

12/74

Gralla Publication

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

The Super Executive Office:

1982 contract market to hit \$11.5 billion

ASD puts open look in walled offices for J. A. Jones

Luxurious accessories top off desk tops

Atlanta outlook bullish in soft market

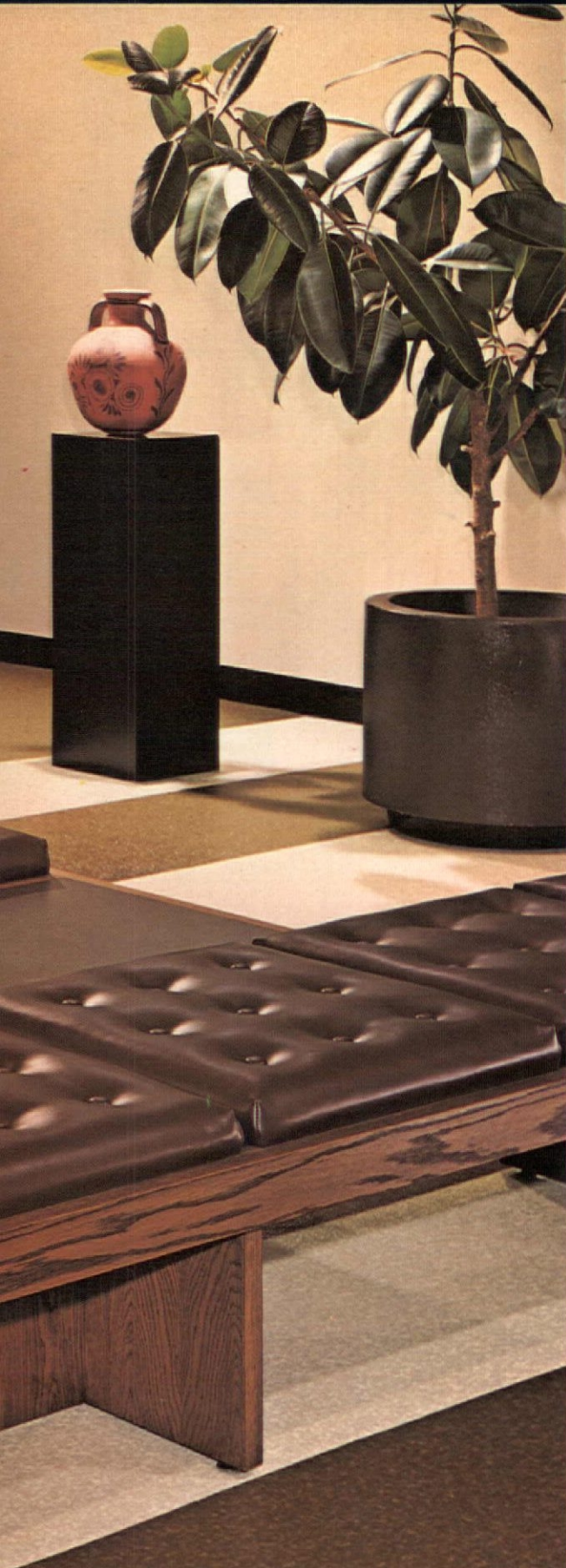
New carpet static control techniques

Dallas/Contract 2 Show re-examines practices



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it's carpet.



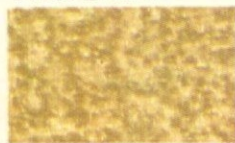
83020 Brown



83021 White



83022 Beige



83023 Gold



83024 Green



83025 Gray-Beige

The Quiet Zone pattern illustrated here is called Grand Central.

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P. 52



P. 72



P. 83

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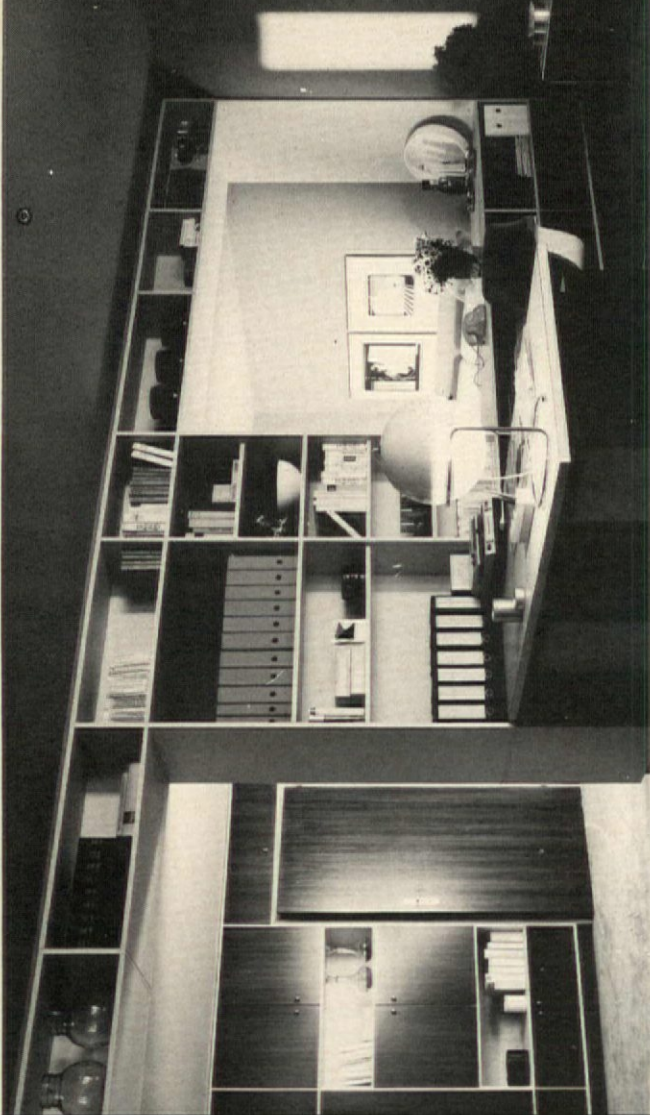
COVER—The Super Executive Office and the furnishings that make up a market will hit \$11 billion in 1984. They are represented in this cover design by Graphic Artists Appelbaum & Curtis to draw your attention to articles that start on page 49.

- 9 **Contract World: Late Breaking News**
- 44 **Contract World: People/News**
- 46 **Coming Events**

- 49 **THE SUPER EXECUTIVE OFFICE.**
By far the biggest segment of the \$6.4 billion contract market, Super Executive Office design accounts for some 47 percent of total contract sales, with volume upwards of \$11 billion projected for 1982.
- 50 **Super Executive Offices:**
Chairman/President's office, Peabody Galion Corp.; Interior Design by Bray Schaible Design Inc. Office of Vice Chairman, Celanese Corp.; Interior Design by Bernadene Rand, Ltd. President's office, Curtis Steel Products Co.; Interior Design by H. Chambers Co. Partner's office, Wilke/Davis/Mitchell; Interior Design by Wilke/Davis/Mitchell. Executive vice President's office, Shelter Resources Corp.; Interior Design by Leon Gordon Miller & Associates. Office of Chairman of Board, W.R. Grace & Co., Interior Design by Duffy Inc. President's office, Federal Home Loan Bank of New York; Interior Design by Dietrich & Rosenbaum. Office of Chairman of Board, Continental Materials Corp.; Interior Design by Richmond, Manhoff, Marsh.
- 52 **Super Executive Furnishings:**
Multi-functional furnishings demanded by executives' varied roles become more casual, less segregated from daily office routine.
- 66 **ASD Office Design Breaks New Direction: Closed Offices Have Open Look.**
ASD's design by William Pulgram for J.A. Jones Co., Charlotte, N.C., provides closed offices with completely "open" look, with innovative features.
- 72 **Luxurious Accessories Top Off The Executive Desk.**
Traditional polished wood gives way to leather, chrome, marble, slate, in sets that include everything from candy boxes to card files.
- 76 **Atlanta Design Outlook Is Bullish Despite Architectural Slowdowns.**
Interior space design firms working off three- to-six-month backlogs, some new projects still coming in, lowering of interest rates, expected to ease economy into higher gear by second half.
- 80 **New Carpet Static Control Techniques Proliferate.**
Carpet can now be specified even in hospital rooms and where sensitive data processing equipment is in use as a result of developments in static control.
- 83 **"Dimensions In Contract" Is Dallas Show Theme.**
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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

COMING IN CONTRACT

JANUARY—Contract Consultants—who they are, how they function, what services they provide, and a cross-section listing of consultants around the country, with profiles in each category, including audio-visual, acoustical, office landscape, carpet, psychological, ergonomic, and lighting specialists. Preview of the Contract Marketplace—New York Show, Feb. 11-13, 1975. Plus—CONTRACT 1/75 Directory—the industry's most complete and comprehensive, up-to-the-minute reference manual for contract furniture, furnishings, accessories, and related products; including alphabetized, categorized listings of all contract manufacturers, showrooms, and directory of associations, societies, and markets, as well as product listings by category.

FEBRUARY—Flammability and all its contract ramifications are examined in depth, with an outline of the industry's most pressing problems, including new developments and safeguards. Preview of American Association of School Administrators Show, Dallas, Feb. 21-24, with a special article on North Senior High School, St. Louis, and a new general-contractor-for-the-interior technique that may revolutionize supplying of furniture and furnishings. Filing Systems and filing product review. And a look at the Dallas/Fort Worth Airport. Also, Carpet Scope: International carpet scene.

Advertising Representatives

New York:

Frank A. Rizzo, William Dahdah, Wallace J. Kluberdanz, Gralla Publications, 1501 Broadway, New York, N. Y. 10036. Phone: (212) 868-0700.

Chicago:

Charles W. Chudek, Gralla Publications, Suite G-1, 8601 W. Devon Ave., Chicago, Ill. 60645. Phone: (312) 588-7622.

West Coast:

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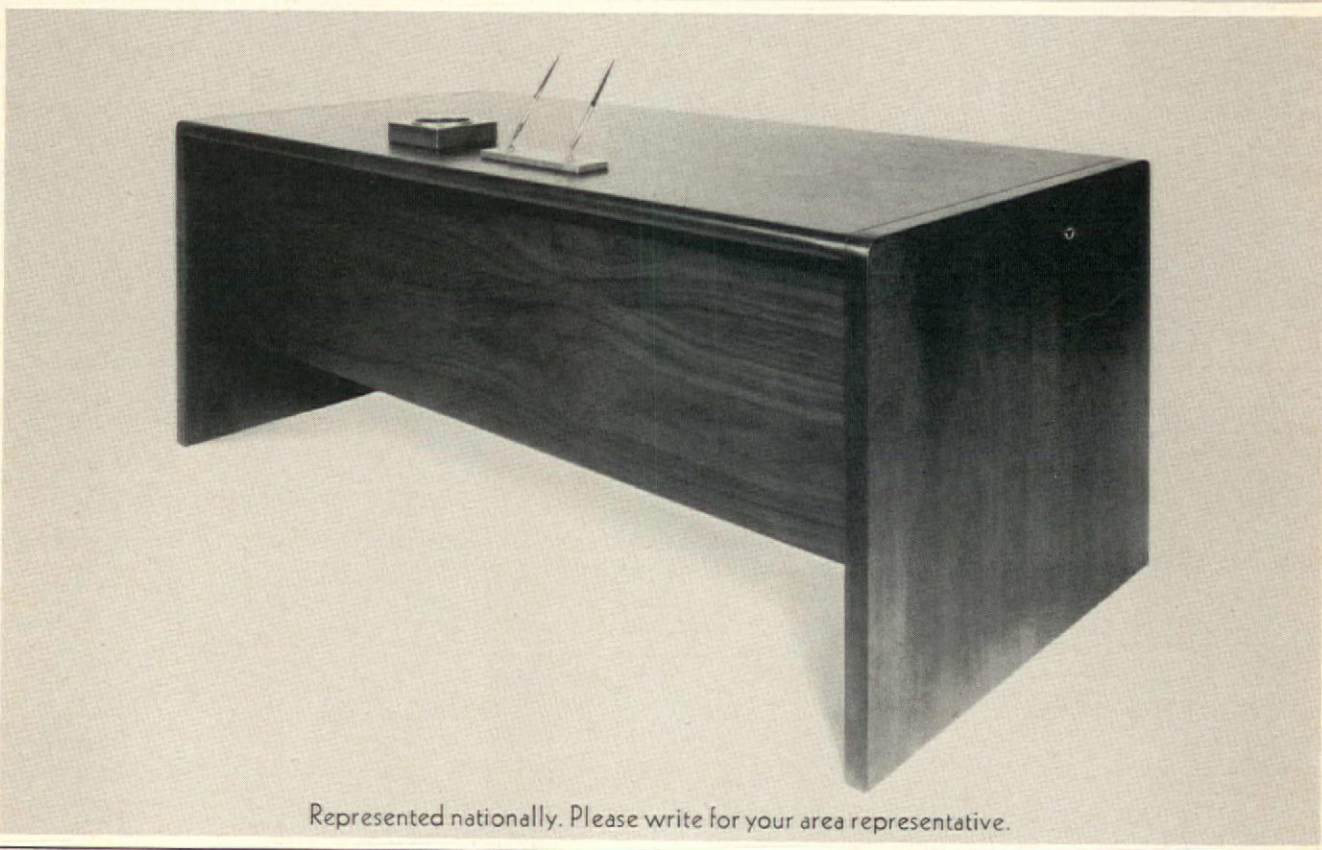


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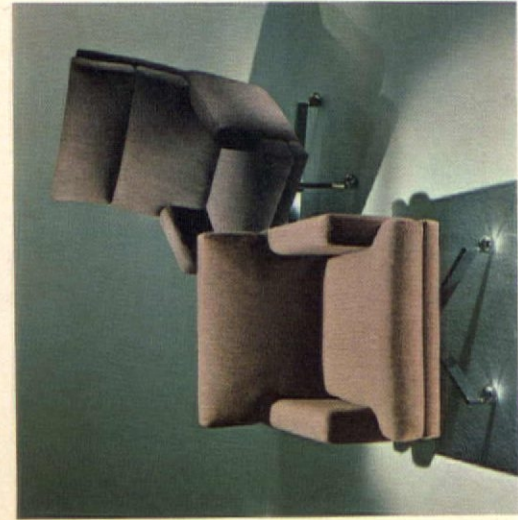
American Seating's Leif Blodee Executive Chair Group

Generous proportions of pillowy comfort and mirror chrome. Dressed in deep-tufted soft leather, vinyl or nylon upholstery from an integrated collection of subtle patterns and deep colors. And design coordinated with

American Seating's distinctive Blodee Lounge System of chairs, benches and tables.

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People come in different sizes. So should chairs.

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Medium
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Medium Chair



Westinghouse now offers you a system of truly comfortable office chairs. People-oriented. Job related.

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The seven basic models shown expand into an almost infinite variety of other chairs with:

- 2 Seats
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- 4 Adjustments
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Large
Work Chair



Large Chair



Large
Work Chair



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ASD Chair Group



Risom is product designer agent

New York City—For the product designer who needs protection from the manufacturer and the manufacturer who needs protection from the product designer, an agent who protects them both: Niels Risom, former President of Jens Risom, Inc., has established a consulting service as agent for product designers.

Called Ennar Ltd., an acronym for

Risom's initials, the company has enlisted a stable of outstanding product designers who are represented by Risom in dealings with manufacturers in need of new product design.

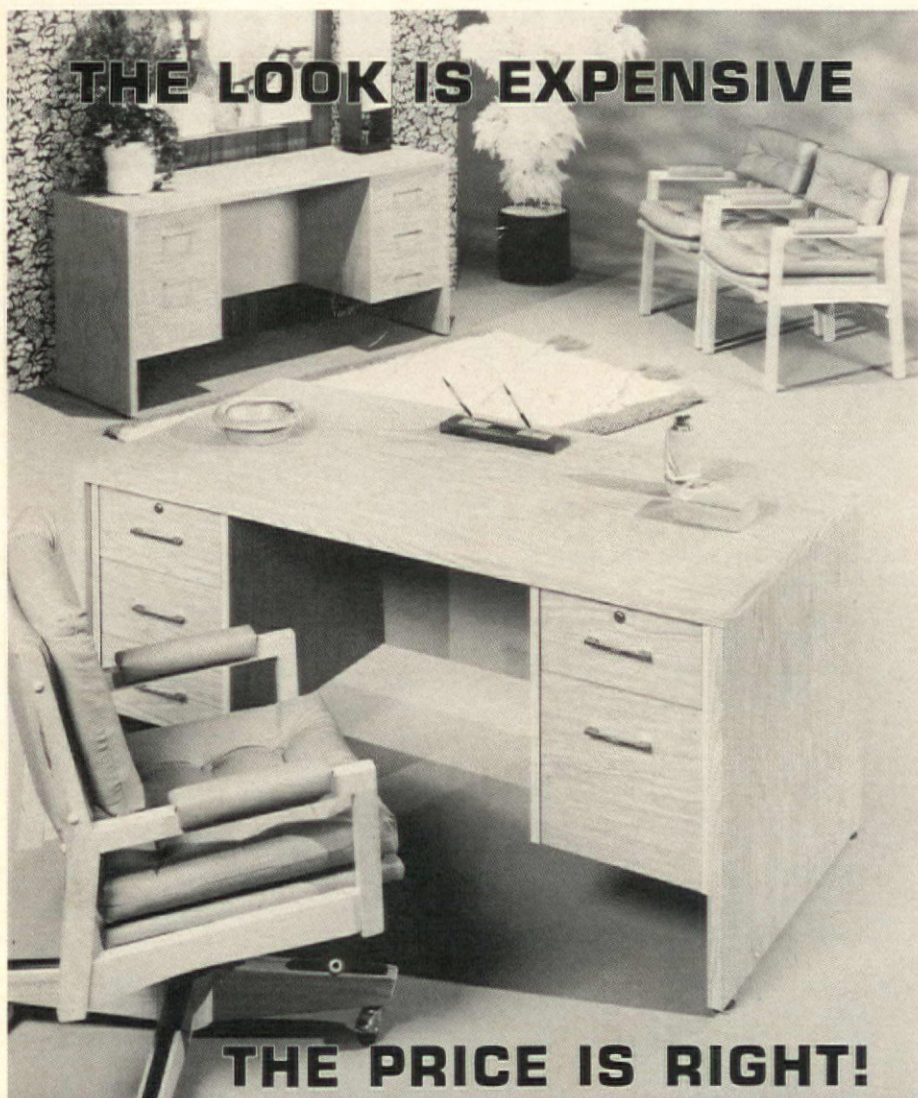
Risom points out that the benefits flow both ways. "I go to the manufacturer in need of design with carefully screened designers, thus saving the manufacturer the chore of screening," says Risom, "and present the talents of my designers, some of whom are Americans and some Europeans.

Part of the presentation is a slide show that showcases products that have been successfully designed and marketed by my designers."

There is no cost for the service, according to Risom, who points out that many designers are neurotic about dealing with manufacturers. "I hold hands for both of them as an intermediary," Risom says.



"I go to the manufacturer in need of design with carefully screened designers, thus saving the manufacturer the chore of screening, and present the talents of my designers." —Niels Risom, President, Ennar Ltd.



THE LOOK IS EXPENSIVE

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Historic Amster Yard is site of new Celanese House

New York City—Amster Yard, officially designated an historic New York landmark by the Landmarks Preservation Committee in 1966, is the site of the newest Celanese House, reflecting the firm's home fashions statement—color, design, and new fabrics development.

The actual building, 213 E. 49 St., was built in 1870 and is part of the picturesque L-shaped courtyard complex named for James Amster, who originated the idea in 1946.

Four nationally known designers, Dorothy Paul, FAID, Los Angeles; Joseph Bras-



well, New York; Russell Stanley, AID, San Antonio; and J. Neil Stevens, Chicago, worked on the house, not as a team but individually on specific areas. Each designer was given hypothetical occupants with different points of view and divergent living requirements, for which to design.

A tour of the house may be arranged by appointment only, through Ms. Barber, Celanese Fibers Marketing Co., 212/764-8866.

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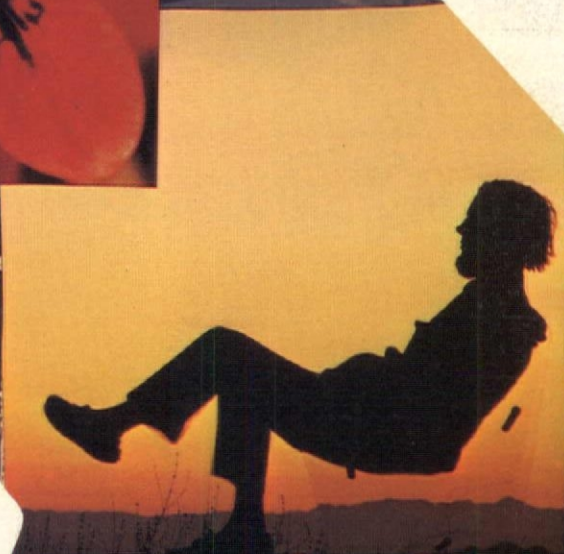
Come. Experience the California Lifestyle. The bold, liberated happy life. Interpreted for the rest of the nation into exciting, progressive, unique home furnishings. By California's own designers, as only they could do it.

This is more than a market. It's the first step in an extensive program to introduce the California way of living to the world. A program destined to change the way America lives.

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But hurry. Because you don't want to miss it. After all, the way Californians live today is what you'll be doing tomorrow.

An experience in living.



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.

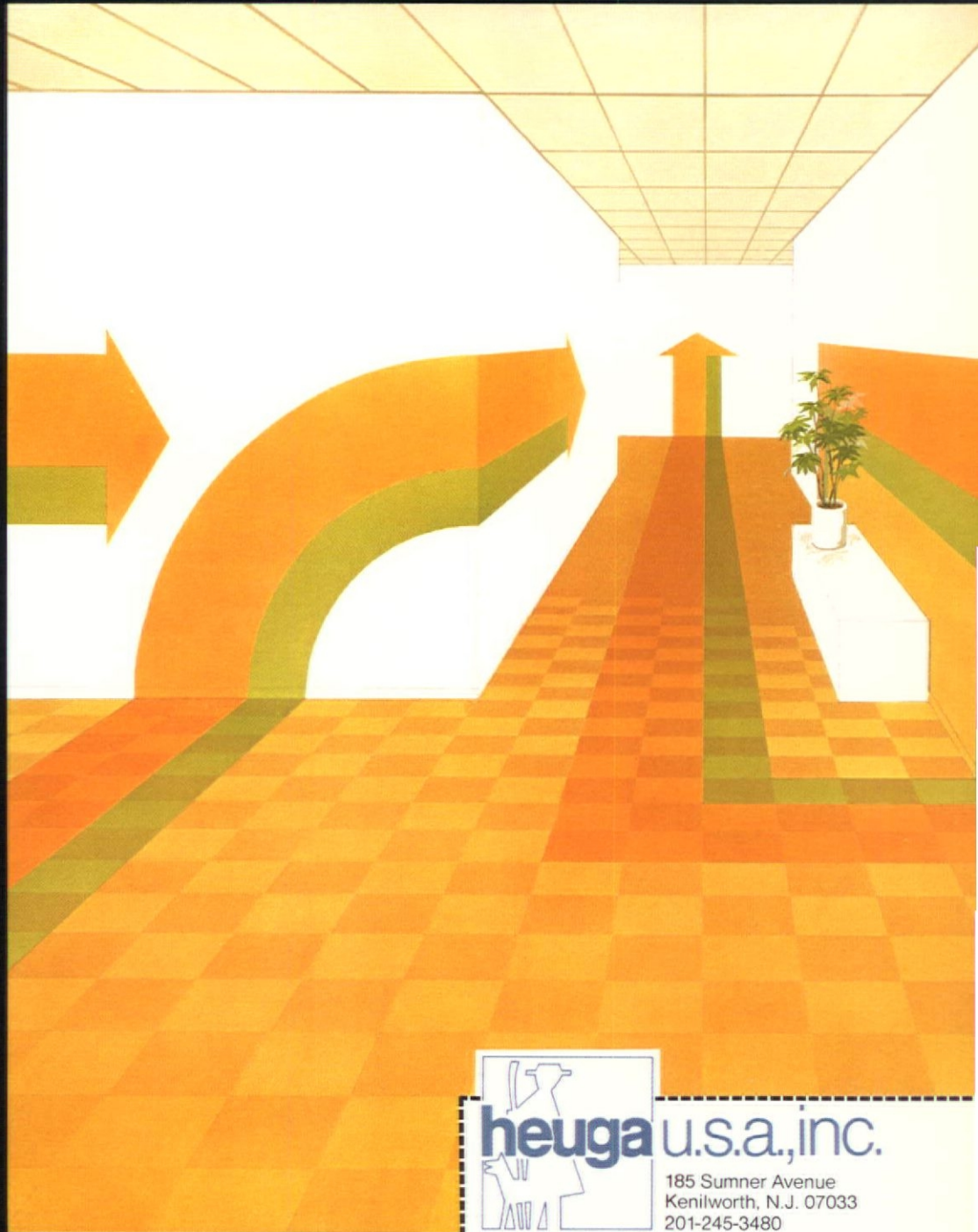
Heugatile beauty lends an air of luxury to any interior. And produces perceptible effects. Improves the working atmosphere of an office, the selling atmosphere of a store, the study atmosphere of a schoolroom.

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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What it adds up to is enough material to make Arnold Palmer your store's personal spokesman.

And unlike most advertisers who have a \$10,000,000 prop-

erty talking for them, you can have Arnold Palmer for the asking.

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

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Sunar all Systems

F2 Work Walls

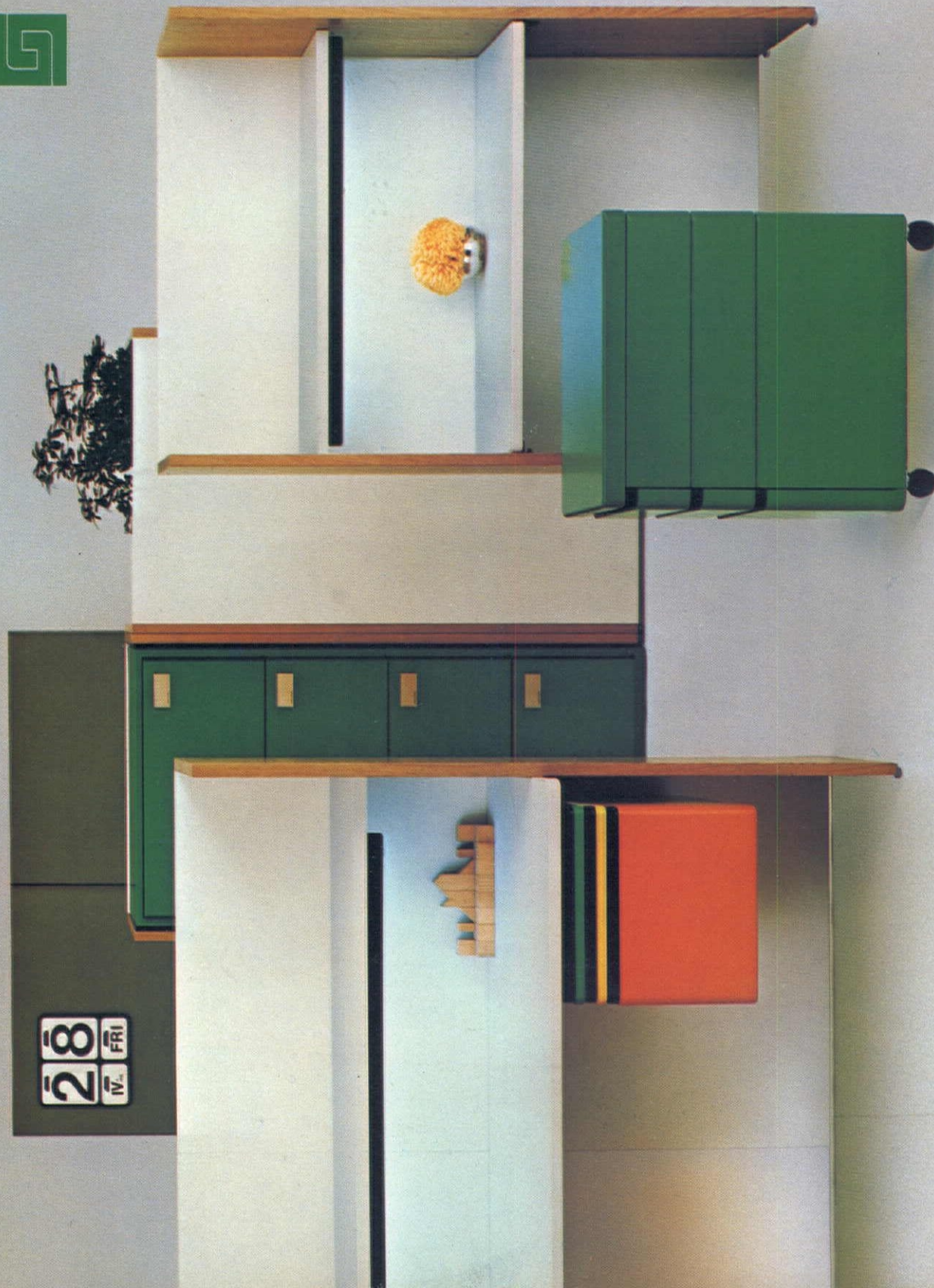
Wood shells become practically any kind of work station desired when tops, shelves, all Systems drawers or Uniwall cabinets are added.

The shells are the same height as other Sunar Systems modules—56 and 69 inches. Widths are 33, 39, 48 and 66 inches.

F2 Work Walls coordinate in function and design with F2 desks.

Make with them what you want.

Designer: Douglas Ball



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Showrooms and representatives
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U.S. linoleum production ceases after 65-year run

Lancaster, Pa.—After a continuous run of 65 years, Armstrong Cork Co. has terminated all linoleum production, marking the end of that product's production in the United States.

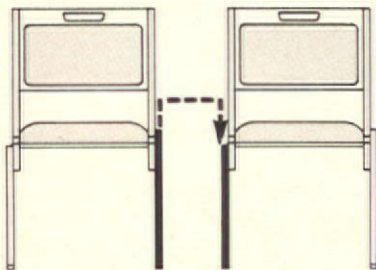
"The end of linoleum," explained James H. Binns, Armstrong President, "can't be viewed in the same light as, for example, the buggy whip going out of production

because of the coming of the automobile. "I like to think of our modern vinyl and no-wax sheet materials and tiles as the 'children' of linoleum. After all, linoleum put Armstrong on the map. The reason we're discontinuing it is that other products—the 'children'—have come of age."

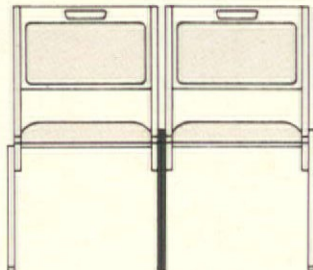
Since Armstrong linoleum first came off the line in 1909, over 957 million square yards of the flooring have been purchased. One pattern in particular was responsible for a production tally of 42.25 million square yards since its introduction in 1931.

Perhaps the story is best summed up by Binns. "The word 'linoleum' has become a blanket term in the American vocabulary. It's often used to refer to any kind of resilient floor. Linoleum was, and still is, a good product, but it had been on the market for 65 years, and that's a bit like marketing continually improved versions of the Model T. The end had to come sooner or later.

"The term 'linoleum' will probably be in the dictionary centuries from now, though, and that's about the greatest testimony to a flooring product and its widespread acceptance that I can conceive."



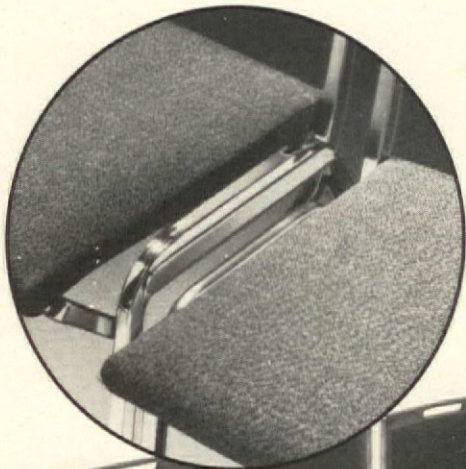
Left leg is higher...



to fit over right.

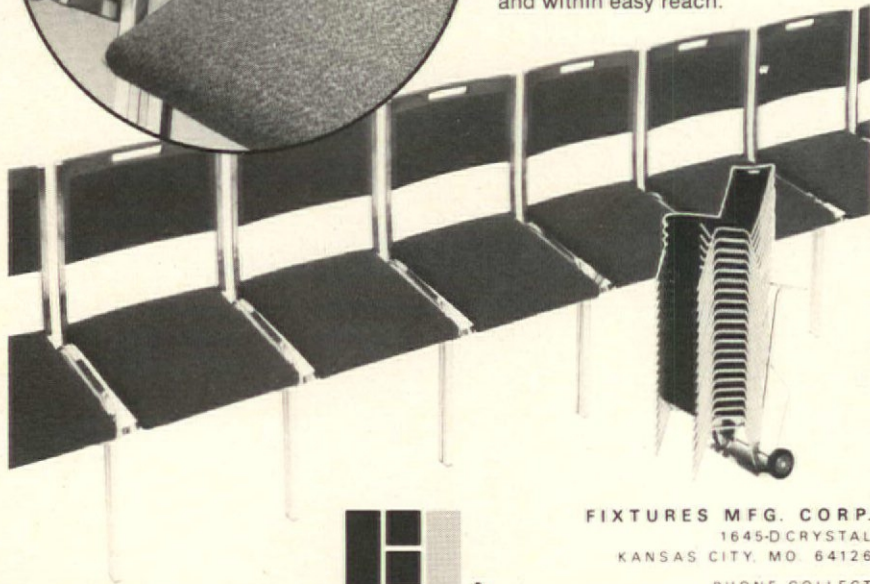
now you see it...

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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Commercial Furniture in Advanced Design
Current Catalog 1-73

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A line inspector corrects minor imperfections in part of the August 9 run of Armstrong's most popular style of embossed linoleum. This was the final run in the sixty-five-year history of Armstrong linoleum.

Eppinger plans extensive expansion

New York City—Eppinger Furniture, Inc., has announced a major expansion, moving executive headquarters and general offices to a new building, now under construction at Fairview Park, Elmsford, N.Y. (contrary to an earlier report run in Contract World; People/News, 10/74).

The site, an office and industrial complex, will include new and expanded manufacturing facilities, warehouse space, and display areas. The firm's present showroom at 306 E. 61 St., New York City, will be expanded to incorporate the space now occupied by company offices.

The move, initiated in order to increase capacities in the growing open plan office systems field, will group all of the firm's facilities under the same roof for the first time, thus increasing productivity.

