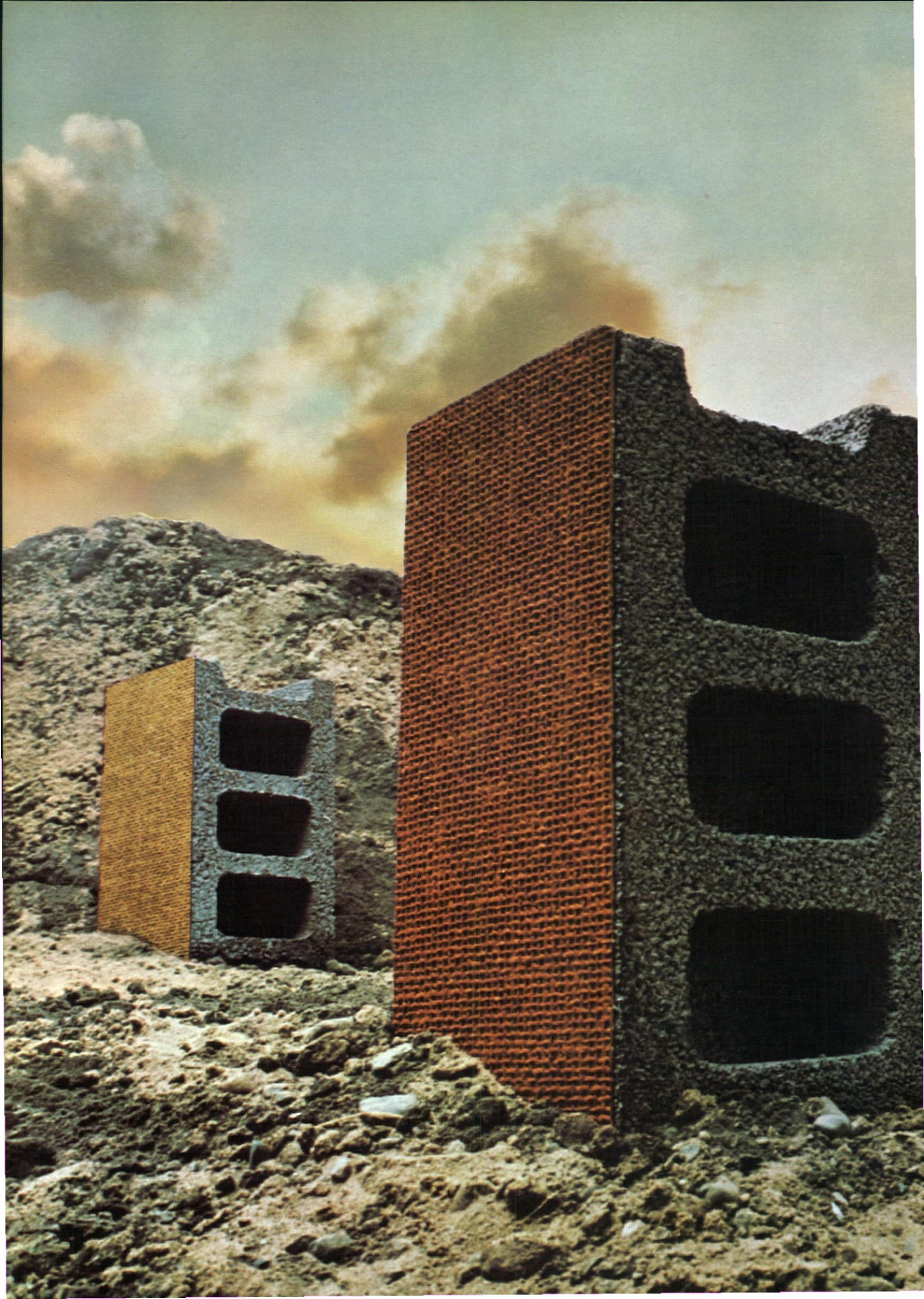

# Dawn of the dazzling cement block.

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. 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.

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## Office Planning Symposium for managers planned at New York Hilton, December 12-13

**New York**—A two-day "Office Planning" symposium aimed at management personnel involved with office environments has been planned by Institute of Business Designers in cooperation with Administrative Management Magazine at the New York Hilton Hotel, December 12 and 13. The symposium will explore the values of non-residential design technology as an aid to management involved with office space environments.

The program will involve eight office planning seminars and will feature prominent management executives who have successfully utilized professional contract interior design firms to create corporate benefits for their companies.

The seminars are designed to provide practical solutions to problems which will be experienced by corporate managements anticipating environmental projects for their companies. They will expose management personnel to useful and imaginative approaches to solutions for their individual office design problems, according to the announcement.

Included will be these subjects: "Benefits Of Better Design," "Alternatives—Remodeling or Rebuilding," "Contracts," "Budgeting," "Landscape Theory and Compromises," "Manufacturers Involvement," "Survival of the Move," and "Word Processing."

Speakers will include Stuart John Gilbert, IBD's National President; Arnold Labahn, IBD, Supervisor Office Design & Furnishings, People's Gas Co., Chicago; Roger B. Carroll, Supervising Architect, Port Authority of N.Y. and N.J., World Trade Building, New York; Sheppard Ellenberg, President, Magnum Development Corp., New York; Bernard Soep, IBD, Bernard Soep Associates, Allston, Mass.; Howard Slonim, attorney, Silk, Slonim & Young, New York; Morton Marks Jr., IBD, Executive Vice President, Morton Marks & Sons, Inc., Richmond, Va.; and Jason Jacobs, CPA, Jason Jacobs & Co., New York.

Also, Bernard J. Kosakowsky, Manager, Administrative Services, Philip Morris Research Center, Richmond, Va.; Robert Soronson, Controller, Purdue University, Lafayette, Ind.; Jeanne Baldwin, IBD, Executive Vice-President/Director of Design, Thacher Inc., Topeka, Kan.; David Maday, IBD, Manager, Space Planning/Interior Design, and Paul Witting, General Sales Manager, both of Steelcase, Inc., Grand Rapids; George Connor, Operating Manager, Sears Roebuck & Co., New York; Kenneth Muller, IBD, Director of Design, The Business Design Group, Div. of Harry Strauss & Sons, Inc., New Brunswick, N.J.; and Alan L. Kramer, Manager, Support Services, Standard Oil Co. (Indiana), Chicago, Ill.

Registration fee for the complete series of seminars will be $226 per person and includes two luncheons and a special reception hosted by Steelcase.

## End gets Euster Award

**Miami**—Designer Henry End, with offices in Miami, New York, and London, is the recipient of the Tenth Annual Euster Merchandise Award, according to an announcement by Jay Euster, President, A.T. Euster Furniture Co., Miami and Fort Lauderdale.

In making the announcement, Euster said, "Henry End has contributed enormously to the field of design and through these many years has served a diversified number of clients in the area of interior environmental, graphic, and product design, not only in the United States, but throughout the world. His contribution to the Florida design scene speaks for itself."

Designer Henry End, with offices in Miami, New York, and London, is recipient of Tenth Annual Euster Merchandise Award.

## Arabs purchase their first U.S.-made hospital furniture

Shelby Williams Industries recently finalized transactions to supply $400,000 worth of furniture to Egypt's newest medical center.

Hospital beds and public space furniture will be charter-flown to the WAFAA WA AMAL ("Peace and Hope") Medical Rehabilitation Center, presently under construction near Cairo.

Project architect Dr. A. Rimaly of Cairo and Assistant Project Director Dr. M. Shawky flew to Chicago personally to select furniture designs. The meeting included an executive of Amimpex, Inc. of Miami, Fla., project consultants.

Dr. Shawky, observed that, "just within the last six months, U.S.-Arab politics have been rearranged, permitting cooperation," and noted that the Shelby Williams products will be Egypt's first U.S.-made hospital furniture.

Dr. M. Shawky (l.) and Dr. A. Rimaly (r.) examine sample of hospital furniture ordered at Shelby Williams Industries, Merchandise Mart, Chicago.

## Tri-purpose design is NHFL's winner

National Home Fashions League's 1974 Crafts/Design Award, a $2,000 fellowship, was presented to Noreen L. Ferrari, a senior in interior and textile design at University of California, Davis.

The winning entry, a multi-functional unit, is a cube-contained-cube, 12 by 12 by 24 inches high, of smoked Plexiglas. The inner cube houses the lighting unit while the outer cube can be telescoped up from 23⅜ in. to 39⅜ in. Square-holed, donut-shaped cushions encompass the form, easily removable for casual seating.

"It is necessary for designers to analyze a space, produce a design which is most efficient in its serviceability, and that usurps the least amount of space possible," said Ferrari in explanation of her work. "On this principle, the solution at which I arrived is a multi-functioning furniture unit," continued Ferrari. "The purpose of this particular piece is threefold: to incorporate a lighted surface area to be used as a table; removable cushions for seating; and an extendible piece to vary the height of the form."

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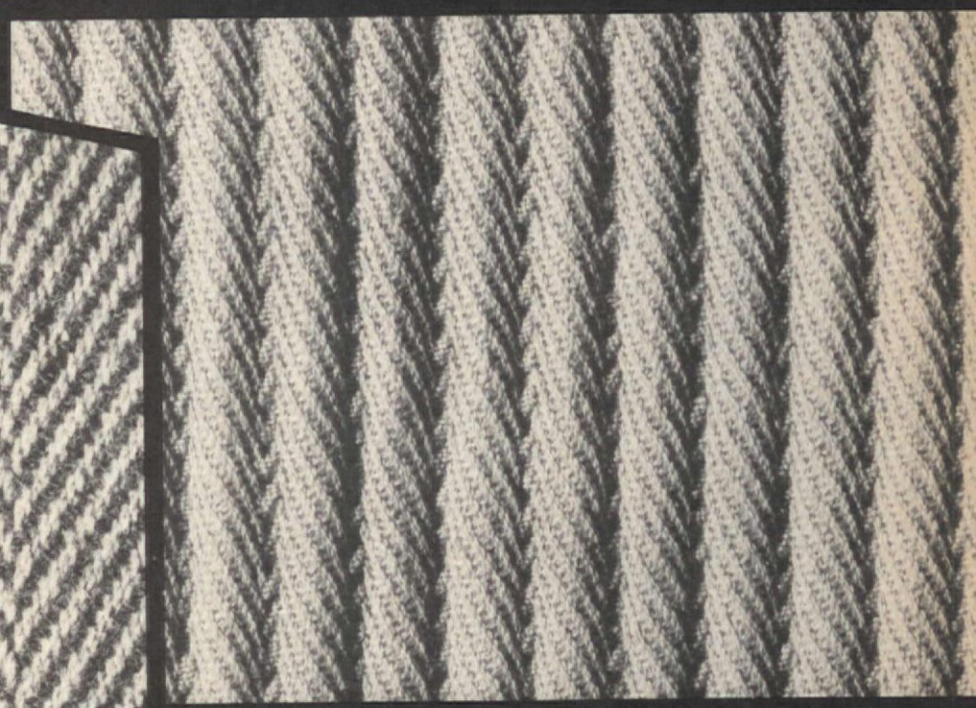
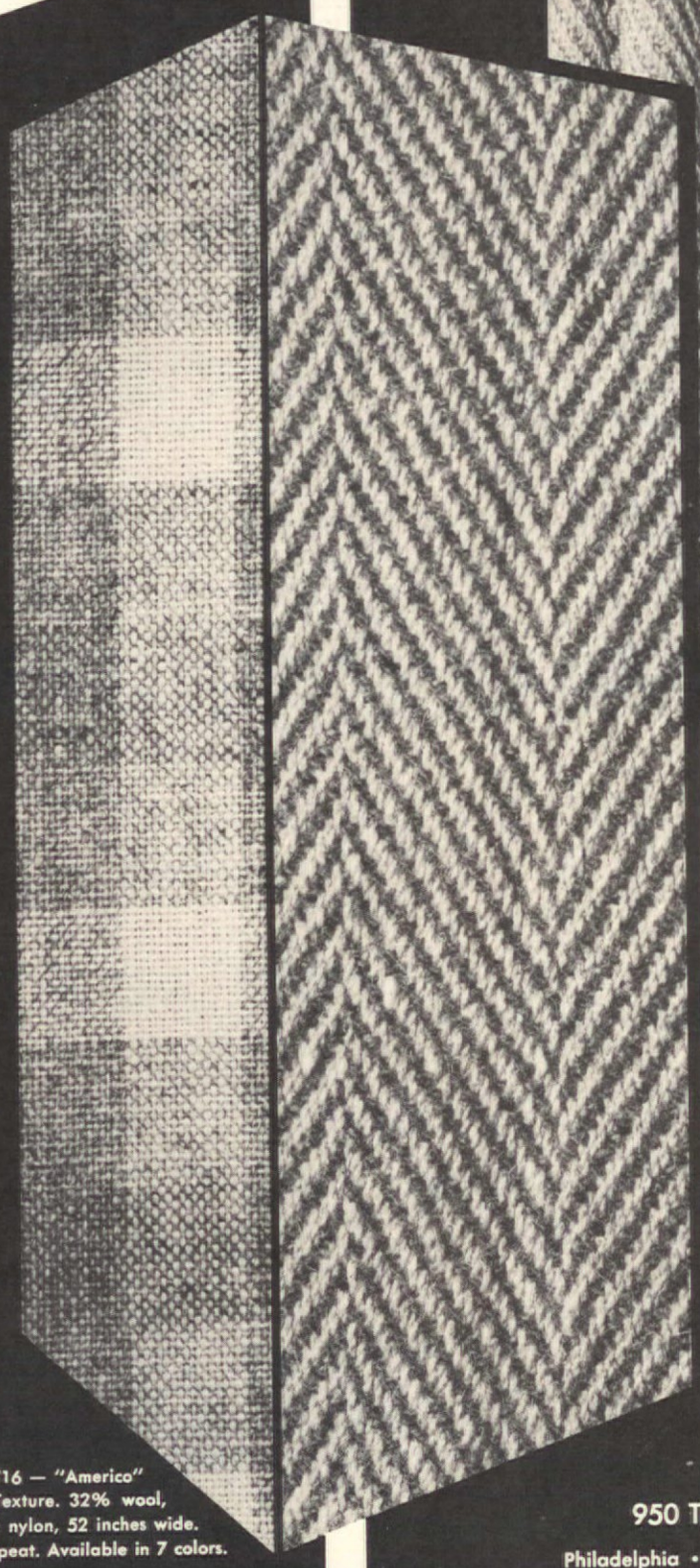
33% cotton, 67% wool, 54 inches wide.
Available in 5 colors.





#98141 — "Irish Herringbone"
Texture. 100% wool, 54 inches wide.
Available in 7 colors.
Hand-woven in Ireland.
Scalamandrè Berber Collection.

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Plaid Texture. 32% wool,
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## Burlington looks to students for new showroom display ideas

Ideas for redesign of five drapery and bedspread showrooms and an audio-visual room for Burlington Industries, Inc., were solicited from a design class at Virginia Commonwealth University with superb results, according to Roger Baugh, Director of Home Fashions for Burlington, Industries.

The actual redesigning of the showrooms will be handled by a design firm in New York (not selected at press time), but the student projects will be the basis for internal consideration as to what the objective of the showrooms will be. Ideas will be reshaped and incorporated into the final plan, according to Baugh, "knowing that no one student would probably come up with a good solution to every problem. It was explained to the students from the start that this was not a design competition, but a means of achieving design ideas from fresh minds not involved in the commercial world."

Senior and sophomore design students participating in the project were brought to New York to see the actual showrooms as they existed and to see how they were used. Actual sales presentations were given to the students in each of the six showrooms and the lobby so that they could see the rooms in action.


Bassett Mirror Company

8600-702 chrome-plated table, 36 x 36 x 29, gray plate glass top, matching 8333-870 chairs.

Three reasons why there's no plate like chrome!

**Bright Beauty!** Sparkling chrome-plated steel, sleek styling by Bassett Mirror Co. **Takes Tough Treatment!** Chrome plate shrugs off dents, scratches, stains, burns, and wipes clean with damp cloth. Rugged all-welded construction. **Practically Pilfer-Proof!** Chrome plate can be electronically engraved with inconspicuous code number for proof of ownership. **Magnificent Mirrors, Too.** In addition, Bassett offers mirrors with superb frame design in enduring plastic, gleaming ormolu finish, flawless glass. Can be securely fastened to walls. For long-life craftsmanship and realistic pricing, contact Bassett Mirror Co., Inc., Bassett, Va. 24055.

6011-664 oval mirror, 19 x 37, classic frame, bronze-gold gilded, ¼-in. float glass center.

6011-661 rectangular mirror, 23 x 35. Swirl design frame, bronze-gold gilded, ¼-in. float glass center.

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## President Ford attuned to furniture industry through Wm. Seidman

A key aide to President Gerald Ford is his Chief of Operations, William Seidman, Chairman of the Board, Seidman & Seidman, Grand Rapids, Mich. Seidman, who has been on leave of absence from the firm since Ford assumed the Vice Presidency, has been working in Washington, D.C. with President Ford in an advisory capacity.

Seidman is well known in furniture circles, provides important statistical studies for furniture manufacturers, and has been a speaker at various Merchandise Mart seminars in Chicago.

## Florida industrial center is urban-, ecology-planned

Sea/Aire Executive Center, a business and light industrial complex with a personalized rapid transit system, will be built over a six-year period on a 250-acre site in Dania, Fla., near the Ft. Lauderdale area.

Developed by Les Byron Associates, Inc. with a master plan by Welton Becket & Associates, Sea/Aire will include 825,000 sq. ft. of high-density office space, 400,000 sq. ft. of low-density office space, a 500-room hotel, and structured and on-grade parking for 10,000 automobiles. Shopping center, dining facilities, and recreation amenities will be developed primarily for use by the 11,500 persons expected to be employed at Sea/Aire.

Focal point of the project will be a man-made, 15-acre lake, surrounded by the complex's 17 office buildings. Additional lakes and a system of four canals fanning through the project will serve as a storm-water retention system, protecting the project from flooding and recharging the Biscayne water table.

The project, planned in a series of concentric rings, is naturally situated in a transportation corridor leading to world markets, a virtually ideal location for firms requiring close access to airports and water transportation.

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Embraces 4 different seat heights
each with a low and high back
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. . . And 4 tables for dining,
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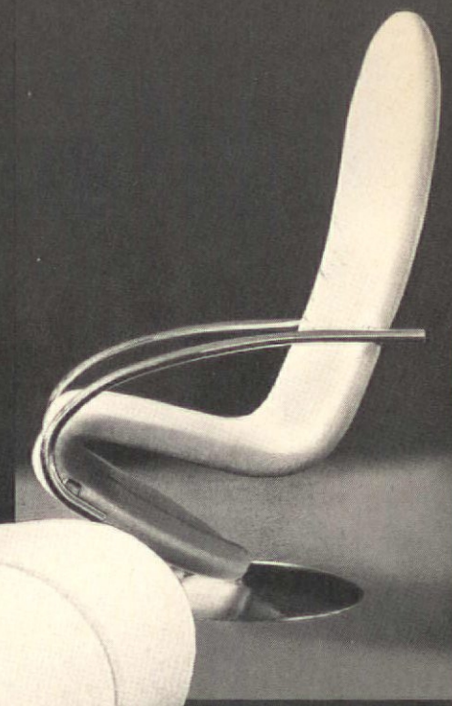

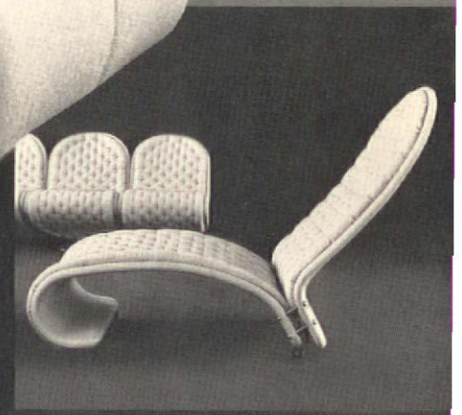

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Telephone: (212) 838-3225

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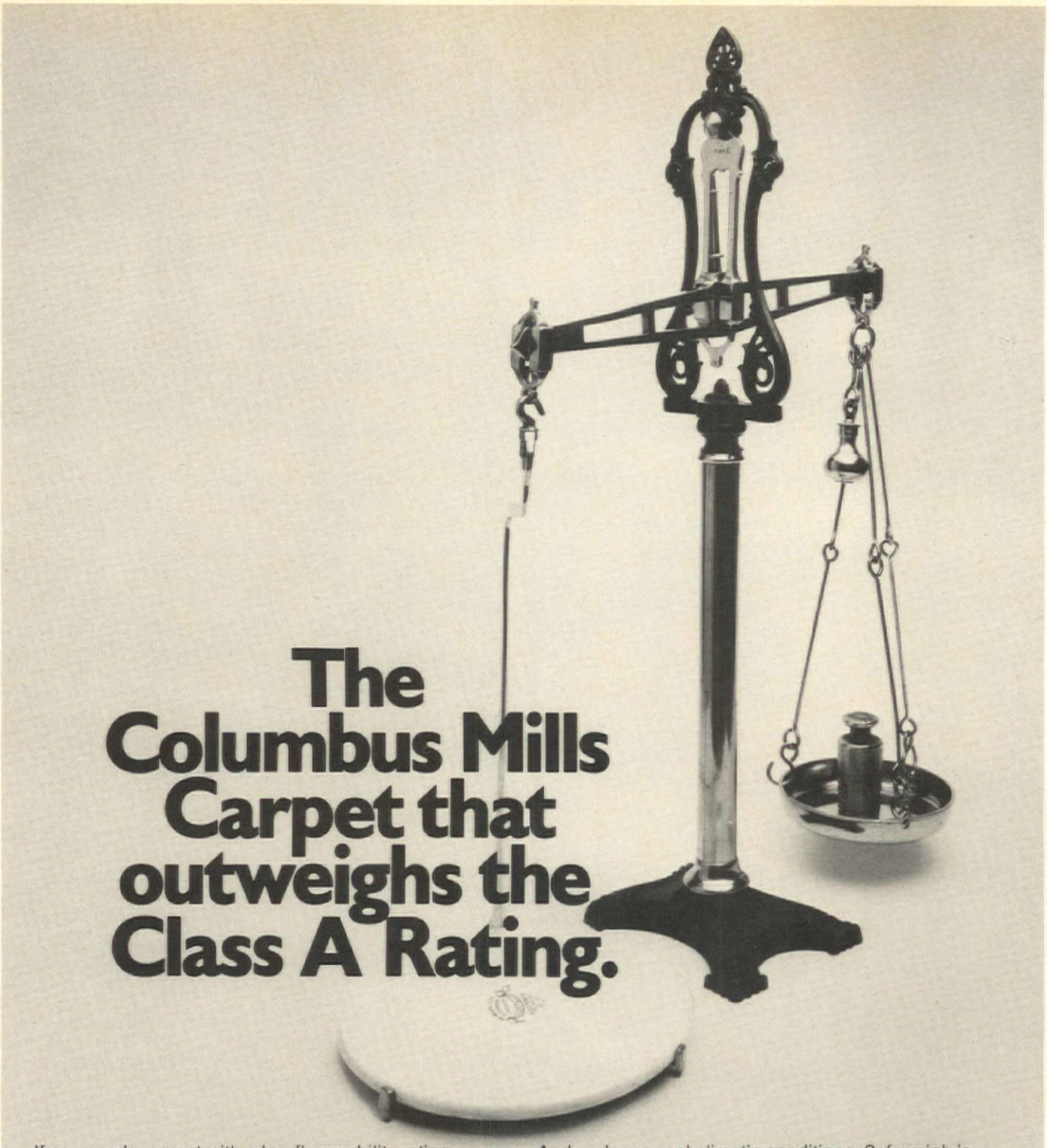
*PAT PENDING



# The Columbus Mills Carpet that outweighs the Class A Rating.

If you need a carpet with a low flammability rating, a carpet that can take high traffic punishment, that's essentially static free, cleans easily... you need new *Safeweigh* from Columbus Mills.

Safeweigh qualifies for a 13 Class A flamespread rating. Since the A Standard is at 25, we think that's very impressive.

But how does it stand up to traffic?

Safeweigh is a densely constructed, low-level loop carpet of Creslan® acrylic fiber. This tight gauge and tight construction make it perfect for even the heaviest of traffic conditions.

And under normal climatic conditions, Safeweigh is essentially static free. That's not only important because static is so annoying, but often critical in certain end-use applications.

As for Safeweigh's cleanability characteristics, they're truly superior. Spots and stains can be removed easily. And soiling is minimal because moisture absorption is low.

When you've got all these characteristics in one carpet, you've got the right carpet for schools, hospitals, public auditoriums, and every type of installation where a balanced blend of performance is required—the new Safeweigh carpet from Columbus Mills.

**Columbus Mills** · **Creslan®**

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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.

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# Specify Du Pont Pneumacel Carpet Cushion

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## Boston realtor establishing furniture mart on wharf

Appropriately called The Wharf, a new interior design building devoted to furniture and furnishings is being promoted by Hunneman Realtors, Boston.

Located in the rapidly developing waterfront area of Boston, which has undergone major redevelopment over the years, The Wharf is interested in leasing space to contract manufacturers for their New England showrooms. More information is available through Hunneman & Co., Inc. Realtors (The Wharf), 225 Franklin St., Boston, Mass. 02110. Tel. 617/742-4430.

## NSID competition to be sponsored by Brueton Industries

The NSID Trade Design Competition, this year for stainless steel furniture, will be sponsored by Brueton Industries. The competition, to be judged by a panel of judges that includes Len Corlin, Editor/Co-publisher, CONTRACT Magazine, is open to professional, professional affiliate, associate, and student members of NSID.

Bruno Saudino, Board Chairman, Brueton Industries, will produce the products of the winning designers, paying royalty fees to the designer and donating royalty fees, in the designers' name, to FIDER (Foundation for Interior Design Education & Research).

Entries must be postmarked no later than October 31, 1974. For further information, contact New York Chapter, NSID, 136 E. 57 St., New York, N.Y. 10022, tel. 212/421-8766.

## California carpets exported to Persia, of all places

Shipping carpets to Persia, where the art of carpet-making originated, is like shipping coal to Newcastle. But that was exactly what happened when Bervin Carpets shipped and installed 36,000 sq. ft. of carpeting for the sister of the Shah of Iran at her Pearl Palace (see CONTRACT 5/74 on furnishing of Pearl Palace by Western Contract International).

The 17-ton order, which contained carpeting with as much as nine pounds of wool per square yard, was specified by Taliesin Associated Architects (The Frank Lloyd Wright Foundation). A two-man installation crew from Western Contract, assisted by local labor, took four months to complete the installation.

## Vecta Contract debuts new logo

Vecta Contract has introduced a new logo, reflecting the company's on-going development. Starting in 1970, two companies and product lines united under the Burke-Acton name. Later, the name was changed

VECTA The Originals CONTRACT™

to Vecta Contract. Eventually, as award-winning designs proliferated, The Originals was added in advertising and promotion. The progression has culminated in the new logo shown here.

*Imperial Room*
*the Manor*
*west orange, new jersey*
*model #OS-8800-C-DT-DTO*

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*Avery Boardman, Ltd., Manufacturer of Custom Convertibles, D&D Bldg., 18th fl., 979 Third Avenue, New York City 10022. (212) 688-6611.*

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# Hexter

## announces the 17th annua

# Interiors of the Year Awards

to recognize and commend the achievements of American Interior Designers in 1974.

## The Judges:

C. Ray Smith
Editor, Interiors
New York, New York

Angelo Donghia
Interior Designer
New York, New York

Patricia Harvey
Interior Designer
New York, New York

Jack Lowery
Interior Designer
New York, New York

Marjorie A. Bedell
Interior Designer
Los Angeles, Calif.

## The Awards:

Residential Award —
Two week trip to Europe for two.

Non-residential Award —
Two week trip to Europe for two.

*Entry forms available at all Hexter Showrooms, representatives or by writing: S. M. Hexter Company, 2800 Superior Ave., Cleveland, Ohio 44114*

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# probber

Harvey Probber designed this desk for the office of the chief executive. No detail has been spared to make it the desk of desks. Here are a few reasons why it can be produced in only limited quantities . . . The lacquer finish is remarkably deep and lustrous. Twenty-two hours of patient, prideful hand-rubbing assure it. Extravagant? Perhaps, but there is no other way . . . The choice of parqueted mahogany veneers is exceptional. We know because we ourselves select them, splice them, match them, and press them into sturdy panels. If you don't think this extra quality control is unusual today, ask around . . . The desk and credenza tops are rimmed with polished stainless steel — a detail at once elegant and protective . . . The tambour credenza doors consist of one hundred sixty-eight individually matched strips of wood, machined so precisely that they appear as a single panel. And, they slide open effortlessly with the pressure of a single finger . . . A single lock designed into the finger-pull controls the entire cabinet. Fittings are, of course, tailored to individual needs . . . The mahogany drawers are extra deep and spacious and move smoothly on full suspension slides of the latest design . . . Isn't it reassuring to know that the art of superb cabinet making is still alive and well and thriving in Massachusetts.

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Indigo is also available in two and three seat sofa configurations. Send $1 for our catalog of scandalously comfortable designs in natural materials. Scandiline Industries, Inc., 1217 West Artesia Boulevard, Compton, California 90220.

## SCANDILINE SCANDALS OF 1974.

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## Museum houses original Czechoslovak bentwood pieces

Thousands of natives and foreign tourists flock to Holesov, Czechoslovakia, each year to view a unique museum—of bentwood furniture. Housed in a mid-seventeenth century castle at Holesov in Moravia, the exhibit includes approximately 130 chairs, armchairs, love seats, rocking chairs, tables, and examples of occasional furniture, covering bent beechwood production from 1930 to the present.

The idea was initiated by Antonin Suman, Chief Designer at Czechoslovakia's oldest bentwood factory. While rummaging around in the factory's attic and cellar, he discovered a number of battered and forgotten chairs, original pieces dating back to the founding of the Czechoslovak wood bending industry by Michael Thonet. Suman and a hand-picked group of craftsmen restored the chairs, researched them for the correct year of production, and eventually scoured the countryside for additional samples of the early craft. After more than eight years of extensive work, Suman was rewarded for his efforts with the opening of the museum.

## Hauserman to open new demonstration centers

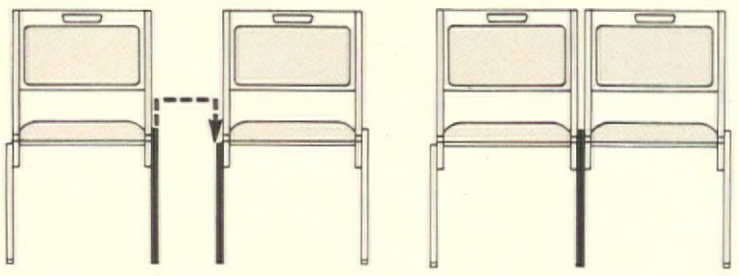
New Demonstration Centers in Chicago, San Francisco, and Toronto will be opened by the Office Interior Division of Hauserman, Inc., according to an announcement by the company. The centers, designed to be utilized by architects, interior designers, office managers, and planners, will function as working demonstrations of the firm's office interiors systems. The Chicago facility will be located in The Merchandise Mart.

## Chicago bank cops NSID Total Design Award

NSID National President Richard Jones awarded Rudolph E. Palluck, Senior Vice President of the First National Bank of Chicago, NSID's 1974 Total Design Award, presented during a gala dinner/dance hosted by the Midwest Chapter of NSID during NEOCON week in Chicago.

The unique concept of a public plaza (conceived more than ten years ago) in the very central area of Chicago's loop was cited as the basis for awarding the First National Bank of Chicago the honor. Serving as a social center for people working in the loop, the plaza hosts lunchtime and early evening activities from June through September. Newest addition will be a huge Chagall mosaic, to be installed this season.

Richard W. Jones, FNSID, National President of NSID, and Joan Blutter, FNSID, President of Midwest Chapter, flank Mr. and Mrs. Rudolph E. Palluck, at recent award dinner. Palluck accepted the Total Design Award for the First National Bank of Chicago.

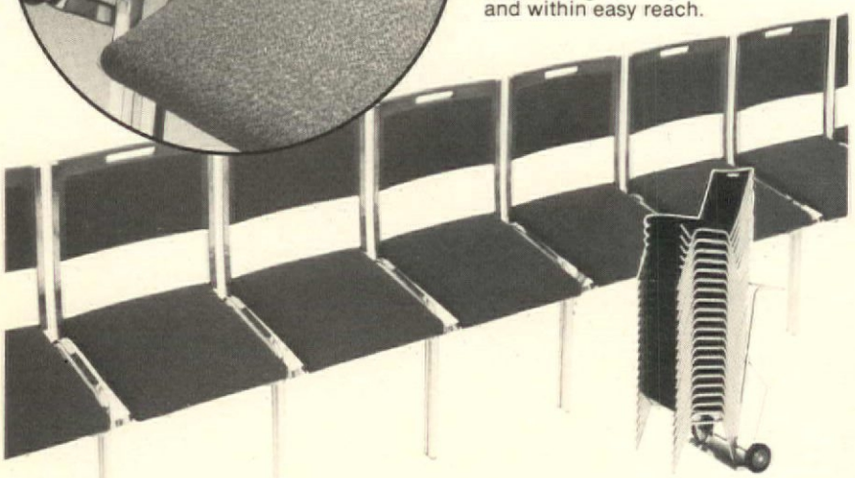



Left leg is higher... to fit over right.

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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Nobody else in the wood office furniture business offers co-op advertising! It helps dealers sell more . . . and make more profit.

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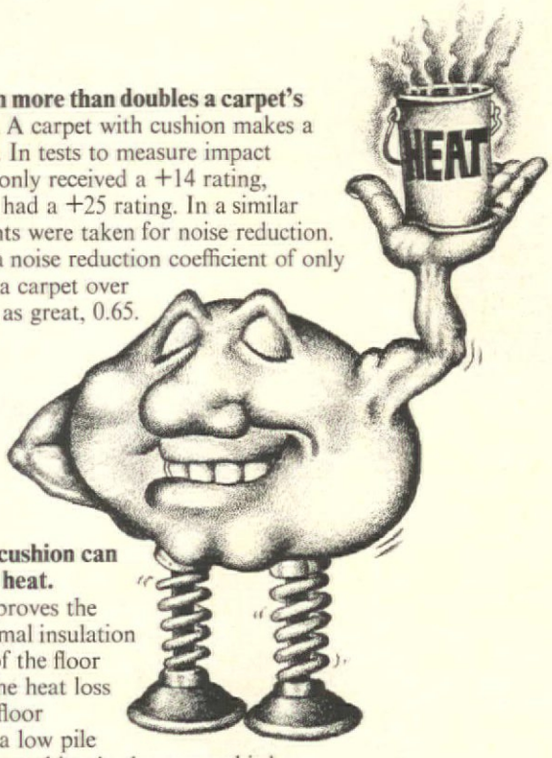
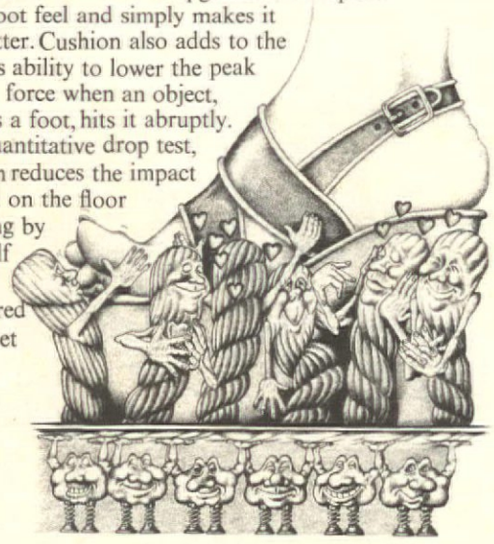
# Before you pull the padding out from under another rug, read this.

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.



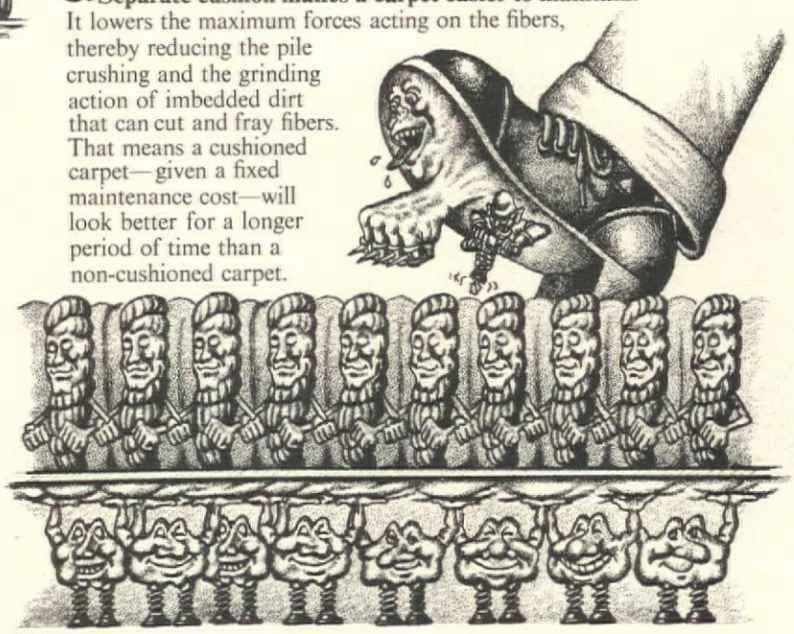

**2. Separate cushion makes a carpet seem thicker and more luxurious.** It upgrades the carpet's underfoot feel and simply makes it feel better. Cushion also adds to the carpet's ability to lower the peak impact force when an object, such as a foot, hits it abruptly. In a quantitative drop test, cushion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



**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.

**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.

**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.



**6.7.8. 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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# Heugatile: Exciting and practical.

## That's the beauty of it.

In the bright new world of interior landscaping, Heugatile stands out.

Distinctive beauty. The convenience of interchangeable squares. A wide choice of colors. And types to accommodate everything from average to extra heavy traffic.

With Heugatile, the only limit to floor coverings design is your imagination. And you can expand or reduce your carpeted area . . . or change your design . . . at will.

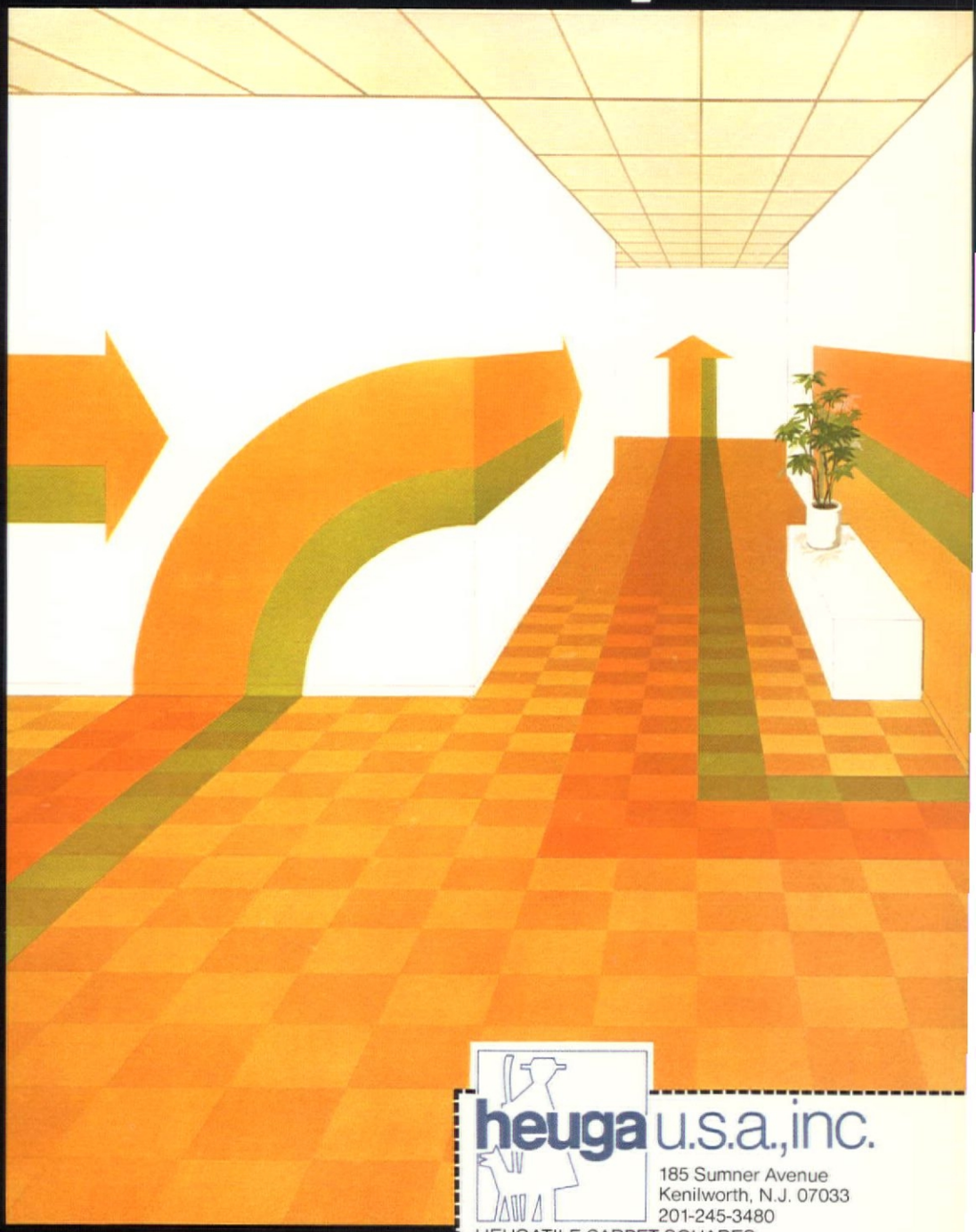
Heugatile beauty lends an air of luxury to any interior. And produces perceptible effects. Improves the working atmosphere of an office, the selling atmosphere of a store, the study atmosphere of a schoolroom.

What's more, its appearance is deceiving. Underneath the beauty is ultimate practicality. Instant access to sub-floor wiring. And fast rotation from light to heavy traffic areas to prolong carpet life.

Heugatile's bright appearance lasts far longer than conventional floor coverings' with just normal maintenance. And its unique blend of fibers helps absorb noise.

Heugatile carpet squares. Easy to use. Very economical. Tremendously practical.

That's a big part of their beauty.



