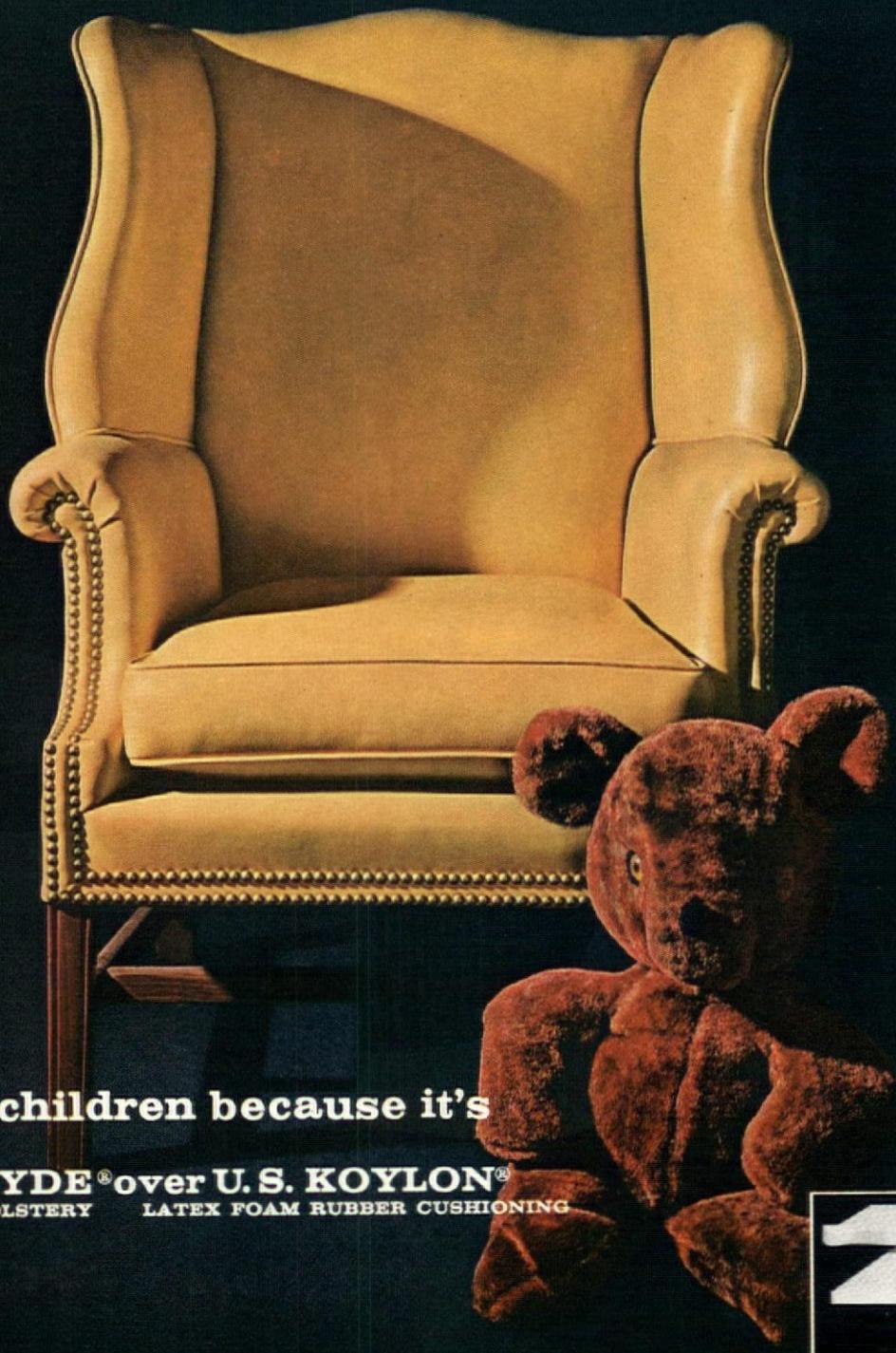


CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS • APRIL 1963



OFFICE FURNITURE

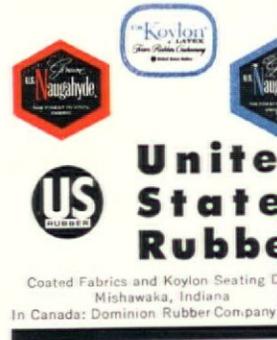


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U.S. NAUGAHYDE® over U.S. KOYLON®
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Coated Fabrics and Koylon Seating Division
 Mishawaka, Indiana
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Bemporad

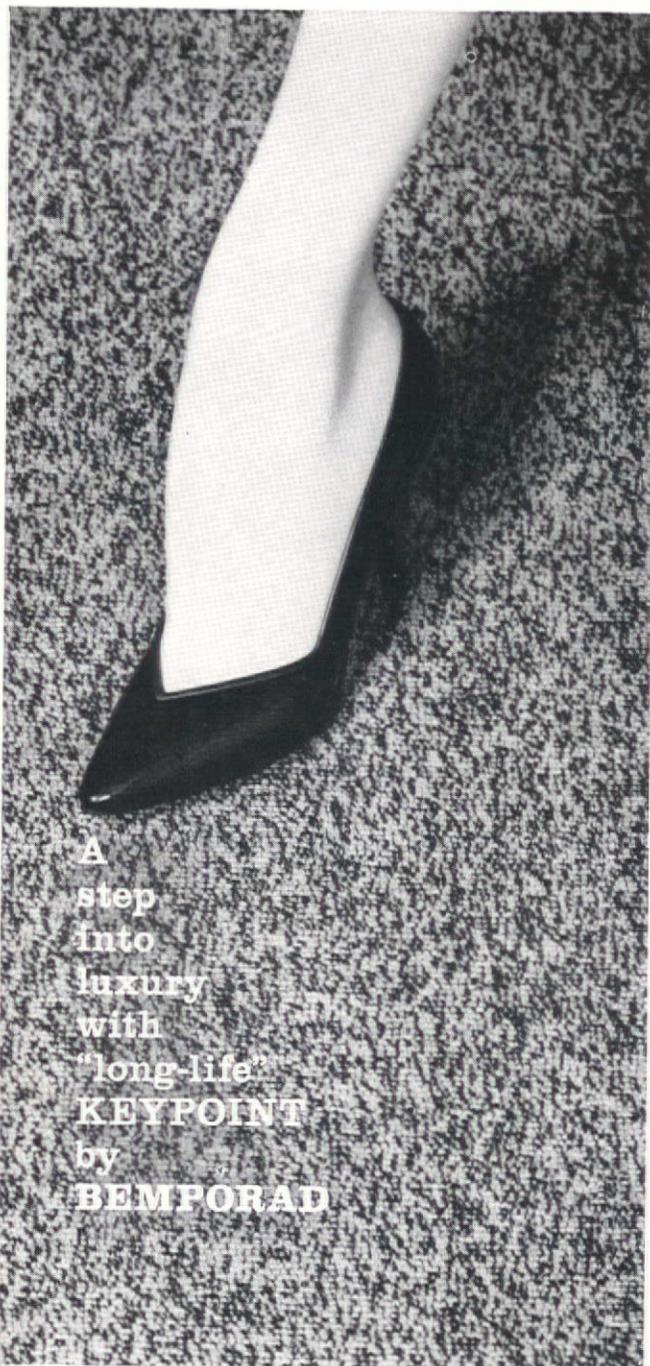
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luxury
with
"long-life"
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**carpet
mills,
inc.**

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Fort Oglethorpe, Georgia

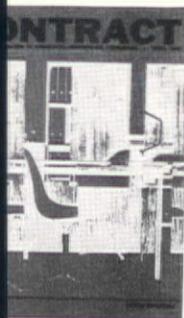


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firing line.
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The Cover

The objects that form a daily pattern in the office achieve their own special one-dimensional pattern in a design by Peter Harrison.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. IV, No. 4

APRIL, 1963

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COMING IN CONTRACT

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

JUNE—Hotels-Motels, a round-up of new installations and products in this important area; The Crafts Market.

JULY—Office Planning and Design—a symposium.



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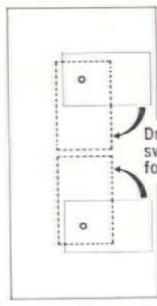
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Patents pending



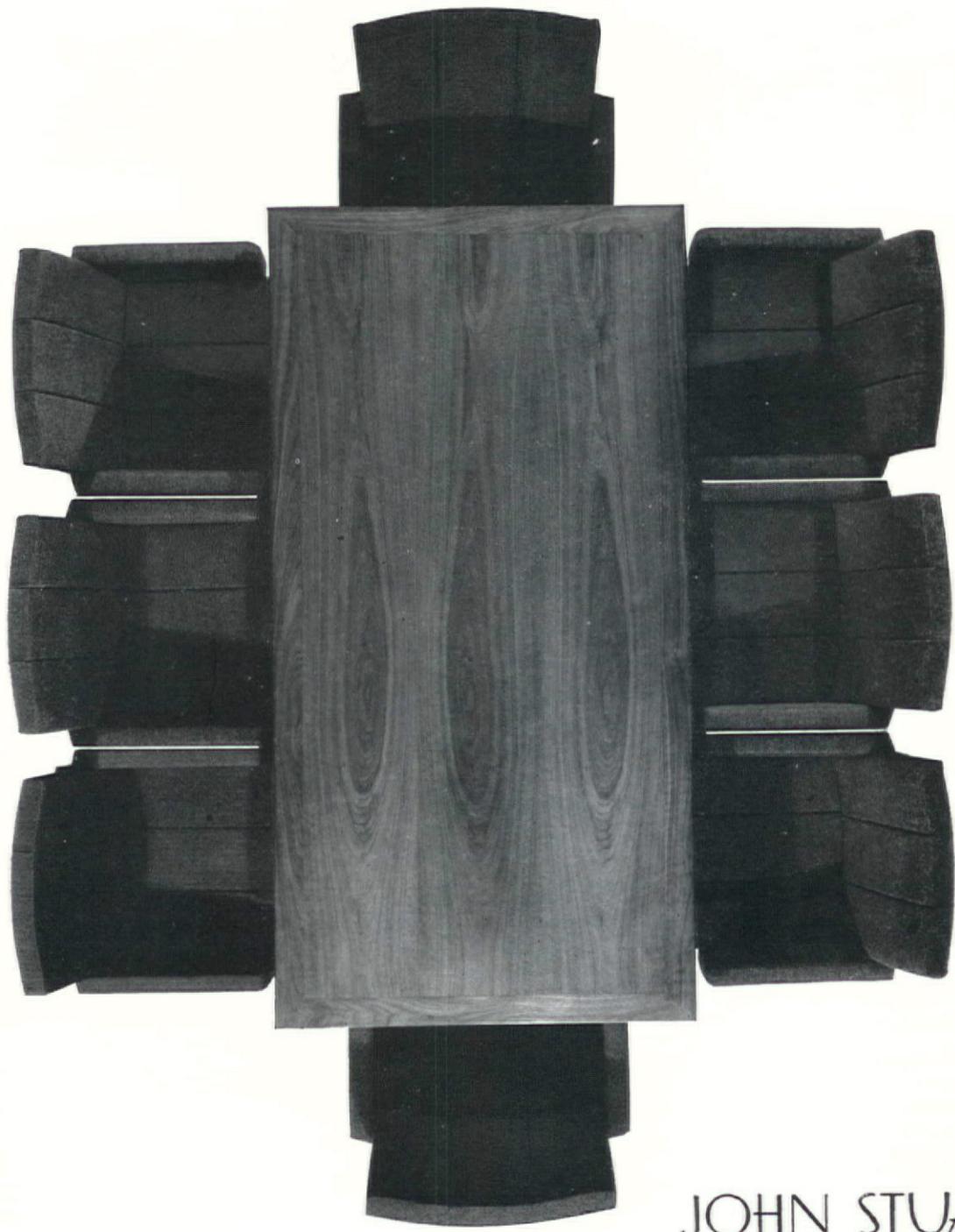
Executive Desk



Conference



Drawer pedestals swung into position for use as a conference table



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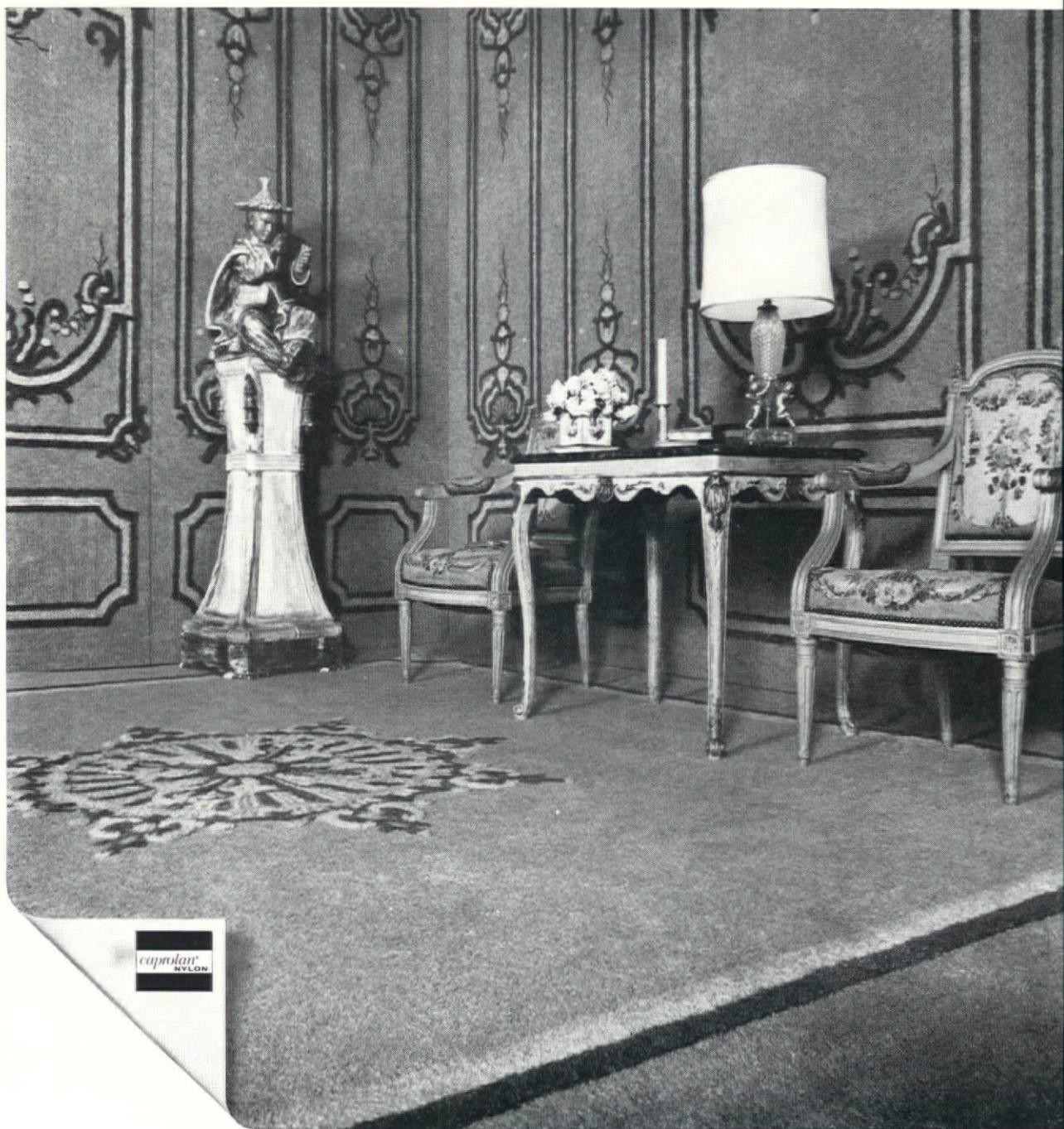
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...in an award-winning display of versatility and practicality! Step into a room that *surrounds* you with the magic of Caprolan® nylon! The elegance of the carpeted floors and walls won it the New York Herald Tribune Gold Star at the Decoration and Design Show.

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CONTEMPORARY IN CONCEPT—

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Another fine Creation by

Hostess DECORATOR and CONTRACT...