CLOSE UP QUALITY

In this era of material shortages and labor problems, quality often takes a back seat to production. Not so with Old Hickory. Close attention to detail and modern manufacturing facilities make possible a large volume without sacrificing quality.

We've adopted the theme "Close Up Quality" and invite the most discriminate of buyers to take a close look at the Old Hickory line of furniture.

Send today for our new "Close-Up" catalog.



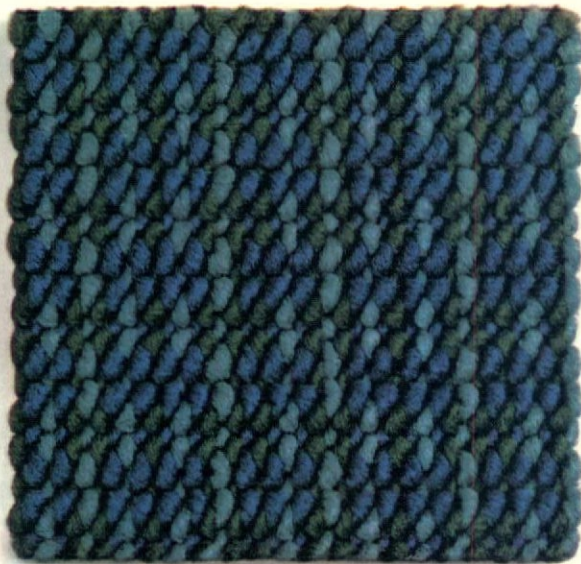
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Expect quality carpets
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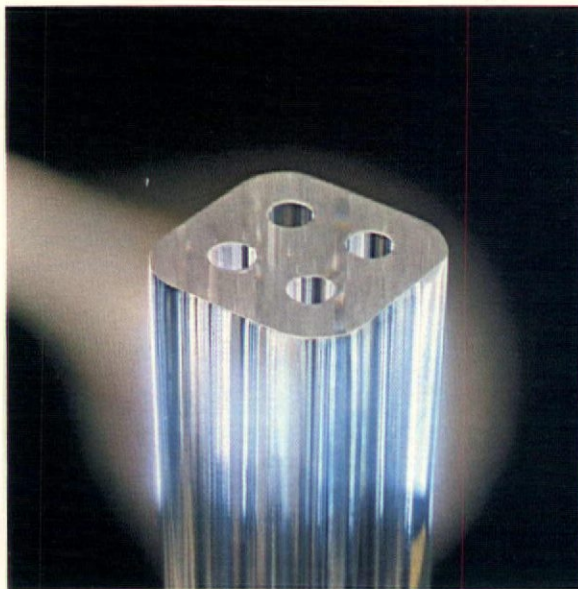


to be in Antron[®] nylon. look to last.

Pomeroy's in Harrisburg, Pa., working through the Allied Stores Store Planning Division, wanted their newest branch in the Colonial Park Shopping Center to stay new looking with minimum maintenance. For their Children's Wear and Shoe Departments, this level-loop, patterned carpet woven of continuous filament Antron* nylon was chosen. Allied designers like the performance of "Antron" and say they will use more of it as new stores are built.



What you see is what you'll get for a long time. "Antron" is a soil-hiding carpet fiber. It is the leading commercial carpet fiber brand with more than twice the available styles in "Antron" than those made of the next brand. Its ability to diffuse light helps blend soil concentrations into the overall look of the carpet (normally they would show up as spots). Also, being nylon, "Antron" gives carpet exceptional durability and crush resistance.



How "Antron" keeps carpet looking fresh. Its continuous filament structure is remarkable, as simulated in this greatly enlarged model. The four microscopic holes scatter light to minimize rather than magnify the dulling effects of soil, while maintaining an attractive, subdued luster. This property of the fiber, together with its outstanding wearability, helps the look of the carpet to last.

NEW! "Antron" III nylon for static control is now available in selected styles.



For more information about "Antron," talk to your mill representative or write to Contract Specialist, Du Pont, Room FF, Centre Road Building, Wilmington, DE 19898.

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

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 polyesters and acrylic/nylon blends
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Gulistan
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 to grind

Impartial professional advice is one of the most important extras we can offer. We know commercial carpeting. We know that no one fiber, texture or construction is right for everybody. So we make and offer all the important types and grades.

We care what you specify—our motives are the same. We seek what you seek. Carpet with performance characteristics to insure future satisfaction.

We could go on and on about prestige installations. We could drop big names, list

hundreds of banks, hospitals, schools, etc. talk about the millions of yards installed, but what's the point? J.P. Stevens is one of the world's largest in textiles, since 1813, employing over 43,000. Gulistan's hard-earned reputation goes back over 50 years.

We have no axe to grind. We'll send a commercial carpet specialist, a real pro, so you can work out precise carpet specifications together.

Call us, or circle the reader service card.

Gulistan Carpets BY **J.P. STEVENS**



AMBIA

A splendid, majestic blend of the classic and the contemporary. Bringing together all the warmth and beauty of natural wood with the very latest advances in design technology. Attractive, inviting, practical, pleasing. *Ambia*. The best of two worlds.

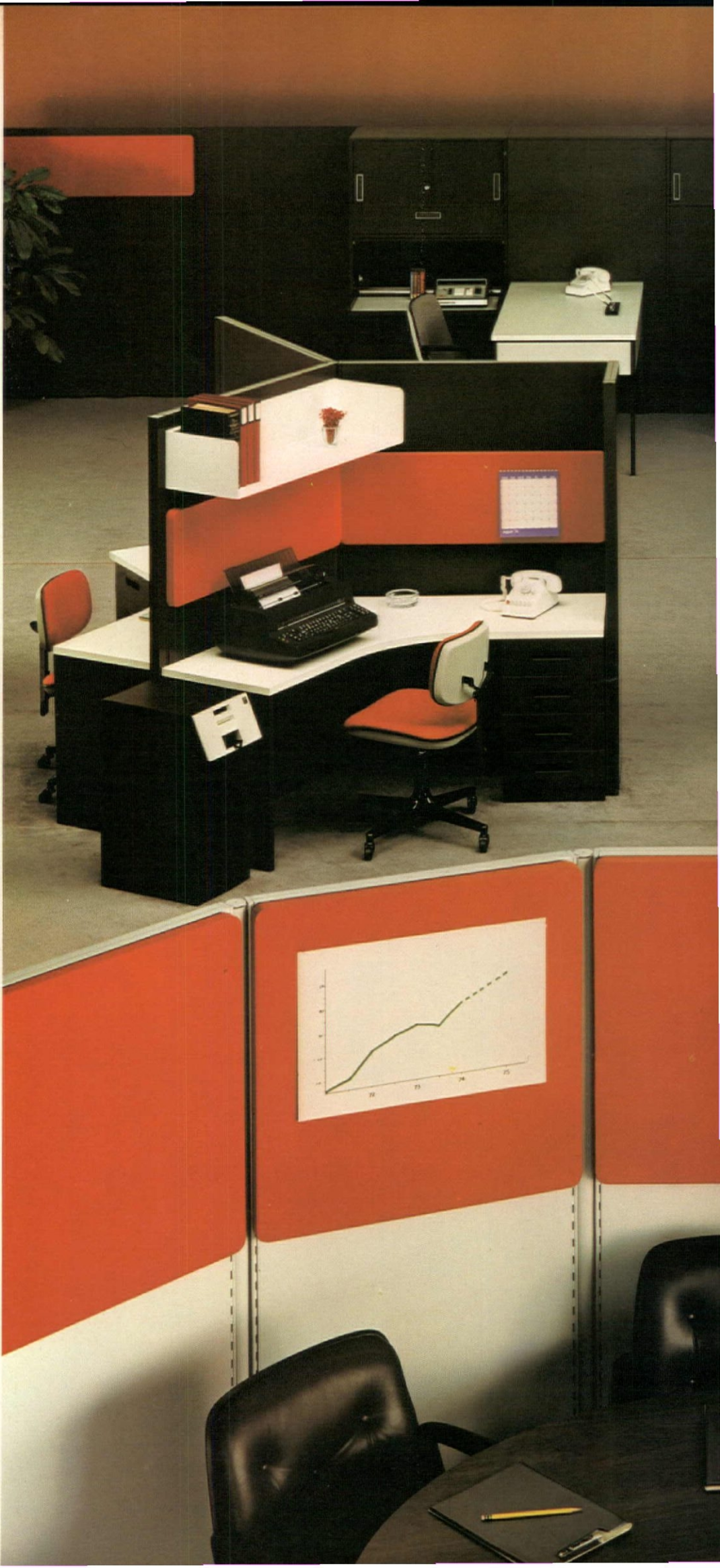


PRYMA

It's great to look at, clean-cut and contemporary. And truly luxurious, especially contoured for extraordinary comfort. A high-quality chair that gives that extra touch to any office. Attractive, adaptable, available in a choice of many colours. *Pryma*. It belongs behind your desk!

Choralia International Ltd.,
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Telephone: (514) 688-6841
Telex: 05-25199

**The GF
Environmental
Systems Program
turns plans
into reality.**





Your most ingenious plans become realities because the GF Environmental Systems Program gives you so much with which to work.

Color, for instance. There are sixty-four more colors available than those you see here.

And panels. Panels that can be placed together at any angle from 90° through 270°.

The Action Arc

There are Action Arc (120°) worksurfaces, developed for word processing stations and panel-hung tops that can be set at any height.

No matter what your client's business, the GF Environmental Systems Program will meet the needs of that business. (Even when he is working with the tightest of budgets, you can employ ESP with some of the furniture he already has.)

Expansion Plans

You can plan for expansion, because ESP panels can be moved overnight. And moved without damage because they are steel. Another benefit of steel is its fire resistance. (Even fabric-covered ESP panels can be treated to resist fire.)

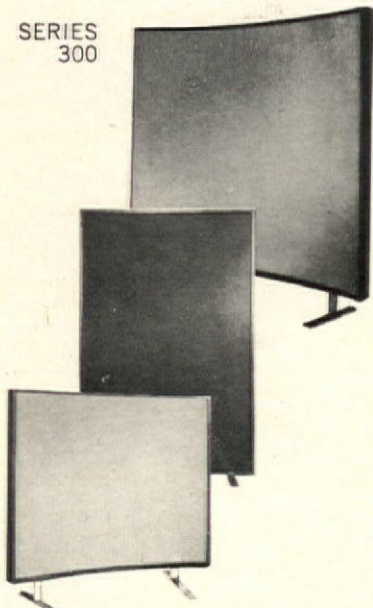
When your plans call for the open office concept, contact your GF representative. GF Business Equipment, Inc., Youngstown, Ohio 44501. In Canada, Toronto, Ontario.

 **Office
Furniture
Systems**
GF Business Equipment

Circle No. 23 on reader service card.

America's Finest Acoustical Partitions

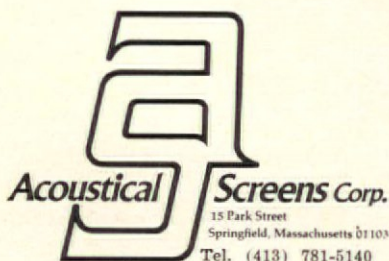
SERIES
300



- WOODEN EXTERIOR FRAME (all sides)
Mitered Corners
Frame can be removed for easy maintenance
No exposed hardware
Hand-rubbed oil finish
- POLISHED CHROME-PLATED LEGS
Low profile, no tripping hazard
Grip pads
Glides (optional)
Interior leg extension for maximum stability
- PANEL THICKNESS IS 3½" NRC .95
Open or closed bases
- FABRIC OR SURFACE COVERING
Burlap (flame-treated)
Dyneel (flame-proof)
Corkboard

Prices on request for custom-designed partitions
Delivery is six to eight weeks
Unconditionally guaranteed for one year
Qualifies for U.S. 7% investment credit

"Craftsmanship that endures"



Circle No. 24 on reader service card

CONTRACT WORLD

IBD professional seal now available

New York — Members of IBD may now order individually numbered professional seals, to be used as identification on drawings, plans, or documents related to work. Each personal number is registered at IBD



National Headquarters and may be used as a professional reference if needed.

One-time charge is \$20 plus \$1.50 for mailing, and the seal must be returned in the event of termination of professional membership. Offer is available only to IBD Professional Members.

New heights on Dallas World Trade Center leasing

Dallas — Construction of a heli-pad for helicopter landing atop the new World Trade Center building, Dallas, was completed this month.

"We are delighted to have Helix Air Transports as a new lessee," said W. E. Cooper, President, Dallas Market Center, "and feel that many foreign dignitaries and



other VIP's who visit our World Trade Center monthly will find this heliport an exciting and time-saving service for transport to and from the airport."

"Customers come in from all over the Southwest for real estate surveys," adds Max Stone, VP/General Manager, Helix Air Transports. "These are usually executives with realty firms or developers of raw land who need to check out areas in the Metroplex."

GFI offers binding six-year guarantee, Rolls Royce

New York City — Celebrity Lynn Redgrave selected the winner of a Classic 1954 Silver Dawn Rolls Royce, grand prize in the most extensive sales promotion program ever launched by General Felt Industries.

The promotion was prompted by a technological breakthrough in carpet manufacture, leading to the introduction of the St. Tropez Collection of GFI's "Million Dollar Carpet" line, made of Phillips Marvess Olefin Fiber. The line carries a six-year guarantee, reputedly the most binding ever offered for brand name residential and contract carpet installations.



Lynn Redgrave, star of Broadway's "My Fat Friend," and Ruth Warwick, co-star of "Irene," assist Jordan Issackedes, GFI President, in picking the winners of GFI's Million Dollar Carpet Contest in Shubert Alley, New York City.

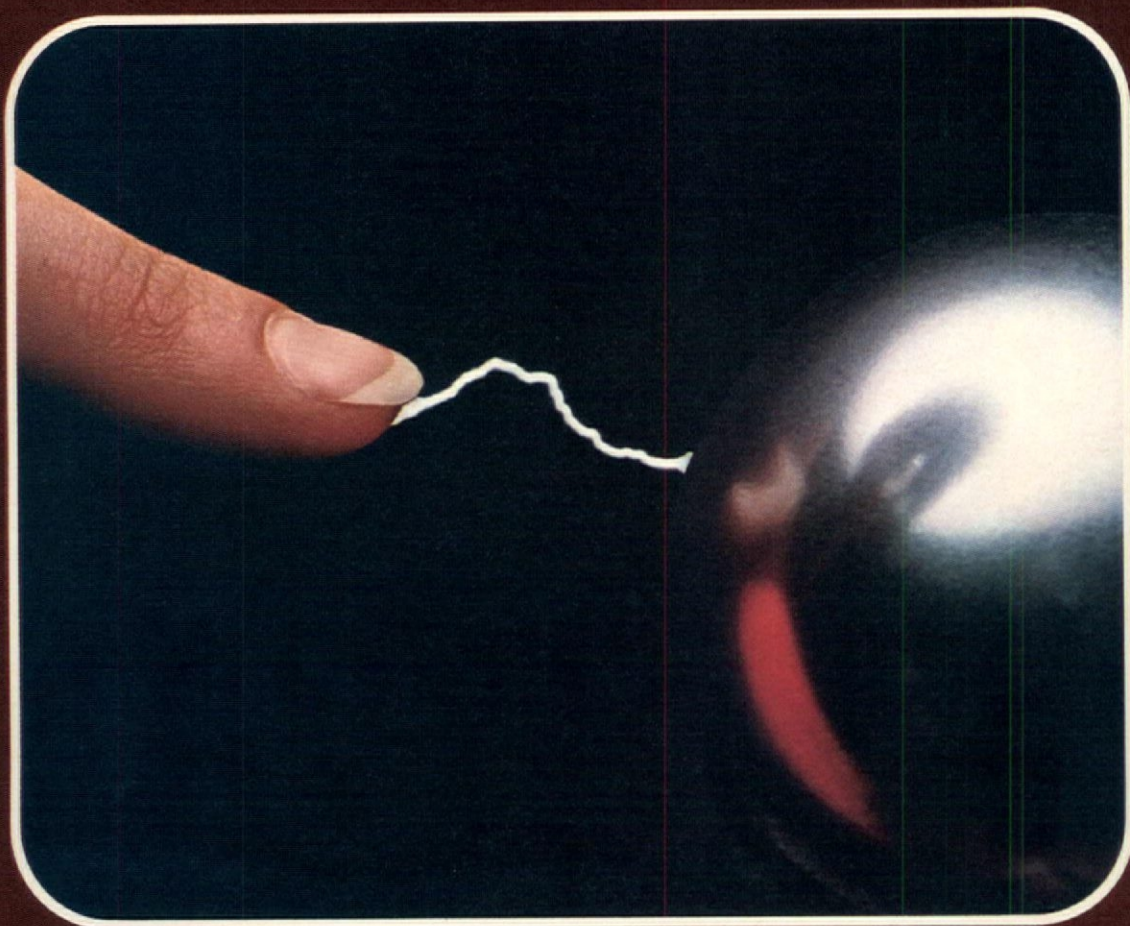
West Coast gears up for momentous summer market

San Francisco — Mart 2 is striving for a July 1975 opening, concurrent with the Summer Home Furnishings Market (July 13-18) when the new Exhibit Hall of Mart 2 will host the San Francisco International Furniture Fair.

Compounding interest and excitement, California Contract Show opens July 16-18, featuring Mart non-residential exhibitors, Design Resource Mart exhibitors (Mart 2), and 50,000 sq. ft. of show-time-only exhibitors in Brooks Hall, near the Civic Center. The entire event is sponsored and operated by the Western Merchandise Mart.

In addition to a broad range of exhibit categories, California Contract Show will host a program of seminars and idea exchange sessions, planned with the assistance of an advisory committee of designers, architects, space planners, and end-use executives.

For more information, contact Leonard Rogers, General Manager, Western Merchandise Mart, 1355 Market St., San Francisco, Calif. 94103; tel.:415/552-2311.



A carpet that passes our Static Generation Performance test can never give you a shock treatment.

Most carpets for hotels, offices or other contract uses have some sort of static control system. However, most of these systems do not keep the static out permanently. Our system does. For we not only engineer static control into Dow Badische fibers and yarns, we performance-test the carpets made from them in our lab—to make sure no shock has slipped in during construction.

Our Static Generation test determines, under controlled temperature and humidity conditions, that static electricity build-up and discharge caused by foot traffic are kept below the average level of human sensitivity. We even give carpets that pass our Zefstat™ Anti-Shock Carpet[®] Guarantee that ensures static control for 5 years or for the useful life of the carpet.

We also put carpets through seven other tough lab tests for tuft bind, flammability, light fastness, compression and abrasion resistance, delamination, wearability and appearance retention. They are only entitled to carry our well-known Performance Certification label if they pass them all!

The next time you specify contract carpets, look for the ones that carry our Performance Certification and Zefstat labels. They will never give anybody a shock treatment. Write for our Contract Carpeting Selection and Specifications Guide.

CREATE[®] is a service mark of Dow Badische Company.



Dow Badische Company
Create[®] Center
Williamsburg, Va. 23185
(804) 887-6573



CARPET

**PERFORMANCE
CERTIFICATION**

Zefstat™ is a trademark of Dow Badische Company.

Réception à la Grande Galerie Olympus

At a recent sneak preview in our waterfront gallery, a select group of critics were awed at the quality and size of "The Sixties Suite," signed, original, limited edition graphics for commercial interiors.

They questioned our printing process and were told that the vibrant colors were attainable through serigraphy. Others asked about the framing and we explained that the prints were hinged, linen-matted, covered with optically-clear acrylic for protection and encompassed in chrome. And sizes? Not what one would call petite, from 57"x57" to 59"x72".

The most frequently asked question however was why we chose this particular spot to show? Our answer was simply, "we thought it would be fun."

display showrooms:

Los Angeles: Fred Graff, 1933 S. Broadway, Rm. 1204.

San Francisco: Yvonne and Brant Brereton, Ice House #1, 151 Union St., #107.

Seattle: E.F.P., Inc., Design Center-Northwest, 5701-6th Ave. S.

Denver: R.M.L. Associates, Denver Merchandise Mart.

Dallas: The Showroom, 390 Dallas Decorative Center.

Houston: Cliff Reed, 130 Houston Decorative Center.

Detroit: Harvey Miller, 15900 W. Ten Mile Road, Southfield.

Cincinnati: William Johnson, 2478 Walden Circle Dr.

Philadelphia: Straff-O'Reilly Associates, 2313 Chestnut St.

Atlanta: Joe Sherry Associates, 114-16th St., N.W.

Miami: Joe Sherry Associates, 266 N.E. 60th St.

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For total contract fabric service
now there's ONE name to remember

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CONTRACT FABRICS

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Now, Riverdale and Seneca combine their contract fabric facilities under one new name, Specifier Contract Fabrics. Busy specifiers in the hotel/motel, institutional and planned environmental fields can save time and trouble by coordinating their total contract fabric needs through one source. Choose from a vast collection of designs in an endless variety of textures and exciting colorways in fabrics, manufactured bedspreads, and draperies. Or, our designers will create special patterns to fulfill your custom projects.

Specifier Contract Fabrics . . . a new and efficient way
to meet all your contract requirements through

ONE source

ONE Decision:

The most important one you can make—call Specifier Contract Fabrics—for one contact that is responsible for the entire project, from inception to completion.

ONE Firm Delivery:

Scheduled to meet your completion date.

ONE -of-a-kind:

Ask about our new Design Program. A unique concept that allows the designer/specifier to express his professional expertise with customized color options and a choice of fabrics. Working with an extensive collection of patterns and colorways you can now create your own color combinations.

ONE Number to call:

(212) 679-3636 Ext. 410-417. Ask for Joe Perry.

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BEDSPREADS & DRAPERIES

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DIVISION OF UNITED MERCHANTS AND MANUFACTURERS, INC.

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The Quality Showroom for the Trade

Here, in one building, are fourteen beautifully appointed showrooms displaying furnishings, both traditional and contemporary to suit both residential and contract requirements. Come, visit us—enjoy the unhurried, gracious hospitality which has never been a lost art at The Decorative Arts Center. And, plan to meet your friends and relax in the privacy of our "Designer's Lounge" on the main floor.

BRUNOVAN

DUNBAR FURNITURE

FICKS REED

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DESIGN CRAFT

ROMWEBER

SMITH & WATSON

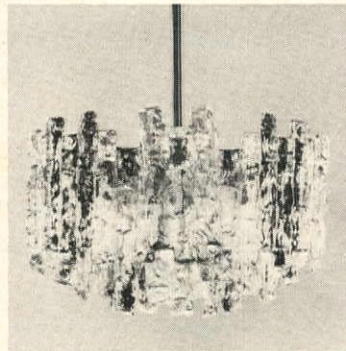
THONET INDUSTRIES

TURNER, LTD.

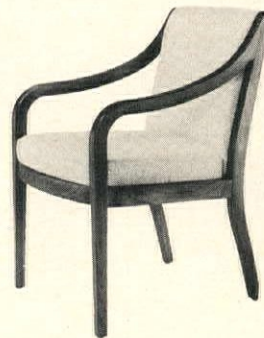
WOOD & HOGAN

LEE L. WOODARD SONS

WYCOMBE, MEYER



LIGHTING ASSOCIATES



THONET INDUSTRIES

TURNER, LTD.



Decorative Arts Center

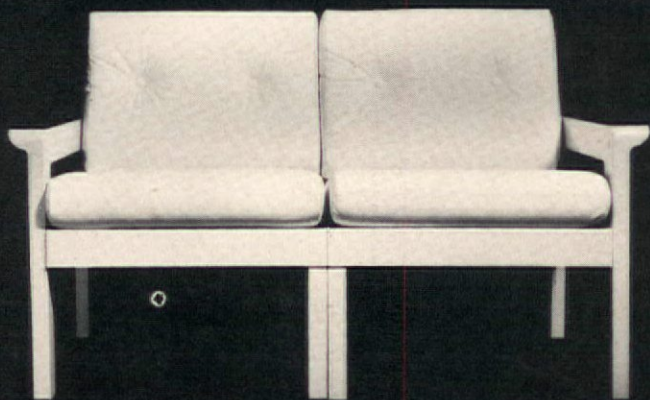
305 East 63rd Street, New York, New York 10021

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Our Chair,



is our Love Seat,



is our Sofa.



Because our furniture is modular and plastic.

First, it's modular. Two chairs quickly bolt together into a cozy love seat. Add another chair and our love seat becomes our sofa. You're never stuck with an odd-size piece because Syroco's Lifestyle furniture is as changeable as your needs.

Secondly, it's plastic. Tough, rugged, high-impact thermoplastic. It can take the abuse of the busiest office or hotel, and still shine. Because the colors

are molded right in; they can't chip, scrape, or crack off. High-impact thermoplastic is easy to maintain, and easy on any decorating budget.

Modular, plastic, and available in your choice of frame colors and Herculon or Naugahyde cushions.

When it comes to practical contract furniture, there's nothing like Lifestyle by Syroco. Qualified contract representative inquiries invited.

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.

superbly done in teak

The dictionary defines Superb as majestic, noble, rich; of supreme excellence or beauty. Teak is defined as a hard, yellow-brown wood used especially for ship building. In these definitions lie the basis of the two greatest strengths of Robert Newton Business Furniture.

First is our golden Burmese teak. It's the finest, most durable wood, finished to perfection with our exclusive "Satin Finish." Second is our superb styling by Fern Tardif, and unmatched craftsmanship. Combine these with component versatility and regional warehousing and you have the ingredients of the Robert Newton success story that is rapidly sweeping across the United States.

We've been marketing teak business furniture less than two years, but we've been making elegant teak furniture for more than 18 years. Our parent company builds seagoing yachts and motorships, all with luxurious interiors and matching furniture of handcrafted Burmese teak. There is no compromise at sea for

integrity of design and strength of construction. Our boats and boat furniture have won a world-famous

reputation through excellence of design and construction. Robert Newton Business Furniture gives you that same built-to-last strength through integrity of design and quality of materials and craftsmanship.

All-mahogany plywood is used; 13 ply sides and 9 ply tops. No particle board,

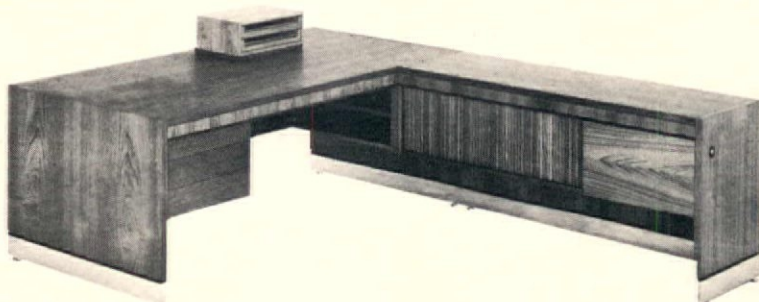




no softwoods. Hardwood frames throughout. Each drawer and component is a complete structural module within itself; glued, fastened, blocked, finished and protected . . . adding to the overall strength of the finished unit.

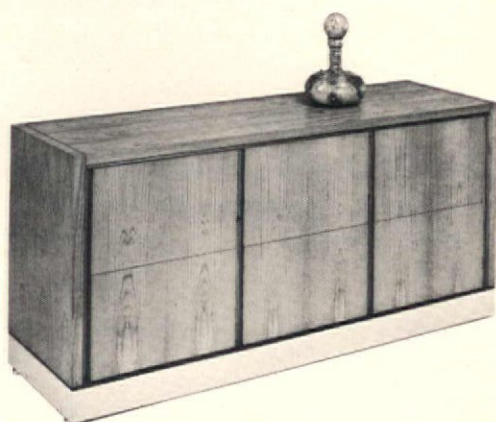
Component versatility and regional warehousing allow us to offer "Delivery Now" on any of more than 6000 different units. When we say "Delivery Now" we are emphasizing our built-in ability to meet your needs FAST . . . with a precise application of design and function.

Five basic design groups allow you to work with every type of decor from antique to modern. The off-the-floor C Series combines timeless design with expanded function. The stylish four-group A Series is the most

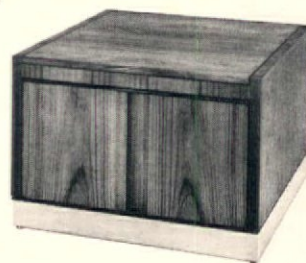


versatile in the industry with rosewood inlays, variable depth modesty panels and a choice of four accent bases. The line includes desks; returns; credenzas; tambour door and sliding door components; files and bookcases; desk-top letter and card-file trays; coffee and end tables; wall tables and credenza desks; special U-shape arrange-

ments; wastebaskets; hand-sculptured chairs; conference tables; and book-matched finished teak paneling. It's a very complete and comprehensive line and it's all handcrafted in our exclusive "Satin Finish." Robert Newton Business Furniture is now available in the Southeast and Gulf states. Alvarado Commercial Interiors of Denver is represented in Dallas by Mr. Henry Neave. The Southeast is served by Designer Products, Ltd. with a complete warehouse and showroom in Atlanta and a showroom in Miami. The



new 100-page A Series Specification Book presents more than 500 items in four design groups. It's available at no charge from your nearest Robert Newton Business Furniture dealer.



LOS ANGELES: 624 West Carob St., Compton
 DENVER: Alvarado Commercial Interiors
 SAN FRANCISCO: Larry Whalen
 OREGON: William Conrad in Wilsonville
 SEATTLE: Roman Wassenberg, Design Center Northwest
 HAWAII: The Sen Company of Honolulu
 GEORGIA: Designer Products, Ltd. in Atlanta
 FLORIDA: Designer Products, Ltd. in Miami

ROBERT NEWTON BUSINESS FURNITURE

Showroom/Warehouse: 624 West Carob Street, Compton, California 90220 (213) 638-5125

Circle No. 30 on reader service card

**New Assignments:
Welton Becket to design
Fluor's Los Angeles
plant and offices**

Master planned and designed by **Welton Becket & Associates**, Los Angeles, Fluor Corp.'s new Los Angeles div. facility and corporate office building will include over 1.2 million sq. ft. and 200,000 sq. ft. of space respectively. . . . **Nave Fortson**

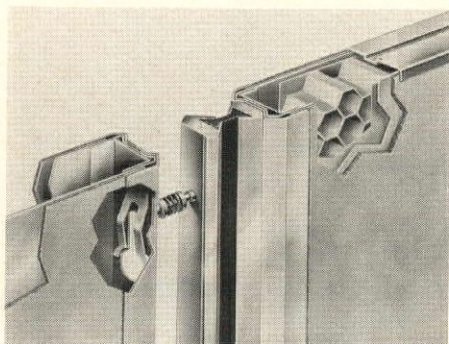
Nicholson Design Associates, Cherry Hill, N.J., has been selected by Canetic Corp. of Berlin, N.J., to design a marketing center for its new planned community, Terrestrium. . . . Coral Gables-based **Gart Urban Associates** will design the Information Center for Florida Center, a \$600 million industrial, commercial, and residential planned community development in Orlando. Project will include displays, exhibits, and industrial design. . . . **William Sklaroff Design As-**

sociates, Bala Cynwyd, Pa., has been commissioned for interior design/space planning of the new Silverstein Pavilion of Hospital of University of Pennsylvania. The twelve-story building will be located in Philadelphia. Other projects include space planning of American Board of Internal Medicine in Philadelphia, West Hills Hospital in Canoga Park, Calif, and Allentown Sacred Heart Hospital, Allentown, Pa. . . . **SLS/Environetics, Inc.** will do complete space studies and working drawings for 1055 Thomas Jefferson St., an unusual office building in the Georgetown section of Washington, D.C. The six-story building will include 160,000 sq. ft. of rentable office space, three levels of parking, and 50,000 sq. ft. of retail store space on two floors, one of which is underground. . . . **Boston Stores**, Los Angeles, has announced the retention of **Associated Design, Planning & Art (ADPA)**, Los Angeles, for interior space planning and design of its new 60,000-sq.-ft. store now under construction in the Tempe Mall Shopping Center, Tempe, Ariz. The project will include a garden court located in the center of the store. . . . **Frederick Miller Interiors**, Baltimore, is currently writing specifications for an eight-story office/classroom building at a Baltimore college. . . . World wide projects currently under way at **Henry End Associates**, Miami, include space planning for: Hyatt Regency, Montreal, Canada; Hyatt Regency, Caracas; Penta Hotel, Geneva, Switzerland. The firm will also redesign and refurbish the Royal Orleans Hotel, New Orleans. . . . California-based **Cannell & Chaffin Commercial Interior Designers** will design the interior space of the new \$30 million Hospital of the Good Samaritan, Los Angeles. Scope of the interior design work for the nine-story structure includes consultation regarding existing furniture and equipment for re-use, furniture layout plans, new furnishings recommendation, color coordination of furnishings, recommendations for interior signage. . . . A \$5.4 million resort hotel and condominium complex, a joint project of Consolidated North American, Inc. of Oakland, Calif., and Tahoe Realty, Inc., of Kings Beach, Calif., will be built in Costa Rica. Architect for the project is **Robert E. Lee/David Klages & Associates**. . . . **Synetics Group, Inc.** of Chicago has the following contracts on the boards: new corporate headquarters for Spector Industries, slated for completion in 1975; library facility for Northeastern Illinois University, to be completed in 1977; and LaGrange Family Practice Clinic, slated for a March 1975 completion.



ThinFlex™

flexible screen systems



Totally adaptable for today's office landscape concept. Panels are 68" high and feature a flexible hinge joinery system. These flexible, free-standing panels are offered in a wide choice of surface coverings including carpeting, plastic laminated wood grains, and enameled colors. Other heights are available . . . all COM furniture components can be adopted to the system.

Write for complete information and specifications.

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A Subsidiary of **BLASIUS** Industries Inc.
55 JONES-GIFFORD AVE · JAMESTOWN, N. Y. 14701

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Our top line fits your bottom line.

You can still get the best without blowing your budget.
Examples: (from lower left to upper right) Model 2500, \$149 / Model 4000EX, \$164 /
Model 2700EX, \$180 / Model 1703, \$82 / Model 2222 (stack chair), \$55 / Model 1500R, \$121.
Write for more details on these and other Jansko designs.

JANSKO

P.O. Box 1751, Ft. Lauderdale, Florida 33302 Telephone: (305) 522-6791
All prices quoted list. Shipped F.O.B. Fort Lauderdale, Florida; Northbrook, Illinois; Carson, California.
See Jansko at Dallas Contract Market January 15 to 17. Space 611.



NYLON

If your business requires seating, think of La-Z-Boy

No matter what business you're in, take it from Don Shula, you could use a La-Z-Boy around the place. Or a lot of them. Because La-Z-Boy makes chairs so comfortable, people almost never want to get up. From the desk set executive

La-Z-Boy to our Rockers, Recliners and Hi-Los, sitting is a pleasure. It's so nice to have a La-Z-Boy around the house. Or the

La-Z-Boy
THE CHAIR PEOPLE™

office. Or the motel. Or the hotel. Or...
See your La-Z-Boy® dealer now. For free color brochure and the name of the dealer nearest you, write: La-Z-Boy Chair Company, Contract Division, Dept. C13, Monroe, Michigan 48161.



do it your way



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We know what your outdoor furniture problems are.

