San Francisco Market Seminar
Outdoor and Patio Furniture
Financing the Contract Client
WHY THE PRESTIGE DRAPERY TRACK

SILENT GLISS

is your BEST INVESTMENT for every quality installation

1. SILENT OPERATION
   Only Silent Gliss promises smooth, silent operation without annoying "echo chamber" roller noise. Solid nylon carriers glide freely, yet super-quietly, in precisely fitted channel.

2. MAXIMUM WEAR, MINIMUM MAINTENANCE
   Only Silent Gliss track is so compact, so rigid, amazingly torsion-free. And only Silent Gliss uses all-nylon cord, traveling in patented, separated channels; no untangling ever . . . almost never any need for cord replacement!

3. INCOMPARABLE STYLING
   Only Silent Gliss is so slim and trim . . . so unmistakably thoroughbred in styling. Whatever the job, you'll find Silent Gliss the smallest, most inconspicuous, best track you can use.

4. COMPLETE RANGE OF TRACKS
   14 track styles to choose from: cord or hand operated; recessed, surface or bracket mounted; cubicle, extra-duty, specialty tracks too. Some tracks easily curved for specific requirements. A complete range, to meet every installation need.

Find out for yourself why Silent Gliss is the prestige track that makes sense . . . why you can buy less expensive tracks, but never make a better track investment. Write for complete details today . . .

Designed in Switzerland; manufactured in U.S.A. exclusively by

SILENT GLISS, INC., FREEPORT, ILLINOIS

Manufacturers of Quality Drapery Hardware Since 1903

Circle No. 1 on product information card
The Cover
Extremely versatile in its applications, outdoor furniture is enjoying expanded use in many types of contract work. Setting is patio cafeteria designed for an industrial firm by ISD, div. of Perkins & Will. Cover by Joe Howard.

30 Contract Seminar
Forum at San Francisco winter market focuses on vital trade problems.

36 Outdoor and Patio Furniture
By John Anderson

44 Communicating with the Client
By J. Gordon Carr, AIA

52 Financing the Contract Client
By Joe R. Eddins

8 Letters

12 D. C. Currently: Our Washington Report

16 People

18 Calendar

21 Contract Business: Notes and Comments

24 Contract News

54 Contract Products and Services

74 Manufacturers' Literature

76 Classified Advertisements

76 Advertisers' Directory

COMING IN CONTRACT

APRIL—A comprehensive coverage of office furniture and furnishings available to the contract planner.

MAY—The School Furnishings Market—the boom in construction and replacement buying creates an enormous demand for contract furnishings.

JUNE—Motels; The Crafts Market
Introducing Greeff's exclusive casement collection made of CRESLAN® acrylic fiber.

Pleasing to the eye, the illustrated casement of 100% Creslan has a hand-loomed look—a truly practical fabric that is inherently practical:

- Sunlight resistant
- Dimensionally stable
- Dry-cleans
- Mothproof
- Mildewproof
- Non-allergenic
- Resists abrasion
- Can be flameproofed

Supplementing the two all-Creslan casements are four interesting blends of Creslan and linen or rayon. All are 48/50" wide, come mainly off-white tones. Series #94780-5.

© CYANAMID T.M. FOR ACRYLIC FIBER

Greeff FABRICS, INC.

150 Midland Ave., Port Chester, N. Y. • CONTRACT DIVISION: 155 E. 56th St., New York 22

#94780 shown

Circle No. 2 on product information card
FLAMEPROOFING By PERMA DRY

FLAMEPROOFING BROCHURE

- Rules and regulations for Boston, California, New York and all America where flameproofing is a legal requirement.
- Specifications on varied flameproof finishes.
- Flameproofing of synthetic fibres.

All this . . . and much more outlined in the PERMA DRY FLAMEPROOF BROCHURE . . . available without charge on request. This is a must for the Industrial Designer.

. . . YES, ALL FABRICS GO TO PERMA DRY FOR FLAMEPROOFING when required by specification or law as we believe PERMA DRY'S technical knowledge and facilities are a major safeguard to our clients says: leading industrial designer, Carleton Bates Varney, Vice President Dorothy Draper & Co., Inc.

THIS DISTINGUISHED SPACE PLANNER OF THE DRAPER COMPANY ALSO SPECIFIES SCOTCHGARD FOR SPOT/STAIN/AND SOIL RESISTANCE BY PERMA DRY

Mr. Varney knows that any process; whether SCOTCHGARD or FLAMEPROOFING is only as good as the processor who applies it.

Scotchgard Brochure available.

PermaDry Co., Inc.
TEXTILE PROCESSORS

3 West 17th Street
New York 11, N.Y.
Phone WAtkins 4-0877

Circle No. 3 on product information card
How a hotel or motel can build a reputation for smartness, convenience and comfort...

Decorate with DOMINO, the contract furniture with two-way appeal! (Guests are flattered by its prestige quality appearance; owners appreciate the fact that it only looks expensive.) Limitlessly flexible—everything from a single armless unit to sections a block long—and remarkably easy to maintain, DOMINO is the sensible, sumptuous choice for every room in the house—from lounge to bridal suite! WRITE FOR COMPLETE INFORMATION.

SPECIFICATIONS
all-welded, Bonderized steel frames in a choice of satin chrome or colored enamel finishes • wide selection of durable, attractive fabrics • self-edged, solid Fiberesin tops protect against stains, cigarette burns, even acids. • DESIGNED BY URSULA DE POCU, AID

SEE OUR NEW SHOWROOM IN CHICAGO!
Merchandise Mart
One Park Avenue
Trade Mart
9100 Seventh Avenue, NW
812 Grant Street
TROY, OHIO

MANUFACTURERS OF FINE
FURNITURE SINCE 1887 • CASUAL & SUMMER FURNITURE AND GARDEN UMBRELLAS • INDOOR CONTRACT FURNITURE: DOMINO

Circle No. 4 on product information card

Circle No. 5 on product information
Globe has everything you need in contract furniture. For complete catalog, write GLOBE FURNITURE COMPANY, Contract Division, High Point, North Carolina.
LETTERS

We're on the carpet

Dear Sir: I wish to take this opportunity to send a few kudos and brickbats your way in respect to your January Directory issue. Generally, I found this issue a well-edited and information-filled publication which, I am certain, will be of continuing aid to your readers through the year.

However, I would like to comment on certain statements made in the article on “Carpeting” appearing on page 46 of that issue. I feel that your writer used an unfortunate choice of words in making the arbitrary statement: “Its [carpet’s] value in maintenance costs and life-expectancy in comparison with other floor coverings is a controversial subject.”

As CONTRACT reported in its July issue of 1961, independent comparative cost studies have established that carpet in public space is substantially cheaper to maintain than other flooring products. The article referred to related that Industrial Sanitation Counselors, a national housekeeping firm for some of the nation’s largest hotels and corporations, conducted these studies by keeping track of the costs involved in actual cleaning operations of hotels and offices. As the article states, ISC came up with these findings:

“Using 1,000 square feet of floor area as the basis for comparison the tests showed that the maintenance cost of carpeted floors under heavy foot-traffic conditions averaged $189 a year against $383 for a non-carpeted floor, or 50.7% cheaper. Under medium conditions, carpeted floors cost $145 to maintain annually vs. $243 for non-carpeted floors, or 40.3% cheaper. In light traffic areas, the cost was $104 for carpet and $181 for non-carpet, or 42% more economical.

“Included in the cost totals were the labor, equipment and materials required for daily and weekly care plus complete shampooings of the carpet and periodic waxing of the hard floors required to maintain the equivalent appearance level.”

Your writer also tended to give the impression that carpet’s use today is still primarily designed for luxurious interiors—executive suites, “luxurious” lobbies, and so forth. This ignores what CONTRACT magazine has repeatedly reported in numerous issues that during the past decade, carpet’s applications has broadened to many heavy-traffic “work” areas as architects and other contract furnishings purchasers have recognized the product’s ability to deliver rugged performance and low-cost maintenance. As the January 1961 issue reported, carpeting is being installed today in classrooms and corridors of many public schools across the country. And as stated in your May 1962 issue: “In the office and bank fields the trend is toward carpeting general office areas such as data processing rooms, secretarial pools, corridors and bank lobbies. No longer is carpet’s function limited to providing status-symbol plushness in executive suites.”

Leonard Mozer
American Carpet Institute, Inc., New York City

Intelligent insight

Dear Sir: I must take this opportunity to offer congratulations on your young and inspiring magazine. At long last it gives an intelligent insight into the contract field.

However, what I am primarily interested in are the reference sections—basic facts for the contract buyer. Your wallcovering article in the January Directory issue was most informative and instructive. All of our people in this office read the article and I’m sure it was a reading “must” for every forward-thinking wallcovering salesman, buyer, and manufacturer.

Thomas L. Moriarty, Eastern Sales Manager
Albert Van Luit & Co., New York City

Seminar worthwhile

Dear Sir: I had the pleasure of attending the Contract Seminar at the Western Merchandise Mart on January 31, and I feel it was time well spent indeed. For one with my interests, Irving Greenfield’s and Lawrence Lerner’s talks were particularly instructive and informative.

I look forward to further programs of this type—they are well worth the efforts that you and the Mart management lavished upon them.

W. H. Tannhauser, President
Town & Country Ltd., San Francisco

A full report of the seminar, with extensive quotation from the talks given there, will be found elsewhere in the issue.

Forum pointed up winter market

Dear Sir: Now that the hectic pace of market time has subsided, I would like to thank you for assisting us in organizing the Contract Seminar. The industry programs that take place during these markets give the Mart a real purpose, an aid which your help was greatly appreciated.

For your information, it was one of the most successful markets in the history of the Western Merchandise Mart. Buying was extremely good.

(Continued on page 10)
LANTERNS
...glowing jewels of light bring a new dimension to lighting. Executed with that special flair of designer George Nelson. For complete information, write HOWARD MILLER Clock Co., Zeeland, Michigan.

National Distributor: Richards Morgenthau, 225 Fifth Ave., New York; Merchandise Mart, Chicago, U.S.A.; Fehlbaum, Berne, Switzerland; Pelotas, Sao Paulo, Brazil; Excello, Mexico City, Mexico; Weston, Bogota, Colombia.
Attendance was up about 10 percent over our previous high, and most of our tenants reported that they had opened new accounts.

Henry Adams, General Manager
Western Merchandise Mart, San Francisco

Scientific color selection
Dear Sir: I would particularly like to comment on the September issue for the fine article on Color in the Office, by Faber Birren. In my experience, the selection of color for offices on a scientific basis has long been neglected, and I think this article should go a long way to improving this situation.

The article on Polishes for Resilient Floors is excellent, as like the one on carpet cleaners in August.

J. S. F.
American Hotel Association, New York

Student interest
Dear Sir: Our students in the major design department would benefit from your possible aid: 1. Perhaps you could send us some examples of your student covers; 2. Perhaps you could send us some issues.

Sol Arnow, Chair
Fine Arts Department, Richmond Hill High School

Room of Tomorrow
Dear Sir: Please let me thank you for the editorial matter and space you have so generously devoted to The Room of Tomorrow (CONTRACT, October 1962). The editorial pages that you have so beautifully put together, and the cover in color, is indeed appreciated by me, and I trust the sponsors for the project are very grateful.

Roy F. Beal
Austin,

Products for professionals
Dear sir: We have read with great interest your November, 1962 article on Trefzger's, Cincinnati. As participants in the Trefzger plan, we believe that if efforts of this nature could be extended to various other parts of the country, it would result in better representation of the product to specifiers and end-users in the contract field.

Norman Polsky, President
Fixtures Mfg. Corp., Kansas City, Mo.

AMALFI COAST The sparkling waters of the fabled Bay of Naples, quaint villas nestled close to the shore, the Amalfi Drive threading its way through one of the world's most beautiful and renowned garden spots, the very spirit and charm of Southern Italy... captured and brought to dramatic life in Amalfi Coast... a superb and realistic hand-print mural by GKB.

11' 5" wide and 4' 5" high at topmost point of design, Amalfi Coast is printed in permanent polyvinyl colors impregnated into wet-strength paper for exceptional durability and constant freshness.

Circle No. 7 on product information card
Flame-resistant draperies with Rovana®

A chance of fire: the most pressing consideration in choosing drapery fabrics for a student building. For this reason, Shepley, Bulfinch, Richardson and Abbott architects of Williams College's new dormitory in Williamstown, Massachusetts selected draperies from Thortel Fireproof Fabrics made with Rovana saran flat monofilament. The hazard of flames being spread by flammable draperies was thus completely eliminated. This beautiful Thortel fabric, 'Rovanel Ratine,' like all drapery fabrics made with Rovana, pledges maximum security against fire because it is permanently flame-resistant. Draperies of Rovana are equally as effective in controlling light; have excellent dimensional stability; are economical to care for. Fabric shown: Thortel 'Rovanel Ratine' 36% Rovana; 45% Verel®; 19% rayon. *Trademark Eastman modacrylic fiber.

Fabrics of Rovana monofilament are easy to clean and care for; resist abuse; keep their color and shape; are safe and simple to handle. For further information: write the Textile Fibers Department, The Dow Chemical Company, 350 Fifth Avenue, New York 1, N. Y.

Circle No. 8 on product information card
If you'd like to sell wrought iron furniture to the federal government—it's willing to buy. Not for patios and outdoor living (it's needs in this direction are quite small), but for such areas as reception rooms, and waiting rooms. The furniture keeps going in there. And the government, if you haven't noticed, keeps getting more and more reception rooms, and waiting rooms.

Rattan furniture has been a staple in the household furniture procurement the government undertakes, to outfit initially, and by now to refurnish, the Defense Department's sprawling inventory of family on-base housing, here and overseas. The outfitting stops, however, at the building line; from there on out, the lounging and the lounge are both up to the serviceman and his brood.