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HEUGATILE CARPET SQUARES

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☐ Have a representative contact me
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Company _____

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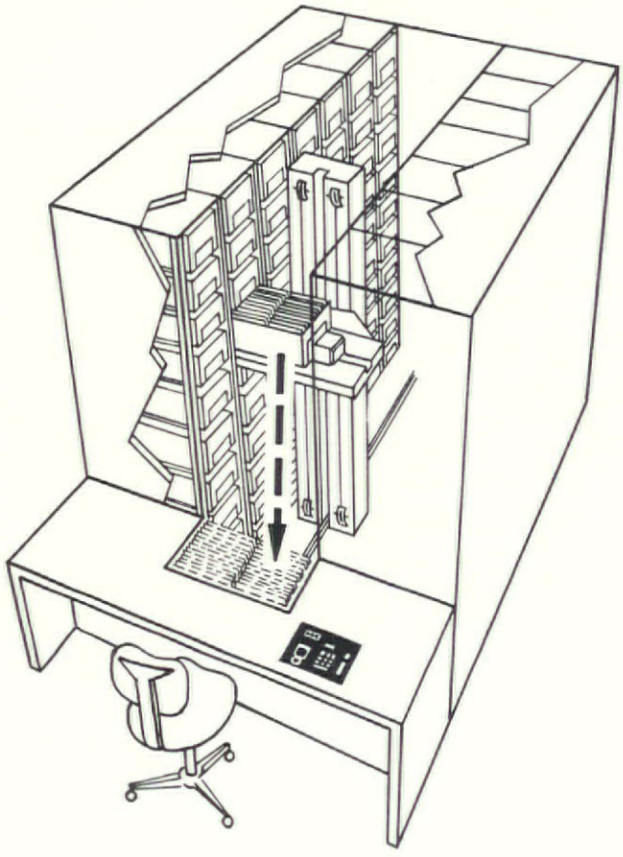

# The Minitrieve® electronic filing system goes the power file one better.

## And two better, and three better, and four better, etc.

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Minitrieve® gives you much more filing power than power files. It's the most simple, most trouble-free form of pushbutton filing available. Simple to install. Simple to operate. Simple to maintain.

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- ☐ Let me know how I can see a demonstration of the Minitrieve system.
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- ☐ Have your representative visit (with no obligation on my part) to explain Minitrieve fully.

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Company_____ Phone_____

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# This setting is safer, should someone shout: "Fire!"

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Steel ESP panels are more durable. They hold up better during moves. And mobility is one reason you buy open offices in the first place.

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**Office Furniture Systems**

**GF Business Equipment**

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New AAA Building in Fairfax, Va., calls for 20,000 sq. yds. of Milliken's MILSTAR® Corporate Square. In the dining room, free-lay tiles can be quickly removed for cleaning when spillage occurs to prevent soil tracking.

Skidmore, Owings & Merrill, carpet new Chicago office with MILSTAR Corporate Square free-lay tiles for the versatility they offer, particularly when office partitions are moved.

# Milliken Carpets cover a

Landmark Inn, new high-rise motel in Myrtle Beach, S. C., features Milliken carpets in all public areas. PALACE LIGHTS pattern, shown, was chosen for its colorful design and costly look at reasonable cost.

Nan Lyons Elementary School is one of the new Tucson, Ariz., schools carpeted with MILSTAR Corporate Square. The free-lay tiles provide durability, and planned rotation helps compensate for heavy traffic patterns.

# lot of important territory.

After extensive research, University Community Hospital administration in Tampa, Fla., chose Milliken's SKYLINE carpet for the handsome new wing. Decisive factors: Static control, soil-hiding properties, heavy-duty quality.

## If it's in the future of carpets, chances are it will come from Milliken.

MILLIKEN
Floor Covering Business, LaGrange, Georgia

Circle No. 36 on reader service card.

## EDPC winners to receive funding for project

Coral DeWilliam of the Dept. of Interior Design, and Brian Berg of the Dept. of Architecture, Washington State University, Pullman, Wash., are the winners of the 1974 Environmental Design Project Competition, sponsored by NSID Educational Foundation.

The winning team was assigned the task of developing a plan to preserve and bring new life to a neglected Tacoma landmark, the Union Station Building, and to make an ecological response to transportational energy demand. The winning plan calls for research of the building, including previous remodeling, origin and destination data, augmented by a study to determine the historical significance of the structure.

The NSID Educational Foundation will award the winners $1,346 estimated cost of preparing the project, which the team is required to complete within one year, submitting progress reports quarterly.

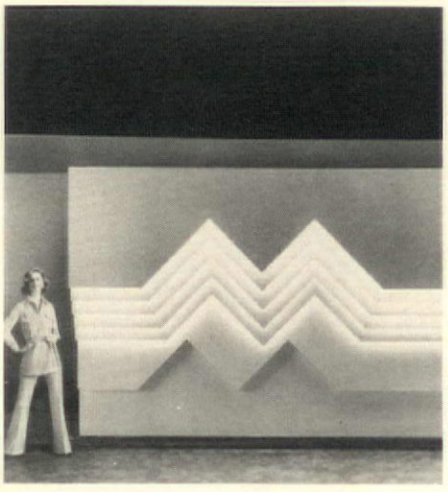
Design plans will include spatial organization, arrangement, planning for repairs, a transportation plan which will accommodate added transit modes, parking facilities, freeway location, and recreation areas. A publication detailing the plan, and accompanying slide presentation and lecture, will be available to private and public bodies within the area, as well as to educators for the design disciplines throughout the country.

## Resources Council schedules educational seminar for industry representatives

An all day educational seminar and luncheon to update architects, specifiers, manufacturers, distributors, and showroom personnel on the state of the industry has been scheduled by The Resources Council, Inc., New York, Saturday, November 23, 1974.

To be held at the New York Hilton Hotel, the seminar offers admission at $35 per ticket, which includes four programs and a luncheon with a speaker. Tickets are available through the Resources Council office, 979 Third Ave., New York, N.Y. 10022.

## Illuminated bas-relief sculpture highlights High Point showroom atrium



A spectacular illuminated bas-relif sculpture of Mohasco Corp.'s new graphic symbol highlights the atrium, serving as the central reception area, of the company's new High Point showroom. The facility is on the third floor of the Southern Furniture Market Center's new Commerce Street Building, opening this month.


Empire's Invitation to You!

*You are invited*
*to*
*view Empire's new*
*Designers Guide Catalogue*
*at*
*our new booth*
*in*
*The Hotel Motel Show*
*in*
*The New York Coliseum*
*November 11-14*
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## Heroin seized in furniture shipment

A shipment of simulated Louis XIII furniture from France was intercepted in New York City by Federal narcotics agents, who uncovered $112 million worth of raw heroin. The heroin was traced to a Long Island City warehouse, where it was found to be concealed in the furniture frames. Interception of the shipment was an indication that the so-called "French Connection" narcotics dealers were still in business, processing heroin received from Turkey.

## Mergers: GFI is purchased, merged, expanded

General Felt Industries, Inc. has been purchased by M.C. Corp. from Omega-Alpha, Inc.. It was then merged with M.C. Corp., and is the surviving corporation. General Felt also purchased the fixed assets owned by Omega-Alpha and under lease to General Felt. The purpose of the financial transaction was to achieve a broadened financial base, making both immediate and future goals more attainable.

## IBD schedules Student Rally '75

Institute of Business Designers' third annual student design rally is scheduled for February 6-8, in High Point, N.C. Students will attend seminars on basic operation practice of a contract interior design firm, and be introduced and educated to the background of Contract Furniture Manufacturing.

Student Design Competition package for this year's rally includes a program for designing a complete space for an advertising agency. Floor plan is included in the package. The competition problem has been approved by IDEC.

Charles Littleton, President, Interiors' Arts, Greenville, S.C., will serve as this year's Chairman.

## Expansions: Eck-Adams buys L.C. Flewelling Co.

● Eck-Adams corp., wholly owned subsidiary of Missouri Portland Cement Co., has purchased L.C. Flewelling Co., South Gate, Calif. Flewelling manufactures mid-priced metal office and institutional furniture, desks, and typewriter stands, marketed primarily on the West Coast. Purchase of the firm is designed to strengthen its national distribution.

● Jas. H. Matthews & Co., Bronze Div., of Pittsburgh, Pa., has extended its marketing operations to Australia, via a licensing agreement with the Arrow Engraving & Foundry Co., of Cheltenham, Australia. The agreement, covering not only Australia but also New Zealand and Papua, New Guinea, gives the Australian firm rights to Matthews' protective coating systems, the product of 20 years of research.

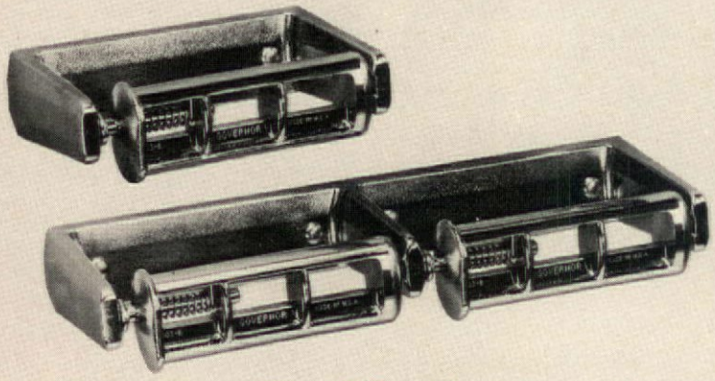
● A secondary factory for Steel Equipment, Div. Eddy Match Co., Ltd., is under construction in Pembroke, Ontario. The new facility will provide 128,000 sq. ft. of production space, augmenting production at present facilities, which are undergoing modernization.

## New assignments: RYA to execute environmentally geared firehouse

**Henry End Associates,** Miami, New York and London, will plan and design the offices of Hornblower Weeks, Hemphill, Noyes, Inc., to be located in North Miami Beach. The project will entail review of existing office space, realignment of work patterns, and complete redesign and refurbishment of existing space . . . . M.J. Brock & Sons, Inc. has retained **Beverly Thompson Interiors**, Newport Beach, Calif., to design the interiors of six model houses. The houses will be displayed at Jasmin Creek development, a new 346-unit neighborhood of luxury homes in The Irvine Company's Village of Harbor View, Newport Beach . . . . **Western International Hotels** will operate a new, $45-million hotel, to be built on a two-block area in downtown St. Louis a part of the Mercantile Center. The new hotel will mark the Seattle-based firm's first entry into the St. Louis market . . . . **Ray Lang, Inc.**, Atlanta, will furnish seven floors of Commonwealth Corp.'s home office building in Tallahassee, Fla. The contract is in excess of $300,000. . . . Energy-saving features will keynote a new fire station, designed by the Dallas-based firm of **RYA/Architects, Inc.** Clerestory windows and windows that are functional are two features incorporated into the building, slated for completion in spring of 1975. The firm's other current projects include major stores of Dayton-Hudson, May Co., and Federated Department Stores.


*New ideas... New designs... New concepts*

**PALMER TISSUE DISPENSERS**



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**The Tempest folding table... a look so exciting it started a line!**

When Howe created the Tempest, that was the start of something big: A line that includes over 200 models of tables—both folding and non-folding—to fill every need, from cafeteria to conference room.

The Tempest is available in a slew of sizes (up to 60" x 144") and a variety of shapes.

Plastic laminate table tops are standard but attractive veneers are also available. There's a choice of three moldings: 1¾" black vinyl, plastic self-edge or walnut banding.

The handsome understructures, made of 1¾" round tubular steel, are finished in polished Chromax plate.

Howe's Tempest Tables. They don't just save space; they make a room. See them at our new showroom. Or write today for complete information: Howe Furniture Corp., 155 East 56th Street, New York, N.Y. 10022.

**HOWE tempest tables**

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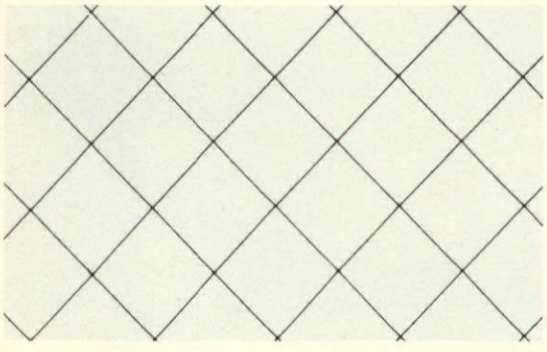
2.

1.



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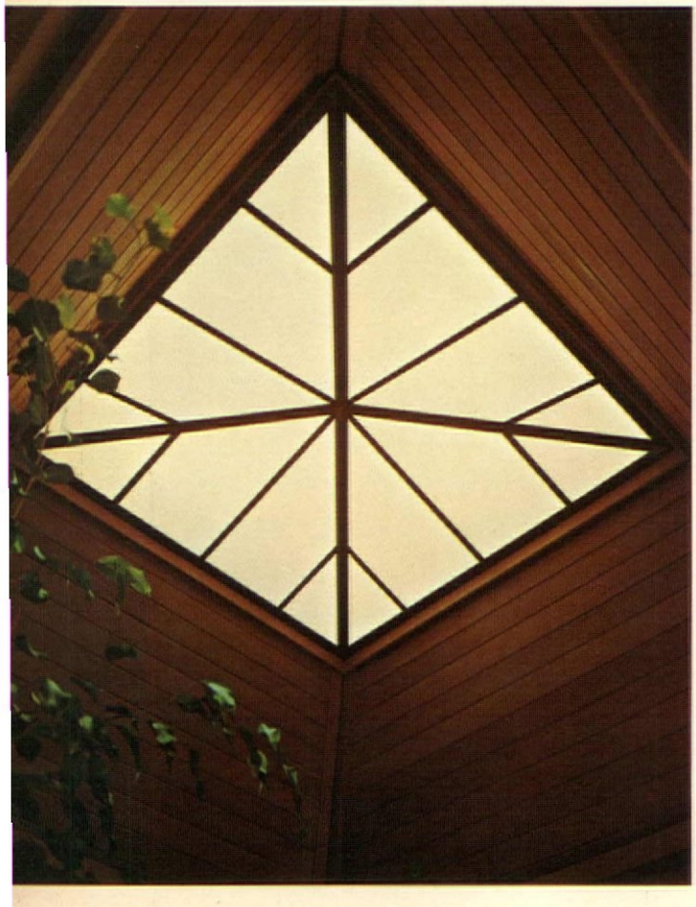

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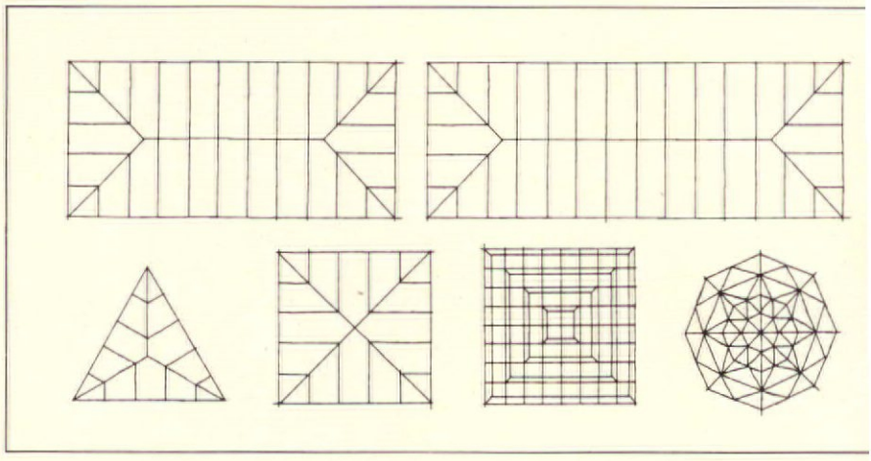

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Telephone (213) 272-1136.

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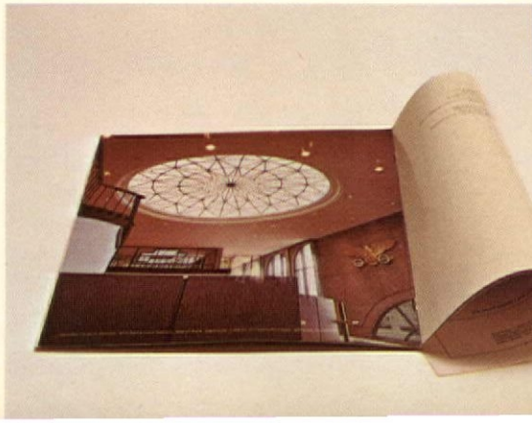

Introducing the luminous skylight, a four thousand year old idea whose time is always.

**1.** What looks and feels like a natural skylight and saves money and energy like a luminous ceiling?
Right.

**2.** You can fool some of the plants all of the time with luminous skylights.*

**3.** Is that wire in there, like the old skylights?
Not necessarily.

**4.** Natural skylights are fun to be with, but you can't have one on the third floor of a fifteen story building.
You can with luminous skylights.

**5.** No matter what shape your imagination is in, there's probably a luminous skylight to match it.

**6.** Now that you've seen the light, talk to the source.
Start with our new 12-page booklet: Ceiling Design Ideas/ Luminous Skylights. Say the words, and a copy is yours.

*Right now we're consulting with one of the nation's foremost authorities on interior planting. He's already identified a dozen plants who are perfectly happy growing under our luminous skylights. They may be dumb, but they're sure pretty.

# Integrated Ceilings Inc. (Maybe we're your next idea.)

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Slides for the 70's

A "VELVET TOUCH" SLIDE

**Yes, slides for today's market.
Slides for today's needs.
Slides for the furniture
you're making now!**

**Grant's newest slides, the Velvet Touch Series, stays abreast of the times by providing slide users with the quietest, most efficient and smoothest operating slides ever developed.**

The 525 Slide shown above is a full extension slide whose "velvet touch action" makes it perfect for heavier desk drawer (carries up to 150 lbs.) and file drawer applications.

The 515, just below it, is for desk box and similar "thin" drawer uses. It will carry 75 lbs. and has an exclusive self-adjusting case mounting to insure perfect installation.

—and these are but two of Grant's new Slides for the 70's! Many more are on the drawing board . . . others soon to be prototyped. The slide for the furniture you're marketing is probably already in Grant's great array.

Why not check with us today? We'll be happy to send you a complete catalog of the slides which now exist—and, we'll be equally happy to send one of our sales engineers to your plant to tell you about the best slides for your specific requirements.

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Circle No. 44 on reader service card

## CONTRACT WORLD: PEOPLE / NEWS

**Consolidation of Salem Carpet Mills' corporate offices** in Winston-Salem, N.C., has resulted in a transfer and increased sales responsibilities for Marketing Vice President E.A. Myers. Myers, who previously controlled marketing operations for the firm's plant in Ringold, Ga., will now assume full responsibility for marketing and sales, working out of the Winston-Salem facility.

**Vincent J. Scalia has rejoined James Seeman Studios, Inc.,** Marlite Div., Masonite Corp., as Contract Sales Manager. He will headquarter in New York City offices at 127 E. 59 St.

**Ralph Wilson Plastics Co. announces the appointment** of Robert H. Cottle as Manager, Marketing. Cottle's activities will center on market planning, new product development, and acquisitions.

**Consolidation of Concept Interiors, Stephen Owen Nall,** and **Kenneth Blaine Lee Associates,** has resulted in the formation of Concept Inc. Corporate offices for the new firm are at 1122 Campbell Center, Dallas, Tex.

**Patterson, Flynn, & Martin, Inc. announces relocation** of showroom and corporate offices to 950 Third Ave., New York City.

**Following formation of a new territorial company,** ICI Americas, ICI America announces a name change to ICI United States. Both companies serve as operational subsidiaries of Britain-based Imperial Chemical Industries, Ltd.

**Following the closing of a highly successful** First Annual Dallas Contract Show, July, 1974, Dallas Market Center Managers have announced 1975 Show dates. January 15-17 has been selected for the second show, coincident with Winter Homefurnishings Market Days, January 12-16.

**Alan White Co., Stamps, Ark.,** has established a contract furniture division, headed by Forrest Weathertown.

**Designcraft, New Jersey-based manufacturer** of contemporary wood and steel office equipment, has acquired the assets of Canabureau, Montreal, and changed the firm's name to Louis Ethan Ltd.

**General Electric Co. announces acquisition** of Parkwood Laminates, Inc., Lowell, Mass., following purchase of 100 percent of Parkwood's outstanding stock. The laminates firm will continue to operate independently as a wholly owned affiliate company of General Electric.

Scalia

Cottle

Myers



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Eldon has changed all that. With a line of low priced accessories that can live up to your reputation. A **complete** coordinated line that gives you a wide choice of colors and trim combinations.

We don't believe there's any excuse for an ugly desk. Which may explain why Eldon now sells more desk accessories than anyone else.

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# Everything about our furniture is casual except the way we make it

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Anyone can see that Gold Medal casual furniture is truly eye-catching. That it's beautifully made requires a closer look. So Look above! The more carefully you examine a piece of Gold Medal furniture, the more carefully it seems to be built. Built to last—and that sits well with your customers.

What else is attractive about Gold Medal casuals? The way they fit naturally into almost any decor — indoors or out. And the way they're so popular in homes, apartments, offices and institutions. The surprisingly modest cost puts these comfortably casual compatibles within the budget of everyone.

We've got a full-color, full-line catalog that will put you in closer touch with Gold Medal casuals — a complete line with dozens of decorator frame finishes, colorful fabrics and practical accessories. Write Gold Medal Inc., 1701 Packard Ave., Racine, Wisconsin 53403.

4-74 GM

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**Because quality and good taste reflect a good sense for business.**

It's the sensible decision for the office where decisions are made.

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Today, many people work with steel. But few make it an art simply because craftmanship has been pushed aside by the modern assembly line.

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Together, they make Stor/Wal a filing system that offers good design and simplicity in function. So that each unit, whether a modular filing drawer, cupboard or binder case will complement any modern office with a style that will virtually never be out of date.

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Two shelf dividers standard for each modular filing drawer. Additional dividers available at extra cost.

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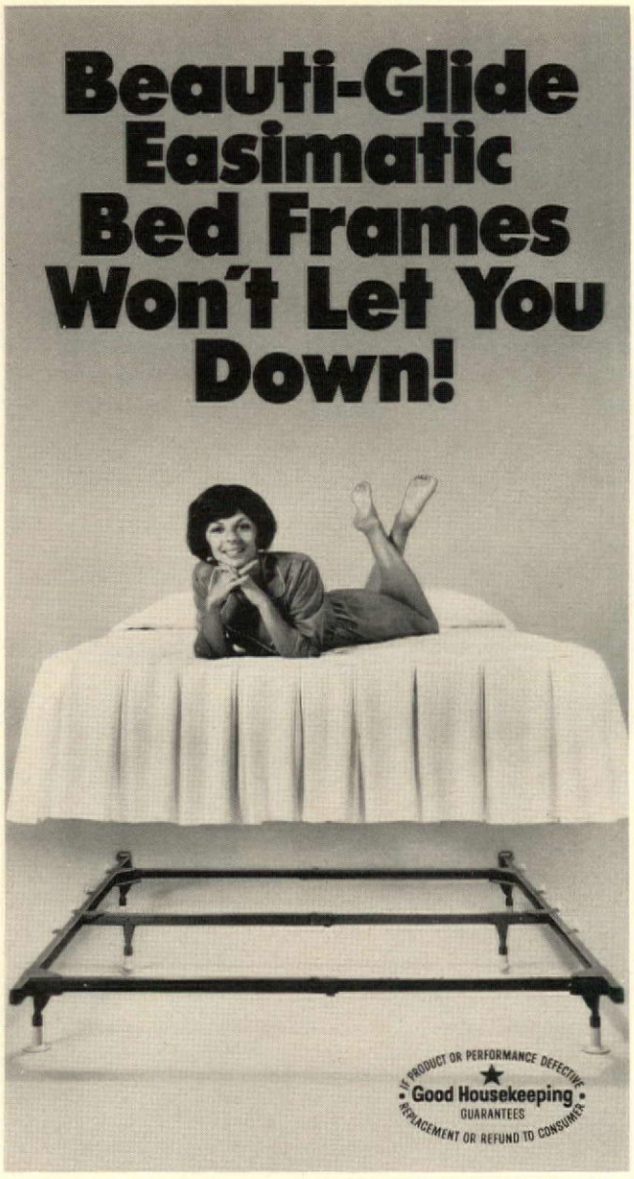


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EASIMATIC BED FRAMES

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**Lewis E. Hendrickson has been named Vice President** of Harter Corp. of New York, a subsidiary of Harter Corp., Sturgis, Mich. Prior to this appointment, Hendrickson served 14 years as Eastern Divisional Manager.

**Fortress Inc. announces the opening** of a New York City showroom in Decorative Design Center, 305 E. 63 St. Michael Pascucci and Robert Caigan, both of CPC Designs, will manage the showroom facility.

**Robert Eppinger has been named President** of Eppinger Furniture which recently relocated company headquarters from New York City to Elmsford, N.Y. James Eppinger, Vice President, Sales will continue to work out of showroom facilities at 310 E. 61 St., New York.

**Martin L. Pfinsgraff has been named Manager** for GF Business Equipment's Chicago branch. His previous experience with GF includes five years as Manager of the company's National Account Sales Program.

**Acquisition of an IBD conference room/lounge,** on the sixth floor of the Exhibitors Building, 325 N. Wells St., Chicago, has been announced by Wes Snyder, Membership Chairman, Midwest Chapter. According to Snyder the facility will serve all visiting IBD members, and will be open on business days, from 9 a.m. to 5 p.m.

**Inn Keepers-Dohrmann Co.** announces appointment of Marvyn Harbert as Director of Interior Design.

**Joseph O. Hewitt has been named Assistant to the President,** Lees Carpets. Up to the time of this appointment, Hewitt had served as President, Walker Carpet Distributors, Syracuse.

**The addition of a new division** has been announced by Christies of Chicago. Christies Contract Associates, Designers/Planners/Specifiers will locate at 5732 N. Western Ave., Chicago, Ill., 60569.

**Michael V. Parrott is newly appointed** President of Dunbar Furniture Corp., Berne, Ind.

**C. Robert Lewis has been promoted to manager,** Merchandising at Samsonite's Furniture Div.

**Mort Bloom has joined Rockland Mills** as Contract Sales Manager. He was formerly with Bloomcraft Fabrics.

Hendrickson

Harbert

Ptinsgraff



Circle No. 51 on reader service card ▶

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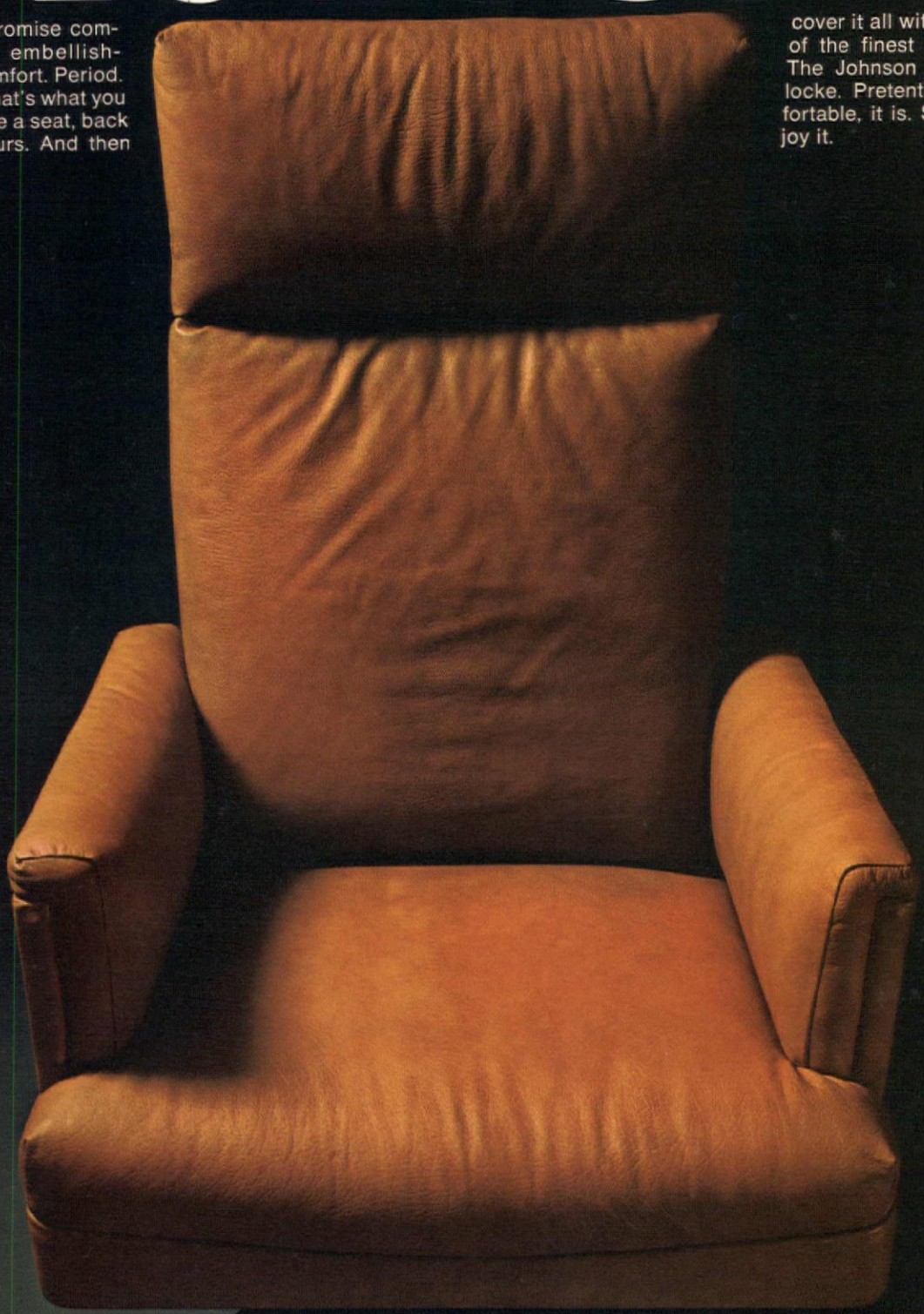
We refuse to compromise comfort for vicarious embellishments. We build comfort. Period. Because we think that's what you want most. We make a seat, back and arms to fit yours. And then cover it all with handsome shades of the finest butter-soft leathers. The Johnson Collection by Gunlocke. Pretentious, it's not. Comfortable, it is. So sit here. And enjoy it.



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Wayland, N.Y 14572

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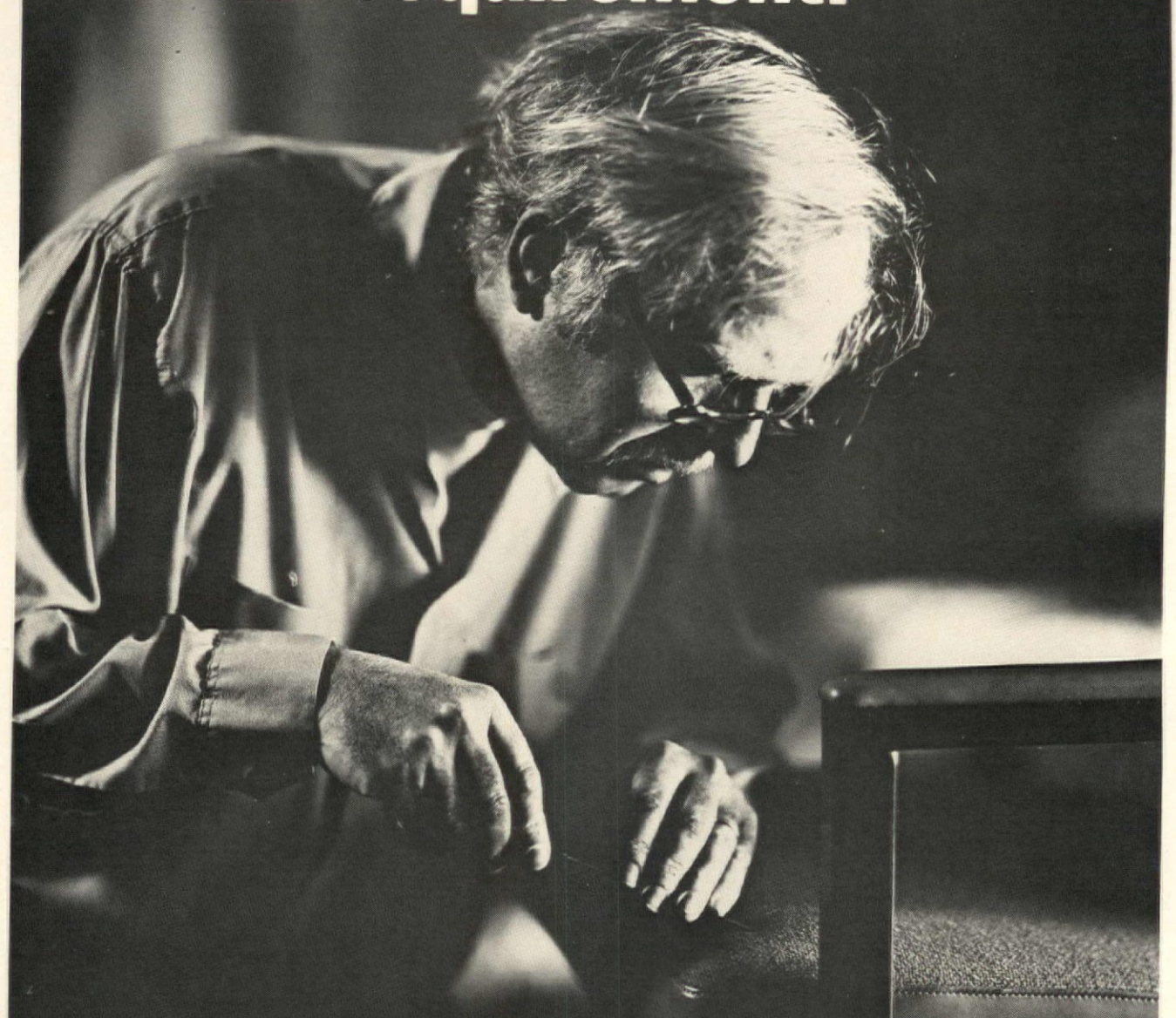

In our helter-skelter, frantic sort of world, industry too often gives quantity priority over quality. Not at Boling. Our skilled craftsmen, some third generation employees, give careful attention to the most minute detail. All of us at Boling know that quality breeds quantity. So we make sure you get precisely what you order . . . and that every piece of Boling furniture meets the most exacting quality standards.

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**Boling Chair Company, Siler City, North Carolina 27344**

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# Linear 1

## Simmons' new, low-profile look.

Write Ed Parrish at Simmons, 1870 Merchandise Mart, Chicago, Illinois 60654.

SIMMONS

Complete furnishings catalog $3.

## COMING EVENTS

### 1974

**October 10-11.** Symposium on Social-Environmental Problems. College of Human Ecology, University of Maryland.
**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.** Eighth Annual Institute of Business Designers Product Awards. Waldorf-Astoria, 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 19-20.** Octoberfest Openhaus. Contract showrooms, Merchandise Mart, Chicago.
**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 11-13.** Annual Meeting, National Electrical Manufacturers Association. Hyatt Regency O'Hare, Chicago.
**November 11-14.** 59th National Hotel & Motel Educational Exposition, New York Coliseum.
**November 21-22.** Administrative Management Society Symposium. Marriot Hotel, Columbus, Ohio.
**December 3-6.** AH&MA Annual Convention. Caribe Hilton, San Juan.

### 1975

**January 5-10.** Chicago National Floor Covering Market. Merchandise Mart, Chicago.
**January 5-10.** Chicago Home Furnishings Market and Lamp Show. American Mart, Chicago.
**January 10-13.** Combined Winter Floorcovering Market. Los Angeles Home Furnishings Mart, Los Angeles.
**January 12-15.** Southern Winter Furniture Market. Market Buildings, High Point.
**January 12-15.** Lamp and Homefurnishings Show. New York Merchandise Mart, New York.
**January 12-17.** New York Home Furnishings Market. Market Buildings, New York.
**January 12-17.** Lighting Accessories Show. 230 Fifth Ave., New York.
**January 12-17.** Winter Market Week. Los Angeles Home Furnishings Mart, Los Angeles.
**January 13-17.** New York Floor Covering Show. Carpet Center, Market Buildings, New York.
**January 13-17.** New York Lamp Show. Statler-Hilton Hotel, New York.
**January 15-17.** Dallas Contract Show, Dallas
**January 19-24.** San Francisco Winter Home Furnishings Market. Western Merchandise Mart, San Francisco.
**January 20-24.** Atlanta Home Furnishings and Floor Covering Market. Merchandise Mart, Atlanta.
**February 1-3.** Winter Market. Denver Home Furnishings Mart, Denver.
**February 9-13.** Executive Management Seminar, National Office Products Association. Wigwam, Phoenix, Arizona.

### Foreign Trade Shows 1974-1975

**November 5-7.** National Interior Design Show. Exhibition Park, Toronto.
**January 18-22.** Luxpo Copenhagen '75. Bella Centret Mart Building, Copenhagen.


**Who carries contract fabrics of Dynel?**

American Textile
Arc-com Fabrics
Barwick Industries, Inc.
B. Berger Co.
Biscayne Fabrics
Jeff Brown Fine Fabrics
Carnegie Fabrics, Inc.
Carole Fabrics
E. C. Carter (Greeff)
Claremar Fabrics
Clark & Burchfield, Inc.
Coral of Chicago
Croyden Fabrics
Reese B. Davis Co.
Decorative Fabrics
Decorative Mills
Delta Fabrics, Inc.
De Nicola Imports, Inc.
Designtex, Inc.
Duralee Fabrics
Edson, Inc.
Empire Fabrics
Fabric Masters
Fabricut, Inc.
S. Harris & Co., Inc.
Herschell's Fabrics, Inc.
S. M. Hexter
Hinsman Company
Huntington Products
Isherwood & Dreyfus Pty, Ltd.
Judkins & Co.
Paul Kaiser Associates, Inc.
Frank Kasmir & Associates
Krupnick Brothers, Inc.
H. M. Lazarus Co.
Loom Co.
Maen Line Majestic Fabrics, Inc.
Maharam Fabrics (Chicago)
Maharam Fabrics (New York)
Minnesota Fabrics
Neo Fabrics
Norbar Fabrics Co.
O'krent Fabrics, Inc.
The Pawley Co.
Payne & Co.
Rondo Antel Fabrics Corp.
Roscoe Products
Ben Rose, Inc.
A. Sanderson & Sons
Stan Schwartz Associates
Morris Sklare & Company
A. Sommer Textiles Co.
Standard Textile Company
Steven Fabrics
Sunset House Fabrics
Thomas & Mc Neal
Thortel Fabrics, Inc.
Amsco Decorative Fabrics
Trim Draperies
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Wesco Fabrics
H. Lynn White, Inc.
Willowtex
Window World Fabrics
Wintex Textiles
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Dynel®
UNION CARBIDE

# 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:

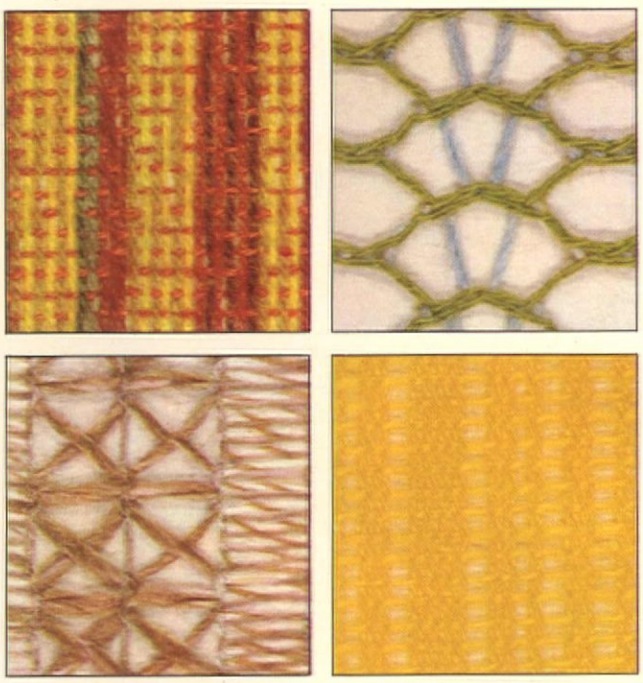
Dynel® modacrylic fiber for contract fabrics is spun with color—not dyed after.

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.

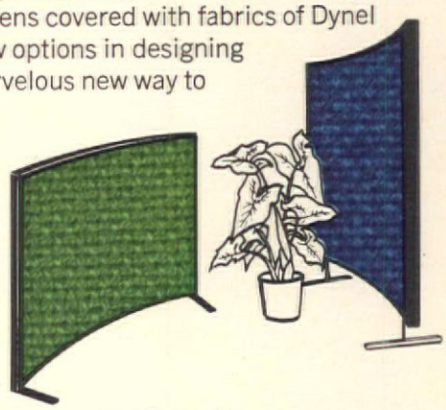
## Color/Texture

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!

In the wake of the latest Flammable Fabrics laws and regulations, market demands for Dynel are increasing. The inherent properties of Dynel fill a wide range of flammability requirements while giving you aesthetically desirable easy-to-care-for fabrics. Dynel's chemical structure will not support combustion when the source of heat is removed. Fabrics of Dynel shrink away from flame. Casement fabrics of Dynel are easy to maintain, keeping their shape through innumerable dry cleanings.

## 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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Union Carbide Corporation, Fibers Dept.
270 Park Avenue, New York, N.Y. 10017

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And that's exactly how we suggest you look at him this year. Because this year we're making an even greater use of Arnold Palmer. On a national scale for us. And on a local scale for you. A complete merchandising program of newspaper, radio, TV, outdoor billboard and in-store aids that has Arnold Palmer telling your customers why he likes Woodard furniture. And that your store is the place to buy it.

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And unlike most advertisers who have a $10,000,000 property talking for them, you can have Arnold Palmer for the asking.

But only if you talk to the right man: your Woodard representative.

Woodard

It's more than furniture, it's a way of life.

Lee L. Woodard Sons, Inc., Owosso, Mich. 48867

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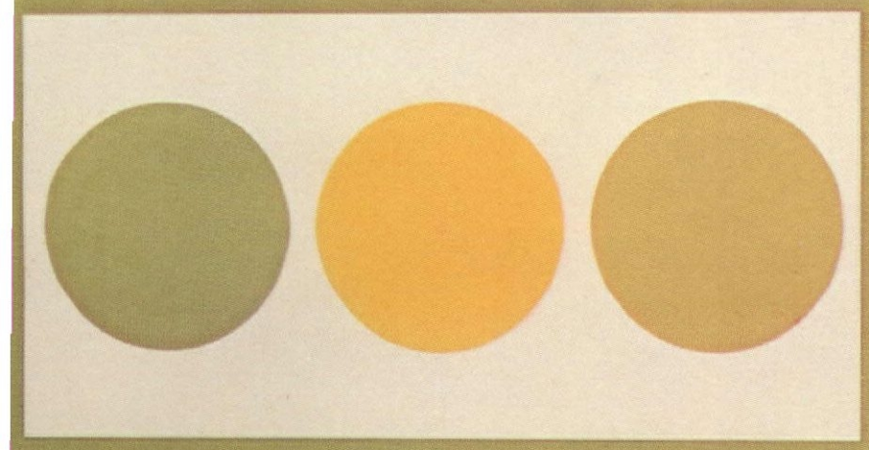

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If you're doing a hotel job, either new construction or remodeling, you can create your own specifications for the carpet you want. And we can make it for you. However, Bigelow has another practical suggestion: specify carpeting that has already proven it can take the hard use (not to mention abuse) guests, visitors and staff deal out. Carpet that has repeatedly demonstrated it can take a beating year after year after year.