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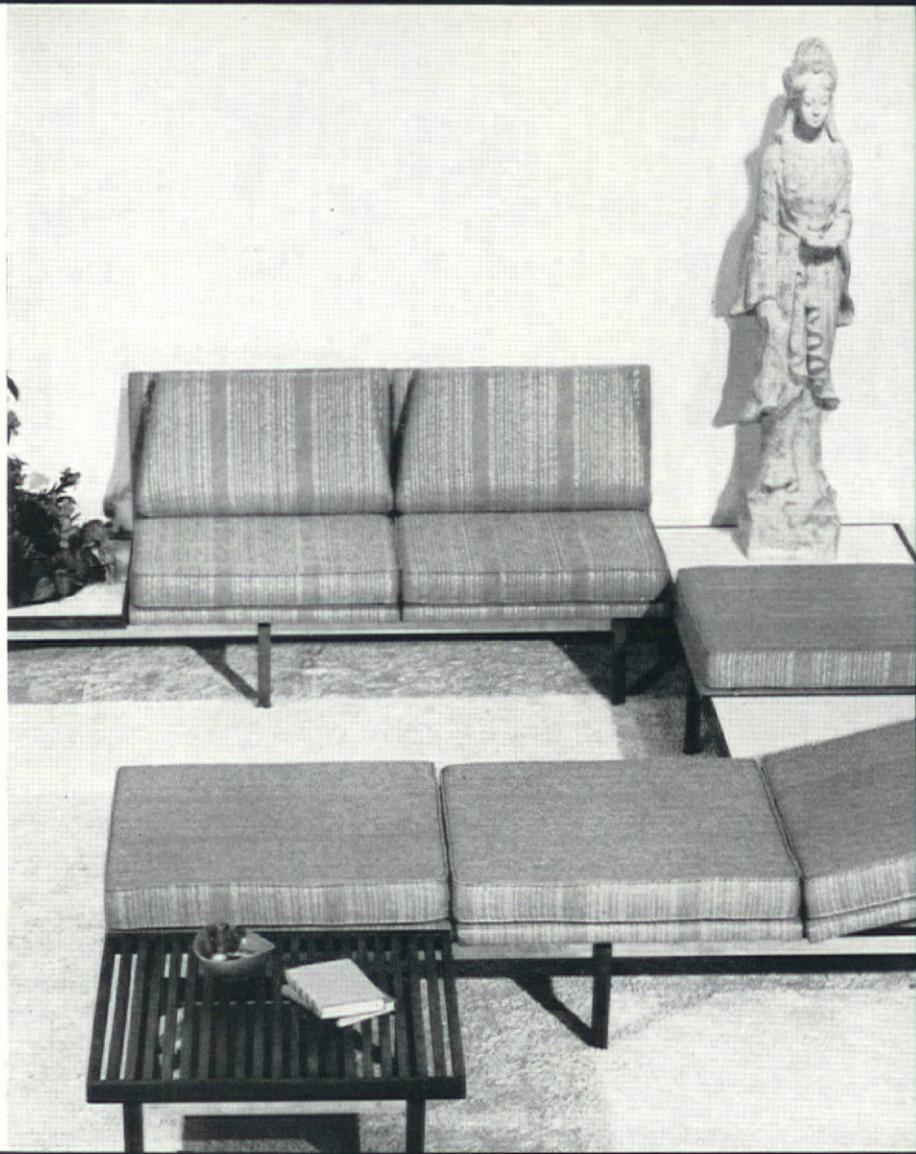
...val tubular folding chairs provide the ultimate in auxiliary seating. Upholstered, of course! Details on request.



Circle No. 7 on product information card

dimension 28

Modular units that combine to form extremely versatile seating systems. Available in choice of aluminum or aluminum and walnut bases, plastic laminate table tops and a full range of Madison fabrics.



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3706 Love Seat



3750 Lounge Chair



1335 Desk Chair

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MADISON
FURNITURE INDUSTRIES

Canton, Mississippi



3647 Swivel Lounge Chair



3634 Desk Chair

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They Choose the Best
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Because its distinctive prints and unique sheer weaves add character and lasting comfort to offices, banks as well as industries have ordered thousands of yards of contract-right **Belgian linen**.

These large-scale colorful print stripes are from **KNOLL TEXTILES**. The one on the left was ordered in tones of blue and tones of yellow by Carson, Lundin & Shaw for the Manufacturers Hanover Trust Company, Park Avenue at 52nd Street, New York.



THE BELGIAN LINEN ASSOCIATION
280 Madison Avenue, New York 16, N. Y.

Circle No. 9 on product information card



HARDWICK *carpeting adds to the gracious charm of New York's Essex House 'Casino-in-the-Park'*

Hardwick is especially adept at designing carpeting to bring out the important characteristics and unique highlights of a smart decor. You can see that here.

What you don't see is the exceptionally durable quality. It's there . . . Hardwick's 125 years of experience guarantees it. If you plan a carpet installation, let us demonstrate how Hardwick carpeting combines beauty and practicality . . . economically. Write or call Hardwick Contract Department, 7th & Lehigh Avenue, Philadelphia 33, Penna.

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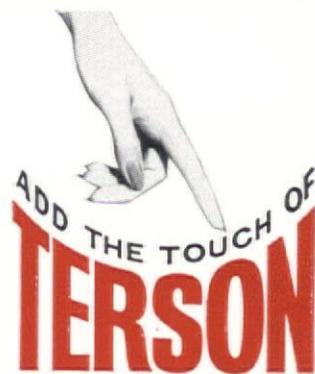
Gentlemen: Please send me, without charge or obligation, your new "Estim-Aider" . . . the contract carpet guide prepared as a Hardwick professional service.

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Firm Name _____
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City _____ Zone _____ State _____

Circle No. 10 on product information card



The Terson touch for Trans World Airlines. Visitors to the handsome Lisbon Lounge at TWA's Idlewild Terminal relax in sleek upholstered tub chairs as excitingly modern as the new terminal itself. Part of the complete installation, designed by Raymond Loewy/William Snaith, Inc., the chairs were manufactured by Directional Contract Furniture Corp. and covered with Terson vinyl coated fabric supplied by Gilford, Inc. in the striking Calgary pattern. Terson's freshness of color contributes effectively to the Lisbon Lounge decor. But Terson was selected for important practical values too — its supple workability, its resistance to cracking and scuffing, to alcohol, oil and grease. America's most creative interior designers and furniture makers find "The Touch of Terson" adds distinction, beauty, and customer satisfaction all its own to their commercial and institutional jobs. Terson vinyl coated fabrics can be supplied in custom color runs, in addition to a glowing spectrum of standard colors. For more detailed information about Terson, including samples and a color line, write to Athol Manufacturing Company, a division of Plymouth Cordage Industries, 120 East 41st Street, New York 17, N. Y. or Butner, N. C.



Circle No. 11 on product information card

LETTERS

Praise for geriatrics article

Dear Sir: CONTRACT and Nathan Ancell of Baumritter Corp. are to be congratulated for encouraging some thinking about furniture suitable for the aged (February 1963). Antibiotics being what they are and what they will be make geriatrics a problem of ever growing importance. That confusion exists about the problem was made only too clear by the different points of view presented at the conference.

With perhaps the exception that most older persons are less agile than younger persons, generalizations about them and their needs should not be made. The elderly should be considered as individuals, not as a group. Their requirements should be determined by individual physical and mental condition, background, and financial means, just as with younger individuals.

Mr. Pile's comments were most important. Improvement is needed in furniture design generally, not just in furniture for older people. There is plenty of furniture available suitable for the elderly. The problem is not in designing but in selection. I have been at a senior citizens' home where even the visiting grandchildren have

trouble getting out of the deep, pitched chairs.

In recommending furniture on wheels for older people, the conference, I think, made a serious mistake. Injured persons using a wheel chair are assisted into them. The executive with a wheeled swivel chair is presumably in the best of condition—and not beyond retirement age. Even a younger person is frightened, and sometimes injured, as a result of the unexpected movement of a chair on wheels. How much more so an older person with slower reflexes.

I think another mistake was recommending lightweight seating. Older people hold on to a chair when sitting down, and a light chair may have a tendency to tip.

It was also recommended that case pieces be put on wheels to make room arrangement and maintenance easier. Isn't it more important that the case provide firm support in the event that an older person uses it for that purpose? If the furniture is going to be moved around, the older person isn't going to move it anyway.

But disagreement about specifics in this problem is unimportant. The important thing is that you and Mr. Ancell have stimulated more thinking about a problem which deserves the attention of all who have to do with furnishings.

JOSEF H. SINGER
New York City



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Circle No. 12 on product information card

Informal Elegance



1180 Sofa

15 End Table

87 Wing Chairs

86 Club Chairs

The compatible Scerbo grouping above, forms a gracious and hospitable conference room setting.



EXECUTIVE OFFICE: Luxurious S23 Desk in redwood with maple burl panels — 95 Side Chair — 396 Revolving Chair.

Write for **new** decorators catalog.

Frank Scerbo & Sons, Inc.

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Circle No. 13 on product information card

D. C. Currently

OUR WASHINGTON REPORT:

- **GSA needs office furniture bids**
- **Accelerated Public Works Act**
- **Federal office construction proposals**

SELLING office furniture to federal agencies can still provide the contract furnishings firm with many challenges and opportunities. In the run-of-the-mill classifications, General Services Administration serves as the procuring agent for most of the goods. It can use more bidding on the specified items it places on its supply schedules. Many manufacturers today don't even try to bid on items where one or two producers have been getting the competitive contracts for years and seem to have the market pretty well sewed up. But there's no bar to firms entering these provinces, and trying to gain the business for themselves.

It's an entirely different story, however, when it comes to placing your goods, in the high-end field, in agency executives' offices. GSA is trying to cover some of the gaps in its supply schedules with its new executive line of furniture. But there are still holes. And if you can sell the executives, in an agency opening an office in your sales area, on your goods, he can request them, the request will go through channels, and chances are that you may find yourself with a contract for that specific need.

Hospital business

Some of the "poorest" areas in the country may become some of the best sources of contract furnishings supplemental volume over the coming months. The reason is the Accelerated Public Works Act, passed last year by Congress to help provide immediate work in labor surplus areas. The federal government comes up with a liberal share of local project cost. On hospitals, the regular Hill-Burton program allows one-third to two-thirds in federal contributions. Under Accelerated Public Works, the federal share is one-half to three-quarters.

As a consequence, hospital grants have been approved for many labor surplus regions—one

listing shows new ones, or additions, in such states as Michigan, Pennsylvania, West Virginia and Florida, as well as in Puerto Rico.

Office buildings

General Services Administration has asked Congress to approve proposals for \$246 million in new federal building construction throughout the United States. The range is from a \$194,000 Post Office and federal building at Chester, Va., to a \$33 million Federal Office Building at Detroit. GSA also asked for \$44 million to repair and improve 41 existing structures, and \$15 million to convert eight major buildings.

Opportunities and competition

Federal impact on the contract furnishings industry may take many shapes—both in opening up areas of new activity and stimulating competition. Look at the Area Redevelopment Administration for instance. Its responsibility is to bring depressed areas back into business. In one week recently its project approvals included these:

A \$1,894,525 loan to help the Ponchartraine Hotel Co. build a new motor hotel in Detroit creating an estimated 450 direct new jobs.

A \$838,500 loan to help Georgia Mountain Enterprises construct a 140-unit motel at Blood Mountain, near Blairsville, Ga., creating 65 jobs. This could spur more private tourism development in the area.

Technical assistance studies of the tourism potential of Zapata County, Tex., and Jefferson Tex. Tourism—which means motels to contract furnishings executives—is one of the ways out of the hole for many of these labor surplus areas.

A technical assistance feasibility study of establishing a vinyl floor tile plant in Eastern Texas, that could create 90 jobs. This includes a marketing study. A producer is willing to put in a plant if the word is Go.

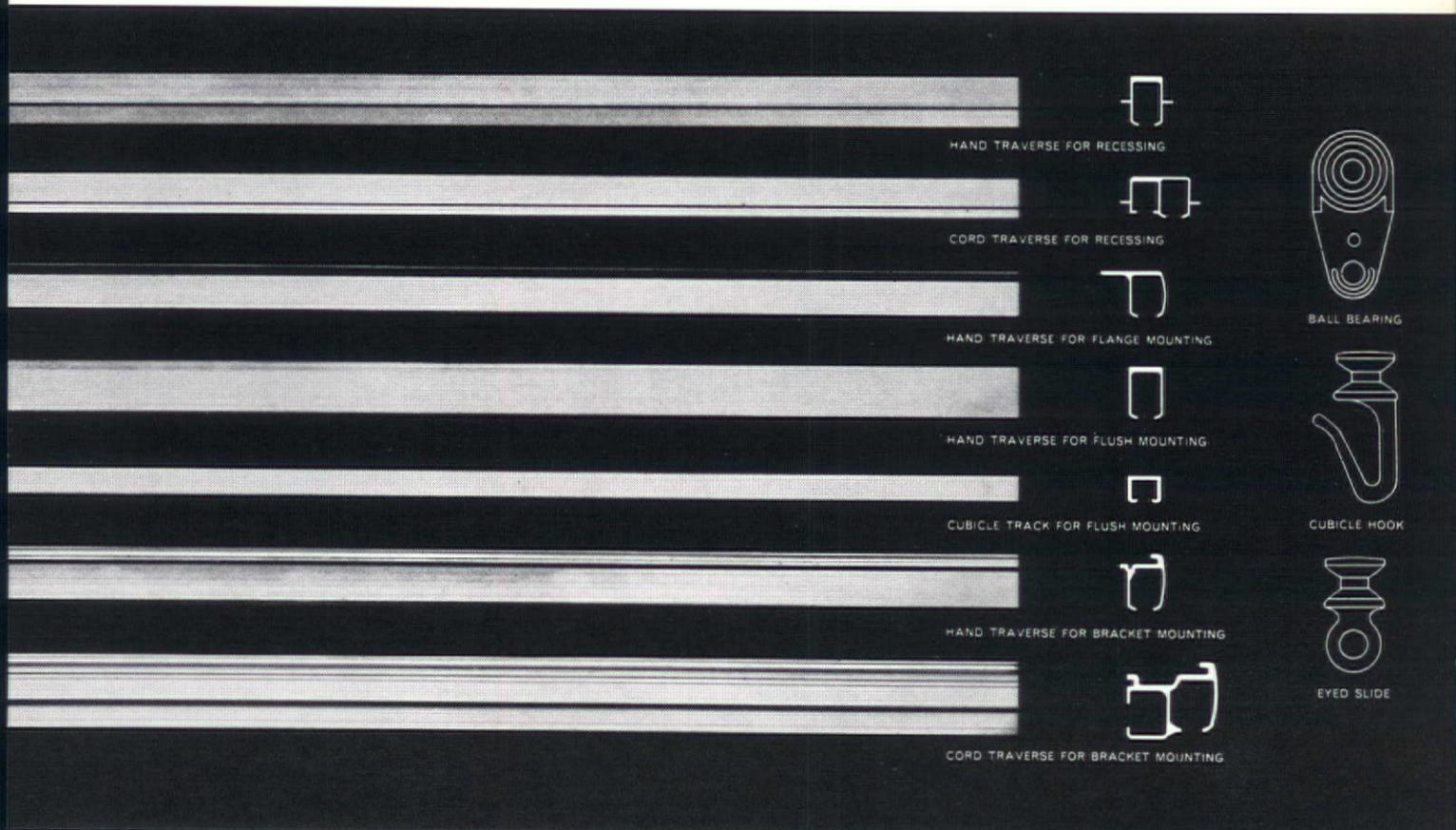
College contracts

This area of contract furnishing business seems destined to go only one way—up. There is no indication that the federal loan program will do anything but grow. And the fuss about aid to education, however it turns out, seems sure to turn up more contracts for contract furnishers.

Community Facilities Administration had requests for \$50 million in loans from 35 schools in its most recent monthly report—about twice the level for which it has money. These ranged up to \$6,975,000 sought by Indiana University, Bloomington.

Some recent loans included: \$4,441,000 to Washington University, St. Louis, for housing for 582 and dining for 208. University of Cincinnati, \$3,900,000 for a residence hall for 484, and dining facilities for 1,000. (C)

If you need a hand traverse that can be recessed or a cord traverse that can be recessed or a hand traverse that can be flange mounted or a hand traverse that can be flush mounted or a cubicle track that can be flush mounted or a hand traverse that can be bracket mounted or a cord traverse that can be bracket mounted or a ball bearing nylon carrier or a cubicle hook nylon carrier or an eyed slide nylon carrier or a book on all this and more,



HAND TRAVERSE FOR RECESSING

CORD TRAVERSE FOR RECESSING

HAND TRAVERSE FOR FLANGE MOUNTING

HAND TRAVERSE FOR FLUSH MOUNTING

CUBICLE TRACK FOR FLUSH MOUNTING

HAND TRAVERSE FOR BRACKET MOUNTING

CORD TRAVERSE FOR BRACKET MOUNTING



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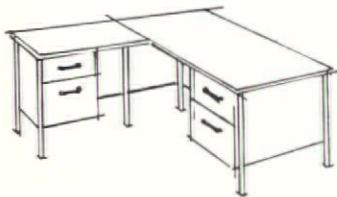
need
a
bookcase...



or a chair?



a desk...



or a file?



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Manufacturers of Modern Office Furniture

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CONTRACT BUSINESS:

Notes & Comments

NOFA Design Symposium

A more than usually elaborate design symposium is being planned for the NOFA-NSOEA show next month in New York City. The show itself will run from May 9-12 at the New York Coliseum; the design symposium will consist of a three-day program preceding and overlapping the show, from May 7-9. The design sessions will include field tours, an awards luncheon, and talks by such authorities as Dorothy Liebes, Maria Bergson, Gerald Luss, Walter B. Ford, among others. The sessions will take place at a number of locations, with the Hotel Americana acting as the convention headquarters and information center.