For more information on these areas of potentially good business for you, we suggest you contact the nearest Business Service Center, operated for just this purpose—to help you—by the General Services Administration.

Procurement examples

GSA, here, recently awarded a contract for rattan living, dining and recreation room furniture, indefinite quantity, for the period March 1, 1963 through Feb. 28, 1964, to Rattan & Bamboo Shop, Inc., Miami, Fla.

Some other items, which manufacturers of patio and outdoor furniture might also be interested in making:


Or a recent invitation to bid, now closed, on upholstered steel chairs, various dimensions, 653 each, issued by GSA, Denver, Colo.

Up and coming

Just about now the newest star in the federal lineup—of office furniture, that is—will be off and running, figuratively, from the plant. It's GSA's new executive line, in a trim, modern appearance. First GSA contracts were awarded to get the pipelines set, so that when its user-agencies get the word, shipments will be set to go. Of present lines, the unitized wood office furniture has been "tremendous," we're told. It's only been in the line two years.

More business is expected in this field. Federal buildings are abounding, new ones rising across the landscape and overseas. Offices are sprucing up. And the bar against offshore procurement is affecting U.S. purchasing, both in office furniture and more strikingly in household furniture. GSA has set up a Customers Service Bureau in Germany, to serve its clients in Europe.

GSA now has 14 suites of household furniture on continual display at its common-use items store in Sembach, Germany. It's putting an interior decorator on its staff for European duty, to help the user-agencies do the decor right.

Housing needs for contract goods

The Defense Department is asking Congress this session for funds for buying 12,100 units of family housing on-base for its troops, in the fiscal year starting July 1. In the current fiscal year, it has funds for 7,500. And nearly half of that housing was on the books as relocatable units for U.S. use, or for shipment overseas—to save buying housing abroad. Bids on the relocatable units are now open, while the overseas packages have been delayed because of design problems, so that much of the buying for this purpose at the start of this year was replacement. However, when you have

(Continued on page 14)
WRITE TODAY!
FOR YOUR FREE NEW PAGE COLOR CATALOGUE

WRITE THE RUBY COMPANY (Dept. C-3)
129 West 27th Street, New York 1, N. Y.
for your FREE NEW page catalogue.

BECAUSE THEY ARE MADE FROM THE ORIGINAL DIES AND MOULDS

...from America's Largest Manufacturer of Lighting Reproductions

the Ruby Company

WRITE TODAY! FOR YOUR FREE NEW 116 PAGE COLOR CATALOGUE

Write THE RUBY COMPANY (Dept. C-3)
129 West 27th Street, New York 1, N. Y.
for your FREE NEW 116 page catalogue.

Name
Address
City Zip Code
State

SHOWROOMS
ATLANTA: Merchandise Mart, Room 700, 423-9511
SALT LAKE CITY: Memorial Building, Room 500, 841-4600
SAN FRANCISCO: Merchandise Mart, Room 1740, 933-3611
SALT LAKE CITY: Memorial Building, Room 500, 841-4600
SAN FRANCISCO: Merchandise Mart, Room 1740, 933-3611

Circle No. 9 on product information card
OUR WASHINGTON REPORT
CONTINUED FROM P. 12

an inventory that runs into 400,000 units, replacement is no miniature procurement, but big business, too.

Expectations
Government analysts here estimate the household furniture industry will increase its shipments about 4 percent this year, about the same increase it registered in 1962.

There's a much larger growth rate being expected here—and this will have significant consequences for everyone in the contract furnishings field. Whether or not the present Administration program for aid to education goes through, school attendance will be increasing—and one way or another, that means more schoolrooms, dormitories, and outfitting.

President Kennedy says that for the next 15 years, enrollment increases in colleges will average 340,000 yearly. The expectation is for 7 million college students by 1970, with a need for a billion in new facilities.

The college housing direct loan program already is on the books and which will continue to grow, should mean much contract furnishing business in coming months. The grants are sizable, quite often—such as recent ones of $3.5 million to Southwest Missouri State College, Springfield, for dormitory additions, college union dining facility additions; $2.1 million to Colorado State College, Greeley, for a college union; $4 million to Washington College, Chestertown, for housing and dining facilities.

In almost every institutional area, the federal government will be inspiring if not underwriting growth. Its Accelerated Public Works program, for instance, a "crash" program to help depressed areas, includes more liberal federal sharing in construction costs for hospitals, such as St. Joseph Hospital, Elmira, N.Y., a nursing home addition; Sharon Hospital, Sharon, Conn., an addition; Pinckneyville, Ill., a Community Hospital, a replacement of present hospital.

And federal direct loans for elderly housing projects are increasing. Such as a $3.8 million loan for a 21-story project in Detroit, 320 units.

Meaning of it all—the areas in which you do more business are increasing. (C)
BELGIAN LINENS ENDOWED BY NATURE

Distinctive Background for Distinguished Prints

As plants and flowers enliven rooms, Nature's special qualities in linen give liveliness to prints. Colors gain strength and beauty. Designs appear in depth on linen weaves from sheeest white to heavy oatmeal. CALAMANDRE SILKS, respected for fine fabrics, has added these three new prints to its group of Belgian linens. Modern, French or traditional, each design is done on the perfect background of a different linen texture.

THE BELGIAN LINEN ASSOCIATION, 280 Madison Avenue, New York 16, New York
HERBERT MERRILL has been appointed head of newly formed contract fabrics department, Seneca Textile and Homestead Draperies.

Monticello Carpet Mills, Burlington’s new broadloom carpet division, has announced several recent appointments; JOSEPH A. LEDERMAN, western sales manager in an 11 state area; ALFRED SALVENSEN, western sales representative; LAMBERT BACK, southwestern sales representative; GEORGE A. CARON, head of product development.

BURNARD MARGOLES has been elected vice president and general manager of Jersey Carpets Corp., a subsidiary of Roxbrough Carpet Co. Mr. Margoles will continue to act as general manager.

MARGARET NELSON, well-known designer, has joined Stroheim & Romann as assistant to the vice president.

PAUL GARST, has joined the contract division of National Theatre Supply Co.

Interior designer VALERIAN S. RYBAR has been appointed to design the 1963 edition of Designs in Dining. The exhibit will be presented at National Hotel & Motel Exposition, Nov. 11-13 at New York Coliseum.

BEN DAVIS has been named to the sales staff of Interiors Import Co., Inc., of New York City. Davis will cover the States of Washington, Oregon, Idaho, and Montana, working out of his home at 1622 Taylor Avenue, Seattle, Wash.

The architectural lighting division of Globe Lighting Products, Inc., Hazleton, Pa., has retained SEYMOUR EVANS ASSOCIATES as design and product development consultants.

ARLES WHITE has been made district representative for the entire Southern California area for Hardwick & Magee Co.

DONALD G. MALCOLM has been named vice president in charge of product development of Risom Design, Inc. Mr. Malcolm will supervise new design development and coordinate work of Research and Development with the Design Department. Mr. Malcolm was formerly a design instructor at Pratt and a free-lance furniture designer.
...your Invitation to Comfort

Shelby Williams MANUFACTURING, INC.
2500 W. OGDEN AVE., CHICAGO 8, ILLINOIS

Shelby Williams of California, Inc.
1319 E. Washington Blvd. • Los Angeles 21, California
SHOWROOMS: Chicago • New York City • Dallas • Detroit

Circle No. 13 on product information card
### CALENDAR

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>March</td>
<td>Hotel &amp; Restaurant Association Show</td>
<td>Atlanta Merchandise Mart, Atlanta.</td>
</tr>
<tr>
<td>April</td>
<td>Atlanta Furnishings Market. Merchandise Mart, Atlanta.</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Furniture Market. Southern Furniture Exposition Building, High Point, N.C.</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>Jamestown Market. Furniture Mart, Jamestown, N.Y.</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>Furniture Market Days. Dallas Market Center, Dallas.</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>American Institute of Interior Designers 32nd Annual Conference. Bellevue-Stratford Hotel, Philadelphia.</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Chicago International Trade Fair. Chicago.</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Southwest Furniture Market. Market Hall, Dallas Market Center, Dallas.</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Summer Furniture and Furnishings Market. Atlanta Merchandise Mart, Atlanta.</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Summer Market Dates. Western Merchandise Mart, San Francisco.</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>National Stationery and Office Equipment Association Convention and Exhibit. Conrad Hilton Hotel, Chicago.</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>Furniture Market. High Point, N.C.</td>
<td></td>
</tr>
<tr>
<td>October-November</td>
<td>Furniture Market Days. Dallas Market Center, Dallas.</td>
<td></td>
</tr>
</tbody>
</table>

---

**at last**

A complete collection of light chairs. Herman Miller's 140 different chair models were developed to serve the increasingly specialized demands of space planners and architects. Literature and other information for purchasing or leasing available on request. Herman Miller, Inc., Zeeland, Michigan. Please turn to the reader service card and circle No. 50.
All the care it ever needs... because it's U.S. NAUGAHYDE®
FINEST IN VINYL UPHOLSTERY

at its best, of course, over U.S. KOYLN®
LATEX FOAM RUBBER CUSHIONING

What upholstery washes clean with soap and water, outwears children, comes in more than 400 different patterns, textures and colors—AND meets a big, big consumer demand? What else but U.S. Naugahyde—the luxurious vinyl upholstery that customers know—and ask for—by name! And Koylon cushioning, of course, has long been famous as the ultimate in long-lasting comfort. This is the important story we're telling to millions of people who count to you—in a series of dramatic full-color ads all through the year. The one above will appear in April House & Garden and American Home, and in May House Beautiful... with more to come next month. Naugahyde and Koylon have a big, ready and waiting market—so make the most of it!

Circle No. 24 on product information card
CONTRACT BUSINESS: Notes & Comments

Restaurant show exhibit
signs for Dining, first shown at the
National Hotel Exposition in New York
in November, will be re-created at the
National Restaurant Show, at Chicago's
Cermak Place from May 20-23. The
1963 edition was designed by Walter M.
Hard Corp, of New York City and con-

Maxwell plans look-alike motels
After building its reputation upon
the creation of a distinctly different design for
each client, Maxwell Co., is doing a com-
plete about-turn, having contracted to do
four jobs in four cities in identical fashion.
In this instance, however, the need to con-
form will serve a definite purpose. Max-
well, one of the country's largest hotel-
motel contact furnishings firms, will pro-
vide Hiwayhouse Motels, located through-
out the southwest, with a distinctive and
quickly identified style to distinguish the
interstate chain from other motels through-
out the nation. The first four units will be
located in Abilene, Houston, and San An-
tonio, Texas, and in Rosewell, New Mex-
ico. Contracts for the motels average
$175,000 each, with each installation hav-
ing approximately 120 rooms. The basic
motif throughout will be Italian Provin-
cial. The design established by Maxwell's
Los Angeles office will be used by all
future Hiwayhouses, regardless of loca-
tion, as the chain expands.

Morton's year-end figures
Morton Textiles & Furniture, institutional
furnishings firm of Chicago, grossed $15
million in 1962, furnishing a total of
10,000 rooms for hotels, motels, nursing
homes, hospitals, restaurants, executive
offices, and other public buildings.

Bowie sculptures exhibited
A collection of metal sculpture models of
commissioned works by William Bowie
was featured recently in the seventh of
the exhibit series of the Artist-Craftsmen
of New York at the National Design Cen-
ter. Architectural in construction (see cut),
Mr. Bowie's sculpture is welded of steel
stamping, nails, spikes, or wedges with
an oxy-acetylene torch. Some of the com-
positions are then leafed in gold-toned
anodized aluminum. The models on dis-
play included works for the Portland
Oregon Savings & Loan Assoc.; IBM
Space Guidance Center; El San Juan Ho-
tel of Puerto Rico, and Sinclair Oil Re-
search Center.

Cal-Craft moves to larger quarters
Cal-Craft recently moved into its newly
enlarged national sales headquarters and
San Francisco showroom in the Jackson
Square decoration center, San Francisco.
The new quarters include enlarged facili-
ties for displaying samples of the firm's
extensive lines of wood fabric draperies
and shades, custom cloth shades, shutters,
panels, and shoji's. In addition, the show-
room contains a private conference room
designed specifically for use by designers
who may wish to meet there with clients.
Since the move was made within the
same building, present address and tele-
phone remain the same.

Stockwell European study award
An award for European study will be
made this year for the first time to a
second-year interiors student at Parsons
School of Design by the C. W. Stockwell
Co., wallpaper manufacturer. The award
is in memory of the late Lucille Stockwell
Chatham, Winner of the award of $500 to
cover expenses of the Parsons European
summer session will be named in April,
following a design competition that is
part of the school's regular second-year
program. The competition consists of plan-
ing the entire furniture layout for a lux-
ury apartment, with emphasis on the use
of wallpapers from current Stockwell lines.

Building signs new tenants
New Decoration & Design Building
er construction in mid-Manhattan, New
City, leased more than 21,000 square
of space by three leading decorative
firms within a few weeks last month.
new tenants are Brunschwig & Fils,
Stark Carpet Corp., and S. M. Hexter
Leasing contracts were made through
Cassens, Louis W. Bowen, Kent-
ualine. The 18-story office and show-
building, which will be completed fall,
will have full floors ranging in
from 10,500 to 21,500 square feet.
Another new dramatic styling from American of Martinsville—Costa Brava. Designed to let you make a choice. The Tri-Plex Unit, functional as ever—here, more fashionable than ever. The roomy, compact desk-dresser (lower right) now a piece that's ornamental as well as useful. Antique white touched with gold, decorative moldings, durable upholsteries. Write for details on Costa Brava and other contemporary designs in Oriental, French, Italian and Modern.
Please send me brochure on your contract groupings.