Bigelow has that kind of proven in actual hotel use carpeting ready for you in a wide selection of carpet styles and patterns. Carpet that is the result of research and development combined with the realistic experience gained in hundreds of hotel installations.

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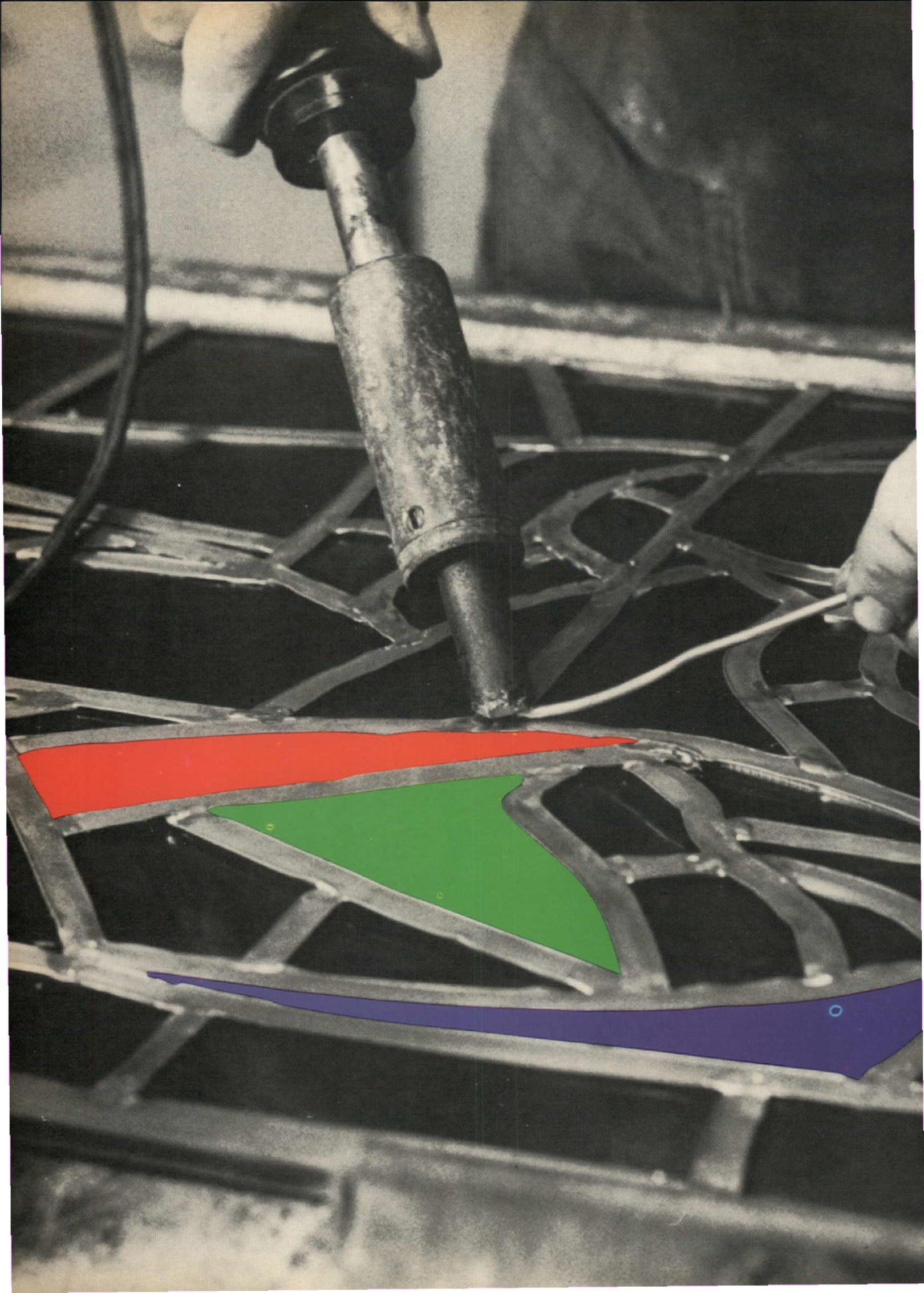


# STAINED GLASS: CENTURIES-OLD CRAFT COMES TO LIFE IN CONTEMPORARY CONTRACT INTERIORS

Stained glass is often misunderstood in the contract marketplace. But when properly used, it is one of the most effective ways known to lend individuality and atmosphere to interior space.

By **Madalene Komornick**, Associate Editor

In its purest form, stained glass is an architectural art, subservient to and enhancing the structure in which it is set. The medium, however, poses stringent and often ill-understood restrictions.

Today, stained glass is used to personalize space as a decorative accessory, to temper light, to heighten architecture, or to block unpleasant views of the exterior while admitting light.

Modern technology has amplified both usage and appearance of this centuries-old craft. Some techniques lend themselves to abstract design, others to subtle and exacting art. Some may be specified as integral architecture, others as decorative accessory. All, however, attest to the fact that stained glass is an applied art and has been so since ancient times.

Stained glass, nearly as old as glass itself—the first recorded glass-making effors occured about 3000 B.C. in the Middle East—has changed drastically in technology over the centuries. While capturing the essence and mood of the art, today's methods are far more sophisticated than those used by the ancient Greeks and Romans.

Stained glass window technology was born of functional necessity. Pieces of glass were produced in sizes so small that a means of connecting them was necessary. Wooden lattices, plaster, or stone grills were used, creating little more than a patchwork of colored glass. So primitive was the craft that early windows found in Pompeii are slabs of cast glass fixed with nuts and screws in wood and bronze frames. In almost all cases, colorations resulted from impurities, and duplicating a color was nearly impossible.

Spread through the ancient world by the Greeks and Romans, the mergent craft received its biggest impetus and direction from

Western Christendom. Spanning from the 9th to the 15th centuries, the total environment—physical, esthetic, and theological—was offered the patronage and subjected to the discipline of the Christian Church. Artisans of this period were highly skilled and endowed with unlimited time and funds for the execution of their works. Consequently, this zenith of religious fervor produced the most significant art in stained glass history.

### Windows for communication

Early windows filled a number of purposes. Obviously, they were designed to admit light and exclude the elements. But early stained glass had a loftier objective—to communicate to an illiterate populace the history of their religion, to temper light, and enhance the architecture. As structures grew loftier, the enclosed space within required light and glass to both hold the scale and illuminate the interior.

Glass colored or stained in the molten state, in the crucible, is called pot metal or pot metal glass. Chemicals, metals, and metallic oxides are used to obtain a full range of colors, shades, and tints. Principal colors are obtained from:

Oxides of iron ..... greens, browns, and reds
Oxides of copper ..... blues and reds
Cobalt oxide ..... blue
Selenium ..... red and yellow
Silver salts ..... yellow
Particles of gold ..... ruby

The glass blower forms a large, cylindrical bottle, from which the ends are cut and the side is split. The glass is then placed in a flattening oven, and finally a lehr for annealing. Sheets approximately 15 by 27 inches are usually produced.

Another form of pot metal glass is the Norman slab, obtained by blowing the molten bubble into a rectangular-sided mold, producing a bottle the sides of which are about 6 by 9 inches. The slab method of producing glass is especially effective because thickness varies from center to edges, lending interesting effects to the final product.

### Irregularities are asset

Pressed slabs and hand-spun roundels, somewhat cruder processes of colored glass manufacture, result in many accidental irregularities. These are actually an asset, creating a variety and brilliance not found in perfection.

Flashed glass is composed of two colors blown together, one a thin layer, the other heavier. It is primarily used to vary coloration in places where leading would be too clumsy. The part of the upper layer of glass which is to remain is masked with lead foil, wax, or asphaltum. The uncovered part is treated with hydrofluoric acid, which etches away the upper color, revealing the color beneath.

Painted lines can be rendered on the glass with an opaque pigment called tracing color, made of red lead, sand, borax, and copper oxide, mixed in a vehicle of water, vinegar, or oil. Another technique used in stained glass art is surface-staining, the application and firing of silver nitrate. Kilns are used to fuse both trace lines and staining to the glass.

The earliest method of cutting the glass, imprecise at best, was a hot iron on wet glass, traced along the desired cutting line. The glass cracked under the iron, but seldom exactly as planned, requiring much grozing (chipping and correcting the lines with a hooked iron). Later, diamonds were used to scratch or score the glass, which broke evenly along the mark. Today, glaziers use a steel tool fitted with a small steel wheel in place of the diamond.

Finally, the edges are filed and the glass pieces are joined with lengths of H-shaped lead called cames. Weights and dimensions of leads vary with the needs of both design and construction. Joints are soldered with a composition of 60% tin, 40% lead.

Glass, originally porous, is made waterproof by the addition of lead or other metals in its molten state. To assure that the entire panel is waterproof and to lend rigidity, a special cement is used. It is composed of equal parts boiled linseed oil and whiting, with litharge and red lead for stiffening, combined with a small amount of drier.

### 90% perspiration

The modern process, outlined by Richard Millard, Director/Stained Glass, Rambusch Studios, is as follows:

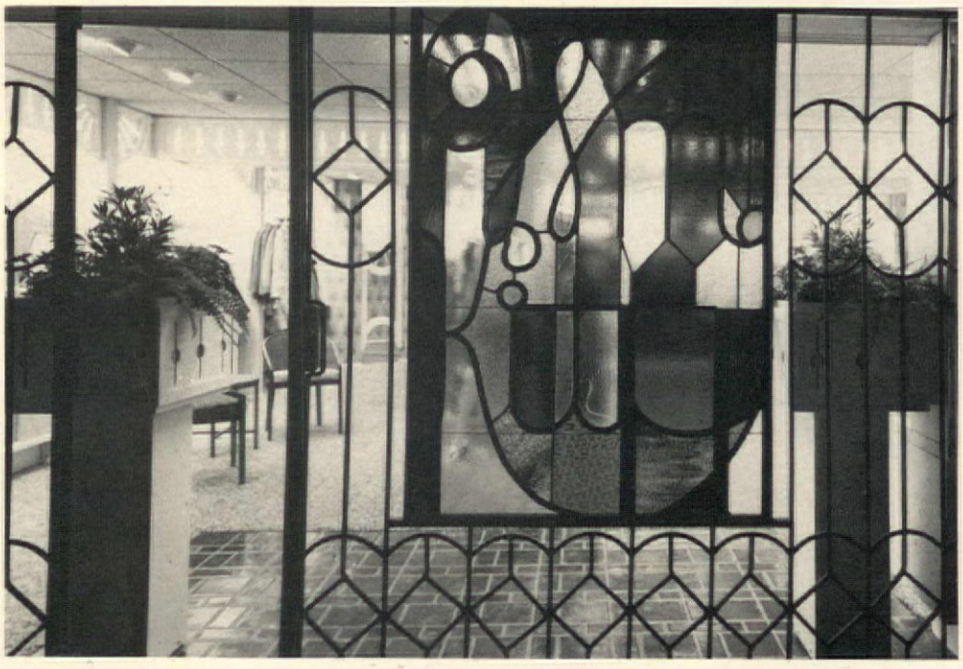
1. A colored sketch of the proposed design, scaled to ½ to 1½ inches to the foot, is presented to the client for approval.

2. Upon approval, a full-sized layout of the space to be filled is made, containing a full-sized drawing, called a cartoon, of the design.

3. The cartoon is then placed over two pieces of paper separated by carbons, and the lead lines of the cartoon scribed through. This

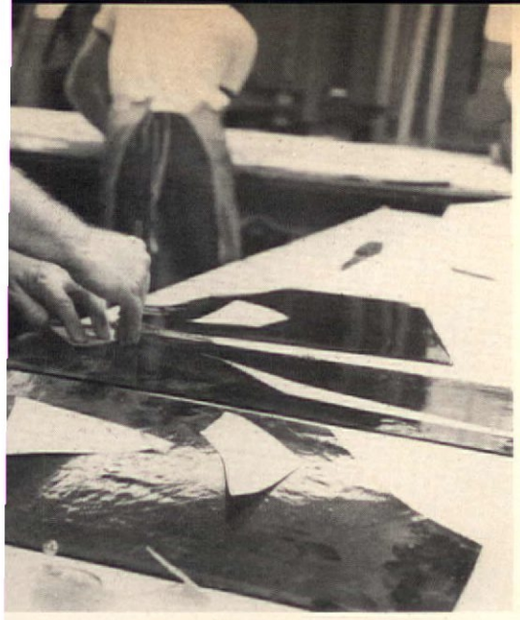
STAINED GLASS

## Exacting technique, combined with art, is required



Used to maintain old-time atmosphere amid contemporary merchandising techniques, this stained glass space divider (top) was designed by Leon Gordon Miller of Leon Gordon Miller & Associates, Inc. The panel, located in an Ohio specialty shop, is within a rolling, wrought iron grill used to close store's mall entrance.

Hollywood California's Emilio Restaurant uses stained glass accents in bar area to create a rich, interesting, Italian renaissance flavor. The stained glass was crafted by Steven R. Frank Studios.



From top to bottom: Cutting the glass, tracing, glazing or leading, and waterproofing with putty are just a few of the exacting processes that make the art of stained glass a master craft. A more detailed and technical explanation of the process is contained within the body of this story. Photos courtesy of Rambush Co.

provides two copies of the leaded grid. The cartoon is removed, and each of the pieces encompassed by a line is numbered. One of the duplicate drawings will be used as a pattern, the other as a guide in the leading (glazing) of the window.

4. Both patterns are then cut with pattern shears, triple-bladed scissors which cut a strip approximately 1/16 inch between each pattern cut. This allows for the center of the "H"-shaped lead and eliminates the distortion and inaccuracy of size which would result if this allowance were not made.

5. The cut patterns are tacked to the working drawing according to numbered position.

6. With the sketch as a guide, the selection of glass begins. The pattern for each color is placed over the selected glass and roughly cut to size.

7. After the window is totally selected and cut, the pieces are laid in their corresponding position on the working drawing.

8. If painting or tracing is required, the cartoon is laid over a light table, and those pieces to be traced laid on the cartoon.

9. After tracing, the pieces composing the window are laid on an easel of plate glass, affixed to the plate with molten beeswax and resin.

10. The easel is then mounted in front of a light source, and the painted areas covered with matt, a metallic oxide, which is blended on evenly with a badger brush. Once the matt is dried, modeling and toning is effected by removing the lights and leaving shadows.

11. The easel is taken down and pieces removed for firing.

12. The pieces are placed on trays of asbestos or Maronite and fired in an electric or glass kiln at 1150 degrees. This fuses the paint with the glass for permanence.

13. Pieces are cooled and placed on the working drawing.

14. Across the bottom of the working drawing and on the left vertical side are nailed wood laths.

15. Glazing commences with two of the perimeter leads placed against these laths. Then, piece by piece, all glass is enclosed with lead and fitted into place.

16. Each joint is soldered on both sides.

17. Putty or cement is applied to both sides, and leads are pressed down to contain the putty within. This both waterproofs the panel and cushions the glass within the lead.

18. The final step is reinforcement, with either soldered-on bars or 4-inch copper wires, soldered on, to be twisted around bars which are installed on the site within the jamb.

Obviously, the art of stained glass supports the old adage "90% perspiration, 10% inspiration." So exacting is the craftsmanship, that Leon Gordon Miller, well known interior designer and artist, designs stained glass panels, but hires professionals to do the actual leading, bowing to an expertise that requires years to achieve

### No craftsman shortage

Most large glass houses offer extensive apprenticeship programs to teach the craft. And, surprisingly, in spite of the modern trend away from professional crafts of so exacting a nature, there is no shortage of craftsmen or apprentices.

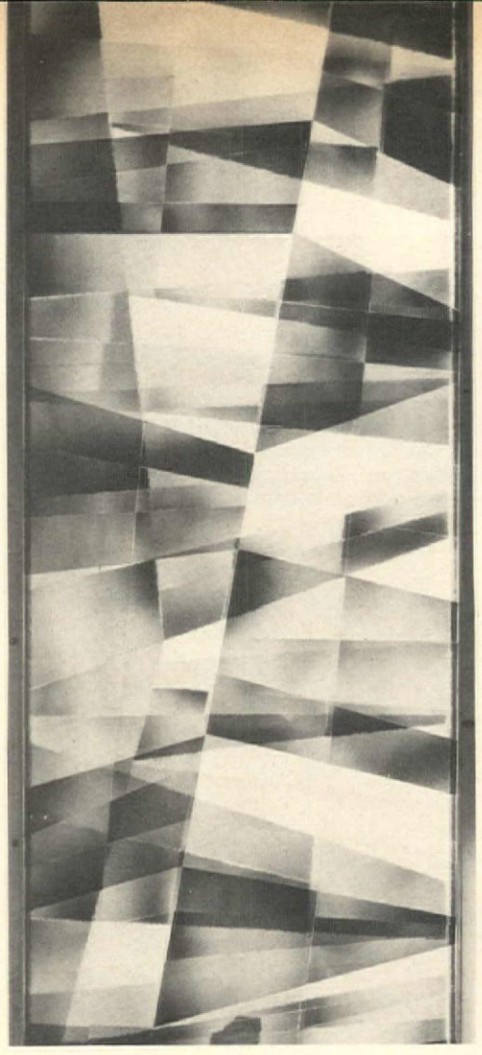
It takes four or five years to acquire a good working knowledge of the art. The artist must develop a specialized eye for the medium and an awareness of its pitfalls and potentials.

The movement of light through the glass is the element that breathes life into the glass. Colors change with the time of day, each according to its particular nature, gaining or losing prominence as the sun waxes or wanes. Blues are more prominent in diminished light, reds and yellows gain brilliance in the midday sun. Thus, patterns, tones, and hues, change incessantly throughout the day.

In addition, each color has its own peculiar qualities, affecting its position in the piece. For example, blues spread, making adjacent reds appear purple, while reds spread very little, and yellows and oranges not at all. Leading, therefore, although a structural necessity, also serves to delineate areas of color, and, when used correctly, lineally enhance the panel.

Now, with churches and synagogues offering night services, and increased use of stained glass in other public places, a new element has been added to stained glass design—the presence of artificial lighting. "Translucent glass has a surface reading," explains Millard, "so that even at night, with no illumination behind it, it can pick up the light from within the room, and is visible as color."

This method also reads from the outside during the day, when normal stained glass windows appear as a black void. Another technique treats the lead grillage to reflect light. From within the space, the panel appears at night as a line drawing on a black background.



Modern technology has, in effect, done away with use of lead cames as hand-blown glass is epoxy-bonded to plate glass. The effect, as in design (near right) by Peter Ostuni, executed by Rambusch Co., is subtle and soft, relying on abstract patterns of color for effectiveness.

Free-hanging stained glass panel, heralded by some as the way of the future for stained glass, is used purely as decorative accessory in Colorado's Greely National Bank (top). Crafted by Acme Bijou Glassworks, the panel, when viewed from surrounding balcony, creates the illusion above the trees of actual flight.

Philadelphia's Wildflowers International Bar and Restaurant makes use of stained glass from Gargoyles, Ltd., to heighten atmosphere of interior space. But more important is the use of a light background in the design, thus affording as much light as possible.

Selection of glass is very important. There are five basic types of glass: free-blown glass, Cathedral or rolled glass, opalescent, mechanical, and flashed glass. According to Harold W. Rambusch, Board Chairman, Rambusch Studios, German and English glass are of good quality for primary colors. Domestic glass tends to be a bit harsh in primary colors, but very good with secondary and tertiary colors.

### Glass becoming scarce

Glass is priced according to color, with deep reds and blues topping the list. Some glass is becoming very hard to get at any price. "The cost of both labor and materials is on the rise," says R.A. Manning, President, R.A. Manning Co., "with glass rising in price almost 10 percent per year. Delivery dates range from eight or nine months on hand-rolled glass imported from Belgium or Germany."

English glass is virtually impossible to import, and even translucent glass from Kokomo Glass Co. here in the states, is becoming scarce. Occasionally scrap glass, either pieces left over from panels, or scraps salvaged from old windows, are used.

The artist must remember that a stained glass window should not be "a picture made transparent, but a section of the wall made beautiful." The panel must take its direction from the architecture which gives it its purpose for existing.

In a space where illumination of dark interiors is necessary, figures on a light, almost transparent background should be used. If a figure is placed high in a clerestory, it must be designed in broad, sweeping strokes, to be identifiable from so great a distance. "The artist must first make a careful color study," says Viggo Bech Rambusch, President, Rambusch Studios, "so that the desired interior atmosphere is created. The fracturing of the glass and the design of the cames must be handled in such a way as to give proper scale to the window and enhance the style and character of the building."

Stained glass is so integral to the architecture of the building that, although contracts are signed with the owner or developer, the stained glass firm often insists upon approval of the architect for both proposed work and any changes to be made.

In addition to esthetic function, lead cames are structurally mandatory. Glass weighs about 4 lb. per sq. ft. Leaded glass weighs between 10 and 12 lb. per sq. ft. (Tiffany glass often reached weights of 20 or 30 lb. per sq. ft., because of laminations of glass used to create certain color effects.)

The window's wooden mullions, and structural supports, embedded into the window's frame, actually support the weight of the window. "Many people feel these structural necessities destroy the esthetics of a window," explains Millard, "but bars, reinforcement, and lead all contribute to the charm of the window."

### Leave restoration to pro

Improper structuring of the panel will take its toll in time. Designs which are concentric in nature, forming a "bull's eye" pattern, will eventually project outward. Poorly supported panels will sag, or even break, if moved for restoration or repair.

A large part of contract stained glass work is restoration. It is imperative to obtain the services of someone knowledgeable in the medium. Glass types must be matched exactly. A slight change in color pattern could destroy the over-all effect of the design.

Texture, acquired over the years through weathering, is an irreplaceable quality in old stained glass. Restore this glass in the name of "prevention" and a depth of quality which only age can provide is sacrificed. Re-leading, however, is essential.

There are those who feel that leaded glass is not compatible with modern architecture. "Leaded glass does not really harmonize with modern architecture or with architectural materials," maintains Peter Fuller, General Manager, Raventos International.

"Stained glass is delicate, with a light airiness which completely breaks with the solid wall," adds Regina Rodda, Architectural Arts Director, Raventos, "It's as though the window floats apart from the wall."

One solution has been the use of faceted glass. The process, sometimes called *dalle-de-verre*, was developed in the 1930s. Glass chunks about ¾ in. thick are embedded in either concrete or epoxy. In effect, lead is replaced by the concrete or epoxy. Often, the face of the chunks, or dalles, are faceted to add brilliance to the glass.

They are, of course, thick, heavy sections. But these sections function as weight-bearing material, and as such, can be billed by architects as essential parts of the building,

whereas leaded glass is often thought of as a decorative, unfunctional addition.

Faceted glass is limited, however, in scope of design. Since the glass chunks are broken with a sledge hammer, only the most simple, geometric shapes can be formed. No painting or tracing is possible. Consequently, broad, large-scale designs are best suited to this technique.

Fortunately, the present esthetic climate is supporting the process. "Use of faceted glass has greatly increased in contract in the past 10 years," says Manning, "as churches have turned to contemporary free-form and abstract designs."

### Leaded look, less weight

Faceted glass is just one of the new forms of stained glass available to the designer or architect. One new method entails the use of copper foil tape to edge each piece of glass. The pieces are then put into proper position and the copper foil covered with solder, the copper and solder taking the place of lead. The whole is then "antiqued" to turn the solder black, and the result is the look of leaded glass with considerably less weight.

The process' major drawback is the fact that the lead lines tend to be uneven in width, which, some artists feel, detracts from the overall beauty of the finished piece. Its major asset is the facility with which curved works, such as lamp fixtures, can be fashioned.

Another process bonds colored glass to sheet glass via clear epoxy adhesive. The effect, a total departure from leaded stained glass, has a modern spontaneity. The process, called laminated glass, permits color to be superimposed on color, creating subtle harmonies. The one criticism of the technique, a matter of taste, is that the lack of sufficient discipline, or structuring to the finished piece, renders it imcompatible with some architecture.

And finally, perhaps inevitably, plastics have entered the market, offering a relatively inexpensive panel. Deemed "inexpensive-looking" by its detractors, the use of plastic is, at this point, generally commercial, not artistic. "It just does not withstand time," explains Fuller. "Within five years it must be replaced. Many restaurants change decor that often to attract new clientele. In such instances, use of plastic is fine. But in general, its application is limited."

Prices of works crafted in these varying ways run a wide spectrum. Process used, intricacy of pattern, and size of finished piece are determining factors. Most panels are guaranteed for a certain period of time, during which the panel is repaired free of charge. It is for this reason that most stained glass houses will insist upon installing their work personally. Another pleasant plus is the fact that most projects, from approval through installation, take only three months.

### Many commissions available

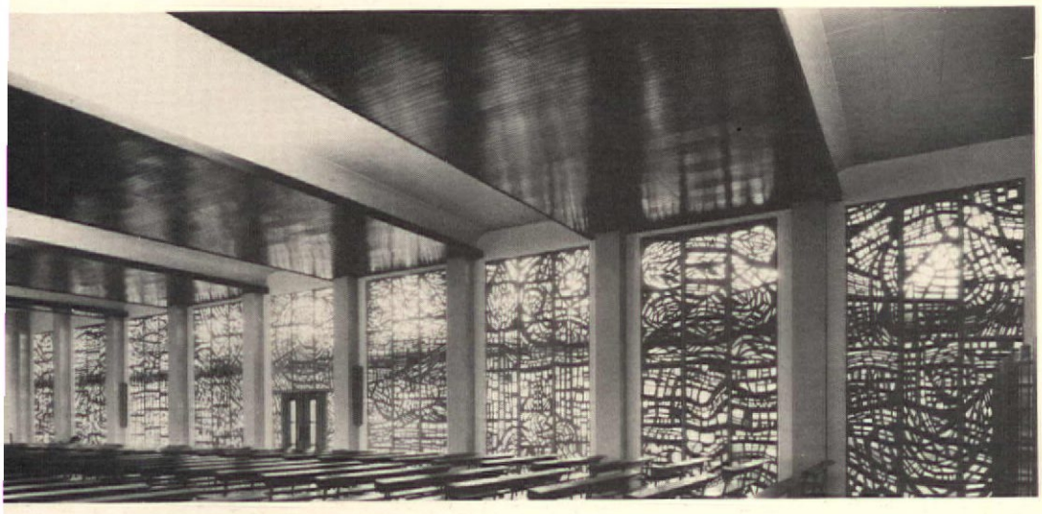
What lies ahead for the art of stained glass? "Of the three main schools of stained glass today," says H. Rambusch, "the German, French, and American, it seems the American is the most active." And the activity is not merely ecclesiastic in nature. "There are many commissions available for public buildings, business, industry, and institutions," asserts Leon Gordon Miller.

In fact, over the past several years, Fairview Park Hospital in Ohio commissioned LeRoy Flint to design a reception room window; Gyorgy Kepes was commissioned by K.L.M. Airlines to create a window in the firm's New York City office; a window was commissioned for the cocktail lounge of Theatrical Restaurant; American Airlines commissioned the largest stained glass window in the world, installed at Kennedy Airport. Obviously, stained glass has come out of the church and into the marketplace.

We are approaching a resurgence of popular use of stained glass, similar to that of the Tiffany era. "However," cautions Stephen Bridges, Associate of Rambusch, "if stained glass becomes associated with 'your father's mustache' type of beer parlour, it may harm its use as decoration in modern interiors.

"It would be a wonderful thing to own portable panels of leaded glass. In the 16th and 17th centuries in Switzerland, there was wide use of coats of arms, excellently rendered, which were portable. I think we haven't done enough with the production of free-hanging panels for general purchase."

Perhaps it is best summed up by Viggo Bech Rambusch who feels that, "The studios must be responsive to the needs of the architects, artists, and designers. As long as man wishes to create controlled environments, to temper and fragment light, stained glass, an active and vibrant light source, will increasingly make a significant and useful contribution." ■



STAINED GLASS

## Is stained glass compatible with modern architecture?

Use of cement or epoxy, while thicker than traditional leading, need not be indelicate, as proved by the work of Raventos International Corp. Note how light patterns on ceiling enhance interior space, lending height to the architecture.

Largest stained glass installation in the world, this window at American Airlines Terminal, Kennedy Airport, N.Y., is crafted of antique flash on opal. This provides a surface reflection to read as a mosaic glass mural for both interior and exterior viewing. The window was designed by Robert Sowers and executed by Rambusch Co.

# CANADIAN GOVERNMENT HELPS FUND NEW FURNITURE DESIGN PROJECTS

**Industrial Design Assistance Program (IDAP) provides cash assistance to furniture manufacturers willing to develop design-worthy projects, with the idea that what is good for the industry is good for the country**

That products emerging from Canada have high design value comes as no surprise when it is known that the Canadian government encourages good design, not only in an advisory capacity, but also by providing substantia dollars and cents to approved projects. In many cases, grants cover 50 percent of the project's cost.

The Office of Design, a small but influential cog in the Canadian government's Department of Industry, Trade & Commerce, plays an advisory role to business, stimulating new design in Canadian furniture for government use and for domestic and export markets. It promotes the use of design consultants and lists those available to industry in its Record of Designers.

Significantly, it has been the contract furniture industry that has been taking advantage of these design talents and government support.

### Grants up to 50% of project

Financial assistance is perhaps the greatest incentive the government offers, for without proper funding, the best of ideas and designs can never find their way from the drafting board to the production lines.

The means for funding accepted projects is through Industrial Design Assistance Program (IDAP), one of ten industry incentive and development programs administered by the Department of Industry, Trade & Commerce.

IDAP offers financial assistance to Canadian companies that are expanding their use of design, either in developing a new project or redesigning older projects.

Specifically, IDAP will consider financing a project if it meets these six prime requirements:

- The proposed project must be innovative.
- A qualified industrial designer must be a member of the project design team.
- The project must be an expansion of the company's design program.
- The applicant must prove there is a profitable market and that the company has a workable marketing plan.
- The company must have financial stability.
- The company must be incorporated in Canada.

The IDAP program is restricted to short-term projects of product innovation and is limited to a maximum of 50 percent of the industrial design and administrative costs. These include design consultation fees, in-house direct labor costs, and an allowance for administrative and operational costs.

The IDAP program (its budget last year was $1.5 million) has, to date, issued grants ranging from $2,000 to an impressive $70,000. A number of these grants have been for projects in the furniture and furnishings field.

### $27,000 aid for O. L. line

Steel Equipment, a division of Eddy Match Co., received an IDAP grant of $27,000 to develop its lateral filing cabinets into a compatible landscaping form. It added acoustical screens to the filing cabinets already produced in order to expand the design and usefulness of the system.

The Montreal industrial designer who acted as consultant on the project had successfully designed everything from Turbo trains to snowmobiles, and his furniture design accomplishments were no less successful.

Steel Equipment's Performance Group is now a registered design and is distributed in the U.S. by Eppinger Furniture of New York. American exports represent 25 percent of the Performance Group sales.

Dick McGregor, Steel Equipment's Assistant Design Engineer, says that one problem with outside designers is their lack of financial restraint. Sometimes, having little concern for production economics, they tend to lose sight of production and tooling costs.

McGregor says he was careful to select a designer familiar with the materials involved. He adds that when designers generally associated with plastics are given an assignment in metal, the proposed shapes may be great for plastics, but impossible to tool in metal. Because Steel Equipment was redesigning an existing product, the tooling only required modifications to original equipment.

### Contract more design-conscious

In Canada, most contract furniture manufacturers are large enough and design-conscious enough to have their own design engineers on staff. The residential furniture industry is smaller, and the consumer demand insatiable. Thus, in the past, there was little need for good design since everything was purchased as fast as it could be produced. Consequently, the Office of Design has had considerable difficulty convincing these manufacturers to be design-conscious.

Recently, however, this sector of the industry has begun to welcome federal support with design. Plydesigns, a small Ontario firm just three years old, received an IDAP grant of $21,000. The actual product design developed under the grant was never marketed. Fortuitously, two new designs in chairs resulted, more or less as by-products.

Plydesigns found the IDAP grant to be good experience, but the tooling and sample-making costs were prohibitive. Ed Samuels, Vice President of the company, says the firm used a design consultant before IDAP and expects it will use one again. This year the company expects to export $100,000 worth of the new chairs to the U.S.

Decor Wood of Weston, Ontario, received an IDAP grant of $10,550 to develop children's furniture. It designed a crib that converts to a junior bed by removing sides and ends of the crib as the child becomes old enough. The unit is doing well with a quarter of a million dollars in sales so far.

IDAP worked so well for Decor Wood that the firm went back for another grant last year. This time, Decor Wood received $45,000 to develop a hide-a-way bed and desk combination for students. The unit is slated for January 1975 introduction to the market.

### Market triples in past three years

IDAP, which provides the incentive and the money for new projects, is run on the principle that improved design increases product sales in both the domestic and foreign markets, thus initial financial assistance is eventually recovered.

The growth of furniture market is shown by the following figures released by the Canadian Department of Industry, Trade & Commerce.

In 1973, Canada exported $95,305,000 worth of furniture; $87,832,000 of this went to the U.S. This is less than 10 percent of the $1 billion industry.

In total world imports, Canada received $101,635,000, of which $64,195,000 came from the U.S.

Between 1967 and 1970, Canadian exports quadrupled from $7,498,000 to $31,922,000. Between 1970 and 1973, exports again tripled.

The record is impressive and increases are expected for the coming three-year period. With 1,200 manufacturing plants and over 50,000 employees, the Canadian furniture industry will probably double its exports again by 1976. ■

Plydesigns occasional lounge chair, designed by Thomas Lamb, was a by-product of Industrial Design Assistance Program (IDAP) of the Canadian government, which offers grants to firms using industrial designers for the development of new products. The lounge chair has a molded plywood frame in ash, oak, or birch. Circle No. 218.

Also developed under an IDAP grant is Steel Equipment's new lateral steel filing system, which becomes the central element in a new line of open office landscape system called Performance Group. Designed by Jacques Guillon Designers, the workstation system is based on four components: desks, carrels, storage units, and screens. It's distributed in the U.S. by Eppinger. Circle No. 219.

# CANADIAN DESIGN SHOW CONCENTRATES ON CONTRACT LINES, SEMINARS OF SUBSTANCE

Canadian furniture and furnishings will be exhibited in one major show in Toronto, making that city a meeting place for designers, architects, and dealers, not only from Canada, but also from the U.S.

The eighth annual National Interior Design Show is geared to the special interests of all professionals concerned with the furnishings of residential, commercial, and institutional interiors. It will be held at Automotive Building, Exhibition Park, Toronto, from November 5 to 7. Show hours are 1:00 p.m. to 10:00 p.m. daily.

Contract lines, which are being specified with growing frequency in the U.S., will be represented by a host of major Canadian manufacturers. Their lines cover the gamut from textiles to total furniture systems.

With all of its display space sold out to exhibitors, the Show will be rounded out with special displays and workshop sessions, plus many special events sponsored by exhibiting manufacturers.

### U.S. and European exhibitors also

In addition, a number of U.S. manufacturers will also be displaying their products for Canadians to examine. Among them: Borden Interamerica Inc., Dow Badische Co., Gold Medal Folding Furniture Co., Hercules Inc., Masland Duraleather Co.

As in previous years, the show will have special exhibits sponsored by foreign governments. Group exhibits will be sponsored by Austrian Trade Delegate in Canada, British Government Office, and Irish Export Board.

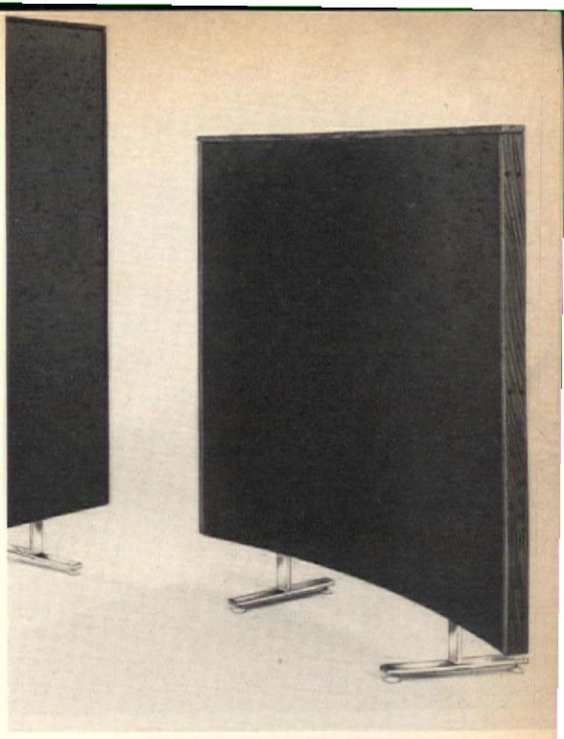
### Eedee entries on display

A display of entries in Ontario's top contract furniture awards program will be one of the show's highlights. The sixth Eedee (excellence of design) furniture competition is sponsored by Ministry of Industry & Tourism in recognition of work by Ontario designers and manufacturers of contract and office furniture. There will be a luncheon on Wednesday, November 6, for presentation of awards to designers of the Eedee program. Winners will receive a commemorative trophy and a cash award.

### Workshop sessions by IDC

Interior Designers of Canada, which again has officially endorsed the Show, will conduct workshop sessions for the industry, covering subjects to heighten the designer's awareness of basic facts particularly in product areas. Sessions will be held 9:00-11:30 a.m. on Wednesday and Thursday, Nov. 6 and 7, at Automotive Building. ■

EEDEE contract entries to be displayed at National Interior Design Show, which will attract many U.S. designers, architects, and dealers to its exhibits at Automotive Building in Toronto, November 5 to 7



Topmost: The new Now Series by **Standard Desk Ltd.** contrasts maple butcher block tops and Cordova brown plastic laminate legs, back panels, and desk fronts in double-pedestal executive desk and credenza. Other variations: walnut block tops with beige laminate bodies; tops and bodies in Cordova brown or beige laminates. Circle No. 261.

Above: **Aarkash Chair Co.** promises 2-3 week delivery of Style 1169 USB armchair. Standard finishes of the kiln-dried hard maple are natural, walnut, maple, or black, with specials on request. Upholstery choice is heavy-weight vinyl or fabric. Circle No. 262.

Topmost: Acoustical materials provide high sound-absorption in the Woodtrim series of screens by **Deko Industries Inc.** Standard woodtrim on three edges is solid hardwood in natural oak or walnut finish, with other exotic hardwoods and finishes to specifications. Deko lines are represented by a number of U.S. firms, with delivery time from stock to 4 weeks. Circle No. 264.

Immediately above: Damier series serves both as a modular seating and sofa group. Produced by **Airborne** and carried by nine U.S. reps, the series has an internal steel frame molded into high resiliency foam covered in Dacron. A connecting system flexibly links all basic units. Circle No. 265.

Immediately above: **Karelia International**'s three-legged chair is fashioned of solid oak, in natural or stained lacquer as standard finishes, with specials also available. Upholstery is Scottish natural tan or black cowhide, or COM. Foam rubber seat is supported on rubber webbing. Circle No. 263.

## CONTRACT EXHIBITORS, CANADIAN INTERIOR DESIGN SHOW

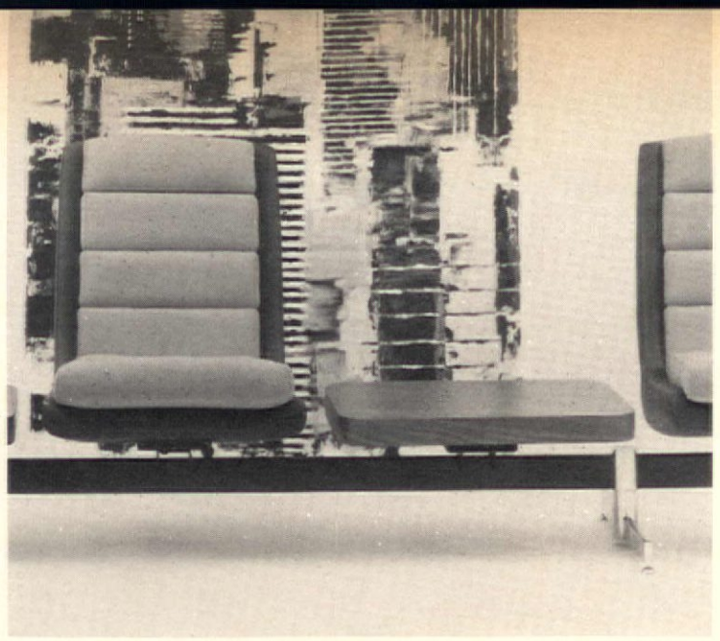
| EXHIBITOR | BOOTH |
|---|---|
| Aarkash Chair Co. of Canada Ltd. | 350-352 |
| Abstracta System Ltd. | 524 |
| Airborne Furniture Inc. | 628B |
| All-Steel Canada Ltd. | 622-626 |
| Amtico Flooring, American Biltrite (Canada) | E2-E3 |
| Amherst Greenhouses | Lounge Area |
| Paul Arno Ltd. | 628A |
| Artopex Ltd. | 500-504, 601-605 |
| Beautiline Systems Ltd. | 132-134 |
| Biltrite Furniture Mfg. Inc. | E21 |
| Bonaventure Metal Industries | 306-308 |
| Jeff Brown Fine Fabrics Ltd. | 224 |
| Brunswick Mfg. Co. Ltd. | 401 |
| Business Accessories Inc. | 136-138 |
| Canadian Atlas Furniture Ltd. | M26 |
| L.E.Carpenter & Co. | E1, E27 |
| Communicator Modules Ltd. | E23 |
| Concept Furniture Intl. Ltd. | 602-608 |
| CONTRACT Magazine | M22 |
| Crown Wallpaper Co. | 232-234 |
| Curtis Products Ltd. | 107-109, 125-127 |
| Curved Space | 648-658 |
| Cyanamid of Canada Ltd. | 416-418 |
| D.Q.B. Furniture Inc. | 648-658 |
| Decorators' Mart (Canada) Inc. | 427, E8 |
| Deko Design/Industries Inc. | 516-522, 617-623 |
| Walter Depping & Co. | 421 |
| Dobbie Industries Ltd. | E10-E11 |
| Donmar Contract Furniture | M48-M49 |
| DuBarry Furniture Ltd. | 307-311 |
| Ducharme Seating Ltd. | 236 |
| Ebena/LaSalle, Div. Art Laboratory Furn. | 241-243 |
| Egan Visual, Inc. | MC, MD, ME |
| Faultless Casters Ltd | 125 |
| Form Canada | 407-409 |
| G.W. Furniture Ltd. | 516-522, 617-623 |
| Gabriel Textiles/Danica Imports | 510-514, 611-615 |
| Global Upholstery Co. Ltd. | 441-433 |
| Henderson Furniture Ltd. | 338-340 |
| Integrated Lighting Canada Ltd. | E20 |
| Interiors International Ltd. | 220-222 |
| InterRoyal Corp. Ltd. | 400-406, 501-507 |
| Leif Jacobsen Ltd. | 523 |
| Eric Jensen Greenhouses Ltd. | Lounge Area |
| Karelia International | 140-142 |
| Kinetics Furniture | E24 |
| Kobe Fabrics Ltd. | 225 |
| H. Krug Furniture Co. Ltd. | 106-108, 207-209 |
| Litton Business Eqpt. Ltd., Cole Div. | E22 |
| Musterring International Ltd. | M29-M32 |
| Klaus Nienkamper Ltd. | 120-122 |
| Nightingale Industries Ltd. | E12-E15 |
| Walter Nugent Desgns Ltd. | 322 |
| Office Specialty Ltd. | 113-115, 121-123 |
| Plydesigns | 329-331 |
| Precision Mfg. Inc. | 24 |
| Quebec Office & Contract Furniture Group | 516-522, 617-623 |
| Reff Products Ltd. | 110-112, 211-213 |
| Standard Desk Ltd. | 200-204, 301-315 |
| Ste. Marie & Laurent Inc. | 516-522, 617-623 |
| Steel Equipment | 100-104, 201-205 |
| Steelcase Canada Ltd. | 137-147 |
| Structural Syma Systems Canada Ltd. | M54-M55 |
| Sunar Ltd. | 244-250, 345, 349 |
| Supersign Co. Ltd. | 439 |
| Taevan International Ltd. | 408-412, 509-513 |
| Willis & Co. of Canada Ltd. | 516-522, 617-623 |

Topmost: "Freedom to create" is how **Musterring International** describes its flexible Prisma wall system, made in West Germany. Modules are finished in white plastic lacquer, with rosewood a standard option for fronts. On special order, fronts can be specified in black oak or mahogany. Circle No. 266.