And...that's why Keller Casual has created Keller Contract.

Keller Contract offers a wide variety of styles in gold pre-anodized square tubular aluminum furniture.

Available in 12 new vinyl strap colors that will complement every seating arrangement.

Because Keller Contract builds them to last, they are great for use in your cafe, pool, patio, club and beach areas.

Whether it be 10 or 1,000 items... Keller Contract is ready to serve you...and fast.

Do business with a pro in contract seating. Write for our new color catalog...it just might make your season.



KELLER CONTRACT

Division of Keller Casual, Inc.
805 N.W. 159th Dr., Miami, Florida 33169
Phone (305) 624-1042

A subsidiary of Keller Industries, Inc.

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CONTRACT WORLD: PEOPLE / NEWS

Andrew L. Gilmour, newly named **Western Area Manager** for GF Business Equipment, Inc. will base at the firm's Los Angeles office. In his new position, Gilmour assumes general management responsibilities for GF's marketing operations in 15 Western states.

Monsanto Textiles Co. announces plans to increase **Acrylan acrylic** and SEF modacrylic fiber capacity by more than 70 million pounds annually and to complete expansion of the firm's Decatur, Ala., manufacturing facilities by 1976. The projected increase will raise annual capacity for the synthetic fibers to 330 million pounds, according to Monsanto Group Vice President, Louis Fernandez.

Ronald (Buddy) Parker has been promoted to **Southeast Divisional Sales Manager** at Jorges Carpet Mills Inc. Prior to this promotion, Parker served as Claims & Marketing Manager for the Georgia based carpet manufacturer.



Gilmour



Parker



Jaquiss

Harry M. Jaquiss has been named **Western Sales Manager** for **Tropitone Furniture Co.**, Florida-based manufacturer of casual and outdoor furniture. Headquartered in Santa Ana, Calif., Jaquiss will have responsibility for sales and customer services activities concerning retailers, interior designers, and hotel/motel accounts across the western half of the U.S.

The International Div. of Van Luit Wallcoverings has named David & Dash, Miami, as the exclusive distributor for Israel. Distribution will be carried out through David & Dash facilities in Tel Aviv.

John Murray Barton, **President, International Associated Artists, Ltd.**, has announced the opening of a showroom gallery at 3832 N.E. Second Ave., Miami. The combined facility houses the largest collection in the U.S. of exclusively signed, original, limited edition graphics, according to Barton, and is open exclusively to the trade.

Robert Padula has been appointed **Showroom Manager** for Decorators Walk Furniture Gallery, 160 E. 56th St., New York City. Padula comes to the job with several years experience, having been associated with J. B. Boyle Co., W. J. Sloane, and Bassett Furniture Industries.

Ralph E. Young has joined **Dallas Market Center** as Vice President of International Trade Development. His position will allow him to form specialized trade missions for the Center in the areas of apparel manufacturing, furnishings, and industry-related missions to Europe and Asia.

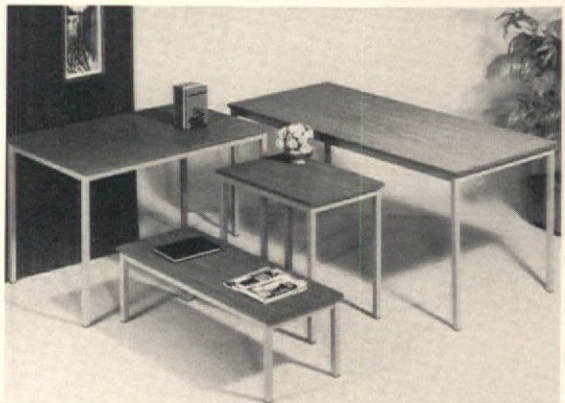
BUY GEM

Beautiful Modern Styling ~ Durable

For you or possibly your customers who want attractive, durable quality in their furniture, yet must work within a budget, Gem's Commercial furniture is ideal. We have been in business for over 64 years as a quality manufacturer, we know what is required today.

Gem's functional but modern styling looks comfortable, and indeed they are; strong, sturdy, yet without the "weird look"; plus easy to keep clean.

Our Gem Metal upholstered chair and lounge units are suitable for all public, contract applications. Our metal tables are all designed, from a practical viewpoint, to be shipped K.D. and can be easily put together by our original leg attachment method. Built with heavy gauge $\frac{7}{8}$ " tube steel, with high pressure laminated tops to "take it", and yet look great years later.



GREAT LOOK- UNMATCHED QUALITY

GEM'S COMMERCIAL CONTRACT DIVISION

Gem Industries, Inc., Dept. C
314 Main St., Gardner, Mass. 01440

For further information regarding your requirements, write or call Sales Department, Commercial Contract Division, in Gardner, Mass. Tel. (617) 632-6800.

We are interested in expanding our sales force. Any representatives who would care to carry our line, please contact us at the above address.



COMING EVENTS

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 5-10.** International Home Furnishings Market. Merchandise Mart, American Furniture Mart, Chicago.
- January 5-10.** International Decorative Accessories Market (IDAC). Merchandise Mart, Chicago.
- January 10-13.** Combined Winter Floorcovering Market. Los Angeles Home Furnishings Mart, Los Angeles.
- January 12-14.** Dallas Winter Market. Home Furnishings Market.
- January 12-15.** Lamp and Homefurnishings Show. New York Merchandise Mart, New York.
- January 12-17.** New York Home Furnishings Market.
- 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 13-16.** Southern Furniture Mart. High Point, N.C.
- January 13-17.** New York Floor Covering Show. Carpet Center, Market Buildings, New York.
- January 13-17.** New York Lamp Show. Statler-Hilton Hotel.
- January 15-17.** Dallas Contract Show, Dallas Market Center.
- 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 6-8.** IBD Student Rally. High Point, N.C.
- February 9-13.** Executive Management Seminar, National Office Products Association, Wigwam, Phoenix, Ariz.

- February 11-13.** Second Annual Contract Marketplace—New York. Americana Hotel, New York.
- February 21-24.** American Association of School Administrators Convention. Dallas Convention Center, Dallas.
- April 10-13.** Second Annual Home & Leisure Living Show. International Convention Center, Niagara Falls, N.Y.
- May 17-21.** Restaurant Show, McCormick Place, Chicago.
- June 15-17.** Summer Homefurnishings Market. Chicago.
- June 15-20.** National Floor Covering Market, Merchandise Mart, Chicago.
- June 15-20.** International Home Furnishings Market. Merchandise Mart, American Furniture, Chicago.
- June 18-20.** NEOCON 7. The Merchandise Mart, Chicago.
- June 23-25.** Construction Specifications Institute Show. New Orleans.
- July 6-18.** California Contract Show. Western Merchandise Mart, San Francisco.
- July 13-15.** California Homefurnishings Market. Western Merchandise Mart, San Francisco.
- August 1-4.** First ASID National Conference. Century Plaza and Beverly Hilton Hotels, Los Angeles.
- August 18-21.** American Hospital Association Show. McCormick Place, Chicago.
- September 20-23.** Western Woodworking Machinery, Bedding & Furniture Supply Fair. Anaheim, Calif.
- September 27-30.** National Office Products Association Show (NOPA). McCormick Place, Chicago.

Foreign Trade Shows 1974-1975

- January 15-20.** Paris International Lighting Exhibition. Parc Des Expositions, Porte de Versailles.
- January 16-20.** Paris International Carpet Exhibition. Parc des Expositions, Porte de Versailles.
- January 18-22.** Luxpo Copenhagen '75. Bella Centret Mart Building, Copenhagen.
- May 30-June 3.** Annual Convention International Home Furnishings Representatives Association. Queen Elizabeth Hotel, Montreal.

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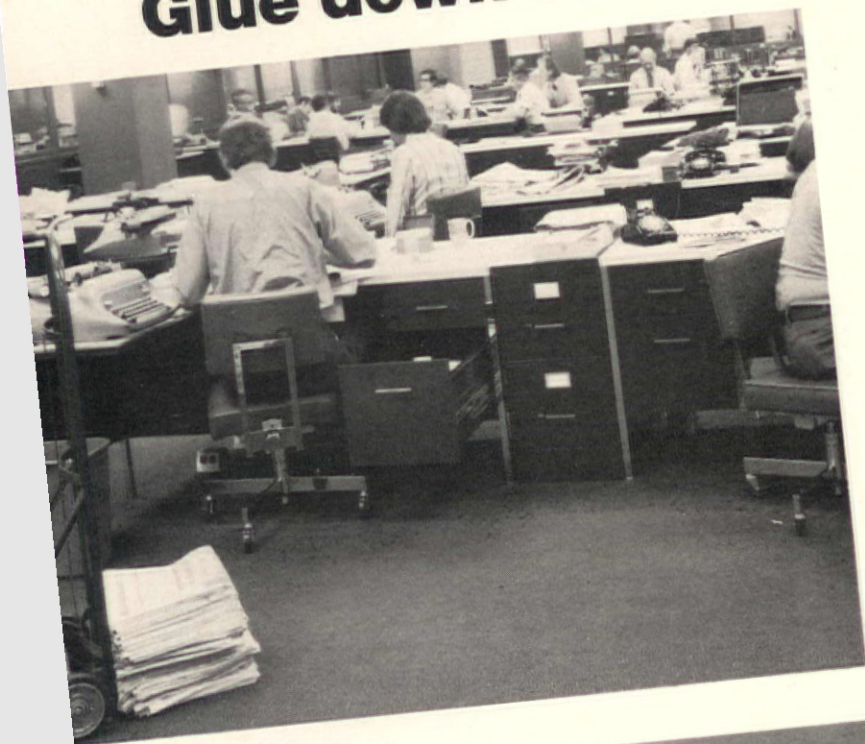
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EXECUTIVE OFFICE MARKET PROJECTED TO \$11 BILLION-PLUS BY 1982

Office design is by far the biggest segment of the \$6.3 billion contract market, accounting for 47 percent of the total, with projections that will double it by 1982

Since office furniture and furnishings now account for 47 percent of the \$6.3 billion contract market, according to Smith, Stanley & Co., Inc., market research firm, and are projected to be at least that percentage by 1982, when the total contract market will be \$11 billion, it follows then that the architect/designer/specifier involved with office design can look forward to a swiftly growing market during the next seven years.

Despite temporary dips in the upward movement of the market that inevitably are felt by designers, the projected growth is phenomenal and the design community must benefit economically from this healthy expansion, according to the market analysts.

In the short run, contract work generally and office design specifically have supplanted the faltering residential market, which has been under pressure due to the marked drop in housing starts. Buildings in contract that were conceived two and three years ago are only now being completed and require design work to complete the interiors.

Indications that interest rates will come down portend unshelving projects that will benefit both the architect, who has been hurting for more business, and the interior space designer, who has been working off three to six month backlogs and who has continued to get commissions resulting from completion of buildings.

In the following sections, CONTRACT brings the reader a cross-section of some of the super executive offices designed in 1973-74 and product designs of recent vintage for tomorrow's executive offices.

CRISP SETTING REFLECTS FIRM'S ENVIRONMENTAL INTERESTS



Hans Namuth

Office of Jack McConaughy Jr.
Chairman and President
Peabody Galion Corp.
New York, N.Y.

Interior Design: **Bray Schaible Design Inc.**
Michael Schaible, Partner/Designer
Robert Bray, Partner/Designer

Jack McConaughy's deep interest in all phases of his firm's vast and widespread interests and facilities keeps him exceptionally busy with a steady stream of meetings. Hence his office combines two major conference settings—at his table/desk and in a U-shaped lounge area. And since the firm is a leader in the environmental protection market, Bray Schaible keyed the room with a crisp design, using strong whites in high finishes and deep taupe/earth tones for upholstery and carpeting. In keeping, photos of facilities around the country were blown up and hung on walls as significant and decorative focal points. McConaughy's papers are stored in two files near the desk/table, in a credenza on a far wall, and in the drawers on all sides of the coffee table. One section of the table top lifts up

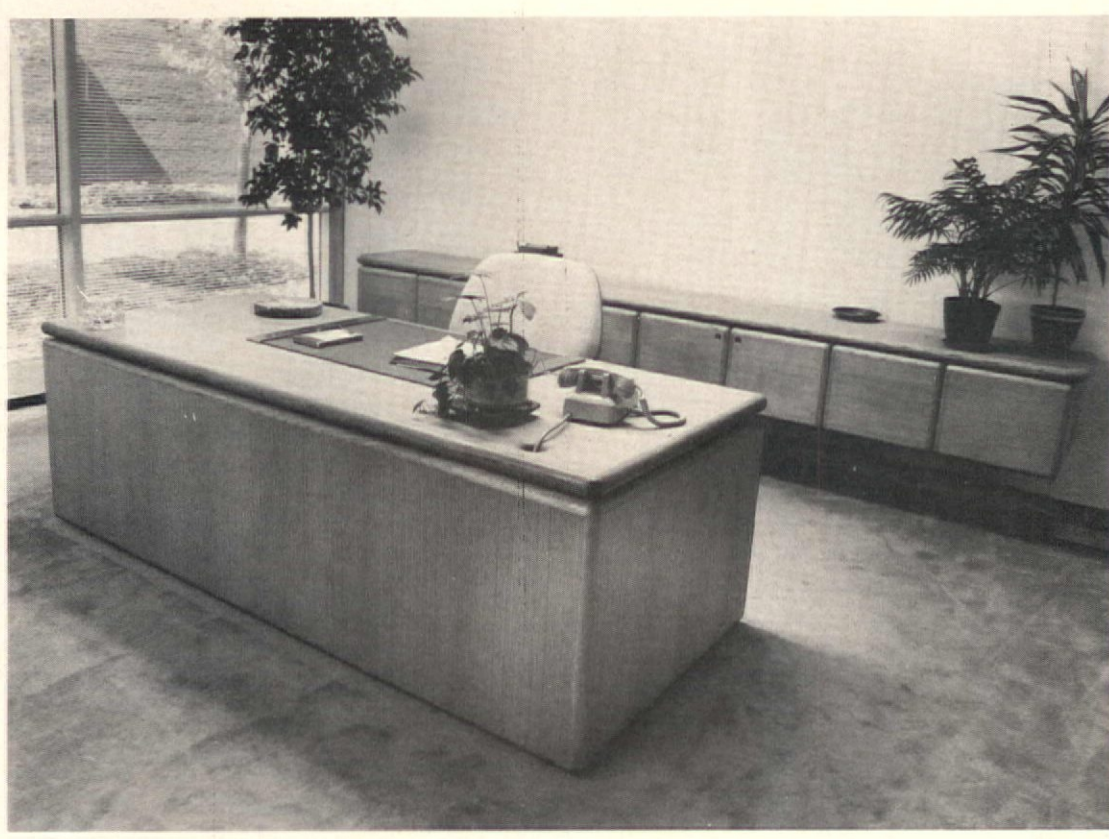
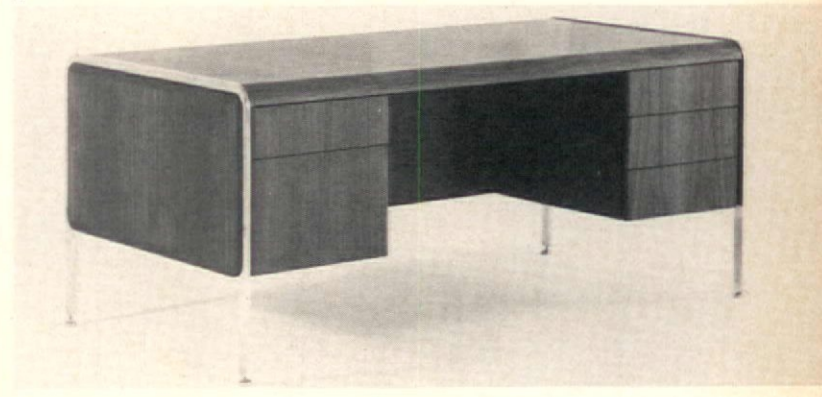
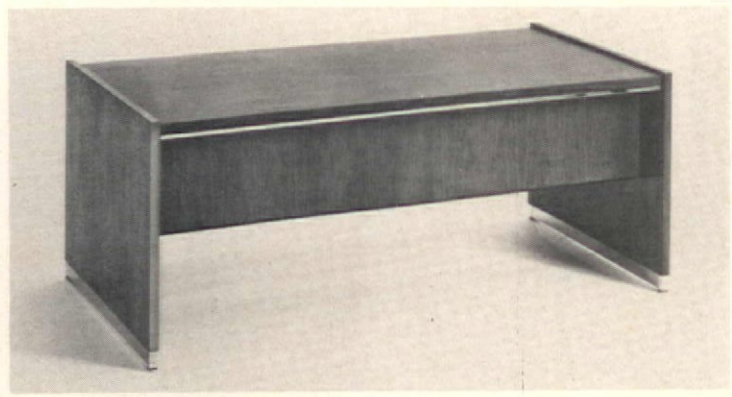
and reveals yet another storage area, so that pertinent brochures and reports are always handy.

Custom-designed table/desk, base fabricated by—Apollo Woodworking; top of hone-finished white marble. **Executive desk chair—**Ward Bennett design by Brickel Associates. **Pull-up chairs—**Knoll International. **Sofas—**Harvey Prober. **Suede upholstery, all seating—**American Leather. **Coffee table—**Knoll. **Omega files—**Stendig Inc. **Wool carpet—**Stratton Industries; installed by Century Carpet. **Accessories—**Ward Bennett/Brickel. **Plants, planters—**The Greenery.



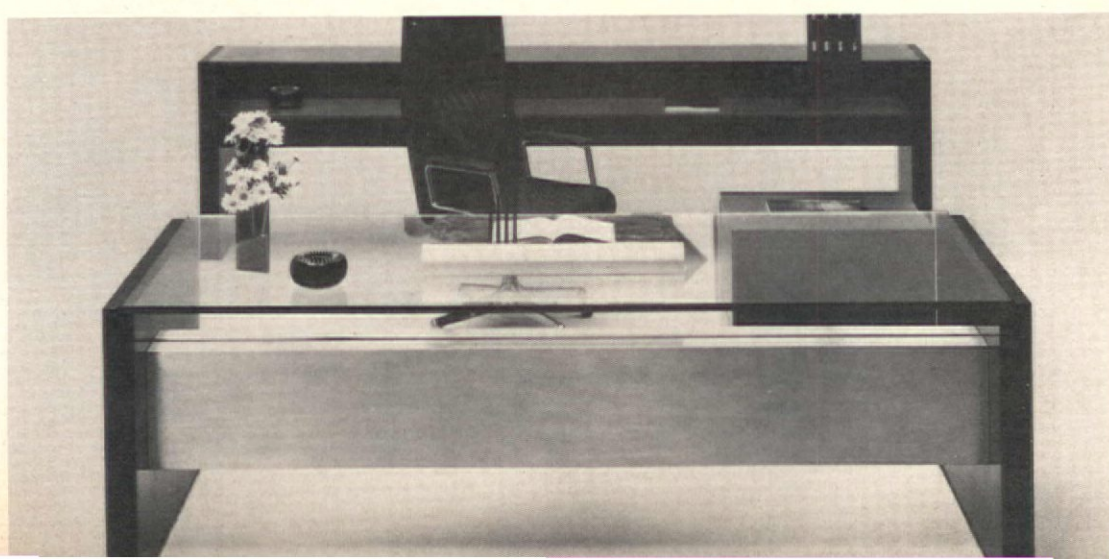
D

E F



G-1

G



H

TONES ARE HUSHED IN BUSY WAREHOUSE CORNER



Office of Leonard L. Levin
 President
 Curtis Steel Products Co.
 Baltimore, Md.

Interior Design: **H. Chambers Co.**
James E. Peterson, Designer

It's hard to believe that this sophisticated office is "carved out of a corner of a warehouse," located in a dock-side industrial—and unattractive—section of Baltimore. Because Leonard Levin's international visitors will more likely discuss the state of the steel market rather than haggle over prices, Chambers created a setting to totally relax the visitors, who are often served refreshments from a pantry/bar in the foyer (not shown in photo) of this office suite. As may be expected in a steel exporter's office, metal, primarily steel, is played up in the total design, in striking contrast to the dark brown vinyl suede walls. To hide the functional factory windows and the burglar alarm and heating equipment below them, Chambers framed the windows with 6-in.-deep L-shapes that have 3½-in. returns of

fluted chrome moldings. Levin's desk chair sits upon a travertine island, the same material used in the foyer of the office and on desk and credenza tops. Despite the frenzy of activity that takes place in the warehouse and outdoors, the office has a "hushed" feeling, a quality achieved equally through excellent acoustics and the overall design concept of the room itself.

Desk, pull-up chairs—Breton Industries. **Desk chair**—Brickel. **Sofa, coffee table**—Knoll International. **Tub chair**—Pace. **Wall-covering**—Naugahyde. **Wool Carpet**—custom-made by Savnick. **Blinds**—Levolor. **Original prints**—Joan Miro, Robert Motherwell.

Ross Chapple

DESIGNER'S OWN OFFICE IS LAB FOR INNOVATION



Bill Rothschild

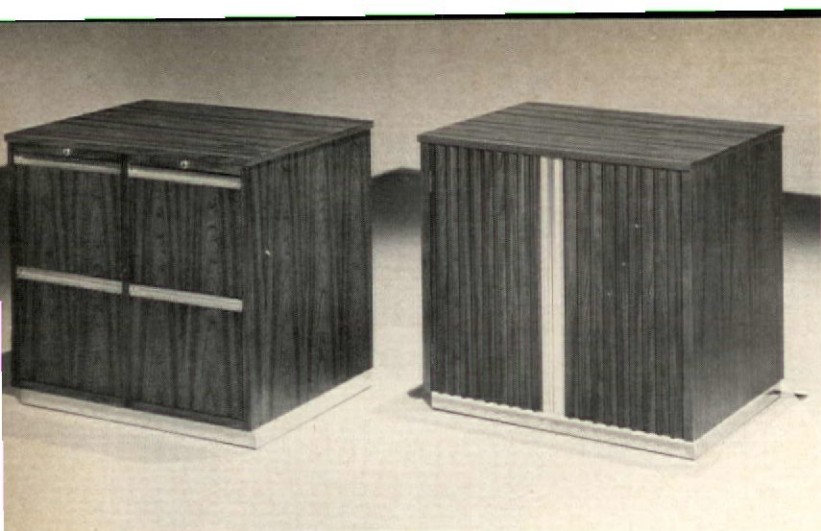
Office of Julian Davis
Partner
Wilke/Davis/Mitchell Associates Inc.
New York, N.Y.

Interior Design: **Wilke/Davis/Mitchell Associates Inc.**
Barry Wilke, Partner
Julian Davis, Partner
Saul Mitchell, Partner

What better way to demonstrate new techniques than to have the designer turn his own office into a laboratory for client design. That was the concept behind the offices of Wilke/Davis/Mitchell, interior and industrial design firm. The office illustrated belongs to Julian Davis, Partner/Designer, and it incorporates innovative ideas and custom furnishings. The Plexiglas window, for instance, can be closed off with a viewing screen (it's black on the corridor side) for slide presentations to clients. The screen is activated by radio waves, thereby eliminating electrical wiring. The stainless steel cylinder near the seating group rotates at the press of a button to reveal bar, stereo speaker, storage space. The offices of the other two partners—Barry Wilke and Saul Mitchell—are designed in

totally different styles as a demonstration of the firm's versatility and to test client's personal preferences. For the office staff itself, the three offices, in the core of the large space, eliminate the "ominous boss in the corner" attitude. And the non-rectilinear shapes are not only softening, but also tend to become equalizers, since the rooms cannot be measured in precise dimensions.

Custom-designed desk fabrication—Apollo Woodworking. **Desk chairs**—Knoll International. **Sofa, lounge chair**—Atelier International; **upholstery**—Jack Lenor Larsen. **Leather** (desk top, desk chairs)—American Leather. **Custom-designed cylinders fabrication**—Atlas Woodworking. **Custom carpet installation**—Contour Floor; **carpet fiber**—Acrlan. **Steel doors**—Marvin Hammerman Woodworking. **Planter**—Habitat. **Plant**—Everet Conklin. **Ceiling**—Armstrong.



A

EXECUTIVE FURNITURE

Maximum use of vertical

B



A—Four-drawer file and book cabinet, part of **Murphy-Miller's** Custom 70 Series, provides executive storage space, and offers functional HPL top. Matching desk and credenza units complete the line. Circle No. 175.

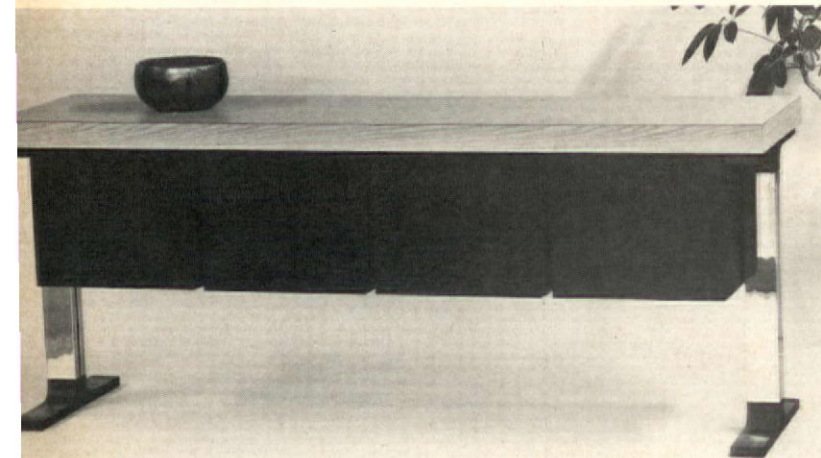
B—**Cado/Royal System, Inc.** has added a top-loading file cabinet to its wall units. Available in either walnut oak, or rosewood, the file is matched by Cado's free-standing executive desk. Swivel chair, designed by Finn Juhl for Cado, has five-star base for added stability. Circle No. 176.

C—One in a series of storage possibilities from **JK Interlock**, this credenza combines mirror-chrome legs, aluminum casting, and laminate top, for an up-to-date, functional piece. A choice of matching or contrasting desks and tables completes the line. Circle No. 177.

D—When constant reference is required, files must be both an integral part of decor and easily accessible. **Wilson Jones' Executive Series** is rich walnut-grain finish over wood material. Data racks are working height floor models, equipped with casters for mobility. Each unit may be individually locked. Circle No. 178.

E—Ingeniously designed "envelopes" (E-2) are the heart of Group 4 series

C



D

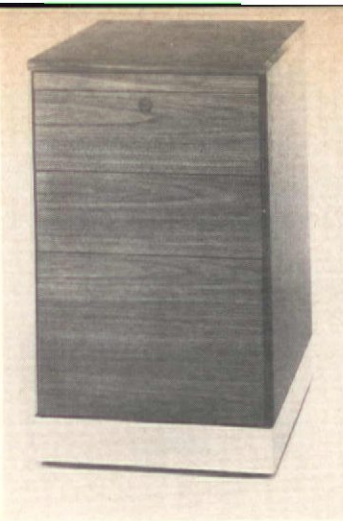
storage space is a must

from **Jens Risom Design**. Storage components (E-1) are selected according to need, and slip into "envelope" to form customized credenza (E). Credenzas are composed of two or four sections, come with polished chrome edge and/or polished base trim. Circle No. 179.

F—Storage credenza from **Gayeski Furniture Coordinates** is finished with Diam-Glass polyester protective coating, exclusive with the firm. Burlwood veneer is European-imported, expertly matched. Circle No. 180.

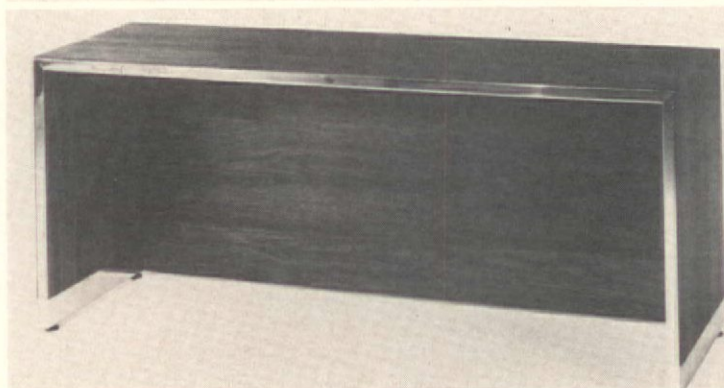
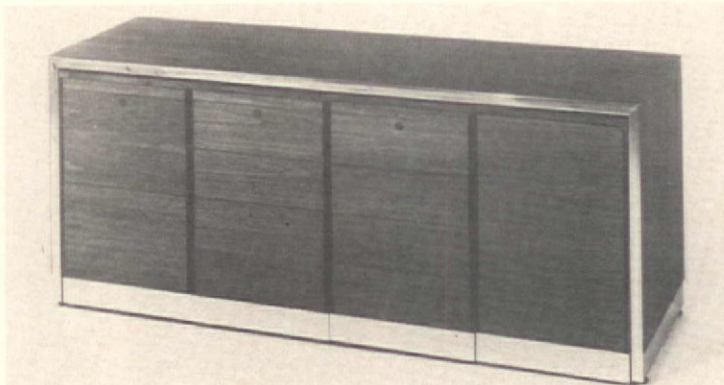
G—For complete storage in the open plan environment, **Landscape Systems Div., Modern Partitions** provides hanging storage, using vertical space to maximum efficiency. Finishes include fabric, high-pressure laminate, carpeting. Top-loading files (G-1) are geared to a wide range of dimensions, providing extra work surface area as well as easy access. Circle No. 181.

H—For optimum use of vertical space, a wall unit from **Eurotrend, Inc.** The European-imported modular components work on the building-block technique, may be base-mounted or wall-hung. The system is equipped with a wide choice of finishes. Circle No. 182.



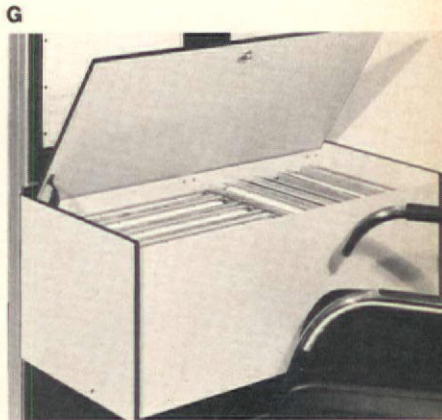
E-1

E



E-2

G-1



G



F



H



LOUNGELIKE CONFERENCE CIRCLE USED FOR HIGH-POWER MEETINGS



Alexandre Georges

Office of Marvin Miet
Executive Vice President
Shelter Resources Corp.
Lyndhurst, Ohio

Interior Design: **Leon Gordon Miller & Associates**
Leon Gordon Miller, President
Robert Shaw, Vice President

About 80 percent of Marvin Miet's business day is spent at high-level, decision-making conferences as he directs the division he heads at Shelter Resources. Hence, his major working area is a low-keyed conference circle that is rimmed with deeply comfortable chairs and a telephone console. His desk—a corner is visible in lower right of the photo—is far enough removed from the working conference area so that papers can be left undisturbed and unseen by others. The specially designed display cabinet reflects Miet's interests and hobbies—his own model-making feats, a photo of his boat, American Indian dolls, and artifacts. On walls not shown are signed Picasso graphics. Shelter Resources, a holding company that has a dozen or so major divisions, from mobile homes to land development, was designed so

that each executive office reflects the interests, preferences, and working patterns of the occupant. The over-all result is eclectic, yet harmoniously coordinated within the corporate structure.

Conference chairs, desk chair—Herman Miller. **Conference table**—Metropolitan. **End tables**—Intrex. **Custom-designed display cabinet, desk, telephone unit fabrication**—Gosnick Cabinet Co. **Custom-designed area rug**—Edward Fields. **Lamps**—Beylerian. **Ceiling fixtures**—N.L. Corp. **Low-voltage lighting**—Hadco. **Draperies**: Robert Tait; Design Tex. **Wall-coverings**—Kabuto. **Wood floors**—Bruce. **Plants**—Segelins.

CARPETS LINK, DEFINE DESK AND CONFERENCE AREAS



Alexandre Georges

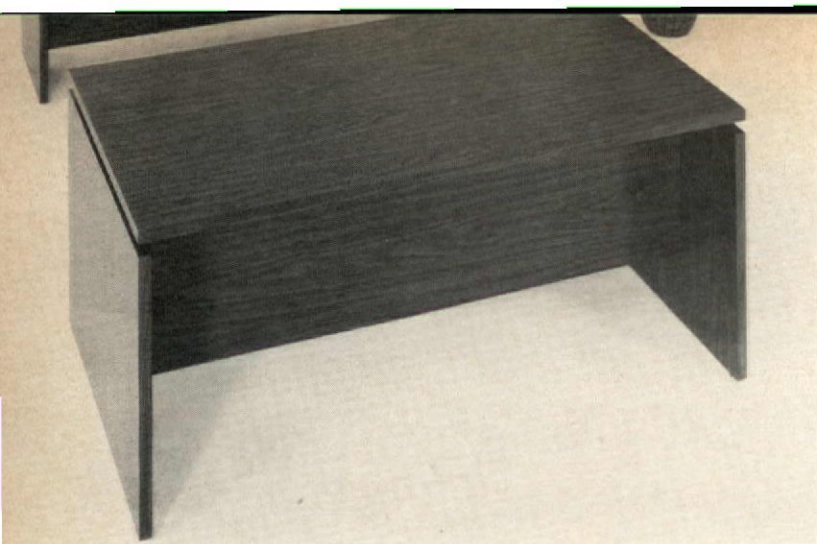
Office of Felix Larkin
Chairman of the Board
W.R. Grace & Co.
New York, N.Y.

Interior Design: **Duffy Inc.**
J. O'Neill Duffy, Principal-in-Charge and
Project Director
Terry J. Kuhn, Project Designer

Typical of most high-level executives, Felix Larkin finds that his working pattern falls into two types—one, paper work and brief meetings, which are conducted at his desk; the other, longer conferences, which move to the lounge end of the large, corner office. Carpet plays a strong role in delineating, yet coordinating, these two distinct areas. Two contemporary orientals, floated on karpas wood floor, are keyed with the same color schemes and borders, but are differentiated by a solid ground for the desk area and a multi-colored, highly figured ground for the conference grouping. Brief meetings at Larkin's desk are accommodated by two pull-up chairs. Lengthier conference meetings take place in the more relaxed grouping, where papers can be spread on the large coffee table. By placing

the desk near the rear wall, the designers assure Larkin of privacy for papers that may be on his desk when staff and visitors enter the room.

Table desk, sofa—Stow Davis. **Guest chair**—Brickell Associates. **Conference/coffee table**—Frank Scerbo & Sons. **Carpet**—V'Soske. **Casement**—Ben Rose.