Name ____________________________
Address __________________________
City __________ Zone ______ State _____
BRUNSWICK CORP., Kalamazoo, Mich., has purchased Burke, Inc., manufacturer of furniture for commercial-institutional and residential markets. The new acquisition will be operated as a separate unit of Brunswick’s school equipment division.

JESS L. MUSGRAVE CO. has been appointed to represent The Howell Co.’s contract furniture division in Oklahoma, in addition to Texas presently covered. A new Musgrave showroom located at 1710 Hi-Line Drive, Dallas, displays Howell’s modern metal furniture.

DESIGN INTERNATIONAL, design subsidiary of Western International Hotels, Inc., has opened executive offices in the St. Francis Hotel, San Francisco. The new organization will offer architects, real estate developers, and individual clients a complete space planning, color coordination, design and decorating service.

DURATEX LTD. of Toronto has been named Canadian distributor for Ford vinyl furniture coverings, vinyl products division of Ford Motor Co.

TROY SUNSHADE Co. has moved into its new permanent Chicago showrooms, Space 1124-25, Merchandise Mart.

SENG Co., producer of sleep equipment, has purchased General Steel Products Co., High Point, N.C.

AMERICAN OF MARTINSVILLE furniture has been added to Quality Courts central purchasing system. M/H Wholesale Supply Co. is distributing the products which American of Martinsville manufactures and plans to show a sample room at its Daytona Beach, Fla., office.

PERMA DRY Co. has completed installation of equipment solely for the application of Sco-gard. This unit is planned to double product yet maintain the custom finishing pattern. (Continued on page...)

Through an inadvertent error, the editorial line-up for May was incorrectly listed on last month’s contents page. It now stands corrected on page 3, with the following features slated for the next three issues: April—office furniture; May—school furnishings; June—motels; the crafts market...
How do you use fire as a decorating theme?

Put it underfoot as decorator Marian Follmer of New Jersey did. Use the reds of a bed of coals . . . the browns of the logs . . . the beiges of the natural stone fireplace. Then work these into swirls that pick up the flickering of flames—and you'll have the identical carpet Masland created for the lounge of the Tammy Brook Country Club in Creskill, New Jersey. Wherever you find your inspiration, you'll find Masland can interpret it in carpeting that's luxurious, hard-wearing, carefree and remarkably economical.

The Magic of Masland Carpets

C. H. MASLAND & SONS • CARLISLE, PA. Commercial Carpet Department: 295 Fifth Avenue, New York 16, N. Y.

"Since 1866, Always Good Company"

Installed by Huffman and Boyle Co., Inc., North Hackensack, N. J.
CONTRACT NEWS

PIONEER PLASTICS CORP., Sanford, Maine, has pointed the following four new distributors of Pionite Lifetime laminates to the building supplies field: Wholesale Service Co., Louisville; Harold L. LaBonte & Co., Kensington, Md.; Allegheny Plywood Co., Pittsburgh; Harold L. LaBonte & Co., Milwaukee.

SHELBY WILLIAMS, manufacturers of institutional seating, has completed licensing arrangements with Farquharson-Gifford, Ltd., Stratford, Ontario, to make and sell all Shelby Williams signs throughout Canada.

FINESSE ORIGINALS has announced the purchase of Breton Fabrics, formerly a division of Samson Mills. Headquarters for the combined operation will be located at 3511 Ninth St., Long Island City, N.Y.

SELIG MFG. CO. showed its 1963 furniture collection in its new showroom on the ground-floor of the American Furniture Mart during the January market. The showroom space was redesigned by Elroy Edson, NSID, Selig staff designer.

The ADAIR CHAIR CO., Aurora, Ill., has been entered by the State of Illinois and will engage in the manufacture of office seating. Western I Co., Aurora, will act as sales outlet for A chairs to the office equipment industry.

ISABEL SCOTT FABRICS CORP. has been named distributor for Ford Motor Co.'s vinyl fabrics for furniture. Isabel Scott will deal withcont purchasers, designers, architects, decorators, etc., and has set up a division called Isabel Scott Corp. to handle the Ford product.

POLYPLASTEX UNITED, INC., Union, N.J., has announced the appointment of the following twelve new distributors to handle the sale of Par rigid vinyl decorative plastics: New York M Products Co., Newark, N.J.; Jillene Plastics, Aurora, N.Y.; Nychrome Corp., Philadelphia.

Correction

ATHOL MANUFACTURING CO., division of Plym Cordage Industries, 120 East 41st Street, New York City, was inadvertently omitted from listing of wallcovering manufacturers in our current Directory Issue. Athol makes a diversified line of vinyl wallcoverings, in addition to its upholstery materials.
WHAT'S IN 3 NAMES?


Three and one-quarter centuries are a long time—long enough to inspire confidence in anyone!
FLORENTINE IN HAMPSHIRE HOUSE
Woodard Wrought Iron Furniture used beautifully—imaginatively.
Interior Design by Office of Jac Lessman and Associates.

Circle No. 33 on product information card
Invin picks Caprolan for its color and texture appeal

more proof you get a lot more than outstanding car-
performance when you specify Caprolan. You get the
er, purer, clearer colors you want . . . the deeply tex-
d weaves. You'll find continuous filament Caprolan®
blends beautifully with even the most elegant
or. See how Callaway's popular "Captivation" en-
riches Lanvin's gala New York salon. Other beautiful
Caprolan carpets for heavy-duty installation by Commercial Carpet,
Hardwick & Magee, Hightstown Rug,
Archibald Holmes, A. & M. Karagh-
eusian, C. H. Masland and Roxbury.

Circle No. 22 on product information card

Fiber Marketing Dept., 261 Madison Avenue, New York 16, N.Y.
CONTRACT SEMINAR

HEAD TABLE and part of audience at January 31 Contract Seminar.
ESTERN MERCHANDISE MART AND CONTRACT MAGAZINE TEAM

TO EXAMINE THIS BOOMING $5.2 BILLION MARKET AT
N FRANCISCO JANUARY MEETING WITH RECORD TURN-OUT

THREE-DAY contract market at the Western Merchandise Mart in San Francisco, brought a cord turn-out of buyers to the Mart from January 30 through February 1. The specialized market, only one of its kind in the country, was haxed by a Contract Seminar and Luncheon under the auspices of the Mart on Wednesday, January 31.

Moderator of the seminar was Ben Heilman, publisher of CONTRACT. Mr. Heilman collaborated ely with the director of the Mart, Henry Vos, and its publicity and advertising director, Albert W. Zinkhon, in arranging the program in selecting the speakers.

Interest in the seminar was high; a capacity fience of more than 250 people involved with contract work as designers, planners, or manufacturers purchased tickets for the event, which place in the Mart’s Phoenix Room. A gauge of interest in matters related to contract market was the extended discussion pod, which lasted an hour after the speakers completed their talks.

he four speakers, who travelled across the int in order to participate in the event, e Marilyn Motto, well-known designer of elas and motels in this country and abroad; ng Greenfield, Sr., head of the Maxwell Co., country’s largest contract furnishing firm specializing in hotels and motels; Lawrence Lerner, president of Saphier, Lerner, Schindler, Inc. (merly Michael Saphier Associates), one of foremost commercial space planning firms he country, with scores of millions of feet of space to its credit, and Sidney Schwartz, tract sales manager of Baumritter Corp., lead manufacturer of contract furniture.

In his opening remarks, Mr. Heilman stated: “The contract market is new, it’s big, it’s many-faceted... One effect of newness and bigness is that some things lag behind others. In the commercial and institutional furnishings field, this lag is expressed by the fact that at the moment the buyers are more clearly defined than the supply. In other words, the over-riding problem in contract furnishings—a problem which, among others, will concern today’s speakers, is the development of a range of industry products and facilities completely suited to the exacting needs of contract work.”

Last year, Mr. Heilman went on to report, the contract furnishings market rolled up estimated sales of $5.2 billion—a figure that omits marginal or doubtful product categories. One of the chief reasons for the continuing problems of manufacturers in the field, he added, is that “we are dealing with a market that, on closer examination, is subdivided into a series of specialized areas, each with varying requirements that inevitably affect the product they demand.” Hotel-motel work, he pointed out, is very different from hospital work, and office planning presents a completely different set of challenges. Designing and furnishing a department store is a task not easily related to planning a nursing home for old people.

“Yet all of these areas,” he continued, “are set off from other segments of the furniture industry by a new professional approach, by concentration on precise specifications and on technical considerations that make the contract field a new and significant element in the furniture and furnishings industry, one that will inevitably affect the older retail segment of the field.”
NO STRAITJACKETS ON SPACE PLANNER, PLEASE!

In a controversial talk on recent developments in the science and art of planning office space for large corporate users, Lawrence Lerner underlined the necessity for separating rental space from the basic building design in the typical office building. "The unrented space must remain unfinished," he said. "Regardless of what ideal module the architect may think he has evolved, the space between the floor and the ceiling arch slab, and from outside wall to outside wall must be left in skeletal condition if the owner or his tenants are not to be put to large and unnecessary alteration costs prior to occupancy.

"The attempt to put in standard air conditioning or acoustic hung ceilings or lighting is foolhardy," he declared. "It does little more than to provide a straitjacket to proper space utilization. The space must remain unfinished so that air-conditioning design, the lighting distribution, specifications and pattern, the location of partitioning and electric outlets, the selection of color all can be tailored to meet the specific and varying needs of the individual tenant who will rent the space."

Discussing the office furniture that the market has made available to the space planner in recent years, Mr. Lerner declared that "ever since the advent of the Bauhaus with its super-functional approach to design, and the evolution of the 'International School' of architecture . . . the manufacturers of mass-produced goods have chosen to emulate the international style. The client who is looking for steel office furniture has little available to him that is not akin to a coffin or shoebox. All the major manufacturers have cribbed from each other's designs, and each successive knock-off loses just a little that its predecessors were successful with. Today, in the major cities of the East at least, we have building after building that is cold and sheer on the outside and is filled with horizontal miniatures of it on the inside. I refer of course to the steel desks with plastic tops that have so outsimplified each other that moving men with slings have to be called in to relocate a desk that has vibrated it a few inches out of position. There isn't even a finger-grip to hold onto.

THE CRITERION IS THE HUMAN BODY

"A few years ago, we were called in by one of the major steel office furniture manufacturers consultants on the design of a new line of chairs. At that time, even the chairs in most steel furniture lines were trying their darndest to look like the desks they accompanied. The manufacturers had evidently lost sight of the fact that chairs must be occupied by the very graceful biomorphic human shape. The part of the body that occupies a chair is as far from the International School as it can be. Our advice to our client was: 'You must use the human figure as the criterion for the design program.' . . . Our client, after two years of development, is about to hit the broad market with chairs that are a pleasure to behold alongside the boxlike desk, and a relief to rest into."

Declaring that he was not at all sympathetic to period furniture, Mr. Lerner said that the
Nevertheless ripe for a reaction to today's Is. "which has now refined itself to a razor-sharp edge." There is only one motivation for sign, he asserted, and that must evolve from a program dictated by functions, materials, and unique. "Within the confines of these motivations," he said, "there is no limit to the number of solutions. We have had enough of the smooth school of design. The needs of the user prove more than enough opportunities to create little romance in our designs, a little delight in the eye and the touch without laying our work open to the charge of being simply ornamen
ters or decorators."

About space planning in general, Mr. Lerner said that the enormous scale of today's office makes it more essential than ever that the space be programmed in terms of a functional, cohesive, and attractive working environment. Such programming demands the professional services of sophisticated commercial/institutional designers, he said; design cannot be offered at no cost, some office furniture dealers are attempting to do at present.

**FINANCING IS THE DETERMINING PROBLEM**

The most important problem in the contract field he determined one—has been finance," declared Irving Greenfield, head of the Maxwell Co. Terms such as ours today are essentially selling incing, and financing has become a selling tool, usually dictating the sale in many big contracts. Major corporations with practically unlimited resources have entered the field and made all the more difficult and more complex by selling money and terms in order to sell their product.

Mr. Greenfield stated that unless the current trends in financing are restrained, there's a crisis the offing for the contract dealers and furnishers throughout the country. It doesn't make sense, he pointed out, for financing on furniture furnishings to be extended over five, six, or even years, when most of the items involved have a life of two years or less.

"The result is that people are paying for merchandise they don't even have any longer after the second year, which is unsound economics in anyone's book. If a particular hotel or motel isn't doing well, the contract dealer or furnisher is the one that has to absorb the punishment. Then, the customer will lose his motel, but he will already have lost his time and whatever small equity was put into it." Unless this trend changes, he conceded, the manufacturers of contract furniture will wind up in the finance business too, because they will be forced to finance the contract dealers and furnishers for the product they sell to them.

HENRY ADAMS, director of the Western Merchandise Mart, opens January 31 seminar. In informal group below are Lawrence Lerner, Saphier, Lerner, Schindler, Inc.; Gene Watts, CONTRACT, and Sidney Schwartz, Baumritter.
MAKE SURE TO CALL IN THE RIGHT SPECIALIST

Among designers and decorators, Marilyn Motto told the seminar, there are residential specialists and contract specialists. "Each has his niche, each has something to offer, and the services of each are definitely in demand," she stated. "But let the client be advised about the differences so that he does not engage a bone specialist, so to speak, to care for his eyes."