Above: Solid gable and recessed modesty panel are featured in Matrix Four, a new line of office desks by **Concept Furniture.** Gables are fastened to top with ¼-in. steel channels; pedestals take legal and letter size files; oak and oak stain are standard finishes. Seven rep firms cover all major U.S. regions, including Hawaii. Circle No. 267.

Above: Shown in drawing on this month's cover, Ergo chair is based on ergonomic studies to respond precisely to anatomical needs. **Curtis Products Ltd.** designed the secretarial chair with back that rotates 360 degrees, to any of 40 positions. Circle No. 268.

# Many Canadian firms have reps in U.S.



Topmost: Bucket seats, rectangular table tops, and choice of two-, three-, four- or five-seater base can be combined in a row or to form corners. The flexible system is called MSR and is produced by **Henderson Furniture Ltd.** Delivery is 6 weeks from receipt of order.
Circle No. 269.

Immediately above: Free-standing Group 80 units are finished on all sides and can be grouped or used singly. Designed by Stan Lind for **Interiors International Ltd.**, the system includes several table/desk units with interchangeable free-standing pedestals and side returns, workstations and credenzas, in natural or light brown oak. All tops are vinyl wrapped.
Circle No. 305

Immediately above: Typical workstation is made up of System 7 acoustical screens and ETD Series table desk, produced by **Precision Mfg. Inc.** In different widths and heights, sound-absorbing panels are shipped ready to connect at any angle. Precision lines are available through U.S. dealers located in all major cities.
Circle No. 271.

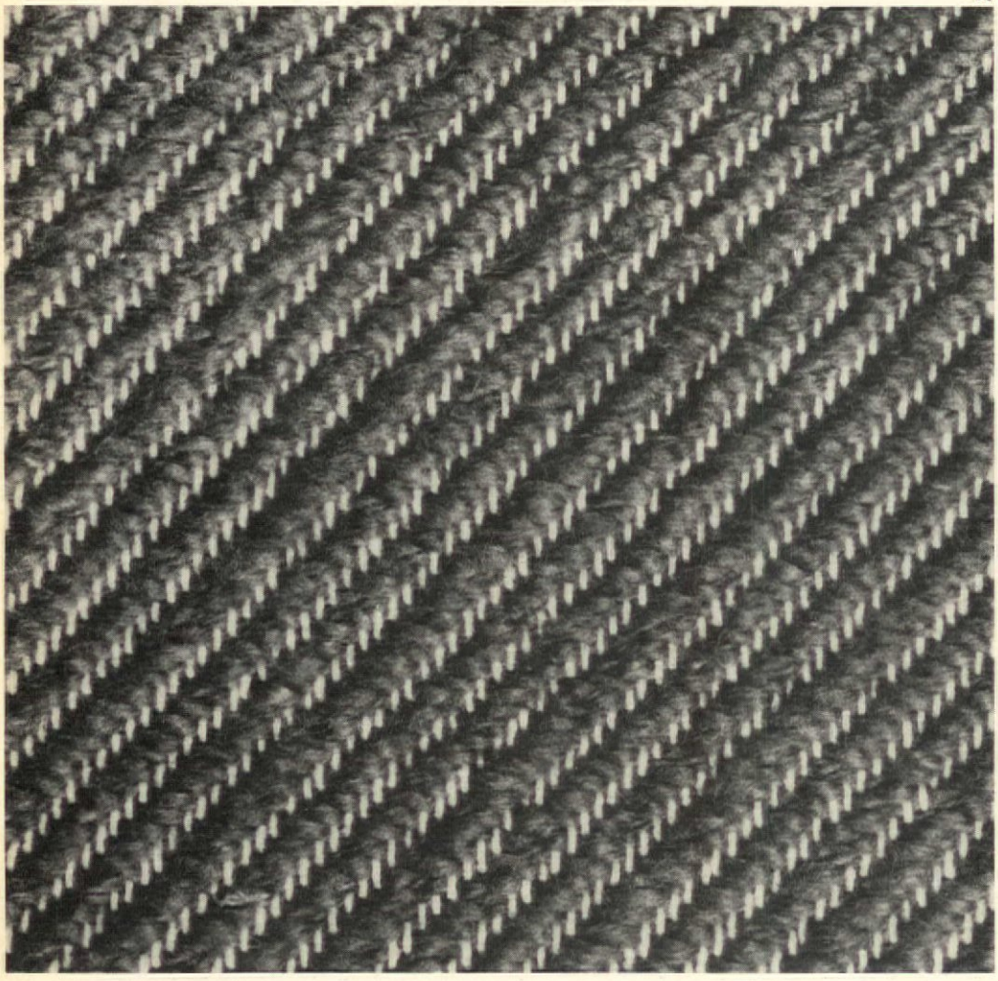
Topmost: Panel Form Flush is one of three new coordinated desk styles by **Biltrite Furniture Mfg.** The series expands with credenzas, L-returns, and typing stands, finished in standard natural oak or dark oak veneers. It's also offered in white and black plastic laminates. Seven distributors handle the line in the U.S. on a 6-week delivery schedule; 12 weeks for large or special orders.
Circle No. 270.

Immediately above: **Sunar Ltd.** has added a new work wall collection to its F2 System. Called F2 Work Wall System, it offers stations with work surfaces, machine surfaces, and filing and storage facilities. Each work wall, offered in two heights and four widths, comes as a wood shell in light, medium, or dark lacquer finish on oak veneer, as well as polyurethane plastic finish in white and putty.
Circle No. 272.

# FABRIC MARKETPLACE DISPLAYS A RETURN TO ELEGANCE

Review of major mills reveals fewer pop and op designs, more sophistication in patterned florals and geometrics, textured weaves, and a number of museum reproductions

A



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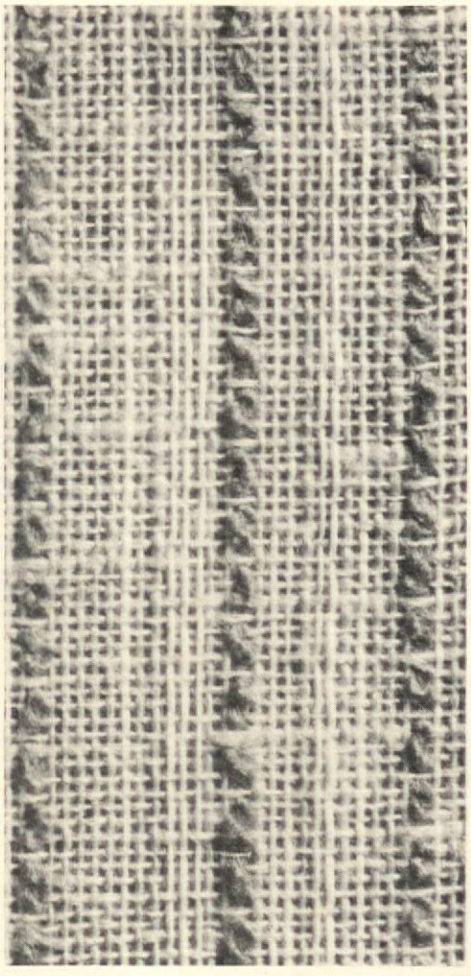

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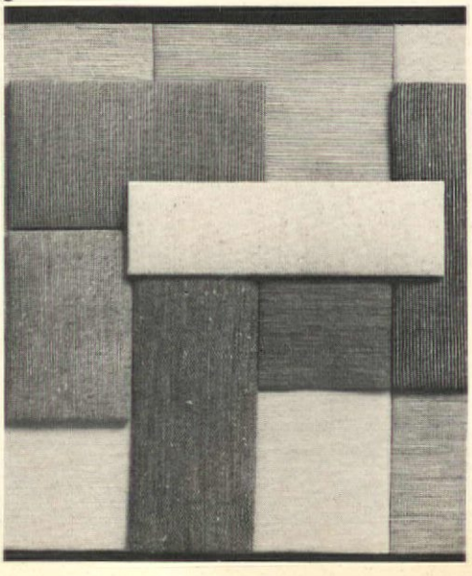


**A**—Three staple-dyed colors—natural tones of white, greige, brown/black—enhance the luxury of **Knoll's** Sequoia, a warp-faced twill tweed. Texture results from an excessively heavy warp filler yarn. The filler is hand-spun, hand-blended wool and viscose, with a durable cotton warp providing woven stability for the filler. Suzanne Huguenin consulted with Knoll Textiles to design the Liechtenstein import. Circle No. 286.

**B**—**Richard W. Muller** imports this all-Dralon fiber casement from Denmark. Woven in a tight, textured pattern, the fabric is resistant to sun rot and carries a high flame-resistance rating. Circle No. 287.

**C**—Natural, homespun look brings vibrant textural interest to a collection of upholstery fabrics made of DuPont's Dacron polyester. This collection marks the entry of **Guilford/North,** a newly formed division of Guilford Industries, into the furnishings market. Circle No. 288.

**D**—One of **Brunschwig & Fils'** new fabrics of museum document reproductions, Pauline has an embroidered texture, an adaptation from a late 18th-century-early 19th century costume in the Costume Institute at The Metropolitan Museum of Art, New York. Pauline is made of 100% cotton, in six elegant colors. Fabric is 54-in. wide, has a 2-in. repeat. Circle No. 289.

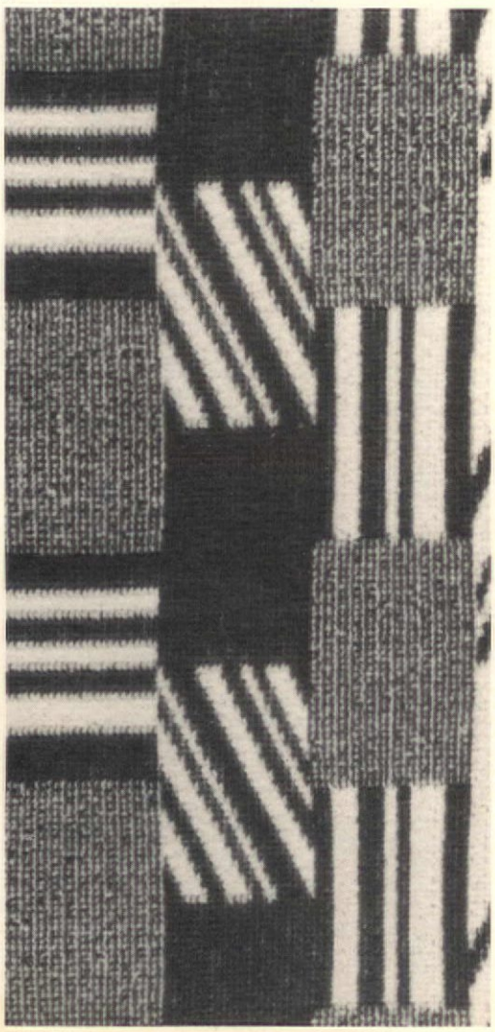
**E**—A 100% polyester stretch called Traffic, this fabric by **Edward Axel Roffman Associates** lends itself to expert upholstery tailoring. The handsome pattern with textured styling is available as cut yardage, as well as applicable to Roffman seating units. Traffic is part of a new collection that accelerates Roffman's entry into the contract textile market. Circle No. 290.

**F**—Doric, an imported upholstery fabric designed by Marga Hielle-Vatter exclusively for **Stow/Davis,** is classic in its simplicity and natural coloring. Its elegance is supported by the strength of its 60% wool/40% rayon blend and is finished with acrylic backing and mothproofing. A large inventory assures immediate delivery. Circle No. 291.

**G**—A bold Lisere with an embroidered look on a linenlike ground, Monique's motif is a rose and leaf design alternating with a bold stripe. It is woven in Italy in three colorways. Flanking the rose design is another new fabric, a tapestry weave of cotton, simulating a Bargello needlepoint flamestitch design. From Belgium, it comes in six colorways. Both fabrics are from La Collection Des Grands Musees by **Stroheim & Romann.** Circle No. 292.

D

E



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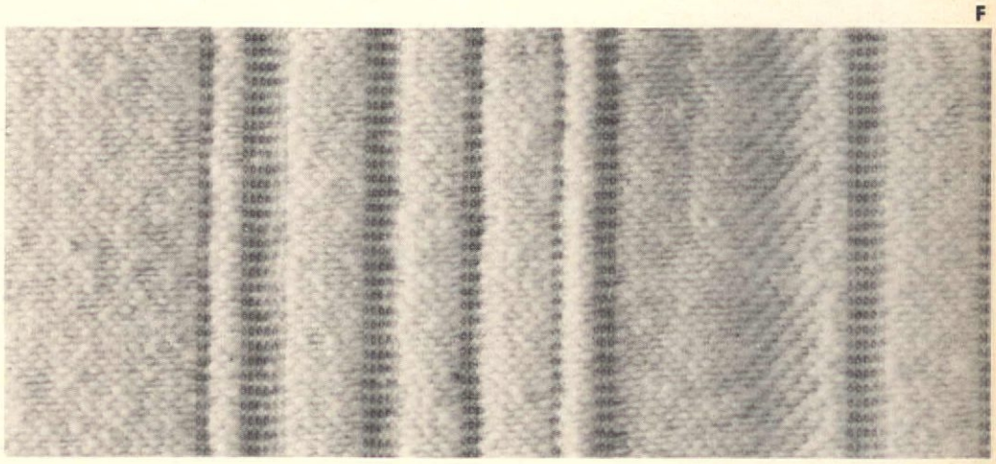

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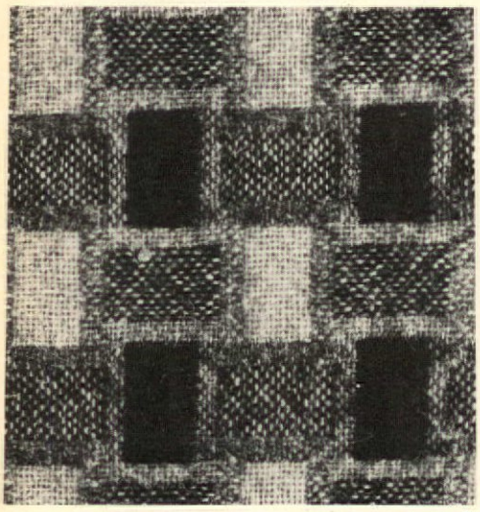

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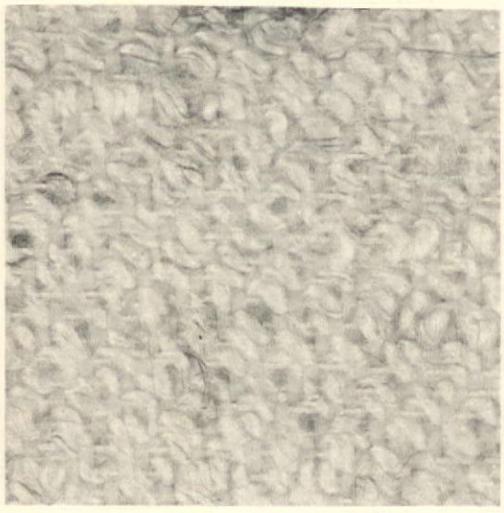


D

E

FABRICS

# High-style designs meet strict codes and standards

**A**—Pattern Grandview, for draperies and bedspreads, blends 65% cotton/35% polyester and is washable, preshrunk, and permanent press. Fabricare Finish renders the fabric stain-resistant and water-repellent. Grandview is one of 14 stocked patterns in Cotton Forum Collection, produced by **Fenestration Ltd.**, contract division of Fabricut Inc. Circle No. 293.

**B**—Vibrant shades of fresh green and yellow accent a jacquard upholstery fabric specially designed for DMI Furniture by **Cleveland Products Co.**, Div. of Minette Mills. Featuring 50% Taslan textured DuPont nylon for surface interest and durability, and blended with 30% cotton/20% acetate, the diamond pattern is Style 8926. Circle No. 294.

**C**—**Irish Export Board** in New York promotes rich and handsome fabrics imported from Irish mills by leading U.S. fabric houses. Among current designs is this doublecloth, checkerboard pattern, a 100% wool upholstery fabric woven by John Orr Ltd. in Ireland. Irish Export Board will direct inquiries to U.S. distributors carrying the line. Circle No. 295.

**D**—Measuring 48 -in. wide, Pueblo Natural is a fire-safe fabric produced by **Thortel Fabrics Inc.** The drapery and casement weight fabric is woven of modacrylic (Verel) blend. Circle No. 296.

**E**—Circle White is a heavy-duty casement with a substantial hand and a handsome weave. From **Lee/Jofa Inc.**, the fabric is a blend of 70% Verel/30% flax and measures 52-in. wide. Circle No. 297.

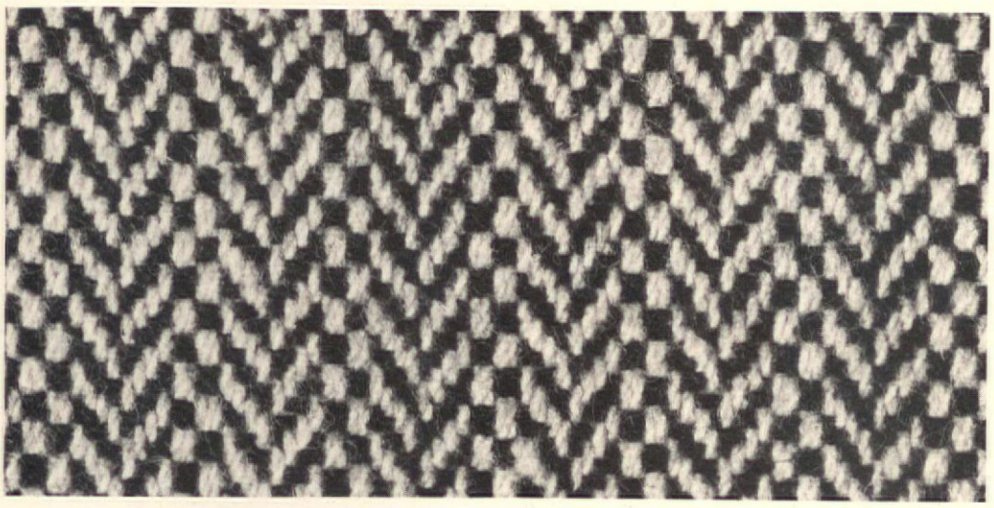
**F**—Handmade in Ireland, Shannon combines natural Berber yarns and a skein-dyed filler yarn. It's produced in 7 handsome colorways. **Scalamandre** recommends its use as an upholstery material as well as for wallcoverings. Circle No. 298.

**G**—Leaves, a delicate floral for draperies, is hand-printed with five screens on inherently fire-retardant fabric. By **Lee Harris Hand Prints,** Div. of Uffner Textile Corp., the pattern has a 23½-in. repeat. Delivery: 3-4 weeks. Circle No. 299.

**H**—To coordinate the hotel/motel guestroom, bedspread and drapery collections produced by **Cohama Decorative Fabrics** offer many practical advantages. The easy-care fabrics can be quilted for beds and flameproofed. The drapery coordinate is acrylic-foam backed, eliminating the need for additional black-out lining. Circle No. 300.

**I**—**Herman Miller's** Hand & Dove design is the Environmental Enrichment fabric covering the flipper door of Action Office workstation. It's coordinated with plain fabrics on other flipper fronts. Designed by Alexander Girard, this pattern is one of many prints, stripes, and solids handwoven of cotton and linen in Mexico. The total program is coordinated in rich and handsome colors for a total office facility. Circle No. 301.

F

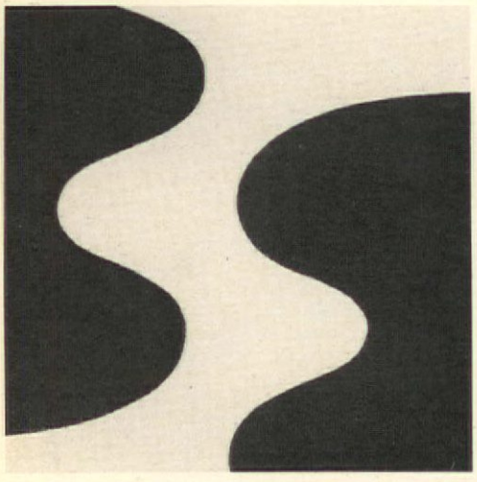


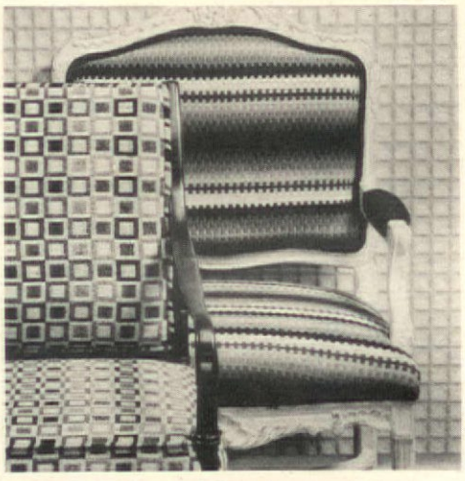
G

H

I

# COORDINATES





Designed to offer "strong statements for contemporary interiors," **Isabel Scott Fabrics'** Spindle (top) and Petals complement each other in color scheme (predominately yellows, reds, blacks), contrast in scale. Both prints, from the Fujie Collection, are 100 percent cotton, washable, dry cleanable, approximately 47 inches wide. Circle No. 277.

Stylized clouds from sky panorama for draperies and walls in **Elenhank Designers'** Cumulus. The 46-in. wide design, with 24-in. repeat, is stocked in three colorways; skies may also be custom colored. Enlarging coordinate possibilities, Cumulus may be used in concert with Stratus sheer fabric. Circle No. 278.

Ashanti, from **Richard Turgeon**, compacts its repeat to 10 inches, stocks its geometric pattern in five colorways. Wallcovering is printed on easy-care vinyl, with companion fabric custom printed on choice of marine cloth, 100 percent cotton, cotton sateen, or Dacron/cotton sheer. Circle No. 279.

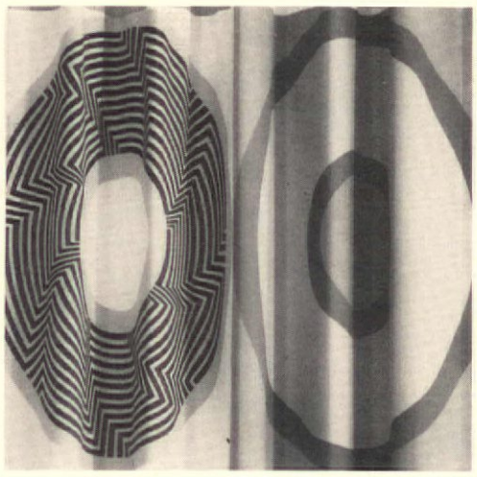
"Gargantuan waffle weave" of **Jack Lenor Larsen's** Muralto is thick enough to soak up noise and modulate sound when used on wall or window. Paired with Matrix (top left) and Keepsake (top right) Muralto provides a strong textural response to the upholstery fabrics' vibrant lines and colors. All three patterns are 100 percent wool. Circle No. 280.

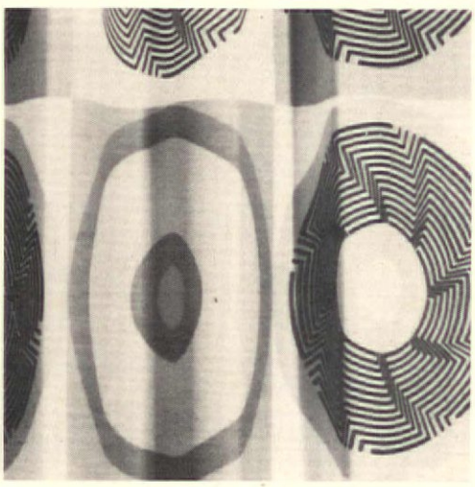
Up the walls, onto window casements, over all shapes and styles of furniture, coordinated wallcoverings and fabrics go far in establishing installation mood

# PATTERNS, COLORS, SCALE LINK DESIGN MOTIFS

A one-color, hand-screened design, with 31-in. wallcovering repeat, 14-in. fabric repeat, **South Bay Designs'** Obi translates Japanese inspiration into contemporary, geometric pattern. Scotchgard, flameproof treatments available for the casement/upholstery fabric which, like its wallcovering partner, is available on a four-week delivery schedule. Circle No. 282.

Traditional floral motifs command a share of the coordinates market with **York Wall Paper Co.'s** full collection of prepasted, pretrimmed wallcoverings, screen-printed, vat-dyed fabrics. The Texalon Volume III and Dexalon Volume I wallcovering can be paired with more than 30 fabric florals, all 100 percent cotton. Circle No. 283.





The large and small of **Ben Rose, Inc.'s** American Indian Group are titled Pima II and Pima I, respectively. Based on traditional patterns found on baskets woven by the Pima tribes, the paired fabrics are available in three colorways, each specially suited to the tribal/geometric motif. Circle No. 281.

**Tressard Fabrics** custom prints Ibis on vinyl, mylar, and foil, coordinates the wallcovering with choice of 50 fabric weights, from sheer to upholstery. The medium scale, art deco design is repeated every 9 inches on wallcoverings, every 36 inches on fabrics. Circle No. 284.

Lush Camille from **Judscott Handprints, Inc.,** can be custom printed on wallcovering and fabric on a two- to three-week delivery schedule, or chosen from stock collections for immediate delivery. Fabric choices include 100 percent cotton, 100 percent linen, and cotton/linen combination. For wallcoverings, vinyls, foils, mylars may be specified. Circle No. 285.

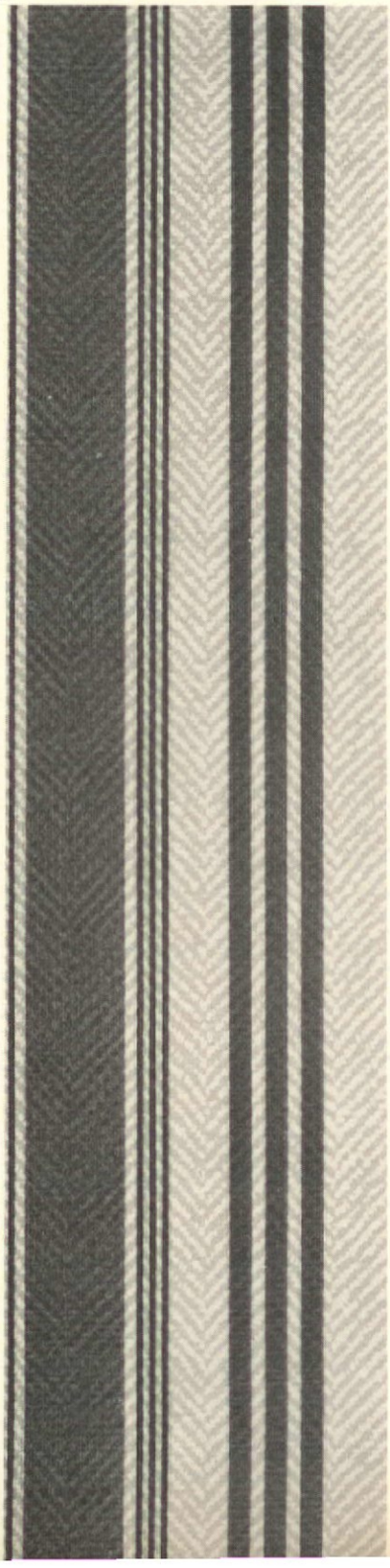
# COORDINATES

# WALLCOVERINGS STRESS EASE IN APPLICATION, VARIETY IN DESIGN

Acoustical, flameproof, pretrimmed, prepasted, wallcoverings answer differing installation requirements, suit varied specifier tastes

A

B



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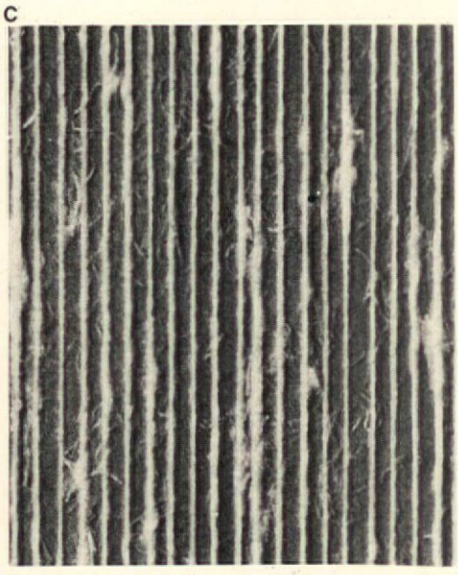


**A**—Les Bicyclettes, 1898, from **United DeSoto, Inc.'s** Varlar Collection, prints turn-of-the-century design on prepasted, strippable, scrubbable vinyl. Easily applied, and just as easily removed when a change of scenery is in order, the Varlar Collection includes 100 stylized floral, geometric, and period designs. Circle No. 220.

**B**—**General Tire & Rubber Co.'s** Casino superimposes wide and narrow stripes on patterned background. Available in five colorways, Casino is an intended and perfect coordinate for another General Tire design—Herringbone. Circle No. 221.

**C**—From **S. M. Hexter,** linen yarn wallcovering, from the W-657 series, constructed of natural undyed coarse linen yarns, spaced and laminated vertically to paper backing. Six linear yards are included in each roll of the 24-in. wide design. Circle No. 222.

D

E

F

**D**—Hills, vales, rainbows, and foliage enliven **W. R. Grace & Co.'s** Lancaster, one of 25 designs, in 100 colorways, from Vanguard III collection. Design can be specified in fabric backed or Mylar Tyveck backed vinyl, is washable, strippable, pretrimmed, and stain-resistant. Circle No. 223.

**E**—Madame Butterfly, vinyl wall fabric from **Formica Corp.'s** Volume I group, comes in four colorways, is washable, and withstands steam and water vapors. Wall paneling, finished in Gold Ondine, complements all four colorways—yellow, blue, pink, and green. Circle No. 224.

**F**—Bringing the outdoors in, **Environmental Graphics'** Country Sky makes a distinctive black and sky blue mural, with three-dimensional effect. Design C-54 prints on heavy wet-strength poster stock, in 8- or 12-ft. panel format. Circle No. 225.

**G**—Winner of Third Annual Resources Council Product Design Award for wallcoverings, **Groundworks'** All Most carries geometric pattern to paper or vinyl stock. The small motif, monochromatic design can be used in large quantity without becoming overpowering—ideal for contract installations. Circle No. 226.

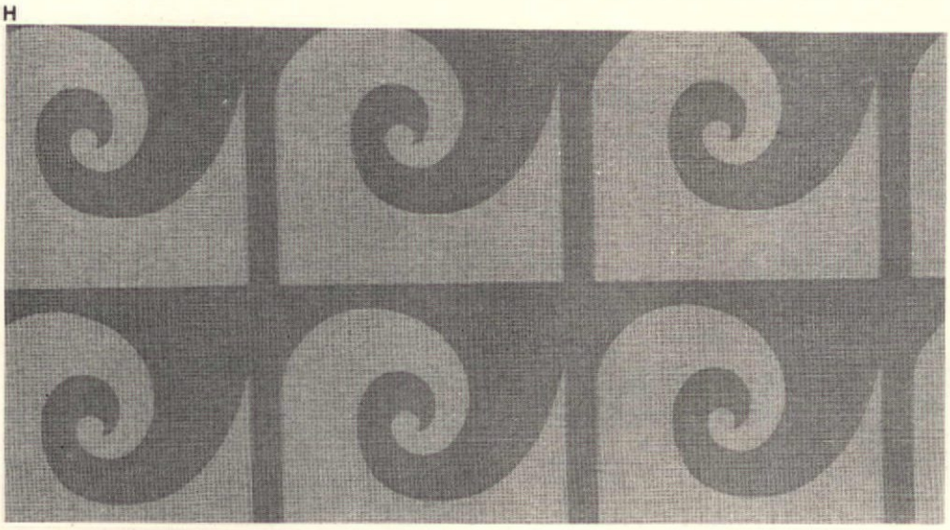
G

**H**—Venilia Vinyls Collection, designed by Pierre Cardin, and imported from France by **Wall Trends International,** includes Expo, comma-in-a-square print carried on basketweave background. Available in three colorways, Expo, and the entire Venilia group, comes pretrimmed, prepasted. Circle No. 227.

**I**—Visual texture is achieved through continuous, angular print in **Innovations Inc.'s** Diamond Weave. The custom design can be specified in an unlimited range of colors and coordinated with several patterns from Innovations' totally geometric stock. Circle No. 228.

**J**—**E. T. Barwick's** Softwall Stripe II is specially constructed to reduce noise levels and improve insulation, with minimum maintenance. The level-loop wallcovering can be specified in eight colorways, coordinated with both solids and prints. Available on a ten week delivery schedule. Circle No. 229.

H



I

J

WALLCOVERINGS

# Murals bring outdoors in

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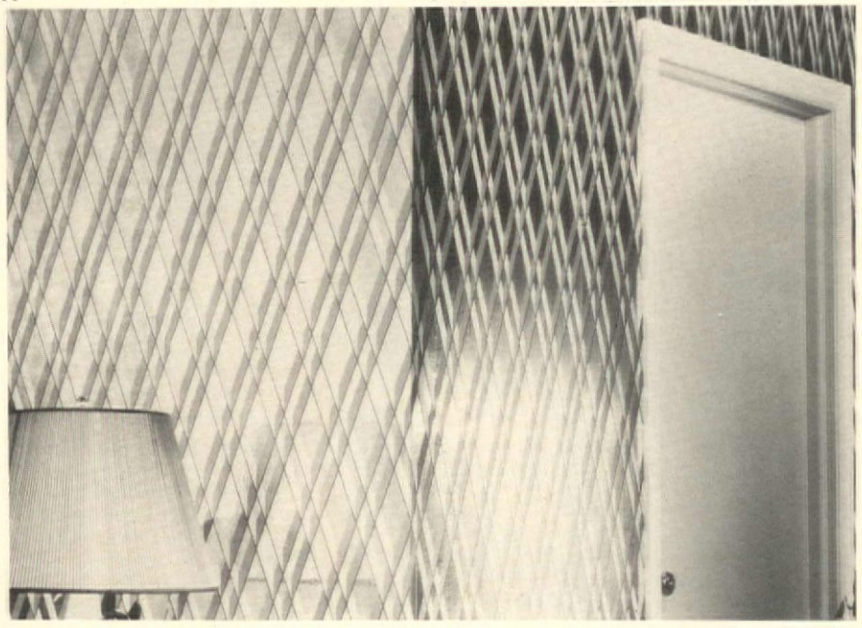

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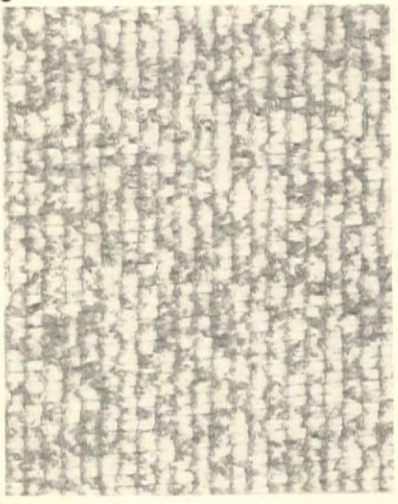

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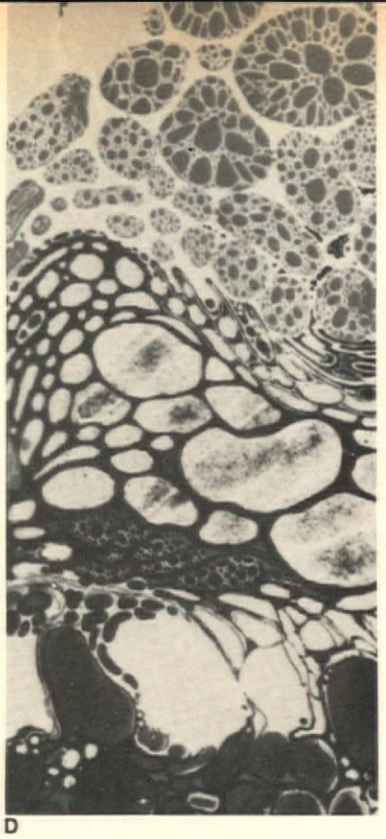

E

**A—Standard Coated's** Royal Trellis, a controlled geometric wall design, comes fabric backed, vinyl coated, is washable and easily maintained. Three-dimensional effect, along with ability to be used in large spaces without becoming overpowering, makes the wallcovering specially suitable for reception and waiting areas. Circle No. 230.

**B**—A three-color woven geometric, printed on vinyl in stock and custom colorways, **Gene McDonald, Inc.'s** Chiapas is also available on paper, mylar, and foil. The handprinted design is 27-in. wide, with 18-in. repeat. Circle No. 231.

**C**—From **Flexi-Wall Systems,** indoor/outdoor fiber-glass wallcovering—Cement in a Roll—designed to cover damaged walls and alleviate problems with cracks, flaking, and chalking. Supplied in 44.-in.-wide rolls, the covering can be directly applied to concrete, glass, plaster, and metal. Circle No. 232.

**D**—Produced through a new technique which achieves unusually clear, bright color contrast, **Katzenbach & Warren's** Pebbel Beach puts the contrast to good use in a free-form, abstract design. The pretrimmed, screen-printed vinyl wallcovering is paired with cotton fabric, both in five colorways. Circle No. 233.

F

G

**E**—Lush and glamourous, **ICI America's** Wild Rose prints on Lifestyle Vymura, prepasted vinyl, in three five-color combinations. Imported from England, the art deco-inspired design is one of 29 patterns, in over 90 colorways, in the Lifestyle washable, paper-backed collection. Circle No. 234.

**F**—Closeup of **Eurotex's** heavy ribbed Acousticord highlights the wallcovering's tight construction—light enough to facilitate wall application, close enough to insure maximum sound-absorption. The mohair/nylon fabric comes in three natural tones, 31 special heathered colors, and is available for immediate delivery. Circle No. 235.

**G**—Another closeup—this time of **James Seeman Studios'** Ferns Fanciful—details silklike brushed gold ground, careful overlay of ferns. From the Outasight II Collection, the wallcovering can be specified in six colorways, is gravure printed on pretrimmed, washable vinyl. Circle No. 236.

**H**—Whimsical (and washable), **B. F. Goodrich's** Polly Wants A Cracker is perfectly suited for areas which take child use and abuse. From the Korelle collection, the vinyl wall design comes in four colorways, to suit most any reception, school decor. Circle No. 237.

**J**—Shannon, sculptured vinyl wall fabric, offers a different, dimensional way to cover walls. From **Durawall, Inc.**, the woven-look design is available in eight stock colorways, measures 52 inches wide, and weighs 21 ounces per square yard. Circle No. 238.

**I**—Coteza, from **Stauffer Chemical Co.'s** Vinco line of medium weight, vinyl wallcoverings, weighs 16.7 ounces per square yard, is available in 16 colorways. The textured wall pattern has a flame spread rating of 14, with zero fuel contribution and smoke development. Circle No. 239.

**K**—Designed by Gene Davis for **Pace Editions,** Black Watch Series uses oversized prints with vertical color banding to create individualized, distinctive wall treatments. The Series includes three silk-screened prints which, when combined, cover a 72 by 135-in. expanse. Circle No. 240.

H

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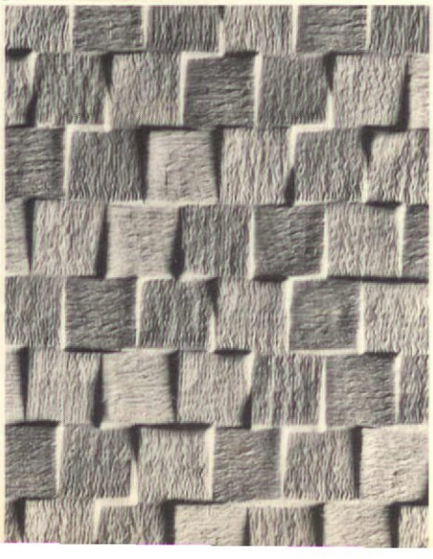

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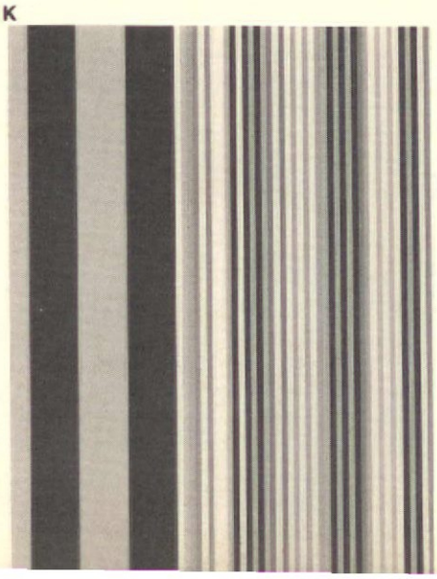


# CONTRACT DESIGNERS CAN TAP SERVICES OF FIBER COMPANY CARPET CONSULTANTS

## For free or fee, the services of a carpet consultant can preclude trouble for the contract carpet specifier

Many contract designers who have been sucked into the muck of a bad carpet specification have come to appreciate the services of the contract carpet consultant. Such experts provide knowledgeable advice for a deserved fee. Generally, they have no axe to grind and their conclusions are as objective as possible.

How many contract designers, however, are aware of the fact that carpet consultant advice is available on a no fee basis?

Man-made fiber companies offer a range of services to the contract specifier to help him come up with carpet specifications that will perform in the hard-wear environment for which they are being specified. While the fiber company does have an interest in seeing that its fibers are in the specifications, the advice generally is objective and the help has proved invaluable to the designer.