Bedding size standards published

The Commerce Department has published the final Simplified Practice Recommendations of the bedding industry which became effective last November. The SPR (R2-62) was revised last year by the Commodity Standards division in cooperation with the industry to include "king-size" mattresses, springs, bedsteads, and cots. The present SPR, while retaining the size of conventional bedding products currently being manufactured, adds three widths and two lengths to oversize specifications. These include 80 and 84 inch lengths and 72, 75½, and 77½ inch widths. The revised recommendations were proposed by the National Association of Bedding Manufacturers, Inc.

Saphier plans pill plant

Saphier, Lerner, Schindler, Inc., interior space planning and design firm (formerly Michael Saphier Associates), has been retained to work on two buildings at the Hoffman-LaRoche pharmaceutical plant, Nutley, N.J., presently undergoing an expansion program. The Saphier firm will design the inside of a new training center and will also make an analysis of the present administration in connection with improving space use, equipment, furniture, lighting, and interior design.

Idea Room to spark show

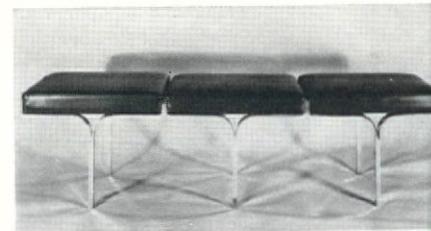
Motelrama Idea Room of 1963 will be the institutional display at the 21st Annual American Motor Hotel Association Convention and Motelrama, to be held in conjunction with the 44th Annual National Restaurant Convention and Education Exposition at McCormick Place, Chicago,



May 20-23. The Idea Room exhibit (see cut) will serve the hotel/motel industry not only with design ideas, as its name implies, but also with a look at the latest lines in furnishings and equipment contributed by its numerous participants among whom are American of Martineville, Columbus Coated Fabrics, Commercial Carpet Corp., Harvard Mfg. Co., Lightolier, J. H. Thorp, Vogel-Petersen and Lee Woodard Sons.

Fabry bench at Museum

The Museum of Modern Art, New York City, has selected Fabry Associates' Li Bench for its permanent modern design



collection, to be housed in the new wing of the Museum, now under construction. The bench (see cut), designed by Joseph Behringer, is constructed of polished chrome-plated steel links with black leather covering the foam rubber seat. It can be assembled in minimum components of two, or expanded to any desired number of units.

Large government order

The United States Bureau of Docks has placed an order with Beautycraft Furniture Industries, Inc., Miami, for a large quantity of dining room furniture. Beautycraft will deliver 15,000 pieces to the Bureau over a four-month period, for a total billing of about a half-million dollars. The order was placed by General Services Administration, the federal government's chief procurement agency.

Circle No. 16 on product information



a new Service Concept from **FORMICA**

for creators of commercial / institutional interiors

A newly-created task force of representatives experienced in working with designers will devote full time to servicing you with a wide range of decorative building products. These specialists' sole responsibility is to expedite into specifications and installation your creative imagination in the use of new and improved laminated plastic products. If your Formica service executive has not yet made himself known to you, please write us for quick service.

NEW!

- *Citation Series of laminated plastic.* A smartly coordinated line of solid colors, woodgrains and Special Designs. This line is being offered to professionals only, and is not generally available to the consumer.
- *V.I.P. vertical interior paneling.* A beautiful new product with Formica® laminated plastic pre-veneered to rigid Formica Supercore® flakeboard. Simple spline-joint installation over open studding.
- *Doors clad with Formica® laminated plastic.* Under special agreement with quality door manufacturers the country over, doors to Formica approved specifications are delivered to the job site prepared for hardware, ready to hang.



*a Special New
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laminated plastic

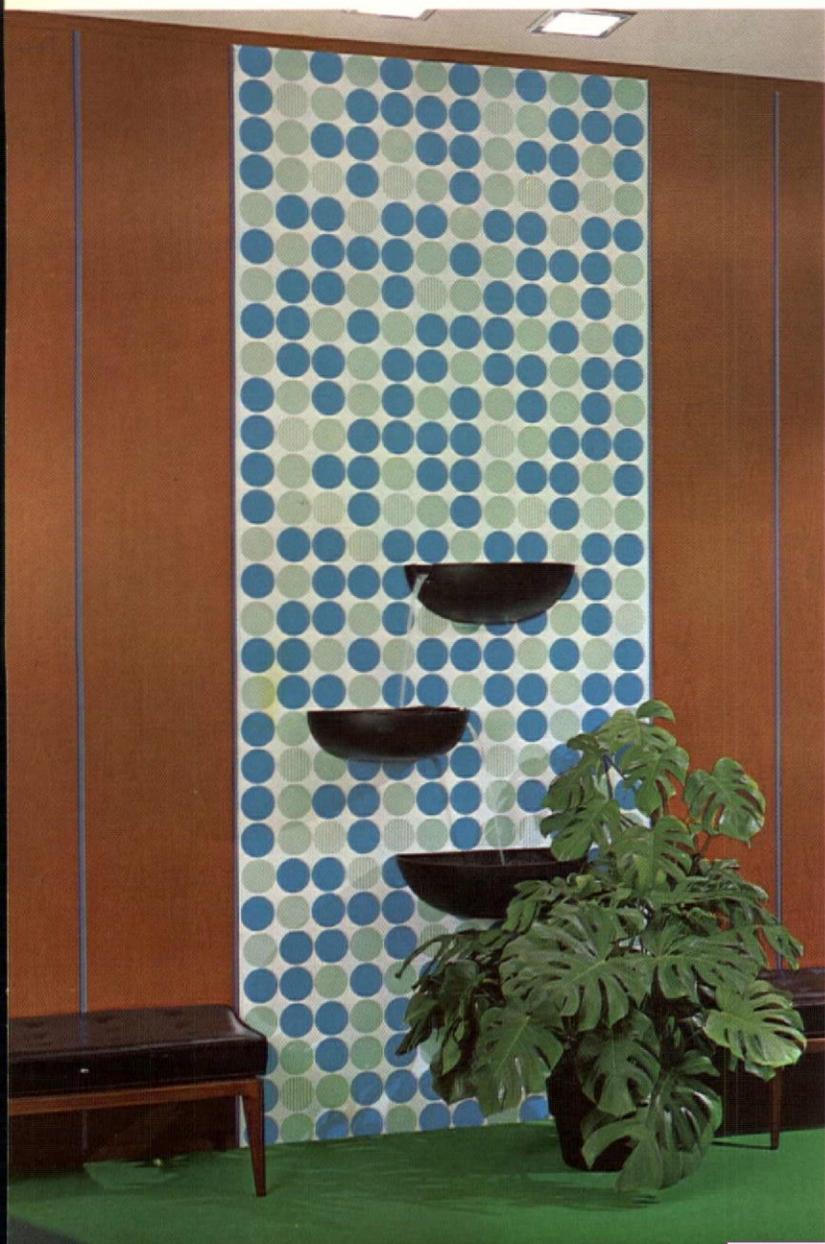
*for the
Interior Design
Professional*

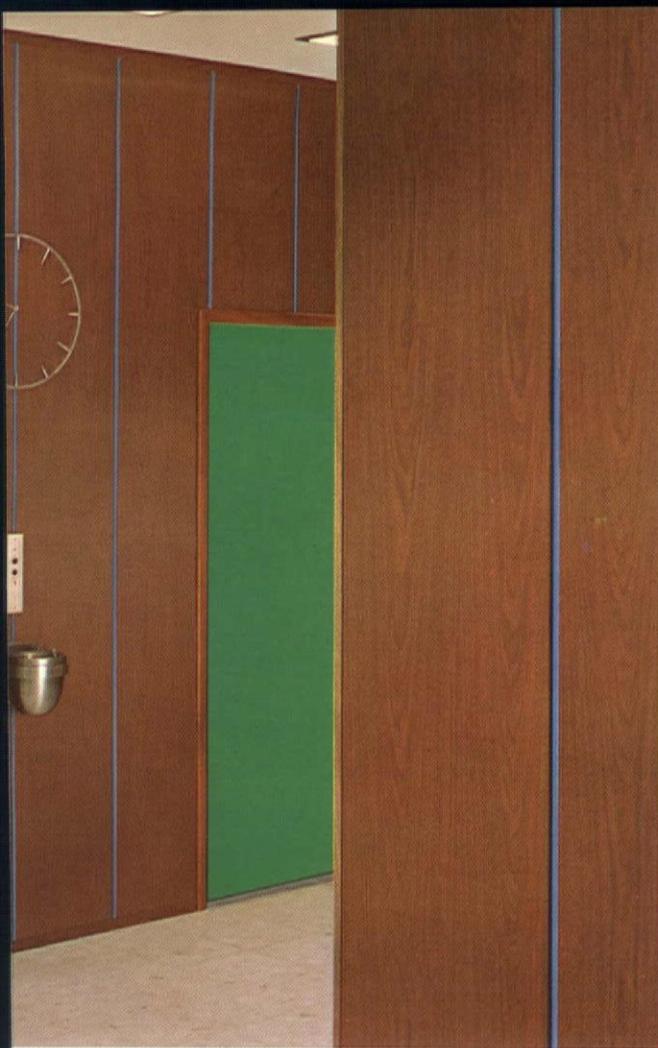
- 24 **New Solid Colors**—44 in all
- **New Exotic Woodgrains**
- **Special Designs**

Now for the first time a brand new line of Formica laminated plastic has been created for the exclusive use of the skilled professional. Here are bold, solid colors styled up to your needs for dramatic colorful interiors—not watered down for mass acceptance. Colors like Emerald, Raspberry, Persimmon, Seal, and Fawn are typical of the exciting new decorating possibilities you have with Formica laminated plastic. A new finish makes all solid colors more resistant to stains and abrasions than ever before.

New woodgrains have all the beauty and realism of exotic and costly woods. Never before in a laminated plastic such depth and clarity of grain. Shades like Malacca Teak, Island Driftwood, and many colorations of walnuts, cherries and oaks. Even beyond these new horizons of decorating potential lies our service of Special Design. We have dozens of imaginative designs on which you can specify your own color combinations in nearly endless profusion. For a modest extra charge, completely new and exclusive designs can be executed to your sketch or original art.

Complete information and samples available from your Formica service executive.





FORMICA[®]

v.i.p.*

vertical interior paneling

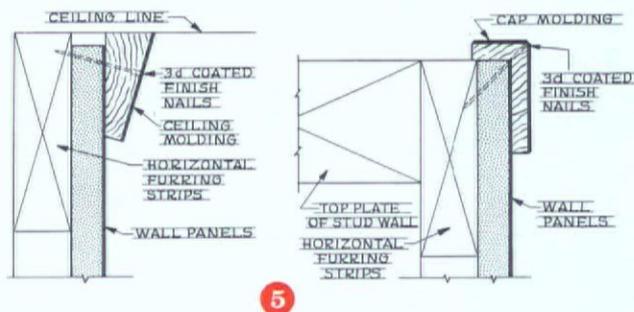
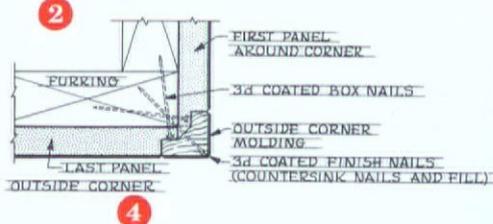
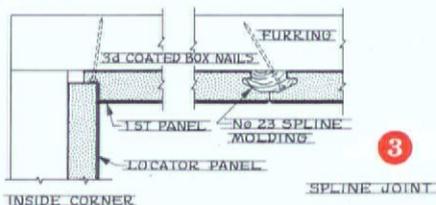
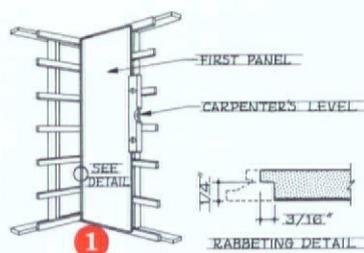
The Complete Simple Paneling System!

Combine the beauty, durability, and easy-to-clean qualities of Formica laminated plastic with a complete, simple, low-cost installation system manufactured by Formica Corporation.

Result—new V.I.P. paneling.

It consists of 1/32" Formica laminate bonded to 1/2" Formica Supercore[®] flakeboard. Panels are 48" wide, factory machined to accept a wooden spline (available in three widths) which is both the joining and securing device for panel sections.

The new spline system permits unusual design freedom and maximum flexibility for special decorative effects. Write for additional information.



easy to install components

- 1 Start paneling at an inside corner.
- 2 Inside corner edge of panel is rabbeted (at site) to provide a method of fastening.
- 3 Spline is inserted on right edge and nailed to furring. Next panel fits securely into this spline. Continue progressively in this manner.
- 4 Outside corner molding fits snugly into rabbeted edges of panels as shown to provide a smooth edge.
- 5 Molding is secured by nailing through pre-drilled pilot holes. Matching ceiling and cap moldings are provided to give the entire installation a uniform "same pattern" appearance.

suggested uses:

- Restaurants • Banks • Motels • Shops
- Shopping Centers • Offices • Institutions
- Hospitals • Churches • Custom Residences

CONTRACT BUSINESS: Notes & Comments

Lees looms large custom carpet

Lees & Sons' custom carpet plant completed what is claimed to be the world's largest custom rug, 131 feet long and 33 feet wide, for the new 33-story Tennessee Building in Houston. L-shaped, the custom carpet is made of heavy wool yarns, green in color, in a seashell design. The 5,000 pound rug was loaded on a huge truck by a team of professional movers, after it required eight men an entire day to roll and wrap it. With a companion rug, two of 45 custom-made carpets for the building, it will be installed in an open office area on one of the upper floors. Installation will be handled by the commercial division of Leys, a Houston department store.

Furniture with a philosophy

Hafer Bros. Inc., Los Angeles, has retained Integrated Design Associates, Beverly Hills, to design a line of office furniture described by Richard Kramer, Integrated's president, as "furniture with a philosophy." Mr. Kramer, who has advanced academic training in psychology,

feels that the primary function of office furniture should be to counteract feelings of anxiety which build up in employees, visitors, and even executives because furniture is uncomfortable or improperly integrated with settings. The shape, height, and integration of office furniture, he feels, are vital in the creation of positive and negative moods.

Ballard to work abroad

The Intercontinental Hotels Corp. has retained the services of the Walter M. Ballard Corp. to design and execute the interiors of its two new hotels in Pakistan. Ballard will create the interiors for the 300-room Intercontinental at Dacca, East Pakistan, and the 160-room hotel at Peshawar, West Pakistan.

Week-End Room exhibited

The Week-End Room, conceived and designed by Carson Pirie Scott, Chicago, was exhibited at last month's 1963 Midwest International Hotel-Motel Show, Chi-

cago. Sponsored by leading manufacturers in the industry, the Week-End Room (see cut) is intended for executive use during the week, and then as a "family leisure center and resort room on weekends." The all-purpose room, according to ex-



hibit director William J. Wilson, can provide an extra "plus" in business, if properly promoted. Sponsors of the Midwest Show were the Greater Chicago Hotel-Motel Association and the Illinois Hotel and Motel Association, in cooperation with other hotel associations in the Midwest area.

Circle No. 17 on product information card

NOTHING DAMAGES

NEW *Diamond*  *Edge* TABLE TOPS

by **JOHNSON**
a table edge that can't be hurt!
Shown: diamond-hard edge
table top teamed with new 3-
prong pedestal base (J-203)



Write for complete line catalog

JOHNSON PLASTIC TOPS, INC.
ELGIN, ILLINOIS



No. 66

Champagne Styling

WITH SWIVEL EASE AND FOAM COMFORT

Sleek new bucket seat REDONDO swivel chairs by Charlton add dash and sparkle to cocktail lounges, lobbies, hotel and motel rooms — make ideal library or conference chairs. Bodies are molded of richly grained walnut veneers in a lustrous hand-rubbed oil finish. Foam-tufted, extra-durable expanded vinyl upholstery. 17 outstanding styles. Send for brochure.

CONTRACT DIVISION, CHARLTON COMPANY, INC.
FITCHBURG, MASS. "31 YEARS OF LEADERSHIP."