EXECUTIVE FURNITURE

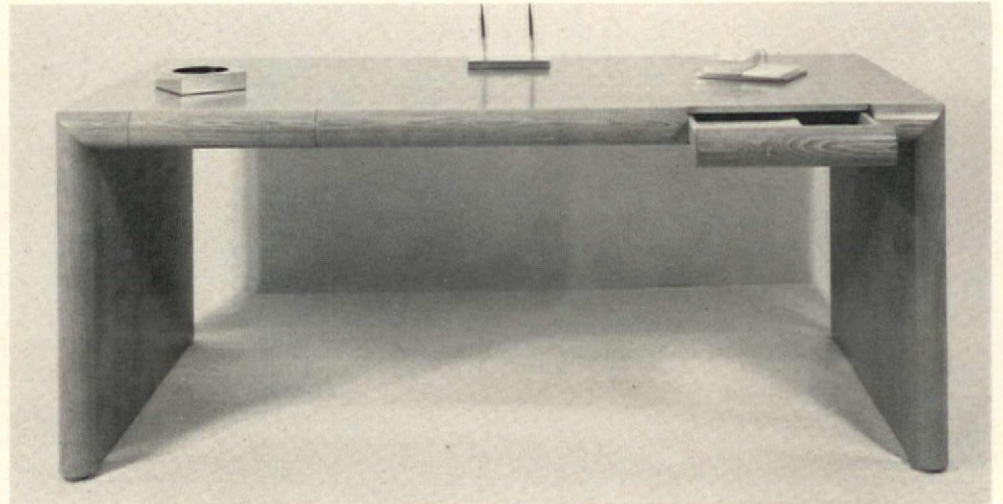
Multi-functional executive space

A

B

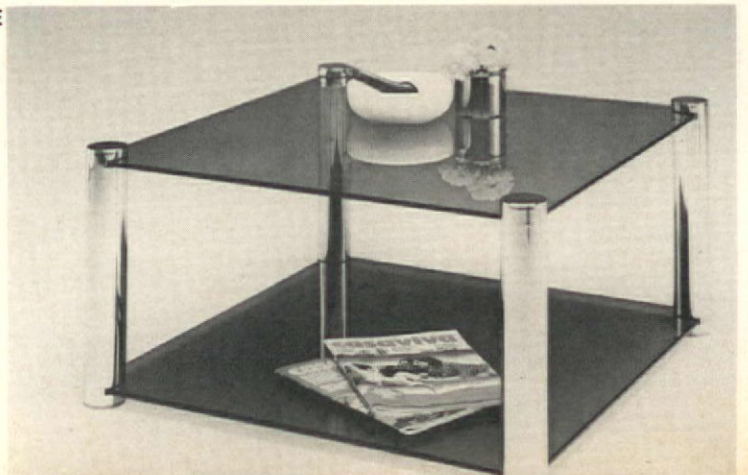


C



D

E



requires variety of furnishings



F

A—Tectura's 3000 Series incorporates "floating" desk top design, a Tectura trademark, available with high or low profile styling. Circle No. 183.

B—Group 55 from Lehigh/Leopold is geared toward the needs of the executive in open plan. The modular group offers a choice of finishes and components. Circle No. 184.

C—Easy Chair from GW Furniture is just one of six pieces composing Club Series. Upholstery is vinyl, nylon and wool fabrics, leather, or suede. Circle No. 185.

D—Design is classic, linear in Roffman's executive desk. Three-inch solid white ash bull-nose edge conceals drawers. Finishes range from dark walnut through oak. Circle No. 186.

E—Archiutti Michele fashioned chrome and glass into etageres, wall units, and accent tables, for Metalia International, giving executive space modernlines, opulent decors. Circle No. 187.

F—Part of the 700 Group from Gregson, this high-back posture chair features American black walnut and seats of foam over nine coil springs. Options include welt or nail trim. Circle No. 188.

G—Alpha Group, made from natural oak veneer, is designed for open plan or conventional offices. Consisting of more than 50 components, the system, from Omni Products, is constructed with dowelled joints, is pole-supported or freestanding. Circle No. 189.

H—Kasparians' Lounge Chair combines leather seat and back, stainless steel plinth base, and hand-rubbed oil finish Bartiki wood frame. Circle No. 190.

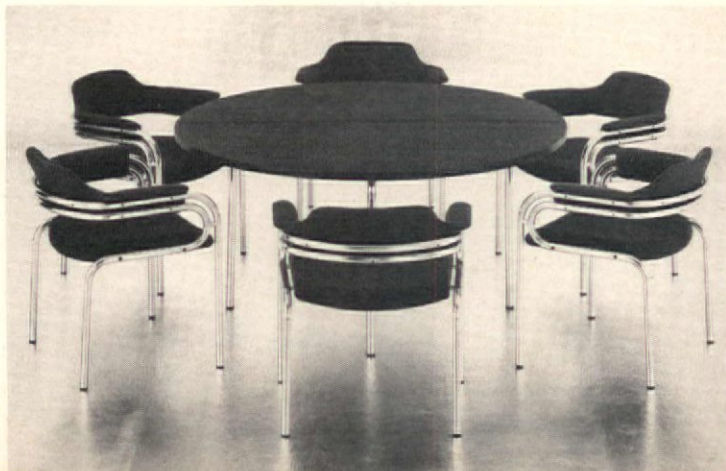
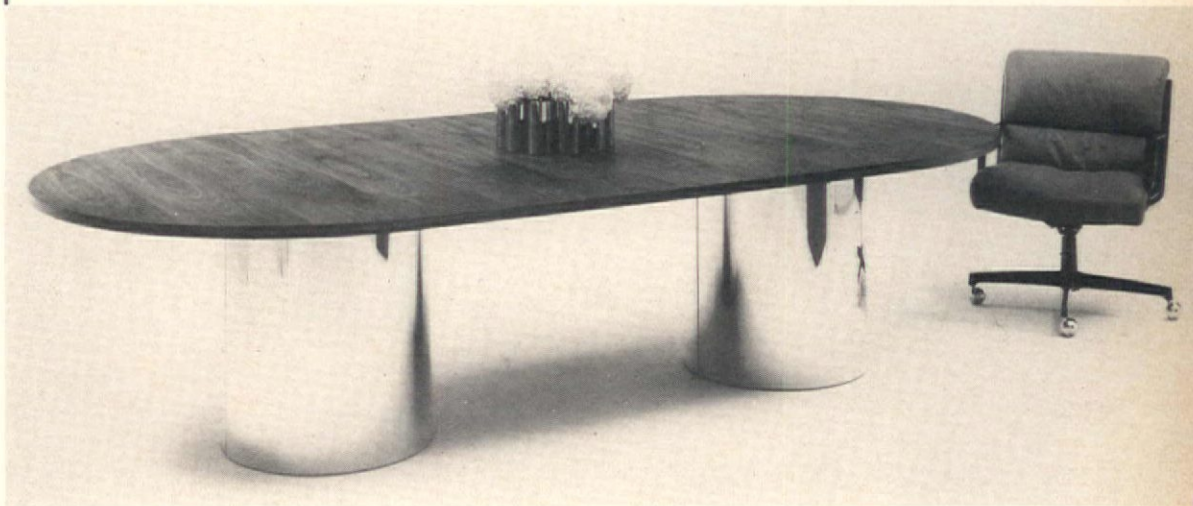
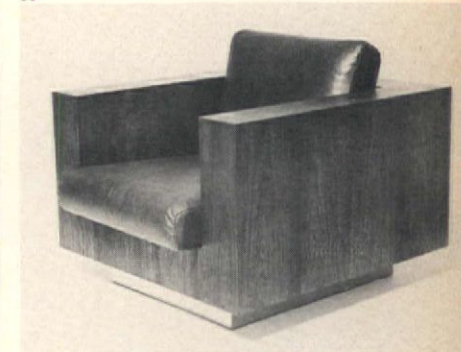
I—Kirkby Conference Table with Racetrack Top, designed by Gunter Eberle for Vecta Contract, suits both executive and conference functions. Modern design is accented by Chamberlain Chair, also from Vecta. Circle No. 191.

J—Turner's Conference Table System uses flat chrome-plated 1 3/4-in. diameter tubular steel legs, with top of Wenge, Brazilian rosewood, flat white plastic. Circle No. 192.



G

H



J

ECLECTIC ELEGANCE IS FOCUS IN WORLD TRADE CENTER AERIE



Office of Bryce Curry
President
Federal Home Loan Bank of New York
New York, N.Y.

Interior Design: **Dietrich & Rosenbaum Inc.**
Byron Rosenbaum, Allan Conoval, Linda Kaufman, Project Designers
Carl Dietrich, Martin W. Schwartz,
Production and Supervision

Occupying the entire 103rd floor of the World Trade Center in New York, Federal Home Loan Bank probably has the distinction of being the highest office in the world. Bryce Curry, Federal's President, in a spacious corner of the tower floor, enjoys a most spectacular view of Manhattan while conducting business for all of the parent firm's savings and loan institutions in New York, New Jersey, Puerto Rico, and the Virgin Islands. The setting is a superb expression of the client's tastes and preferences for his working environment: a contemporary interior that captures the elegant and prestigious ambiance of traditional furnishings. These esthetic goals were successfully accomplished by Dietrich & Rosenbaum with the use of fine materials in soft hues that are typical of Japanese decor.

Varied lighting effects are created by cold cathode tube cove lighting, table lamps, and recessed incandescent ceiling spots, with dimmer controls to step the mood up or down for work sessions or business entertaining.

Custom-designed desk, credenza, cabinetwork fabrication—Alliance Woodworking Co. **Desk chair, coffee table**—Cumberland Furniture Corp. **Sofa, club chairs, pull-up chairs**—Brickell Associates. **Custom wool carpet**—Mort West Mills. **Draperies**—Jofa. **Lamps**—Dean Trimble. **Plants**—Everett Conklin. **Accessories**—Mark Cross Inc.; Rosenthal Studio-Haus. **General Contractor**—H. L. Lazar Inc.

Bill Rothschild

ELECTRONIC PRIVACY BUILT INTO MULTI-PURPOSE OFFICE



Alexandre Georges

Office of Gerald Gidwitz

Chairman of the Board
Continental Materials Corp.
Chicago, Ill.

Interior Design: **Richmond Manhoff Marsh Inc.**

Burt M. Richmond, Partner-in-Charge and Project Director

Robert Hopkin, Design Director

Dennis Kluge, Designer

Ellin Goodman, Specifications

The criteria: a multi-purpose space built around contemporary, high quality furnishings in a functional and comfortable setting. Not only is the office designed around the needs of the executive, it is also geared to those times when he is away and the office is used by vice presidents as a conference room. Thus, the table/desk, which provides a broad work surface on which Gerald Gidwitz reviews documents with his financial and legal advisors, also serves as a meeting table by others in the Chicago-based conglomerate. The built-in, wall-unit desk has a tambour door, which has a key-operated switch to enclose the space and keep private papers away from curious eyes. Another useful feature is the electric door release, which works in conjunction with a door closer.

When Gidwitz reaches a point in a meeting or telephone conversation that becomes confidential, he activates the switch from his desk to close the door without interrupting the flow of the discussion. The change in flooring sets off the soft informal seating, used to discuss business activities, such as company acquisitions or mergers.

Custom-designed table/desk top, cube table, cabinetwork fabrication—Herner-Geissler Woodworking. **Table/desk pedestal fabrication**—Stembridge Mfg. Co. **Cocktail table**—P.H. Enfield. **Club chair, sofa**—Atelier International. **Pull-up chairs**—Knoll International. **Executive chair**—Condi. **Wood flooring**—Thailand Teakwood Importers. **Carpet**—Zographos/Atlas. **Window covering**—Jens Risom; fabricated and installed by Systems for Solar Control. **Planters**—Architectural Pottery.

EXECUTIVE FURNITURE

Executive status calls for plush



A



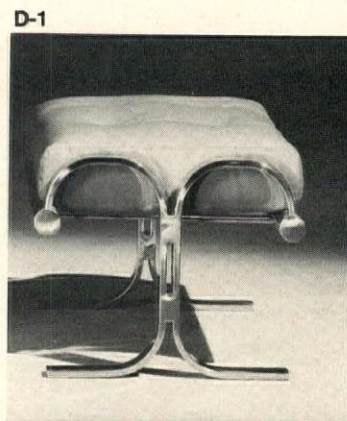
B



D



C



D-1

A—Part of the Leif Blodee Executive Chair Group, this high-backed model is available with casters or glides. The **American Seating** product features polished chrome base, all-steel construction. Circle No. 193.

B—**Vertex** introduces the Variant 1 group designed by Warren H. Snodgrass. Metal frames come in polished chrome or oil-rubbed bronze. Upholstery is COM or Vertex leather. Circle No. 194.

C—Manufactured in Brazil by **LeatherWood Designs**, this high-back arm chair is of genuine leather, Scotchgard treated, with mirror-chrome steel adjustable swivel base. Circle No. 195.

D—The Zorba Collection, designed for **Brayton International** by Paul Houghton, combines polished stainless steel frame with two dacron-wrapped cushions. Matching ottoman (D-1), 2-place and 3-place sofas complete grouping. Circle No. 196.

E—Available in club chair plus double and triple sofa models, **GF Business Equipment's** Executive Soft Seating has button-tufted cushions, open or closed bases. Circle No. 197.

F—**Jansko's** executive chair is complete with choice of six bases, hooded ball casters, high-torque mechanism, and molded plastic arms. Circle No. 198.

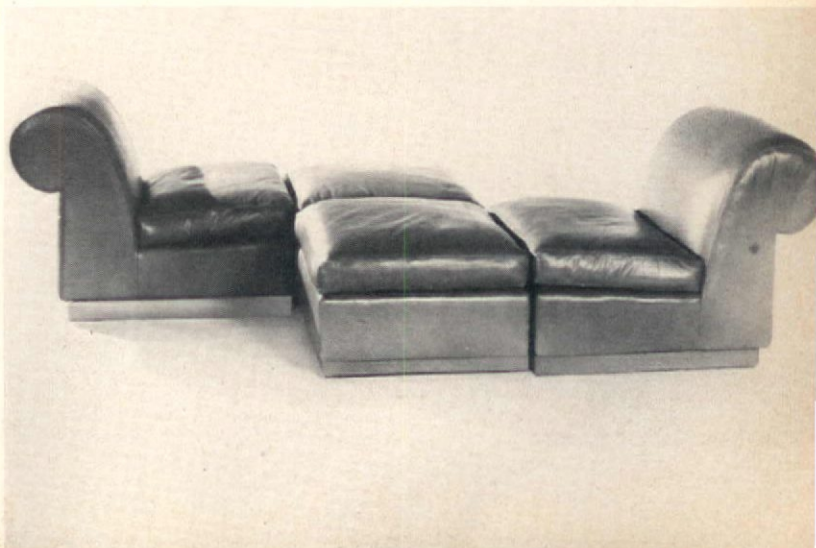
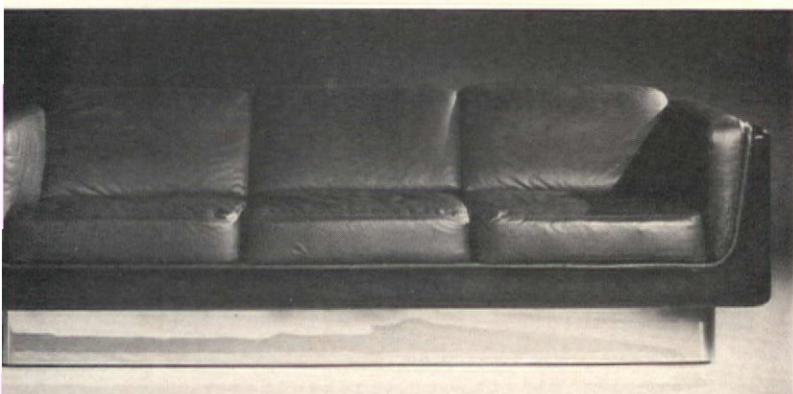
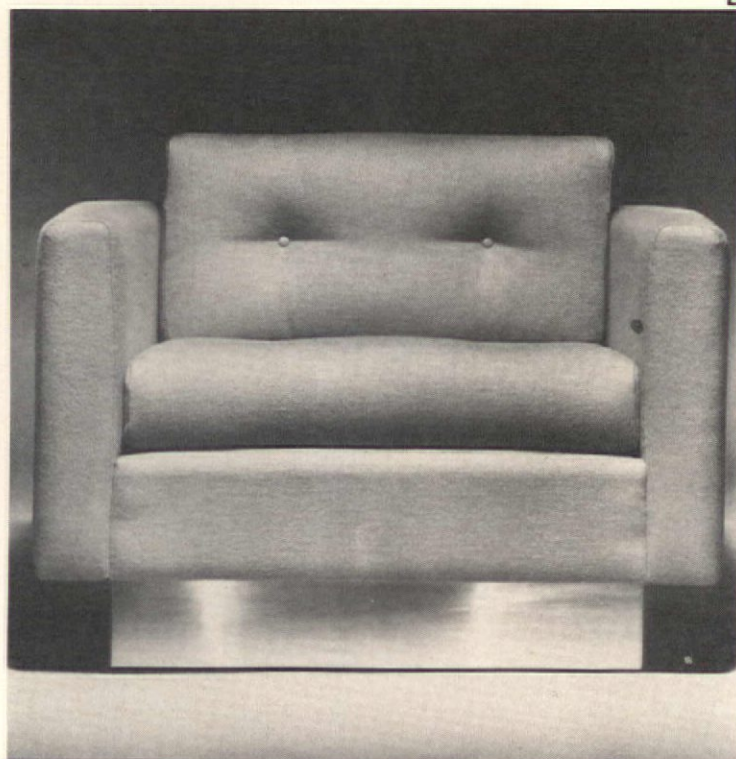
G—Part of **John Stuart's** award-winning seating series designed by William Sklaroff, the Presidential Chair features triple-stitched seat cushion, coffer detail. Circle No. 199.

H—Sofa from **Mueller Furniture** is crafted of solid walnut skin, with base of mirror chrome or solid bronze. Upholstery is COM fabric or leather. Circle No. 200.

I—The K270 Series from **KT Furniture** combines generous seating area with compact outside dimension. Construction details include hardwood frame, foam rubber seat over trampoline suspension. Circle No. 201.

J—Designed by Karl Springer for **Furniture Specialities**, this modular seating unit offers plinth or leg base, ottoman with concealed casters, down-filled cushions. Circle No. 202.

seating, striking design





ASD OFFICE DESIGN BREAKS NEW DIRECTION: COMPLETELY CLOSED OFFICES HAVE OPEN LOOK

ASD's design by William Pulgram for J.A. Jones Co., Charlotte, N.C., provides closed offices with completely "open" look, together with innovative open plan features

A new direction in open planning has been achieved by one of the foremost innovators in open plan design, William Pulgram, President of ASD, Inc., Atlanta. For the new headquarters of J.A. Jones Construction Co., an international construction company with 250 headquarters personnel, Pulgram evolved a design that promotes maximum audio privacy in the executive offices with minimal visual barriers. The result—a partially walled environment that has the open look and feel of an open plan environment.

This innovative approach developed by Pulgram and his staff evolved after careful determination of the desires and working habits of J.A. Jones' executive cadre. Key management people visited a variety of new office installations and liked some aspects of open planning, according to Pulgram, because of the way it facilitated communication. "But," he says, "they still wanted privacy—privacy without isolation, that is." Furthermore, while the executives wanted a functional environment, they also wanted an up-to-date office environment that would reflect a progressive image to all who visited the offices.

Started with shell

Pulgram started out with a shell, a new building designed by J.N. Pease Associates, Architects, of Charlotte, N.C., where the new J.A. Jones headquarters is located. The core was a "given," thus providing a considerable parameter within which the interior design was to be created. Located at One South Executive Park in a suburban area of Charlotte, the building is one of three in the complex.

Typically, most workers returning from



Upper third segment of most walls consists of glass epoxied together without mullions and extending through drop ceiling to give completely open look. Note floor-to-ceiling glass door, which carries out open look at J.A. Jones.

Distinctive Jones logo graces reception area, which is separated from rest of office by wall with bottom third consisting of file cabinets. Full height, sound-absorbent dividers delineate major activity areas throughout the new offices.

Natural materials provide "construction" look

construction sites have mud on their shoes. Yet they, too, had to feel comfortable in the office environment, Pulgram explains. "After all, they also are the heart and blood of the company, as are those whose locus is only that of the office."

No comfort sacrifice

Much of the interior detailing—heavily textured sheet rock walls, for example—contribute to the "construction" feeling of the offices, without sacrificing a comfort component. The facility requirements study undertaken by ASD was revealing in terms of how this company's executive and supervisory staffs work, how they interface with other company components, and how they work and communicate with each other.

"The more we thought about their needs," says Pulgram, "the clearer the concept became in my mind for a modified open plan design that would be a harmonious combination of closed and open space—without the separateness that full height walls provide."

Thus perimeter executive offices are two-thirds solid walls and upper third glass partitions that are free of joining mullions. The glass panels are epoxied together and extend through the drop ceilings, where they are firmly anchored out of sight of office visitors and inhabitants.

The look is totally open, a condition further enhanced by two more architectural techniques with glass. Doors to the offices are solid glass, floor to ceiling. When a door is open, it is totally unobtrusive, providing a feeling of "no doors," because it simply stands over a partition, whose color and texture is clearly seen through the transparent door. Similarly, when it is closed, what is beyond the door—executive, desk, visitor—becomes the focal point of the viewer's eyes, not a solid, opaque door. The other detail consists of floor-to-ceiling glass partitions that connect the TRM workstations or solid wall panels to the modular building columns, thus providing a view along the windows through each perimeter executive office. This, of course, further enhances the open feeling, as well as enhancing communication. A glance through the separating partition can alert an executive to the presence of another with whom he desires to exchange information, without having to resort to the telephone or interoffice communication system.

Partitions have clip-on system

"The glass partitions add yet another solution to the problem of heavy columns in the shell," says Pulgram, "since it would have been difficult to frame into the mullions connecting walls." Consequently, partitions on



"The more we thought about their needs, the clearer the concept became in my mind for a modified open plan design that would be a harmonious combination of closed and open space—without the separateness of full height walls"—William Pulgram.

column lines were not necessary, only glass framing into thin mullions.

In the open areas of the floors, Knoll's Stephens System was used, together with full-height, sound-absorbent dividers. These dividers, designed by Pulgram and soon to be marketed by a furniture manufacturer not yet announced, delineate major activity areas and modulate the personal environment, according to Pulgram. The movable wall system, with width variances of seven to ten inches, depending upon the application, can be erected in either rectilinear or serpentine configuration. It sits on the floor with a carpet gripper foot, and if there is an exposed T-bar ceiling, the partitions can be anchored with a clip-on system. Height is determined by the height and type of the ceiling. Metal clips also can be affixed to the ceiling for anchoring partitions. Since the partitions are soft, with sound-absorbent qualities, the partitions become part of the acoustical system.

"Space still flows around these walls—thus further modulating all of the space in the office," says Pulgram.

Need for spatial change of pace

Natural materials used throughout provide the "construction" look. Paint in warm, earthy colors is used on the textured sheetrock walls. Wood slat window blinds create interesting shadows, as well as projecting the construction company image. Planters with live plants add yet another outside dimension, as well as providing key visual shielding points in the plan.

Pulgram carried out the philosophy of "environmental change need" that he espouses for snack and rest areas— isolation and change of scene—by designed arched sheet rock walls that literally create a separate and new environment. He then enhanced it with hanging light fixtures within the arches, over tables and chairs that have the feel of a totally removed restaurant and/or lounge. Planters, warm colors, and lounge seating complete the effect.

"I think that designers make a bad mistake when they integrate a restaurant/snack/rest space with the the rest of the office," says Pulgram. "I'm talking, of course, about the interior detailing and separation, not the layout as it pertains to traffic flow. It has been shown that trips to the water cooler increase when office inhabitants work in a sterile environment. They need the visual change, as well as the

Movable wall system (top r.) is used in conjunction with Knoll's Stephens System; can be designed with width variances of from seven to ten inches, in serpentine or rectilinear configurations, as shown.



Combinations work station and wall (above) incorporates floor-to-ceiling glass panel at far left that opens all offices beyond visually for completely open feel and to enhance communication between executives.

A totally different and separate eating environment was fashioned with arced walls and contemporary furniture in dining room. Fire wall between office and file room comes out of ceiling at night, to assure record safety if fire occurs (bottom r.).

SOURCES

Chairs—Knoll, Harter, Turner, GF, Brickel, Helikon. **Desks**—Steelcase, Knoll. **Tables**—Stendig, Brickel, CHF, Eppinger, Howe Folding, Steelcase. **Workstation**—Knoll. **Carpet**—Karastan. **Files, storage units, shelving**—Burroughs, Plan-Hold, Intrex, Supreme, Steelcase, All Steel.

J.A. JONES

Design bridges open and traditional offices



Arced walls of dining room form partial wall separation for secretarial area (above). Movable partitions are affixed to ceilings with special clips in T-bars and to floors with foot-grippers. They can be fabricated to any height. Typical executive workstations (left) and conference area are glass enclosed at top. Wood-slat venetians were chosen for construction feel of design.

spatial change. We, consequently, build that change into a totally separate design and color scheme, although they may, of course, be related."

Thus Pulgram arrived at a transitional design that bridges the open plan and the closed office in such a way that neither suffers from deficiencies.

Management at J.A. Jones has exhibited delight at the space. Brigadier General William Glasgow, Jr., corporate Vice President of J.A. Jones, was liaison with ASD in creating the design. He traveled the country, visiting various new office installations, and interviewed several design companies before selecting ASD to do the office design work.

The entire office complex consists of 55,200 sq. ft.—12,800 sq. ft. for each of four floors—has 10-ft. ceilings, with combinations of fluorescent and incandescent lighting to vary light and shadow values throughout.

Another example of the detailed planning that went into the design is the use of a fireproof shutter that is brought down to seal the filing room when the office closes, thus protecting valuable records during the night.

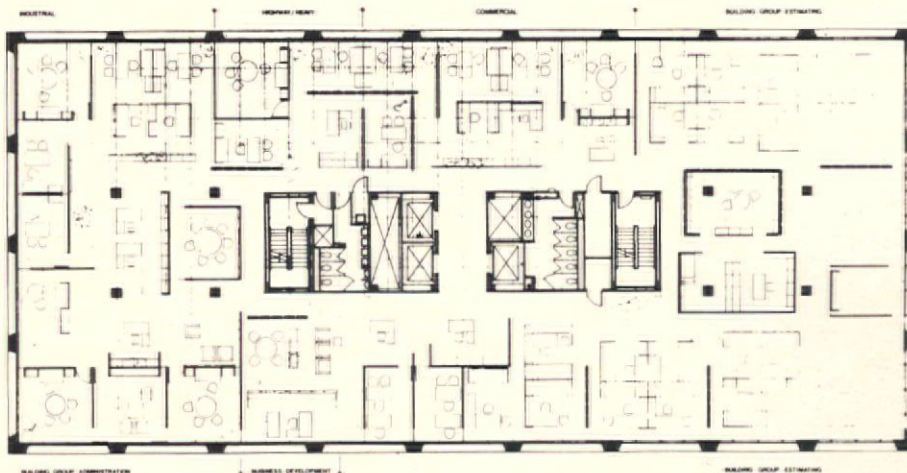
New direction for open/closed mix

"Reaction to this installation by both employees generally and executives specifically has been marvelous," concludes Pulgram. "It has been a very successful job." In terms of the innovative features of the open plan, it also has been termed a pioneering, new direction in open planning, as was the McDonald, Inc., Oakbrook, Ill., design completed by Pulgram several years ago.

That installation was the first in the country to incorporate both the Chairman of the Board and the President of the world's biggest hamburger chain into an open plan design. Together with a think-tank that garnered national publicity, that job was the bellwether of future open plan modifications, such as the J.A. Jones job.

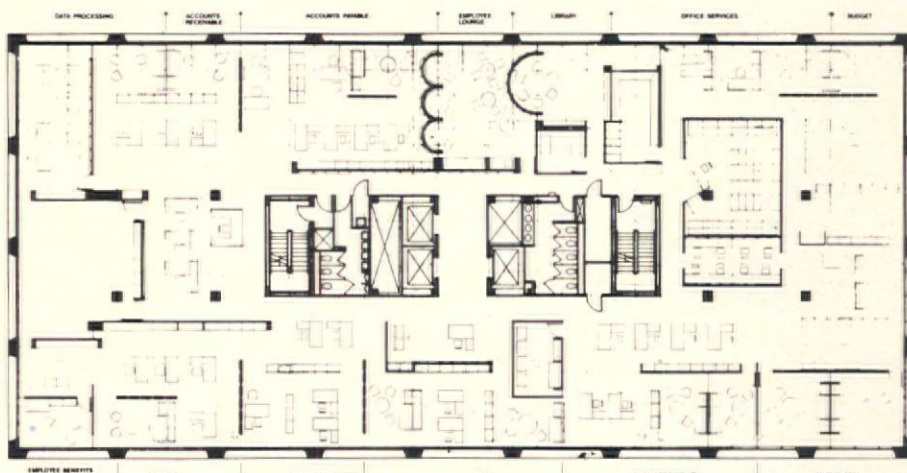
In effect, Pulgram has really brought the open plan full circle, to a point where he has achieved closed offices that "look" open, albeit in a layout that includes open plan spaces. The design proves the viability of combining both, where the need for both becomes a tenet of the client's needs. ■ L.C.

Fourth, fifth, and sixth floors are shown in plan view, illustrating how ASD opened closed areas with glass. Note indications of glass panels that extend to windows in perimeter offices on each floor. Thick segmented lines indicate floor-to-ceiling movable partitions designed by Pulgram for J.A. Jones. Arced walls on fifth floor provide separation for employee lounge and library. Also note how wall units incorporate filing space.



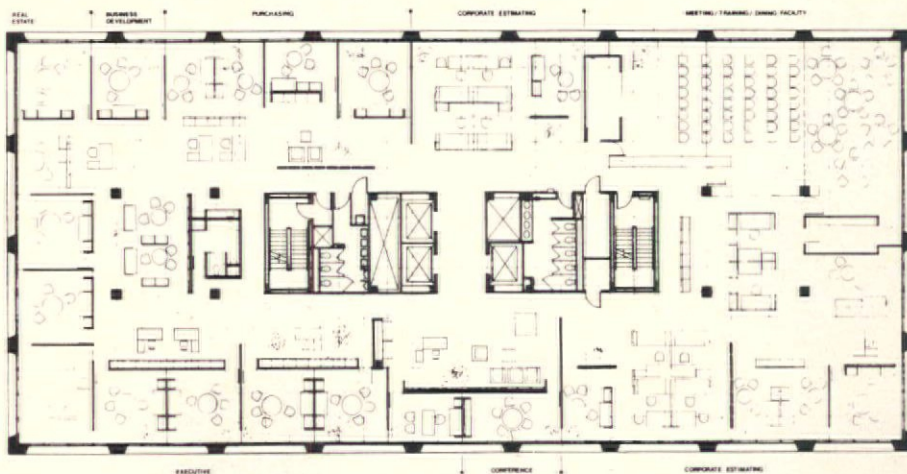
J.A. JONES CONSTRUCTION CO.
FOURTH FLOOR

ASSOCIATED SPACE DESIGN, INC.



J.A. JONES CONSTRUCTION CO.
FIFTH FLOOR

ASSOCIATED SPACE DESIGN, INC.