Here are a couple of good examples: A Long Island builder of a hospital for which custom carpet had been produced liked it so well that he used the same specifications later for corridors of a high-rise residential building complex that he was constructing. It was a glue-down carpet, for which the local fire marshal insisted on a Class A rating with the same flammability required for the hospital. The builder ran into further trouble when he discovered that the lesser yardage did not warrant custom colors, and his specification locked him into one resource, to which he strongly objected.

In another case, Mrs. Creilly Pollock, Senior Designer for The Eggers Partnership, New York, had selected a carpet fabric to meet her specifications for an insurance company building. The color, however, had to be custom dyed. At the eleventh hour, just before scheduled installation, the manufacturer informed her that it was impossible to produce her carpet on time.

### Complete specificiations change

In both cases, the contractor and designer turned to the Dow Badische contract carpet consultant for help in solving the problems. The consultant advised the builder's carpet contractor to make a complete change of specifications — from parallel spun to woven, a change in gauge, a change in weight, and a change in pile height, as well as a change from glue-down to tackless installation. At no higher cost, the builder ended up with a top quality carpet that had the more luxurious feeling he wanted, and the right colors.

For Mrs. Pollock, the carpet consultant showed up at her office speedily with samples of colors from Dow Badische's CREATE yarn bank, which enabled her to match the colors she wanted in her color scheme. In addition, the consultant then suggested several mills which had available inventory of the carpet she wanted in the color she wanted. A time-consuming panic search for a last-minute substitute delivery was avoided.

According to C.H. Maddrey, Manager, CREATE, "Each new technology in building materials creates a need for new specifications to properly cover surrounding and related materials. For example, solar bronze plate glass walls, requiring no shades or curtaining, are deservedly popular, but what does this new curtain wall do to fadeability in carpeting?"

Dow Badische produces nylon and acrylic fibers and spins yarns of blends of various fibers. It has established in its Williamsburg, Va., plant, a complete mini-mill, named CREATE, for the manufacture of sample carpet of every construction. The laboratory evaluates yarn blends and weights in woven, tufted, knitted, and fusion-bonded carpet construction, and then tests the carpet mill sample exhaustively for wearability and suitability of fabric for a particular use. The company then will certify its performance, if the carpet meets the standards.

The yarn bank provides a selection of stock colors from which a choice of more than three million shades are possible.

### Free film

Du Pont, likewise, has contract carpet specialists who are prepared to consult with commercial carpet specifiers on carpet performance, construction specifications, installation techniques, and maintenance procedures. These specialists are available to conduct group training seminars on carpet fiber selection and performance.

Du Pont points out that the informational materials available to the commercial specifier include a series of specification guides, which suggest construction and performance standards for carpet of Antron nylon and Dacron III polyester to be installed in office buildings, lodgings, educational, and healthcare facilities.

"These guides," according to William H. Beebe, Marketing Services, Carpets, Du Pont, "are supplemented by a manufacturer's resource list and maintenance manual, and a new, nine-minute, audio/visual presentation entitled 'Good Looks That Last' that is available on free loan. The latter relates the importance of fiber geometry to long term carpet appearance and retention."

Allied Chemical has instituted a "vertical" contract program to help the specifier engineer a carpet that will perform correctly. Contract specialists, as they are called by Allied, keep in close contact with architects and designers to provide them with needed advice and technical help.

American Enka, which produces Enkalure II soil-hiding filament and staple yarn, offers a number of consultant services to the specifier. Its field representatives in strategic markets across the country, make presentations to builders, architects, and specifiers on a one-to-one basis, providing a specifier's guide that includes the company's recommendation for minimum construction requirements, pile weight, flammability, resiliency, and the testing procedures which the company requires for its five-year wear guarantee. The presentation also includes information on maintenance, spot removal, a planned maintenance program, and the general procedures for specific types of stains.

Additionally, the company offers a contract carpet color forecast that ascertains what the trends and requirements in contract carpeting will be from 1975 to 1980. That forecast is under the supervision of Lee Barkley, American Enka carpet designer, and is based on the high end of the contract market. She maintains coordination with contract designers to work with them in development of carpets in concert with the mill.

Celanese Fibers Marketing Co., manufacturer of Fortrel PCP and nylon, provides assistance in its New York showroom and at its laboratories in Charlotte, N.C., to determine the performance of its contract fibers in contract applications.

### Service is free

Hercules, Inc., has developed a comprehensive piece of literature called "Herculon Carpet Facts Book," which is very detailed and provides facts readily understandable by people not necessarily completely versed in fibers or technical details of carpets. It shows schematics of carpet styles, describes cleaning procedures, and offers a detailed "suggested carpet specification" section. An "On Location Maintenance" book also is available.

Emphasizing its Acrilan Plus and Acrilan 2000+ carpeting in contract, the latter being a

Invaluable advice from consultants provided by fiber firms often cuts through the maze of technical considerations a designer/specifier must contend with. Here, color samples are reviewed at CREATE, Dow Badische's facility which produces carpet samples of every construction.

solution-dyed acrylic fiber, Monsanto Textiles Co. offers a field of services to architects, designers, and other specifiers. A comprehensive program involving personal calls on such contract designers also has key Monsanto carpet specialists participating in meetings and seminars of these professional groups. The company also organizes visits of these and other carpet specification influences to its Decatur plant, and it disseminates maintenance films, literature, and other aids to help the purchaser and user of contract carpet.

In all of of these activities, Monsanto works in close conjunction with its mill customers. Information concerning market trends, specific leads to new construction in any of these areas, and any other information that may prove useful to Monsanto licensees that manufacture carpet for contract use are routinely shared with the mills.

Dow Badische points out that there is no charge for the services of its carpet consultants and that they are available nationally. They are objective, says Dow Badische, because they represent four types of manufacturing, four types of fibers and blends, 47 carpet mills, and 109 different carpet lines. They provide information on which mills may be stocking a desired carpet or encourage the designer to get bids from mills of his choice.

Other problems tackled by CREATE consultants include a United Airlines Reservation Center in New Jersey, which incorporated a computer terminal system handling plane reservations on a national basis. Abbott Merkt, architect for the facility, required a carpet with special static generation levels to be used over access flooring, laid in sections for easy access to the wiring beneath, when repairs are necessary. The answer was carpet tiles, which currently are being tested by Dow Badische for static generation and sound absorption from a sample especially created for those qualities. The facility also is experimenting with a very tight specification for use in aircraft.

In effect, there is no reason for the contract carpet specifier, especially one specifying large quantities of commercial carpet, to go without the insurance of good advice. It is free from the fiber companies. Completely objective advice as to fiber would call for an independent carpet consultant, whose fee would be well spent. Either way, better safe than sorry. ■

# INTERNATIONAL FORMAT, EXTENDED ATTENDANCE TIME HIGHLIGHT 1975 HOTEL-MOTEL EXPOSITION

**Serving the total hospitality industry, the 59th International Hotel & Motel Educational Exposition plans special seminars, educational programs, international services, for four-day show, New York Coliseum, November 11-14, 1974.**

A name change to reflect increasing numbers of foreign visitors, along with extension of show hours to accommodate increased attendance, are two new features of the 59th International Hotel & Motel Educational Exposition. Known for the past 58 years as Hotel & Motel Educational Exposition, the show has taken on the title "International" following a 150 percent increase in overseas attendance last year.

Service afforded foreign visitors includes message centers, interpreters, international lounge, identification badges, and a seminar program specially designed to suit international needs.

For show visitors—national and international—who are unable to attend during normal work hours, exposition hours have been extended. New York City's Coliseum will open its doors from 10 a.m. to 9 p.m., Monday, November 11; from 10 a.m. to 6 p.m., Tuesday and Wednesday, November 12-13. Closing day, Thursday, November 14, exhibits and seminars will run from 10 a.m. to 4 p.m.

Alphonse W. Salomone, Managing Director of New York Hilton, Rockefeller Center, and Chairman of the 1974 Exposition notes a growing interest on the part of contract manufacturers to produce and exhibit easy-care furnishings for hotel installations. Restaurant and hotel/motel designers and specifiers attending the four-day exposition will view products ranging from lounge and restaurant stacking chairs made of ABS plastic to a tapestry collection of authorized replicas from the Cluny Museum's Unicorn series.

Table decor, sleep products and accessories, sofas, tables, decorative and functional lighting, are each represented in various booths, by various manufacturers, on four floors of the Coliseum. Special areas have been designated to host the close to 60 hours of seminars and educational forums slated for the 1974 show. ■

A

B

**A**—Conference rooms appear (and disappear) at a moment's notice with **Howe Furniture Corp.'s** Conference Master stack-and-store equipment. Used in combination with Saltz Chair Collection, conference table can be specified in choice of 20 oblong and boat-shaped models. Oversized four-in. casters permit easy movement; underside angle iron rails self-level uneven floors. Circle No. 241.

**B**—Bamboo trees proliferate in **James Seeman Studios, Inc.'s** Kyoto, part of Seeman's Outasight II collection. The Far East inspired design, pretrimmed and gravure printed on vinyls and foils, is available in four colorways, can be color and design coordinated with Kyoto Gardens trellis print. Circle No. 242.

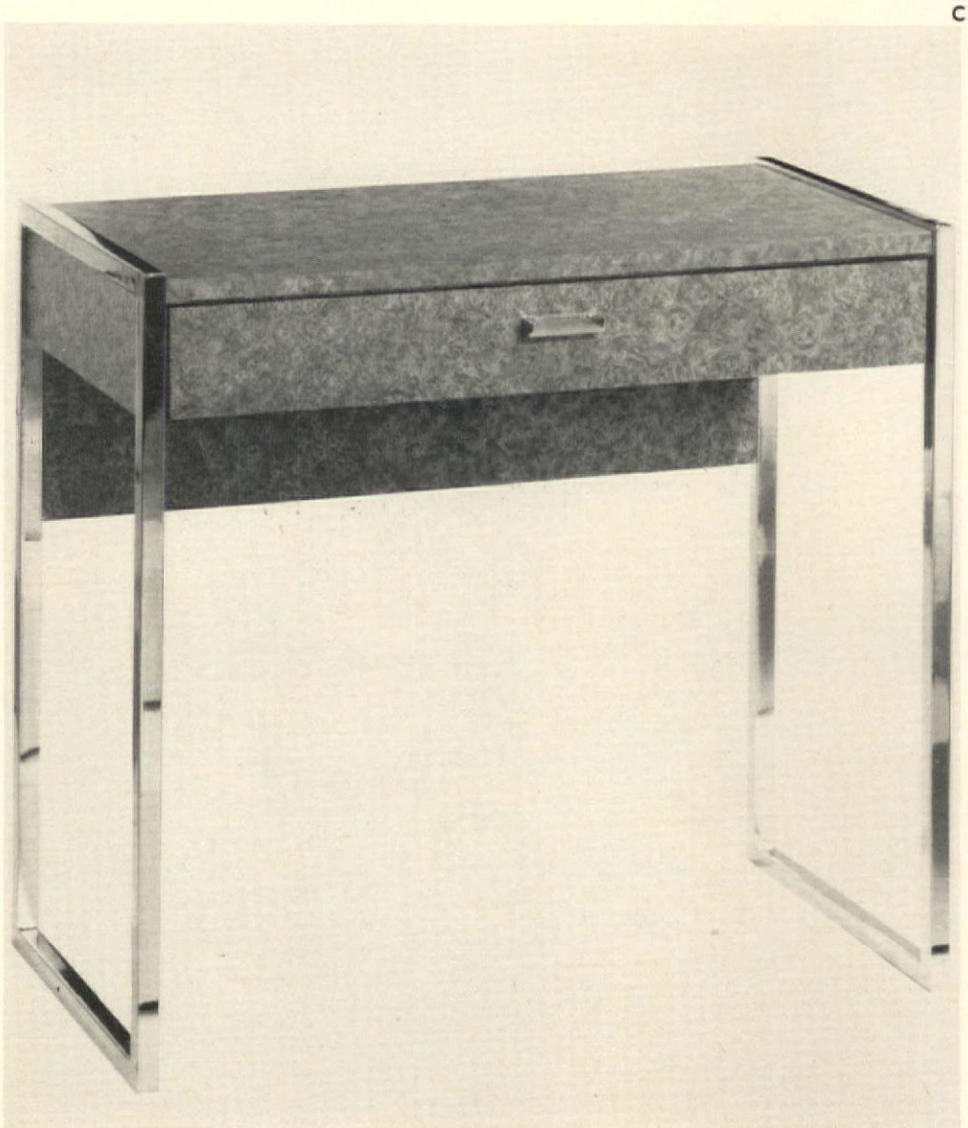
HOTEL-MOTEL EXPOSITION

# Handcrafting heightens accessories' appeal

A

B

C



D

**A**—From **Mansion House, Div. Oneida Silversmiths,** Walking Bear, fashioned from Georgian Bay clay, finished in blue-green or harvest gold. Standing 11 inches tall, the bear is part of the hand-crafted Blue Mountain Collection, which includes bowls, pitchers, and other animal designs. Circle No. 244.

**B**—Dolly with ball casters stacks up to 14 of **Empire State Chair Co's** model 3170 PS. Optional ganging mechanisms are available for the doweled design which stands 31 inches high. Circle No. 245.

**C**—Saddle, putty, burlwood are but a few of the finishes available for **Simmons Co.'s** Dimension 80 collection of innkeeping casegoods. Including dresser desks, night stands, luggage benches, headboards, the collection is offered in a wide range of frame colors, with chrome and distressed bronze bases for desk and bench pieces. Circle No. 246.

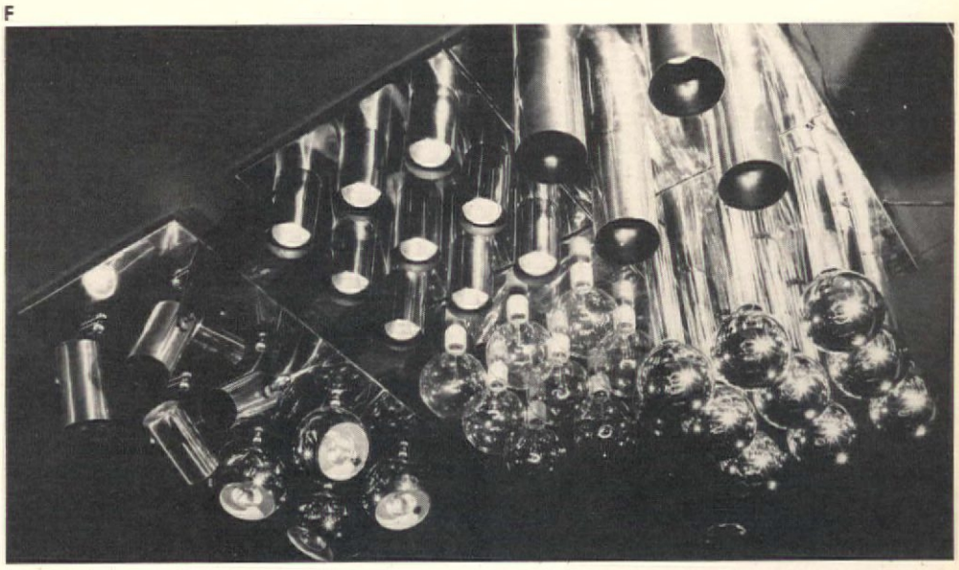
**D**—Finesse Originals' Neptune circles 41 inches of underwater inhabitants into a lavish decorative accessory. The detailed design can be specified in antique gold on brown, silver on black, or in natural woodtones. Circle No. 247.

**E**—Already in use—over 3,000 yards in New York's Rockefeller Center Hilton—**Brintons Carpets'** Marquis Wilton is well suited for hotel-motel use. The 12-ft.-wide geometric pattern, 80 percent wool, 20 percent nylon, can be specified in custom colors, woven in three geometric scales. Circle No. 248.

**F**—Ceiling fixtures catering to a variety of design needs are available through **Studio 8 Lighting**. Down-spots and incandescent globes, natural glass and chrome, work together to make modern, functional lighting. Circle No. 249.

■ Admiral's Office Chair with swivel-tilt mechanism and Captain's Chair with deep saddled seat, will be displayed at **Astra Bent Wood Furniture Co.'s** Hotel-Motel booth. A full range of Early American designs, for reception, lobby, and guestroom use, feature such specialized items as hand-wedged joints, hooded English casters. Circle No. 243.

F



E

## CONTRACT FURNISHINGS EXHIBITORS

| EXHIBITOR | BOOTH |
|---|---|
| Alden Mfg. Co., Inc. | 4728 |
| Alumin-Art Co. | 4723 |
| Astra Bent Wood Furniture Co. | 4107 |
| American Telephone & Telegraph Co. | 4601 |
| Angelica Uniform Group, Inc. | 2214 |
| Ark Porcelain | 2738 |
| E.T. Barwick Industries Inc. | 4110 |
| Belgian Linen Association | 4506 |
| Belilah Chair, Div. Karl M. Bloom | 4519 |
| Bigelow Carpets | 2432 |
| Brazilian Government Trade Bureau | 3708 |
| Brintons Carpets (USA) Ltd. | 2234 |
| British Trade Development Office | 1105 |
| B. Brody Seating Co. | 1522 |
| Budoff Outdoor Furniture Co., Inc. | 2034 |
| Cambria Chair, Inc. | 4302 |
| Carpet Imports of Louisville | 4101A |
| Charlotte Chair Co. | 4905 |
| Cohama Decorative Fabrics | 4628 |
| Columbus Mills, Inc. | 4525 |
| Crown Industries, Inc. | 3811 |
| Decorators Walk | 4316 |
| Display Arts, Inc. | 1022 |
| Draper Service Inc. of Florida | 4825 |
| Dwyer Products Corp. | 4618 |
| Eclipse Sleep Products Inc. | 4500 |
| Eliason Easy Swing Door Div. | 2507 |
| Empire State Chair Co., Inc. | 4600 |
| Evans Mfg. Corp. | 3605 |
| Finesse Originals Contract Sales Corp. | 4605 |
| Finkel Outdoor Products, Inc. | 4831 |
| Fixtures Mfg. Co. | 4428 |
| Foldcraft Co., | 4313 |
| Frame Makers Ltd., Studio 8 | 4101A |
| Galcon Commercial Carpets, Div. Galaxy Carpet Mills | 4807 |
| Gasser Chair Co., Inc. | 4814 |
| General Tire & Rubber Co., Bolta Food Service | 2733 |
| Georgian Art Lighting Designs, Inc. | 4610 |
| Gercor, Inc. | 4414 |
| Grosfillex, Inc. | 4822 |
| Hall China Co. | 2230 |
| James G. Hardy & Co., Inc. | 2229 |
| Howe Furniture Corp. | 4541 |
| Howell Co., Div. Interlake, Inc. | 4501 |
| Hunt Country Furniture, Inc. | 4707 |

| EXHIBITOR | BOOTH |
|---|---|
| Internattional Silver Co. | 2434 |
| Jackson Vitrified China Co., Inc. | 2638 |
| Joraes Carpet Mills, Inc. | 4624 |
| Keller Casual, Inc. | 4818 |
| King Arthur Inc. | 4406 |
| Kirsch Co. | 4418 |
| Kwik-Wall Co. | 4608 |
| L & B Products Corp. | 4206 |
| Lenoir Industries, Inc. | 4324 |
| Magee Carpet Co. | 4521 |
| Marlite, Div. Masonite | 4504 |
| Mayer China-Interspace Corp. | 2708 |
| Charles Mayer Studios, Inc. | 4318 |
| Metal Tech Inc., Sunburst Aluminum Umbrellas Div. | 4617 |
| Monarch Carpet Mills | 4614 |
| Murphy Bed & Kitchen Co., Inc. | 4618 |
| Plastigraph Signs, Inc. | 3413 |
| Postcraft Co. | 4630 |
| Premier Products | 3219 |
| Progressive Corp. | 2126 |
| Riegel Textile Corp. | 2603 |
| School of Paris Graphics, Ltd. | 2028 |
| James Seeman Studios, Inc. | 4504 |
| Shelby Williams Ind., Inc. | 4800 |
| Shenango China-Interpace Corp. | 2209 |
| Sico Inc. | 4700 |
| Simmons Co. | 4308 |
| J.P. Stevens & Co., Inc. | 2423 |
| Syracuse China Corp. | 2425 |
| Syroco | 4511 |
| Telebeam Corp. | 4310 |
| ThermaSol Ltd. | 4209 |
| Tradewinds Outdoor Furniture Corp. | 4510 |
| Tri Sate Industries, Ltd. | 3602, 3611 |
| Tropitone Furniture Co., Inc. | 4545 |
| Victory Metal Mfg. | 2122 |
| Vinyl Repair Kits | 4416 |
| Virco Mfg. Corp. | 4536 |
| Vitro Products Inc. | 4306 |
| Von Schrader Co. | 4401 |
| Wilton Brass Co. | 2403 |
| Witco Decor, Inc. | 4802 |
| Wittco Manufacturing, Inc. | 2007 |
| World Tableware Int., Div. International Silver | 2434 |

HOTEL-MOTEL EXPOSITION

# Poolside designs stress easy maintenance

A

B

C

**A**—Classic High Society bar stool, model 117-C, is manufactured from Pennsylvania grown cherry lumber, offered with or without casters, with tight or cushion seat. The sleek-finish bar design will be displayed along with chairs for office and reception use in **Charlotte Chair Co.'s** booth 4905. Circle No. 250.

**B**—Rugged country Spanish styling, oversized welded aluminum tubing, heavy vinyl straps, combine in **Tropitone Furniture Co.'s** Cantina collection of indoor/outdoor furniture. With outdoor use especially in mind, straps are hand-wrapped to conceal mounting screws, protecting them from rain and rust. Circle No. 251.

**C**—**Syroco's** Dining/Game Parsons Table inserts tempered glass top in three foot high, three foot square frame. High-pressure laminate top also available in choice of two wood tones or white. Circle No. 252.

■ Convertible sofas, sectionals, convertible sleep chairs, electrically operated beds, are all part of **Eclipse Sleep Products, Inc.'s** contract collection. New for Hotel-Motel Exposition—mattresses covered in Staphcheck ticking, anti-bacterial, flameproof, wetproof. Mattresses available on three- to four-week delivery schedule. Circle No. 259.

■ Handling fabric orders from specification to installation, **Drapery Services of Florida** provides custom and stock fabric collections, drapery hardware, custom bedspread design. Exposition presentation will include newest fabric lines, explanation by DSF staff of available services. Circle No. 260.

D

E

**D**—From **Gasser Chair**, Swinger Series design 500-XO. Molded acrylic bucket seat—in see-through smoke or amber—rests on choice of seven base styles. Two-in. cushion can be reupholstered in short order, without being removed from seat. Circle No. 253.

**E**—Sturdy frames of gold, pre-anodized aluminum mix with colorful virgin vinyl straps in **Keller Contract's** #1100 stacking Lounge Chair. Ideal for poolside use, the chair requires simple soap and water washing, can be specified in choice of 12 colors. Circle No. 254.

**F**—A complete ensemble of eight-track tape deck, French cradle telephone, custom design upholstered platform base, **Siesta Bedding Co's** Tiffany is covered with a heart-within-a-heart hand-quilted spread. Heart shaped bedding and linen "round out" the bedroom design. Circle No. 255.

**G**—Styled specially for contract use, **Cohama Decorative Fabric's** Decorative Vinyl Collection includes Earth Cascade, geometric design in four colorways. Embossed and printed on cotton backed vinyl, the collection carries U.L. fire rating and exceeds federal specification for Type 1 materials. Circle No. 256.

**H**—Styled with hidden ganging mechanism for easy stacking and assembly, **Fixtures Mfg. Corp.'s** 297 Chair is framed with steel, finished in bright chrome. The versatile seating unit can be specified with woodgrain finish, stacks 1,000 per 130 sq. ft. of floor space. Circle No. 257.

**I**—Ascot, **Grosfillex's** newest line of indoor/outdoor furniture, promises the look of wood with the durability and maintenance-free service of plastic. The stackable chair design is scuff- and weather-resistant, ideal for poolside and patio use. Circle No. 258.

F

G

H

I

By **Len Corlin**
Editor/Co-Publisher

# SOFT FLORIDA MARKET SHIFTS EMPHASIS OVERSEAS

## Caribbean and South American markets strong for suppliers, designers; high-end and institutional markets holding up well.

Notwithstanding a soft market on low- to medium-priced condominiums, the Florida contract market is healthy and growing. Demographic changes affecting Florida—a continuing influx of older people and, now, increased numbers of young people—mean continued pressure for new housing and institutions to serve their needs.

Consequently, bank design is booming; office design work is developing at an acceptable pace; remodeling of hotels is the contract mainstay; and design of high-end condominiums (the only ones that are selling well) continues at a profitable pace.

Indicative of what is happening to the market was the success of the summer Florida Furniture Mart at the Diplomat Hotel in Hollywood Beach, which was sold out of space and is looking to expand next year, and persisting interest in establishing centralized mart buildings. In the past, such efforts aimed at contract were modified to take advantage of the ever-present decorator plying her marginal trade in the condominium-apartment market, thus diminishing the size of contract-oriented marts or diluting them beyond recognition as such.

But the urge to establish much needed contract centralization continues strong, as evidenced by the most recent project, a proposed Orlando Florida Center Mart in Central Florida by Dan Acito, FNSID, and John Greer. For its keystone, projected Center would have a pentagon core building with five two-story office showroom wings 100 by 240 feet each, and would include an exposition hall for conferences, conventions, exhibits, and trade seminars.

Acito has done a comprehensive study of the need for the center and currently is approaching the industry to ascertain the support he would have for such an undertaking. "The expressions of interest, thus far," he says, "are just tremendous, and they are justifying the preliminary planning and work we have put into this project."

In effect, no one is worried about a soft market as such, albeit spotty in only a few areas, and feelings are strong that "full speed ahead," especially with a new administration in Washington, is only a short way off.

Typically, the bullish outlook is being exhibited by establishment of several new contract departments in heretofore exclusively residentially oriented showroom dealerships, the most recent being that of A.T. Euster Furniture Co. Vanleigh Contract Corp. also is expanding and doing an increasingly bigger job in the Florida market.

While the industry is clustered in the 40th Street complex of Miami, a number of contract-oriented suppliers are shifting northward and apparently clustering in an area removed from the heavily residential sources.

CONTRACT editors, with their fingers firmly clamped on the pulse of the designer/specifier, visited Florida recently, and talked at length with many contract suppliers to come up with this latest Florida market report. Here is what they are saying.

**Shirley Edwards Gill, IBD,**
**Showroom Manager, Contract 39.:**
"There are a growing number of contract showrooms in Miami, but a great many designers are not using them as they should be used. Much of our work is done on the outside. Contract 39 is exclusively contract—we handle Vladimir Kagan, Robin Scott Collection, Thayer Coggin Institutional, Tulip, Conde-Pacific, McDonald Duk-It, Thonet. We are dealer distributors and we work mostly in the Miami/Fort Lauderdale area.

**"When a dealer goes in and bids so that he is making from three to five percent, he cannot possibly afford to give the service." — Shirley Edwards Gill, IBD, Showroom Manager, Contract 39.**

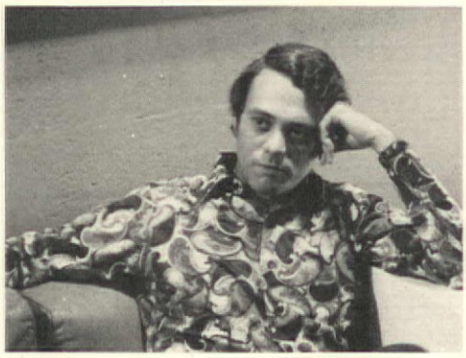
"Contract 39 no longer does design work. Rather, we provide a total service to the designer, a complete package.

"Clients with money are still spending it—$20,000 to 25,000 for a suite of offices. But the condominium market is soft. Banks are holding up well as a business source.

"I am bullish about Miami. We need more professionalism from designers and a more straightforward marketing approach from dealers. They have to give an honest price and stick to it! Personally, I don't get involved with bids—they are too cut throat. When a dealer goes in and bids so that he is making from three to five percent, he cannot possibly afford to give the service. The customer suffers in the end.

"While Miami has had the 10 percenter reputation, it is getting away from that. We have excellent contract designers in the area."

**Lloyd V. Smith,**
**MacKerer, Walker, Graham, Inc.:**
Smith's showrooms are spacious and attractive, located very close to Eckes in the new contract complex to the north of 40th Street. "Fortieth Street," he says, "attracts decorators, not the real contract designers. We wanted to get major specifiers here, away from the 40th Street area, and so we en-



**"There is no way, nowadays, that a specifier can specify products of equal quality for greater than a minimal percentage difference, possibly two or three percent." — Lloyd V. Smith, MacKerer, Walker, Graham, Inc.**

couraged Bob Eckes to come here, too. Now we can tell a specifier in Fort Lauderdale that several good contract showrooms are located close to one another and that the specifier will have an opportunity to see many contract lines, without spinning wheels in needless travel." Smith, whose parent company is based in Atlanta and which handles lines in a seven-state area of the Southeast, represents such lines as AI, Stendig, Helikon, Brickel, JG, Metropolitan, McClure, Habitat/Intrex, and Robert Long Lighting. "There is no way, nowadays, that a specifier can specify prodcuts of equal quality for greater than a minimal percentage difference, possibly two to three percent. If there is a bigger difference than that, then the quality is different. Royalties and commissions affect prices similarly, account for a relatively small percentage difference. A $600 desk just cannot be equated with a $700 desk. There is a $100 quality difference.

"The market? A combination of fuel shortages, government scandals, and high interest rates will require 12 to 18 months to recover. The problem in Florida is that 3,500 condominium units are unsold, 5,000 more are being built between here and Palm Beach.

"In Florida, just at the time that top quality merchandise was being accepted generally, the economy got screwed up. I think that the greatest single problem in the past 18 months was materials shortages.

"Suddenly, all of us began to look like liars. Caster manufacturers couldn't deliver, or the fabrics were late. We had to say 14 weeks delivery, when we knew it was only going to be 12, just in case."

**Charles Gallagher, Executive Director, Vanleigh Contract Corp.**

"The local contract market in South Florida is $15 million and we are the biggest contract dealer in South Florida. Within the next five years, contract will be the dominating force in terms of dollar volume.

"Vanleigh Contract is a contract dealership, with a closed door policy, restricting access to architects, interior designers, and specifiers. We do not have a design department. Our stock in trade is service to the designer and we offer a turnkey operation. The architect/designer does the design, and we take it from there, even to the extent of arranging financing.

"If an architect wants to buy direct, he is buying a package of headaches ranging from delivery problems to goods arriving damaged. Yes, there is a price increment when the specifier purchases from us, but the services we provide—warehousing, delivery, loaner furniture etc. - command this."

**"If an architect wants to buy direct, he is buying a package of headaches ranging from delivery problems to goods arriving damaged!" — Charles Gallagher, Executive Director, Vanleigh Contract Corp.**

"Currently, Vanleigh Contract is opening a facility in Palm Beach and in Puerto Rico, as it expands its services. "The Caribbean area has a major problem with acquisition of quality merchandise. Since Miami is a consolidation place for freight and since we do so much work in the Caribbean, we consolidate shipments and are able to extend savings to clients in that area.

"Five years ago, the only source for quality contract furniture was from reps with showrooms in Atlanta. We are now setting up a 5,000-square-foot display-type showroom here and are displaying Stow/Davis, Knoll, Cartwright, Harter, and AI to mention a few key lines. We don't want to be in the position of pushing any particular product.

"We anticipate doubling our market. The specifier is being forced to turn to us to stabilize his costs in a price-escalating market, so that he can make sure of his profit margin and also get service at the same time. That's one of our biggest functions."

**Hugh Cochran, Hugh Cochran Associates.:**

"I am convinced that the best market in the next 10 to 15 years is Miami. There will be continued population growth here and the need for ancillary facilities. This is the last frontier in the country in terms of property appreciation. Southeast Florida is undergoing a great deal of growth.

**"It takes just as much effort to sell 3,000 yards of vinyl for a job as 30 yards for one apartment!" — Hugh Cochran, Hugh Cochran Associates.**

"From 25 to 30 percent of our business now is contract and it is growing. It takes just as much effort to sell 3,000 yards of vinyl for a job as 30 yards for one apartment."

With a showroom in Atlanta, too, Cochran is a dealer for Wolf-Gordon Vinyl, Robert Tait Fabrics, Urban Philip Graff, First Editions, Old World Weavers, and Krupnick.

"This market is decentralized, so we travel to the designers and specifiers. I will set up in a hotel and get them to come in to see what we are selling. If we could keep retailers out of it, I would love to have a centralized contract market building in Florida."

**"While some of the buildings under construction have been held up during this tight money situation, we still have a great market here." — Robert J. Eckes, Robert J. Eckes & Associates, Manufacturers Representatives.**

**Robert J. Eckes, Robert J. Eckes & Associates, Manufacturers Representatives:**

Eckes represents such prestigious lines as Thonet, Hardwood House, Mueller Furniture, Edward Axel Roffman, Stratton Industries, Cramer Ind., OSI, and Nemschoff Chairs, covering the State of Florida. John Cowan, who shares space with Eckes, is the Stratton Carpet representative.

"We used to represent a lot of lines when we first got started," says Eckes, "but we dropped many of them and got together a complete package. We have an associate in Orlando and additionally handle such accessory lines as Design Techniques, Leonard Johnson, BPC Accessories, Nord ash trays, Vision Graphics and KOB-Fab.

"While some of the buildings under construction have been held up during this tight money situation, we still have a great market here. Typically, we are doing a mental health facility that required 12,000 yards of carpet. The big jobs in medium- to high-priced lines—4,500 yards and up—are keeping us eating. We work with the specifier, but make sure that every sale goes through a dealer.

**"It is quality that puts us in a market all our own and that enables us to give 100 percent service to the dealer." — John Cowan, Stratton Carpet.**

"Furthermore, we are selling the quality that both the client and the specifier wants. It is the quality that puts us in a market all our own and that enables us to give 100 percent service to the dealer."

Eckes moved into new space, with a new and complete showroom, out of the decorator area of Miami to about 60th Street, where contract reps and showrooms are beginning to cluster.

**Charles Schwartz, partner, Ronald Charles:**
Fabric business in Florida apparently is incomparable, no matter what the existing conditions. Another fast-expanding fabric company, Ronald Charles has completed an expansion of its showroom and warehouse to the point where it now occupies 27,000 square feet of space in Miami and has an additional 10,000 square feet in Hialeah. Schwartz points out that his company has just taken

**"Flameproof fabrics are very important now and will become increasingly so with contract specifiers." – Charles Schwartz, partner, Ronald Charles.**

space in the Icehouse, San Francisco, and in showrooms in Boston, Philadelphia, and Atlanta. It already has space in Dallas.

"Contract is 60 percent of our business. Shortages have been tough, but we see a softening of the cotton goods market and less pressure for price increases. We are doing very well with Union Carbide's Dynel, which is inherently flameproof.

"Flameproof fabrics are very important now and will become increasingly so with contract specifiers."

FLORIDA MARKET

# Contemporary market makes slow, steady gains

**Jim Pincus, Manufacturer's Representative, JP Assoc. Inc.:**
Pincus reps Medallion, Cypress, Fibercon, Pulliot, and BamTam, and is a dealer in many

**"While architects are having a hard time finding work here, they are doing more and more overseas work." – Jim Pincus, Manufacturers Representative, JP Associates, Inc.**

other lines. He handles contract as a contract representative or pulls a whole package together on the supply end. "The average order is a bigger dollar order," he says, "but there are fewer numbers. Price increases account for 10 percent of that.

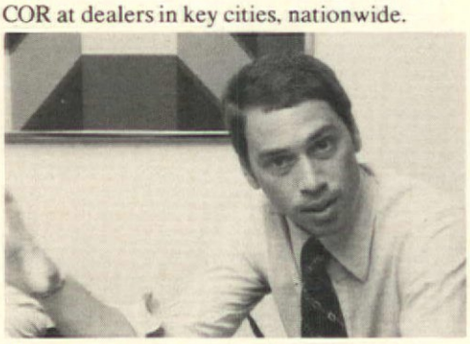
"While the market is soft, I look for it to change for the better within six to nine months. For now, there is increasing unemployment, runaway credit, and high oil prices. The latter is partially responsible for the soft market, because there are huge power surcharges on the West Coast of Florida that are discouraging condominium sales.

"There is money around and it is being spent, but many people are tightening expenditures until they see how the economy responds. While architects are having a hard time finding work here, they are doing more and more overseas work. The top design firms are doing business.

"I'm basically an optimist. I'm looking for a strong fourth quarter in bookings and a strong first quarter in shipments."

**James Weinberg, James Lee, Inc.:**
James and his wife Lee Weinberg represent Sormani in Florida and import the COR line of modular seating systems from Germany for distribution in the United States.

"It takes a lot of education in Southeast Florida for contemporary design," says Jim Weinberg, "and we are gearing ourselves to do that education job. We are trying to establish COR at dealers in key cities, nationwide.



**"It takes a lot of education in Southeast Florida for contemporary design," – James Weinberg, James Lee, Inc.**

"The contemporary market in Florida is about 15 percent of the total. But we foresee a big change in the next five years. It is just the opposite in Europe, where 85 percent of furniture and furnishings is contemporary, and only 15 percent French Provincial. The contract market, of course, is mostly contemporary.

"We are geared for the same market as Pace, Intrex, Probber, Stendig, and Knoll, for example—middle to high end—which has limited clientele, but that is where it's at for this market. We know that there will be considerable growth within the next couple of years.

**Bill Bernstein, Contract Manager, Euster Contract Division:**
"We are using the entire 9th floor as a contract showroom, which will give us tremen-

**"Price lists from factories are open to every professional who walks in our door." – Bill Bernstein, Contract Manager, Euster Contract Division.**

dous opportunity to exhibit our lines for the convenience of the specifier. In addition, we are setting up the largest source library in Florida. If a designer has a 500-room hotel, we can furnish the entire hotel in turnkey fashion. In fact, we offer three different financing plans.

"Another innovative thing that we have done is establish our '46' Plan which provides four to six week delivery on limited lines for those with 'panic' jobs."

Euster is exclusive distributor in Florida for Pace and Romwebber and handles such other important lines as Lehigh-Leopold, Eppinger, John Stuart, Hank Loewenstein, Empire State Chair, and Cosco.

Bernstein spells out company policy: "We sell no one direct. We primarily are a service organization. Price lists from factories are open to every professional who walks in our door. We handle everything at 30 percent off list, delivered and guaranteed. If a job is large, there is, of course, a better discount."

With 12 salesmen in Miami and six in Fort Lauderdale, the company will ship anywhere in the world. Among the things being done by Bernstein is the development of a condominum package in which the company furnishes and leases furniture to be paid for out of rental income. The method offers a tax write-off to the client, with an option to buy the condominum with credit for the furniture. Euster Contract plans to open a second office in Fort Lauderdale.

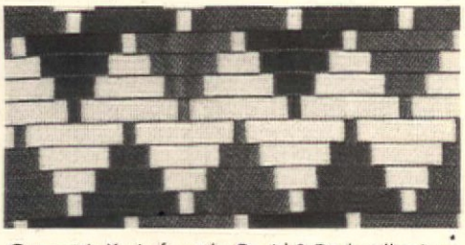
**Joseph Sherry, Joseph Sherry Assoc., Inc.:**
Also located out of Decorator's Row, Joe Sherry represents a number of lines in seven Southeastern States. They are Vecta Contract, McGuire Rattan, Champlain Lamps, Artes D'Mexico, Glenn of California, Group Artec, Winfield Design, and Stockwell.

"High style contract lines are the last to feel the pinch in a recession. Our lines are 50-50 contract. It's a soft market, but the higher end lines are doing better.

"Many young people are moving into

**"It's a soft market, but the higher end lines are doing better." – Joseph Sherry, Joseph Sherry Assoc., Inc.**

Worldwide reservation center, Ryder Systems. Designer: Hastings Associates, Inc., Coconut Grove. Supplier: Vanleigh Contract, Florida. Circle No. 273.



Geometric Kurja from the David & Dash collection. Circle No. 274.

Fabric panorama of Ronald Charles showroom, Hialehah, where contract specs account for more than 60 percent of business. Circle No. 275.

Multi Work Station, manufactured by Miami-based Speedcraft Office Furniture. Circle No. 276.

Reception/main office area, John-Martin Co., Inc., quartered in Ft. Lauderdale's 25,000 sq. ft. Design 4000 center.

Florida, not just older generations. The proportion is changing.

"Designers are not afraid to use budget lines in back and very high quality where it shows. There's a market out there, but you have to look for it."

**Jay Dash, David & Dash:**
"This is the most vibrant marketplace in the country. It is the fastest-growing state. Even if they declared a moratorium on all building tomorrow, there would still be two solid years of design."

Dash is internationally minded. He points to Miami as the gateway to South America and looks there for much future business in his fast growing organization. Last year, the company introduced a line of coordinated wallcoverings and sold $1 million worth the first year. The line consisted of three rotorary lines, of

**"Even if the government declared a moratorium on all building tomorrow, there would still be two solid years of design." — Jay Dash, David & Dash.**

which a sizable amount was presold through dealers. Its line of Tyvek handprint papers are pre-trimmed, pre-pasted, and inherently flameproof.

"Furthermore, the line sells for under $11 per roll. We also started selling 54-inch goods to furniture manufacturers, thus covering the entire market."

Dash opened news showrooms in New Orleans, the Middle East, and West Africa. "But don't forget," he says, "we did 300 hotels in Miami over the years, and we do some supplying to practically every hotel in the country."

Now a public company, David & Dash did upwards of $10 million in volume last year, up 65 percent in sales over the previous year.

**Lemuel Haralson, Jerry Pair & Assoc.:**
Jerry Pair & Associates represents a number of important lines that include: Jack Lenor Larson, Isabell Scott, Carnegie, Lackawana Leather, Hartman Lamps, Karl Mann, Perceptive Concepts, and Hinson & Co.

Haralson says, "Contract business is getting a big push now—we are increasing our contract business monthly, to the point where it now accounts for 35 percent of our business. We didn't know there was contract business here until we actively started looking for it. Such business is developed by our outside salesman; it seldom walks into the showroom from off the street.

**"We didn't know there was contract business here until we actively started looking for it." — Lemuel Haralson, Jerry Pair & Assoc.**

"The market is a little sleepy. It is just a question of waking it up.

"We do get business from Central America and the Caribbean. The Caribbean accounts are serviced out of our Atlanta Office, and Puerto Rico business is big now, as well."