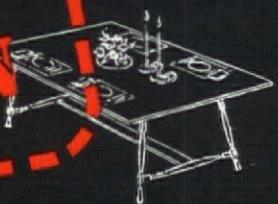
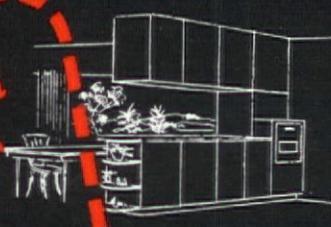


No. 68

Circle No. 18 on product information card

CALENDAR

- April 15-20.** Chicago Spring Furniture Market. American Furniture Mart.
- April 19-26.** Furniture Market. Southern Furniture Exposition Building, High Point, N.C.
- April 28-May 2.** Jamestown Market. Furniture Mart, Jamestown, N. Y.
- May 1-2.** Furniture Market Days. Dallas Market Center, Dallas.
- May 2-3.** Furniture Market. Los Angeles Home Furnishings Mart.
- May 5-9.** American Institute of Architects Annual Convention. Americana Hotel, Miami Beach.
- May 9-12.** National Office Furniture Association and National Stationery and Office Equipment Association, 1963 Convention and Exhibit. Hilton Hotel and Coliseum, New York City.
- May 20-24.** National Restaurant Convention and Educational Exposition and American Motel Hotel Association Convention and Motelram. McCormick Place, Chicago.
- May 25-30.** American Institute of Interior Designers 32nd Annual Conference. Bellevue-Stratford Hotel, Philadelphia.
- June 17-22.** International Furnishings Market. American Furniture Mart and The Merchandise Mart, Chicago.
- June 20-30.** Chicago International Trade Fair. Chicago.
- June 24-28.** N.Y. Furniture Market. New York Furniture Exchange and 71st Regiment Armory, New York City.
- July 8-12.** Southern Furniture Market. High Point, Lexington, Drexel, Thomasville, Lenoir, Hickory, N.C.
- July 8-12.** Southwest Furniture Market. Mark Hall, Dallas Market Center, Dallas.
- July 14-19.** Furnishings Market. Los Angeles Home Furnishings Mart, Los Angeles.
- July 15-19.** Summer Furniture and Furnishings Market. Atlanta Merchandise Mart, Atlanta.
- July 22-26.** Summer Market Dates. Western Merchandise Mart, San Francisco.
- October 3-13.** National Decoration & Design Show. New York City.
- October 5-9.** National Stationery and Office Equipment Association Convention and Exhibit. Conrad Hilton Hotel, Chicago.
- October 18-25.** Furniture Market. High Point, N.C.
- October 30-November 1.** Furniture Market Days. Dallas Market Center, Dallas.
- November 11-14.** National Hotel & Motel Exposition. New York Coliseum, New York City.

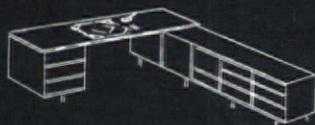


**PROTECT YOUR
INVESTMENT—
SPECIFY
FIBERESIN**

**WHEN YOU
TALK BEAUTY
AND DURABILITY
FIBERESIN SPEAKS
YOUR LANGUAGE**

You have only to look at furniture built with solid **Fiberesin** to notice its inherent beauty; the surfaces are flat and ripple-free, and the finish is satiny-smooth with a warm-to-the-touch feeling. You choose from the widest selection of wood grains, patterns, and colors available to meet any decorative or aesthetic requirement — antique Provincial to bold Contemporary. With this beauty is built-in **Fiberesin*** durability. **Fiberesin** is virtually "people-proof". Its surface cannot be ringed by a wet glass or even a piping hot cup of coffee. A forgotten cigarette cannot harm the **Fiberesin** surface, nor can fruit acids, alcohol, grease, cosmetics, or fingernail polish and remover. **Fiberesin** withstands an amazing amount of abrasion and will absorb bumps and knocks that would destroy other materials. A **Fiberesin** panel will not warp or twist — cannot separate or sliver.

Whatever your furniture requirements . . . hotel, motel, institutional, dormitory, classroom, home or office, we suggest you consider and specify solid **Fiberesin** . . . the structural plastic panel that speaks your language.



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*Fiberesin meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fiberesin meets all specifications and requirements of Federal Specification L-T-0041c (GSA-FSS) Type III.





CHF NO. 963

ADJUSTABLE

Any table height . . .
in 15 seconds . . . with
just two twirls of the
top! Coffee table to
dining table . . .
occasional table to
writing table. Setting
a new trend in offices,
as a multi-function
spacesaver.

Also available as a
Detachable store-away.

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HARDWARE
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North Chicago, Illinois
Showrooms in all
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CHF

ANOTHER NEW DESIGN DEVELOPMENT

Circle No. 21 on product information card

JOHN GRAY, who has served the National Office Furniture Association as its executive secretary for the past 14 years, has announced his retirement, effective May 15th. Mr. Gray will retire to Aurora, Illinois, and will manage a country club there. It was also announced that RICHARD D. MURPHY, assistant executive director of NOFA, has accepted the position as director of public relations and administrative assistance with the American Institute of Real Estate Appraisers in Chicago.

L. F. NAYLOR, with headquarters in Columbus, Ohio, is new sales representative for Federal Industries, and will cover Ohio, Michigan, West Virginia, western Pennsylvania, eastern Kentucky, and eastern Indiana.

LEE T. LAWLESS has been appointed sales representative for The Howell Co. for the states of Kansas, Missouri, and southeastern Nebraska.

Roxbury Carpet Co. has announced the retirement of ROBERT G. PEASE, vice president, and GEORGE W. MARSHALL, chief colorist.

Lightolier has named the following as vice presidents: GERALD LELAND, district sales manager, Chicago; JACK MARX, district sales manager, Hartford; SIDNEY FELTMAN, of the New York Showroom; GEORGE BLUMENTHAL, contract division, New York. The new officers will continue in their present headquarters and duties.

JACK GOLDSTEIN, New York, has been named vice president and New York representative of the Dallas Market Center.

GEORGE M. JOLLY has been named an executive vice president of Goodall Vinyl Fabrics, a Burlington Industries division, and will be responsible for merchandising, exclusive of automotive products.

Formica Corp. has named J. ALLEN MONTEI as manager, architectural and design services.

E. EDWARD SAIPHER has been appointed president and general sales manager of Wilco Gold, Inc.

RICHARD V. AMBROSE has been named assistant sales manager of Polyplastex United, Union, manufacturers of decorative laminated plastic.

LOUIS G. RINEHART, AID, has been appointed coordinating decorator-buyer for Irvin & Co., Chicago, land interior design firm.



Light controlling draperies with Rovana®

Warmth . . . cheerfulness . . . an atmosphere of calm. These are the highly attractive features of the Long Island Jewish Hospital's main reception room—thanks to the installation of the M. H. Lazarus drapery fabric, La Salle RO-X, made with Rovana saran flat monofilament. The interior designers, Clover Decorators, selected these beautiful champagne-toned draperies because fabrics of Rovana effectively insure a constant, evenly diffused light. The other qualities of Rovana vital to draperies used in community buildings: flame-resistance, dimensional stability, low maintenance costs, excellent drapability. Fabric shown: La Salle RO-X by M. H. Lazarus; 27% Rovana, 51% Verel,* 22% rayon.

*Trademark Eastman modacrylic fiber.

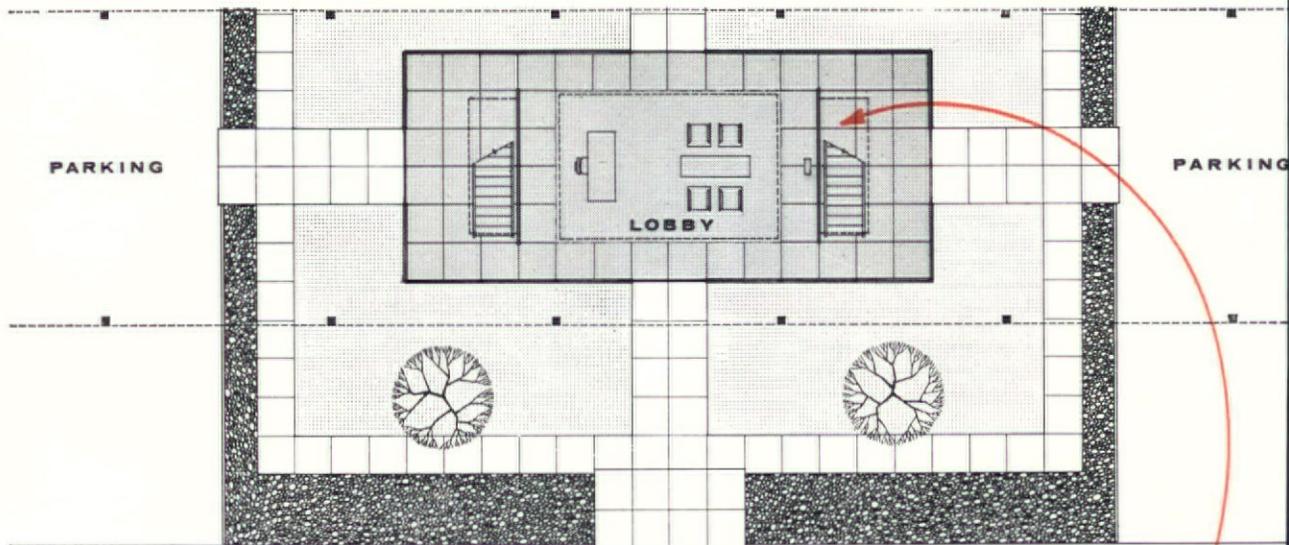


Fabrics of Rovana monofilament are very easy to clean and care for; resist abuse; keep their color and shape; are safe and simple to handle. For further information: write to the Textile Fibers Department, The Dow Chemical Company, 350 Fifth Avenue, New York 1, New York.

DRAPERIES OF
ROVANA

THE DOW CHEMICAL COMPANY 

Circle No. 22 on product information card



DO IT IN VINYL WALL COVERING AND DO IT RIGHT

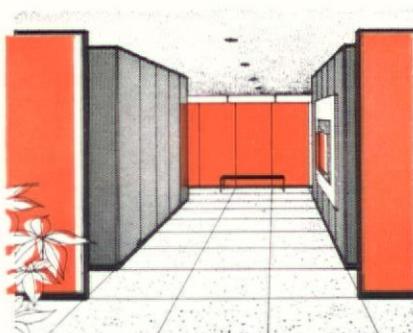
Nothing covers walls as practically and tastefully as vinyl wall covering. And nothing says vinyl wall covering like Koroseal. Now in over 223 standard colors and patterns. There's Koroseal wall covering for every room—from hospitals to hotels to executive offices. Koroseal wall covering blends beautifully with other wall finishing materials. Fits in with every decorating theme. And it saves money! Koroseal is installed quickly and easily. Stays fresh looking for years and years, completely eliminating costly periodic repainting. Tough, fabric-

backed, flame-retardant Koroseal wall covering resists scuffs, scratches and stains. And with a quick soap and water wipe-down Koroseal walls become bright as new. So always specify B.F. Goodrich Koroseal vinyl wall covering. For further information and the name of your nearest distributor, contact Consumer Products Marketing Division district offices located in New York, Boston, Chicago, Atlanta, Dallas, Los Angeles and San Francisco—or Consumer Products Marketing Division, B.F. Goodrich Company, 300 Park Ave., New York 22, N.Y.

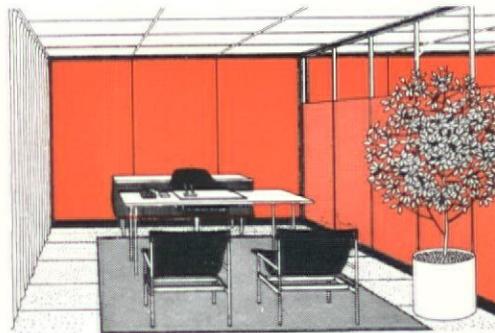


Consumer Products Marketing Division

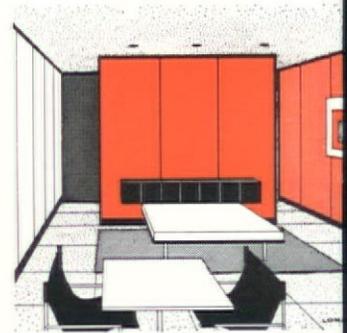
Household products • Furniture products • Flooring products • Drug sundries



Corridor

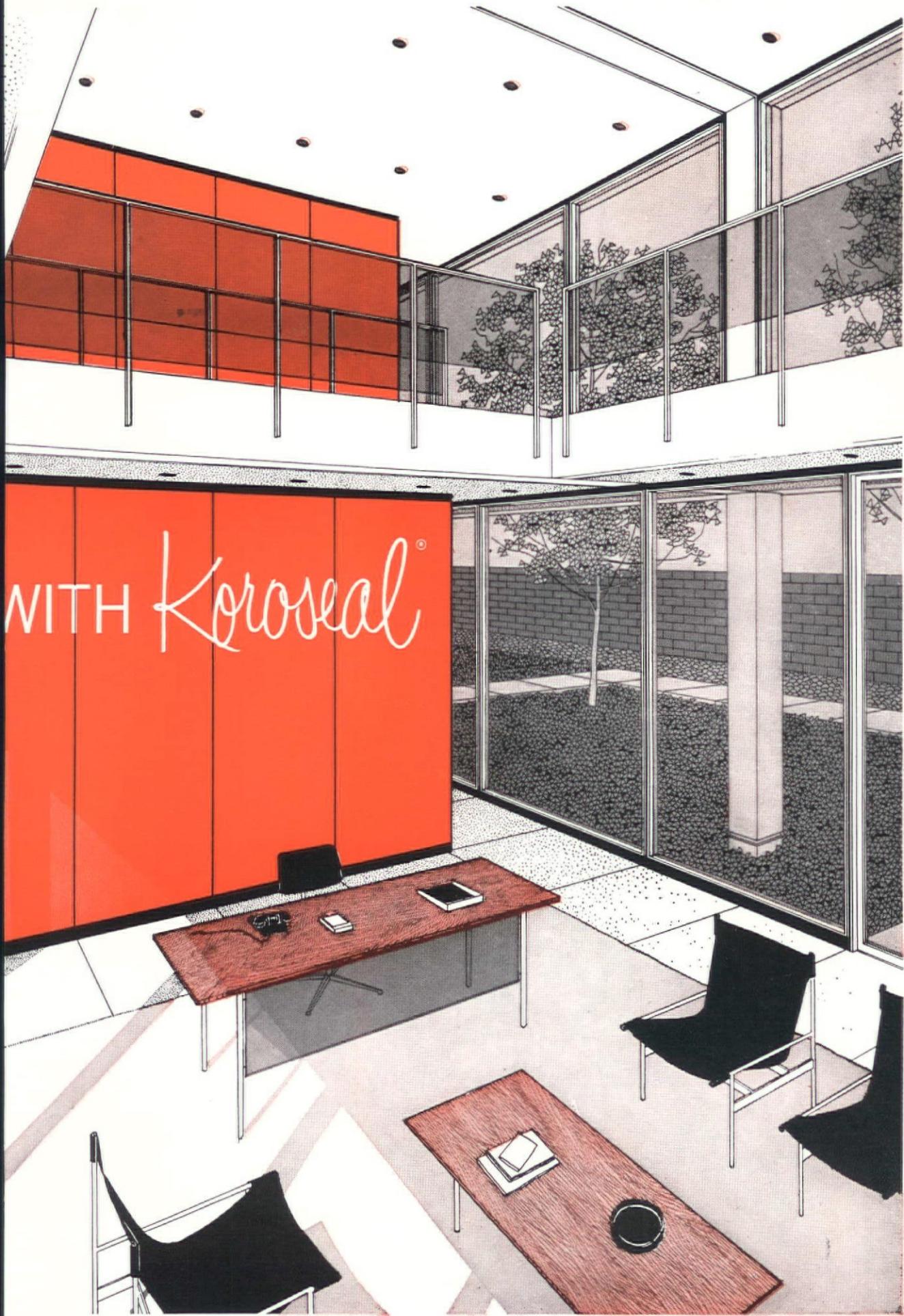


Office



Guest room

Circle No. 23 on product information card



CONTRACT NEWS

ROXBURY CARPET Co., Saxonville, Mass., reported last month that its net sales for 1962 had hit a record \$26,366,068, up 50% from the previous year. Net sales of \$7,334,593 in the fourth quarter of 1962 were the highest ever achieved in a three-month period. Net income for 1962 was \$441,627, compared to a net loss of \$17,394 in the preceding year.

HARVEY PROBBER INC. has appointed the BRENNER DESK Co., Newark, N.J., as representatives for the Harvey Probbler Architectural Series of contract and executive office furniture in Northern New Jersey.

CALLAWAY MILLS, INC., La Grange, Ga., has relocated and expanded its West Coast warehouse facility. The new building is at 4230 Charter Street, Los Angeles, from which dealers throughout the Pacific Coast and Rocky Mountain territories will be served. A. L. Harry is warehouse manager.

MARIE S. O'DONNELL, San Francisco, will represent PALLADIO CONTRACTS, div. of F. J. Newcomer Co. in five western states.

The Seattle branch of WALTER DORWIN TEAGUE ASSOCIATES, industrial design firm, has moved to new offices at the First Northwest Building, 1835 Weslake Avenue North, Seattle.

JACK H. PERLE Co., Los Angeles, has been named distributor for FORD FABRICS throughout western United States, Alaska, and Hawaii by Vinyl Products of Ford Motor Co.

WILLIAMS OFFICE FURNITURE Co., New York City, has incorporated under the name WILLIAMS MODUPLAN OFFICE FURNITURE CORP. New officers are Ed Golden, president, Murray Bernard, vice president, sales.

The commercial-institutional products div. of WESTINGHOUSE ELECTRIC CORP. has inaugurated a new direct buying plan for its Iron-A-Way which permits hotel/motel operators to order 25 units or less direct from Westinghouse. Iron-A-Way is a self-contained pressing unit designed specifically for the hotel/motel industry and can be easily installed by a maintenance man.

wall arrangements and room dividers you can move like furniture!