Describing the way she works Mrs. Motto said: "There's a very logical, methodical, reasonable approach to hotel-motel work. First, there is a general meeting with the owner or group of investors, the architect, the contractor, and even some of the subcontractors, at which we discuss objectives, the atmosphere that we want to create, textures, themes, shapes, rate limitations, type of guest, size of typical room, type and capacity of public areas, and so forth. Second, we go through a stage of formation of ideas on design and develop an outline of the general decor and furnishings, integrated with the architectural concept of the building. "Third, we receive at my office a set of plans from the architect. These are preliminary plans showing the typical room, and these plans are then discussed with the owner from the viewpoint of what they require in the way of furnishings. The next step is the presentation of suggested floor plans, elevations, perspectives, and color coordinations for the owner's approval. Once his approval has been gained, there is an additional meeting with the architect to establish the requirements and positioning of electrical outlets, TV, radios, air conditioning, maid calls, thermostatic controls, switches, circuiting, toilet stall partitions, and the hundreds of other details that must be taken care of in the business of planning." "The interesting and challenging problems of public areas are the next thing to be taken up. The architect again forwards to my office rough plans for the public areas. Through a series of discussions with the architect, the owner, the contractor, and myself, we eventually arrive at when we consider the right atmosphere for the public areas, one that will attract guests and public functions. After we have received approval on our ideas for the public areas, there is another meeting devoted solely to discussing the electrical requirements so that we will achieve exactly the right lighting in the public areas. Further meetings with the owners then follow on ceiling treatment, window and wall treatments, handling corridors, elevators, etc. "Now and only now is the designer ready to sit down and cope with the logistics of the job and to prepare for the placement of orders for furnishings. Then begins the exhausting task of searching the market for the right merchandise at the right price. As a matter of fact, interviewing contract representatives and manufacturers interested in bidding on furnishings takes a large part of this portion of the design service that my firm offers. How is the selection of manufacturers made? My answer is that most eliminate themselves very rapidly. Three out of four who come to my studio in Miami or New York start their sales pitch rather unfortunately by saying: 'We can copy anything you want. No matter what line you have been using, we can make it better at a cheaper price and give you exactly what you want.' "The second approach is: 'You design it; we don't carry any catalog or stock line—we're business to make up whatever you design. And
The third approach is: 'We have just had a munificence from the home office that we are authorized to offer you a specification fee if you will specify our product.' Now, the three distinguished approaches I've just mentioned are the three most likely to find the salesmen on the front doorstep in a hurry. They never make a sale if they come to me with these offers. I immediately advise the owners that they are far more interested in plagiarism and payola than they are in their product.

"The man who gets the order is the sales representative who shows me his line proudly, quickly, and with the greatest possible confidence in it, telling me of his past successes, his present projects, and the very positive advantages of his merchandize. He is the salesman who explains to me why he thinks his line is the right one for his particular project.

"To get back to the hotel-motel designer—the complex processes of making selections and writing orders occupy the entire second phase of the sign job. The third and final phase involves the salesperson supervision of all trades and culminates in the installation and final accessorizing ready the establishment for the grand opening. Rehabilitation work generally follows the same pattern as new work, requiring the same complex processes of making selections and furnishing, plus the added problems of working with antiquated facilities.

"I have a P.S. Most new hotels and motels, fortunately, look as though the architect, the elder, and the designer met for the first time the opening cocktail party. In any hotel project, be sure to include in each of their contracts that they are required to meet together at regular conferences during the course of the work."

**MARKET IS SATURATED WITH SUB-STANDARD PRODUCTS**

contract has become respectable," Sidney Schwartz, contract sales manager for Baumritter Mfg., told the audience at the Western Merchandise Mart. "The secret is out that contract is a fast, growing, profitable business, and the entire furnishings industry has suddenly discovered it. The gold rush is on—anyone making peddling a product with even the most obscure and most contrived relationship to this market is after contract business.

"The market, on every level, is saturated with sub-standard products that were never designed, ended, conceived, or manufactured to meet the actions they pretend to perform. How many of have seen chairs in motels that should have en left in the boudoir? Nursing homes better suited to the visitor than to the patient? Institutions that could easily pass for prisons? Modern public and commercial installations that seem to be furnished with grandma's hand-me-downs?"

There is a fundamental need on the part of everyone concerned with the vast contract industry to improve it, Mr. Schwartz declared. "The manufacturer must create, make and sell honest products and services. The supplier or distributor must meet a real need and perform a genuine service for his customer. The designer must understand the special requirements as well as those of function and budget. The purchaser must understand the need for honest products and services and must be willing to pay fairly for them. Eliminating the manufacturer's or dealer's profits will only reduce the quality of merchandise and service, to the ultimate detriment of all."

Mr. Schwartz noted that at present there are three types of manufacturers servicing the contract field—one, those who manufacture for the contract market exclusively; at the other extreme is the manufacturer who supplies a product that is neither designed, intended, or even intrinsically suitable for contract use (his marketing techniques, Mr. Schwartz noted, may or may not be more professional than his product, but in most cases neither are really suitable). Finally, there is the professional producer of consumer merchandise, who has sufficient interest in the contract market to commit himself to it in a serious manner.

"Here is where you have to know how to separate the men from the boys," Mr. Schwartz asserted, "or worse, the well-intended from the well-equipped." In certain fields, such as hotel and motel furniture, he noted, the impact of this new commitment on the part of large-scale, professional producers has been explosive—the manufacturers have virtually developed a full-blown market overnight.

"The old stereotypes are wearing thin," Mr. Schwartz said in summing up. "New products, new materials, new concepts are necessary for this new market.... The energies and creative impulses of the entire industry must be harnessed to meet these growing needs with professional products, professional services, and professional people."

**PLAN SIMILAR FORUM FOR JANUARY, 1964**

The discussion period showed a high level of interest, lasting for more than an hour, with questions directed at each of the four seminar speakers. The Western Merchandise Mart, feeling that the session had served to point up and focus its three-day contract market, is now planning a similar forum for January, 1964, and has asked that CONTRACT magazine collaborate with it again in planning next year's event. (C)
LESS than a decade ago, outdoor furniture was the Great Bore of the furniture industry. Aside from a handful of high-style lines, there was little of distinction or interest to choose from, for the consumer or contract purchaser alike. The development of aluminum tube furniture shortly after the war, boon as it was for mass production and low cost, soon became the bane of charm and variety. Aluminum tube chaises and folding chairs with their rounded corners and green-and-white webbing were seen almost without variation on the nation’s lawns, at hotel poolsides, in apartment courts, and wherever people sat outdoors.

True, the aluminum-and-web chair was an extremely clever and serviceable invention; lightweight, rustproof, reasonably comfortable, and cheap, it met with many requirements of outdoor furniture with a single stroke. But it became outrageously popular that it discouraged much experimentation in new designs not only in aluminum but in steel, rattan, and wood as well. An outdoor furniture soon became a bore.

Not so today: In an almost industrywide reaction to patio sameness, outdoor furniture manufacturers in the middle 1950’s began to take a new concern with design and variety. New materials were tested, new methods of fabrication with older metals explored, in rattan new configurations and colors were created, a host of new outdoor fabrics introduced, and a general invitation issued to furniture designers to turn their talent to outdoor furniture. The traditional outdoor categories—aluminum, steel, wrought iron, rattan, and redwood—besides enjoying a new liveliness themselves, have been joined by such new materials as expanded metal mesh and fiber glass.
NEW CONCERN WITH DESIGN AND VARIETY, PLUS SUCCESSFUL ADAPTATION OF NEW MATERIALS AND MANUFACTURING METHODS, AS ENLIVENED THIS GROUP OF PRODUCTS.

By JOHN ANDERSON

Ford altogether a generous assortment of shapes and silhouettes.

It is not unlikely that the contract market has been an important influence in the design rebirth of outdoor furniture, for commercial establishments have been in the vanguard of the taste for indoor-outdoor "casual living." The extent of the contract market for outdoor furniture is not circumscribed by motels, resort hotels, country clubs, and garden restaurants. Hospital lawns, porches, and solariums; rooftop terraces of office buildings; apartment building courts and roofs; fraternity and sorority houses; museum courts and gardens; military post recreation areas; school and colleges; parks and public swimming pools and recreation areas—all these comprise a growing contract market.

Outdoor areas naturally require a different sort of furniture than indoors, for weather is an imposing new factor to deal with. Sun, rain, and humidity are all brutal powers when acting on the traditional woods and fabrics of indoor furniture. But there are a family of natural materials and a growing number of synthetics that resist weather's abuse.

Versatility of aluminum

Aluminum meets the challenges of weather best directly. It is simply not in the nature of aluminum to rust. Red rust on iron and steel is oxide formed by action of water and air on the metal. Aluminum oxide, which forms on aluminum immediately as it is exposed to air, is not red, but clear and colorless; and it adheres very tightly, making an excellent coat that prevents further oxidation. Another of aluminum's
OUTDOOR AND PATIO FURNITURE

advantages for outdoors, where the furniture is often required to be moved about, is its lightness—about one-third the weight of copper, brass, or steel.

Aluminum lends itself to many methods of fabrication, and furniture makers in recent years have taken advantage of its malleability in any number of construction types. Besides round bent hollow tubing, aluminum furniture today comes in solid rod construction (either round or square); with tapered legs; cast in subtly flowing lines or elaborate patterns for decorative chair backs, to mention only a few configurations.

Hollow tubing, still the most common aluminum furniture construction, is made in a wide range of qualities, and the sturdier the better for heavy-duty contract use. Diameter of tubing, and thickness of the tube wall, are prime considerations. Hinges should be easily manipulated and rust-resistant. Saran webbing holds up better than the newer polypropylene. Contract users can design or specify individual colors or patterns for webbing, if ordered in sufficient quantity.

To gain a more decorative metal surface, aluminum can be anodized—a process by which dye is impregnated in the metal. Besides adding color, anodizing also protects the metal against roughening. Lacquers, enamels, and other synthetic coatings of a more opaque character than anodizing can also be applied.

Aluminum is combined with any number of other materials to afford a wide choice of moods. Printed vinyl fabrics, vinyl cord, redwood, rattan, and bentwood are some of the companion materials readily available on the market. Vinyl straps, which are used on a number of aluminum and steel lines simplify the maintenance problem that each strap can be replaced individually.

Aluminum requires next to no care, even when left outdoors all summer long. An annual steel wool cleaning, and occasional soap-and-water treatment will keep the metal in good condition.

Steel forms and treatments

Steel furniture, too, is available in many forms—tubular, rod, wire, expanded mesh, sheet, etc. Steel of course must be treated to protect against rust; a baked-on automobile-type enamel is commonly used, and pre-enameling treatments such as bonderizing help resist rusting and chipping. Dark colors should be avoided in steel (and in any other metal or fabric, too) that is planned for extended periods in direct sunlight, since dark colors absorb heat from the sun; light colors reflect sun rays and thus stay cooler. Periodic soap-and-water cleaning followed by an application of an auto paste wax will provide adequate maintenance care. If rust or scratches occur, steel can be touched up by cleaning with steel wool, treatment with a metal primer, and painted with outdoor enamel.

The charm of wrought iron

Wrought iron, which usually has a more elegant and romantic effect than other metal furniture, is actually used less often outdoors than it is indoors to give an outdoor atmosphere. Cushion furniture especially should be limited to protect locations. Better lines of wrought iron furniture are rustproof, rather than merely rust-resistant. Rust resistant furniture simply has a surfacer primer applied over the paint; once the paint is broken through, the iron will rust. Rustproof wrought iron, however, is treated for rust-preve...
The iron is given an electroplated coat of zinc or cadmium and then in a bonderite or parkerizing solution which chemically prepare it for paint adherence. The iron is easily repainted and new fabrics added, creating an entire new mood.

**Rattan, reed, redwood**

Rattan, a jungle vine of Indonesia, Borneo and the Philippines, grows in many varieties, adaptable to a number of furniture constructions. Heavy rods of rattan, which can be bent under heat and pressure, make sturdy frames for the most substantial furniture. Rattan core, or reed, the slender, whiplike inner core of rattan when the skin has been peeled off, used for weaving slats and backs. Peel cane is a rattan skin also used for weaving, and for wrapping rattan frames such an effect is desired. The various kinds of rattan, and its extreme flexibility, allow great versatility in design. Rattan actually benefits from dampness, but rain or direct sun over long periods will cause it to discolor or become brittle. Rattan furniture is best used in sheltered areas, or brought inside during rainy or extremely hot weather. Rattan requires very little attention. If woven rattan begins to lose its sheen, the original luster can be revived by spraying with clear varnish.

Redwood is the most commonly used wood for outdoor furniture, especially in coastal climates, because it resists all kinds of weather including sea spray, has a high resistance to decay and termites, and is once durable and light. An annual staining is recommended, to maintain its appearance and replace oils drawn out by the sun. (C)
NEW OUTDOOR LINES

A Troy Sunshade's extensive Compass group is of aluminum in all-welded construction, baked enamel frame colors, and diagonal vinyl straps. Circle No. 4 on product information card.

B Knoll Associates' outdoor table has top of solid redwood cut into eight petals and rust-resistant, cast-iron base. Wire-formed side chair by Harry Bertoia has white fused plastic finish and seat pads in Naugahyde. Circle No. 94.

C New contour chaise in O. Ames' Aire Casual line, combines Koroseal vinyl cord and zinc-coated tubular steel frames finished in bronze or jet black. Circle No. 95.

D Contempo Associates' chair, part of a new rattan outdoor group features a woven mesh inset panel of anodized aluminum. Circle No. 45.

E Granada outdoor side chair Brown-Jordan has aluminum all-welded construction. Seats a polyfoam, 2-inch thick on plywood covered in plastic or bourette. Circle No. 91.

F Scroll, Inc., has a new group expanded aluminum mesh furniture on solid aluminum frame welded throughout. The complete line comes in a wide choice of colors in a Perma-Bond finish. Circle No. 93.