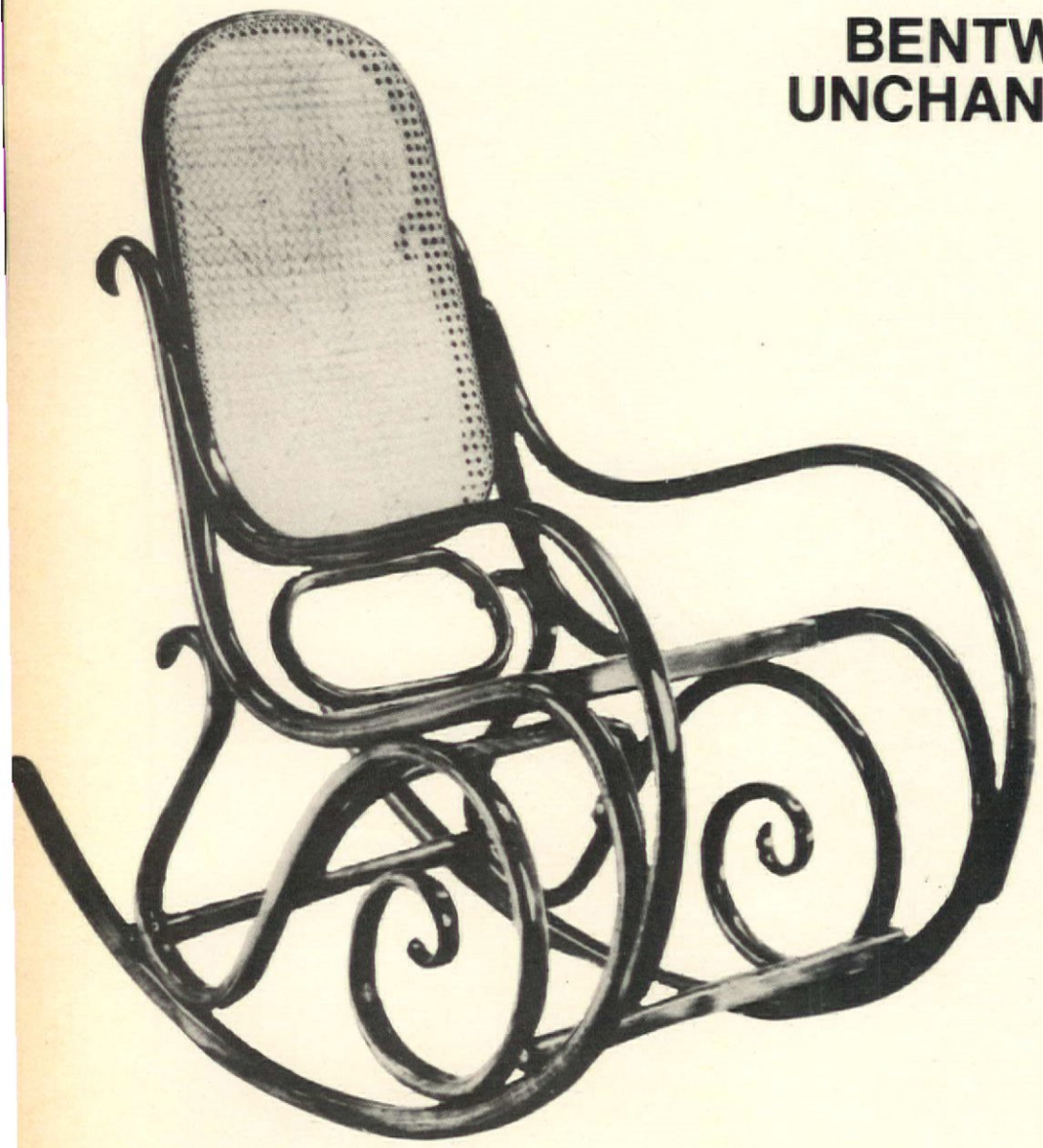
**Bob Sabin, Board Chairman, Cartel:**
As representatives for Beylerian, Brueton, and Forecast, Cartel, Inc. does 50 percent of its contract business outside of the showroom, half that in the showroom. The company covers the entire state of Florida.

"The contract market is soft in Florida," he says. "So much so that we are changing our invoices to read that we retain title to merchandise. Architects and designers of condominiums are having problems with clients, who simply are not paying for the services they have received. Jacksonville, on the other hand, is in an up tempo area in terms of business.

"Public unrest and inflation has tightened markets generally, but contract is our salvation. While there is little new construction, if any, remodeling is taking up the slack very nicely. And there is a lot of institutional work around. We foresee the contract market growing bigger and bigger—geriatric facilities, a population that is growing older. That is where it is at!" ■

**"Public unrest and inflation has tightened markets generally, but contract is our salvation." — Bob Sabin, Board Chairman, Cartel, Inc.**

# BENTWOOD PROCESS UNCHANGED SINCE 1840



**Chairs manufactured in this style find wide variety of applications because of enduring design, wearability, and modest cost**

Classic chair styles may come, and some may go, but when they have survived 134 years and sell in more volume than ever before, they must be bentwood chairs.

Developed by Michael Thonet in 1840, the bentwood process not only has survived intact, but the chairs made from the various lengths of bent wood are more popular than they ever were.

Only two plants in the United States produce genuine bentwood chairs, both of them Thonet; one in Sheboygan, Wis., the other in Statesville, N.C. Of some 40,000 bentwood chairs in 36 different styles produced annually world-wide by Thonet, about 23,000 are produced by these plants both for local consumption and for export to other parts of the world.

Bentwood chairs have been produced in this country since 1940, using the exact process developed by Michael Thonet in Europe over 1-1/3 centuries ago. Prior to 1940, they were produced in Europe and assembled here by Thonet.

European varieties of these chairs, mostly manufactured behind the iron curtain, actually sell for more money and do not live up to the high quality control standards of Thonet USA. Bentwood chairs manufactured in Europe are made of beech, longer pieces of which bend easier. In the United States, elm is used for the same reason.

Using super-heated steam, the wood dowels are inserted into the steam oven and saturated, after which they are removed by skilled employees, who bend the wood using special jigs that are stored overnight. The next day, the wood jigs are released and the finished bentwood pieces removed. It is the exact process and type of equipment used 130 years ago by the founder.

Because of the popularity of the bentwood chairs, which are only a fraction of the 500 different pieces manufactured by Thonet, and the unusual process used in their production, CONTRACT brings you this picture story on the products and unusual techniques used in their production. ■

1

Out of the super-heated steam oven **(1)** and into the special jig for forming seat frames comes the wood, now ready for bending. Super-steamed dowel for bentwood chair is removed from oven **(2)**, affixed to jig **(3)**, bent into place **(4)**, and clamped for drying overnight **(5)**. Parts come together in this classic bentwood chair **(6)**, one of 23,000 produced annually in Thonet's U.S. plants.

2

3

4

5

6

More than just a designer/client compromise, leasing through full-service dealers offers a means of conserving, reinvesting client capital while maintaining design integrity

# LEASING OPTIONS CAN SAVE DESIGN WHEN BUDGET PROBLEMS ARISE

By **Noreen Walsh,** Associate Editor

The budget is set. The design scheme is finalized. When compared, the difference between budget and design costs is somewhere around $50,000.

That's the problem.

A relatively untapped solution, specifically designed to satisfy both client and designer, is leasing.

Recent and typical client/designer/leasing house negotiations have seen a "firm $35,000" design budget increased to over $125,000, with both client and designer fully satisfied financially and esthetically.

In another instance, a company forced to vacate quarters, vacillated between moving outdated furnishings or going in over its head to purchase entirely new systems. Leasing specialists convinced the client to donate the old furniture to charity (a valid tax write-off) and finance the purchasing of new equipment with a three-year lease (still another tax write-off).

In addition to providing the company with much-needed tax benefits, the leasing plan boosted company morale with a whole new design face and created an opportunity for extensive design work—all with nearly the same amount of cash outlay that would have been required to move the old furniture in mid-Manhattan.

## Still an untapped option

Quite popular in the real estate and heavy equipment markets, leasing is, in many ways, still in its infant stages in the contract world. Several major office furniture dealers—Itkin Bros., Vanleigh Contract, A. Blank, House of Quad—cite leasing percentages in the 5 to 10 percent range. A solid, margin, but still with plenty of room to grow.

Reasons for the existing percentages most often fall on the shoulders of the designer. It is his responsibility, according to the dealer, to inform the prospective client of all available financing options. As Mike Henry, Vice President, Vanleigh Contract sees it, "Mediocre moves can be changed to great moves into great spaces when leasing enters the picture."

Just how leasing is presented to the client plays an important part in his decision to take or refuse the leasing option. Heavy sell of leasing benefits is not the correct approach.

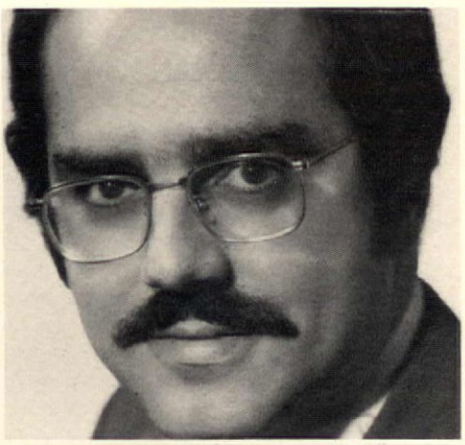
***"A lessor is often able to procure dealer credit that his own bank fails to extend."***
**—Mike Gaynor, Itkin Bros.**

## Design flexibility is guaranteed

The main attraction of leasing rests with its flexibility. A prospective lessee can specify terms running anywhere from one to 10 years. If furnishings become obsolete with changes in the corporate structure, most leases carry clauses allowing used furniture to be returned and credited against new purchases. Under some leases, the supplier will deliver, service, and repair all leased goods. When the lease terminates, the client is left with a full range of options to return, re-lease, or buy (at greatly reduced costs) the leased equipment.

While it is true that, over the long run, leasing is generally more expensive than immediate purchasing, the financial burden of relocating and/or redesigning office space is spread over a longer period of time.

"It is obvious," notes Alan Solomon, President of A. Blank, Inc., "that leasing is primarily a small company option, geared to the firm that is undergoing expansion, needs new furnishings, and can't afford to invest capital in its purchase." With leasing, initial capital



***"Substandard specs must be signed for by a company official—to protect the dealer involved."***
**—Frank Auletti, House of Quad**

outlay is kept to a minimum, design standards go uncompromised, and companies are able to absorb a design budget that, on initial review, appeared well beyond their means.

## Dealers are top leasing proponents

For both the designer and his client, then, leasing can provide much-needed budget leeway. Realizing a company's space and furnishing needs, the designer may present a plan which exceeds budget allocations, back this plan with information on leasing benefits, and see his design scheme realized. The important thing is that the designer fully understand the ins and outs of leasing, to be able to present his plans in the light of economic and budget considerations—considerations which, in the end, will determine his working capital.

It is the office furniture dealer that most often serves as "educator" for the designer and his client. Offering services that run from credit checks, through lease writing, to delivery, installation, and servicing of leased systems, dealers can often rescue a dying design scheme and turn it into a sizable contract for the lease-naive designer.

Client choices begin with the type of lease to be written. When dealing with a house like Itkin Bros., or the newly formed House of Quad, credit check, lease certification, and the actual writing will all go on within the supplier house. Negotiations with Vanleigh Contract and A. Blank will usually involve an independent leasing firm, subject to supplier approval. Each dealer insists on the right to accept or reject a prospective client, depending on his current and projected financial status.

## Credit extended to small firms

Negotiations usually run smoothly, with dealers willing to lease to fledgling and expanding firms. Mike Gaynor, Vice President, Contract Sales at Itkin Bros., gives a good indication of his company's policy when he notes that "if a company's economic status is shaky an officer may be asked to personally sign the lease. In this way the dealer is protected against the chances of bankruptcy, and the client is able to procure credit that his own bank might fail to extend."

Regardless of who writes the lease, all dealers insist on adequate theft and fire insurance. A copy of insurance policies are always at hand in the dealers' files.

For most dealers, leasing terms apply equally to furniture, carpeting, draperies, accessories. Some houses, however, have encountered problems with carpet specifications and now treat such items with separate specification clauses.

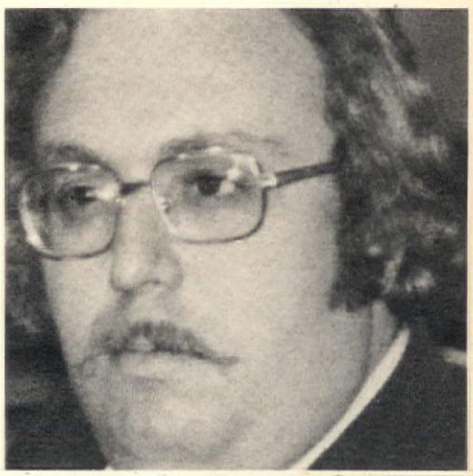
Frank Auletti, President, House of Quad, Inc., will inform a prospective lessee of suitable carpet grades for a particular nstallation. If the client insists on a grade which Auletti feels is sub-standard he must be willing to personally sign for the carpet lease and be held to lease terms if the carpet wears out.

Such problems are rare for the most part, since leasing allows the client the money and time to select carpet, fabric, and furniture designs best suited to his needs.

Negotiations completed, dealers afford leasing clients the same range of services offered to "cash up front" clients. Depending on the dealer, these services run from delivery to refurbishing. All terms are written into the lease, approved by both lessor and lessee.

***"With leasing, mediocre moves can be changed to great moves in great spaces."***
**—Mike Henry, Vanleigh**

Whether written in-house or through an independent leasing firm, with or without individualized clauses, leasing is a positive alternative to an otherwise stymied design plan. In many cases it is the best (and only) option a designer has to see his plans begun and completed without budget and specification compromises that seriously impair the design and working efficiency of a project. For the small firms undergoing growing pains, it is a means of obtaining credit without tightening their own credit lines or affecting their profit-and-loss statements. ■



***"Primarily a small-company option, leasing gears itself to the expanding firm."***
**—Alan Soloman, A. Blank**

# REQUESTS FOR PLASTICS PREDOMINATE

Importer sought for German-designed line;
location of polyurethane producer is a problem;
desk top dilemma finds quick solution

### INFORMATION ON IMPORTS

While in Germany I saw some handsome furniture fashioned from 200-year-old oak in Old World design. I believe the line was marketed under the name Form. Any hints on who imports the line in the United States, and where I might be able to order?

MARK E. BEILMAN
Project Manager Architect,
State of Wisconsin
One West Wilson
Madison, Wisc. 53702

### BLOW-UPS PLEASE—AND QUICK

We need to locate a source of pictorial blow-ups for wallcoverings that can be obtained fairly rapidly and at a reasonable cost. In addition to pictorial blow-ups, the firm in question would have to be able to work with original materials in the form of sketches, cartoons, posters.

MARIAN SACHS
Robinson Green Beretta Corp.
2 John St.
Providence, R.I. 02906

### CAVE DESIGN IN MIND

I am in search of a spray-on wall and ceiling treatment that would give a cavelike atmosphere to a room. I know there is a polyurethane substance on the market that would fulfill this purpose but am at a loss for the name or names of manufacturers. Can you help?

MARY K. BRESLIN
Design One
533 W. Commercial St.
E. Rochester, N.Y. 14445

### SCREEN FOR SERVING AREA

Can you advise where I might obtain translucent plastic laminate sheet material for interior use? Intended application: decorative screen on a cafeteria serving line.

BOB SCOTT
Cambridge Rd.
Marietta, Ohio 45750

### TIPS FOR THE TOP

Can you supply us with names, addresses of manufacturers of quality traditional and colonial desk-top accessories? We are in search of information and leads for custom-order nameplates, desk pads, etc.

SHELDON WOLPIN
Wolpin's Carriage House
2073 U.S. Hwy. 9
Howell, N.J. 07731

*A made-to-order answer to your question will appear in CONTRACT 12/74, where a Top of the Desk product review highlights newest designs in office accessories.*

### NEATNESS COUNTS

Can you suggest a manufacturer for a neat looking "in-out" board that can be placed next to a reception desk? We have been unable to locate a contemporary unit.

HARLEY FLEISHMAN
Fisher Office Furniture Inc.
100 E. Capitol Dr.
Milwaukee, Wisc. 53212

### AND MORE ON PLASTICS...

We are looking for plastic tubing or molds with a special touch—a wóodlike finish.

SCOTT CHARLES
Rojan Mfg. Co.
1228 Cherry St.
Philadelphia, Pa. 19107

### FROM ANTIQUES TO POOLS

Our inquiries are many, beginning with the names of good sources for antique accessories. Antique reproductions of terra cotta statues, large clay pots, would be included here. Also, we need information for flexible pool liners, fashioned from black plastic or polyurethane, for both indoor and outdoor use.

A.I. CALORA
Miss Aurie Design Studio
322 Split Rock Rd.
Syosset, N.Y. 11791

### LANTERNS LOCATED

In answer to Elizabeth De Vane's request for information on where to find rice paper lanterns (CONTRACT 8/74): look to Bonniers International, 78 E. 56 St., New York City. The firm carries a line of distinctive lanterns designed by Isamu Noguchi, and marketed under the name Akari.

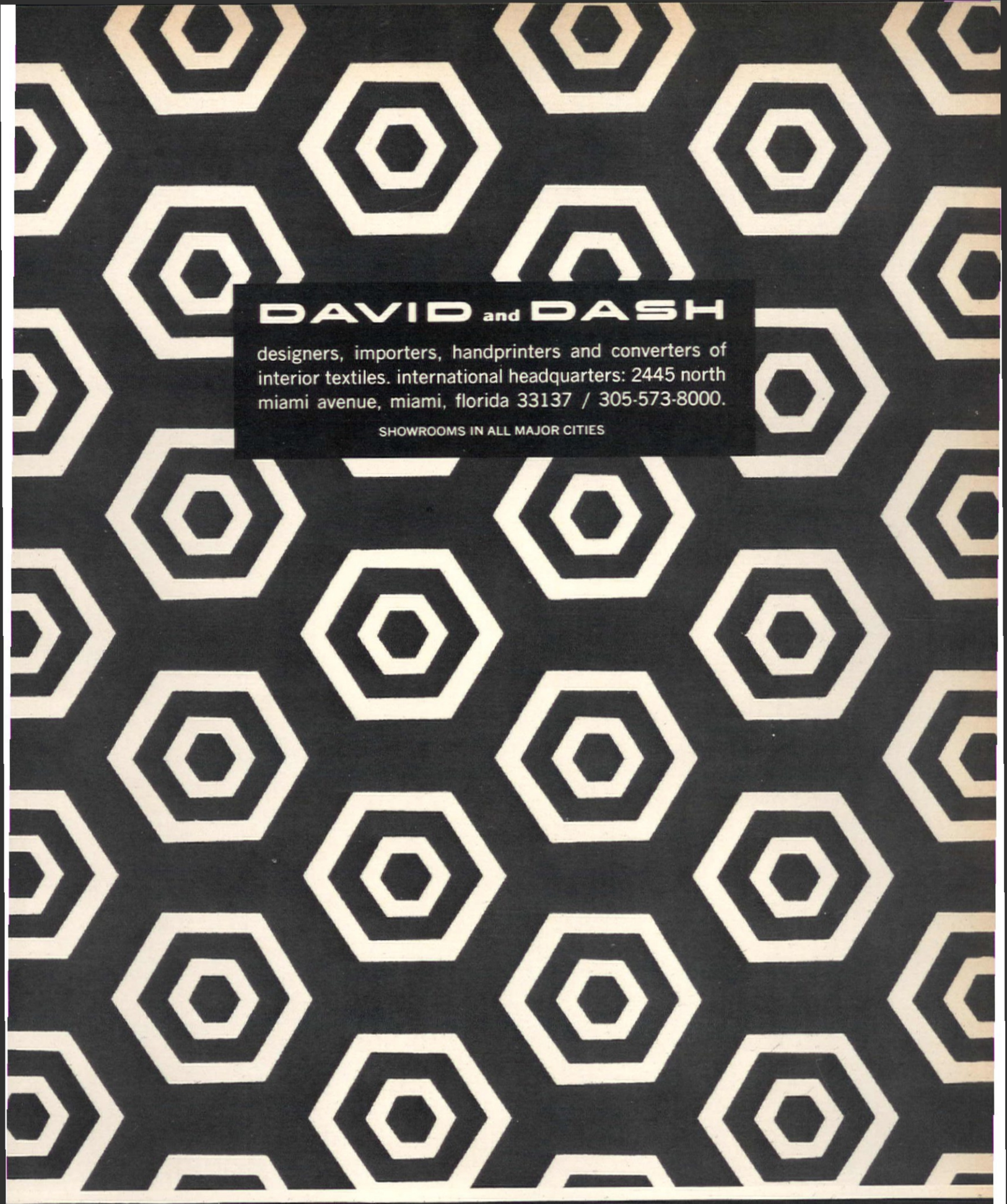
### GOT A PROBLEM? OR AN ANSWER?

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



Circle No. 59 on reader service card ▶

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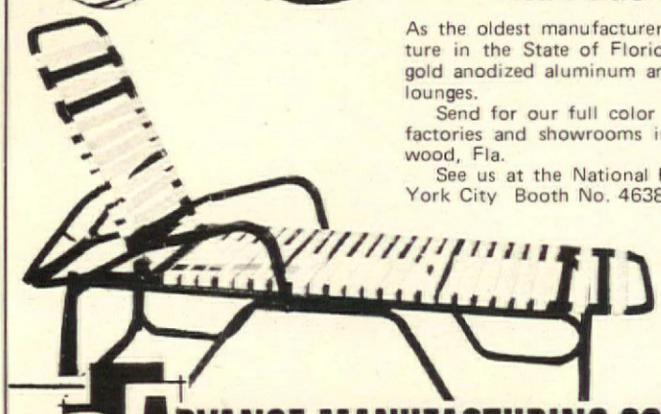
Send for our full color 1975 catalog or visit our factories and showrooms in Orlando and W. Hollywood, Fla.

See us at the National Hotel Motel Show in New York City Booth No. 4638.



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We're Drapery Service, Inc. of Florida, a division of Decorator Industries, Inc. Draperies and bedspreads are our only business, and we're experts in every part of the contract operation. We design fabric, supply it, manufacture draperies and bedspreads, supply necessary Kirsch hardware, measure and install the complete job. You never see a middle man. And you get one bill only. Our high-volume operation keeps us very competitive on price. It also keeps us best in the business on delivery.

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Miami, Florida 33138
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Winter Park, Florida 32789
(305) 645-3894

Mr. Jim Eckes
West Coast Associate
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West Palm Beach, Florida 33401
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We're proud of our facilities. Our cutting department has huge tables to handle any size job. We have two sewing departments. One for routine work, the other for specialty assignments. And we do all our own carpentry for upholstery and window treatments.

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Telephone: (305) 573-1700

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Like yours.

People don't go on vacation to stay inside, so it makes sense to invest in outdoor furniture that adds comfort and style—without subtracting from profit.

And that's why Tropitone makes sense.

Tropitone's new Tenicote® finish is a lot thicker and tougher than paint. Frames resist bending, loosening or corroding because the heavy-duty aluminum is welded together—not bolted. And the vinyl straps are extra thick and specially fastened, so they last longer than a single season.

If you've already discovered that cheap won't do—or do'nt want to waste money finding out—write for our new 48 page color catalog.
Tropitone Furniture Co., Inc.,
P. O. Box 3197, Sarasota, Florida 33578 or
17622 Armstrong, Santa Ana, Calif. 92705

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

ASTRA

A Dorset Corporation Company

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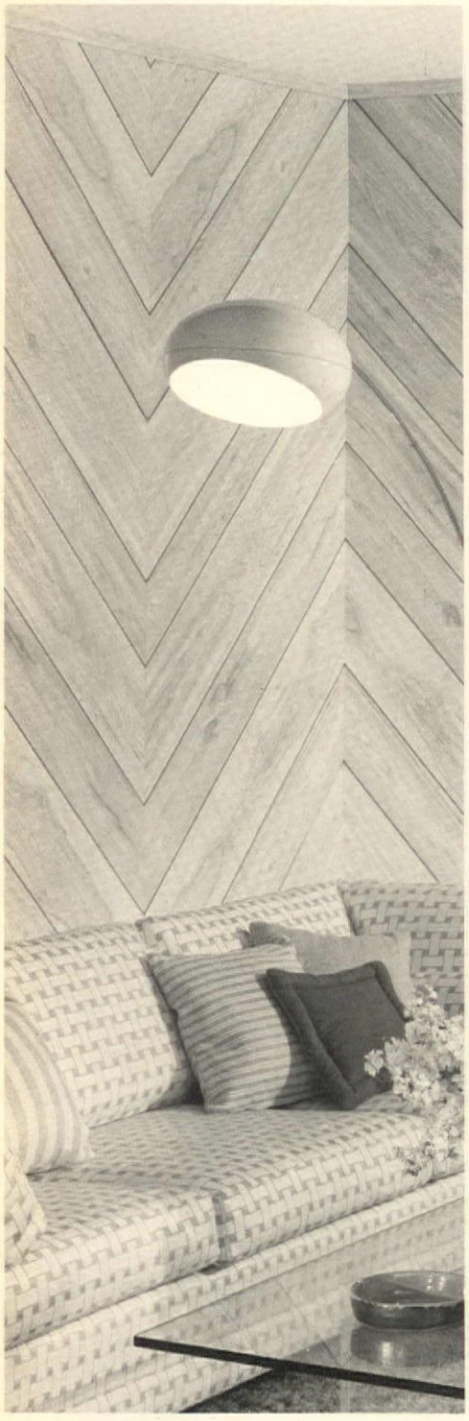
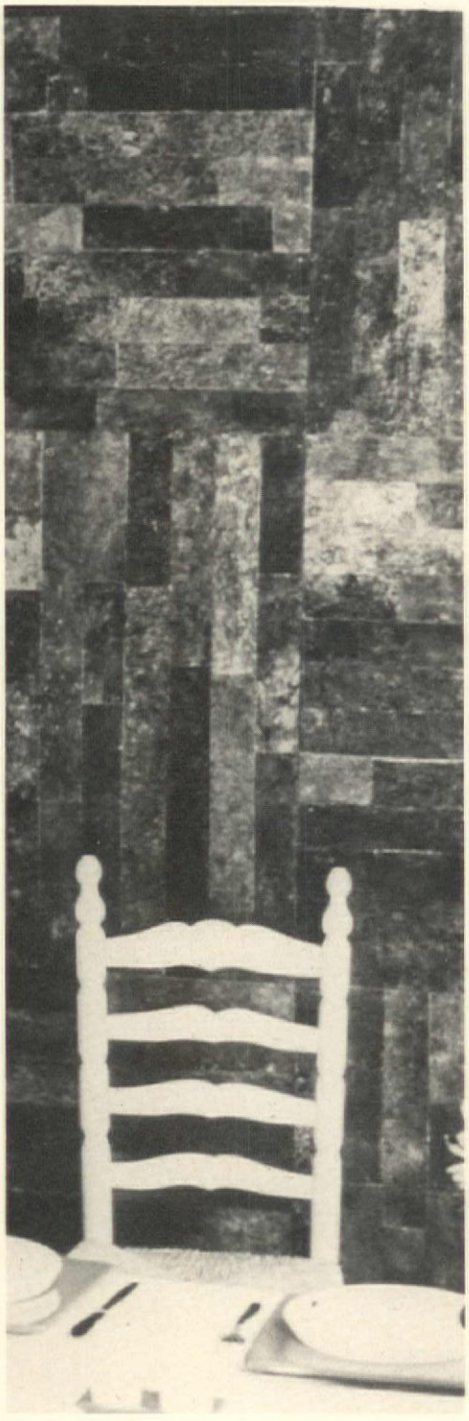
# VARIATIONS ON PANEL PATTERNS AND MATERIALS



## CHEVRON IN RUSTICANA

A simulated woodgrain plywood paneling, spanning walls in a chevron pattern, comes in muted colorations of amber gunstock elm, ruddy maraschino elm, and tawny calico elm. **Evans Products** cites its Class C rating as tested by ASTM E-84. Standard 4 by 8-ft. panels are 3/16-in. thick.
Circle No. 306.



## BROWN CORK IN SHERWOOD FOREST

Sherwood Forest is a stained brown cork applied in strips in a brick pattern to a hardboard backing. Overall tile size is 10 by 32 inches, and tiles can be arranged in a rotating pattern for a different effect. It's one of many cork textures and styles produced by **Cork Products Co.**
Circle No. 308.

## HIGH GRAIN IN PREMIUM GRADE

Decorative dimension is gained with Indian Rosewood hardwood premium-grade plywood paneling. By **Bangkok Industries,** it features pronounced cathedral pattern with rose tones from light to almost black. The genuine, book-matched face veneers come in sequence-numbered sets.
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# The new SEF® Collection from Emmess: one look is worth a thousand speeches.

Meeting rooms are often as dull as speeches. Now Emmess introduces a bright antidote for convention hall blahs. Contract drapery fabrics with all the snap and sophistication of European-style fabrics plus . . . the flame retardancy necessary to pass the California Fire Marshall Test.

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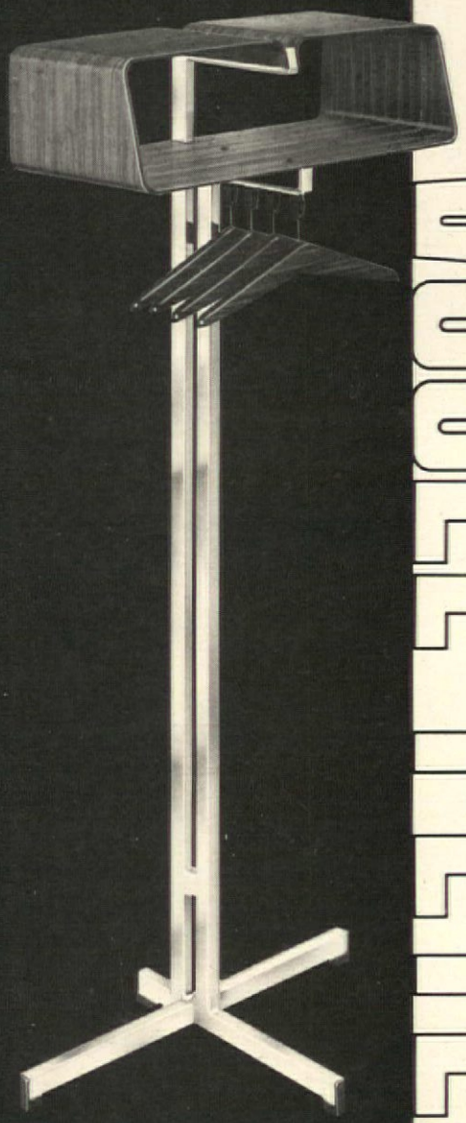

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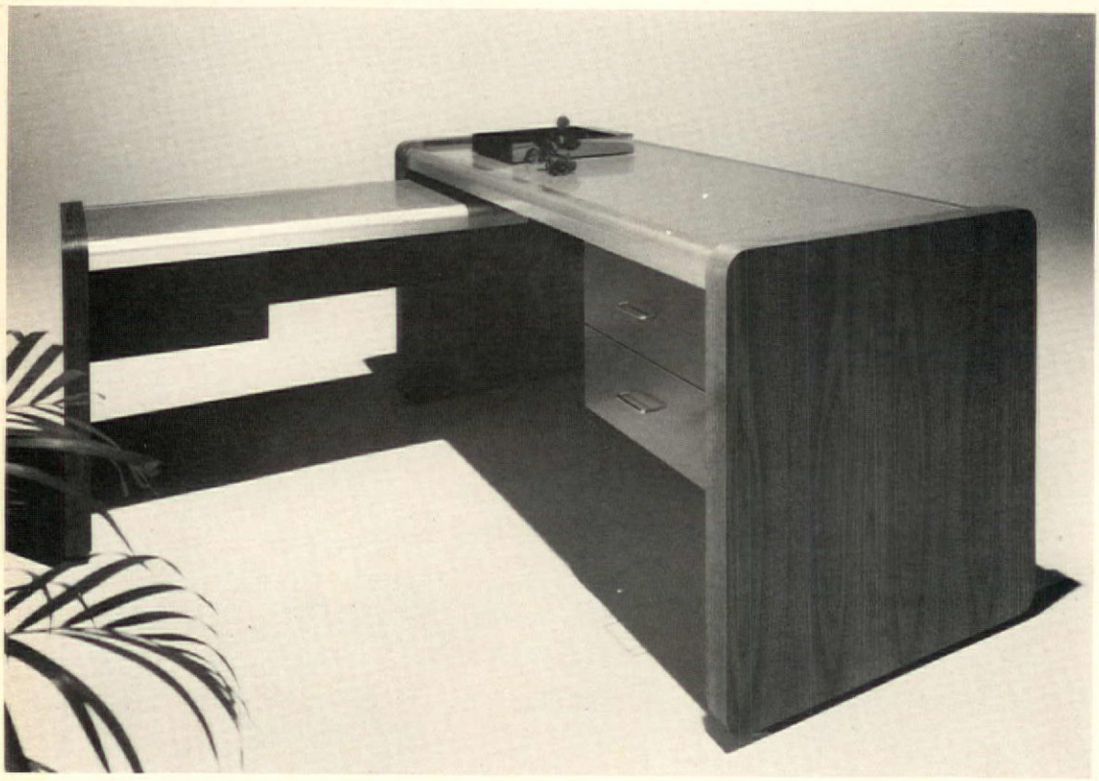

## NATURAL WOOD HIGHLIGHTED

The warmth and beauty of natural wood is matched by the technical creativity that Choralia International Ltd. invests in Cambia, a secretarial desk with L return. Rounded corners keep lines flowing in a clean, contemporary appearance, while work surfaces are topped with durable materials for a highly practical touch.
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## SMOOTH ACTION IN HIGH PROFILE

Recesses on both user and visitor sides and spaces between end-panel legs enchance the profile of Premier Line, by B.K.R. Furniture Mfg. Co. Ltd. All drawers are mounted in Accuride full-extension, full-suspension, all-steel telescoping ball-bearing slides for smooth and silent action. Designed by Michel Martel, Premier is in stock at B.K.R. in walnut and in red/white finishes.
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## MODULAR FLEXIBILITY

Modular seating with contoured frames can be used individually or grouped to create a new setting easily and quickly. Seating units with left or right arms, armless, armchair, and footstool are by R.S. Furniture Inc.
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# Fool Mother Nature

Mother Nature is rain, wind, sand, salt water .....and all the things that can make your aluminum furniture get a case of the uglies.

So Keller-Scroll and Keller-Casual manufacture 2 complete lines of aluminum furniture that is ideal for pool, patio, cafe and beach areas the year 'round, and stands up to mother nature better than anything on the market.

Our Keller-Scroll line is available in 12 collections of indoor and outdoor solid aluminum welded furniture in a variety of finishes with colorful fabrics and vinyls. Keller-Casual is tubular aluminum furniture that is available in gold post-anodized or a variety of painted finishes with colorful vinyls.

So on your next contract installation play a game on Mother Nature.

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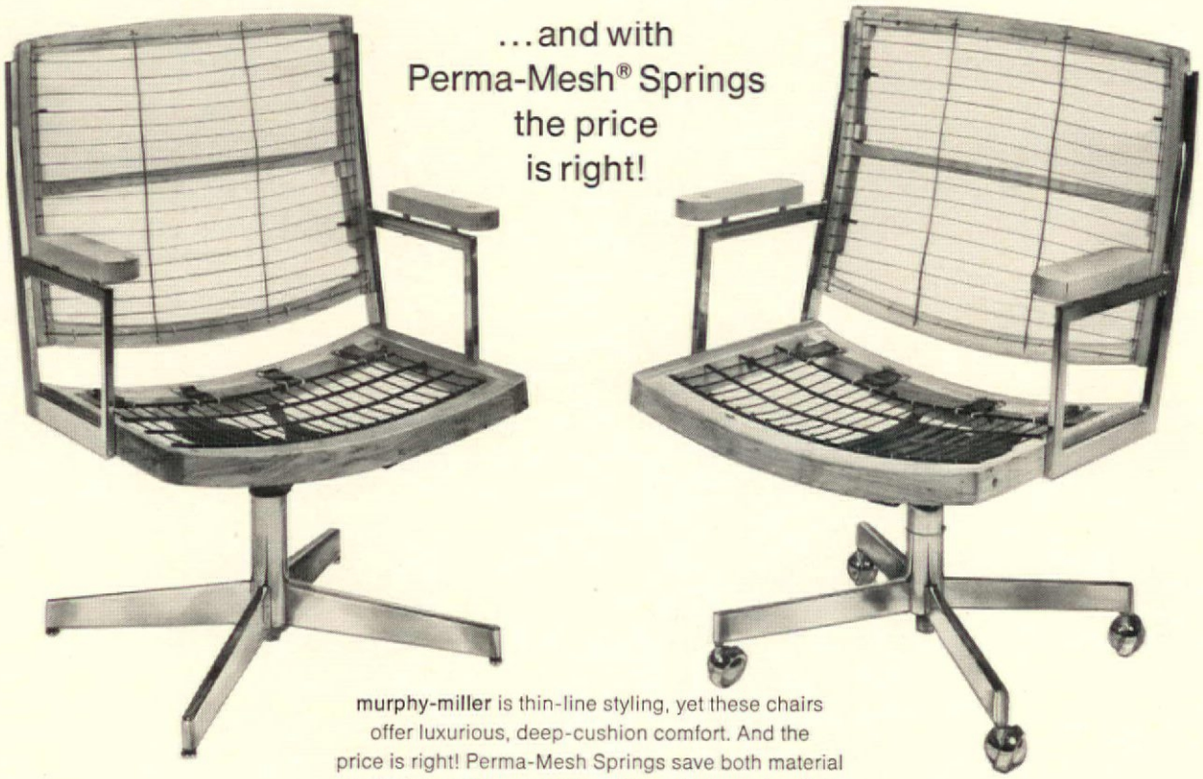

**murphy-miller** is thin-line styling, yet these chairs offer luxurious, deep-cushion comfort. And the price is right! Perma-Mesh Springs save both material and labor costs . . . provide a fine spring construction on a wide range of **murphy-miller** lines.

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## MORE FABRICS & WALLCOVERINGS

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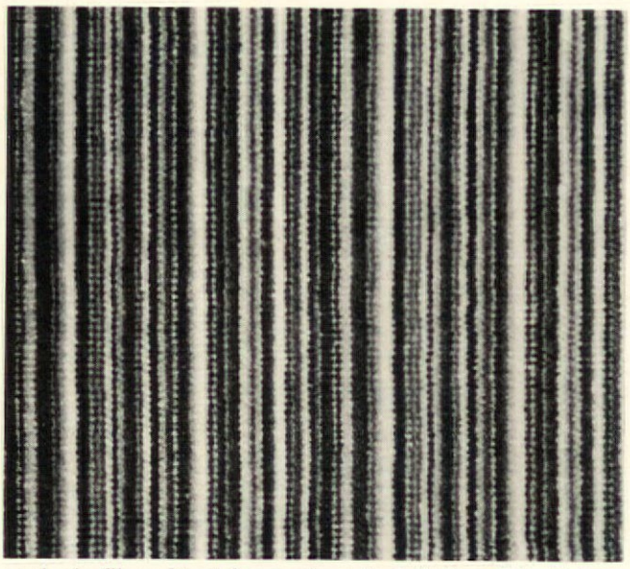
The first woven velvet made of 100 percent Herculon, Collins & Aikman's Poly-Vel combines the look and feel of velvet with the practical stain-resistant, color-fast qualities of the



synthetic fiber. Ideal for contract installation, Poly-Vel upholstery fabrics pass all current flammability tests, promise low static build-up.

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### COLONIAL DOCUMENTS INSPIRE COLLECTION

With a design background derived from authentic colonial documents, Payne & Co's sixth edition of the James River Collection includes Waterford exclusive handscreen print,

52-inches wide. Available on 100 percent linen cloth in true document or a choice of contemporary colors, Waterford is preshrunk, dry cleanable.

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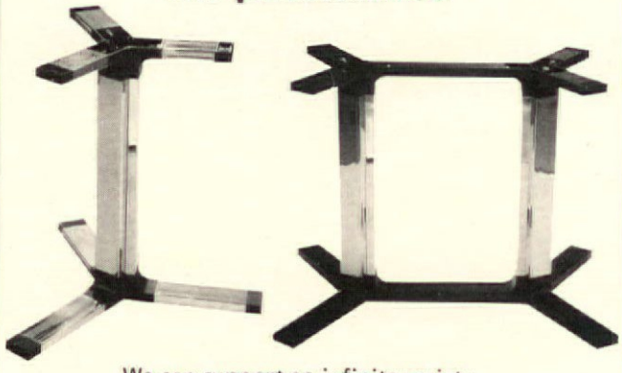

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Why? Because we insist on testing them in our lab before sending them out in the working world with our Performance Certification label on them. Our Compression test, for instance, measures pile and appearance recovery after repeated pressure has been applied to a restricted area by a cylindrical piston device. A carpet must have a minimum 85% pile height recovery before it passes.

This is just one of eight performance tests we put carpets through. We also test them for flammability, tuft bind strength, static generation, light fastness, wearability, delamination and appearance retention.

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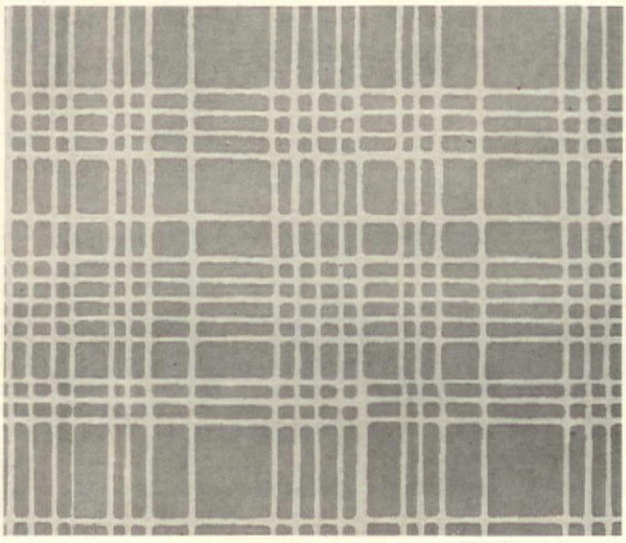
## PRODUCTS & SERVICES

### MORE FABRICS & WALLCOVERINGS

#### WALLCOVERING STRIVES FOR SUBTLETY

A linear abstract plaid, printed on a solid single color, Karl Mann Associates' Graph is typical of subtle, nonrepresentational motifs that make up the Horizon 9 Collection.



Designed to serve as a textural background (rather than as a dominant wall pattern), Graph merges into a single shade when viewed from a distance and blends well with natural floor coverings and furniture fabrics.

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#### SPACE SAVER FOR DORMITORIES

Ideal for dormitory use, House of Nova, Inc.'s Room Provider combines a room full of furniture in the space normally required by a twin-size bed. Removable safety guard and ladder

share space with three-drawer bureau, closet, built-in book shelf, executive size, 76-in. desk with center drawer. All surfaces are faced with Melamine, framed with solid hardwood.