TASSELL master-wall



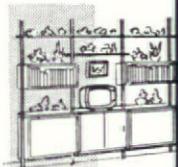
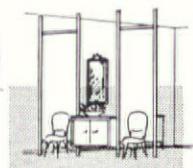
* FREE-STANDING — NO WALL ATTACHMENTS

* OVER 40 DIFFERENT SHELF, CABINET AND DESK UNITS

* UNLIMITED VERSATILITY — COMPLETELY MOVABLE

Shelf and furniture units beautifully finished in oiled walnut (shelves also available in natural birch or flat white) — Master Wall poles in bronze, brass, satin aluminum or black. Groupings require no wall support — can be moved, changed or added to without marring walls or ceilings.

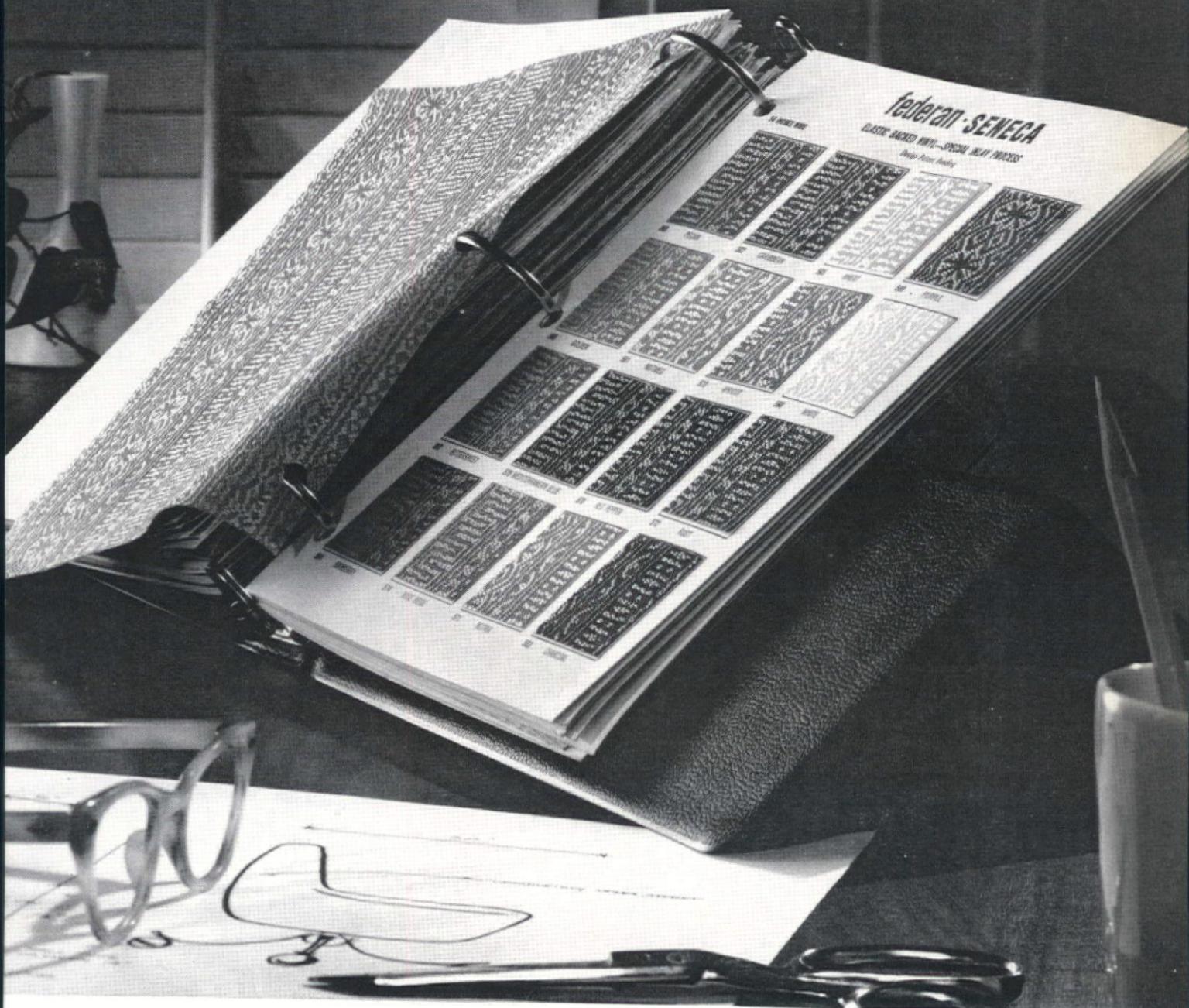
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idea book

breath-taking collection of beautiful vinyl fabrics in rich patterns and vibrant colors... a reference for interior designers, designers and the design staffs of America's foremost furniture makers. | It's Federan's sample book. And it's a treasure-house of ideas... a beacon for creative minds that gives sure guidance toward designs for increased sales. | If your business is creating quality furniture, stop in at one of the addresses listed below for a look at our sample book. Our business is helping you translate ideas into sales-winning lines.

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Visit our Booth #817 at N.O.F.A. Show May 9-12 Coliseum, N.Y.C.

OFFICE FURNITURE

HAVE THE MANUFACTURERS RESPONDED WITH ORIGINALITY AND IMAGINATION TO THE MASS DEMAND FOR A WELL-MADE PRODUCT THAT PERFORMS ADEQUATELY IN TODAY'S HUGE OFFICE SPACES?

BY JOHN ANDERSON

WE are passing through one of the greatest building periods of all time," stated *Time* Magazine recently in one of its most uncontroversial judgments. For the building boom today is conspicuously nationwide. Not only New York, but almost every other major city is experiencing either a great surge in private building or large-scale civic redevelopment or both. The skylines of Pittsburgh, Atlanta, Minneapolis, San Francisco, Seattle, Dallas, and many another city are in a state of transition as new office buildings, government buildings, hotels, schools, libraries, cultural centers, and other building types rise.

Concurrent with the building boom, another economic phenomenon bodes well for office furniture. This is the increasing advance (in terms of man-hours) of distributive and service functions over productive functions. And even within the area of production, a growing percentage of man-hours is spent behind the desk rather than at the punch-press—a trend certain to accelerate as automation inches forward.

On the communications front, magazine readers are regularly exposed to advertisements for office furniture not only in such upper-income-bracket publications as *Fortune* and *The New Yorker*, but in mass-consumer gazettes such as *Life* and *The Saturday Evening Post* as well.

And on the cultural front, movie-goers watch Rock Hudson and Doris Day caper from one lavishly appointed office to another, in one box-office-record-breaker after another.

In other words, the nation is office-conscious as never before, and only the most willful of pessimists can see anything other than more happy days in the offing for office furniture.

How has the office furniture industry responded to the building boom? Does it offer a well-made, well-functioning product that adequately performs what it is supposed to perform in day-

(Continued on page 33)



A Jens Risom's new moderate-priced Group Seven includes this L arrangement achieved by attaching a typing table to a 62 inch single pedestal desk. Desk and table are in oil finish walnut, the table with white plastic top. Desk tops are in Risom vinyl, available in 15 colors; or in oil or lacquer finish walnut. Circle No. 63.

B Robert Benjamin, Inc. (formerly Robert Barber, Inc.) has introduced an extensive line of furniture designed by Norman Cherner. The chair pictured is from an all-chromed steel group with accents of wood. Circle No. 64.

C Herman Miller's Comprehensive Storage System installed at the U.S. Science Pavilion in Seattle. Designed by George

Nelson, the system is based on a structural pole to which all other elements (including the desks) are affixed. Circle No. 65.

D A fine example of a traditional desk by Kittinger—one of many in the firm's extensive collection. Circle No. 66.

E Dux Inc. offers these capacious, slightly curved-back chairs which can be joined by connectors to form a conference setup. Circle No. 67.

F Stendig Inc. imports from Finland a conference/dining chair, designed by Voitto Haapalainen. The square steel tube frame comes in black, white, aluminum finish, or bright chrome. Arm and back are of shaped solid oak; the seat is upholstered. Circle No. 68.

C



F

A Robey, contract department of Drexel Enterprises, enters the office furniture field with a compact line. Made in genuine walnut with legs and H-frame bases in polished chrome-plated steel, the collection includes ten desk combinations in various sizes, and eight credenzas in lengths from 36 to 72 inches. Circle No. 69.

B Harvey Probbler, Inc., includes a high double pedestal Director's Desk topped with polished marble to contrast with the ebony-finished walnut base and black leather upholstered swivel chair. The corner leg supports are of mirror-polished stainless steel. Circle No. 70.

C Albano's new conference table was designed by Nicos Zographos to complement his bucket chairs. Base is mirror-polished stainless steel, top in olive burl or teak veneers. Circle No. 71.

D Griggs Equipment, Inc., has introduced a versatile seating series for reception and lounge areas in which chair and table units hook together in a variety of arrangements. Circle No. 72.

E JG Furniture Co. offers a series of tables that combine tops of any material, square or round from 30 to 54 inches, on a steel base available with a spread of 26, 34, or 48 inches. Circle No. 73.

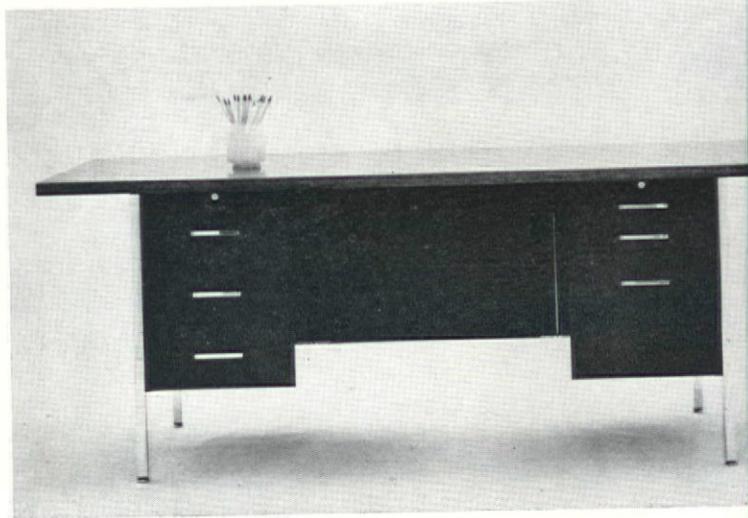
F All-Steel's executive 2500 line desk with flush tops or overhangs as shown comes in a large selection of finishes, mirror or brushed chrome legs, plain or patterned self-edge tops, or oiled wood tops. Circle No. 74.

G Robinson-Johnson Inc. includes this high-backed chair in its group of capacious seating. Circle No. 75.

H Hardwood House offers a Component Wall System adaptable to any number of arrangements for the office. Circle No. 76.



E



OFFICE FURNITURE

o-day use? How well adapted is the general run of office furniture to the scale and shape of today's office spaces? Have office furniture makers taken sufficient initiative to create a reasonable variety of visual forms and functional services?

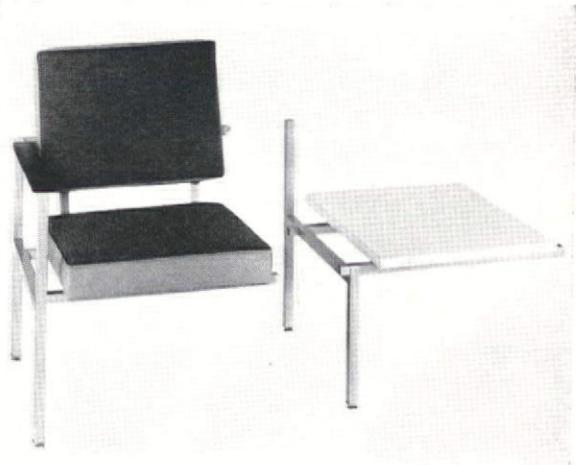
Modern design has over-won its case

Frankly, in the interests of a provocative article we could send off under some such dramatic headline as "What's Wrong With Office Furniture?," we had hoped to find contract designers and furnishers with all sorts of submerged, smouldering complaints about office furniture. Our hopes were disappointed. From the standpoint of a well-made, well-functioning product, it was pointed out that the office furniture industry is sufficiently (to put it mildly!) competitive to keep manufacturers on their toes in delivering satisfactory merchandise, at the risk of losing the business next time around. From the standpoint of design variety, it is conceded that there

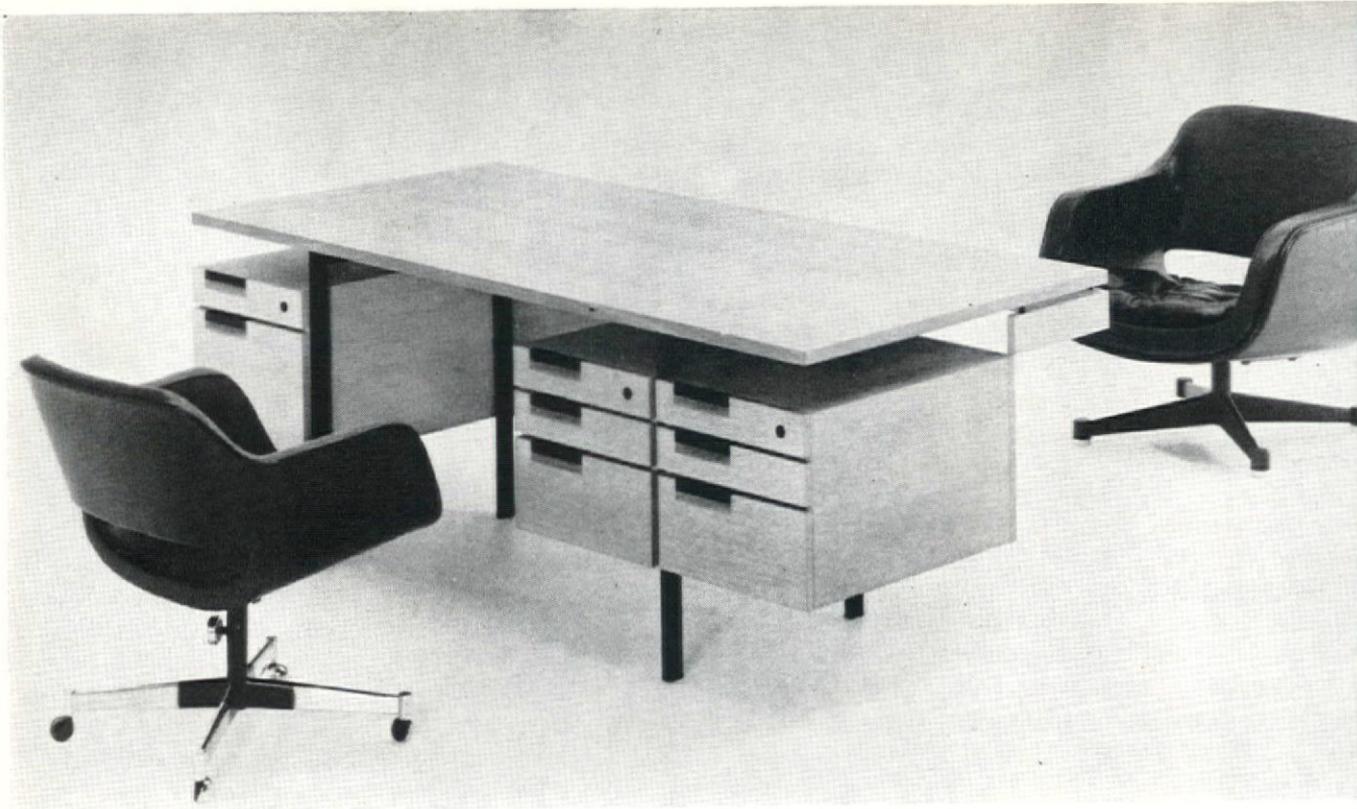
is to a degree a lamentable sameness in general office areas and lower-executive cubicles. This is especially true in the new glass skyscrapers, where it is rare indeed to find desks and cabinets in anything else but the slim metal frames and thin plastic or wood tops and pedestals in what might be called the SOM style—some of it in fact designed by Skidmore, Owings & Merrill. But this is not to say that the SOM style is all that the market has to offer; and the problem for the designer is not in a paucity of selections available, but rather in getting his clients to accept something a bit out of the ordinary. Modern design—the geometric type of modern that was so long resisted as being "cold" and "inhuman"—has almost over-won its case, to such a degree that many clients find it all too easy to prove their up-to-dateness with a handful of cliché designs from the modern movement. It is interesting to observe today that New York, the forerunner of the International Style, seems to be swinging away from the crisp, slim geometry. Office furniture makers with varied lines say their best



D



H



A Stendig, Inc. has a new desk with three pedestals, designed by Eero Aarnio of Finland and available in teak or oak with black metal legs. Chairs by the same designer are on steel bases and covered in leather. Circle No. 77.

B Royalmetal Corp.'s new seating line includes the executive fixed-back swivel chair. Seat and back are of molded latex foam; base in chrome-plated steel aluminum. Circle No. 78.

C Charlton Co. offers a luxurious new foam-tufted swivel rocker of molded walnut and upholstered in expanded vinyl fabric. Foam-filled pillow is optional. Matching ottoman has swivel base. Circle No. 79.