(Continued on page 53)
climate conditioned

Fiberglas* draperies are natural sun-worshippers. They enjoy the benefit of sunlight in any climate in the world...even in the sun-glaring south. They won't rot, deteriorate or mildew through many a season in the sun.

Fiberglas window fabrics filter glare, but transmit light. You can have them in any degree of opacity you prefer...for custom-designed light control. A natural insulator, Fiberglas fabric reduces solar heat gain...serves as a more effective shading device than Venetian blinds. Dry-cleaning bills? None. Fiberglas draperies usually require wet-washing only once in two or three years. No ironing. Fire-safe, too.

If you are looking for the unique combination of lasting beauty and sound economy...with the dimensional stability that continues to fit your original specifications...investigate Fiberglas. You'll find unlimited freedom of expression in color, texture and design.

For further information about major installations and their specifications in Fiberglas, write to: Contract Dept., Owens-Corning Fiberglas, 717 Fifth Avenue, New York 22, N. Y.
AMAZING ARRAY OF NEW UPHOLSTERY COLORS AND WEAVES

Start Here

No need to go round in circles looking for upholstery fabrics that meet your every requirement. Just head straight for Schumacher's new "NYLON 9" line, and you're sure to end up with a quicker and more satisfying solution. Every color and design you need for durable and fashionable furniture coverings is here... and modestly priced too!

Co-ordinated in 9 color groups for perfect decorating harmony!

F. SCHUMACHER & CO. 58 WEST 40th ST., N.Y. 18 - Showrooms: 939 THIRD AVE., N.Y. 22

Sample book available, 55.00

Circle No. 15 on product information card
OUTDOOR LINES—continued

The Greenhouse offers wide selection of outdoor accessories, including attractive ceramic planters, enameled ash trays, and hand-thrown redwood furniture by Recreation.

Designs includes this "Two-piece" chair with reclining back and optional redwood dining tray. Circle No. 42.

A director’s chair in hardood by Medal features removable covers, frame in sparc varnish or white enamel. Circle No.

D Folding recliner from new aluminum group with nylon netting by Hampden Specialty Products; resilient netting is secured with steel clips and laced to frame with vinyl cord. Circle No. 98.

E Brandt Co.’s new redwood line is called Caribe and features bold scale even for redwood. Circle No. 99.

F Vandy-Craft’s tete-a-tete with flip-top storage locker is useful item for poolside or cabana. Top of locker serves as table. Circle No. 51.
ONE of the infrequent but nerve-wracking decisions faced by modern business management is whether to remodel and expand its offices or to relocate in new quarters. If the question is decided in favor of relocation, the next decision is whether to erect a new building or take space as a tenant in another structure.

At one time or another, nearly every successful business must of necessity move or remodel. But management seldom acquires, in its own business pursuits, the knowledge and experience necessary to guide properly such an operation. It must ordinarily rely on the experience of others in coping with this major element of growth and expansion.

The fear of disruption that accompanies the need for new quarters derives from management's reluctance to become involved in complex forces not common to its business experience. But this fear diminishes in direct relation to the progress of the remodeling or construction project. Knowledge and understanding, here as elsewhere, dispel anxiety.

First, the company (or the professional office, the institution, or whatever the entity is) requires an architect. But how is an architectural firm selected? How are costs determined and payments made? How does the company which pays the bills develop liaison between architects, engineers, designers, decorators, and consultants? Can any team of specialists, perhaps inexperienced with the company's specific operations, be expected to know the requirements? How does one know whether the project will turn out well?

Fortunately, there are definitive and reassuring answers to these and other related questions. The process by which a building or a remodeling project is promoted, planned, approved, and ultimately executed is known in the nomenclature of interior architecture and space planning by a single word: Presentation.

This is a system of communications which informs the company what is proposed, how long it will take, how it will look, what the alternatives are and how much it will cost. It is a flexible disciplined procedure which demonstrates in comprehensible terms every detail of an office planning project. Under this system every phase of the total plan is executed as and when client approval is obtained.

Since designing offices encompasses the human, scientific, and business scale, the office planning must devise an environment rooted to rigid— the dimensions and characteristics of the structure and the physical limitations of the site. At the same time, and often in apparent contradiction, he must extend function, improve efficiency, control costs, allow for future expansion, sometimes compress more people and equipment into a smaller but more valuable area. This and often does result in a per capita space saving made individually more comfortable and functional by technical improvements, such as furnishings, lighting, mechanical facilities, heating, control.

Getting the commission

Before an office planning firm—ours or anyone else's—can apply its skills and experience, it gets a commission. The firm of J. Gordon Carr & Associates, which I established 25 years ago, designed as much office space as any other in the world. We are an architectural firm. By that mean we are architects first and foremost in the business of office planning. Firms in this get business by three primary means: by local for it, by prospective clients looking for it and by repeat commissions from former clients.

Thus we bring projects into the firm by means familiar to others in the profession. One will sometimes hear that a company is com-
PROGRESS SCHEDULE, above, is basic job document developed by J. Gordon Carr & Associates to facilitate movement of large corporate and institutional clients into new quarters. At right, Mr. Carr discusses a project presentation with client's executive committee and members of his own staff.

American Electric Power Co.

Part of Carr's assignment for American Electric & Power is president's office, shown at left, with adjoining private conference room.
COMMUNICATING WITH THE CLIENT

estate circles where inquiries are made by prospective tenants. Sometimes, a company will pay two or three office planning firms to make concurrent preliminary studies and report back on a proposed plan of action, with one of these firms—or on occasion a wholly different firm—getting the commission. For a preliminary study of this kind a fee, generally quite modest, must be charged.

If the project is a new building that must be designed and erected, we simply offer our services on a commission basis, asking for perhaps 5 to 8 percent of the total cost, depending on the complexity of the structure and the specialized detail required. In such cases, our commission fees are recommended by the American Institute of Architects—our sole guide in matters of this kind. In other matters, too, the professional responsibility of the registered architect is dictated by the AIA, and reinforced by practice and law. Thus, the client has safeguards imposed not only by the discipline and ethics of the profession but also by other clearly defined requirements.

In the matter of fees, then, if, for example, we were asking 5 percent to design and supervise construction of a new building, the client would be billed for one-third of the amount upon completion of preliminary drawings and plans. Another third would be payable upon substantial completion of working (or production) drawings. This stage of "substantial" progress would be agreed upon by the client and the architect. The final third of the total is payable upon completion of construction, which is normally when a client moves into the building.

Aside from new building projects, we do not establish fees by striking percentages of construction costs. We have another formula entirely which will be described in a report of a large-scale project undertaken by this office.

An on-the-boards project

In order to illustrate the methods and techniques by which our firm of interior architects and space planners first learns of a prospective project, follows it up, makes promotional proposals, and proceeds with the whole process of presentation, it will be useful here to examine a case in process of development. We will follow it step by step from conception to conclusion. Since precise identification of our client cannot be established in this report, I shall designate it by a wholly fictitious name of Archer Industries Co.

Continental Can Co.

Traditional sumptuousness is the keynote of the executive suites at Continental Can Co. designed by J. Gordon Carr. At left, entrance to executive foyer, showing unified treatment of corridor and elevator area; a wood-paneled board room is furnished with conference table, chairs, and lamp table in 18th century style.
can find no such company listed in the New York telephone directory.)

The project involves the design of offices and clerical service areas in a new Manhattan skyscraper under construction. Archer has contracted to occupy 300,000 square feet of space on floors, with subsequent access to another 50,000 square feet to meet expansion requirements. A vast initial area of 7½ acres must be detailed down to the last detail and ready for occupancy in the summer of 1964.

To begin with, how did we get the job? Archer industries is already located for the most part in a large older New York building. However, for a vast space of part of the company’s operations conducted from other locations in Manhattan. Under the expansion and consolidation plan, the various elements will come together at one address, thus permitting a tightened and presumably more efficient operation.

We were commissioned to undertake the interior architectural and design project in the spring of 1962. But a year earlier, Archer had a survey to determine whether to remain where it was and remodel, build its own building or rent excess space to other tenants, or consolidate in one location in a new building when suitable space could be obtained. The company decided to move into a new building, then on the drawing boards, as a tenant with a long-term lease.

Following this decision, Archer called us in along with other firms and invited us to make a presentation. We made one, based largely on experience gained from designing buildings and planning office space for a wide range of large corporate clients: Socony Mobil, with 720,000 square feet; Sperry-Rand, with 450,000 square feet; Texaco, 400,000; Continental Can, 350,000; Aluminum Co. of Canada, 350,000; Celanese Corp., 350,000; Seagram, 250,000, and Young & Rubicam, 250,000.

We developed charts to show how the work had progressed on some of these projects, graphs to illustrate the utilization of manpower week by week, photographs illustrating work in progress, and an array of slides and color transparencies showing both the scope and detail of completed offices and how they looked, right down to the knobs on the drawers, fabrics and furnishings.

Other data in both text and chart form showed the close relationship between our estimates on past jobs and the ultimate totals. We listed our manpower resources, designating by name and classification the men and women who would be working on the job. In short, the only ques-

Montreal Trust Co.

Dramatic lighting, especially designed by J. Gordon Carr & Associates, points up the generous scale of offices, reception area, and board room at Montreal Trust Co., an installation notable also for the many custom-built contemporary units that it includes.
COMMUNICATING WITH THE CLIENT

The communications we were not prepared to answer were the questions that, at that stage, could not rationally be asked. The variety, range, and character of our experience brought us the commission.

We then made a time projection analysis of the project based on studies of the company's requirements and consultation at three levels within the company. Both Archer and this firm named project managers. These two are in continuous contact and remain on the job throughout, maintaining maximum familiarity with every level of the operation. Archer has a group of executives and specialists who keep the project under constant review and study. Problems are divided into categories and taken up with specialists in real estate, engineering, personnel, general services, and so on. Presiding over this group is a three-man executive committee with final decision-making powers. By consulting at these three levels—the project manager, the group of specialists, and the committee—and from basic floor plans, studies, and from the ingredient of our own judgment, we determined that from beginning to end, and under clearly specified conditions, the project would take approximately 26 months.

Estimating the fee

Now, we were ready to estimate the fee. We charge 2½ times the hourly salary of every person for the time actually worked on the job. The company is billed every month and the statement lists the names of the people at work, number of hours worked, and their hourly salary. At any point in the progress of the work, Archer knows the time charged and how much of the ultimate budget has been spent. This cost information is supplemented by weekly reports on work in progress, the status of various aspects of the project, changes requested or proposed, items awaiting decision, and the like. The fact that the client has a project manager on the job and specialists closely associated with it gives the company a continuous inside view of, and check on, costs and developments. But no other items beyond the time costs are charged, except only blueprints and renderings, which are billed at cost. There is no markup, commission, or percentage of construction costs. The money that comes into this office to cover our fee, overhead, design, research, planning, production, profit is in the two-and-a-half-times salary formula. No other income, direct or indirect, is received.

Each of our executives and staff is billable on his specific hourly salary. The hours worked are multiplied by the specified amounts charged over the 26-month period. That is the way we estimate the fee.

If Archer at any point cuts back on design proposals, thereby reducing man hours, the figure...
becomes part of the process of presentation. With such matters resolved, project managers selected and Archer organized to carry out its part of the project, we proceed with a truly exhaustive space analysis. Stephen A. Tuba, our director of planning, directs this monumental task.

Archer will have 1,500 personnel in the new quarters. The study will disclose how much space each requires for his duties, how they relate to one another, the equipment they need and storage requirements. This is all charted and demonstrated in graphs, tabulations, diagrammatic plans and reports in a continuing process of visual and textual presentation until Archer is assured that the planning department does indeed know the company's needs and that the needs are met in the planning analysis.

Defining the cost

We use cost-per-square-foot measuring formulas estimating devices only, usually to give the client a general idea of the cost involved. We then also as a basis for checking our fee, and on a time projection analysis. In every case, after Industries or any other client can estimate their own cost by the same mathematical computations. We find that our system of estimating, in a situation affected by so many unknowns, is the best possible one for the time and professional services expected from us. At the same time it provides a measurable yardstick of cost control.

It takes from two to four weeks of intensive arch and analysis to determine the time required to complete a project and to establish these rates, after which the data assembled becomes part of the process of presentation. With such matters resolved, project managers selected and Archer organized to carry out its part of the project, we proceed with a truly exhaustive space analysis. Stephen A. Tuba, our director of planning, directs this monumental task.

Archer will have 1,500 personnel in the new quarters. The study will disclose how much space each requires for his duties, how they relate to one another, the equipment they need and storage requirements. This is all charted and demonstrated in graphs, tabulations, diagrammatic plans and reports in a continuing process of visual and textual presentation until Archer is assured that the planning department does indeed know the company's needs and that the needs are met in the planning analysis.

Defining the work letter

Meanwhile, the work letter is being prepared. This is an encyclopedia of terms and specifications defining the materials, equipment, fixtures, and all of the technology and details based on the specific requirements of any particular tenant. It sets forth the commitments of the participating parties in any design project originated in this office. The work letter in the Archer project is a bound document of 96 pages covering many areas of lease negotiations. It will either be appended to the lease or incorporated into it by legal counsel for the participants. Besides reinforcing the
COMMUNICATING WITH THE CLIENT

landlord-tenant agreement, the work letter is a compendium that leaves nothing to chance and profoundly commits the client, the architect, and the landlord to their various responsibilities.

Working from base floor plans, the design department, under the direction of Roberts A. Bujac, turns out first pencil sketches then detailed drawings of proposed designs for the individual offices, reception rooms, service areas and executive quarters for Archer personnel. On all floors, Mr. Bujac must create perhaps 30 special areas for various departments, operations, and processes. In consultation with Mr. Tuba, general manager Charles A. Bradbury, director of projects Paul G. Lips and, later on, decorating director Leigh Allen, Mr. Bujac and his staff refine these drawings and, finally, present them in the form of ozalid prints to the Archer specialists.