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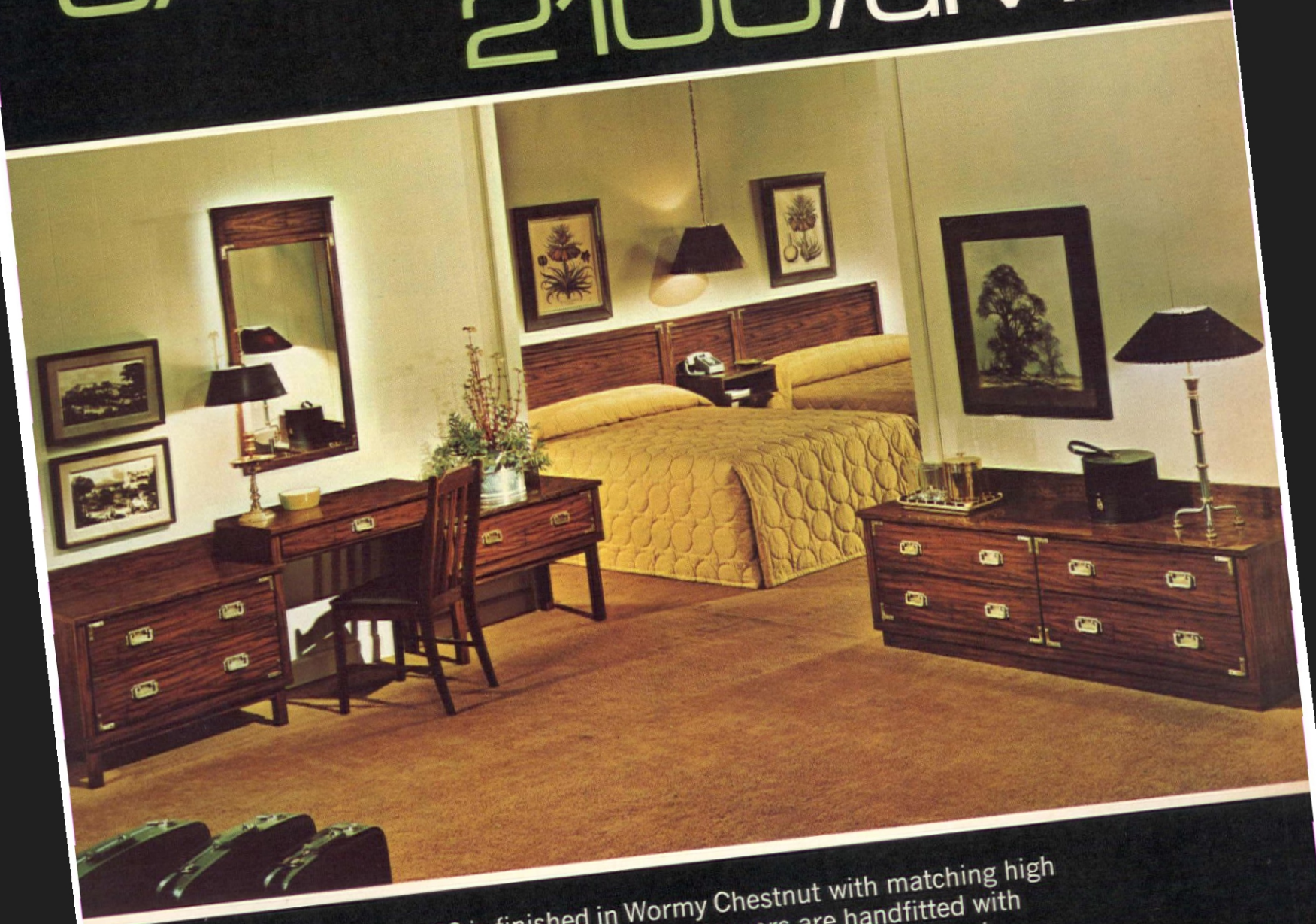
# CAMPAIGN 2100/dMI



Campaign 2100 is finished in Wormy Chestnut with matching high pressure laminate top surfaces. All drawers are handfitted with precision interlocking construction and glide evenly on dual channels. A beautiful new concept in hospitality—and available for delivery at your convenience with dMI's unique fleet of over one hundred spic-and-span furniture vans. Visit our showrooms or write our Contract Department at Huntingburg, for additional information on Campaign/2100. Please let us know your requirements.

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## PRODUCTS & SERVICES

### MORE FABRICS & WALLCOVERINGS

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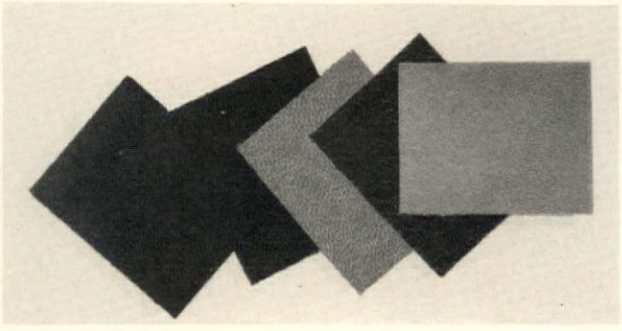
Temperature compensating, and therefore never too warm or brittle, Emak Coated Fabrics Corp.'s Skai L polyurethane/textile blend gives the rich effect of soft leather with the



added practicality of easy-clean, easy-care vinyl. Aniline finish with muted gloss enhances leather look, makes Skai L wear-and tear- resistant, dirt-repellant.

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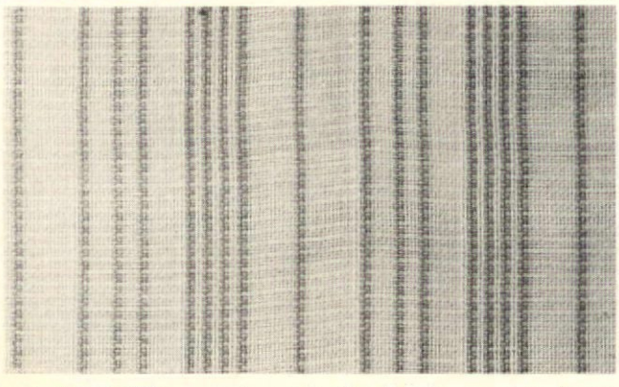
#### UNIQUE TWIST FOR CASEMENTS

Prouty Designs turns stripes on their sides in a 50-in. wide casement, Sand Surf. Woven in off-white and beige, 78 per-



cent Verel, 22 percent wool, the fabric exceeds flame-resistance standards, lends itself to custom coloration.

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#### WALLCOVERING IS WELL STOCKED

Matte, patent, and buckskin vinyls are the stock options for Classic Wallcoverings Connoisseur, Inc's Tracery. From

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## PRODUCTS & SERVICES

### MORE FABRICS & WALLCOVERINGS

#### SOFTNESS EXTENDS LEATHERS' SUITABILITY

Spongeable, drum-dyed, glove-soft, Hermes Leather Co. Inc.'s contract line includes more than 50 shades suited for

use on sofas, chairs, desk and table tops. The leather's unusually soft surface lends itself to more unusual applications on lampshades, bedspreads, and as a luxurious wallcovering.

Circle No. 165 on reader service card

#### WALLCOVERING ODYSSEY

Venturing into the realm of ancient Greece, Kirk-Brummel Associates, Inc.'s Midas Touch Collection includes Quorum

in the Forum, line sketch design. One of nine patterns in the Midas group, Quorum is printed in colors which—according to K-B—"are as close to original, ancient hues as possible."

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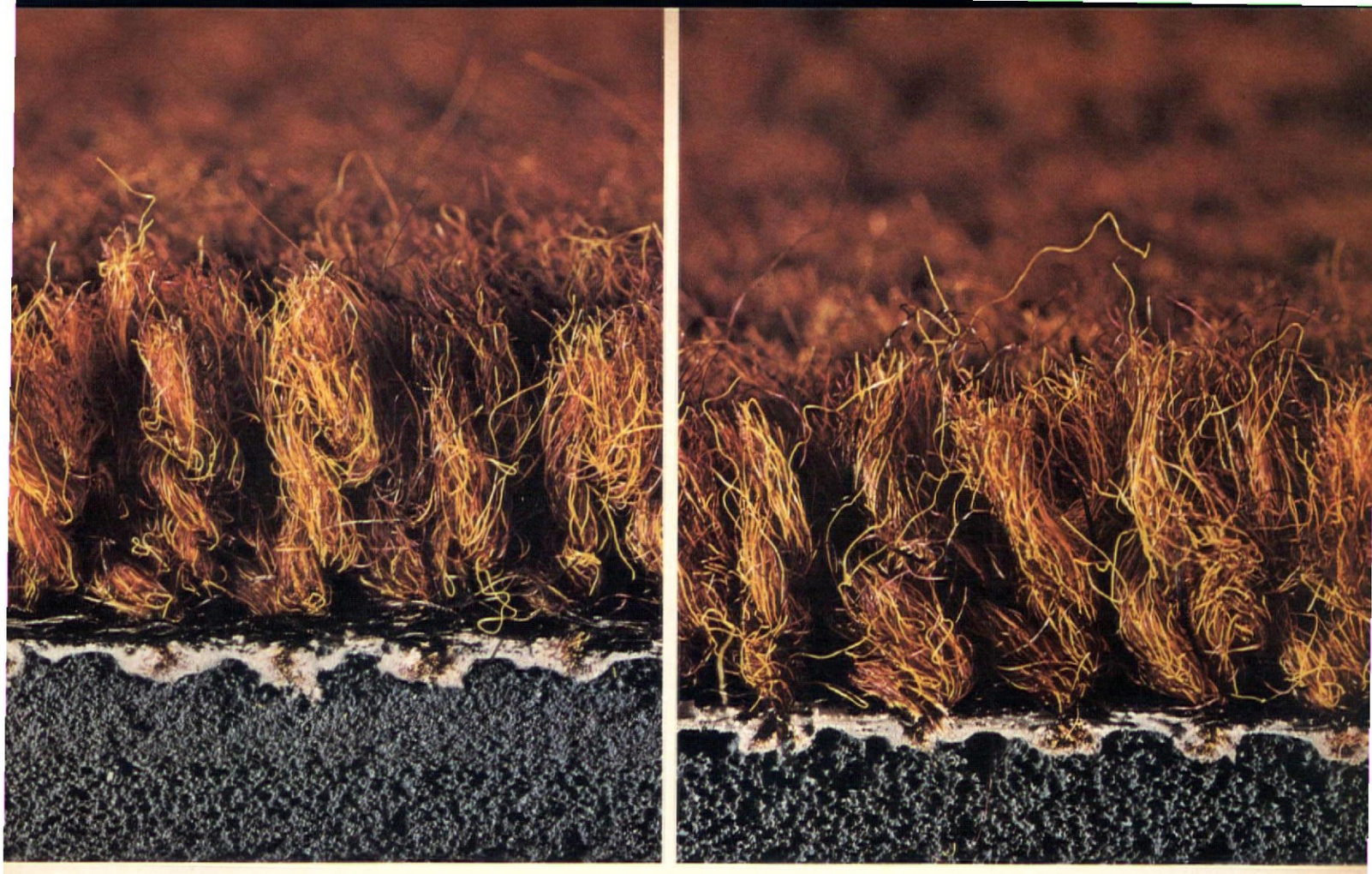

# Both carpets cost the same. But 68% of the people we asked preferred the one on the left, thanks to high-density foam.

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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.

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GOODYEAR
CHEMICALS

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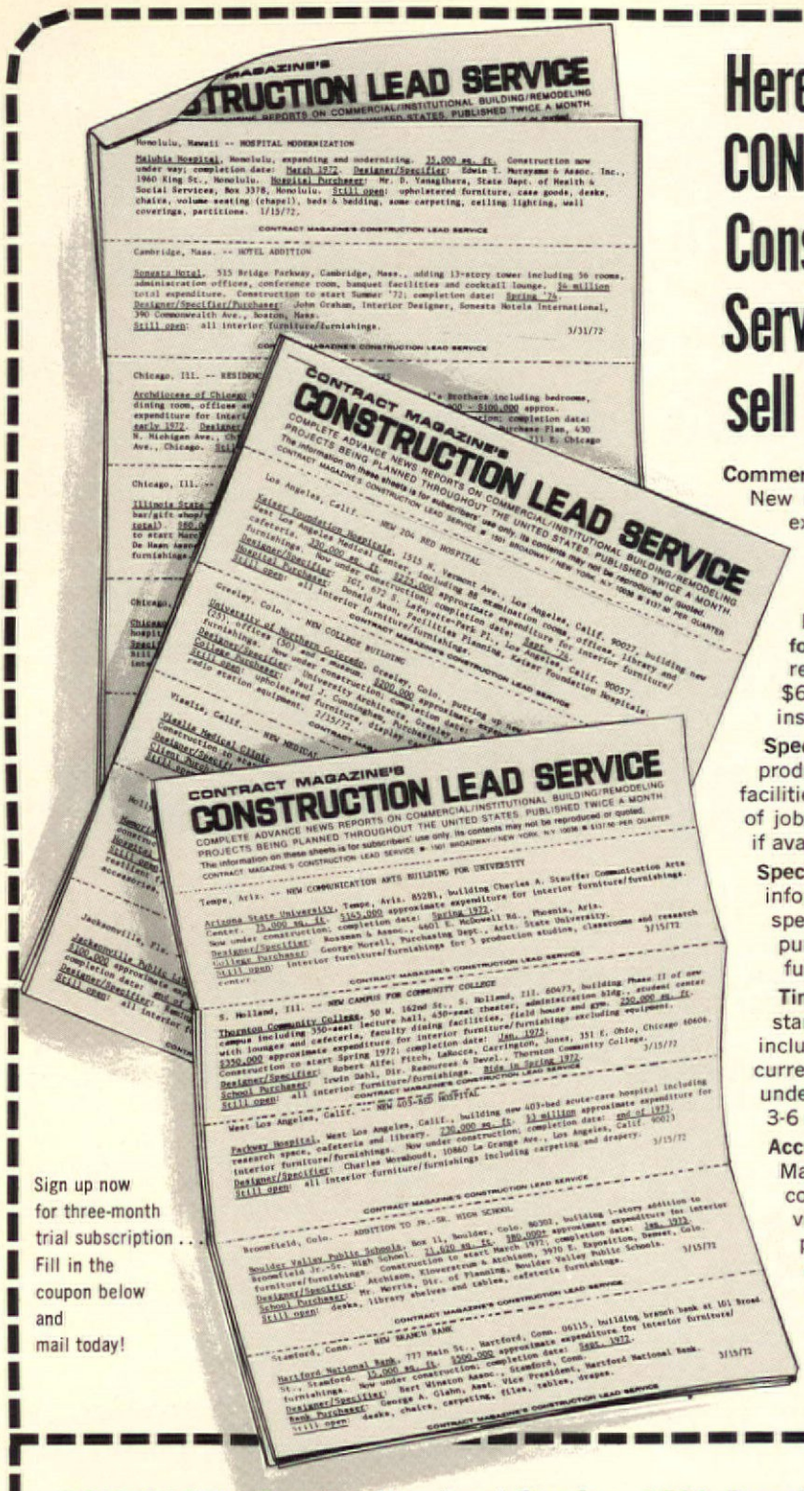


# Here's how CONTRACT Magazine's Construction Lead Service can help you sell a volume market

**Commercial/Institutional Jobs Exclusively:** New construction, additions, remodeling, expansions, renovations for: offices; medical facilities; schools; colleges & universities; banks; hotels/motels; restaurants; stores; libraries; religious buildings; etc.

**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.

**Specifier/Buyer Identified:** Each lead contains information on: designer, architect and/or specifier for interiors; client responsible for purchase approval and/or actual purchase of furniture/furnishings.

**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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# Great American Chair Ad No. 1-2038

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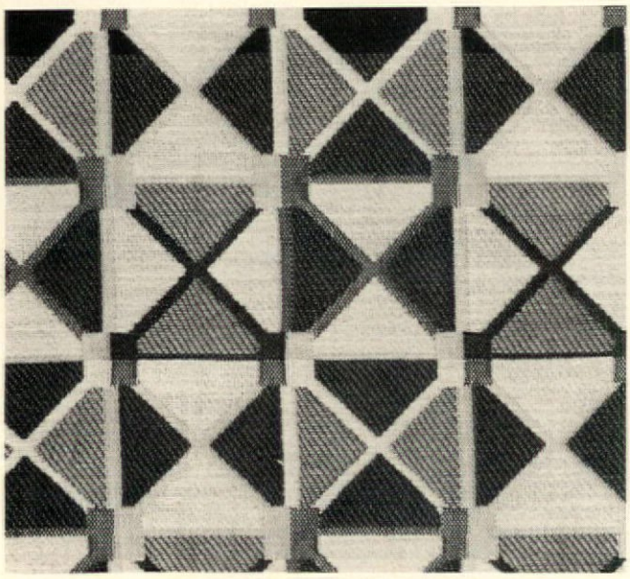
## PRODUCTS & SERVICES

### FABRIC SUITS WALLS, WINDOWS

With cotton/linen composition suitable for drapery, wall, upholstery application, Bergamo Fabrics Inc.'s Lantern, Series 7133, can be specified in seven two-color combinations or



woven to custom order. Lantern's jacquard weave and linear design are typical of the new Geometric Collection, which includes several linen/mercerized cotton blends.

Circle No. 176 on reader service card.

### SPIRITED COLORS FOR NAUGAHYDE LINE

Planned as the widest spectrum of colors available for flame-resistant coated fabrics, Uniroyal's Spirit of 76 Naugahyde collection offers 76 shades ranging from natural, leather-look

tones, through vibrant primary colors. Specially suited for use in institutional installations, the new Naugahyde line meets federal government specifications, Boston and New York fire code requirements.

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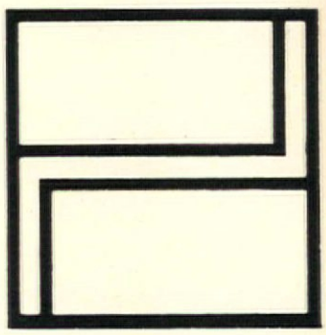
Walnut finish
Aniline Stain colors



**Hanseatic Furniture Company**

2751 Lake Cook Road
Deerfield, Illinois 60015
Telephone 312 272-2930

Circle No. 90 on reader service card.

# Shades of DesignTex... colorful casements for Show Places with Verel®

The new DesignTex casement collections for sunlight control are something to see. An eye-opening array of dazzling colors and styles in blends of 70% Verel modacrylic, 30% rayon. Made with Verel for flame resistance, luxurious hand, drapability and dimensional stability.

Specify your casements with Verel at DesignTex Fabrics, Inc., 275 Seventh Ave. New York, N.Y. (212) 924-5880. 147 No. Robertson Blvd., Los Angeles (213) 274-6661. Also San Francisco, Chicago, Atlanta, Houston, Boston, Syracuse, Miami.

Kodak

EASTMAN CHEMICAL PRODUCTS, INC., a subsidiary of Eastman Kodak Company, 1133 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10036.
Verel is Eastman's trademark for its modacrylic fiber. Eastman does not make fabrics and therefore makes no warranties with respect to such products.

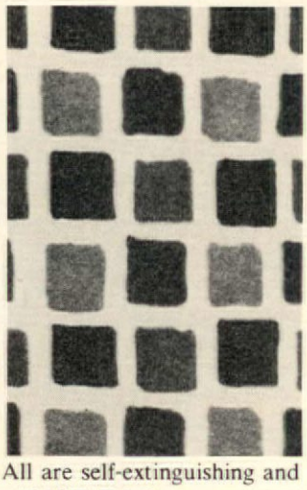
Circle No. 88 on reader service card.

## PRODUCTS & SERVICES

### MORE FABRICS & WALLCOVERINGS

#### MORE PATTERNS FOR FLAMEPROOF LINE

A number of geometric and floral patterns have been added to Textured Products, Inc.'s collection of fire-resistant, non-toxic Fibercoat Fabrics. Included in the patented line are surface textures ranging from fine/smooth through crushed

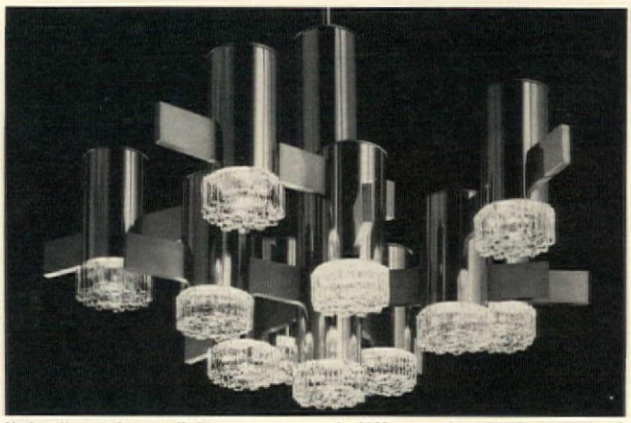


velvets and upholstery grades. All are self-extinguishing and can withstand direct flame up to 1200 F. Fabric care requires little more than machine washing, drip-drying, and inclusion of fiber glass into fabric blend insures good drapability without lining, buckrams, or weights.

Circle No. 177 on reader service card.

#### CHROME CRYSTAL CREATE CONTEMPORARY LIGHT

Multi-tiered gleam cylinders, sculptured lead crystal diffusers tightly cluster to form a dramatic contemporary fixture, available from 21 to 30 in. from Lightolier. Constellation modular



light "scuulpture" houses crystal diffusers in sleek polished chrome tubes, can be specified with stem suspension to accommodate higher than average ceiling spaces.

Circle No. 192 on reader service card

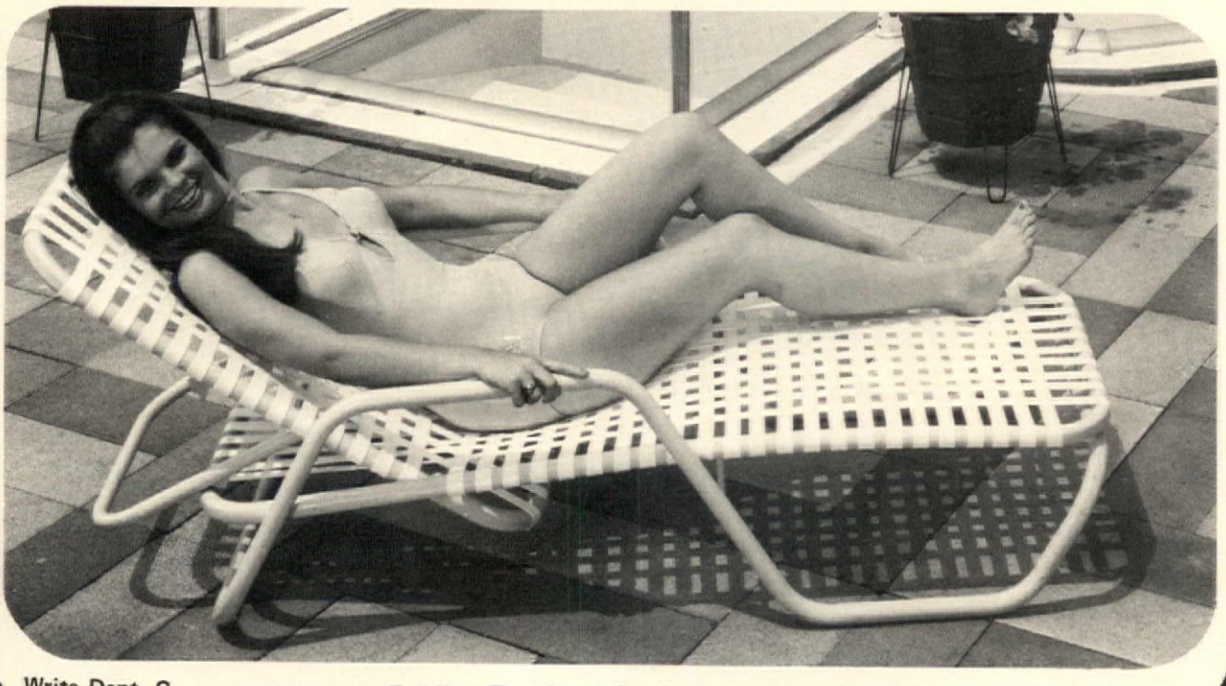
#### ANSWER TO TRAFFIC – TRAFFIC

Durability in heavily traveled areas is the outstanding feature of Traffic, Enkaloft stria nylon carpet from Jorges Carpet Mills. With a 22-ounce face weight, the floor covering conforms to newly-established FHA regulations. Jute and HDR secondary backing further insure Traffic's long-life claim.

Circle No. 159 on reader service card


TELESCOPE contract

INTERNATIONAL HOTEL - MOTEL SHOW
NEW YORK COLISEUM - BOOTH 4319, NOV. 11th - 14th



Write Dept. C
The Telescope Folding Furniture Co.,Inc.
Granville,New York 12832

TELESCOPE

Circle No. 126 on reader service card

# We dare you to match the fire fighting fiber.

It's extraordinary how Cordelan can be designed into so many striking colors and textures, yet never loose its safety features.

That's because of the extraordinary way Cordelan was designed.

To fight the possible danger of fire found in flammable fabrics, Cordelan has built-in flame resistant and self-extinguishing characteristics that cannot be laundered or dry cleaned away.

And while Cordelan has a flammability feature that's matchless, it has a toxicity resistance that's hard to beat.

Other flame retardant fibers give off highly poisonous fumes when ignited and forced to burn. But not Cordelan.

So the danger of side effects from inhalation is greatly reduced.

How many synthetic fibers can stand up the way Cordelan does to static electricity, corrosive chemicals, abrasion and oil-borne stains.

While Cordelan bravely challenges the elements it's basically a softie at heart, with a hand that can be compared to cashmere.

So with all of Cordelan's safety features, it's no wonder those synthetic fibers can't hold a candle to the fire fighting fiber.

KOHJIN CORDELAN®

Manufactured under U. S. Dept. of Commerce
Standard DOC FF3-71 for flammability.
Cordelan®, a matrix fiber (50% vinal, 50% vinyon)

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(Fiber Producer)
441 Lexington Avenue
New York, N. Y. 10017 • 212-687-1560

**Importer and Distributor**
Mitsubishi International Corporation
277 Park Avenue
New York, N. Y. 10017 • 212-922-3807

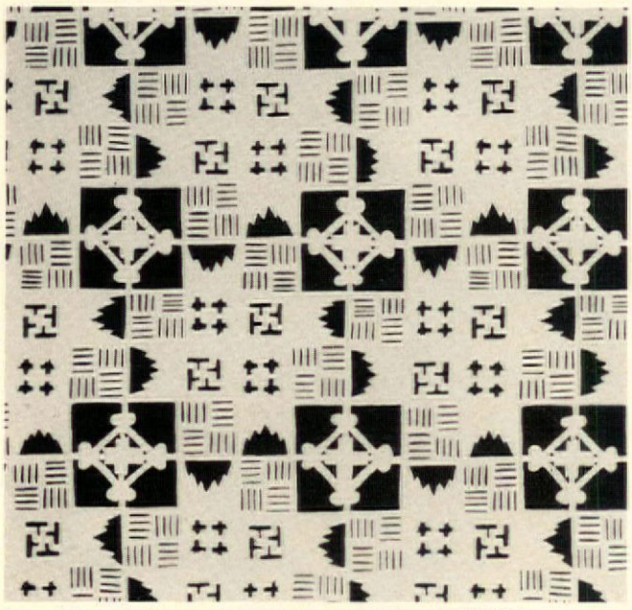
**Kim International, Inc.** (Home Furnishings)
1816 Briarwood Industrial Court N.E.
Atlanta, Georgia 30329
(Atlanta) 404-636-6668 • (New York) 212-575-8577

## PRODUCTS & SERVICES

### MORE FABRICS & WALLCOVERINGS

#### WALLCOVERING GAME

Chinese Checks puts a popular gameboard on wallcovering stock, matching fabric. Available in choice of six colorways

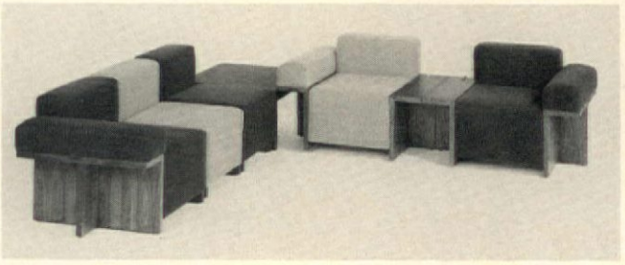


from Merry's Place, the checkered design—#1216-5—carries a 7-in. repeat.

Circle No. 168 on reader service card

#### PRIVATE SEATING FOR PUBLIC AREAS

Marden Mfg. Inc.'s Geometric modular seating system provides simultaneous group seating, personal privacy with the introduction of dividing side tables. Beginning with a single armless unit, Geometric Series adds 10-in.



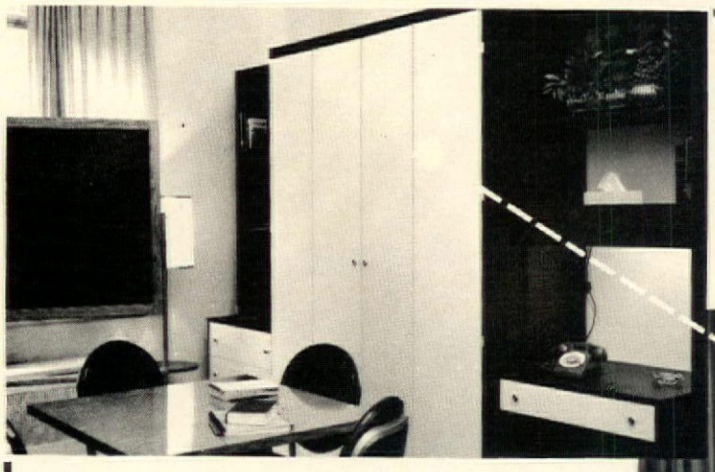
wide walnut arms that extend the full depth of the seating unit. When two arms are joined side-to-side, they form a divider/table separating single seats by a full 20 inches. For complete modularity, bolsters and corner units are also available. Seats and bolsters use medium-firm cushions to insure supportive seating over long periods of time.

Circle No. 189 on reader service card

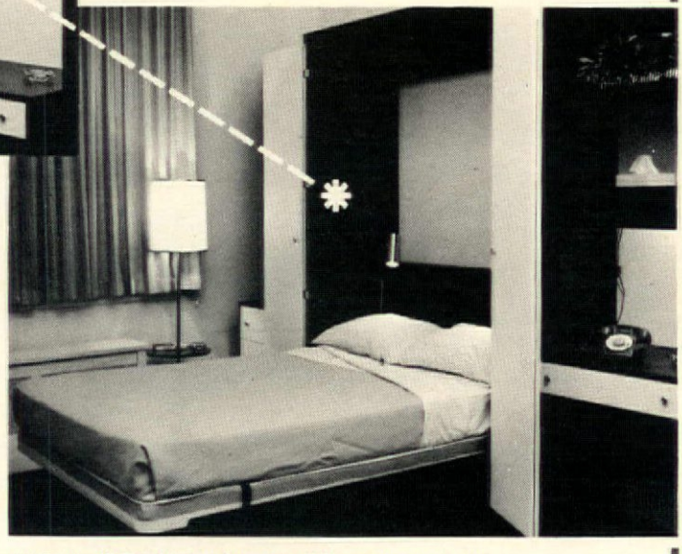
#### NYLON FOR NO STATIC

A modified nylon carpet yarn offering anti-static properties is being produced in 20 denier/7 filament by Rohm & Haas. X-Static is conductive, crimped, engineered for both cut and loop pile constructions. Its fine-denier make-up insures excellent and easy combination with all carpet yarns. Metallic surface makes it invisible in non-white weaves.

Circle No. 190 on reader service card

# Murphy Beds add income to your rooms!



How do you turn a conference room into a bedroom or bedroom into an added profit maker? With a Murphy Door Bed, that's how! The average Hotel or Motel room leaves little space for the businessman who wants to have a conference ...the beds get in the way. Still, beds are a necessity, so Murphy "let's you have your 'bed' and 'lose' it, too."

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Center: "Chevron" Right: "Elonhex"
Furniture by: DECORATORS WALK
BELGIAN LINEN
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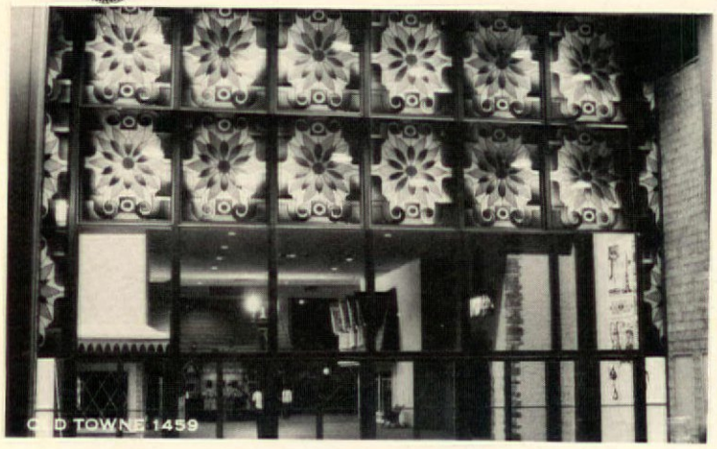


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For specifications on the complete line of HOWELL contract furniture write to:

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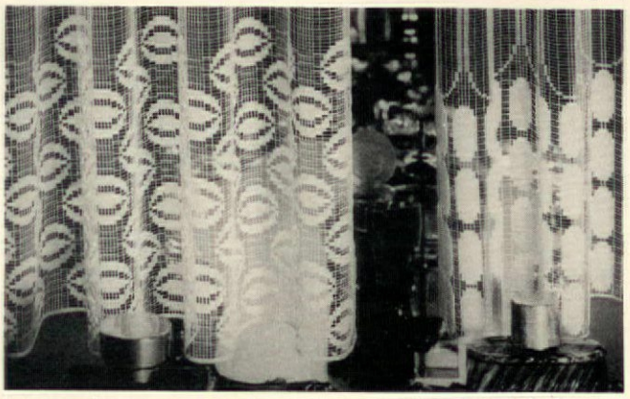
## PRODUCTS & SERVICES

### MORE FABRICS & WALLCOVERINGS

#### LACY CASEMENTS ARE STURDY, CLEANABLE

Guaranteed against sagging and shrinking, 100 percent polyester casements from Gardisette, Inc. are delicate, light,

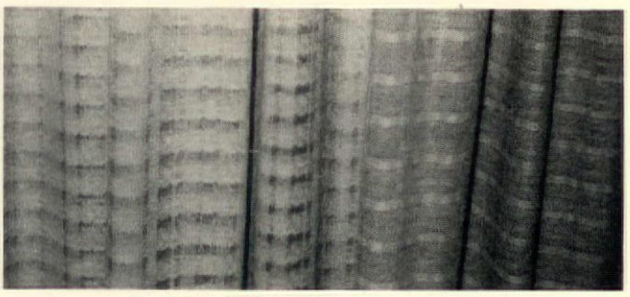


but stand up to sunlight, dirt, and harsh industrial cleaning methods. Designs 338 (l.) and 368 (r.) both carry exclusive lead-lace bottom hem which insures good draping.

Circle No. 169 on reader service card

#### CASEMENT BLENDS WOOL, METALLICS

Combining natural wool fiber with metallic yarns, Souveran Fabrics Corp.'s Tuscany casement (l.) carries 1-½-in. repeat,



can be specified in choice of beiges or white. Companion casement Valencia (r.) is woven of Scandex-K, with 2-in. repeat, also available in beige and white.

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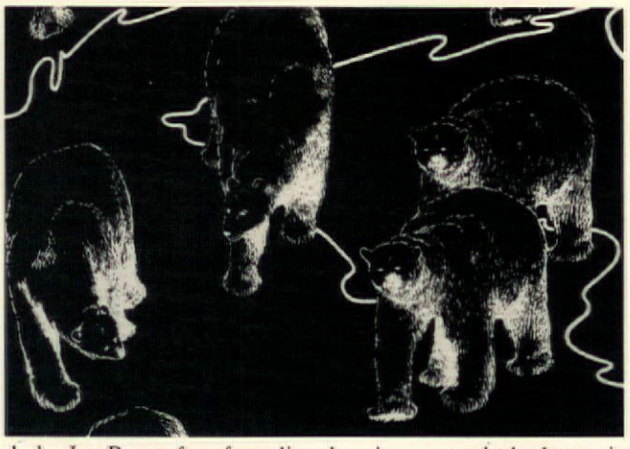
#### SPECIES SURFACE ON CUSTOM WALL DESIGNS

Capturing what soon may be extinct, Allume Handprints' Endangered Species Collection of custom wallcoverings in-



cludes Ice Bears, free-form line drawing set on dark, dramatic ground. The work of designer Peter Neil, Ice Bears is 27-inches wide, coordinates with 47-in.-wide custom fabric.

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*I. V. Chandler, President, Patcraft, and Eddie Mathews, Atlanta Braves, shown in training room, Atlanta Stadium.*

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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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Circle No. 101 on reader service card

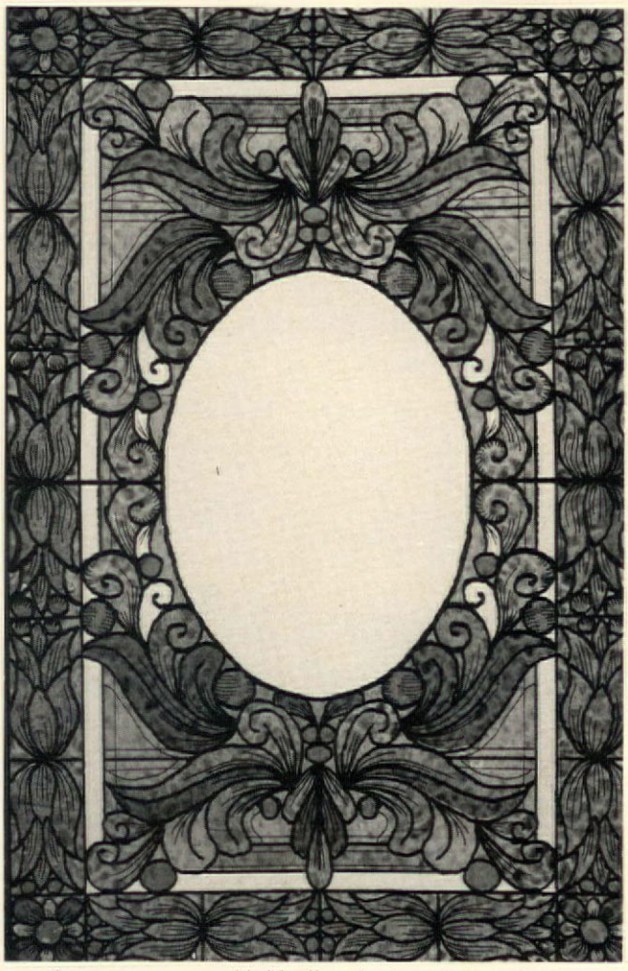
Circle No. 102 on reader service card



## MORE STAINED GLASS

### SCREENED SIMULATION FOR STAINED EFFECT

Simulated stained glass window divider panel form Yorkraft Inc. screenprints piece colors on clear textured plastic. The



translucent center oval is ideally suited to carry restaurant or firm logo. Standard panel colors include bright reds, oranges, greens, with blue highlights.

Circle No. 172 on reader service card.

### CEILING ARTISTRY

Ready-to-hang frames (measuring 9 by 3 ft.) accommodate Envel Designs' Festival panel insert, creating a translucent, modular ceiling system to be used in concert with standard

acoustical ceiling tiles. Part of the Envel collection of ceiling art, Festival can be combined with Cantina, Rosette, Art Deco, Paisley (all copyrighted Envelite designs) for a custom-combination system.

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# NEW Congoleum® TARGET™

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®**

DOW BADISCHE

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# Thai-Teak T.M.

## Stands up under foot!

Elegant Thai-Teak prefinished or unfinished wood parquet floors are six times more wear resistant than oak and maple to stand up magnificently under the heaviest traffic. And Thai-Teak floors are priced no more than many custom vinyls, many other wood floors and many wall-to-wall carpetings. They also resist fire, termites, dry rot and decay to assure long life.

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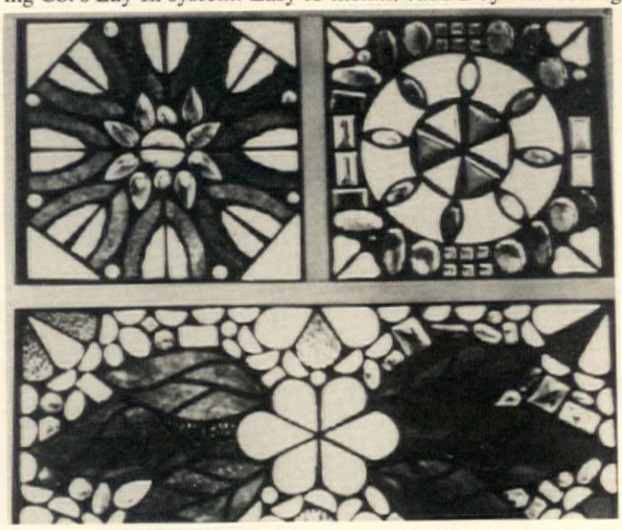
## MORE STAINED GLASS

### CEILING-HIGH TIFFANY DESIGNS

Bejeweled, Tiffany-style, stained glass lighting inserts make their way to lobby, restaurant areas with Gramercy Park lighting Co.'s Lay-In system. Easy to install, each 2 by 4-ft. ceiling



frame is divided into sections; opalescent glass inserts, in endless configurations and combinations, are then placed within the frame radius. All frames are finished in highlighted antique brass.

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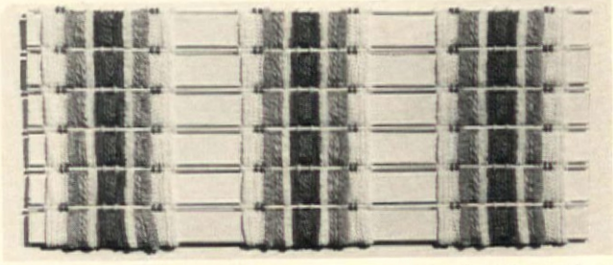
### WINDOWS GET CUSTOM CARE

A custom weaving service for window coverings has been introduced by Del Mar under the name Customline Woven Wood. The service allows designers to create woven wood



patterns which combine or complement colors from wallcoverings, chair fabric, carpeting. Using open weave design to allow maximum natural light filtration, Woven Wood window shades mix painted or stained wooden slats with colored yarns. Custom patterns may be specified for Roman shades, rollershades, cafes, draperies, folding doors, and room dividers.

Circle No. 313 on reader service card

### CASTER ACCOMMODATES METAL BASES

A specially designed stem for use on metal based chairs has been added to Master Caster Co.'s full line of Hard Wheel ball bearing swivel casters. Model D472½ carries bright nickel stem, measures 1-⅜-in. high, with 7/16-in. diameter. Matching soft tread casters, of equal proportions, are available for use on linoleum and rubber tiled surfaces.

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# **NEW!** One thousand and one vinyl wallcoverings!