D Directional Contract Furniture's new additions to the walnut Exchequer group designed by Kipp Stewart introduce metal trim to legs and top to achieve a lighter appearance. Circle No. 80.

E Helikon Furniture Co.'s side chair, designed by Norman Cherner, has solid walnut base, foam seat and back over rubber webbing. Circle No. 81.

F Executive credenza by Janet Rosenblum Inc., available in selection of fine woods, is offered in widths up to 72 inches. Circle No. 82.

G Simmons Co. reception desk is equipped with double span pedestal, finished in white with Parkwood laminate top and decorative strips. Circle No. 83.

H Kasparians' three seater from X-Alum replaces center seat with table. The interchangeable unit, designed by George Kasparian, has solid aluminum frame. Circle No. 84.



B



OFFICE FURNITURE

...es for metal-framed furniture today come from
...e hinterlands while sophisticated Manhattan
...ows more interest in its all-wood groups.

If contract designers are not inclined to crit-
...ize office furniture, at least part of the reason
...is the fact that much of the furniture was and is
...designed by members of their own interior design
...and architecture fraternity, who are familiar and
...empathetic with their problems. SOM, origin-
...ally working with Knoll Associates in furniture
...development for its buildings and later taking
...over the furniture design job alone and putting
...the manufacture out for bids, has been only one
...source for furniture collections that were put into
...general production after original use in particular
...buildings. Gerald Luss of Designs for Business
...has created several furniture groups for large-
...scale D for B interiors, most recent being his
...designs for the Time-Life building which are
...now on the open market—the chairs manufac-
...tured by Edward Axel Roffman, the desks and
...cabinets by Globe-Wernicke.

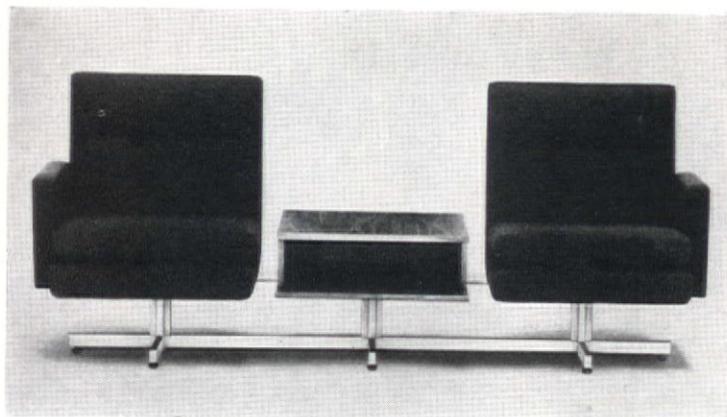
Architect George Nelson was one of the first
to tackle head-on the problem of getting the most
use per square inch of desk-top and storage space
—a requirement that keeps growing more in-
tense, with space rentals at a premium. Essential
to achieving this high-performance goal was the
necessity to adapt desks and cabinets to the par-
ticular job of the user; and so Nelson's office
furniture groups were planned to allow great
variations in fitments. Pedestals, drawers, tops,
and legs were created as component parts which
could be combined in a number of ways to accom-
modate almost any conceivable workday pattern.

Reaction to interchangeable parts

Not long after, Herman Miller introduced
Nelson's system of interchangeable parts, that
concept became the byword throughout the office
furniture industry—to the degree that eventu-
ally it fairly screamed for a reaction. When Ed-
ward Wormley brought out his first collection
of office furniture for Dunbar in 1959, it was
with an effort to re-introduce the good, solid,
authoritative look of a one-piece *desk* rather than



E



H

A International Contract Furnishings exhibits Finnish swivel-based chair on casters. Designed by Yrjoo Kukkapuro, chair has tubular steel frame upholstered in foam; comes in various coverings. Circle No. 85.

B John Stuart's new concept transforms a desk into conference table. Finger-tip touch swings the drawer cabinets, suspended on pivots, out of sight. Designed in Denmark by Peter Hvidt and Molgaard-Nielsen. Circle No. 86.

C Cole Steel's new line of low-cost, heavy-steel office furniture has interchangeable units which create many combinations. Circle No. 87.

D Harvey Probbler's Architectural Series includes a new conference table desk with scrubbed rosewood top and base of mirror-polished welded stainless steel. Also comes with natural rosewood, teak, walnut, or plastic top. Circle No. 88.

E Knoll Associates' new desk has a double pedestal, extending overhang for desk-side conferences, comes in teak or walnut with matching wood or metal base. Circle No. 89.

F Madison Furniture offers a new chair group on the shell principle. Pictured is the five-star aluminum pedestal base, available in white or charcoal. Circle No. 90.

G Krueger's Continental Series chair combines molded fiber glass seat and back with tapered tubular steel legs. Recessed seat provides area for cushion. Circle No. 91.

H Troy's Domino armchair, covered in Naugahyde, uses steel tubing frames in satin chrome, enameled black or copper mist. Circle No. 92.

I Marden Mfg. expands its executive line with a mobile cabinet containing two file drawers, two pull-out trays, four box drawers. Circle No. 93.

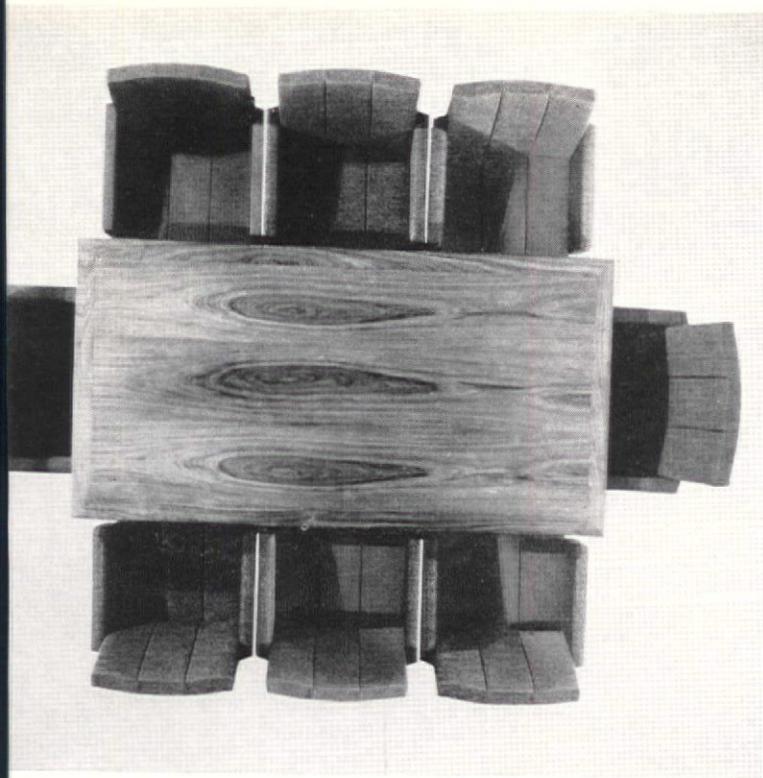


C D



F G

H



OFFICE FURNITURE

a hooked-together assemblage of legs, tops, and pedestals.

Other notable examples of office furniture designed by architects or interior designers are Ward Bennett's quietly magnificent chairs and desks for Lehigh (the chairs also reflecting Bennett's gifts as a sculptor), and Von der Lancken and Lundquist's handsome Architective group for John Stuart. Office furniture producers themselves have been skillful in anticipating the changing needs of the market and continue to develop new groups to meet these needs. Jens Risom last January, hoping to bring his walnut furniture into budget-minded installations as well as richer ones, introduced a new Group Seven in a lower price range than the earlier Group Eight and Group Nine but harmonious with them in design. Directional Contract Furniture a few years back turned away from its one-designer image (the designer of course being Paul McCobb), one by one added Kipp Stewart, George Mulhauser, Simon Waitzmann, and Milo Baughman in order to offer a growing diversity of "looks." Kip Stewart's Exchequer desks for Directional, of oiled walnut with ebony inlays, was, like Wormley's desks for Dunbar, deliberately planned to bring back some of the bulk and mass so long associated with the idea of an important desk but all but vanished from the market scene, for modern furniture at least. New additions to Exchequer this year introduce metal strips into the walnut legs and top edges to create a lighter look in some pieces and

A Robert John Co.'s new U-shaped executive office setup consists of a modular desk and a credenza opposite, joined by a desk-top return. The unit comes in a variety of laminates as well as walnut, teak, and rosewood. Circle No. 94.

B Frederik Lunning announced a new lounge chair in teak and oxbide by the Norwegian designer Torbjorn Afdal. Circle No. 95.

C Myrtle Desk Co.'s Coronado Prestige collection includes an executive desk with slim double-tapered legs, solid walnut back panel, and slender chrome horizontal drawer pulls. Circle No. 96.

D Imperial Desk Co.'s extensive new Stel-lante line designed by Raymond Loewy/William Snaith includes secretarial L unit with revolving stationery caddy. Legs are stainless steel; cabinetry in walnut and Brazilian rosewood. Circle No. 97.

E Jasper Desk's 14 Series is now manufactured in KD form for modular assemblies, and is available in teak as well as the earlier walnut. A table and accessories group has also been added. Circle No. 98.

F Steelcase Inc. announces a new line of molded Fiberglas chairs created by W. B. Ford Design Associates in cooperation with the Steelcase staff. Planned to provide visual relief from the straight contemporary lines of today's offices, the line includes this secretarial chair with three posture adjustments. Circle No. 99.

G Pace Designs supplements its collection with a new executive desk, designed by I. M. Rosen. The base is of polished finish aluminum; the top in walnut, teak, rosewood veneer, or plastic laminate. Circle No. 100.





F

OFFICE FURNITURE

Give the group as a whole a wider area of acceptability.

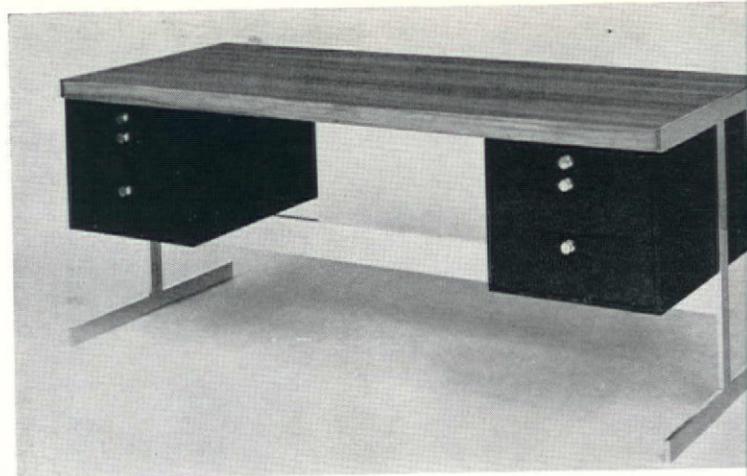
Harvey Propper regularly comes up with imaginative new designs for all descriptions of office furniture, sometimes in off-beat shapes such as spheres and boat-shapes for desk tops.

Another group of sources for the readily available, if not so readily used, abundance of furniforms for the office are the number of small concerns that have opened up shop within the last ten years. Risk-takers in the classic tradition are the very soul of growth in a free-enterprise economy—they foresaw a need for a particular type of product, had a certain faith in their ability to fulfill that need, and took the plunge. Confronting the unnerving complexities of office furniture—the infinite number of bugs that have to be worked out, in drawer slides, well-placed and convenient knee room, floor levelers, etc., etc.—the degree of success of many of the new firms has been little short of amazing. One might mention Rosenblum's trim, neat, well-scaled furniture; Cumberland's superbly made and thought-

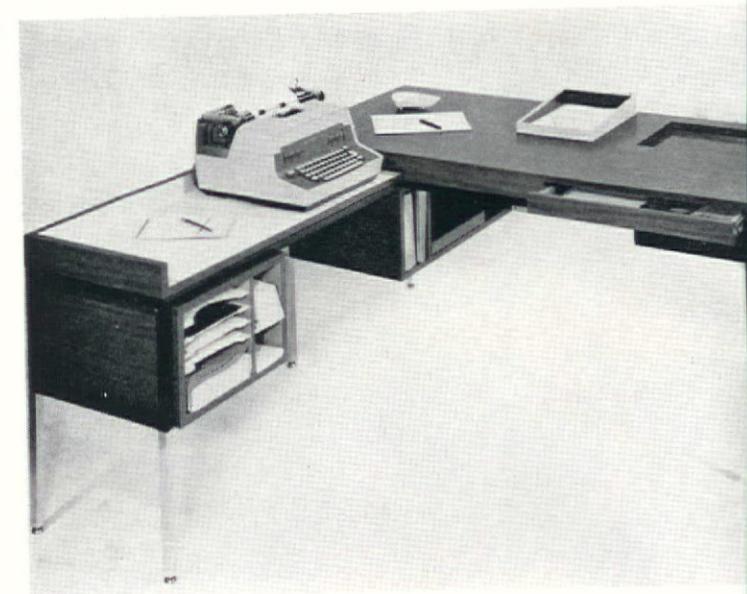
fully considered desks, chairs, and tables, most of them designed by Cumberland president Jacob Epstein; Fabry's elegant chrome creations; J.G.'s varied collections of office seating; Robert John's expanding groups of desks and chairs by new young designers. Some of the newer firms have come up with really adventurous designs, such as Helikon's sculptured metal-based chairs by Robert Becker, and the interesting cluster of visual sensations offered by the various designers who comprise CI Designs of Boston. Helikon, incidentally, this year expands its stable of designers with new walnut-frame chairs by Hans Krieks and metal-based chairs by Norman Cherner.

Popular Scandinavian sources

And still another source for variety are the importers. Scandinavian designs from such firms as Dux, Frederik Lunning, and Scandix Designs; Swiss and Finnish designs from Stendig, among others, embellish many an American office, conference room, and reception area. A new importing firm specializing in the contract field opened in New York City this year. Descriptively titled International Contract Furnishings, Inc., it con-



A



B

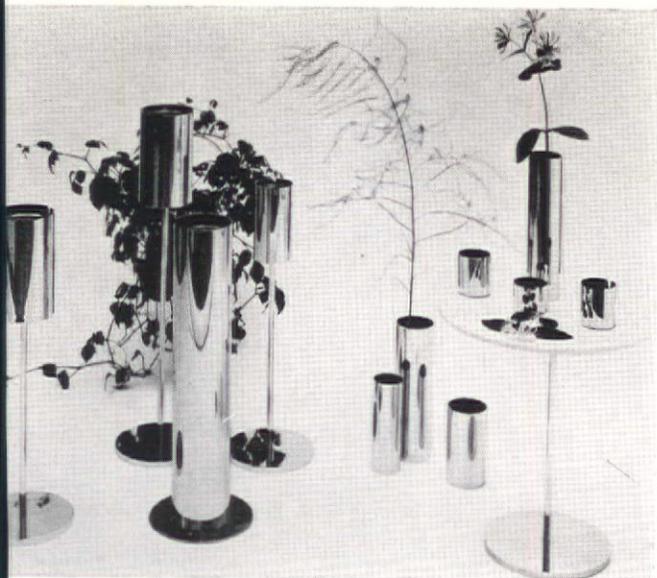
OFFICE FURNITURE

concentrates on Finnish designs but has Swedish and Italian pieces, too.

When all these various sources are taken into consideration, and with a growing number of design imaginations coming into play, there is a far greater multitude of office merchandise available than one might guess from the fairly monotonous installations so often encountered. In desks alone, there are all-steel, all-wood, steel-and-plastic, steel-and-wood, wood-and-plastic, and many another combination of materials. There are simple table-desks with (if anything) a single slim drawer, and there are pedestal desks with fitments for any conceivable storage problem. There are L's and U's and split levels. There are desks with files built into the top. There are leather tops and vinyl tops and cane panels. Woods continue to grow in variety, from oiled walnut and teak to rosewood, exotic burlwoods, ebony, glossy cherries, and dark stains. All of these, to say nothing of the traditional designs such as Kittinger's, which are enjoying something

of a revival, even in modern spaces by avant-garde designers.