Large private offices for senior executives must be laid out in line with Mr. Tuba's space specifications and in conformance with the status and rank of company officers. In size, these offices range from 180 to 400 square feet. Some 300 smaller, but still private offices, must be incorporated into the interior. They must contain from 100 to 120 square feet. Then there is a computer section for complex business machines, which are growing smaller and lighter, fortunately, with each passing year. A communications department for telephone and teletype equipment also must be designed.

Mr. Bradbury decides how the work is to be organized and the department heads organize it into the time schedule—all in one gigantic flow, all interrelated, each phase and aspect of the whole interdependent on the other.

Within the first six months, 150 detailed drawings, together with prints and graphs to support design proposals, will reach Archer for decision and approval. Concurrently, we are conferring with building architects—for, remember, the design of facilities within the structure itself still on paper. An analysis must be made of elevator service, toilet facilities, shipping and receiving docks; structural requirements; maintenance and service; power, lighting, heating, cooling, water, and other utilities; facilities for in-office mail and communications services; all duct and feeder lines—and so on, and on. It is at this point that we might sometimes battle for change with the building architects—or compromise, we must bear in mind that Archer Industries leased 300,000 square feet and that any error is permitted, or any inadequacy of facilities compounded when it must be lived with until perhaps the end of the century.

Working with the client

In meetings, sometimes scheduled and sometimes hastily called, we thrash out details of policy. On occasion, the client will be dissatisfied at what appears to be a delay in some aspect of the schedule. If such misgivings seem valid, we must bear in mind that Archer Industries has leased 300,000 square feet and that any error is permitted, or any inadequacy of facilities compounded when it must be lived with until perhaps the end of the century.
perience can make them, transferable from one qualified contractor or builder to another. They are, in effect, except for supervision of construction and service, the product output of our organization.

**Contractor-landlord responsibilities**

Production drawings are handed to the general contractor. In this instance, the contract is between the landlord-owner and the general contractor. (In a remodeling job, however, we could engage the contractor. He would be responsible to us and he would bill our client as we certified completed work.) What Archer is to receive from the landlord is spelled out in the work letter. In some special cases—custom cabinetwork, for example—we might recommend a qualified sub-contractor, or require that the landlord, through his general contractor, get competitive bids. If we want to exercise this right, we will it out in the work letter—that bible of procedures and contractual agreements. The construction company erecting the building in which Archer is to be a tenant will also be the general contractor who will do the work specified by our production drawings.

In any case, we as architects will supervise all work as it applies to the area to be occupied by our client. Our responsibility is to the client—and it is a responsibility that never quite terminates, for the work letter evokes lasting commitments from the builder and the landlord.

**The final phases**

Even though they will not be applicable until mid-1964, preparations are being made for the two phases of the presentation process. One moving day, when Archer converges en masse on its newly designed and newly furnished quarters. A document called “moving specifications” covers this operation in logistics. It provides the basis for bids from moving companies and specifies the obligations of the landlord and our client. A great deal of consultation will be necessary on this subject over the next two and a half years.

The final phase is a kind of inspection and certification service to be performed by this office after Archer occupies the space. Working from a minutely detailed punch list, we will check every aspect of the job in relation to occupancy, operation, and function. The punch list is prepared as the project develops. It becomes a continuing check list covering inspection to see that workmanship meets all specifications and standards.

Finally, sometime late next summer this great corporate community will be settled into a massive new skyscraper, prepared for its full and tunned function. And only then will the process of presentation be complete. **(C)**
PROPER financing for the client has become one of the biggest problems faced by the supplier who works in the highly competitive hotel, motel, and apartment furnishing business. All too often suppliers are finding that the client has not properly planned in advance for paying both building costs and furnishings, too.

The problem is compounded by the fact that the primary lending agency requires the client to offer a package job—including furnishings as collateral. This means that when the client needs more money for furnishings than he had planned, the supplier himself must often be the one to find the client a second-lien. And if this impossible, as it often is, the supplier may have to carry his own paper—though he really can’t afford to do so.

Why does the client fail to get a loan big enough to cover furnishings as well as building costs? Often he hopes to squeeze costs of furnishings out of building costs—though in actuality he may well need more rather than less money than he estimated for building. Often he relies on his own personal judgment to estimate cost of furnishings. And the client with no experience is almost certain to underestimate quality of furnishings required. Not until building is half-way finished does he realize that the cost for furnishing a unit will more likely run $1,000 per unit rather than the $500 allotment—if he is to assure a future profitable operation.

Though lacking the money, the client is forced at this point to place his order for furnishings in order to open on schedule. Because the letter of commitment from the primary lender states that second liens must be subordinated to the first lien, getting the needed additional money is difficult. Lending institutions may give the client a personal loan if his signature carries enough weight. Or the client may get additional loans by putting up deeds of trust on other properties as collateral.

Joe R. Eddins is vice-president of Trice Floor Covering, Inc., and managing director of Trice Contract Car & Furniture, Inc., which since 1951 has specialized in designing and supplying furnishings for hotels, motels, and apartments in the southwest.
In the meantime, the supplier, hoping to meet the client's opening date, has placed his orders. The manufacturer must be paid. If the client has found additional money to pay for the furnishings by the time the orders arrive, the supplier is forced to carry the note himself. And because the primary lending agent's letter of commitment forbids repossession of the furnishings, such loans are strictly on signature, with no collateral held by the supplier. If the supplier does not get his money, litigation is his only recourse.

Results of improper planning

Let us look at an actual case to illustrate the problems involved. In December, 1960, my firm negotiated a contract for $112,500 to furnish a 120-room motel in another city. At the time of the nature we received $2,500. Thirty days later we received $5,000 and thirty days after that we received another $5,000. The building was planned for a May 15 opening. At that date we were to receive the balance of the contract. If the building was not completed we were to get $25,000. The motel was completed as scheduled. On June 1 we received $25,000. At this time, the builders were desperately trying to increase their original loan with the primary lenders from $400,000 to $500,000—an amount which would cover all expenses. But they were not able to get the additional loan.

For us to get our money, it took 90 days of litigation and the services of two attorneys, one locally and one in the city where the motel is located. Not until November 20 did we receive the balance. Though the builder was required to pay the fees of our attorney in his city, we had to pay our local attorney's fees—at $2,500. During the six months before we received our balance, the builder himself worked constantly to increase his loan. Eventually the property had to change hands in order for the builder to get more money on an open note. In this case, we, the suppliers, were hurt both by theational time during which we carried the $75,- plus the expenses of litigation. But the supplier was hurt, too.

Many times the builder who has not planned his financing must pay the penalty of a higher rate of interest for additional money borrowed from others than large lending agencies. Or he has to give a deed of trust on other properties as collateral. The same lack of planning contributes to the blem of the builder who sets an unrealistic opening date. Actually, the client should order his furnishings at about the time the building's foundation is being poured to assure the supplier the 90 days he needs for receiving orders. Often builders give us only 45 days. Once we got only 30 days. When the client begins to push the supplier, the supplier often must re-order the merchandise from a different manufacturer who can provide faster service. This may mean providing second-choice furnishings for the builder—and it may mean a further profit squeeze for the supplier.

Who is to blame for the lack of planning that would solve these problems? The furnishers cannot blame only the builders. His own detail men often may be at fault. The salesman hungry for business is often too willing to overlook financial realities in order to make a sale. Yet the permanent lending agencies are also at fault. Requiring that the building plus its furnishings be listed as collateral on money loaned for the building alone is unreasonable.

The need for preliminary consultation

What can be done to guarantee the builder a sufficient supply of money to furnish his building with the quality merchandise necessary to make his project a paying business?

First, I feel the primary lender should take more responsibility in investigating the builder's financial background. The lender should inquire whether the builder has made any arrangements to finance the furnishings. If not, the lender may be willing to make a larger loan to begin with.

Second, the supplier should be consulted by the client when he is first planning costs for building and furnishings. Within 30 minutes, the supplier could tell the client within $2,000 to $3,000 the total costs of furnishings. And at that time, the supplier could stress that 90 days are required for completing orders.

Making the client aware of these problems, then, is the solution. Fortunately, once a builder has gone through the frantic manipulations required to get additional money by a deadline, he is not likely to make the same mistake again. But the supplier continually works with inexperienced builders. In the highly competitive motel, hotel, and apartment trade, the supplier must constantly be willing to inform his client that advance planning means problem-free financing for the builder himself. The supplier will find that building such an awareness is the secret to better profit margins. (C)
**CONTRACT PRODUCTS AND SERVICE**

**Contour swivel chair by Tri-Par**

Tri-Par Mfg. Co. has added a new contour swivel chair to its vast seating line designed primarily for commercial-institutional use. Custom tailored over-all blind tack upholstery aids the control of the formed arms and back that rests on an off-the-floor aluminum spider base and matches column in a high gloss satin finish. Other features: plush four-inch foam padded seat and back; adjustable leg tips; wide choice of standard coverings as well as custom coverings and finishes.

Circle No. 46 on product information card

**Automatic ice cube maker**

A compact, automatic ice cube maker, manufactured by Acme-National Refrigeration Co. for use in guestrooms and offices, has capacity to produce about 40 pounds of ice in 24 hours. As cubes are removed, an automatic mechanism triggers the ice-making cycle which fills trays with water, freezes the cubes, and ejects them. Available either for built-in use or free-standing, the unit measures 28 inches high, 14 1/2 inches wide, and 16 3/4 inches deep. The built-in unit will be used for the first time in more than 2,000 rooms of the new Hilton Hotel in New York. The exterior will be stainless steel with anodized aluminum trim. The free-standing unit can be specified in a variety of finishes, including white, stainless steel, black, or blond, walnut, and mahogany grain.

Circle No. 12 on product information card

**New Elenhank designs**

Based on the concept that patterns drawn from nature and timeless architectural forms are the most lasting, a new series of drapery and upholstery fabrics has been created by Elenhank designers. Two examples are Belle Rive and Parenthetic, shown here. Belle Rive contains bands of field flowers in a dimensional arrangement, positive and negative images that is offered in heavy linen, translucent Fiberglas sheet cotta, and goat-hair casements. Parenthetic, drawn of the sea, is printed in opa colors and transparent colors in a number of variations, each achieving a totally different effect.

Circle No. 58 on product information card
Hardwick is especially adept at designing carpeting to bring out the important characteristics and unique qualities of a smart decor. You can see that here, but you don’t see is the exceptionally durable quality. There . . . Hardwick’s 125 years of experience guarantees it. If you plan a carpet installation, let us demonstrate how a Hardwick carpeting combines beauty and practicality economically. Write or call Hardwick Contract Department, & Lehigh Avenue, Philadelphia 33, Penna.

FREE! Hardwick’s new “Estim-Aider”

In Hardwick’s “Estim-Aider” are ACTUAL CARPET SWATCHES showing today’s newest and most popular contract qualities. No matter what your decorating project, if it includes carpeting, the “Estim-Aider” will help you demonstrate carpeting dramatically, professionally and effectively.

ARDWICK & MAGEE CO.

7th St. and Lehigh Ave., Philadelphia 33, Pa.

Gentlemen: Please send me, without charge or obligation, your new “Estim-Aider” . . . the contract carpet guide prepared as a Hardwick professional service.

Circle No. 26 on product information card
Thayer Coggin swivel desk chair
Part of Thayer Coggin's Concert Series, a correlated group of sofas, chairs, and tables, is high back swivel desk chair, designed for the executive's office. Comfort is provided in foam rubber cushion and polyfoam back, both of which are upholstered in expanded plastic. Walnut veneer forms the outer back surface, which can also be specified with fabric covering. The chair swivels on a walnut base.

Circle No. 60 on product information card

When you want more than just a space divider

... think "Airwall" Pneumatic Partitions for extreme design flexibility, eye-appealing beauty and excellent sound retarding qualities. While completely portable, "Airwall" Partitions offer a rich, genuine appearance with none of the flimsy, temporary feeling created by many space dividers. "Airwall" Partitions can be used anywhere and moved at will... just set the panels in place, add air and for all practical purposes you have a movable wall that looks and functions as a permanent wall. Write for complete information.

Drake Oakbrook Hotel • Oak Brook, Illinois
Interiors: Robert Steffel, A. I. D.

Circle No. 27 on product information card
Vanaweve...the multi-miracle wall covering fabric

Made of The Dow Chemical Company's Rovana* saran flat monofilament, Vanaweve is colorful, practical, tough, easy to care for, fire resistant and can be fully coordinated. It is the most significant development and advancement in the entire history of the wallcovering industry.

Styled by Remy Chatain of Stockwell, Vanaweve has esthetic qualities, textures, surface interest and dimension only weaving can give. An infinite variety of colors and patterns can be created — used naturally or as beautiful backgrounds for printing. Can be used with matching or coordinated Vanaweve drapery fabrics.

Vanaweve offers all these advantages: it is stain resistant, fire resistant, abrasion resistant, scuff and impact resistant, rot and mildew proof, non-toxic, breathable, colorfast, dimensionally stable, versatile and durable. It is the multi-miracle wallcovering fabric. Available now. Write to the following for further information:

Vanaweve

The Warner Company
108 South Desplaines Street
Chicago 6, Illinois

Stockwell Wallpaper Company
3262 Wilshire Boulevard
Los Angeles 5, California

Seabrook Wallpapers
421 South Main Street
Memphis, Tennessee

Cassidy Hicks Wallpaper Company
1721-23 Lawrence Street
Denver 1, Colorado

Richard E. Thibaut, Inc.
P. O. Box 1541, General Post Office
New York 1, New York

*Reg. T.M.
Greeff fabric collection

Greeff Fabrics, Inc. has announced its new fabric collection, "Esprit de France," a group of screen prints and 16 woven fabrics inspired by 18th century French design. Most of the prints are on all-cotton Jefferson cloth in 36 inch and 50-inch widths; others are on 50-inch cotton and linen bourette with woven vertical pin striping, and one is on 50-inch linen. The designs, all authentic reproductions, range from small florals to a full-width panorama of Paris. The woven fabrics range in design from quaint plaids to a ribbed velvet, all in colors harmonizing with prints. Wovens are 50 and 54 inches wide.