J.A. JONES CONSTRUCTION CO.
SIXTH FLOOR

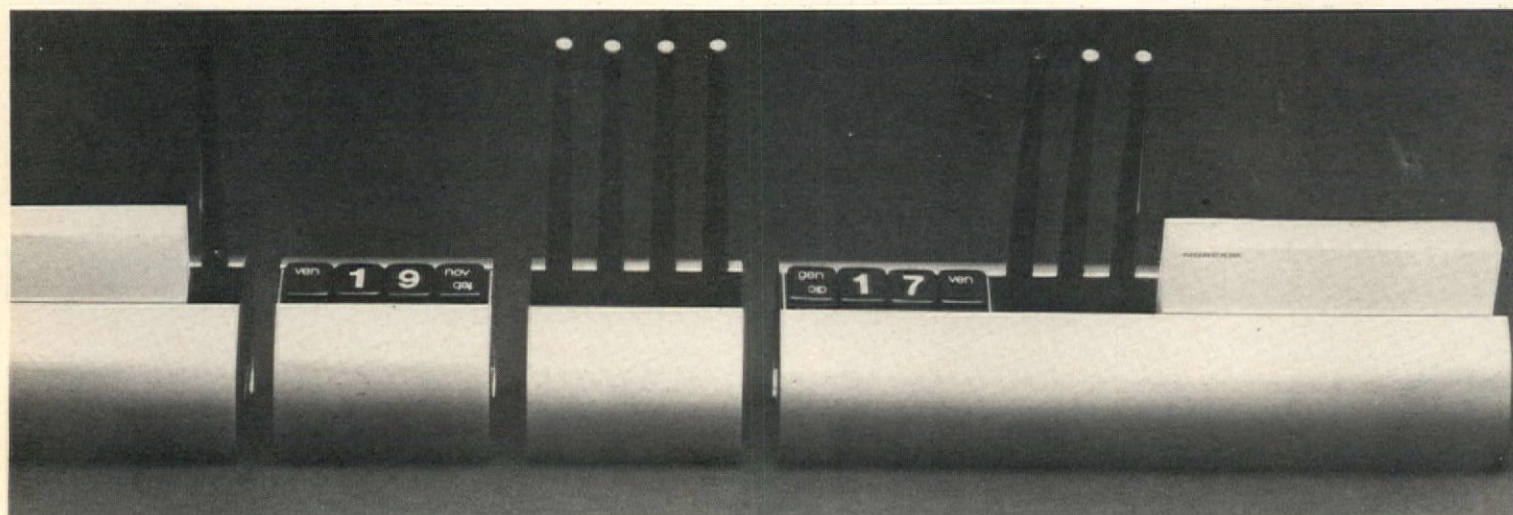
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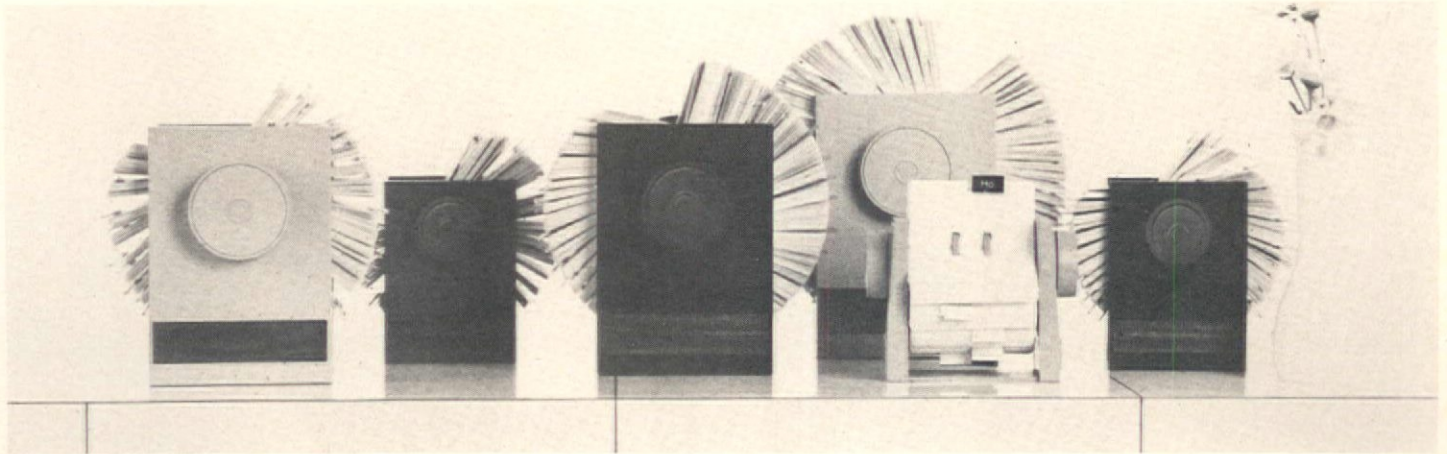


LUXURIOUS ACCESSORIES TOP OFF THE EXECUTIVE DESK

Traditional polished wood gives way to leather, chrome, marble, slate, in sets that include everything from candy boxes to card files

B





C

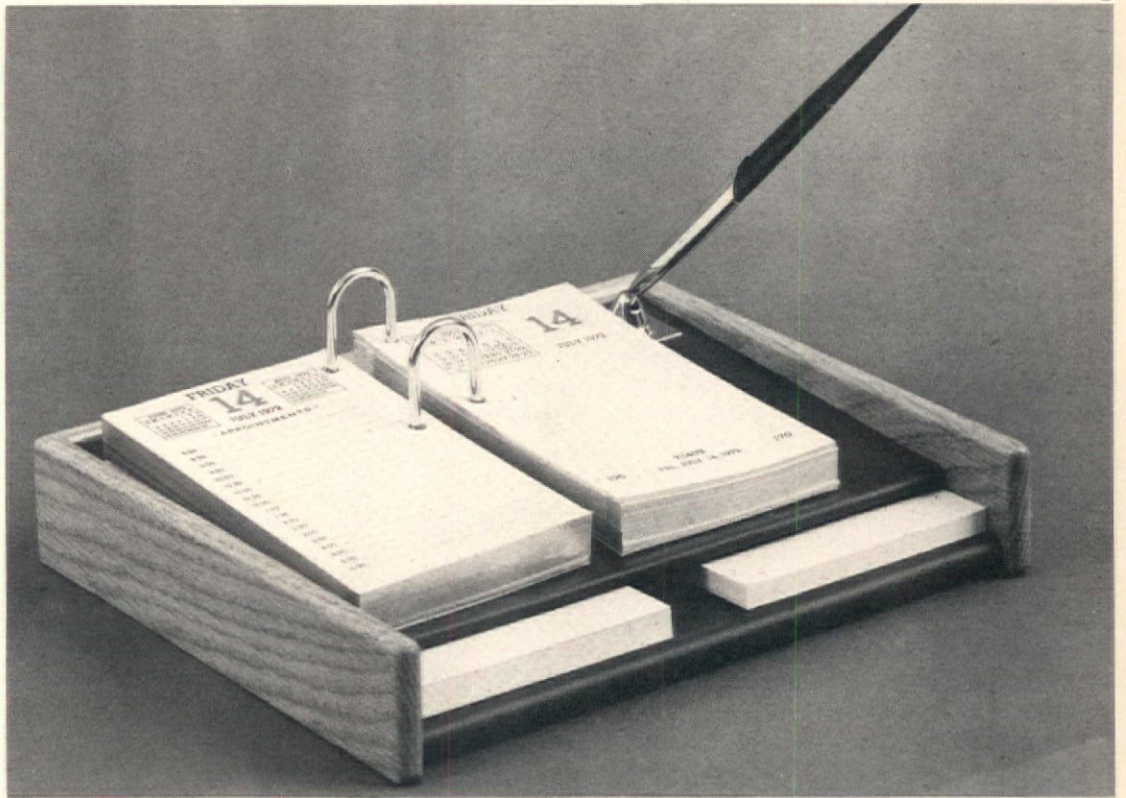
A—Perpetual Calendar from **Heller Designs Inc.**'s Danese Collection coordinates with two ashtray models, pencil stand, paperclip/pencil holder—and wastebasket. Design credits go to Italy's Enzo Mari. Circle No. 150.

B—**Atelier International's** Norex System can be specified in brushed aluminum for the executive, ABS plastic for general office use. Modularity makes for 23 possible variations from single function pen holder to multi-function memo pad, calendar, cigarette holder combinations. Circle No. 151.

C—Variations in height, card capacity, and color suite **Eldon Office Products'** Desk Top Card Files to any installation and cataloging requirements. Wheels can be specified with or without cards. Circle No. 152.

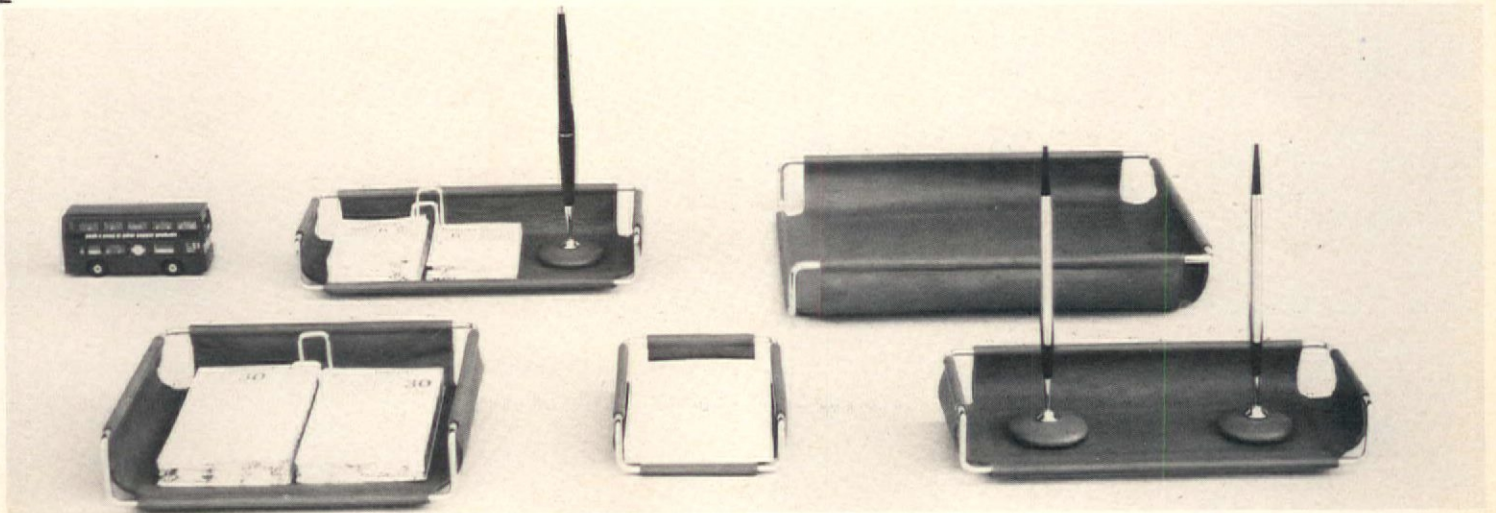
D—**Dapco Industries'** waxed oak, three-in-one desk set matches Sheaffer Decor pen and socket with memo paper. All in compact 8 by 10-in. base. Circle No. 153.

E—Top-grain leather combines with chrome and steel in **Peter Peppers'** elegant accessories series. For under-the-desk coordination, matching wastebaskets are available. Circle No. 154.



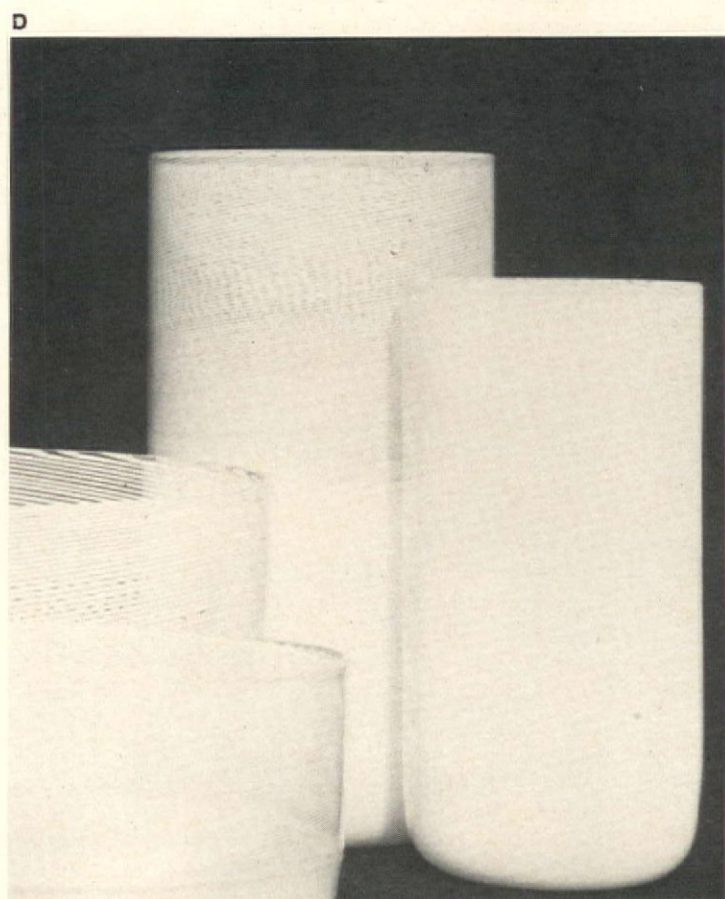
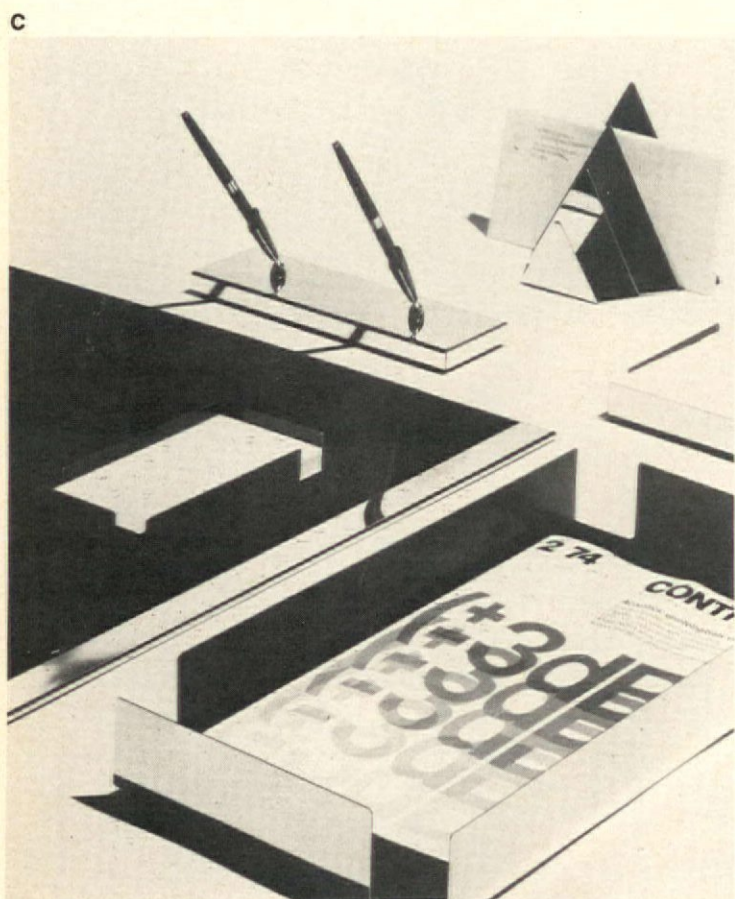
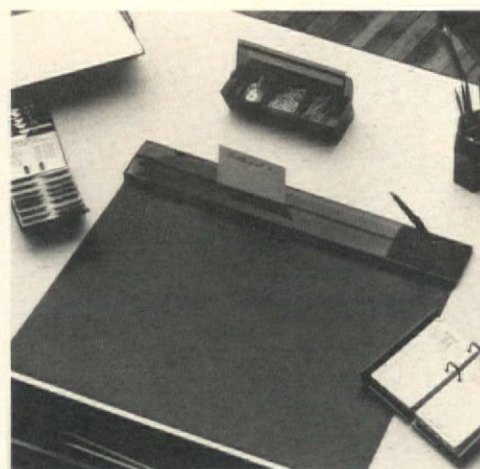
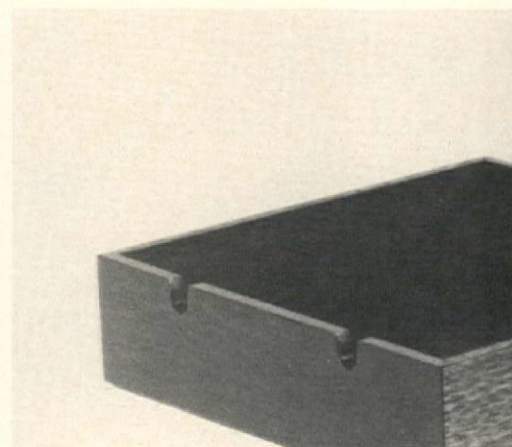
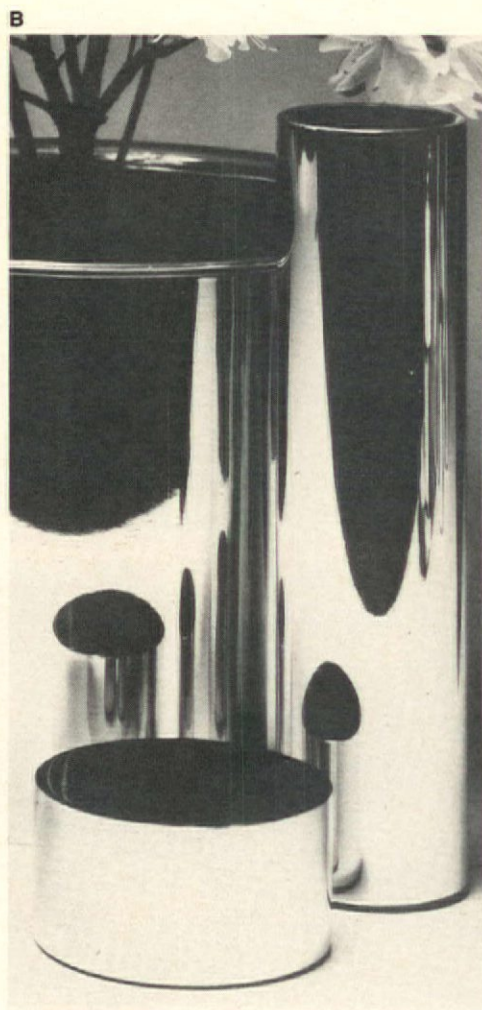
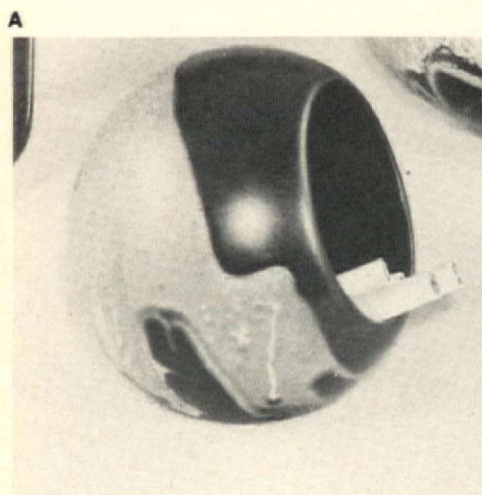
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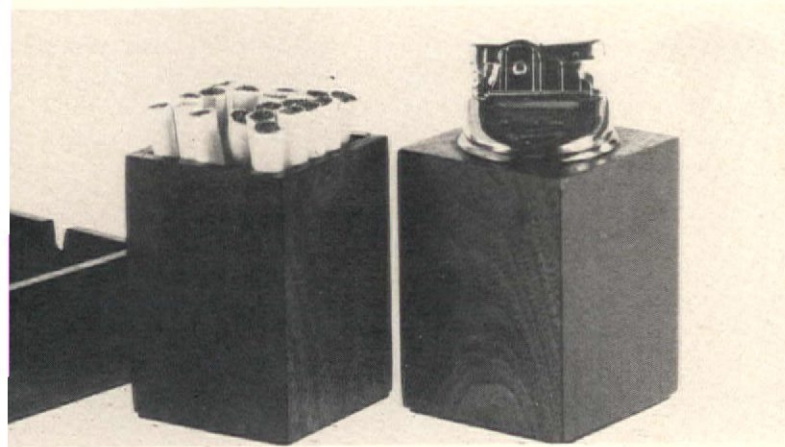
E



DESK TOP ACCESSORIES

Muted earth tones for handcrafted pieces





A—Brown Earth accessories from **Haeger Potteries** include cigarette holder, lighter, ashtray, candy box. All are handcrafted, finished in muted tones of brown, orange, beige. Circle No. 155.

B—Earth tones give way to cool chrome in a collection of super smooth accessories designed by Hugh Acton. Desk top planter, vase, paperweight available from **Vecta Contract**. Circle No. 156.

C—Chrome lends character to another accessory line, this one from Quebec's **Choralia International Ltd.** Varia Series matches letter holder, pen set, memo holder, and desk pad. Circle No. 157.

D—Fine glass threads imbedded in clear or white base medium create the Filigrana series of vases and bowls. Designed by Tapio Wirkkala, available through **Venini Ltd.** Circle No. 158.

E—Slate pure and simple (with no artificial colors or lacquering) is **Lauffer Co. Inc.**'s contribution to the accessories market. Retention of natural, soft black color requires simple oil rubbing. Circle No. 159.

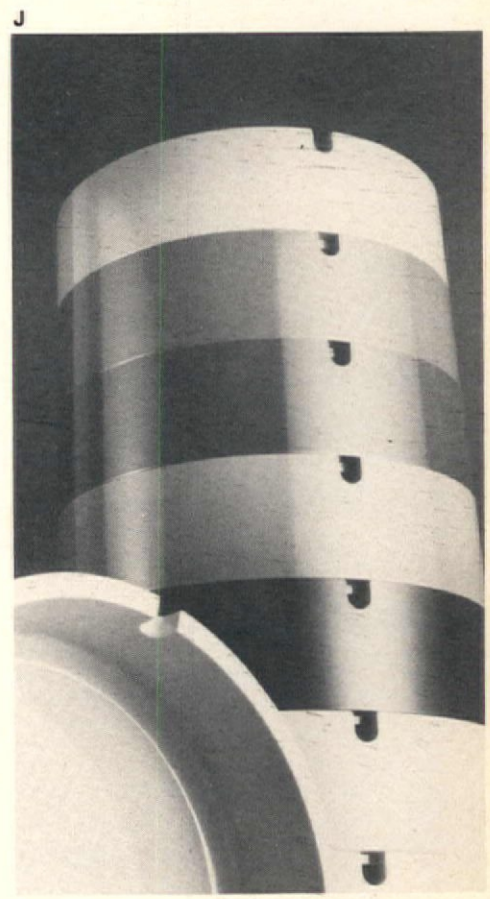
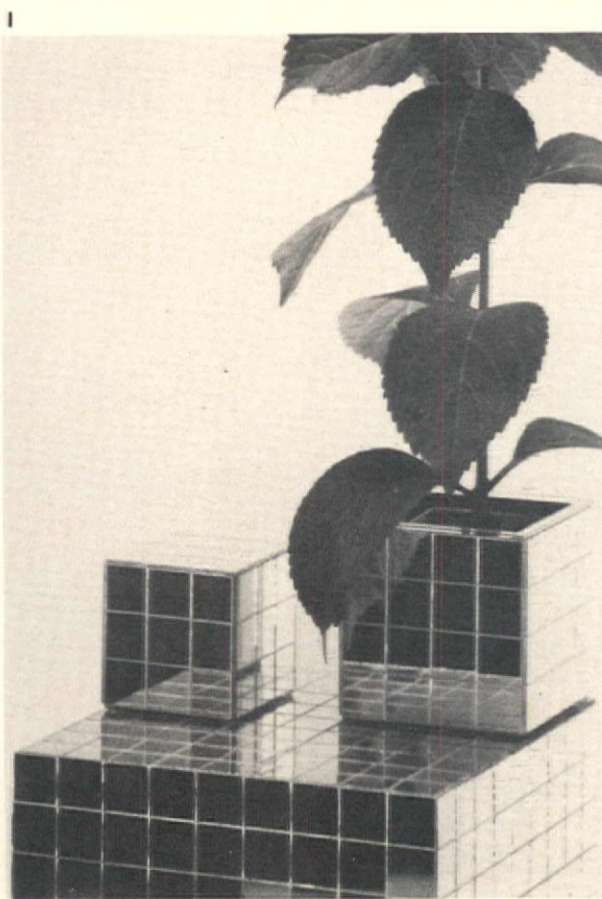
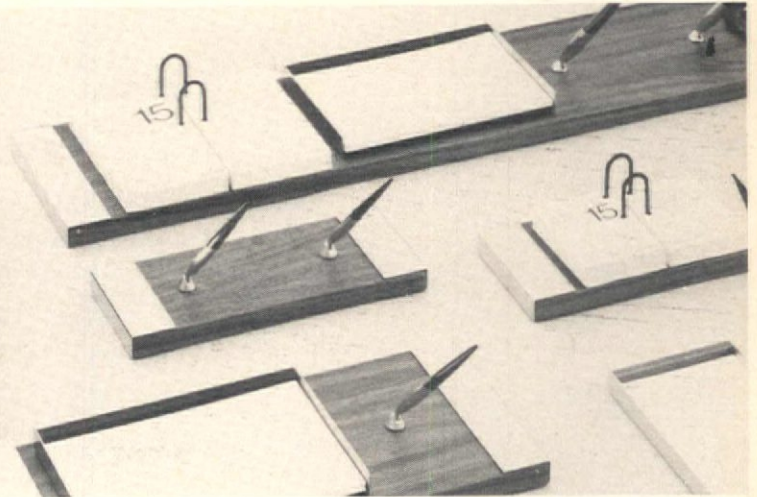
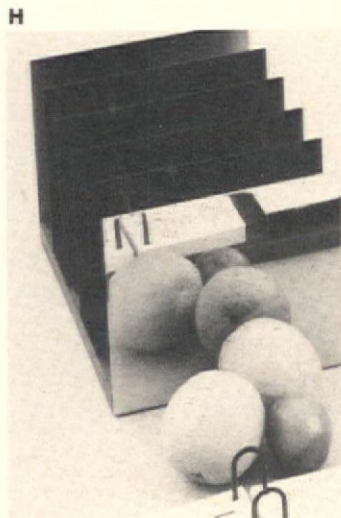
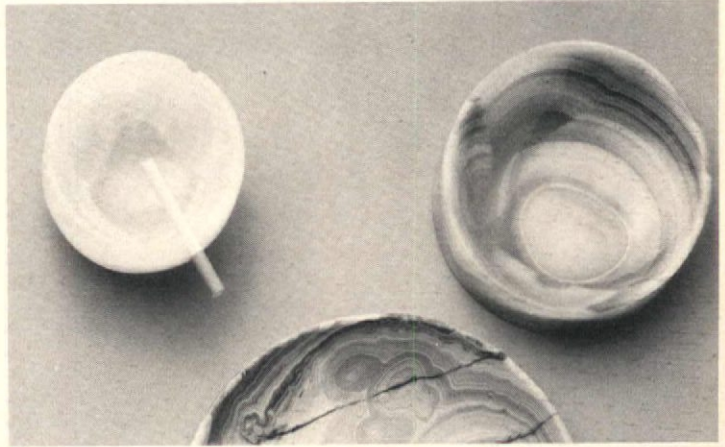
F—Translucent bronze plastic is **Oxford Pendaflex**'s chosen medium for its newest desk line. Set includes letter trays, calendar, memo holders. Circle No. 160.

G—Marble is the medium for **Casa de Onyx**'s desk top collection. Color choices range from mocha to mist green; styles from ashtrays to bookends. Circle No. 161.

H—Solid etched brass or polished aluminum may be specified for system J. office line, combined with hand-rubbed oak or walnut **Washington Clock Works** offers file, penholder/calendar combinations as part of the J collection. Circle No. 162.

I—Executives can reflect on their images with mirrored planter cubes, pen and pencil boxes from **Tomorrow Designs Ltd.** Standard sizes range from three to 24 inches. Circle No. 163.

J—From **Glassform**, colorful tower of interlocking ashtrays, fashioned from fiber-glass reinforced plastic. Sold through Eppinger Furniture Inc. Circle No. 164.



Growth in Atlanta apparently is irrepressible, despite the sluggishness of the economy. While Atlanta, together with the rest of the country, is anxiously awaiting a reduction in high interest rates so that it can go on with its building boom, several developers of speculative buildings now in progress have issued orders to "put the skin on it and let's not do the inside until money costs less."

Consequently, some architects waiting for the break are hurting for business. Interior designers, however, are working steadily, have a three- to six-month backlog of work, and are hopeful that a reduction in interest rates will get projects off the shelves for architects and that they will catch up in a relatively easy transition.

So confident is the business community that big plans already are underway for a contract show in November 1975, which will encompass three areas of Atlanta: Atlanta Merchandise Mart, 14th Street designer/architect area, and Atlanta Decorative Arts Center.

To be designated "Exploration Atlanta," the market will have the support and involvement of American Institute of Architects, American Society of Interior Designers, Institute of Business Designers, Atlanta Merchandise Mart, ADAC, the Producer's Council, and a number of important manufacturers representatives.

Acting as catalyst

Bart Starr, President of his own Atlanta design firm and President of Atlanta Chapter, IBD, is acting as a catalyst for the projected contract market, together with the Atlanta Chapter of IBD.

"This is a movement for a regional contract

market in Atlanta," says Starr, "since there unquestionably is a need for contract concentration in the Southeast. The thrust of the recent national meeting in Atlanta of the IBD is to help fortify the image of progressiveness of this area and to garner more support for the upcoming contract market."

At the forefront of activities designed to launch the contract market and show is William G. Conway, Vice President and General Manager, Atlanta Merchandise Mart, who points out that the joint efforts of all concerned are for a year-by-year strengthening of the market.

"We are working hand in hand with AIA, ASID, and IBD, as well as the larger local showrooms, to create a viable market in Atlanta and promote it as such," says Conway.

"We already are strong in carpet, furniture, and decorative accessories, and a large percentage of better contract lines. For the market, we intend to promote temporary showrooms in 120,000 square feet. By the second year, Atlanta will have earned stature in the national marketplace, and by the third year, an apparel mart will free up 250,000 sq. ft. of space for long-term leasing.

"One floor or 80,000 sq. ft. of the Mart will be a contract floor, plus 60 tenants with contract lines throughout the building.

Like others who have one eye glued to the economy, Conway sees an intense need for a reduction of interest rates, so that the economy can get moving again (they have started down at the time of publication of this issue).

Space designers in Atlanta, which is one of the three fastest growing areas in the United

Interior space design firms working off three- to six-month backlogs, some new projects still coming in, lowering of interest rates expected to ease economy into higher gear by second quarter



ATLANTA DESIGN OUTLOOK IS BULLISH DESPITE ARCHITECTURAL SLOWDOWNS

States, apparently are wary of the economy, but still getting commissions. A large number of such commissions are out of Atlanta, some in the Caribbean, others overseas.

National design reputation

With a population of over 1,660,000 and growing, Atlanta has established itself as an important market center and distribution center for the South. It boasts a number of nationally known architectural companies such as Jova/Daniels/Busby and Finch, Alexander, Barnes Rothschild & Pachall, as well as John Portman, whose architectural innovations even reach into Times Square, New York City, where a new high rise hotel is currently in planning stages.

Portman's Peachtree Center, which now is concentrating on the erection of a hotel, is a masterpiece of city planning and was one of the bellwethers of the city's dynamic growth. Further south, Colony Square is being rushed to completion with the opening of the Fairmont Hotel, a lavish hostelry which is an integral part of the larger complex of apartments, townhouses, office buildings, and department stores. Designed by Jova/Daniels/Busby, the hotel has interiors designed by Barbara Dorn of Barbara Dorn Associates, San Francisco. Atlanta's design community generally has turned its nose up at the gold-painted, rough-textured columns in the hotel, but grudgingly admits that it is a hotel that occupies a very distinctive place in the city's life, certainly giving a fillip to a heretofore commercially underdeveloped area of Atlanta.

Another city-within-a-city, the Omni International megastructure, is a \$65 million

complex that will be completed, hopefully, in 1976. The project encompasses corporate offices, sports facilities, leisure and retail shopping areas, 10 theaters, and a high-rise hotel with 500 rooms. Like Colony Square, it will have a regulation-size ice skating rink, an indoor-outdoor swimming pool, tennis courts, banking facilities, and generally will function as a self-contained city. It is on six acres. Thomposon, Ventulett & Stainback, Inc., Atlanta architects, together with One + One, design consultants headquartered in Houston, are working on Omni. Jutras & Nicholson will be responsible for the interiors of the new hotel.

Active furnishing sources

Atlanta is fortunate in having several large manufacturers representative and wholesale furniture and furnishing houses that offer designers both showroom exposition of a number of fine lines, as well as dealer services much needed by the design community. Southeast Wholesale Furniture Company, headed by Charles D. Mayo, Jr., as a case in point, offers designers furniture and furnishings for immediate delivery in approximately three-quarters of its lines. Furthermore, it offers this within 24 hours after purchase. In a little over one year, the company has doubled its business.

Dave Walker of MacKerer, Walker & Graham (M/W/G), one of the largest furniture and accessory representatives in the Southwest, points out that the company is now doing \$10 million annually, together with its Florida branch.

"We are so fortunate being in the Atlanta

area," says Dave Walker. "There are 52 design firms here. Eighty percent of design work is done in other parts of the country for major companies headquartered here.

"Some major developments—major projects have broken here in the last few weeks. The everyday small job is scarce, but the big ones are still coming through.

"We anticipate a very tight market until February or March. Interest rates should be down to 10 percent and there will be an initial comback with fill-ins and remodeling. Then, we'll see a small revival of new building construction."

Architects becoming developers

Walker says that more and more architects are going into development business. "That gives them more control of the project, so that the architect can make more money. Architects have traditionally been an underpaid profession. By the same token, interior designers are beginning to get more jobs in shells, doing the air conditioning, lighting, and architectural detailing inside."

One of the largest and most successful design firms in Atlanta is Alan Ferry & Associates, which employs about 32 people and has an average of 50 jobs going at one time. One of the firm's specialties is country clubs, although offices, too, are designed in abundance.

Alan Ferry, President, is basically optimistic. He says, "The Southeast is holding up well. Only 30 percent of our work is in Atlanta. We have just completed a 35-story job in Dayton, Ohio, and we have work in Canada, the Caribbean Islands, and England.



"Project delay will simply send prices higher in the long run,"—Barton Starr, President of his own Atlanta Design firm and President of Atlanta Chapter, Institute of Business Designers, one of sponsors of 1975 contract market.



"We anticipate a very tight market until February or March. . . then we'll see a small revival of new building construction,"—Dave Walker, of MacKerer, Walker, Graham (M/W/G) manufacturers representatives.



"We are working hard. . . to create a viable contract market in Atlanta and to promote it as such,"—William G. Conway, Vice President and General Manager, Atlanta Merchandise Mart.

Inflation pricing drives Atlanta designers up wall



Three-tiered, balconied lobby and various multi-level wings to accommodate all the dining, lounge, meeting, and other service facilities are impressive in the new Fairmont Colony Square Hotel, which will have Atlanta's first outside glass elevator. Designed by Atlanta architect Jova/Daniels/Busby the plush hotel is Atlanta's newest, offering 470 rooms.

"We are basically optimistic. Things turned around fairly fast last time the architects got slow, as is now the case. We are okay for six to nine months."

Inflation is the big concern for Ferry, as well as for other designers in the Atlanta area.

Price increases are worry

"The worst thing," he says, "is that the manufacturer has always been able to quote a price and he protected you on an increase. Now, the manufacturer will increase his price after the designer gives the client a firm price. We are going to do business only with those manufacturers who will protect us."

"We used to worry about labor in construction going up, when we did the total interior. These increases have leveled off. Now its the furniture that keeps going up and up."

Marcella Lee Simmons, IBD, Vice President, Marcella Lee Simmons Interiors, operates a six-person shop in Atlanta. She finds business holding up, with commissions for the Government, Air Force bases, and two country clubs.

One source responsibility

"We get involved with the general contracting, air conditioning, all the trades. This way, there is one source responsibility and we control the job. This seems to be a trend. I'm bullish."

Ms. Simmons received two contracts for commissions on the day that CONTRACT visited with her in Atlanta.

Bart Starr, who is acting as the catalyst for formation of the Atlanta Contract Market, says: "Atlanta is a little soft. About three ma-



Barbara Dorn, Barbara Dorn Associates, San Francisco, designed the interior spaces in Fairmont plush and traditional. This impressive and colorful tapestry faces lobby, which is in browns and reds, with custom-made furniture.

major projects have been slowed down until interest rates go down. Designers are still okay, though, because they are doing work that the architects have completed. Some architects are hurting.

"In my shop, we are busy doing projects both in town and out (Western Carolina Bank & Trust Co. in Asheville, N.C.). Some commissions are still pending, but I anticipate their coming through, since delay will simply send prices higher in the long run."

Starr is President of the 30-member IBD chapter that is very active in Atlanta. He says: "A contract market is definitely needed in Atlanta in order for this city to become an international city. It is the Gateway both to the South and to South America. International companies by the score make their headquarters here.

"Design firms here do a lot of work out of town and it is not unusual for large design firms to fly their clients to Chicago or New York to see products to be used in major jobs. If there were more factory and rep showrooms in Atlanta, people would come to Atlanta to use them. I would expect designers and clients from Florida, Georgia, North and South Carolina, Alabama, and Tennessee to come to Atlanta for market, because it's a fun city too.

Harry L. Gilham, Jr., President, Georgia Lighting & Lighting Creations & Decorative Accessories, Atlanta, points out that while there are few housing and condominium starts, renovations and remodeling are causing his market for lighting to hold up well. "Commercial building sales are holding their own and interior design firms appear to be doing extremely well," he says.