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SEQUANA II

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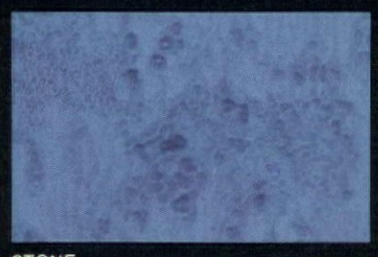
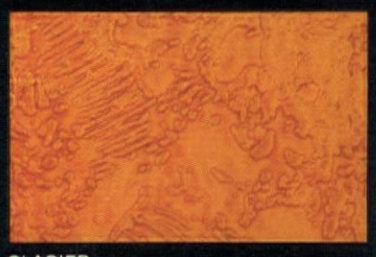


STONE



GLACIER

Never has there been such choice in a commercial collection! Striking new designs, vibrant colors in every imaginable hue . . . all bound into the largest manufacturer's pattern book available anywhere.

Best of all, this vast new collection is brought to you by Stauffer, producer of premier quality vinyl wallcoverings for the finest commercial and institutional interiors. Every wallcovering conforms to Federal Specification CCC-W-408A. All materials are "fire hazard classified."

See the big, new Stauffer line soon.

For more information write to Stauffer Chemical Company, Plastics Division, Dept. W.C., Westport, CT 06880.

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## PRODUCTS & SERVICES

### SEATING COORDINATION FROM THE BOTTOM UP

Color coordinated base and casters provide an elegant finishing touch to Victor Stanley Inc.'s Chair Minister Series

of office seating. Nylon tweed in combination with Naugahyde covers arms, back, and seat; button tufting provides cushioned back support.

Circle No. 178 on reader service card.

### PRIMITIVES INCREASE BY FIVE

Five new colors—Greenstone, Leather, Mahogany, Aspen, and Flame—have been added to American Olean's Primitive Ceramic Tile line. Available in Hexagon, Andorra, and

Monaco shapes, all tiles are ½ in. thick with irregular perimeters. A flat back surface insures easy thin-set installation for the frostproof ceramic designs.

Circle No. 179 on reader service card.

# Bedside manner in first class style.

Cone adds a dress-up tone to hotel and motel rooms with First Family bedspreads of easy-care elegance. Ranging from economy to luxury class, the collection is high-lighted by "Iberia" and "Plaza Suite"—pre-shrunk, woven and colorfast. "Iberia" available with hotel border at slight extra cost. Contact your institutional distributor or Cone Mills, 1440 Broadway, New York, N.Y. 10018.

**Cone®**
**easy care bedspreads**

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**EARTH TONES... IN INHERENTLY FLAME RETARDANT SCREEN AND SYSTEM FABRICS.**

Man feels secure surrounded by warm earth tones. Homestead/Dobbie contributes to this natural environment with 100% Dynel* modacrylic fibre. In 23 shades. Or we will custom-weave to your specifications. Write or call for specs, samples and flame test results.

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**Phone (212) 221-4700**

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*Dynel is the registered trade mark of Union Carbide for its modacrylic fibre.

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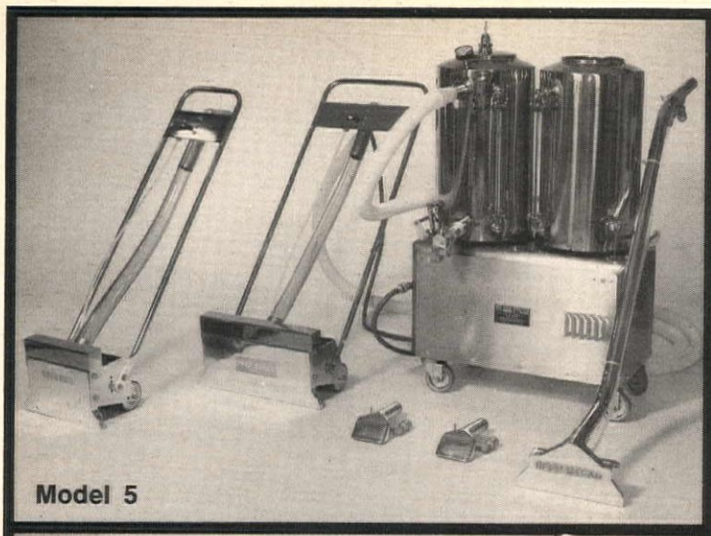

Model 5

Model C-12

Model XLR

**THE ORIGINATORS**

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The original Deep Steam Model 5 Extracts dirt any other carpet cleaning method leaves behind. Shampooing grinds in dirt, but with Deep Steam Extraction we carry grime out the door. Built of durable stainless steel, the Model 5 is portable, easy to operate and simple to maintain.

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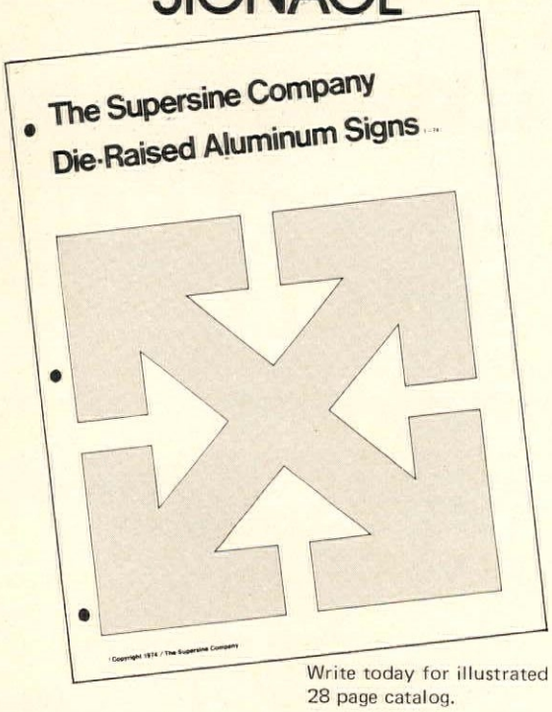
INTERIOR & EXTERIOR SIGNAGE

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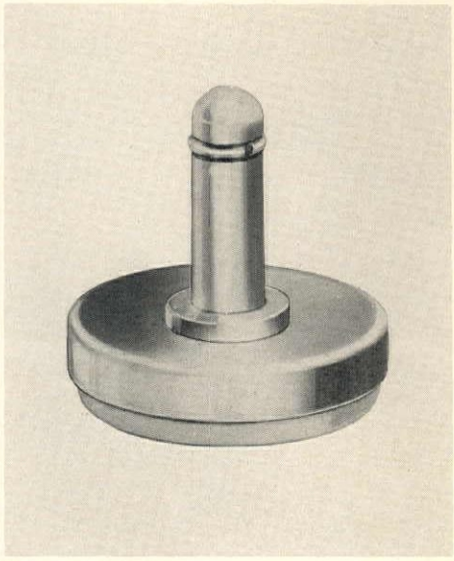
## PRODUCTS & SERVICES

### GLIDE KEEPS LOW PROFILE

Nickle-plated metal shell gives Robert E. Miller & Co.'s glide design a smooth, low silhouette and protects the mechanism from wear and corrosion. Featuring ⅜-in. diameter pintle,



¾-in. snap ring, the glide is available in both slideable and non-skid plastic and may be interchanged with caster socket. Black, bronze, zinc are finish alternates when caster is ordered in quantity.

Circle No. 185 on reader service card

### FURNITURE FINISH IS FIRE PROTECTOR

A finishing process which allows a cigarette to burn itself out on natural or solid color wood tables without any surface damage has been introduced by Intrex, Inc. for use in all contract installations, particularly hotel/motel areas. Trexcote, a

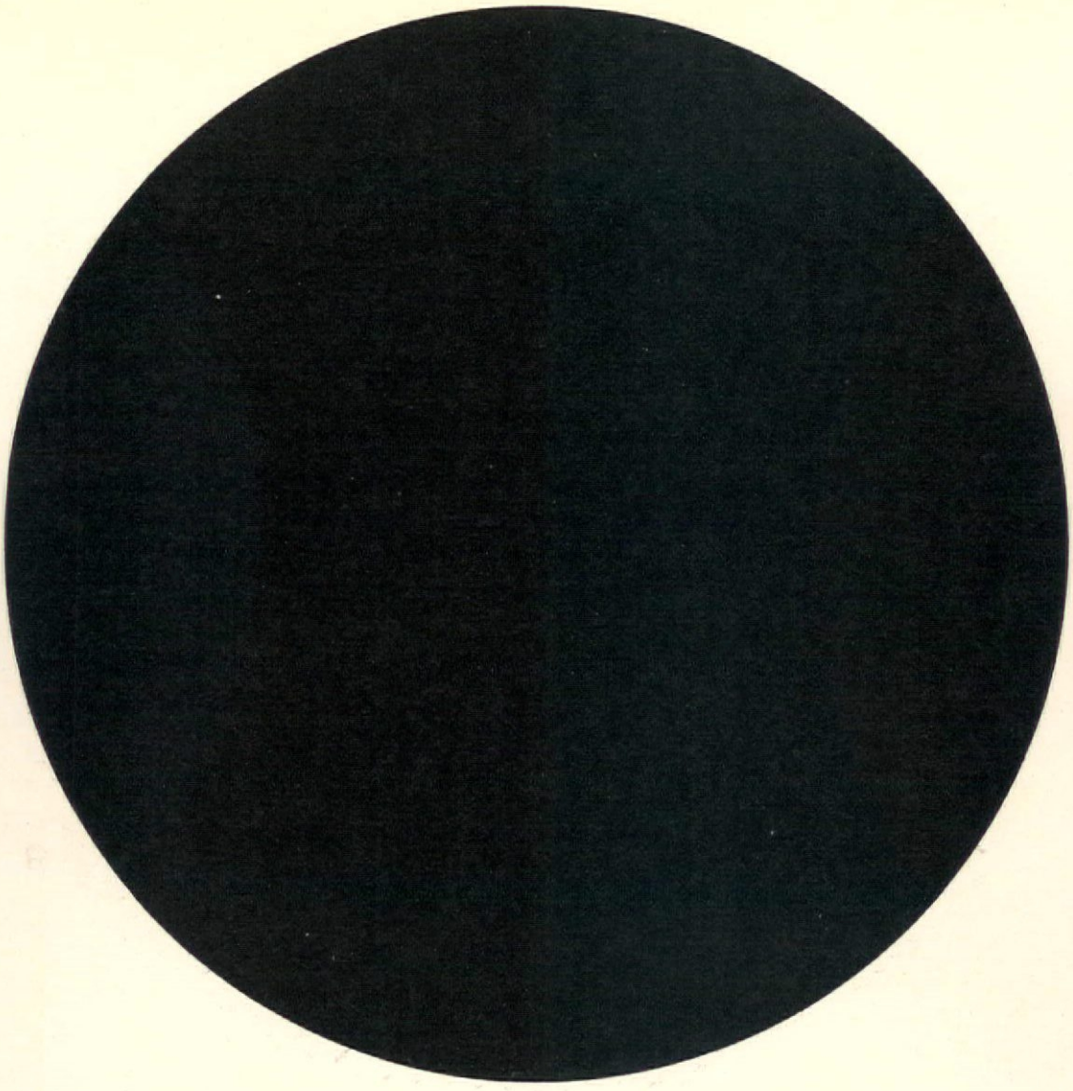
standardized surface treatment for all Intex tables, is available in both High-Gloss and Low-Glare finishes, is alcoholproof and scratch-resistant, and exceeds presently established requirements of Federal Flammability Act.

Circle No. 186 on reader service card

### VALANCES ADD CUSTOM TOUCH

Any size vertical blind manufactured by Thru-Vu Blind Corp. can now be custom coordinated to room decor with the addition of Thru-Vu Valances. Fashioned from plastic impregnated fabrics, the valances are standardized at five feet (deep enough to cover top hardware) and can also be ordered in custom heights. Valances are available with top hem only or with top and bottom hems. A standard oval rod supports top and bottom hems. Installation is facilitated by snap-on rod supports, easily adjusted ceiling track system.

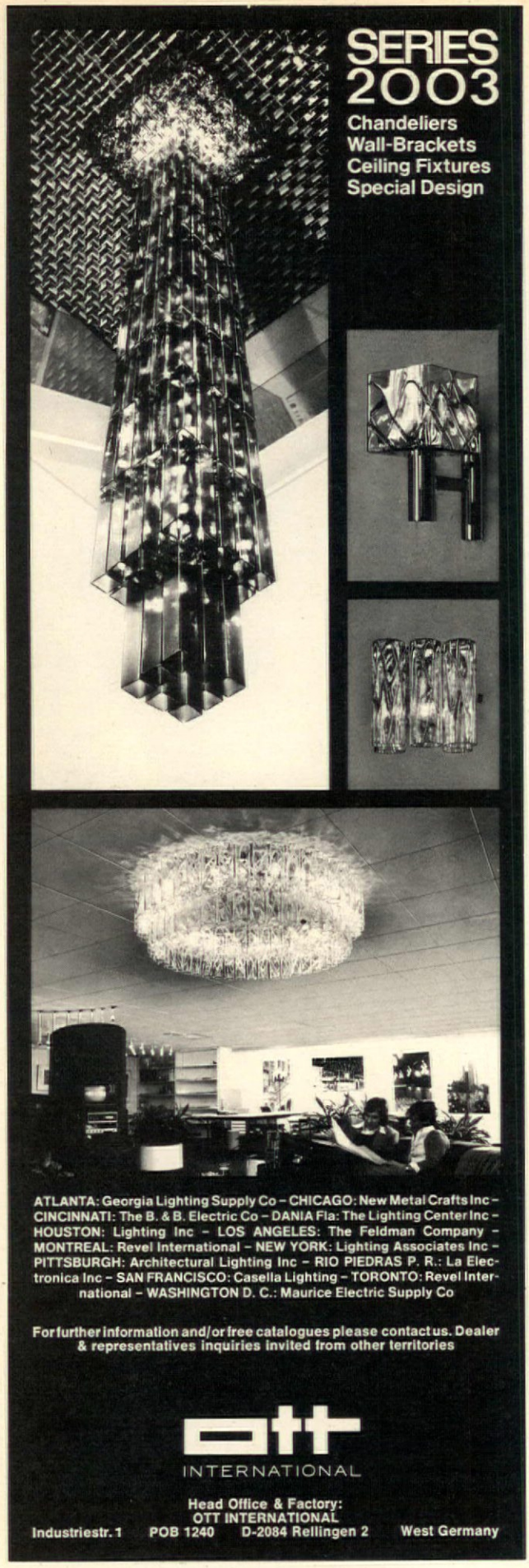
Circle No. 187 on reader service card



# EXPLORATION ATLANTA

IBD The Georgia/Alabama Chapter of The Institute of Business Designers invites you to an architectural tour of Atlanta in conjunction with the I.B.D. National Board of Trustees meeting. The tour will be November 22 and 23, 1974. Deadline for registration is November 1, 1974. For information please write: Georgia/Alabama Chapter I.B.D. P.O. Box 29486, Atlanta, Ga. 30329.

Circle No. 57 on reader service card

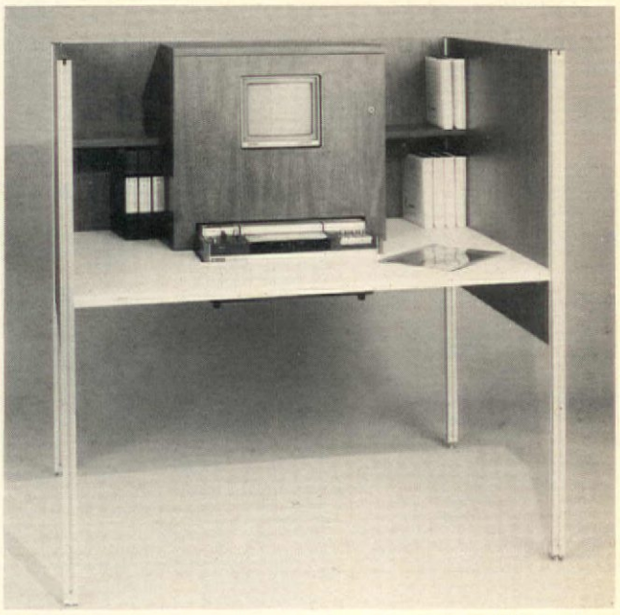



Circle No. 110 on reader service card


## PRODUCTS & SERVICES

### CARRELS CARRY CUSTOM CASSETTES

Video cassette playback machines and monitor systems are custom fitted into a new line of study carrels from Command Products Co. Easily assembled with patented Versa-Lock



modular components, the carrels can be arranged in single or multiple units, in configurations to suit floor plans and assure individual privacy.

Circle No. 180 on reader service card

### SAFE STEPPING WITH GRANULED TREADS

Lobbies, serving areas, stairways, walks, ramps are all rendered safer with installation of Slip-X, Div. Bissell Inc.'s carbide granule safety treads. Self-adhesive grips all flooring

surfaces tightly; peel-off protective backing keeps treads clean and dry prior to application. Model 4085, designed for both interior and exterior use, features rounded corners on the 5½ by 24-in. strips.

Circle No. 181 on reader service card



Circle No. 23 on reader service card ▶

We've added a new top to our table that's as strong as the table itself. It's called the "Hard-Top" and it does a few things our old glass-top couldn't.

To begin with, Syroco's Hard-Top performs great in heavy traffic. The kind of traffic you'd find in hotel-motel lobbies and busy restaurants. It can handle the worst punishment an unruly child or clumsy guest can dish out, because it's made of high-density particle board. And the smooth, laminated surface also has many of the fine features the glass-top table had: it takes coffee stains, food spills, even hot dishes and still looks beautiful.

And it seats four comfortable, is made of high-impact thermoplastic, and is easy on any decorating budget.

So see Syroco's latest model . . . the 1975 "Hard-Top" at space #4571, NHME, New York Coliseum, or at any of our permanent showrooms.

# Introducing the 1975 Syroco® Hard-Top

SYROCO®

Syracuse, New York 13201

A division of DART INDUSTRIES, INC.

**Showrooms:** New York; Chicago; Los Angeles; Atlanta; Dallas; High Point; Minneapolis; San Francisco; Seattle; Kitchener, Ontario, Canada.

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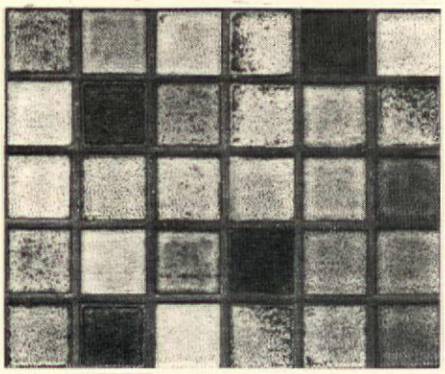

Earthy colors that seem burnished by time, splashed in contrasts, flecked and sumptuously shaded in a special process that gives them an authentic patina of age. A beautiful way to dramatize your most creative concepts, available in eight dramatic colors with full trims.

Write for complete color brochure.

Latco® PRODUCTS

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Circle No. 95 on reader service card

## PRODUCTS & SERVICES

### PLANTERS HOLD ALL—FERN TO FOREST

Sleek planters from Beylerian Ltd.'s Kartell 3 Collection can be specified in choice of three dimensions—to accommodate

small- to tree-size plants. Models #104683 and 84 come in white, orange, black, and red plastic. Contoured concentric base stations the planters.

Circle No. 309 on reader service card

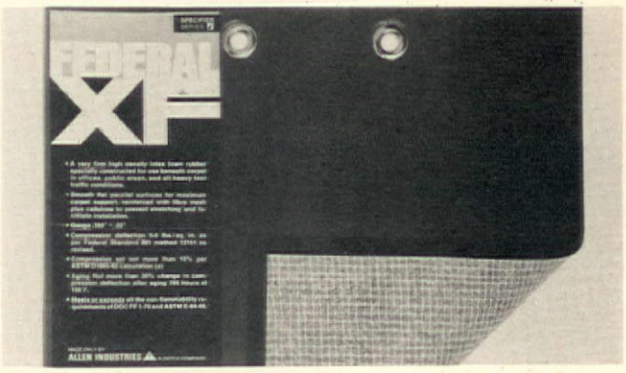
### TEXTURED PANELS MAKE DISTINCTIVE ENTRANCE

A selection of textured panels, inlaid between slim, 1-in. door stiles and interspersed with tinted glass, create distinctive, functional entranceways for both interior and exterior application. Manufactured by Kawneer Architectural Products, i-Line Series 4000 doors can be specified in several sculptured patterns, with bronze, pewter, natural aluminum, and charcoal finishes. Sculptured panels are lightweight, reinforced internally with honeycomb core. Handcrafted push plates and pull handles are available for standard designs; custom door and fixture designs available for special orders.

Circle No. 310 on reader service card

### FIRM FOOTING FOR HEAVY TRAFFIC

Designed to stand up under heavy traffic, Allen Industries, Inc.'s Federal XF carpet cushion bonds extra-

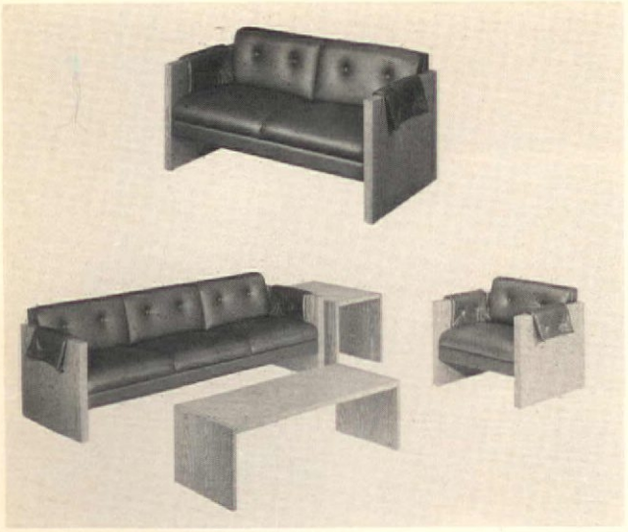



firm, high-density latex foam to cellulose-reinforced woven polyester backing. One of three models available in Allen's Specifier Series of commercial backings, Federal XF conforms to standards set by both Pill and Tunnel tests, and is available in rolls of 6 by 120 ft.

Circle No. 311 on reader service card

## SEATING SUITS RUGGED USE

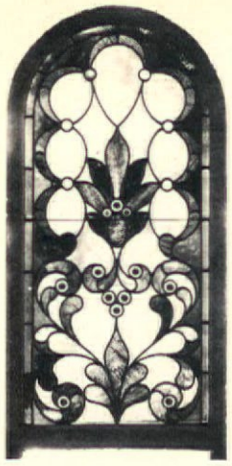
Two-inch thick plank-style ends, constructed of high pressure laminate, make R-Way Furniture's lounge seating system suitable for use in institutional areas where rugged construction is specified. Lounge components include chair, three-seat sofa, end and coffee tables, two-seat settee. Seats and backs are upholstered in tight cushioning; optional saddle bag arm cushions are similarly finished.



Circle No. 312 on reader service card

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


Circle No. 66 on reader service card



**Have we got stained glass!**

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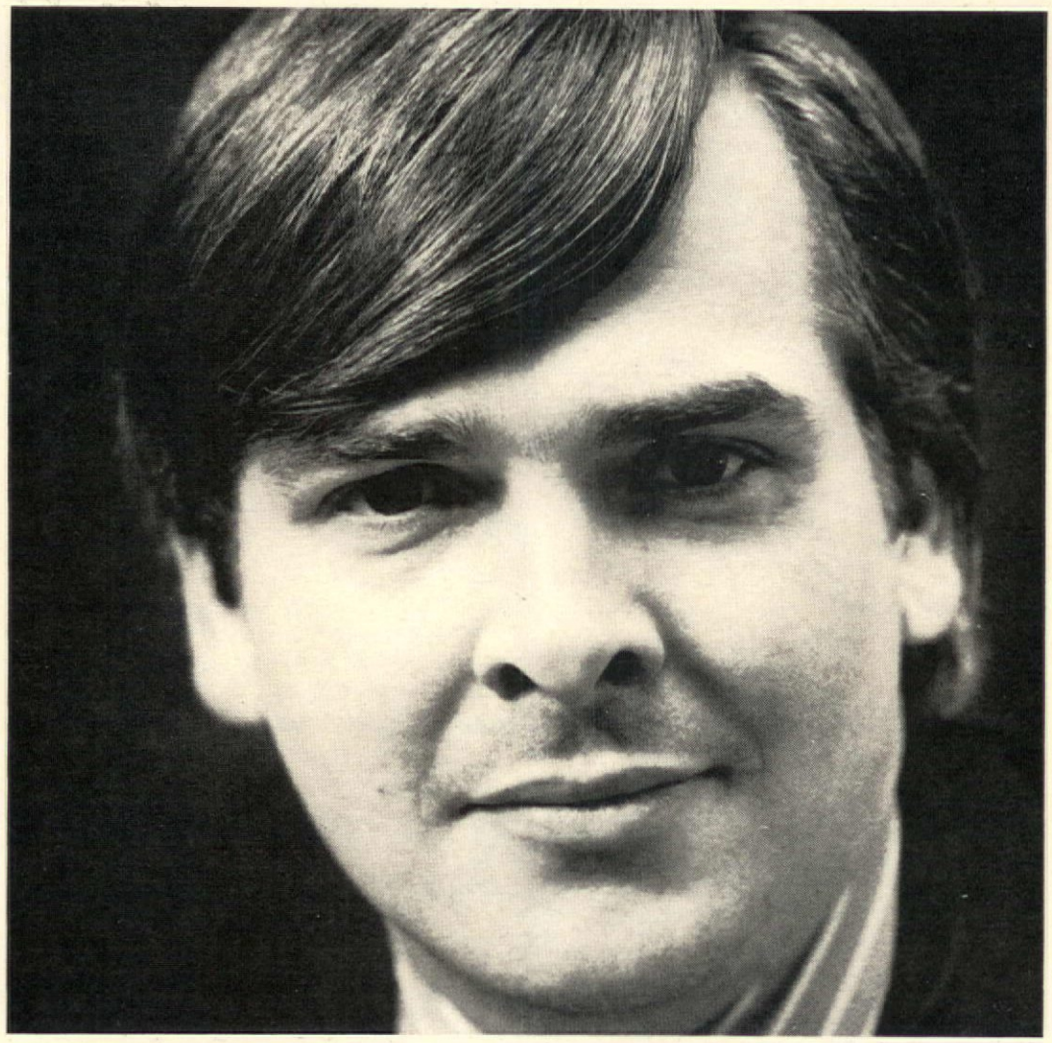
SEND $4.00 FOR OUR NEW CATALOG TODAY!

Circle No. 124 on reader service card

# Does he...or doesn't he? Only BPA knows for sure.



Qualify, that is. Qualify as being in the kind of business, kind of job, that makes him important to the buyer of advertising. That's why more than 650 businesspaper publishers have their circulations audited by BPA.

BPA member publishers require qualification of all recipients – whether they pay for the magazine or get it free. They must qualify as to business or industry; they must qualify as to title or function. BPA audits the qualification records.

BPA member publishers re-qualify all recipients on a regular basis. BPA has rules regarding the frequency and manner of such re-qualification, and renews the original audit accordingly.

Businessmen move about, as we well know. When you advertise in a publication that's BPA-audited, you can be sure that – except for the *most recent* moves – all the circulation you've been promised is *there.*

BPA

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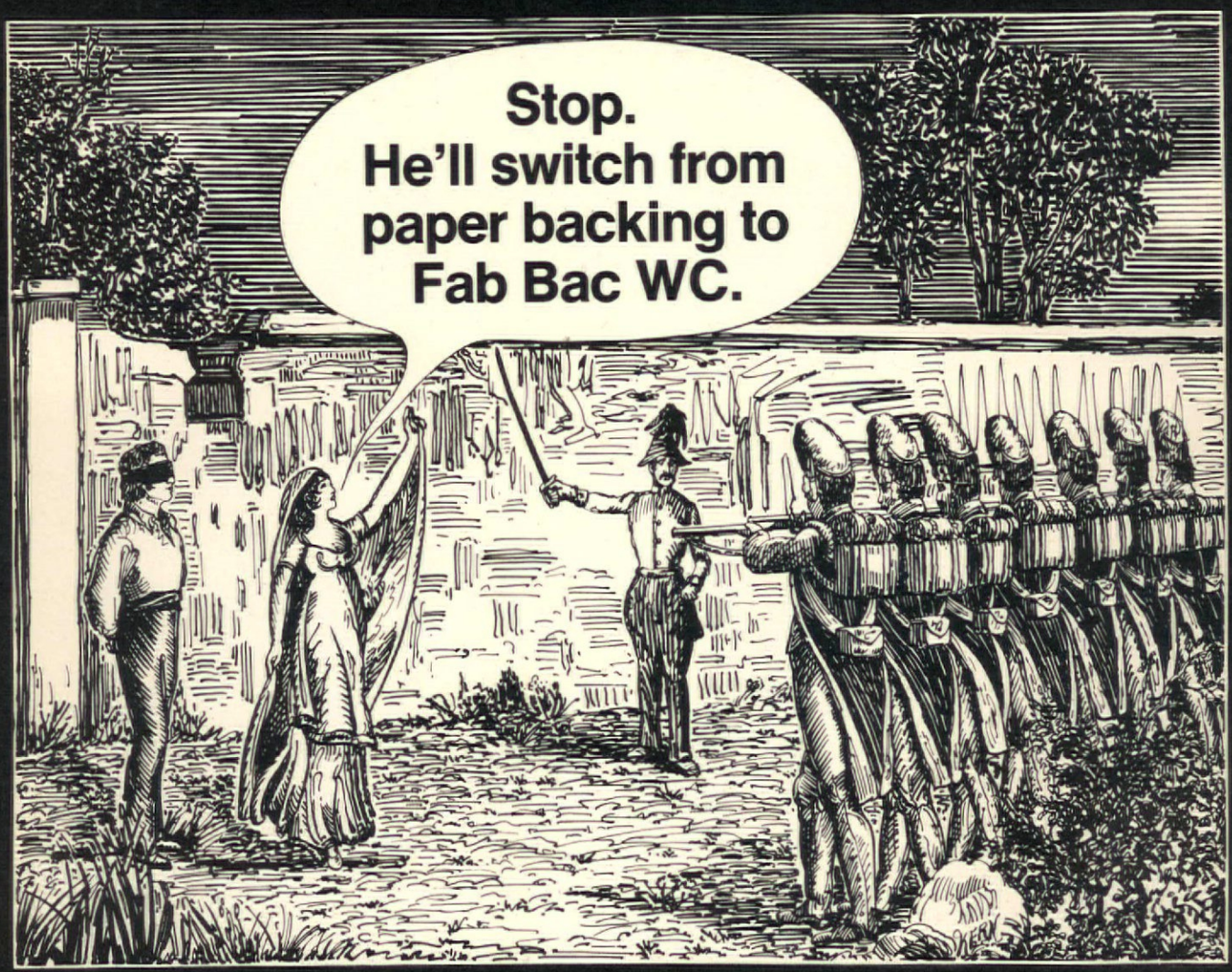
This symbol means:
*edited* for businessmen, *audited* for advertisers

# BACK AGAINST THE WALL?




You had to specify a backing so that the fabric could be used as a wall covering. You chose an old-fashioned paper backing to do the job. It kept the adhesive from bleeding through the material, but it also distorted the pattern and was too inflexible to go around corners properly. Now your clients are up in arms and your back's against the wall. It wouldn't have happened that way if you'd used FAB BAC WC from Kiesling-Hess.

FAB BAC WC, skillfully applied at our East Coast facilities, is a backing especially designed for wall coverings. It adds heft to the fabric without making it overly rigid. And it won't distort the pattern or design of the fabric, as paper backings can.

Thanks to this Kiesling-Hess process, fabrics produced for upholstery, drapery, or other uses, can now be wall coverings, making color and pattern coordination easier.

Of course, Kiesling-Hess can still flameproof your fabric and finish it with Scotchgard* and Zepel®. No matter what the requirements, no matter what the yardage, no matter how delicate the fabric—we'll keep your clients happy and your back away from the wall.

*k h* KIESLING-HESS FINISHING COMPANY, INC.

RESOURCES COUNCIL

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We're very much in business . . . and better in every way that we've ever been!

Sure — there have been a few changes. There are some new faces in our management (along with most of the ones you know so well). And our ownership has changed. As a division of a publicly held corporation; we've been taken over by a strong, solid company that provides us with the Triple "A" financial back-up that puts us on a sounder basis than ever.

We're ready — as we've never been before — to serve you better and faster . . . . with a broader range of fabrics . . . . at more attractive prices . . . . than we've ever offered.

See what's going on at Prismatic. Ask for samples of the latest additions to the line. Write — or call us collect. We want to continue to serve your fabric needs.

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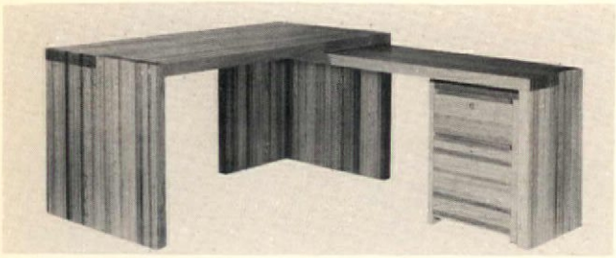
### ENTER BUTCHERBLOCK

Butcherblock makes its way into executive and secretarial areas with the introduction of Thompson Mfg. Co., Inc.'s office line. Including a full selection of desk designs, along with



credenzas, bookcases, and a number of coordinated pieces, the butcherblock collection is durable, easy to clean and maintain.

Circle No. 182 on reader service card

### COCO FIBERS FOR AREA RUGS

Hand-loomed in India of 100 percent coco fiber, area rugs from Import Specialists Inc. are reversible, available in choice of three colors for handwoven-pattern inlays. Designs are predominantly geometric, with several square-within-a-square, three dimensional motifs. Delivery schedules run immediate for stock items, three months for custom imported rugs. All designs are available in 4 by 6-ft., 6 by 9-ft., 9 by 12-ft. sizes.

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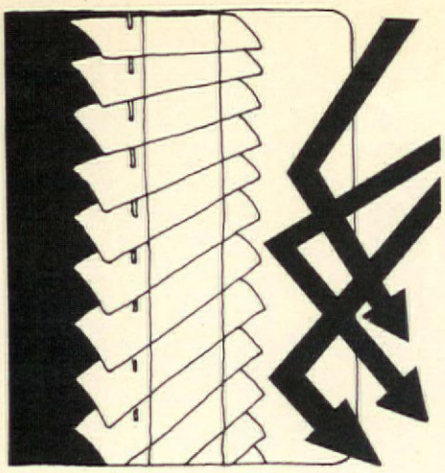

# OUR BLINDS ELIMINATE ANNOYING GLARE

We hear many reports that glare is a nuisance even with tinted or so-called reflective glass. That's why more and more buildings are installing Levolor Rivieras. They are the one sure way to control light—and they can cut AC power costs. Levolor Rivieras come in 76 beautiful colors. For a sampling, send the coupon now, or call.

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### LANDSCAPING ENTERS RETAIL ARENA

Retails stores, museums, banks, and galleries put modular panels to profitable use with Firks Exhibitions Inc.'s Retail Landscape System. Combining back- and front-finish panels with decorative molding (in choice of 32 finishes) and shelf and

lighting hardware, the landscape system requires no architectural support and can be put in place overnight. Panels may be specified in clear or opaque finishes, are hinged to allow for unlimited combination and configuration.

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# With Hardwood Square the Beauty's Free.

*What you buy is Solid Elm combined with Pecan veneer construction, extra bracing, gluing and doweling, and the durable finishes that make Hardwood Square almost indestructible . . . tough enough to stand the abuse it gets in dormitories, lodges, and heavy use installations. We don't charge extra for Hardwood Square's casual, relaxed, elegant air . . . its special beauty that sets a whole new mood in interior decor. Seventeen perfectly coordinated pieces, in a warm brown, lightly distressed finish. Our catalog's available on request . . . why not write for it?* **Extensole-Sparta, Sparta, Michigan 49345**

**Hardwood Square is in use at:**
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DISPLAY • 1753 MERCHANDISE MART • CHICAGO

Circle No. 114 on reader service card

## MANUFACTURERS' LITERATURE

**Traditional seating designs for office and boardroom** are cataloged in Carolina Seating Co's Coventry House brochure. A full collection of arm, guest, secretarial chairs, along with benches and occasional pieces, is illustrated in choice of upholstery fabrics. The presentation closes with index of style numbers, price list, and frame and cushion construction information.

Circle No. 193 on reader service card

**Contract carpeting selector guide** is included in a new brochure from Lees Carpets. The guide lists style, face fiber, pattern number, recommended use and backing, recommended installation methods, number of color choices, and many other helpful hints in choosing the right carpeting for any contract job.

Circle No. 194 on reader service card

**Virtually every lighting style—from traditional to contemporary**—is cataloged in Prestigeline, Div. Weiman Co.'s extensive full-color brochure. Describing and illustrating the complete line of Crystalette lighting fixtures, the publication also includes information on the Kwixtures line of screw-in lamps, battery-operated emergency lights.

Circle No. 195 on reader service card

**All carpet styles manufactured with Kodel polyester** fiber are detailed in a newly published resource booklet from Eastman Chemical Products, Inc. The Spring 1974 edition of the pocket-sized brochure includes alphabetical listings for over 30 mills, carpet names, style descriptions, available widths, color spectrums for more than 90 styles.

Circle No. 196 on reader service card

**Toss-ups between private space or open plan, random plan or grid layout** are effectively questioned, intelligently answered in Steelcase, Inc.'s "Planning Principles for Effective Office Interiors." Documenting principles with case histories, the manual warns against over-all adoption of any plan that fails to satisfy all areas of office needs. Isometric drawings show how differently planned areas can be used—together and separately. Acoustics, lighting, wiring are discussed in terms of present effectiveness and adaptability to change. Separate sections of the manual are specifically devoted to basic office planning precepts.

Circle No. 197 on reader service card

**Three new leg designs, mounting instructions for metal and wood legs,** updated 1974 price list, are all included in Roger Tetu, Inc.'s Series 3000 catalog. The four-color brochure of Canadian-manufactured furniture illustrates—with line and photo—single- and double-pedestal desks, secretarial stations, credenzas, and custom-drawer designs. Illustrations are accompanied by size and materials information.

Circle No. 198 on reader service card

**Ideas cut from wood is the way Austen Display Corp.** describes its assemblage of natural wood, custom-colored display pieces marketed under the name Woodcuts. Individual catalog sections for wire, plastic, and roping designs supplement the Woodcuts presentation. All include information on size and color specification, ideas for store display.

Circle No. 199 on reader service card


Metco makes sitting pretty.

Classic chair, Italian import. Cane seat and back framed in natural beech, or in black or walnut stained wood. Chromed tubular frame.

Classic chair upholstered in velvet, expanded vinyl, simulated suede or C.O.M. Chromed tubular frame

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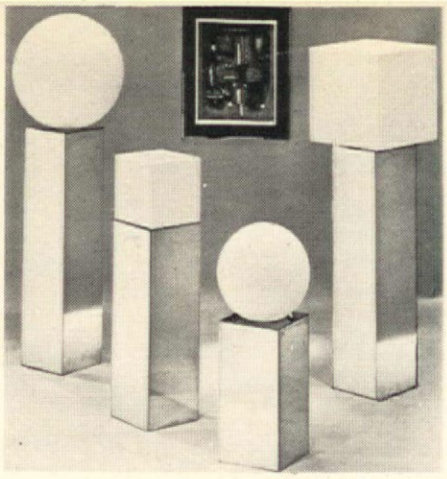
Circle No. 115 on reader service card

the new look in lighting by ROXTER



**PEDESTAL LAMPS**

The cool, crisp, contemporary look of a highly polished chrome column, topped with a seamless, non-breakable, polyethylene globe or cube. Roxter's Pedestal Lamps are available in 10 models, ranging from 30" to 60" in overall height and from $85 to $185 retail . . . to add modern mood lighting to homes, offices, lobbies, etc. Write or call for complete information.

Roxter CORP.

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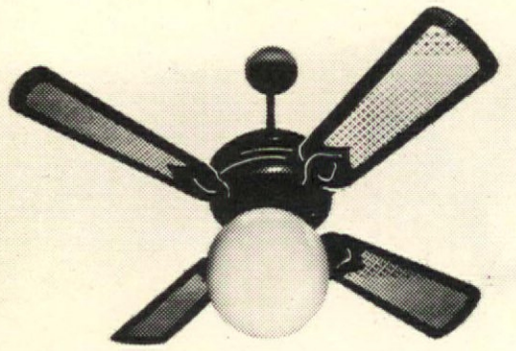

Our basic Ceiling Fanlite...Ideally suited for restaurants, Hotels, Home or Office installation... exciting and unusual...Blades shown in cane,but also available in solid walnut finish or a full range of colors available. For further information please call or write to:

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Circle No. 116 on reader service card

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*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 typewritten 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.*

*Experienced Contract Manager*—All phases to commercials, industrials, colleges, schools, hospitals, nursing homes. Denver based — travel mountain states. Dealer sales possible. Tremendous potential. Salary $200.00 per week plus travel expense with profit share. References exchanged. Denver Interviews, W.J. Gordon, 70 View Dr., Golden, Colo. 80401, (303)279-7697.

*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 Design & Sales:* Contract furnighings and commercial kitchen design for recreational and institutional facilities. Management possibilities! Fast growing young company—New York & Atlanta offices. Resume to: Pete Savitz, Select Service & Supply Co., 370 Lexington Ave., Suite 1401, New York, N.Y. 10017.

*Salesman Wanted*—For manufacturer's representative (institutional and office furniture) located in Washington, D.C. area; limited travel. Send resume, including salary requirements to: Box 942, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

*Representatives Wanted:* Expanding resin table-top manufacturer desires aggressive qualified reps to handle quality line of tables. Most territories available due to major realignment of sales effort. Write, giving lines now selling, area. All corresp. confid. Box 943, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

*Reps Wanted*—Top quality butcher block and chrome line. Several territories open. Reply to Box 944, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

*Sales Rep:* Immed opening major metropolitan office/contract furniture dealer seeking career-oriented male/female for solicitation to top corporate accounts, architects, and designers. Top Lines available. Commission w/expense acct. Please repond with resume to: Box 945, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

*Contract Carpet Dept. Sales Manager*—Major accounts and leads, metro NYC area. Excellent opportunity for a producer of large unit and volume sales. Salary and percentage. Send resume last 5 years. Box 946, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

*Manufacturer's Representative Wanted:* Leading manufacturer of desk accessories, waste baskets, smoking equipment and planters is seeking an organization to cover the Southeast. Send resume with lines presently representing to: Box 947, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

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*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.

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There are FREE postage-prepaid reader service cards bound into this issue of CONTRACT to assist you in obtaining complete information on new products and advertisements. High-speed computers will process your requests and rush them to the appropriate maufacturers. You'll get latest literature and information in a hurry!

Circle No. 117 on reader service card

Judson Studios Announces
A Limited Offering Of
Rare Stained Glass

The Judson Studios of Los Angeles has just acquired the entire inventory of The Stained Glass Division of Whitefriars Glass, Ltd., London. Limited offerings of this exquisite, stained glass —hand-blown according to techniques developed by Powell and Winston—are now available for use in residential, commercial and ecclesiastical windows. For further information about this unique opportunity, write for our brochure.

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