Circle No. 2 on product information card

Hiebert's BFC executive desks

A new line of contemporary executive desks called the BFC line and manufactured by Hiebert Inc., features an all-new leg system that is part of the structural aluminum cradle on which the desk is fastened. A black inlaid linoleum top is flush with the surface of the desk. Also added is a slim-line center drawer. Five different desktops are available, along with side units, two, three, or four modules, each 17 inches wide. These side units are free standing and may be used on either side of the desk or an integral b unit. The desks are constructed of black walnut with a black oil finish. Desk legs and return drawer pulls are made of extruded mirror-polished aluminum.

Circle No. 29 on product information card

New John Stuart chair

John Stuart Inc. has added a new chair to its collection of commercial seating. More than 2,000 of these chairs are currently in production, slated for use in the new Hilton Hotel, New York City, that is now nearing completion. The chair is made of Royal Danish beech in a hand-rubbed oil finish and is upholstered in plastic. It measures 22 inches wide, 24 inches deep, and 30 inches high.

Circle No. 54 on product information card

New Musson vinyl stair treads

Two new series of Koroseal vinyl stair treads have been added to the stair tread line of R. C. Musson Rubber Co.: No. 310 tread with riser (illustrated) and No. 350 square nose tread. No. 310 features an attached riser at the rear of the tread, forming a cover corner and rising upward, and a snap-on nosing that fits square or curved nose steps. It covers steps up to 9 1/2 inches deep plus a 7-inch riser. No. 350 completely covers 2 by 10 inch steps, both the broader surface of the step and deeper nosing. An extra long nose fits the finished size of plank or concrete steps.

Circle No. 61 on product information card

Circle No. 2 on product information card

Hiebert's BFC executive desks

A new line of contemporary executive desks called the BFC line and manufactured by Hiebert Inc., features an all-new leg system that is part of the structural aluminum cradle on which the desk is fastened. A black inlaid linoleum top is flush with the surface of the desk. Also added is a slim-line center drawer. Five different desktops are available, along with side units, two, three, or four modules, each 17 inches wide. These side units are free standing and may be used on either side of the desk or an integral b unit. The desks are constructed of black walnut with a black oil finish. Desk legs and return drawer pulls are made of extruded mirror-polished aluminum.

Circle No. 29 on product information card

Circle No. 30 on product information card
European inspired . . .
Contemporary in concept with
a sculptured flair . . .

Continental
by KRUEGER

In the office, institution or residence . . .
the "Continental" enhances contemporary
decor with its subtly sculptured fiberglass
shell, mounted on slim-line but sturdy chrome
plated tubular legs or brushed aluminum
swivel base. Unusually roomy shell in Mandarin
Red, Ebony Black or Pearl White. Ingeniously
secured, but reversible soft cushion pads
upholstered in "deep-texture" fabrics,
available in eight choice colors.

Write for complete information —
on your letterhead please.

Another fine Creation by
KRUEGER
METAL PRODUCTS COMPANY / GREEN BAY • WISCONSIN
HOSTESS

Folding Chairs

Hostess... superbly designed auxiliary seating crafted with meticulous care! Handso
lines, generous support areas and numerous color combinations suggest a multitude of
applications. Sturdy oval tubular frames in five subtle tones support softly cushioned seat
and backrest. "Decorator" chairs upholstered

in eight richly textured fabric colors which can be mixed or matched to suit your decorat
whims. Vinyl in "raw silk" pattern covers smaller cushioned seat and backrest areas of
"Contract" model. Single folding action Table

Arm unit makes note taking a comfortable joy. Further information on request —
on your letterhead please.

HOSTESS Contract

Folding Chairs

Another fine Creation by

KRUEGER
METAL PRODUCTS COMPANY/GREEN BAY • WISCONSIN
products & services
continued

Executive office credenza

The new credenza with four storage modules, designed in wood or plastic finishes, has been created by William B. Sklaroff for Robert John. The new unit can be coordinated with other pieces in the Ultra Five Group for executive offices. Measuring 72 inches long, the credenza is available in rich walnut, teak, and rosewood finishes, as well as in a selection of laminated materials, including solid colors or wood grain finishes. The cantilevered legs are in chrome.

Circle No. 62 on product information card

Arthur tables and chairs

Heritage, one of the King Arthur tables manufactured by Institutional Products, Inc., has slender oval tapered legs welded to the column to form the pedestal of the table, which is finished with a solid, all-Formica surface. The tops are round or square with a choice of matching harmonizing self-edge. Pedestal finishes are in tone, walnut tone, black, white, or chrome. Accompanying chairs, the Allegiance, are constructed of tapered tubing finished in chrome, walnut tone, black, or white. Seats of percent polyfoam are upholstered in supple vinyl fabrics that come in a wide range of colors and textures.

Circle No. 63 on product information card

Magee's Fast-Rising 'Blue Chip'...from a new breed of carpets trained to succeed. The cream of the carpet crop to meet each situation with a pleasing personality and price...each with a specifications dossier to assure proper job placement. A Magee can boost the executive or corporate ego, too...with a custom design or color for any office or public area, large or small. Make a BLUE CHIP carpet investment now...with

The Magee Carpet Company, Commercial Division, 295 Fifth Ave., N.Y. 16, N.Y.

Circle No. 31 on product information card
Woven-wood fabrics in tartan plaids

Bold Scotch plaid woven-wood fabrics, handloomed in authentic clan colors with natural colored walnut reeds have been added to the Scottish tartans of San Francisco’s custom woven designs. Tartans Malcolm, Brodie, Red MacIntyre, Ewan MacLeod, and MacLeod are five of the popular tartans that can be used for window perries, shades, and area dividers. Illustrate the Brodie design.

Circle No. 64 on product information card

Library furniture system

A flexible line of aluminum and wood library components designed by Henry P. Glass Associates, industrial designers, for Bro-Dart Industries, ranges from shelving units and card catalogs to desks, tables, and magazine racks. Contemporary Series is based on aluminum trussions containing dovetail grooves which are used to make continuous receptacles for adjustable shelf brackets. The flexibility of the system allows shelves to be placed at any desired level, and vertical shelf adjustment requires merely a push of a button.

Circle No. 65 on product information card
INTRODUCING THE HOST 9300 SERIES

REVOLUTIONARY TV-RADIO COMBINATION OFFERS THE ENTIRE RANGE OF APPLICABLE SIGNALS (AM or FM) IN A GIVEN LISTENING AREA*

ON THE ILLUMINATED CHANNEL VIEW WINDOW

THE OUTER DIAL SELECTS the TV channels. After passing by all channels, this control simultaneously switches TV off and the radio band on, with the letters RAD appearing at the bottom of the channel window.

THE INNER CONTROL KNOB TUNES in any radio station applicable in a given listening area. To switch TV back on, rotate outside dial in either direction.

INSTANT ON After turning AC switch on, guest may switch from radio to TV, or vice versa, without waiting for normal sound or picture warm-up period.

MASTER VOLUME LIMITERS — controls peak volume of TV and Radio separately.

*Models 9300, 9301, TV with FM. Models 9305, 9306, TV with AM.

HOST 9300 Series incorporates all additional special features of the regular HOST model.


COMMERCIAL-INSTITUTIONAL PRODUCTS

You can be sure... if it's Westinghouse

Circle No. 38 on product information card
**PRODUCTS & SERVICES**

**Cast aluminum design units**

Tennessee Fabricating Co., manufacturer of ornamental iron, has created a 12-inch Design Unit of cast aluminum that can be utilized as grilles, panels, sunshades, or screens. Four open-work designs offer both clean, sharp lines and greatly contoured curves that permit a free flow of light and air. Available in a wide color range, the units can also be obtained primed or unfinished, ready to paint. Installation requires no special tools; the squares have overlapping edges that bolt together.

Circle No. 106 on product information card

**Shadowplay fabrics by Berkshire Hathaway**

The Home Fabrics division of Berkshire Hathaway has introduced its new Shadowplay Collection of curtain fabrics. The sheer ninon fabric has an over-all pattern design that is said not to fade, wash out, or wear out. Washable and dry cleanable, the patterns now available include both modern and traditional designs.

Circle No. 66 on product information card

**Guestroom furniture by Baumritter**

New guestroom furniture has been added to Baumritter's Ethan Allen line of early American furniture, consisting of free-standing, hanging, and spanning components that can be used individually or in various combinations. In the room shown, a four-drawer dresser-back is attached to a three-drawer chest, providing space for writing, storage, or service platform. The group also includes a night table, with a bottom shelf, headboard. All pieces are 20 inches deep; they come in a wide variety of widths and heights.

Twenty-four inch or 30-inch legs are available for the spanning tables, and where legs are used, the pieces are fastened with concealed nuts. Melamine plastic surfaces all tops.

Circle No. 67 on product information card

**What Howell does for Din-Rite**

We do this; we create elegance and make it easy to live with. This means table tops of easy-to-clean, tough-to-damage laminate, in handsome wood grains and colors. Sturdy bases with leg clearance. Light weight. Slim-lined chairs for comfort. Strong tubular steel, baked-on finishes, in a wide range of styles. Sleek Nat-Nap upholstery, in your choice of colors with polyfoam padding. Stacking chairs are ready to roll on dollies. This Howell contract furnishing serves so many fine dining rooms—so beautiful.

*Write for new catalog on your letterhead. How-plete line of institutional furniture is featured. No charge.*
Costa Mesa group

Costa Mesa Furniture Co. offers a complete new line of office furniture, which includes desk groupings, tables, credenzas, office seating, and upholstered pieces. The desks and case goods feature Costa Mesa's Internal Steel Construction principle, in which the wood side panels carry no stress, to obtain a light scale design. Legs on all pieces are available in wood or metal.

Circle No. 36 on product information card

lighting fixtures by Prescolite

Prescolite Mfg. Corp., produces a fragile-looking but durable hand-blown glass opal glass in three shapes. Wall bracket, ing, or pendant fixtures of all-aluminum constructions are available in standard satin chrome gray. Other finishes include oyster, olate brown, green, black, or synthetic satins. Pendant units are also finished in standard white, polished brass, or polished copper. Pendants are furnished with heatproof neoprene stems.

Circle No. 68 on product information card

Old Stacking

Too long ago the problem of temporary seating for large groups had only two solutions. One, to use conventional chairs which were piled high; room. The other, stacking chairs, which provided the basic function of seating. Through skillful engineering, Howell has produced a group of chairs that not only solve the storage problem through stacking high without a wobble, but answer the important need for a chair that is attractively styled, comfortable, light in weight, and yet ruggedly constructed.

HOWELL

436 S. First St., St. Charles, Ill.

Circle No. 69 on product information card
Circle No. 35 on product information card

**THORTEL**

**FIREPROOF FABRICS**
Decorative Drapery Materials Exclusively . . .
Designed especially for the

**CONTRACT MARKET**

**"FIBER GLASS"**

ROVANEL
(ROVANZA®-VEREL)

Sheers . . .
Casements . . .
Drapery Weights . . .
Vinyl Coated . . .

Over 100 Screen Print Designs Available

**FENESTRATION Fabrics**

**REPRESENTATIVES:**

Boston
Hancock 6-6751
Columbia, S.C.
Alpine 2-6126
Chicago
Briargate 4-0539
Shelby 3-5220
Cincinnati
Capital 1-3530
Denver
Keystone 4-1384

THORTEL FIREPROOF FABRICS
Architects Building, 101 Park Ave.
New York 17, N.Y. MU 4-2425

Circle No. 70 on product information card

**PRODUCTS & SERVICES**

New tile concept by Amsterdam

Amsterdam Corporation has developed a new called Vico Sculptile Pavers, that combines the inherent qualities of an unglazed ceramic non-tile and the decorative finish of a glazed tile.

The designs are created by depressing the portion of the tile face that is to be glazed. This produces raised lines that remain unglazed, afford a safety non-slip treading surface. The tiles, 6 inches, come in six basic designs and 14 colors.

Circle No. 70 on product information card

---

**An Exciting New Concept**

**PROGRAM**

For planning offices, waiting rooms, lobbies, no other group of multi-seating offers you the flexibility Monarch's Program Series. It adapts any floor plan, any seating arrangement. The simple architectural lines are easy to work with, and are certain to complement any interior. Each piece is superb in craftsmanship to assure maximum comfort and years of last beauty and service. Send for our Program brochure.

**MONARCH FURNITURE COMPANY, INC.**

HIGH POINT, NORTH CAROLINA

SHOWROOMS: New York, Anthanson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France

Circle No. 37 on product information card
New Dycoustic ceiling panels

... product of Medart Engineering & Equipment Co., Dycoustic ceiling panels, available in three different types, rest in an all-aluminum black and white splatter grid system. Different effects can be achieved by using one of four different lighting panels—clear or opaque crystallite, opaque bubble, and white eggcrate. The panels, in 2 x 2' or 4', can be easily removed for access to wiring.