"Designers constitute one of our primary markets for a four-state area. The market appears to be much broader, much more interested in contemporary than three years ago, but, nevertheless, traditional is still strong.

"Much of our business is due to the fact that we stock everything. We have 14 people on the floor of our distributor showroom, which is 30,000 square feet."

Gilham points out that the company receives a container of fixtures from Europe every month. And track lighting is selling so well that it is out of sight.

"The developer and designer have come to depend on our strong stock position, which offers them delivery from immediately to six to eight weeks."

Fortress, Inc., recently opened a showroom display in Atlanta with Designer Products Ltd. Under the direction of Tom Drum, the showroom offers Fortress the opportunity to display its complete collection in Atlanta for the first time. Other national manufacturers, too, are turning their sights on Atlanta, which is fast becoming a major convention city because of the outstanding hotels that have been built, such as the Regency Hyatt House and Fairmont Colony Square, and which are projected for completion in the near future.

Portman projects, which include a new hotel, likewise are bullish in what they see happening in Atlanta. One cloud on the horizon, however, is a feeling that Atlanta, like other major cities throughout the country, is becoming a ghetto at night and that greater efforts must be made to keep whites in the center city, rather than in omni-like

enclaves that are economically out of reach of most Atlanta blacks.

William Pulgram, President of Associated Space Design, Atlanta, represents another architecturally oriented design firm that probably does more work outside of Atlanta than in, although some of their most outstanding work is likewise available to residents of Atlanta. Pulgram, whose J.A. Jones headquarters project appears elsewhere in this issue, does work all over the United States. He is one of the foremost innovators in open plan design, although his architectural design talents span the spectrum of approaches. A number of his projects are government oriented, but far from government dull.

For the Atlanta community generally, and the design community specifically, the future appears to be bright. Fluctuating fortunes of the economy notwithstanding, the feeling is bullish and the Atlanta skyline continues to grow. ■



"Designers constitute one of our primary markets. . .the market appears to be much broader, much more interested in contemporary than it was three years ago,"—Harry L. Gilham, Jr., President, Georgia Lighting.



"One source responsibility. . .we control the job. . .this seems to be a trend,"—Marcella Lee Simmons, IBD, Vice President, Marcella Lee Simmons Interiors.



"We are basically optimistic. Things turned around fairly fast last time the architects got slow, as is now the case."—Alan Ferry, President, Alan Ferry & Associates.

CARPET SCOPE

By Marcie Avram,
Special Features Editor

The need for static control in commercial carpet installations is no longer questioned. The question now is "How?"

Build-up of a static charge on a person walking across a carpet can cause discomfort for humans and malfunction in sensitive electronic equipment. But it is controllable. The number of approaches to static control, however, is proliferating.

Most recent entries into this growing market are third generation nylon fibers with a built-in static control factor and nylon/metallic fibers designed to stand alone or blend with other fibers in varying proportions. In addition, conductive latex backings are becoming increasingly important as part of total anti-static systems.

The amount of static build-up is influenced by relative humidity and the nature of the two materials (carpet and shoe soles) being rubbed together.

Although the measure of relative humidity is a controlling factor in static build-up, heating, air conditioning, and dehumidifying systems throughout the country make static a year-round problem.

Threshold is 2.5 to 3.5 Kv

What exactly happens is scientifically described as the triboelectric effect—the generation of an electrical charge as dissimilar surfaces are rubbed together. Discharge occurs when the person touches a grounded object—resulting in an annoying shock. Measured voltage during the walk and the rate of charge decay (reduction) when walking is stopped are indications of the carpet's static propensity.

The threshold of sensitivity for most individuals is accepted as being between 2,500 and 3,500 static volts (2.5 to 3.5 kilovolts). This is the range within which most people start feeling static shock. As the voltage increases beyond this level, the effect is more noticeable and more uncomfortable.

Computer rooms represent a relatively new application for carpeting. Suppliers advocate

NEW CARPET STATIC CONTROL TECHNIQUES PROLIFERATE

this type of flooring treatment for esthetics, acoustical purposes, and comfort—in essence, the same reasons as promoted for any other commercial environment. In the past, however, static interference has been an obstacle to carpet in this type of application.

Electronic equipment may actually be more "sensitive" to static electricity than most humans. Maximum sensitivity levels indicated by industry sources range from a low of 500 static volts up to 2,000 static volts, depending on the type of equipment and other variables. However, static control is now available to the point where carpeting in computer rooms is feasible.

Low humidity is cause

As in any area, static in such locations becomes more of a problem with a lower relative humidity. Brunswick Corp. reports that many computer rooms are designed for optimum operation at 75 F and 45 to 50 percent relative humidity. However, machine operating conditions could range from 60 F to 90 F and from 20 to 80 percent relative humidity.

Many other spaces containing electronic equipment represent potential for shock-free carpet installations: radio and TV stations need protection from blowing of transistors as a result of high-static charge; dark rooms with blurring of X-rays; hospitals for patient and operating room comfort.

Ratings for determining the static propensity of carpets are determined using Carpet & Rug Institute's standard test method, the "Step and Stroll" test (identical to the static test procedure AATCC134-1969 used by American Association of Chemists & Colorists). This procedure is conducted under conditions of 70 F and 20 percent relative humidity.

Because static control has been well established as a contract necessity (suppliers report they now are making initial overtures in the residential market), a variety of producers are jumping on the static control bandwagon. Consequently, the specifier's problem becomes not one of availability but rather of selectivity.

One of the long accepted approaches to static control is the use of metallic yarns. Brunswick offers two static control programs—Brunslon and Brunsmet.

Brunslon static control yarn is a fine-spun blend of nylon and Brunsmet metal fibers. The ultimate spacing on Brunslon yarns is related to the fabric construction as well as the

degree of static control desired. This yarn can be hidden in the yarn bundle of carpet or, if desired, used for styling effects. It can be dyed by conventional methods.

High degree of control

When properly spaced, this yarn exhibits a high degree of static control. It can be incorporated with face fibers either in the plying operation or in the tufting of the carpet. Brunslon was first successfully utilized in level-loop commercial carpeting to control static to the threshold of human sensitivity, approximately 2,500 volts; the growth of cut pile and plush carpets has spurred investigation into this application, with workable results.

Brunsmet is actually the registered trademark for stainless steel fibers, formed from stainless steel blended with other fibers at the yarn-making stage.

When Brunswick first introduced its static control program, Roy Shields says, the reaction was, "So what, we don't need static control." Company programming included trade education to convey to the carpet community the unnecessary discomfort and in some cases, potential danger, connected with static electricity. Now its need is universally understood.

Fiber control approach

Another approach is that of choosing a fiber which promises low static build-up as a characteristic of its inherent make-up. Polypropylene (olefin), producers say, is such a fiber. Spokesmen from Herculon, Vectra, and Phillips cite the inherent resistance to

Carpet now can be specified even in hospital rooms and where sensitive electronic data processing equipment is in use as the result of new developments in static control

static build-up of carpets made from olefin fibers and back their claims with hard statistics.

Tests conducted by Associated Testing Laboratories for Vectra—using CRI methods—indicated that 100 percent Vectra olefin fiber generated the least static voltage when compared to other anti-stat fibers tested with Neolite soles.

Likewise, in similar tests conducted by Hercules, Herculon fell below the threshold of objectionable static, at 10 to 20 percent relative humidity and below the awareness threshold at 50 percent relative humidity.

Extensive tests were conducted on a wide range of carpet constructions. Results indicated that various constructions with this olefin did not appreciably affect static build-up (shag registered 3.1 to 4.8 kilovolts at 20 percent relative humidity and level loop, .94 to 3.0).

Olefin spokesmen also point out that because resistance is a natural characteristic of the fiber, this approach to static control represents economy and permanence.

Nylon/olefin blend successful

Interestingly enough, blending olefin with nylon decreases static build-up and enhances styling capabilities. Hercules' Ben Sevison reports that Executive Mills was one of the first suppliers to introduce a nylon/olefin blend utilizing Herculon.

Originally designed for esthetics (cross-dye effects), the resultant combination tested with an even lower static level than olefin alone. The reason, Sevison explains, is that the electrical charge build-up on one type fiber is dissipated on the other.

"Nylon continues to be the workhorse of the contract carpet industry," says B. F. Bertland, Phillips Fibers, "both as far as styling (in low level-loop constructions) and performance. But in combination with olefin, styling capabilities are increased while olefin's inherent resistance to soiling and static are retained."

Spokesmen for Celanese and American

Cyanamid claim that their fibers, Fortrel polyester and Creslan acrylic, like polypropylene, are inherently low in static propensity.

Another approach to static control is to introduce a static-reducing factor at the liquid stage of fiber production. This is currently a very active area, as nylon represents approximately 70 percent of the contract carpet market and possesses a high degree of static propensity.

Static control introduced at the polymer stage offers permanent effectiveness, with no esthetic changes. Such yarns can be tufted, dyed, and finished like any man-made yarn, and they are unaffected by wear or cleaning.

Monsanto's Cadon nylon and Acrilan 2000+ result from this type procedure. A special chemical additive of Cadon nylon fiber endows carpets with static-resistant characteristics, although not entirely static free.

Some two and one-half years ago, Allied Chemical introduced Anso-X. This third-generation polymer-based, anti-stat nylon retains the wear-resistant and soil-hiding properties of regular Anso nylon.

Guarantees extended

The anti-stat performance of Anso-X is guaranteed for the useful life of the carpet when carpets made with this fiber meet testing standards involving pile yarn content, density or weight, backing adhesion, tuft bind, Taber abrasion, color-fastness, and flammability.

The guarantee states that the static generation of carpets of Anso-X will not exceed 3,500 volts at a relative humidity of 20 percent or more and a room temperature of 70F as tested in accordance with the AATCC

134-1969 procedure. If the installed material fails to meet these criteria, Allied will replace the carpet.

Allied's Ron Rothwell, who stresses the "system's" approach to static control, adds that certain constructions such as plush and cut pile—may require the addition of a conductive latex backing. Because the ends are cut, in contrast to, for example, a level-loop construction, there is no continuous discharge path.

Rothwell goes on to say that because a carpet of Anso-X utilizes this fiber 100 percent, the tufter is at an advantage in that he need not be concerned with the blending of two types of fibers.

Although Allied promotes the standard industry voltage measures, Rothwell emphasizes that he feels the industry is, to a degree, playing the "numbers game." Because there are so many factors that influence the final degree of charge, he explains, numbers lose their meaning in the sense that they do not convey performance under any other conditions or over a period of time.

For instance, he points out, the anti-stat performance of Anso-X actually improves with wear.

Rothwell instead advocates the adoption of a category classification system. Several categories for different contract and residential requirements would indicate a particular *degree* of static control rather than a single, numerical measure, valid under only a single condition.

In addition, he says, in considering anti-stat measures, one must consider the final effect of the total system and not simply look at each ingredient. This is the basis on which the Anso-X guarantee is awarded, and it is the only logical approach, he feels.

At this writing, Allied reports to be on the verge of introducing a continuous filament form of Anso-X. As well, the company has recently entered the residential market.

Antron III, a nylon yarn with built-in static control, was introduced by DuPont about a year ago. A modification of the regular Antron, the yarn is now available in both continuous filament and staple form and is combined with regular fibers in varying proportions in application.

DuPont says that properly constructed carpets made with Antron III will limit static generation to less than 3,000 volts, as measured by AATCC test procedures.

The static control characteristic is the only

CARPET SCOPE

Use of anti-stat backings is growing

difference between Antron III and the preceding Antron form; dyeing procedures, soil-hiding properties, and abrasion-resistance remain the same.

Originally directed toward the contract market, a company spokesman reports, at least one grade is ready for residential sale.

DuPont has refrained from instituting any kind of guarantee program; the decision for such is being made at mill level.

Celanese is developing an anti-stat nylon yarn. Called Stataway, it is expected to be on the market sometime in the next two years.

Projected for low level-loop, contract-type carpet, this fiber will incorporate anti-stat protection in the fiber form, the same "type" of approach as Antron III.

New on the market since last summer is X-Static from Rohm & Haas. This is a metallic-coated continuous filament nylon, offering static control for both residential and contract carpeting in the 2,000 to 3,000 volt range, or lower.

Rohm & Haas says the versatility of this yarn allows for static control on all types of carpet fabrics—saxonies, plush, shags, cut on loop, and level loop, and is fine with all carpet yarns, including nylon and wool. Blending is accomplished through a combined feed with regular yarn before tufting.

"X-Static's highly effective static control," the company says, "stems from all filaments being completely conductive and acting independently. The fineness and metallic surface of the yarn make it invisible in non-white carpets and reflective of colored yarn."

Rohm & Haas has developed a labeling program for X-Static and is working with mills in its promotion.

Useful life longevity

Originally, Zefstat, from Dow Badische, referred to a polyester-coated metallic anti-stat yarn. Now, however, the trademark refers to the five-year, free replacement anti-shock guarantee.

Bill Borges explains that Dow Badische

feels this program is a testimony to the permanence of Zefstat. "Many methods of static control contain a degradation factor over time," he says. "We not only test the material when we award the label, but we are also responsible for what is termed 'the useful life of the carpet.'"

Dow Badische guarantees that Zefstat certified carpeting, when installed and maintained according to company instructions, will generate no more than 3,000 volts. If under testing, the static level exceeds this limit, Dow Badische will replace the original carpeting.

Each carpet certified for the Zefstat guarantee is classified according to its intended use: Class I—Residential/Moderate Commercial; Class II—Heavy Commercial; Class III—Extra Heavy Commercial. Each classification provides satisfactory anti-shock performance in all preceding classes.

Backing approach

A totally different approach to control static was in the form of a conductive polymeric compound applied to the primary backing of a carpet. However, this product—Gafstat from GAF—has been taken off the market.

Growing in use and variety are conductive latex backings, due to the difficulty of achieving static control with some constructions, or for use in special areas, such as computer rooms, where a higher level of static control is necessary. This material combines the traditional properties of a latex adhesive with a conductive agent to disperse the electricity over the entire area of the carpet.

One new product this year is Uniroyal's Shock-Away, generally recommended in conjunction with metallic filaments or conductive yarns in the face.

"With Shock-Away backed carpet," a Uniroyal spokesman says, "we have the solution to a dangerous and nagging problem. It is now possible to produce cut pile carpet with conductive yarns that are static free."

Interestingly, at least one carpet manufacturer is producing its own conductive latex backing. Burke Industries had been best known for its resilient flooring products and conductive tile. When the company entered the carpet market some five years ago, it did so at the level it knew best, contract. And at this point, according to spokesman Andy Marken, there existed no totally effective, inexpensive static control system.

For computer use

Thus, with a rubber laboratory at its disposal, the company developed its own conductive backing, available only in conjunction with Burke carpet.

Marken relates that IBM San Jose has certified conductive latex-backed Burke carpet, with the addition of a static control fiber, for use in its computer installations worldwide.

In other less demanding circumstances, he says, the backing alone might be sufficient in dissipating static charge.

In recognition of the import of static control, suppliers pursue developmental work. According to Brunswick's Shield, "static is currently being controlled adequately. Perhaps the next step would be to effect the same control at lower cost."

Perhaps even, he adds, some supplier will perfect a chemical spray which will render a fabric permanently static free.

Rothwell suggests that the fourth generation of nylon fiber might be one which retains all desirable characteristics at their maximum. Currently, he explains, like life, one must trade off a little of one thing to get another.

Another projection, termed "really blueskying into the future," is Borges' feeling that there will continue to be finer and finer micro-slitting of metal fibers, and that perhaps one day the materials added for static control might be used for heating as well.

Regardless of what form future introductions take, the direction is clear. The industry has put a contract out on static. And the "hit men" continue to burn the midnight oil in labs around the country to perfect a method of dispensing with the static problem. ■



DALLAS

Concentration on contract is getting bigger in a state that is known for bigness, as plans are being finalized for Dallas/Contract 2, sponsored by that huge complex of mart buildings, The Dallas Market Center.

After its first, successful Dallas/Contract last July, the Market Center has shifted seasons, moving the annual event to winter; Dallas/Contract 2 is scheduled for January 15-17, 1975, the latter part of the Dallas Winter Furnishings Market.

The new World Trade Center's Contract 6th floor will provide the biggest array of contract furnishings in one location. But contract is not limited solely to this floor or this building, for the other Market Center buildings house a host of manufacturer and rep showrooms with many other top contract lines. And away from the Market Center, nearby Oak Lawn Plaza will also play host to the thousands of designers, architects, and contract specifiers convening in Dallas. Many of the people and products to be seen during Dallas/Contract 2 are highlighted on the next few pages.

Seminars stress options for future

Seminars will stress thought-provoking ideas, pointing out new directions and options for the future, particularly in light of current economic conditions.

Under the umbrella theme of "Dimensions in Contract," seminars will feature the following seven professionals in the contract industry.

Don Albinson, noted furniture designer

who has created products for such firms as Knoll and Westinghouse, will present new views on product design and how they integrate with space and interior design of today. Albinson will also examine the influence of the economic crisis on product design.

Michael Saphier, former Board Chairman of Saphier, Lerner, Schindler and currently a consultant to the industry, will elaborate on a forward-thinking concept: the role of the space design consultant as an information-screening tool for management.

O'Neil Ford, FAIA, of Ford, Powell & Carson Architects & Planners, Inc., San Antonio, will cast new light, and some surprises, on today's selection of materials for interior construction and design.

Horace Hayden, of Curtis & Davis Architects & Planners, New Orleans, will offer a brisk commentary on the work by his firm for the New Orleans Superdome project.

Hans Krieks, head of Hans Krieks & Associates, New York, in a role that will stimulate re-examination of current practices will present avant garde ideas for the industry.

Dr. Rodolfo E. Planas, of Quickborner Team Inc., Milburn, N.J., the German-based firm that introduced office landscape concepts to the U.S., will present new views in his talk "Innovative Office Landscape Concepts."

Calvin H. Yuill, formerly with Southwestern Research Institute, San Antonio, will share his extensive knowledge in the research and testing of materials flammability as it relates to contract furnishings and installations.

The Dallas Market Center's new Contract Furnishings Advisory Board of Governors, formed earlier this year, will hold its first annual meeting during Dallas/Contract 2. The Board, established to better meet the needs of the contract industry by examining its problems and offering solutions, consists of 13 leading industry members. They are:

Loyd D. Brotherton, Domore Office Furniture; Alex Dadourian, President of InterRoyal Corp.; John L. Helm, VP/Operations of Knoll International; Glen Hennings of W. Glenn Hennings Inc.; James Kehoe, VP, Metropolitan Furniture Co.; J. A. Kelly, Regional Mgr./Carpet Div. of Armstrong Cork Co.; Steve Kiviat; Exec. VP of Atelier International; Richard H. Lord of Thonet Industries; Paul Maxwell, Multiple Originals; Leon Novikoff, President of Novikoff Inc.; S. W. Oppenhuizen, Marketing Mgr., Westinghouse, Architectural Systems Dept.; Jim Riddering, President of Thonet Industries; and J. W. Van Sant, Van Sant Inc.

Courtesy services for visitors

Complimentary bus service will again be provided between the Center's various marts and to downtown area hotels and motels. There will also be a special information desk in the Trade Mart to assist with entertainment, dining, and tourism plans. The Housing Service of the Dallas Convention/Tourist Bureau, Dallas C of C, 1507 Pacific Ave., Dallas, Tex. 75201, will assist in hotel room reservations. Requests must be made by mail.

"DIMENSIONS IN CONTRACT" IS SHOW THEME

Dallas/Contract 2, scheduled for January 15-17, 1975, will focus on new products for contract and seminars that re-examine accepted practices

DALLAS

WORLD TRADE CENTER CONTRACT FLOOR/SIX

EXHIBITOR	SPACE
Atelier International	608
Ray Belknap Co.	619
Binswanger Mirror Co.	641
A. Brandt Co.	639
Collins & Aikman	664
Con-Pac 3	671
Domore Office Furniture	666
Elbert & Nelson	621
Eix Co.	657
Fisher Brown	615
Golding Bros.	630
Glenn Hennings	605
InterRoyal	609
Joan Fabrics	620
Knoll International	676
LaFrance Industries	624
Ernest Low	611

Mastercraft Corp.	640
Metropolitan Furniture Corp.	668
Multiple Originals	604
National Furn. of E. Bernard	623
Novikoff Inc.	662
I. H. Pritchard Inc.	670
Cliff Reed Co.	672
Robertson Factories	625
Mark Savin Co.	644
Southbridge Plastics/W.R.	
Grace	634
Southwestern Contract	651
Thonet Industries	600
Van Sant	646
Westinghouse/Architectural Systems	697
Keeton Young	636

615 / Fisher Brown & Assocs.
B. H. & W. Mfg.; C&S Woodcrafters; Davis Lamp; Decor Table; Duro Metal; Ferdinand Furniture; Frankline; House of Lamps; Styleline; Southland Bedding; Triple K.

619 / Ray Belknap & Assocs.
Bassett; Binswanger; Chromodern; Dunning Lamps; Grosfillex; Miss Eaton; National Furniture Co. of E. Bernard; Pilliod Tables; Robertson Factories; Rudolph Lamp; Sico; Sleep Ezy; Stanley Furniture; Syroco; Transart Ind.; Volker; AlWhite; Zenith.

621 / Elbert & Nelson Assocs.
Alton Lamps; Kessler Ind.; Little Rock Furn.; Period; Rotocast Plastics; Sierra-Permaneer; Stell Upholstered; Superior Upholstered; Universal Furniture.

646 / Van Sant Inc.
Cooper Architectural Signs; Habitat; Intrex; J.G. Furniture; Stendig; Turner.

651 / Southwestern Contract Interiors.
Casard Furniture; Dumas; Duro Metal; National Lamp & Mfg.; New Orleans Furn.; Rachlin Furn.; Stoneville Furn.; Stylume Outdoor Furn.; Texans Lamp; Whitaker Mfg.

657 / Eix Co.
Emeco Industries; Modern Partitions; Simons Sculptures; Smokador Products.

666 / Domore Furniture.
Rep Loyd Brotherton & Assoc. also features Continental Woodcrafters; Gift Craft Leather; Gregson Mfg.; Jim Hurt of Texas; Rose Mfg.; Springer Penguin; Jackson McKiness.

668 / Metropolitan Furniture.
Affiliated Craftsmen; Casa de Onyx; Hank Loewenstein; Robert Long Lighting; Nessen Lamps; Omni Systems.

670 / I. H. Pritchard
Berrier Lamps; Dapco Ind.; Dependable Furniture; Naomi Gale's/Shelves Unltd.; Klingler; Harry Lunstead; G. M. Nagkery; Ben Rose; Alison T. Seymour; John Stuart; Washington Clock; Leif Weissmann.

671 / Con Pac 3.
Benchmark Lamp; Bertolini Seating; Carnegie Furniture; Custom Electrical; Kinder Mfg.; Mastercraft; Royalcraft Lamps; Texas Lamp.

672 / Cliff Reed Assocs.
David Bruce Lamps; Celanese Vinyl; Clarkwood; Designskill; A. L. Diamant; Bruce Eicher; Eklektix; Fortress; Gall Casegoods; Glass; Grasscloth; Group 4; Hero; Herschell; Josephson Vinyls; Judscott; Kaiser Handprints; Paul Kaiser; Kneedler-Fauchere; Manuscreens; Martin of London; Bob Mitchell; Morrison Pacific Texture; Pacifica; Pindler; Saporiti Italia; Tropitone; Vreeland Rattan; Molly Young.

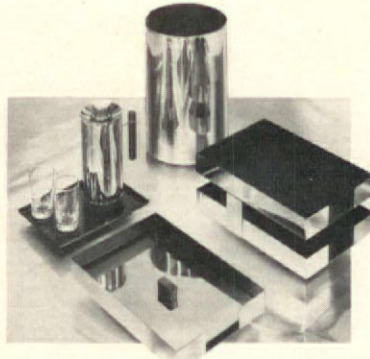
FIRMS AT REP SHOWROOMS

605 / W. Glenn Hennings & Assocs.
Brueton Ind.; Jack Cartwright; Castelli; Chairmasters; Directional Contract; Harbor Universal; Koch & Lowy; Modulo 3; National Art Services; Peter Pepper Products; Royal Systems; Scott-Selaco Carpets; Smith Metal Arts; Westin-Neilson.

611 / Ernest Low & Assocs.
Beylerian; Edgecore; Modular Designs; Jan-sko.

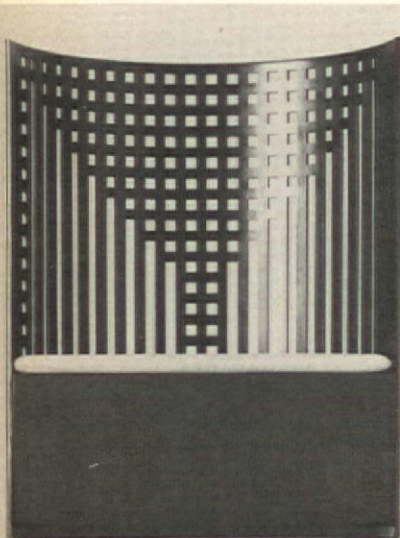
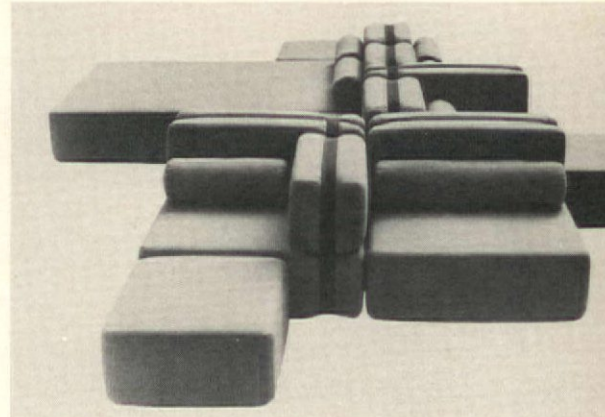


The ASD Chair Group, designed by Don Albinson for Westinghouse, includes seven models which expand to nearly 700 chairs via optional components. Circle No. 204.



Smokador Products introduces the 2000 Series of mirror chrome desk accessories for the executive office. Circle No. 205.

Pollorama is made up of two basic foam components, set one atop the other, for a variety of modular designs, uses. The system was designed by Otto Zapf for Knoll International. Circle No. 206.



Argyle MCARG Oval back chair, from AI, was designed in 1897. Heidi Van Hulst is Showroom Manager. Circle No. 209.



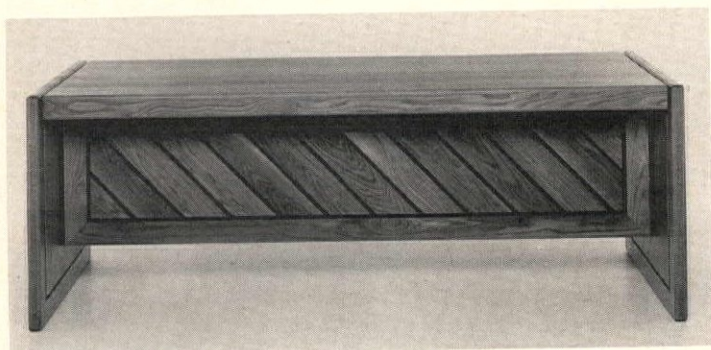
InterRoyal's Forberg II chair features redesigned base and a choice of nine functional styles, from secretarial to executive to conference. Circle No. 207.



Resilient outer shell in choice of four colors, bases in mirror or satin chrome combine with black ABS arms and black vinyl edge bumper in Emeco's Twinshell group of office seating. Circle No. 208.

Modern Office Modules, a privacy panel-hanging component system for the open plan, will be on display at Landscape Systems. Circle No. 210.





On view at Ernest Low & Associates showroom, an executive desk from Modular Designs, Inc. It's crafted of solid white Appalachian Oak, has hand-rubbed lacquer finish, and carries linear detail on recessed front panel. Circle No. 211.

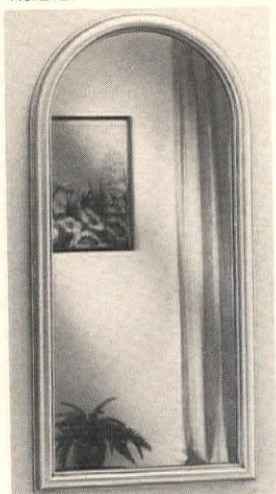


Featuring chair design based on "sculptural and human relativity," Domore presents C Series, designed by Hugh Acton (left), and based on "individuality more than just coordination." Circle No. 213.

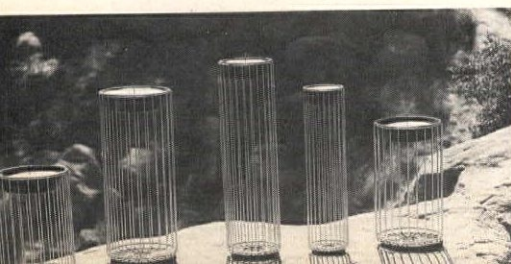


Thonet brings classic bentwood lines to its contemporary club chair, crafted of bentwood elm, with urethane seat and back. Circle No. 214.

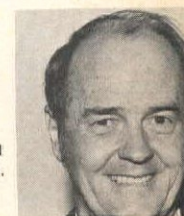
Gold-framed mirror from Binswanger measures 20 by 46 inches, is just one of a complete line. Circle No. 212.



Smokers from Peter Pepper Products are made of chrome wire with weighted plinth. Circle No. 215.



Designed by Jules Heumann for Metropolitan Furniture, chair is accompanied by sofa in four lengths, loveseat. Personnel include (from top) J.W. Kehoe, VP/Sales; B. Hydrick, Showroom Mgr.; V. VanSant, S.W. Rep. Circle No. 216.



DALLAS

Crown Decorative Screens . . .	237
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Jack Davis Assocs.	556
DeSoto Inc.	525
G.A.F. Floor Prod. Div.	315
Galaxy Carpet Mills	321
Otto Gerdau Co.	439
Thomas L. Gilbert	239
Gold Medal Furniture	353
Hollytex Carpet Mills	308
Imperial Imagineering	200
Jonas Carpets	349
Jorges Carpet Mill	390
Keller Williams Furniture	200
Kirsch Co.	330
Landmark Carpet Mills	319
Lea Industries	411
Ernest Low & Assocs.	224
Mohasco	416
Metropolitan Lighting Fixture	200
Monarch Carpet Mills	383
Norman's of Salisbury	561
Omalon by Olin	347
Patcraft Mills	345
Patrician	364
Salem Carpet Mills	365
Richard Spivey	200
Stratton Industries	329
Sunset Lamp Corp.	223
Tropi-Cal	401

Tyndale Inc.	223
Vecta Contract	224
Witco Decor Inc.	237

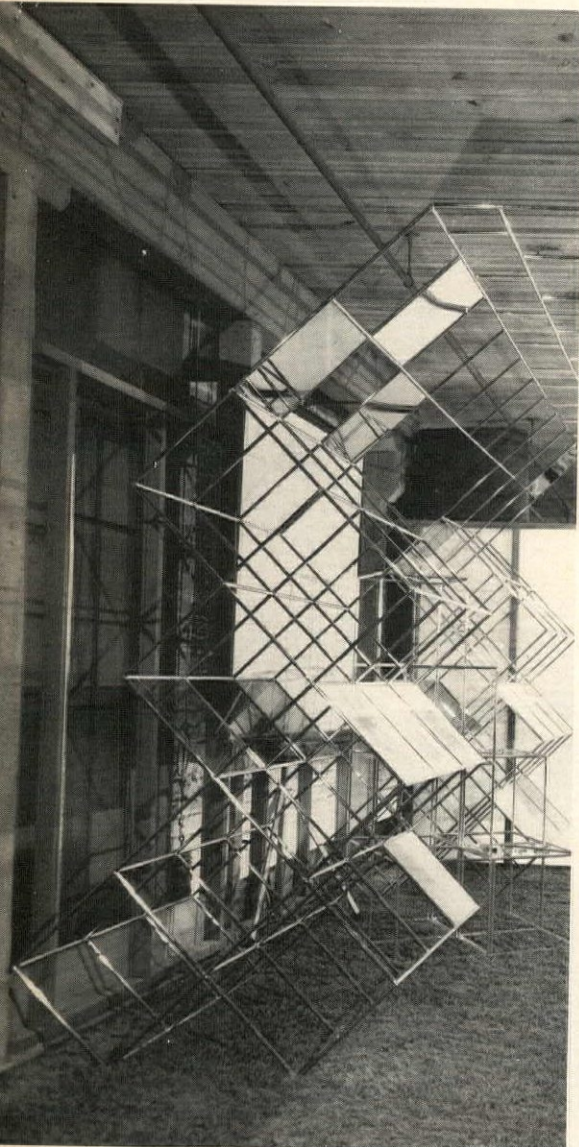
DALLAS TRADE MART

EXHIBITOR	SPACE
Aaron Bros. Co.	2355
Abstracta (Scan Inc.)	1345
Aldon Industries	3622
Alexander Smith Carpets	3640
Amoco Chemical	1820
Artes de Mexico	2101
Austin Productions Inc.	1309
Avanti	2810
Azrock Floor Products	3422
BPA Inc.	1345
E.T. Barwick Mills	3616
Bigelow Rugs & Carpets	3416
Broyhill Furniture Ind.	3501
Phil Bryan & Assocs.	2149
Burwood Products	1030
Carolina Forge Inc.	4355
Carolina Mirror	4101
Columbus Mills Inc.	3066
Concepts International	3024
Congoleum Industries	3100
Frederick Cooper Lamps	1012
dMI Furniture	4632
Deering-Milliken	3200

Design Southwest	4432
DeSoto Lighting	2519
Downs Carpet Co.	3610
Drexel Contract	4640
Duo-Bed Inc.	3519
Stephen Edwards	4317
Firth Carpet Co.	3050
Flexsteel Industries	4202
Franklin Picture Co.	2333
General Felt Industries	3020
Georgian Lighting Studios	1012
Haeger Lamp Co.	2901
Earl L. Harris	4303
Hibriten Furniture	4141
Hillcrest Carpet	3854
Lloyd Humphries & Assocs.	2519
Indecor-Milford Guild	1303
Kingsley Furniture Co.	4602B
La-Z-Boy Chair Co.	4232
Laurel Lamp Mfg. Co.	4311
Laurelcrest Carpets	3858
Lees Carpets	3450
Lewis Carpet Mills	3834
Lewittes Furniture	4608
London Lamps	1030
Ellard G. Low	3800
Magee Carpet Co.	3656
Mand Carpet Mills	3228
Marlin Mills Inc.	3030
C.H. Masland & Sons	3400

WORLD TRADE CENTER (floors 2-5)

EXHIBITOR	SPACE
Abstracta	276
Armstrong Cork Co.	396
Authentic Furniture Products	506
BPA	276
Bassett Furniture Ind.	575
Bassett Mirror Co.	542
Beattie Mfg. Co.	363
Berven Carpets Corp.	305
Beylerian Ltd.	224
L.D. Brinkman & Co.	309
A. Leon Capel & Sons	303
Century Lamp Co.	225
Chromcraft Corp.	416



Superstructural System Abstracta, available through BPA Inc., solves retailers' space problems with modules ranging from simple cubes to ceiling-high displays. Circle No. 218.