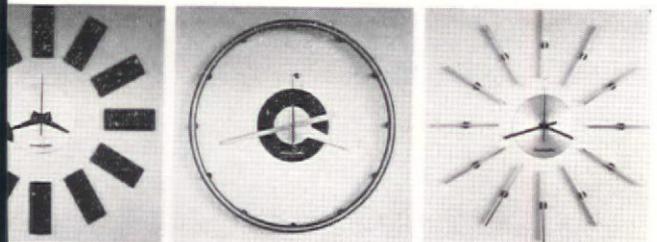
So far as furniture trends take their cue from architecture, it seems possible to hope for a growing acceptance of new designs, and in more than one direction. If it would be stretching the truth to say that the general architectural level of the building boom is high, or even very interesting, nevertheless there are a slowly growing band of individualistic architects getting more assignments; such men as Yamasaki, Stone, John Kahn, Rudolph. SOM itself has eschewed the steel-and-glass skeleton in favor of reinforced concrete in two recent buildings—one of them the John Hancock Building in San Francisco, sporting vaulted interior spaces. To take the extremes of recent architectural movements, Yamasaki's delicate "return to ornament" and the "new brutalism" of massive concrete thrusts invite very different looks in furniture. So the atmosphere seems to encourage even more experimenting, more adventures in furniture forms in the office. If it's not yet office furniture's golden age, it's at least a golden opportunity. (C)



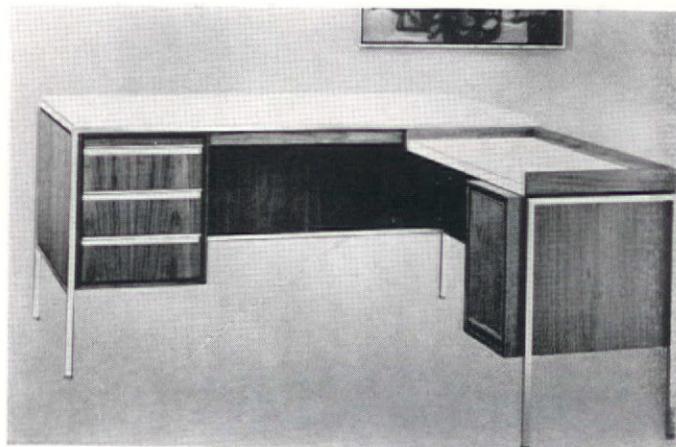
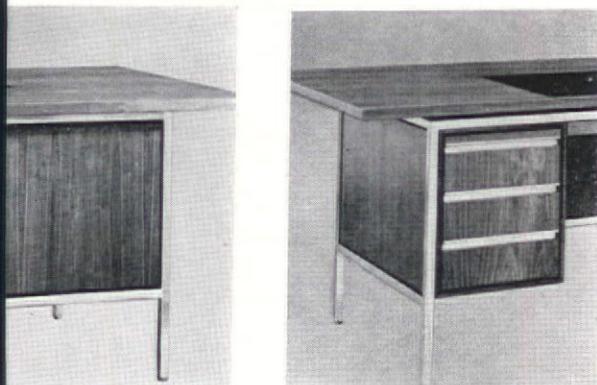
A Peerless Steel Equipment Co.'s Formal Line includes a double pedestal executive desk which comes with natural wood self-edged top. The pedestals measure 24 inches deep, supported by I-shaped legs and horizontal crossbar. Circle No. 101.

B Contempo Associates, Inc., offers a variety of desks and credenzas that features some clever ideas in storage, such as the desk-top file and the under-the-desk shelves in the L-shaped desk pictured. Legs are one-inch satin anodized aluminum, frames one-inch black steel tube, panels and tops in walnut Parkwood, wells in rice white Parkwood. Circle No. 102.

C AMV Inc. has a superb collection of chrome plated smokers, planters, and accessory tables designed by Hugh Acton. Circle No. 103.



D Howard Miller Clock Co. has a new line of built-in timepieces, designed by George Nelson. Three of the six new designs are shown, each of which is available in a variety of sizes and finishes. The clock mechanisms are electric, self-starting synchronous movements. Eight-day wind or battery operated movements are also available. Circle No. 104.



HUNTER OFFICE FURNITURE CO. Constant exposure to the problems of contract clients, architects, and space planners led this New York office furniture dealer to introduce its own line of "functional" office furniture. Basing its concepts on 30 years of experience in the field, Hunter has taken pains to restore ample storage areas in these new desks, and has added as well such conveniences as full-length center drawer, locking devices in each pedestal, pull-out slide with removable plexiglas insert, flush hardware, and file drawers. A full complement of models and variations is available. Circle No. 105.

NOFA-NSOEA EXHIBITORS

THE COMBINED SHOW OF THE NATIONAL OFFICE FURNITURE ASSOCIATION AND THE NATIONAL STATIONERS AND OFFICE EQUIPMENT ASSOCIATION WILL TAKE PLACE THIS YEAR FROM MAY 9-12 AT THE NEW YORK COLISEUM. CONVENTION HEADQUARTERS IS THE HOTEL AMERICANA. PRECEDING THE SHOW, THERE WILL BE A THREE-DAY DESIGNER SYMPOSIUM, MAY 7-9, ON OFFICE PLANNING

AMV, Inc.
Acme National Sales Co.
Alma Desk Co.
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Art Steel Co.
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Barricks Mfg. Co.
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Bernard Franklin Co.
Bevco-Precision Mfg. Co.
Boling Chair Co.
Borroughs Mfg. Co.
Bright Chair Co.
Brunswick Corp.
Buckstaff Co.
Burke, Inc.
Challenger Steel Products Corp.
Chicago Lock Co.
Clarín Mfg. Co.
Thayer Coggin Institutional
Cole Steel Equipment Co.
Columbia Hallowell Div.
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Costa Mesa Furniture Co.
Cottonsmith Furniture Mfg. Co.
Cramer Posture Chair Co.
Crucible Products Corp.
Davis Upholstery Co.
Designcraft Metal Mfg. Corp.
Directional Contract Furniture Corp.
Dolin Metal Products
Domore Chair Co.
Douglas Furniture Corp.
Durable Metal Products Co.
Duraloom Carpet Mills
Eagle Ottawa Leather Co.
Edson Tool & Mfg. Co.
Eisen Bros.
Emeco Corp.
Equipto Div., Aurora Equip. Co.
Faultless Caster Corp.
Federal Industries
Fibersin Plastics Sales Co.
Filex Steel Products Co.
Ford Motor Co., Vinyl Products Div.
General Steel Products Corp.
General Tire & Rubber Co., Bolta Div.
Giftcraft Leather Co.
Globe-Wernicke Co.
Arthur Gordon Associates
Gregson Mfg. Co.
Griggs Equipment, Inc.

Hale Industries
Hamilton Cosco, Inc.
Hardwood House, Inc.
Harter Corp.
Haskell, Inc.
Helikon Furniture Co.
Hercules Seating Co.
Herring-Hall-Marvin Safe Co.
Home O-Nize Co. (H-O-N)
Hooker Furniture Corp.
Hoosier Desk Co.
Horizon Steel Products
Howe Folding Furniture, Inc.
Howell Co.
Illinois Lock Co.
Imperial Desk Co.
Indiana Chair Co.
Indiana Desk Co.
Institutional Products
Interstate Metal Products
Invincible Metal Furniture Co.
Ion Corp.
Irvall Associates
Irwin Seating Co.
JG Furniture Co.
Jasper Chair Co.
Jasper Desk Co.
Jasper Office Furniture Co.
Jasper Seating Co.
Jasper Table Co.
K & C Metal Products Co.
Knoll Associates
Krueger Metal Products
Lackawanna Leather Co.
Lackawanna Plastics, Inc.
Lehigh Furniture Corp.
Leopold Co.
London Lamps
Luxco, Inc.
Lyon Metal Products
McDonald Products Corp.
Madison Furniture Co.
Maison Gourmet, Ltd.
Karl Mann Associates
B. L. Marble Furniture, Inc.
Marnay Sales & Mfg. Co.
Maso Office Equipment
L. E. Mason Co.
Master Woodcraft, Inc.
Mayfair Industries
Meilink Steel Safe Co.
Metalstand Co.
Midwest Folding Products Sales Corp.
Milwaukee Chair Co.
Milwaukee Metal Furniture Co.
Modern Steelcraft, Inc.
Monarch Furniture Co.

Morgan Kelly Corp.
Mosler Safe Co.
Murphy Mfg. Co.
Murphy-Miller, Inc.
Myrtle Desk Co.
Neiman Steel Equip. Co.
Nessen Studio
Norcor Mfg. Co.
North American Van Lines
Nucraft Furniture Co.
Office Suites, Inc.
Original Design, Inc.
P.H.D. Galleries, Ltd.
Paoli Chair Co.
Parker Steel Products, Inc.
Penco Metal Products Div.
Peerless Steel Equip. Co.
Plametrón Corp.
Plan Hold Corp.
Port A-Wall Partitions
Precision-Posture Chair Corp.
Harvey Probbler, Inc.
Rainbow Wood Products, Inc.
Redi-Record Products Co.
Jens Risom Design, Inc.
Riteform Chair Co.
Royalmetal Corp.
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Scandia Craft Enterprises Ltd.
Scandix Designs, Inc.
Isabel Scott Fabrics
Selfie Systemer A/S
Shelbyville Desk Co.
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Signore, Inc.
Sikes Div., Milwaukee Chair Co.
Smith Metal Arts Co.
Smokador Mfg. Co.
Smo-King Products, Inc.
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Stacor Corp.
Standard Furniture Co., div. of Emeco Corp.
Structural Products Corp.
Sturgis Posture Chair Co.
Stylex Seating Co.
Supreme Steel Equip. Corp.
George Tanier, Inc.
Taylor Chair Co.
Thomas Furniture Co.
Tropicraft of San Francisco
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PLANNED MAINTENANCE: WORKING WITH THE CLIENT IN SELECTING MATERIALS AND IN BUDGETING UPKEEP, SERVICEMASTER IS ABLE TO REDUCE LABOR COSTS AND UNTIMELY REPLACEMENTS. BY JO BULL

THE importance of maintenance in a commercial interior is generally, and obviously, acknowledged. To the space planner, ease of maintenance and durability are top considerations in the specification of furnishings. To the owner-management, mistakes in specification, or in maintenance methods, can mean increased labor costs and untimely, profit-killing replacement. Increasingly, management is turning over its maintenance problems to the fast-growing host of outside cleaning contractors.

One of the largest of these contractors is Wade, Wenger ServiceMaster Co., Inc., a network of cleaning experts which has expanded over a sixteen-year period from rug cleaning to comprehensive residential and commercial maintenance service throughout the world. The extensive research program tests cleaning materials and methods—more importantly, it tests new mate-

rials, fabrics, and carpeting for cleanability and durability. Their experience with materials, like that of other cleaning experts, is invaluable to the contract specifier. Their Controlled Carpet Maintenance Program provides a comprehensive plan for the client, one that enables him to budget maintenance expenses on a systematic basis over a period of years based on the life expectancy of the product.

The contract cleaner, unfortunately, is too rarely consulted in the planning stage—he must simply live with the errors. ServiceMaster emphasizes the fact that the cost of maintenance can easily equal the cost of the building over a ten- to twenty-year period. The selection of materials determines whether it will be ten or twenty years.

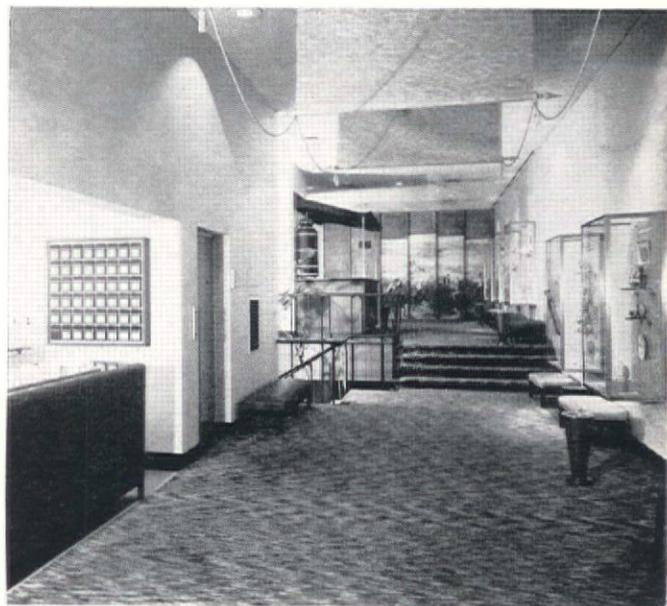
Nationally, the average costs of maintenance will vary from \$.35 to \$1.25 a square foot, depending on the service required and the design a



IN THE NEW "round" building at O'Hare Airport in Chicago, designed and furnished by architects C. F. Murphy & Associates, ServiceMaster was called in as consultants on low-maintenance furnishings. In the 42nd Parallel cocktail lounge, chairs (opposite page) were specified with high sides to discourage arm resting. Upholstery is easy-to-care-for Naugahyde. At bar (left) ceramic tile protects immediate area. Carpet throughout is patterned charcoal advised by ServiceMaster over original choice of solid black.

e of the building. Approximately 40 percent the maintenance dollar goes for floors and cleaning, 60 percent for janitor services. ServiceMaster works roughly in three categories, ranging from executive maintenance (where costs are obviously higher) through clerical and public areas, to executive offices. In the last, most expensive category, preservation of the corporate image, through luxurious furnishings, is of as much importance as is cleanliness. The ideal average, for executive to executive maintenance program, is \$5 to \$.65 a square foot.

Kenneth Hansen, president of ServiceMaster, is quick to cite examples of commercial installations where incorrect specifications were made, with costly results. In one restaurant in Florida, near Fort Lauderdale, the entire dining room was carpeted without the advice of a cleaning expert. Within a year, the carpeting (incorrectly



AT THE NATIONAL TEA CENTER in New York (above) there are fifty thousand annual visitors. Carpet is a light colored 80 percent nylon, 20 percent wool blend, which has proved unexpectedly durable because of controlled maintenance. Three times a year ServiceMaster provides complete professional cleaning; at three other times stairs and tea bar area are cleaned. Vacuuming removes track-in soil.

AT NEIL'S HERITAGE HOUSE Restaurant in Dayton, Ohio, installed by Myron Cornish, ServiceMaster has been retained for advice and cleaning for the past five years. In the heavily trafficked bar area (below) they used a patterned Mohawk carpet.



THE NORTHWOOD COUNTRY CLUB in Dallas required light colors in furnishings, a possible maintenance problem. At men's grill (center), an orange carpet was specified, holds up well. In lounge (above) rugs are loose, to be turned periodically to even wear. Kickplates on sofa are removable for cleaning.

PLANNED MAINTENANCE

specified from the standpoint of fiber and construction) was irreparably stained. When new carpeting had to be installed (still in use today) ServiceMaster advised the use of a well-constructed woven carpet of deep color in a tough wool and nylon blend.

Incidents such as this, points out Hansen, can be avoided when individual problems are recognized in the planning stage. To the designer or space planner of any commercial installation ServiceMaster offers the following general rule of thumb.

Most encompassing advice, in furnishing, is to take the middle of the road in choosing color, textures, and contrasts. The very light and very dark colors, deep loose carpet pile, very shiny or very dull surfaces, all tend to show dirt and marks more easily. All must not necessarily be grim and gray, however. Gay colors such as gold, certain ranges of persimmon or olive greens can be just as neutral for low maintenance. Wood grains on furniture and paneling can give a feeling of texture by grain variation, rather than by three-dimensional off-beat effects.

To the architect, engineer, purchasing agent and space planner, ServiceMaster's advice includes:

1. *Reduce the gingerbread.* Fancy projections in architectural detail, and deeply textured wall treatments, mean expensive handwork in cleaning.

2. *Keep the corners rounded.* This includes corner installations, or mop boards, which should be easily cleanable, and in neutral colors—neither dark nor light.

3. *Make housekeeping convenient.* Install janitor closets in convenient locations, with a minimum of one to each floor. In buildings with vast areas of floor space, more than one will be necessary. Be sure that water is available in the closets, and that they are big enough to work in.

4. *Provide for adequate electricity, for both present and future use.* Today's machines take plenty of electricity, and tomorrow's may require more. Be sure that there are enough 30-amp outlets, conveniently placed, for maintenance machines.

5. *Avoid clutter.* A heavily cluttered room raises maintenance costs, by 15 percent since workmen have to stop and move as well as get back in place.

6. *Wherever possible, hang it on the wall.* Both esthetically and practically, this cannot be done with every item, but partitions which clear the floor, mounted ashtrays and drinking fountains

ns, cantilevered cabinets, restroom facilities
at clear the floor can be hung, and by doing
reduce maintenance costs.

7. *Don't crowd furniture arrangements.* Leave
om enough on any floor area to move the fur-
ure. Squeezing in that extra desk may actually
t money in labor for moving during main-
ance.

8. *Have fabrics and carpets tested for main-
ance requirements.* Have suppliers test each
ividual fabric and carpet you contemplate
chasing for its cleanability properties. Or
e an independent laboratory or maintenance
m to make these tests and recommend mater-

9. *Plan for air conditioning and controlled hu-
idity.* While an obvious "plus" for comfort,
ny building managers and owners do not real-
e the role that air conditioning and controlled
midity can play in their maintenance costs.
dern central air conditioning keeps dust and
t out of the materials and reduces cleaning
uirements. Controlled humidity prevents
ods, leather, fabrics, and carpets from drying
and helps control the breaking of brittle fi-
s. It will also cut the amount of static elec-
city present, which attracts dust and dirt.

10. *Balance installation costs against mainte-
nce.* Be careful in specifying installation. For
mple, in laying carpet on concrete, holes
uld be plugged with a wooden dowel and the
k strip—or tackless strip—fastened to this
vel with penetrating nails. A cheaper instal-
on can mean that when the carpet is cleaned
strip may come up—and the carpet cannot
replaced. This balancing of costs extends into
areas of installation: cheap solder in the
mbing may break, cause water damage; the
t paint in the world is valueless if used on
unprepared wall; unlined draperies will fade
wear more quickly.