Circle No. 100 on product information card

Contour swivel chairs by Brunswick

... new group of contour swivel chairs by the commercial furniture division of Brunswick Corp. represents the first swivel style in the firm's expanding line of Lifetime Fiberglass chairs designed for commercial/institutional seating needs. Available in three models and six coordinated colors, the chairs feature one-piece ow-line contoured bucket seat and back, and polished cast aluminum pedestal with spider base. Seats are fastened to pedestals by utilizing a fashioned mounting system with no exposed hardware. The line offers models in a choice of-inch diameter neoprene casters with ball bearings and wheel shields or non-marring chrome floor glides with rubber inserts.

Circle No. 101 on product information card

Circle No. 21 on product information card
An important RAILROAD chose this LA FRANCE contract FABRIC

This is but one of the many “engineered” fabrics in the wide La France Contract line. Like all our patterns, it possesses the styling required by high decorative standards. In addition, it provides the essential physical characteristics of long life and easy maintenance.

If you have a project on the boards, ask us to submit sample swatches for your consideration. Address your request to Mr. Harold Hafner, Vice-President.

Illustrated: No. 3536. NYLO TEXTURE, 43% Nylon, 34% Cotton, 23% Rayon

LA FRANCE Industries, Inc.
Showrooms and Executive Offices
145 EAST 32nd STREET, N. Y. 16
Murray Hill 5-1622
CHICAGO: American Furniture Mart
LOS ANGELES: Los Angeles Home Furnishings Mart
CHARLOTTE, N.C.: 2036 S. Tryon Street

Circle No. 39 on product information card

PRODUCTS & SERVICES

Square top folding table
New to the folding table line of Krueger M Products Co., the square folding table makes possible new flexibility in table seating arrangements for institutional use. The table features a square top, faced in light maple woodgrain plastic laminate and reinforced with a curved perimeter apron. Each leg has an individual knife-type lock for fast folding and which enables the legs to fold inside the apron for compact storage. Super-Dylan feet cap the steel legs.

Circle No. 70 on product information card

Woven wallcoverings

Chalkstripe, designed by John Van Koert, is the newest addition to the Fabrikraft line of woven wallcoverings recently introduced by Deltox. Fabrikraft is flame-retardant and vinyl-coated for durability, and will maintain its original appearance for years in commercial and institutional use, according to the firm. The Chalkstripe pattern is made in eight color groupings, a number of them in wood tones that provide warm backgrounds. The contrasting ⅛-inch chalkstripe woven into the background vertically and spaced about 1½ inches apart. Fabrikraft comes in 5-inch wide triple rolls, that list at $5.80 to $8 per roll.

Circle No. 71 on product information card
United's new Varlar wallcoverings

United Wallpaper Co.'s new 1963-64 Varlar collection of scrubbable and stainproof vinyl wallcoverings reflects the intensive search for new colors and design sources both here and abroad. There are 111 color styles, 19 with matching fabrics. Outstanding features of the new collection are sturdiness in heavy-use areas and modest prices. Impervious to stains such as grease and ink which wash off easily with soap and water, Varlar has proved its durability after 25,000 rubbings, it was reported. While modern styles are included, United places emphasis on classic designs, typical of which is Potomac, shown here.

that is color styled in pink, brownstone, greens, and blues, and in a more muted version of soft days with touches of coral. Both have white backgrounds.

Circle No. 72 on product information card

Signcraft enters chair market

Signcraft Metal Mfg. Co. marks its entrance to the chair market with the new 2000 series, citing comfort and quality construction in the line. In addition to the two secretarial chairs own, the firm is also offering executive swivel chairs, armchairs, and side chairs, all combining special qualities of wood, steel, and upholstery fabrics.

Circle No. 73 on product information card

Circle No. 40 on product information card
PRODUCTS & SERVICES

Meta-Mold decorative panels
Meta-Mold Aluminum Co.'s newest line of decorative aluminum panels are lightweight, stylishly easy to assemble, yet need no permanent supports or attachments. Designed for both interiors and exteriors, the 12-inch square panels can be assembled to nearly any desired size. Adjustable supports at the base of the vertical poles allow an entire unit to be moved without disassembling. Meta-Mold panels come in a choice of black, gold, and in several patterns.

Circle No. 74 on product information card

Foldoor Super-Soundguard X12
The super-Soundguard X12 by Holcomb & Mfg. Co. Inc., features 12 inch heavy duty hinges in combination with intermediate 1½ inch hardened steel hinge and trolley pins at other hinge point. 24-gauge steel panels extend from floor to ceiling on both sides of the part. The X12 has a rolled, heavy duty track design to keep friction between trolley and track to an absolute minimum.

Circle No. 14 on product information card
ickson Mobile Products Div. of Hamilton Mfg. has designed a conference table that rolls, slides, and saves space. Slim and compact when folded, the table can be rolled into any room and expanded in one synchronous motion. It measures 5 feet long and 40 inches wide at center, tapering to 30 inches at the ends, and can seat 10 comfortably. The top and edge banding is in walnut laminated Formica. Lock casters provide stability even in use.

When only the finest will do... custom-crafted COLONIAL

Here's furniture that captures the true spirit and traditional elegance of the 18th Century Colonial Period. 887 desk and matching console tables. Also shown: GLS2 side chair and 97 revolving chair.

Write for new decorators catalog.
Frank Scerbo & Sons, Inc.
140 Plymouth Street, Brooklyn 1, N. Y.
ULster 2-5959
Beautycraft dormitory unit

Beautycraft Furniture Industries, Inc. offers a new dormitory unit, combining a bed and desk designed expressly for small student quarters. The beds are 116 inches long and 36 inches wide. When not in use, bed glides under the desk, reducing its length to 75 inches. The desks, measuring 50 inches deep and 41 inches wide, feature ample drawer space and laminated plastic tops. Left and right facing units are available.

Circle No. 76 on product information card

New Goodrich glass fiber

B. F. Goodrich Co. has developed a glass fiber for use in manufacturing glass reinforced hard plastic materials and in draperies and upholstery. The material is said to have 55 percent more tensile strength than Commercial E glass fiber. The firm's research center reports that the material can be drawn and spun like other glass fiber on standard commercial equipment, although production costs may be slightly higher. Production plans await demand for the item.

Circle No. 77 on product information card
Colored wood veneers

Color-veneer wood panels by David R. Webb Co., Inc., are the result of an innovation in wood veneers. The colors are introduced into the living tree and distributed naturally by the sap. Pigments are not absorbed uniformly throughout, but develop the subtleties of color, tone, and intensity associated with a natural product. Panels produced from these veneers have the variations of rain and color found in wood. Color spectrum now in stock includes midnight blue, pastel blue, mint green, blue and gold, brown and gold.

Circle No. 78 on product information card

Italian import chair

Ianuela No. 395, a new chair imported from Italy and available exclusively from Fabry Associates, is specially designed for contract use in offices, hotels, restaurants, and lobbies. Upholstered in genuine Skaiflor, the sturdy yet graceful chair is constructed with a chrome tubing frame. Its appearance is enhanced by a solid rosewood or teak backrest and chair tips.

Circle No. 79 on product information card

Choice Top Grain Leather

The luxury of genuine cowhide in modern styling.
Write for colorful catalog of Leather ... and Naugahyde accessories.

FREE! For literature on new HOWFOAM top tables, write today.
Or see your HOWE dealer.

HOWE FOLDING FURNITURE, INC.
360 LEXINGTON AVE., NEW YORK 17, N.Y.
If it folds—as HOWE!

Circle No. 48 on product information card
MANUFACTURERS' LITERATURE

U. S. Rubber has prepared an informative book of special interest to upholsterers, designers, and others in the furnishings field that illustrates step-by-step procedures involved in upholstering furniture with Naugahyde, Naugaweave, and U Royal Naugahyde.

Circle No. 24 on product information card

Why Specify Carpets Made with Acrilan? provides informative material on carpets made with Acrilan, an acrylic fiber produced by Chemstrand and the results of a three-year field test measuring its wearing performance, soil resistance, and easy maintenance.

Circle No. 80 on product information card

A handsome, spiral-bound brochure by Lee Woodard illustrates in color and black-and-white photographs Woodard's nine style groupings of wrought-iron furniture for indoor and outdoor use. Upholstery material swatches are included in a section on fabrics and finishes.

Circle No. 33 on product information card

A new eight-page brochure in color presents all different color combinations available in the 1963 line of Vinyl Plastics, Inc.'s solid vinyl tile, featuring new patterns and established designs. Quick-reference charts show gauges, sizes, and suggested uses for each pattern.

Circle No. 81 on product information card

The 1963 collection of London Lamps is featured in a new catalog. Each style is accompanied by dimensions, full description, and price.

Circle No. 82 on product information card

Julius Blum & Co.'s new catalog is a comprehensive and complete inventory of the firm's wide ranging line of stock architectural components.

Circle No. 83 on product information card

A complete selection of lighting fixtures for variety of areas both indoor and outdoor is illustrated in Progress Mfg. Co.'s new 80-page brochure.

Circle No. 84 on product information card

General Lighting Design is a new technical publication issued by General Electric's Large Lamp Department. The 16-page illustrated booklet contains tables and basic information about the "lumen" method of lighting design, used to determine the number of lamps and fixtures required to obtain given footcandle levels in rooms of various sizes and reflectances.

Circle No. 85 on product information card
tolier’s new lighting coordinates, presented in an informative brochure, provide flexibility in choice of multiple (cluster) light forms in a ranging variety of sizes, colors, lengths, portions, and illumination types. The modular units are embodied in pendant-and-spreaders, wall lighting, and close-to-ceiling units.

Circle No. 86 on product information card

ago Hardware Foundry Co.’s new illustrated and stool price list offers quick reference on price, description, and dimensions for its lined line of components, table bases, tops, stool bases, and sectional tables.

Circle No. 32 on product information card

mons Co. new catalog featuring its new Room Group for guestrooms includes a variety of and occasional tables, fiber glass and upholstered chairs, sofa beds, desks, and a range of age equipment.

Circle No. 87 on product information card

ew movable steel office partition system has introduced in a full color, 12-page catalog Wall Street division of Interstate Metal Prod-Co. The catalog shows the new Wall Street of partitions and accessories and gives complete details and specifications.

Circle No. 88 on product information card

versatility of Nucraft Furniture Co.’s modu-Unit-Wall system is depicted in a number of arrangements possible in a color brochure includes line drawings showing the many components available.

Circle No. 102 on product information card

Lee’s new carpet workroom and installa-
manual is divided into two parts, one general formation and the other specific data and ref-ces. Chapters include measuring and plan-
cutting, seaming, machine sewing, edge find-
ung, installation of tackless strip, installation underlay, carpet installation procedures, installation of backed carpets, commercial installa-
and miscellaneous installation problems.

Circle No. 103 on product information card

ew 16-page full color brochure for Amrco and rubber floorings reproduces color ches of the entire line by Amrco Flooring of American Bilrite Rubber Co.

Circle No. 104 on product information card

actical buyer’s guide to hotel-motel televi-
issued by Magnavox Co., uses a question-
answer format to cover sections on product, price, related technical equipment, service, ng/financing, brand selection.

Circle No. 105 on product information card

DEPARTURE 2
Ten Striking New Designs for Upholstery or Wallcovering

New textured upholstery vinyls simulating cut velvet, brocade, linen, and even hopsack-
ing, are beautifully hand-screen printed in this exciting group of new Jack Denst De-
signs. Each in 3 colorways on 54" elastic back, heavy weight vinyl.

Send for the Departure 2 sample collection featuring 10 patterns; 30 colorways—$9.50.

DENST & MILES INC.
7555 S. Exchange Ave./Chicago 43

Circle No. 53 on product information card
A sheet metal aluminum strip bonded between two sculptured blocks of solid teak adds great strength to the slim line of the supporting members.

JOHN STUART INC.
NEW YORK PARK AVE. at 32nd St. PHILA. 2301 Chestnut St. MILLERÖD, DENMARK
Ask for catalog of the Danish Craftsmen Group

The First Glance Tells You . . .
it's fabulous

FABROVIN

Cloth-backed FABROVIN wallcovering is manufactured from solid virgin vinyl sheeting, laminated to fabric for maximum strength, scuff and stain resistance. Fabulous FABROVIN is available in a variety of weights, textures, embossings and prints — designed expressly for contract use.

Write today for information and samples.

VINYL-TEX CO.
165 Ward St., Paterson, N. J. phone MULberry 4-1324
Circle No. 55 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: $10.00 per column-inch, payable with order. No extra charge for box numbers. Forms close 5th of each month.

INTERIOR DECORATION HOME STUDY—Announcing new home study course in Interior Decoration. For professional or personal use. Fine field for men and women with talent and aptitude. Practical basic training. Approved supervised method. Low tuition. Easy payments. Free booklet. Chicago School of Interior Decoration, 835 Diversey Parkway, Dept. 4712, Chicago 14, Ill.
The most important seats in the new Lincoln Center Auditorium were specially designed for the Philharmonic. Musical Chairs by Directional.
SYNBAC®

The BLACK and WHITE of it

- Improves Seam Strength
- Minimizes Slippage
- Increases Durability
- Eliminates Fray and Ravel
- Maintains Dimensional Stability
- Improves Abrasion Resistance
- Reduces Skid
- Eliminates Curling
- Can Hardly be Seen or Felt

ALL WITHOUT AFFECTING FABRIC COLOR OR TEXTURE

SYNBAC is the most important new development in the fabric finishing industry in more than a decade... an exclusive new fabric backing process by Synthetics Finishing Corp.

FREE! Special Bulletin S-1000. Write today for detailed facts on SYNBAC and its advantages to the decorator.

SYNTHETICS FINISHING CORP.

"FOREMOST NAME IN FABRIC FINISHING"

462-70 N. 8th St. PHILADELPHIA 23, PA. MArket 7-8282
NEW YORK: 134 Wooster St.
HIGH POINT, N.C. Lincoln Drive & Ward St.