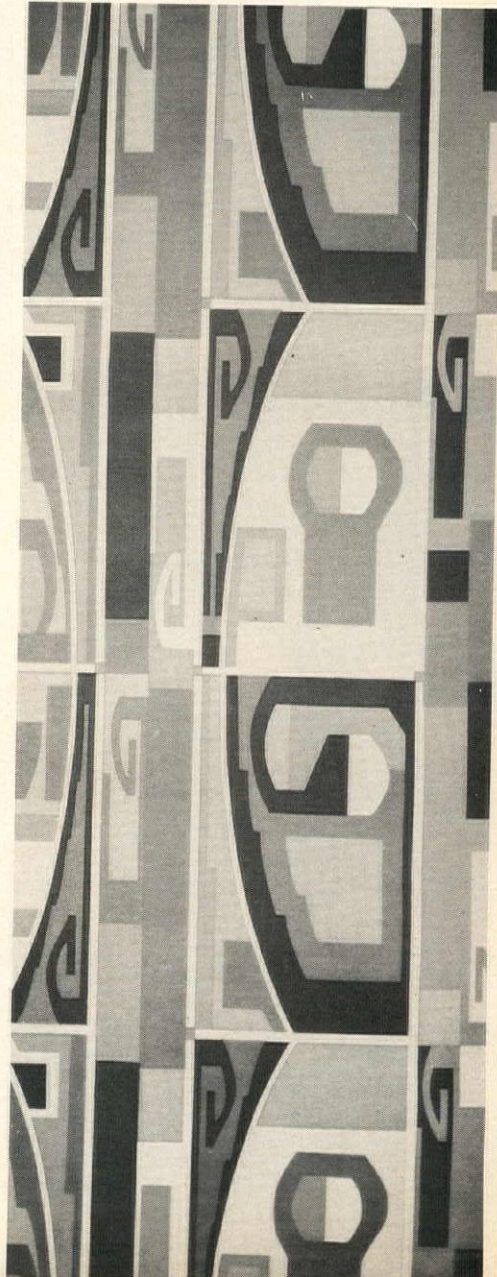


Duncannon, Armstrong Cork Co.'s bold plaid, joins the Time Span line of pattern-dyed plush carpets. Constructed of two-ply nylon, all are jute backed. Circle No. 221.

Rosetta, recommended for commercial use by Ozite Corp., is tufted plush—and strong—in nylon face fiber. Available in four colorways. Circle No. 222.



Inca inspiration, contemporary interpretation create Boris Kroll Fabrics' Peruvian Collection. Pictured, Peruvian 604 jacquard woven has small-scale geometric. Circle No. 219.



Mohawk Carpet Mills	3660
Monticello Carpet Mills	3840
Phyllis Morris	4325
Nadler Lighting Corp.	1028
New Metal Crafts Inc.	1301
Oxford Pendaflex Corp.	1824
Ozite Corp.	3826
Ozite Corp.	3050
Paoli Chair Co.	3125
Philadelphia Carpet Co.	3402
Phil-Mar Corp.	2701
Pouliot Designs	1757
Royal Haeger Lamp Co.	2901
Rug Corp. of America	3838
Sequoyah Carpet Mills	3832
Signature Carpets	3802
Simmons Co.	4012
Alexander Smith Carpets	3650
Stephen-Black	3519
Stephen-Leedom	
Carpet Co.	3232,3434
Stevens Gulistan	
Carpet	3602
Alex Stuart Designs	4355
Style-Rite Mfg. Co.	3127
Sweetwater Rug	3236
Syroco Decorative	1036
Tech Industries Inc.	1652
Tempo Asia Carpets	3230
Trend Mills	3860
Town & Country Furniture	4244

Toyo Rug Co.	3230
Virginia Metalcrafters	2101
William Volker & Co.	3050, 3303
Walter Carpet Mills	3600
Wunda Weve Carpets	3012
Jim Wylie & Co.	3224
Yorkkraft Inc.	1014

George L. Steinfeld Inc.	360
Doak Stowe & Co.	620
William A. Taylor Inc.	330
Van Waters & Rogers	250
Warner Co.	470
Lee L. Woodard Inc.	320

DALLAS DECORATIVE CENTER

EXHIBITOR	SPACE
Ike & Lella Abernathy	650
Baker Knapp & Tubbs	150
Brunschwig & Fils	630
Decorator's Walk	260
E. C. Dicken Inc.	480
Edward Fields Inc.	280
C.J. Hall Associates Inc.	460
Gerald Harget Inc.	220
Haynes Floor Decor Inc.	360
Boris Kroll Fabrics Inc.	270
Loyd-Paxton	530
Payne & Co.	610
Cliff Reed Associates	390
Romweber Industries	280
Schumacher	640
Seabrook Wallcoverings	180
David L. Shead Inc.	620
William Q. Smith & Son	410

DALLAS HOMEFURNISHINGS MART

EXHIBITOR	SPACE
A.C.I. Industries	149
Barcalounger	199
George B. Bent Co.	271
Birmingham Ornamental	
Iron	274
Calif-Asia Co.	125
Cosco Collections	267
Cosco Contemporary	
Furniture	267
Davis Co.	270
Hermosa Rattan	125
Heywood-Wakefield Co.	137
Hickory Chair Co.	276
Howell Co.	103
Schafer Bros. Inc.	247
Schnadig	214
Taylor Bedding Mfg.	117
Virtue of California	157
Guy E. Weir & Assocs.	226



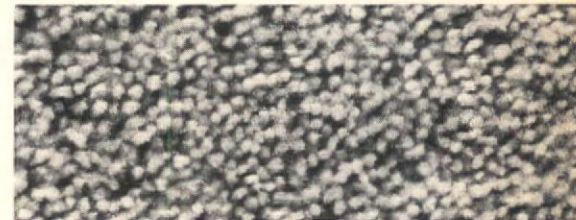
From William Q. Smith showroom, American Wood Products, Inc.'s Cimmaron Series. Over 3,000 fabric patterns are available for the sofa/settee/chair collection, on six-week delivery schedule. Circle No. 223.



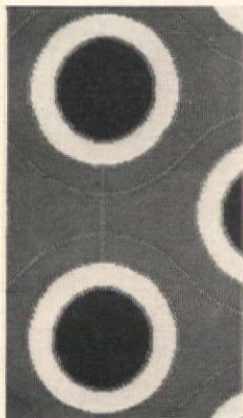
OTHER HIGHLIGHTS

(not illustrated)

- Bold Graphilia Textiles hold center stage at Jack Davis Associates' showroom.
- Level loop constructions—patterned and solid—exhibited with commercial weight cut piles at E.T. Barwick Mills.
- Design Place 401 hosts a full display of Tropi-Cal's rattan chairs, tables, settees.
- Jorges' expanded contract carpet collection shown at O'Neill Carpet Distributors, Inc.
- Gulistan carpet lines presented and promoted by Regional Manager A.F. Dietrelich and other home office executives.



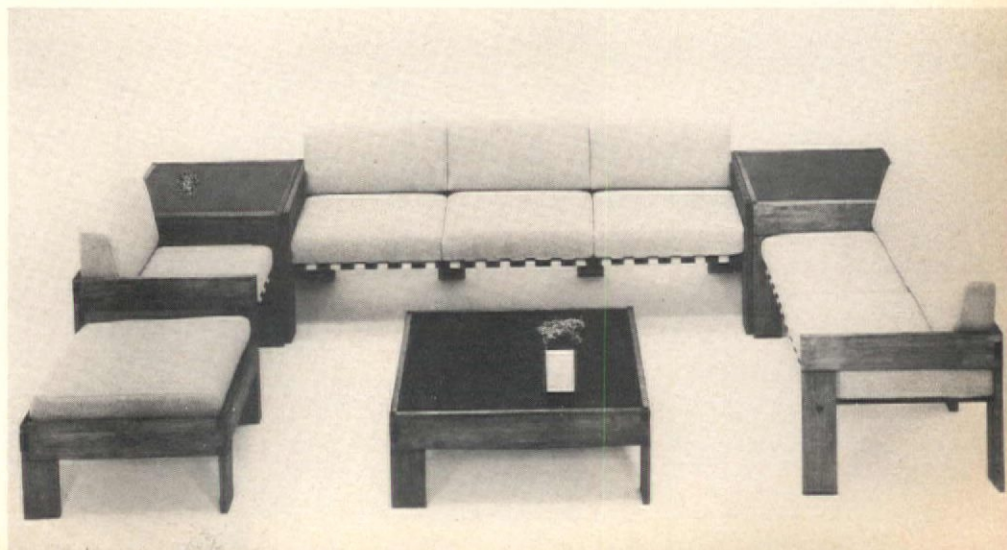
Patcraft Mills' I Do, a fine 10 denier construction with pin-pointed end definition, comes in 20 solid colors. Added bulk is achieved through use of continuous filament nylon; heat-setting extends texture retention. Circle No. 220.



Philadelphia Carpet's custom woven Wilton collection, available in a variety of pile blends, offers unlimited pattern and color specification. Dallas Headquartered Southwest Division Manager Jules P. Griffin will be on hand to assist in specification, delivery scheduling. Circle No. 217.



Gold Medal Folding Furniture Co.'s Series 300 adds Ranchero Naugahyde to its upholstery possibilities. The "breathable" natural tan covering coordinates with varnish and walnut-stain hardwood bases, black plastic laminate modular accessory tables. Circle No. 224.



DALLAS

Walter L. Culp Ind.	119
Joe H. Dekker Jr.	112
Denton-Grant (J&H)	316
Edmund-Kirk	604
Eliot & Son	707
Fabricut	543
Charles A. Galbraith Ind.	701
S. Harris Co.	114
J. Edward Hughes	100
Interior Co.	523
International Terra Cotta	308
Roy Jacobs Co.	517
Liken Inc./Del Mar	412
Waitman Martin Inc.	220
Martin & Wright	200, 400
Claude Pendleton	110
Reiser & Assocs.	116
Rosenback Decorative Antiques	301
Clyde E. Schrader Co.	705
Shelby Williams	612
J. Riley Smith	505
Spanish Oaks	600
Stark Carpet Co.	111
Steelcase Inc.	606
Tealwood Inc.	542
Trend of the Times	208
Wallcoverings of America	304
Vivian Watson Assocs.	590
Wesco Fabrics	408
Zetti Interior Designs	531

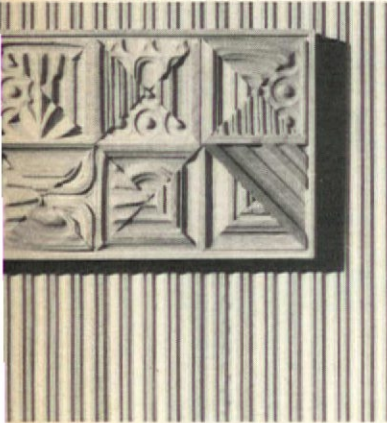
OAK LAWN PLAZA

EXHIBITOR SPACE

Agency Tile of Texas	556
Albrizzi	118
Allume (Showroom Assoc.) ..	580
Architectural Accents	610
Robert Beck Antiques	545
Bollen & Assoc.	319
Brown Jordan Co.	558
Buckstaff	411
Cross Key Antiques	410

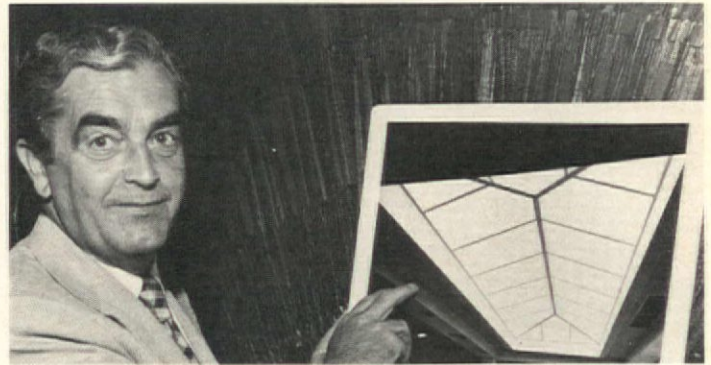


Precisely grooved redwood panels combine with panelcarve wall sculpture, both from Forms & Surfaces. Circle No. 225.

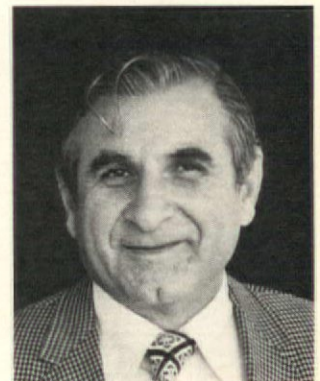


A long-time favorite, Shelby William Industries, Inc.'s split-back chair is styled for hotel-motel, lounge installation. Circle No. 230.

Lou Bollen, Lou Bollen & Associates, explains illustration of Integrated Ceiling lighting system, on display at the newly enlarged Bollen Showroom. Circle No. 229.



From Baron Alexandre Albrizzi's showroom, handprinted geometric wallcoverings. Circle No. 226.



Edmund Kirk Associates' new, expanded showroom can be toured under the guidance of Ed Sevadjian.



Oak Lawn Plaza showroom of International Terra Cotta—opened earlier this year under management of Denton-Grant—sets off its display of imported pieces with indoor foliage, antique wall hangings. Circle No. 228.

Agency Tile's Old Century and Antiqua Series capture classic design in contemporary-care materials. Circle No. 227.



J. Riley Smith will welcome Dallas visitors to the Oak Lawn showroom bearing his name.



Furniture for the Great Outdoors

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.

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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.

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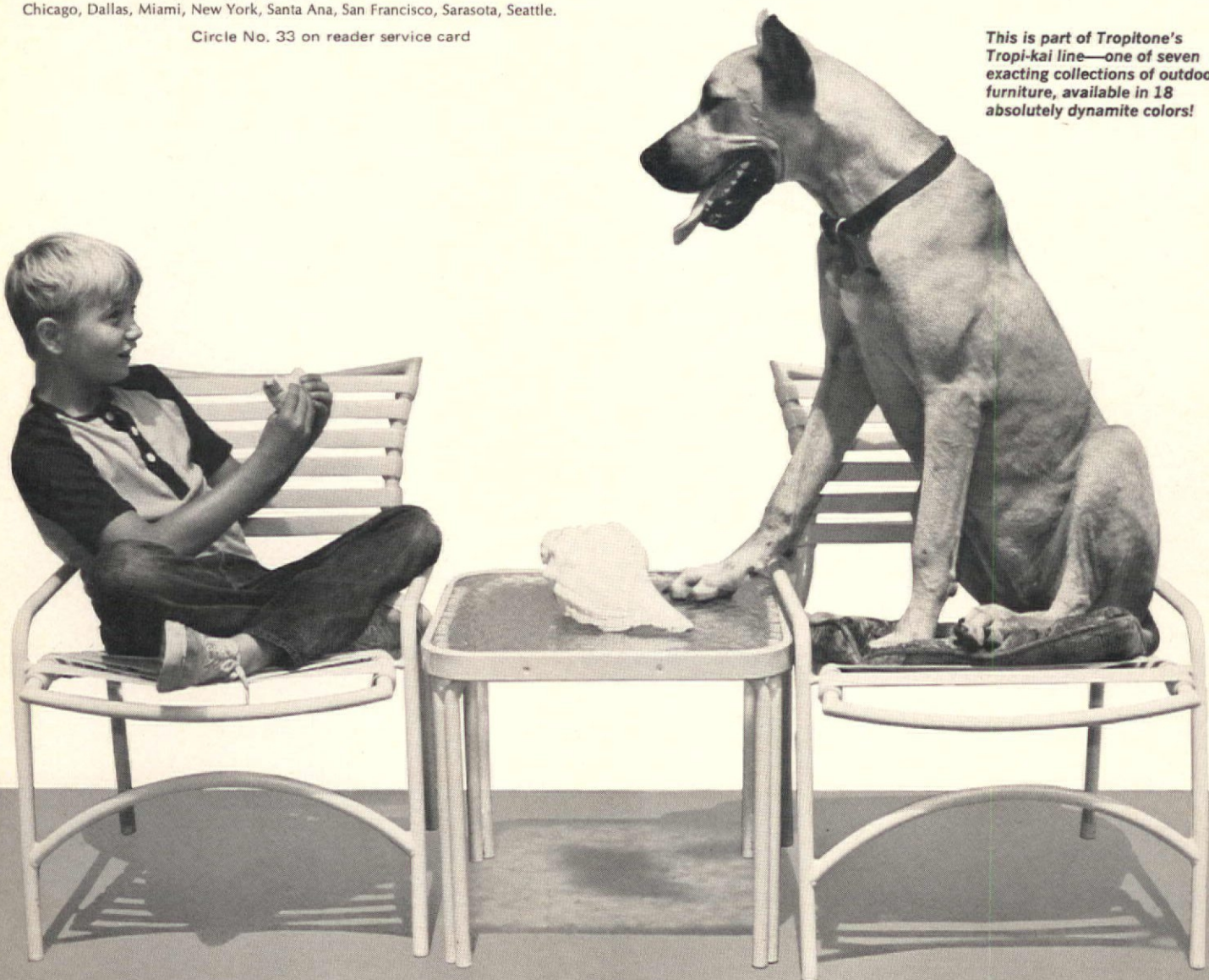
P. O. Box 3197, Sarasota, Florida 33578 or
17101 Armstrong, Santa Ana, Calif. 92705.

tropitone
Tropitone Furniture Co., Inc.

Chicago, Dallas, Miami, New York, Santa Ana, San Francisco, Sarasota, Seattle.

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*This is part of Tropitone's
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exacting collections of outdoor
furniture, available in 18
absolutely dynamite colors!*



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for the professional specifier.



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Circle No. 46 on reader service card.

Circle No. 47 on reader service card.



ENLIGHTEN THE BOARD

■ Designer Alan Ferry chose the brass fixtures shown here to enhance the serious elegance of the Trust Company of Georgia Board of Directors Room. The matched three-tiered imported chandeliers have 18 arms each; they are hand cast and have an aged brass finish.

■ Georgia Lighting offers the designer the largest selection of fixtures and accessories in the South—from formal European antiques to the very simple contemporaries. Send for our free full-color catalog.

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LIGHTING



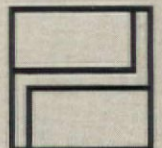
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alex stuart design

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—SPACE 454

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FROM ANY POINT OF VIEW



the Indigo Chair by Scandiline is a comforting thought and great way to forget the world of mass produced look-alikes and imitation materials. Indigo's super-soft, natural leather cushions are gently suspended on brass-buckled, adjustable leather straps neatly attached to a superbly crafted frame of solid Colombian Rosewood. How can you beat all this for \$629? 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.

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SCANDILINE SCANDALS OF 1974.

where it happens!

dallas

winter home furnishings market

january 12-17, 1975

DALLAS - where you'll find the largest concentration of fine home furnishings and contract lines, floorcovering, lamps, gifts and accessories.

DALLAS - where the business climate is great and productive.

DALLAS - where shopping can be a wonderful experience, thanks to garden lounge areas, surroundings of live plants, trees, pools, and fountains.

DALLAS - where it's the most convenient and comfortable market to shop. Escalators, exciting glass elevators, wide corridors, flowing staircases, make it easy to move from floor to floor.

DALLAS - where it's easy to get in and out of the city. The Dallas Market Center is ten minutes from downtown, twenty minutes from D/FW Airport.

DALLAS - where you'll find 83 acres of free parking on the Dallas Market Center complex site, all adjacent to the buildings. Courtesy DMC buses to downtown and area hotels and motels.

DALLAS - where you can enjoy national entertainment at smart supper clubs, dine in fine restaurants, and receive warm, friendly service at hotels and motels.

dallas/contract 2 show

January 15-17, 1975

Seven speakers of national prominence speaking on "Today's Dimensions in Contract."

For further information write: Elton Harwell, Dallas Market Center, 2100 Stemmons Freeway, Dallas, Texas 75207.

For assistance on hotel accommodations, write (do not call) the Housing Bureau of the Dallas Chamber of Commerce, 1507 Pacific Avenue, Dallas, Texas 75201.

dallas. where it happens!

So, plan your trip to the January Homefurnishings Market now! If you have never attended a Dallas Homefurnishings Market, write for the special "Pre-Plan Market" mailer, containing floor plans of each building, with names of showrooms.

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Washington DC	1803 Wisconsin Ave.
Boston	51 Sleeper St.
New York	979 3rd Ave.
Miami	274 NE 67th St.

Photograph taken at University Art Museum, Berkeley, California.



Metropolitan Furniture Corporation
950 Linden Avenue
South San Francisco, Ca. 94080



Metropolitan

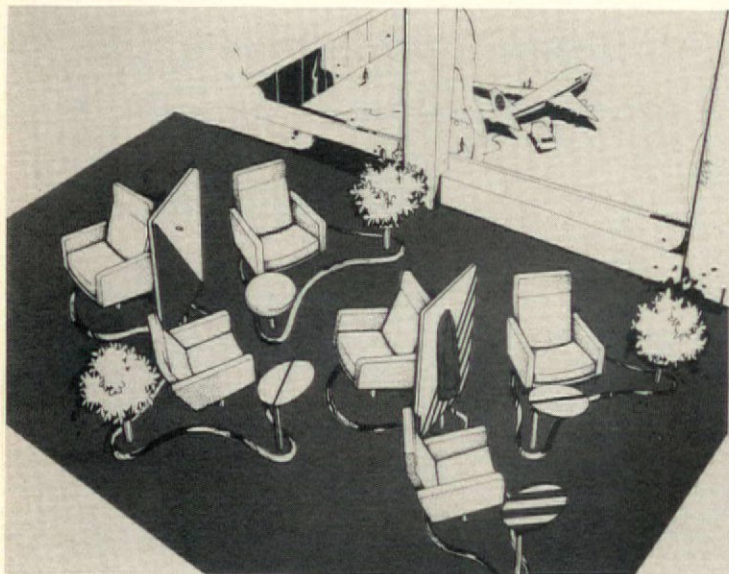
Graphics / Ross

Circle No. 50 on reader service card.

DESIGNED FOR PRIVATE PEOPLE IN PUBLIC PLACES

"A buffered environment providing a measure of sanctuary in what often can be a tension-ridden situation." That (rather seriously and succinctly) sums up designer Neil Harris' rationale for the research and creation of the Harris Lounge System. Debuted by JG Furniture on Designer's Saturday, the Harris System reflects time consuming research in the realm of human interaction, resulting in a seating/work area module that fully accommodates private people "caught" in public places. Key to the

system is curvilinear flat pedestal base with rotating, chair-support pedestal. Options for the occupant are varied: chairs can be swiveled to conversational positions, turned away for paper work privacy. Auxiliary pedestals take care of individual needs—for ashtrays, coat racks, acoustical privacy by way of panel dividers. The needs of maintenance personnel were not ignored. Flat pedestal base and contoured edge offer easy access for cleaning, maintenance. Circle No. 237.



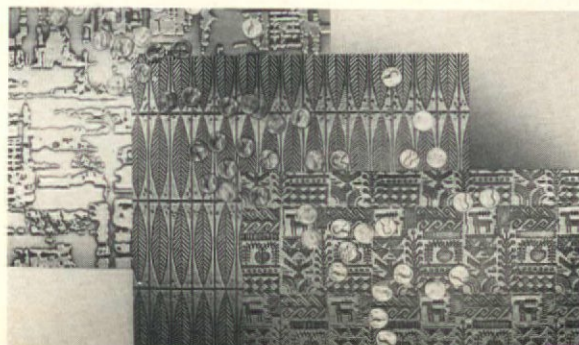
SHELLS SUPPORT, PREVENT SLIPPING

Ergonomically determined, the shape of Cole Div. Litton Industries' Comfort Shell Seating Group prevents slipping, supports user's back, and allows chairs to stack easily and securely. Standard design 2625 and deluxe model 2627 can be upholstered in pure wool in strong shades of orange, blue, seaweed, and green. Public seating shells are available in charcoal, orange, turquoise, in addition to standard-shell beige. Circle No. 238.



ELEGANT EMBOSSED FOR INTERIOR/ EXTERIOR USE

Suited for elegant surface treatment—inside and out—solidly embossed metal laminate sheets are offered in 24 standard patterns in both copper and aluminum. First marketed in Europe and now available in the United States from Diller Corp., the standard four by eight-ft. sheets can be installed in horizontal and vertical surfaces, easily cleaned with a damp cloth. Circle No. 239.



GOING THROUGH HELL?



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

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

Our *Flametrol 69* process has been tested and approved for fire-resistance by the Federal Aviation Agency, the Board of Standards and Appeals of New York City, the Boston Fire Department and the State

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Another thing: If you've been getting a hard time about delivery schedules, you can redeem yourself by taking advantage of Kiesling-Hess' 24-hour service.

The day we miss a deadline will be the day hell freezes over.

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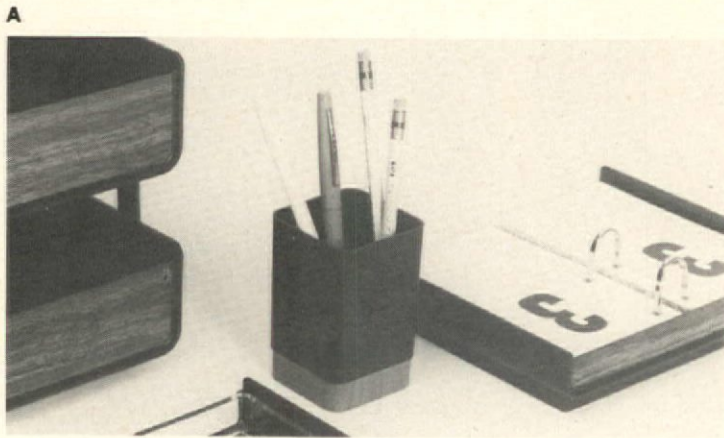
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FINISHES FOREMOST IN DESK TOP FINERY



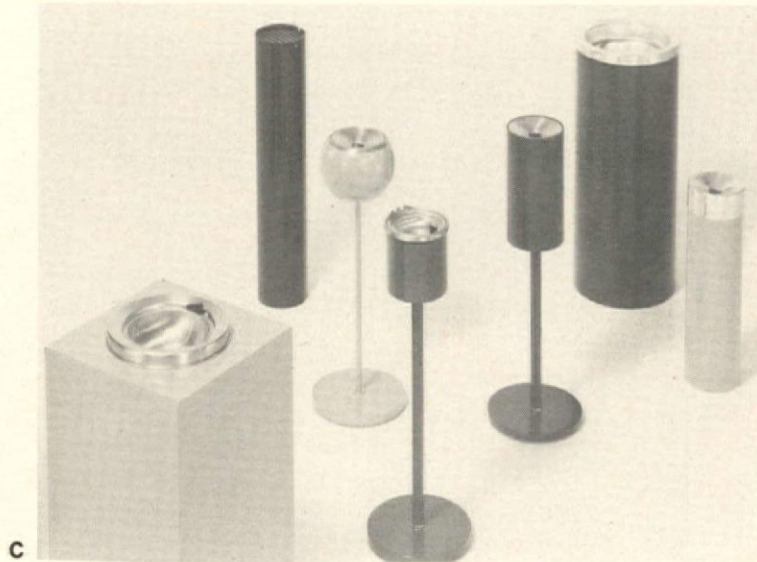
A—A complete line of desk Accessories—specifically designed to coordinate with Designer Series Wastebaskets—includes calendar pad holder, memo pad holder, ash tray, pencil cup, legal size tray. Fashioned from rugged, static-free materials by **Rubbermaid Commercial Products Inc.**, the collection is trimmed in natural grain walnut, available in bold black or soft beige. Circle No. 232.

B—Satin aluminum, anodized black, dark bronze, mirror chrome are the finish choices for **Loumac Supply Corp.**'s design 6275. The smooth-surface pencil cup stands four inches high, coordinates with ash tray designs 6245, 6265. Circle No. 233.

C—Ashtrays short, tall, circular, square, are **McDonald Products Corp.**'s concern. The firm's "building accessories" collection, in six burn-proof, scuffproof colors, includes various ash tray and urn designs, all easy to clean. Circle No. 234.

D—From **Smokador**, Executive Mirror Chrome Collection, including calendar unit, calendar/memo ensemble. Items available for immediate delivery from open stock. Circle No. 235.

E—Porcelain exteriors of poppy red, light vermilion, and lemon yellow brighten executive desks topped with **duNord's** business card indices. For the more sedate—silver, black, gold, or bronze finishes also available. Circle No. 236.

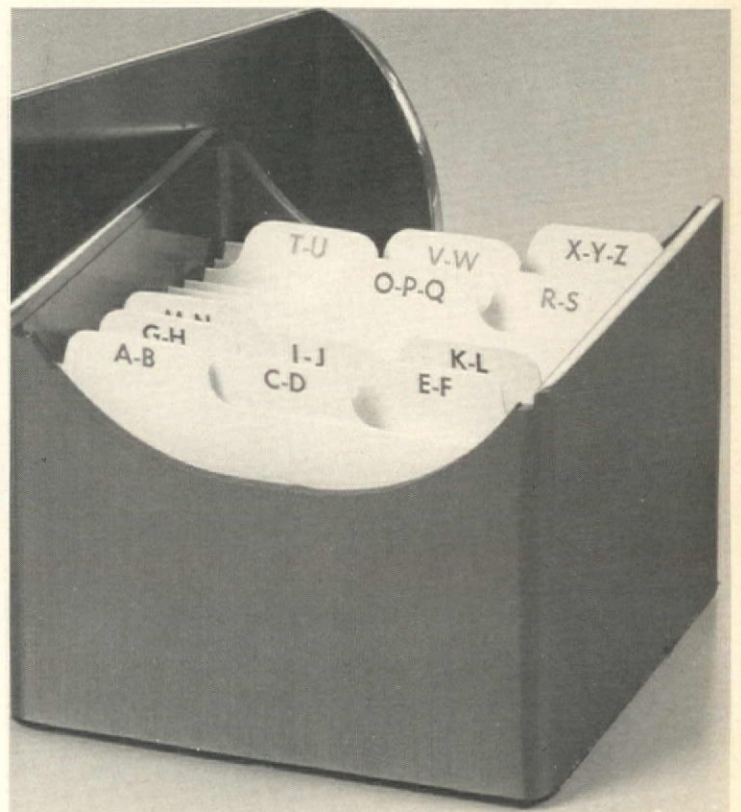


B

C



D

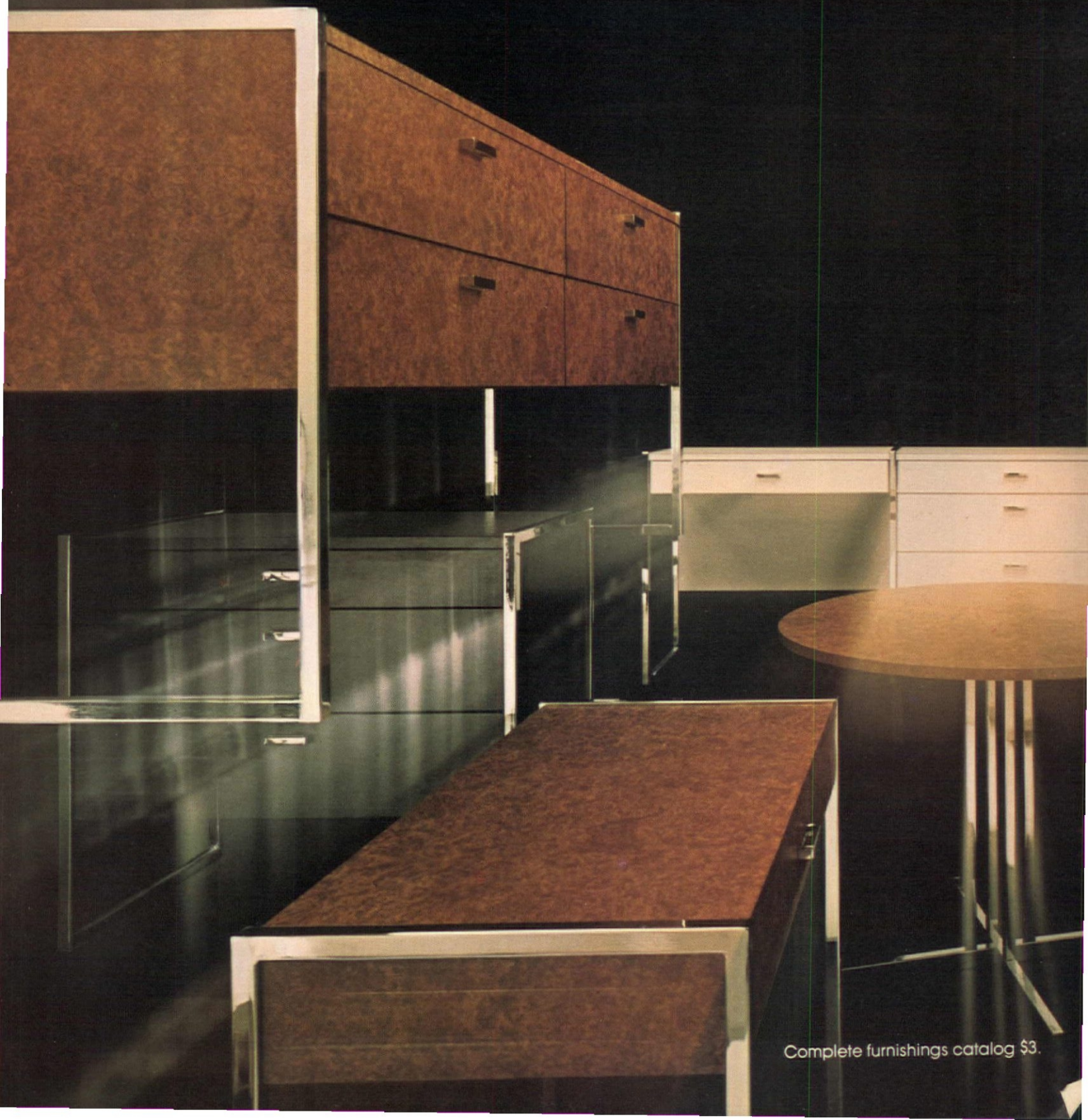


E

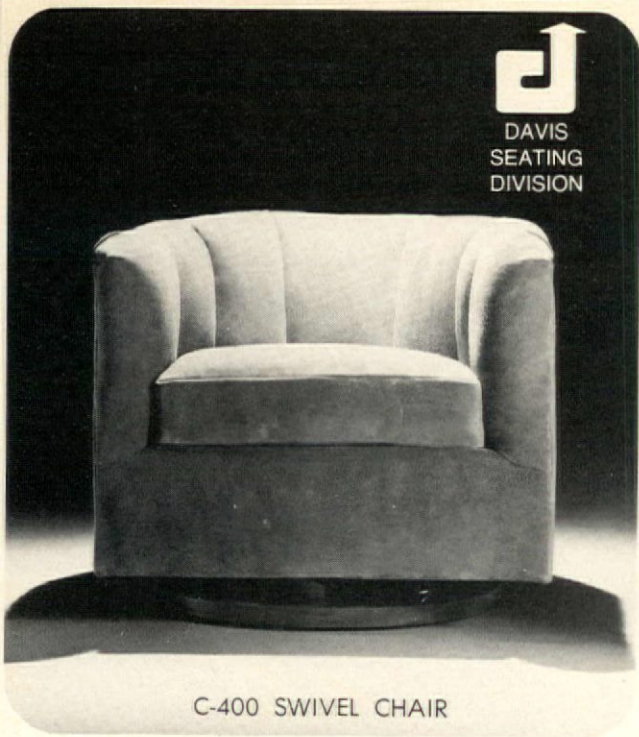
Dimension 80.


Simmons' up-to-the minute design that will still be that way a decade from now.

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



Complete furnishings catalog \$3.




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C-400 SWIVEL CHAIR

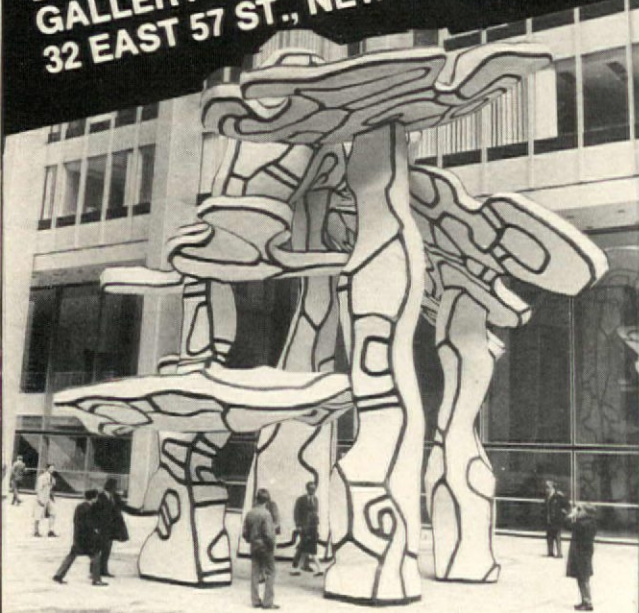
DAVIS FURNITURE INDUSTRIES INCORPORATED
 Box 2065 High Point, North Carolina

SHOWROOM: CHICAGO MERCHANDISE MART, SUITE 11-116A

PACE

GALLERY & EDITIONS

32 EAST 57 ST., NEW YORK



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 Albers Anuszkiewicz Archipenko Arp Avery Bell
 Calder Dubuffet Francis Frankenthaler Goodnough
 Gottlieb Jensen Johns Kandinsky Krushenick Leger
 Lindner Louis Natkin Nevelson Noguchi Noland
 Okada O'Keeffe Oldenburg Picasso Samaras Stella
 Trova Vasarely Warhol Wesselmann Youngerman

Circle No. 55 on reader service card

PRODUCTS & SERVICES

BICENTENNIAL ACCESSORIES

To commemorate the 200th anniversary of the signing of the Declaration of Independence, Jas. H. Matthews Bronze Div. introduces a series of nine bronze sculptures in the Road



to Liberty collection. Paul Revere, limited to 500 edition, was sculpted by artist Richard Meyer to stand 9½-inches high. Following hand casting through wax investment processes, the figure is hand chased, hand patinaed. Each piece is serially numbered, registered in the purchaser's name.

Circle No. 250 on reader service card

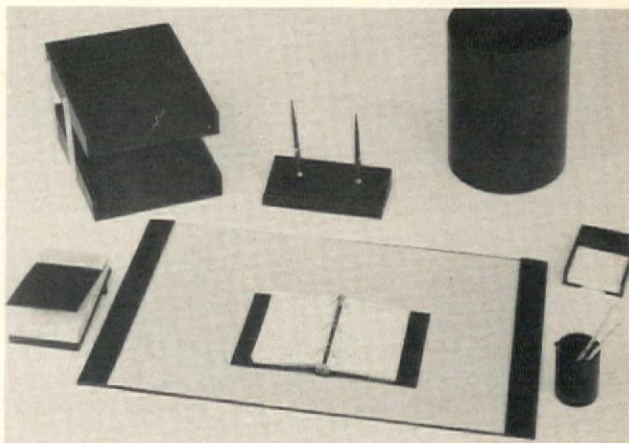
NEW QUALITIES FOR CONTRACT COLLECTION

Berber wools, nylons, and natural-synthetic combinations are a few of the new designs added to Greeff Fabrics Inc.'s contract carpeting line. Highlighted offerings include Proclamation, medium plush, 100 percent wool; Constitution, a dense loop wool design; Declaration, dense plush available in 12- and 15-ft. widths. All three qualities can be specified in 24 colors copied from historic, Revolutionary artifacts.

Circle No. 251 on reader service card

CUSTOM ACCESSORIZING FOR EXECUTIVE DESKS

Soft, elegant leather can be applied to any and all shapes of desk accessories, custom coordinating unmatched pieces for



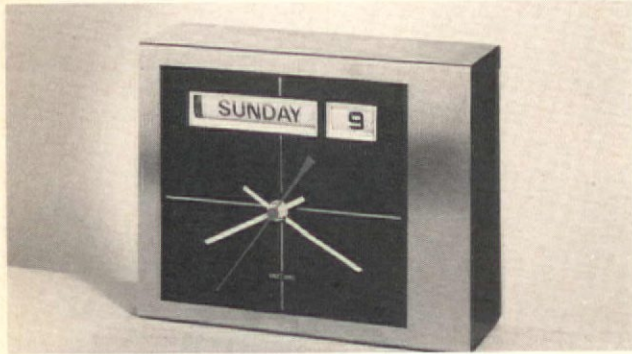
a super-executive look. Froelich Leather Co. offers a full line of leather grades and colors, will custom apply natural leather coverings to desk pads, wastebaskets, letter trays, pencil holders.

Circle No. 252 on reader service card

PRODUCTS & SERVICES

CLOCK/CALENDAR DESK TOP COMBINATION

Day, date, and time are all recorded on Howard Miller Clock Co.'s contemporary SwingTimer/DayTimer model. With



choice of battery or electric powered mechanisms, the table or desk top timepiece is finished with brushed metal, carries a second sweep hand.

Circle No. 264 on reader service card

ECONOMIC LANDSCAPE LINE

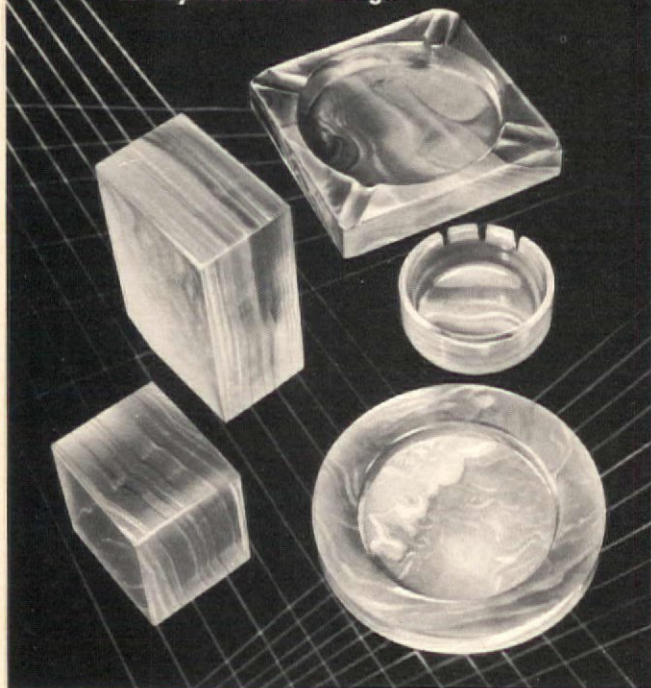
Distinguished by slim silhouettes, highlighted by one-inch sq. accent frames in choice of polished chrome or satin black enamel, Dexion Inc.'s Apton Div.'s free-standing landscape screens are economically priced in the \$100 to \$180 range. The screens are offered in a variety of panel coverings that include laminated vinyls, textured fabrics, acrylic pile.

Circle No. 265 on reader service card



Onyx accessories. The finishing touch of elegance for architects and interior designers. Write for contract catalogue or see listing of Casa De Onyx representatives.
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Cary, Ill. 60013/(312) 639-3026

Casa de Onyx
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Circle No. 68 on reader service card



What in the world are you looking for?

You'll find it at **Winter Home Furnishings Market** New York Jan. 12-17

There's a wide world of ideas under one roof at the National Furniture Mart. Dramatic new designs in modern and traditional home furnishings. Furniture, decorative accessories, fabric and textiles, lamps and lighting fixtures, wood and ceramic handcrafts. Manufacturers of furniture and accessories from abroad will display. They will join over 150 well-known American manufacturers to provide you with a truly world-wide overview of what's new and exciting in the market. There's no show like it anywhere.

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Managing and Renting Agents: Helmsley-Spear, Inc.

Circle No. 34 on reader service card.

RECLINING COMFORT FOR EXECUTIVES

The desk chair that tilts, swivels—and reclines—La-Z-Boy's Executive Recliner series can be specified in standard satin chrome and walnut bases, with choice of vinyl, fabric, or com-



bination upholstery. Designs range from high-back-tufted models, to modern single-shell models with three-cushion seat and back. All are available with optional Shepherd casters.

Circle No. 256 on reader service card

CUT AND LOOP CHECKERBOARD FOR CARPETING

An exciting checkerboard pattern, achieved through yarn placement in cut and loop portions, Masland Carpets' Almont Pattern 875 is a through-the-back weave, backed with conductive latex, weighing 68.8 ounces per sq. yd. Constructed DuPont Antrol II nylon, with soil-hiding properties, Almont will be displayed by Masland during Dallas/Contract 2.

Circle No. 257 on reader service card

ALUMINUM/PLASTIC CASUAL COMBINATION

Terra Furniture Inc.'s Moana line of casual/outdoor furniture is constructed of 1 1/4-in. aluminum tubing with PVC slats



forming the soft-line seat and back. Designed by Tadao Inouye, the collection includes lounge chair, 18-in. round occasional table, dining chair, four sizes of fiber-glass topped dining tables. Standard frame color is white, combined with choice of six slat colors.

Circle No. 258 on reader service card

Who carries contract fabrics of Dynel?

- American Textile
- Arc-com Fabrics
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- Biscayne Fabrics
- Jeff Brown Fine Fabrics
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- Carole Fabrics
- E. C. Carter (Greeff)
- Claremar Fabrics
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- Croyden Fabrics
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- Decorative Fabrics
- Decorative Mills
- Delta Fabrics, Inc.
- DeNicola Imports, Inc.
- DesignTex, Inc.
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- Fabric Masters
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- Herschell's Fabrics, Inc.
- S. M. Hexter
- Hinsman Company
- Huntington Products
- Isherwood & Dreyfus Pty, Ltd.
- Judkins & Co.
- Paul Kaiser Associates, Inc.
- Frank Kashmir & Associates
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- 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
- Upholstery Supply Company
- Wesco Fabrics
- H. Lynn White, Inc.
- Willowtex
- Window World Fabrics
- Wintex Textiles
- Perle Youdene Company, Inc.



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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

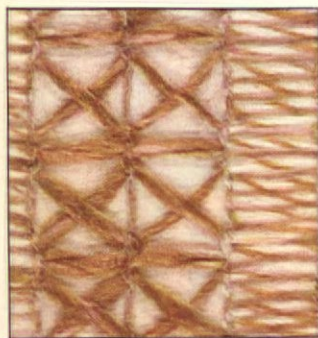
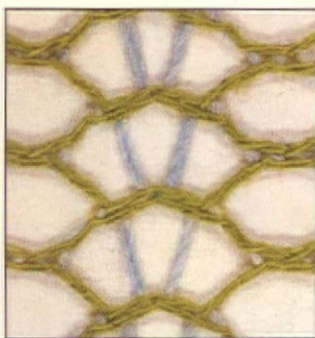
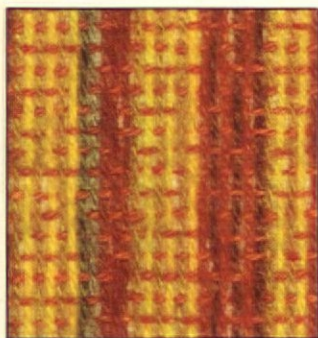
gives exceptional color fastness.



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

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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.



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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.



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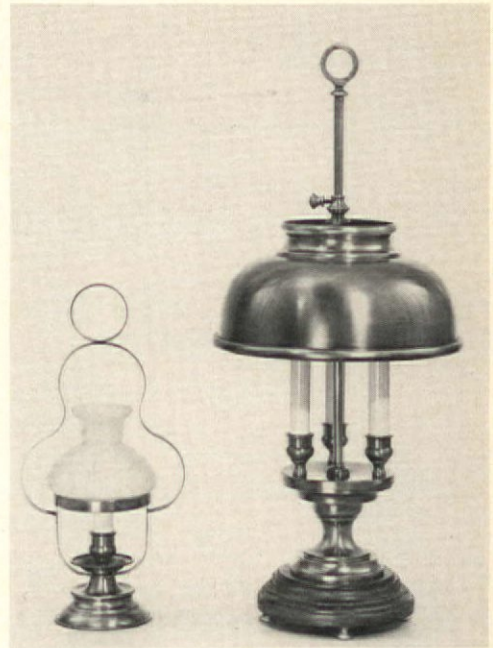
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Circle No. 42 on reader service card

PRODUCTS & SERVICES

EARLY AMERICAN IMPORTS

Somerset and Quincy designs from Georgian Lighting Studios capture Early American styling in glass and bronze domed



models. Quincy #N-595 stands 14 inches high and carries a single bulb within its four-in. white or green glass dome. Somerset #N-598 houses three lamps in its imported bronze shade and measures 10¼-in. high. Both pieces are from the Georgian Import Collection.

Circle No. 259 on reader service card

HIGH FLYING DESK SCULPTURE

"For Him Who Flies the Highest" is the title of this desk top sculpture available through American Art Institute. Mounted



on rock base, the marballoy sculpted bird has a wing span of 18 inches, can be positioned a full 360 degrees through a hidden wing tip/base swivel mechanism. Available in three finishes—antique bronze, pewter, white with gray wash—each with matching base.

Circle No. 260 on reader service card

**CONTRACT MAGAZINE'S
CONSTRUCTION LEAD SERVICE**

Honolulu, Hawaii -- HOSPITAL MODERNIZATION
Malibu Hospital, Honolulu, remodeling and modernizing **35,000 sq. ft.** Construction now under way; completion date: **March 1972**. Designer/Specifier: **Edwin T. Urayama & Assoc. Inc.**, 1940 King St., Honolulu. **Contract Purchaser:** Mr. D. Tanagihara, State Dept. of Health & Social Services, Box 3378, Honolulu. **Will open:** upholstered furniture, case goods, desks, chairs, volume seating (chairs), beds & bedding, some carpeting, cutting lighting, wall coverings, partitions. 1/15/72.

Cambridge, Mass. -- HOTEL ADDITION
Somerset Hotel, 515 Bridge Parkway, Cambridge, Mass., adding 13-story tower including 36 rooms, administration offices, conference room, banquet facilities and cocktail lounge. **\$6 million** total expenditure. Construction to start Summer '72; completion date: **Spring '73**. Designer/Specifier/Purchaser: **John Graham**, Interior Designer, Somerset Hotels International, 790 Commonwealth Ave., Boston, Mass. **Will open:** all interior furniture/furnishings. 1/31/72

Chicago, Ill. -- RESIDENCE
Architects of Chicago, 1100 N. Dearborn St., Chicago, Ill., remodeling and modernizing **1,500 sq. ft.** residence including bedrooms, living room, office and kitchen. **\$100,000** approximate expenditure for interior furniture/furnishings. **March 1972**. Designer/Specifier/Purchaser: **John Graham**, Interior Designer, 790 Commonwealth Ave., Boston, Mass. **Will open:** all interior furniture/furnishings. 1/31/72

Los Angeles, Calif. -- NEW 204 RED HOSPITAL
Seiler Foundation Hospital, 1515 W. Vermont Ave., Los Angeles, Calif. 90027, building new **150,000 sq. ft.** hospital including 200 beds, including 80 examination rooms, offices, library and research center. **\$10 million** approximate expenditure for interior furniture/furnishings. **Spring 1972**. Designer/Specifier/Purchaser: **Donald A. Jones**, Facilities-Proc. Pl., Los Angeles, Calif. 90057. **Will open:** all interior furniture/furnishings. 1/31/72

Greely, Colo. -- NEW COLLEGE BUILDING
University of Northern Colorado, Greely, Colo., building new **100,000 sq. ft.** college building including lecture hall, 450-seat theater, administration bldg., library and research center. **\$2 million** approximate expenditure for interior furniture/furnishings. **Spring 1972**. Designer/Specifier/Purchaser: **George W. Morris**, Dir. of Planning, Boulder Valley Public Schools, 1000 W. 17th St., Boulder, Colo. **Will open:** all interior furniture/furnishings. 1/31/72

Visalia, Calif. -- NEW MEDICAL CENTER
Visalia Medical Center, Visalia, Calif., building new **100,000 sq. ft.** medical center including examination rooms, offices, library and research center. **\$1 million** approximate expenditure for interior furniture/furnishings. **Spring 1972**. Designer/Specifier/Purchaser: **George W. Morris**, Dir. of Planning, Boulder Valley Public Schools, 1000 W. 17th St., Boulder, Colo. **Will open:** all interior furniture/furnishings. 1/31/72

**CONTRACT MAGAZINE'S
CONSTRUCTION LEAD SERVICE**

COMPLETE ADVANCE NEWS REPORTS ON COMMERCIAL/INSTITUTIONAL BUILDING/REMODELING PROJECTS BEING PLANNED THROUGHOUT THE UNITED STATES. PUBLISHED TWICE A MONTH. The information on these sheets is for subscribers' use only. Its contents may not be reproduced or quoted.

Tempe, Ariz. -- NEW COMMUNICATION ARTS BUILDING FOR UNIVERSITY
Arizona State University, Tempe, Ariz. 85281, building Charles A. Stouffer Communication Arts Center. **1,200,000 sq. ft.** **\$10 million** approximate expenditure for interior furniture/furnishings. **Spring 1972**. Designer/Specifier/Purchaser: **George W. Morris**, Dir. of Planning, Boulder Valley Public Schools, 1000 W. 17th St., Boulder, Colo. **Will open:** all interior furniture/furnishings. 1/31/72

S. Willow, Ill. -- NEW CAMPUS FOR COMMUNITY COLLEGE
Thurston Community College, 50 W. 162nd St., S. Willow, Ill. 60473, building Phase II of new campus including lecture hall, 450-seat theater, administration bldg., student center with lounge and cafeteria, faculty dining facilities, field house and gym. **250,000 sq. ft.** **\$3 million** approximate expenditure for interior furniture/furnishings excluding equipment. Construction to start Spring 1972; completion date: **Spring 1973**. Designer/Specifier/Purchaser: **Robert A. Jones**, Facilities-Proc. Pl., Los Angeles, Calif. 90057. **Will open:** all interior furniture/furnishings. 1/31/72

West Los Angeles, Calif. -- NEW 403-BED AUTO-CARE HOSPITAL INCLUDING RESEARCH OFFICE, CAFETERIA AND LIBRARY
Pathway Hospital, West Los Angeles, Calif., building new 403-bed auto-care hospital including research office, cafeteria and library. **120,000 sq. ft.** **\$1 million** approximate expenditure for interior furniture/furnishings. **Spring 1972**. Designer/Specifier/Purchaser: **Charles W. Morris**, Dir. of Planning, Boulder Valley Public Schools, 1000 W. 17th St., Boulder, Colo. **Will open:** all interior furniture/furnishings including carpeting and drapery. 1/31/72

Broomfield, Colo. -- ADDITION TO JR.-SR. HIGH SCHOOL
Boulder Valley Public Schools, Box 11, Boulder, Colo. 80501, building 1-story addition to Broomfield Jr.-Sr. High School. **11,000 sq. ft.** **\$1 million** approximate expenditure for interior furniture/furnishings. Construction to start March 1972; completion date: **Spring 1973**. Designer/Specifier/Purchaser: **George W. Morris**, Dir. of Planning, Boulder Valley Public Schools, 1000 W. 17th St., Boulder, Colo. **Will open:** desks, library shelves and tables, cafeteria furnishings. 1/31/72

Stamford, Conn. -- NEW BRANCH BANK
Hartford National Bank, 777 Main St., Hartford, Conn. 06115, building branch bank at 101 Broad St., Stamford. **15,000 sq. ft.** **\$250,000** approximate expenditure for interior furniture/furnishings. **Spring 1972**. Designer/Specifier/Purchaser: **George W. Morris**, Dir. of Planning, Boulder Valley Public Schools, 1000 W. 17th St., Boulder, Colo. **Will open:** desks, chairs, carpeting, files, tables, drapes. 1/31/72

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.

Accurate, Exclusive Sources: CONTRACT's Marketing Services Division personally contacts all clients and/or designer/specifiers via the phone for complete verification prior to listing in the report.

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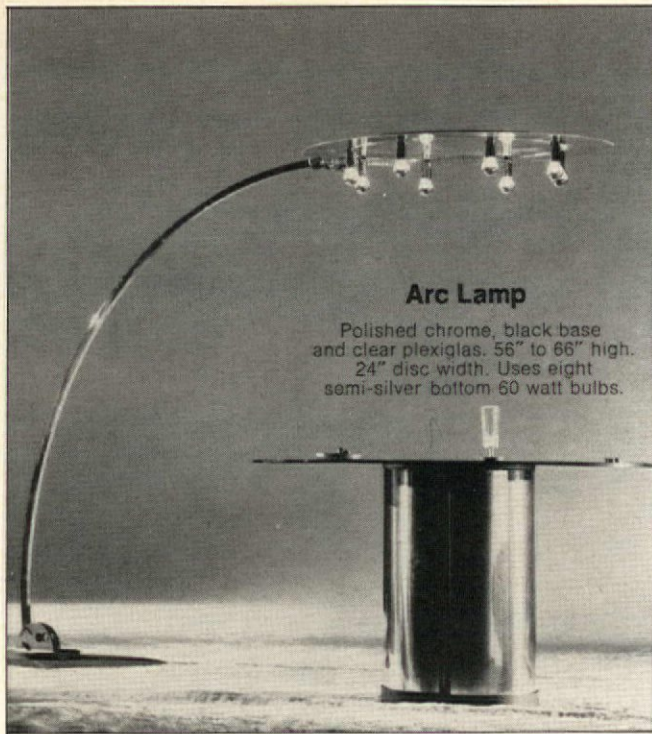
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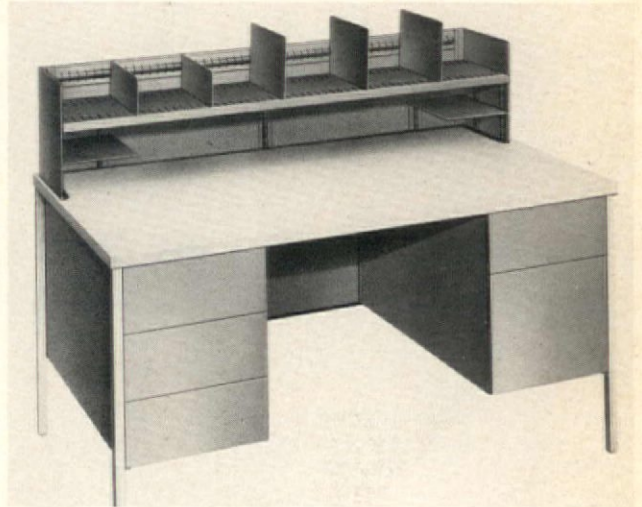
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PRODUCTS & SERVICES

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desk top sorter. Free-standing, the sorter measures 58-inches wide, and stands 12-inches high. Dividers and shelves are adjustable, accommodating oversize manuscripts, changing paper storage requirements.

Circle No. 261 on reader service card

NAUTICAL ACCESSORIES CAPTURE CLIPPER SPIRIT

Famous clipper ship designs are bottled for desk top display in Milford Guild/Indecor's Mariner's Gallery collection. The collection of weather instruments and table lamps is designed around a replica of the Great Republic, American clipper ship of the early 19th century. Rope edging on shades and bases continues the nautical touch.

Circle No. 262 on reader service card

TRACKED SHELVING FOR DESK TOP LIBRARY

Designed to hold books safely, without slipping, on table or desk top surfaces, Merlin Mfg.'s Protect-A-Book system slides easily on shelf tracks to accommodate removal or addition of



texts. Walnut finished mahogany shelves combine with bulldog-engineered spring aluminum stops, in choice of gold, silver, walnut, or black finishes. Finger tip control releases lock to remove texts, snaps automatically into place after book has been taken or added.

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This postage-paid card is for your convenience in requesting information on the advertisements and new products in this issue of **CONTRACT**.

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2—SQ. FT. DESIGNED ANNUALLY

- 1** Under 25,000 **4** 200,000 - 500,000
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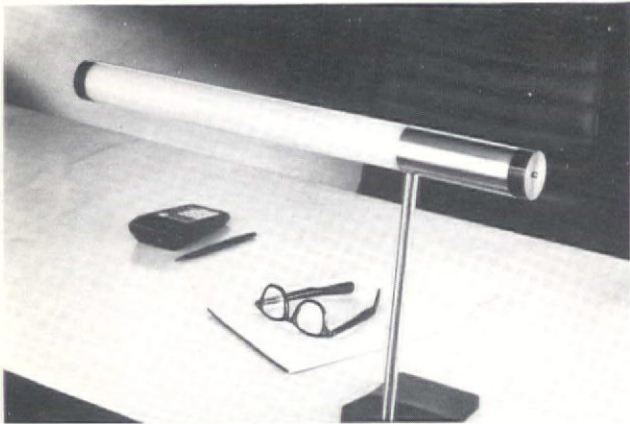
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ATT: EDITOR

CANADIAN WINNER ENTERS U.S. MARKET

Nessen Fluorescents introduces a prize-winning Canadian design to the U.S. market. Fluorescent #20, recipient of Ontario government's Grand Eedee for design excellence and named



"Best of the Show" at the Canadian National Interior Design Show, is fashioned from ebony plastic, satin stainless steel; it houses a rotating reflector for light direction. The desk top model provides shadowless, glare-free illumination, consumes four times less energy than the equivalent illuminating 60-watt incandescent bulb.

Circle No. 253 on reader service card

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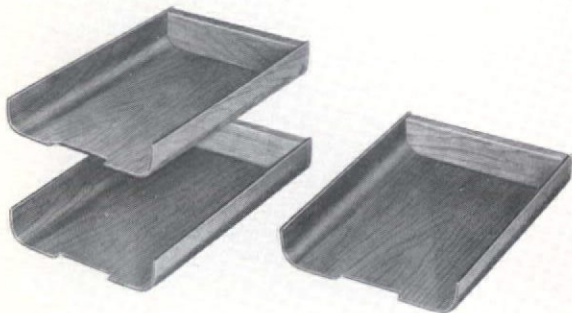


line of traditional office furniture. Constructed of solid oak, the wastebasket/letter tray/desk pad ensemble is hand crafted, hand rubbed for extra wood richness.

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FINE WOOD EXECUTIVE ACCESSORIES

Fine wood holds executive letterheads with curved walnut letter trays from Qualiton Inc. Legal sized trays can be specified



with or without lids, in single or double-stack models. All are oil walnut finished, with custom finishes offered on request.

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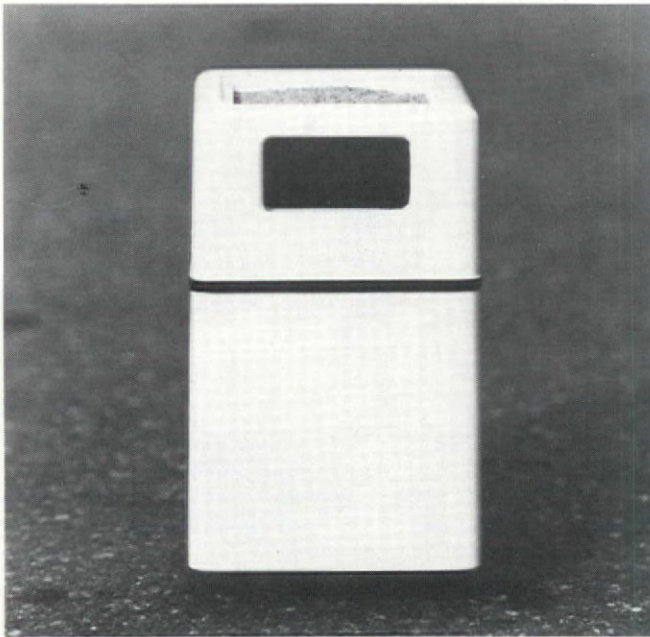
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Circle No. 67 on reader service card

MANUFACTURERS' LITERATURE

Handmade Carrillo designs are the subject of Elon Tile's 15 page, full-color catalog. Information on the unglazed finished, hand fashioned terra cotta tiles includes standard sizes (from two to 15 inches), available colors (natural and chocolate tones), varying weights and thicknesses. For design coordination, switchplates, plaques, and basins are also represented.

Circle No. 240 on reader service card

Manufacturers, specifiers, and users who have critical concern for fabric, mattress, and carpet flammability will have a special interest in Govmark Organization Inc.'s catalog of testing chambers and apparatus. Diagrams for Govmark's mattress conditioning and flammability chamber are accompanied with testing instructions which conform to presently enforced flammability codes. Additional information on testing services offered through Govmark are also included in the catalog.

Circle No. 241 on reader service card

Photographic images, blown up to cover entire wall expanses, are cataloged with illustrations in Scandecor's newest brochure. The Scandecor Photowall kit includes information on pasting and hanging, instructions for preparing paste solution, and technical data on paper dimensions and surface lacquering. Readers are shown representative designs ranging from natural forest and mountain views to cartoonlike animal drawings.

Circle No. 242 on reader service card

End of the Drab Door catalog promises just that, with six series of door designs ranging from Old Wood to Armijo Art and Painted Wood. Published by Whittlewood Corp., the four-color brochure includes 29 door styles, accompanied by information on ordering numbers, available materials, sizes, doorpulls, and wood finishes.

Circle No. 243 on reader service card

Introduction to and background on General Tire & Rubber Co.'s Genon Vinyl Wallcovering is included in a four-page brochure published through the company's Contract Group. Application of vinyl wallcovering over concrete block construction is fully and simply explained, with photos of several installations used as illustrations. Architect specification information closes the presentation, with full data on total, vinyl, and fabric weights, total average thicknesses, flame spread, fuel contribution, and smoke development.

Circle No. 244 on reader service card

Library furnishings—from stacks to circulation desks—is the subject of Gunlocke's newest publication. The Sjostrom line of study carrels and systems, media center facilities, is joined by Centura 400 library collection, Nordra 900 library furniture. All collections are illustrated with photographs and line drawings; each line rendering carries height and width measurements, possible combinations group configurations.

Circle No. 245 on reader service card

Folding armchairs, collapsible tables, portable divans and serving tables are a few of the mobile indoor/outdoor designs carried in Reguitti Corp. of America's full-color publication. The casual furniture catalog accompanies each photo with size and material information, completes the presentation with suggested style coordinates.

Circle No. 246 on reader service card.

CLASSIFIED ADVERTISEMENTS

Rate: \$22.00 per column-inch. Payment must accompany order or ad will not run. Specify whether signed ad or box number. Add \$3.00 if box number is used. Estimate 55 words per inch; one-inch ad equals approximately 6 lines; 60 characters per line. Deadline, 5th day of preceding month. Orders must be submitted in 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.

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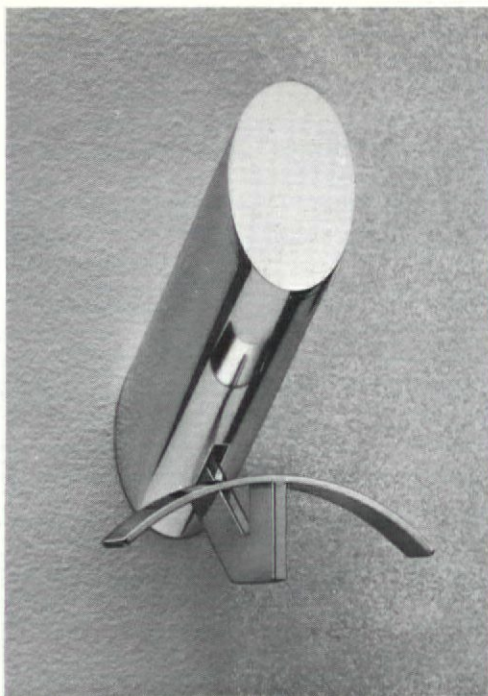


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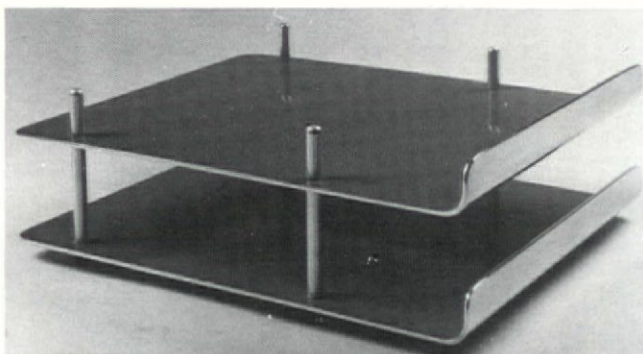
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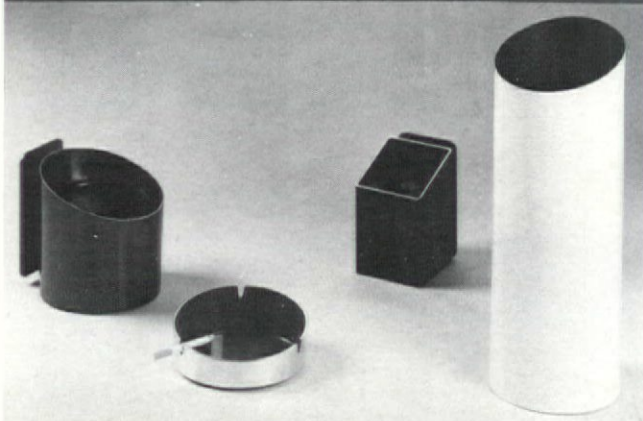
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