11. *Plan your maintenance program at the de-
ign stage.* Every piece of furniture, every ounce
material, has a bearing on your future main-
ance costs. Before you build, before you buy
r materials and furnishings, plan a long-range
aintenance program around those which you
e chosen, see how they measure up.

ServiceMaster also has some advice on the use
various materials which may go into your
ding.

Carpets. Use carpeting in all entranceways,
uding those going into service areas, such as
hens. In these prime traffic areas, a good sug-
gion to save maintenance is the replaceable

AT THE BROOKHOLLOW Country Club (be-
low) in Dallas, designed by Jed Mace, Service-
Master makes twice-monthly checks, to keep
furnishings in top condition. Sofas, stools, and
side chairs are upholstered in long-wearing vinyl.
Tile floor requires frequent cleaning for peak
appearance.



CARPET IN THE OFFICES of the Royal McBee
Corp., New York (above), was woven to low-
maintenance specifications, of round wire con-
struction. Light tones of brown and tan are
tweed-patterned to conceal soil. Quarterly pro-
fessional maintenance of reception area, and
annual carpet cleaning, keeps fresh look.

PLANNED MAINTENANCE



THE PIER 66 RESTAURANT and Yacht Club in Fort Lauderdale, Fla., was designed by Mildred English. The original furnishings, not planned for heavy duty, held up badly; the new carpeting, specified with advice from ServiceMaster, is a long-wear wool and nylon blend, immediately above, properly underlaid.

carpet, which can be pulled out for washing when needed. Replaceable carpeting in kitchens, too, both practical and cost-saving. In elevator car manual labor in cleaning, the costly part of maintenance, can be saved by snap-in, pre-shrunk carpets. Here, where exact fit is of importance, carpeting should be run through the cleaning operation before cutting. In building lobbies, a great percentage of maintenance costs come during the dreary, rainy, or stormy months. Here, too, removable carpeting can solve the problem. There should be enough carpeting to allow a person to take at least five steps before walking on smooth surface, giving enough time to trap loose dirt and water. Psychologically, carpet also helps control this trapping, because there is an automatic tendency to stamp or wipe the feet on this thick surface. These areas of removable carpeting in public places present a design challenge to the decorator or architect. Carpeting should be chosen, just as in the home, for the traffic it will have to bear. A tightly woven carpeting, of good grade, is most important for heavy traffic areas. Fluffier, looser, or looser weaves should be kept for executive areas where perhaps looks are as important as wear and maintenance.

Draperies. The greatest enemy of drapery fabrics is acid, which is formed by lingering dirt and eventually tears the fabric. Draperies must be cleaned at regular intervals to prevent and remove this acid formation. When draperies "come apart" on cleaning, it is too often not the fault of the fabric at all, but neglect on the part of management.

Paint. The walls must be prepared so that they do not "breathe," absorb moisture. Quality paint in a semi-gloss finish should last five years.

Wood Finishes. Again, the "middle way" is the best one. Too dull a finish is not protective; a glossy surface reflects finger prints and oil marks, requires scrubbing. An oiled finish should be dusted regularly and sanded periodically.

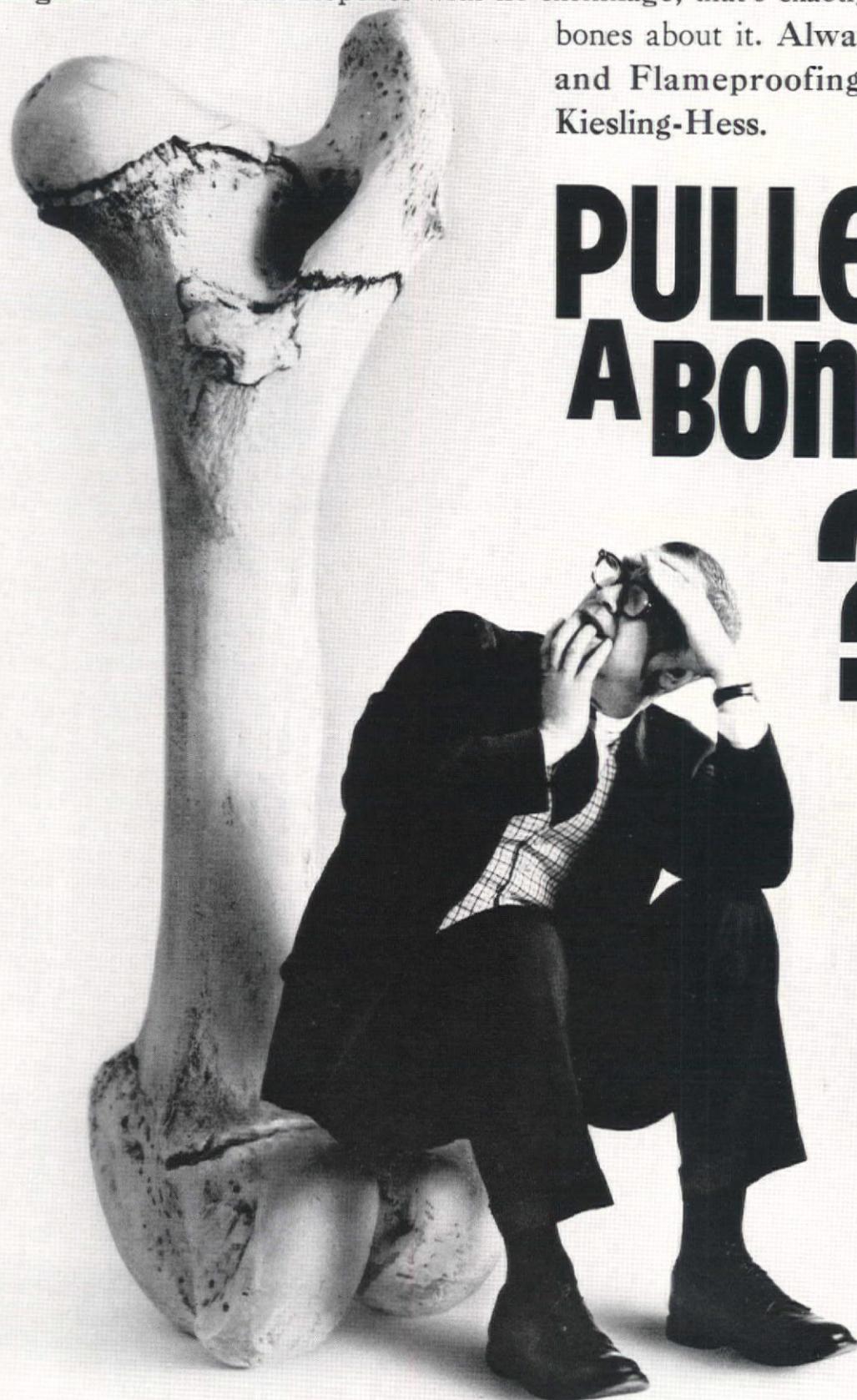
Light Fixtures. In the public and clerical areas, flush-mounted fixtures with hinged glass covers are most practical. Keeping lighting fixtures free of projections to a minimum cuts costs. Reserve fancy filigreed fixtures for the boss's office.

The accompanying photographs of ServiceMaster-cleaned installations show how effectively the advice from the cleaning expert can be incorporated in well-designed commercial interiors. They also indicate that the space planner who has consulted the cleaner in no way compromises the possibilities of imaginative and exciting contract design. (C)

our sales bark was loud enough, but you bit off more than you could deliver and now you're in a doghouse filled to overflowing with yards and yards of almost priceless fabric your finisher can't handle on deadline. Don't sit around howling. Kiesling-Hess will pick up your fabrics in New York and just 24 hours later they'll be on their way back to you (or drop shipped to your clients) finished to your specifications. And when you specify Scotchgard* Brand Stain Repeller with no shrinkage, that's exactly what you get. With no bones about it. Always rely on Scotchgard and Flameproofing expertly applied by Kiesling-Hess.

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DOROTHY LIEBES

SHE HAS BROUGHT COLOR AND TEXTURE, BRIGHTNESS AND DELIGHT TO HER INFLUENTIAL WORK IN COMMERCIAL AND PUBLIC AREAS. BY BODIL W. NIELSEN

THE recent presentation of the Elsie de Wolfe award, and a stunning new collection of contract fabrics at Stroheim & Romann, have refocused attention on a designer who has, in fact, rarely been far from the field of public interest or acclaim—Dorothy Liebes. The award, presented annually by the New York Chapter of the American Institute of Interior Designers, cited her “important leadership in fabric design and color and her vigorous influence in the interior furnishing field.”

Yet to accurately define Mrs. Liebes’ activities—and her influence—is somewhat more complex. Her passport, in the non-normative manner of those documents, might list her as “weaver” or possibly “businesswoman,” yet her many roles include fabric designer and developer, color stylist, carpet and blind designer, design and color consultant to individuals and industry, and, most generally, pioneer.

The current center of these multifarious Liebes activities is a spacious, colorful “studio” on Manhattan’s Lexington Avenue. The studio houses a startling variety of carpet and fabric looms and their products. The staff includes nine talented employees, all of whom are fully versed in both the creative and the business aspects of the enterprise, and Mrs. Liebes herself, garbed in brightly hued coolie jacket—as likely to be seated at a loom as to be dashing off to give a design lecture or attend a high-powered client meeting.

Her influence on all phases of residential design and home furnishings has been widely documented and publicized. She was greatly responsible for bringing bright colors—in what were then highly unusual combinations—into the American home, as well as for promoting new

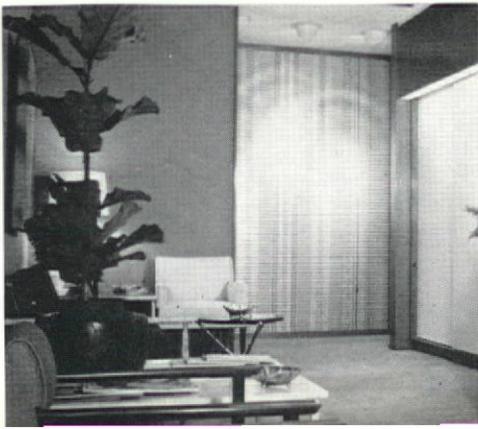
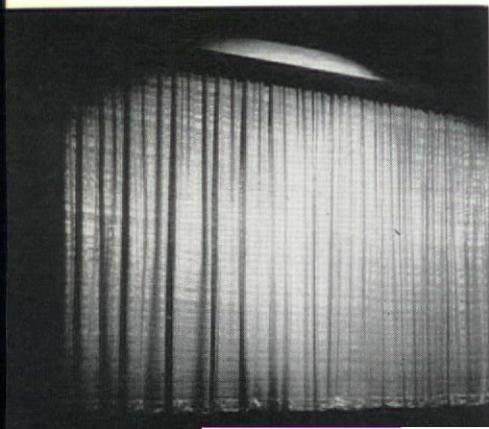
interest in textures and texture contrasts in upholstery, drapery, and carpeting. She face-lifted the standard Venetian blind by introducing vivid vertical stripes of interwoven yarns, and other materials. Her major interest—weaving—has not only popularized it as a creative hobby and pastime, but has introduced unexpected materials in unexpected combinations, in a gamut of weaves for fabrics and blinds.

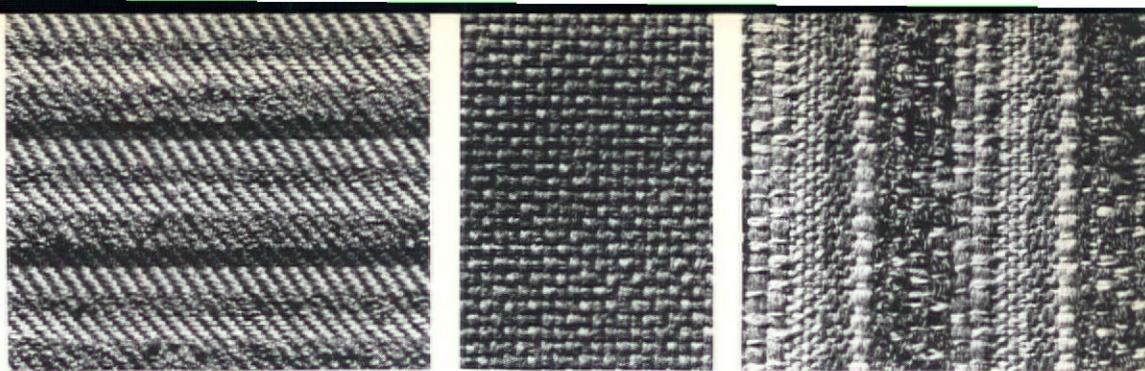
Much less fully documented, yet perhaps farther reaching in its impact on the public, is her influence in the contract design field. Her contribution to commercial interiors, developed concurrently with residential and consumer projects, has been an awareness of color and texture, brightness and delight, as reasonable elements in public spaces. The current direction of her interests and the product development of her clients confirm her growing stature and concentration in the contract market.

This concentration of interest is a natural outgrowth of Mrs. Liebes’ favorite motive: bringing color and gaiety into the surroundings of as many people as possible. Though she has spent a great deal of her time working with individual interior decorators in developing color schemes and textures, as well as in creating hand-loomed fabrics for a comparatively small but influential decorator clientele, she is now concentrating on design and color consulting for her corporate clients. This work includes close advisory collaboration with contract designers and space planners, whenever they use the products or services of a client and need her advice or special design talents.

The impressive list of Liebes’ clients is now headed by five major companies: Du Pont (Textile Fibers Division); Bigelow-Sanford Carpet

LIEBES DESIGNS: theatre curtain, Brussels Fair; woven blind; S-shaped Bigelow-Sanford rug, from left to right.





DOROTHY LIEBES at work, left; above, Stroheim & Romann fabrics using Du Pont's Antron.

and its subsidiary, Carpets, Inc.; Stroheim & Romann, fabrics; Charles R. Gracie & Sons, grass-
 cloths; and the Hunter-Douglas division of Bridg-
 port Brass, woven aluminum blinds. Color and
 design consultation in the past has served such
 a wide range of textile and material manufac-
 turers as Goodall Fabrics, one of the first clients
 for whom she advanced techniques of producing
 hand-woven effects on power looms; Kenwood
 Mills; Galashiel Mills; Simtex; Columbia Mills;
 Collins & Aikman; Bates Fabrics; Forstmann
 Poolens; and Quaker Lace Co. She also designed
 wallpapers for the United Wallpaper Co. Her
 promotion of new fibers and other materials for
 weaving led her to the Dobeckmun Co. (a divi-
 sion of The Dow Chemical Co.) for whom she
 developed the Lurex metallic yarns, which brought
 a new look to fabrics in all design markets.
 Such close work with fabrics, and all parts of
 fabric construction, has made Mrs. Liebes' in-
 terest in, and development of, synthetic fibers a
 natural one. For her biggest client, Du Pont's
 Textile Fibers Division, she has recently worked
 on the development and coloring of its new Antron
 fiber. Antron is notable for its versatility and
 durability. It can be used in both pile and flat
 fabrics, it can be lustrous or delustered, it can
 be made bulky, soft fabrics, or smooth firm ones.
 The fiber differs from regular nylon in that it is
 oval in cross-section, rather than circular. This
 makes possible greater bulk and luster, as well
 as exceptional color possibilities.

Antron is strongly featured in the new fabric

collection which she designed for Stroheim & Ro-
 mann. The Liebes collection, which consists of 90
 upholstery fabrics and 18 casement cloths, repre-
 sents a major introduction for Stroheim & Ro-
 mann into the contemporary design of the con-
 tract market. The group epitomizes the Liebes
 concept of design: vivid colors, striking color com-
 binations, unusual fabric construction, heavily
 textured surfaces, and strong, geometric pat-
 terning. The varied palette is color-coordinated
 throughout the upholsteries and draperies. Al-
 most all of the upholstery fabrics feature fiber
 combinations, which Mrs. Liebes feels offers
 greater versatility in construction. Antron lends
 its unique lustrous "bulky look" to almost all of
 the thirteen upholstery patterns.

The draperies are available in three patterns—
 two plaids (one a smaller version of the other)
 and a vertical stripe. The draperies include soft
 100 percent wools from Sweden, linens from Bel-
 gium, as well as some bedspread weight fabrics
 of 77 percent spun rayon, 20 percent cotton, and
 3 percent Antron.

The same emphasis on clear vivid color, in un-
 usual combinations, characterizes Mrs. Liebes'
 work for Bigelow-Sanford carpets and its area
 rug division, Carpets, Inc. Carpets, Inc. makes
 carpets to order in virtually any size as area rugs,
 in the host of patterns and colors—as well as
 constructions—devised by the Liebes studio. On
 their own sample carpet looms, the studio makes
 squares of "ideas"—possibilities for new carpets.
 Some of the "ideas" are theoretical, demonstrat-
 ing possible colors, patterns, and effects; others
 are made specifically as samples for individual
 installations, to specifications worked out by Mrs.
 Liebes and the contract designer.

One of the amazing aspects of this work is the
 close, almost identical resemblance between the
 hand-loomed and the power-loomed carpeting
 created. Solving the technical problems in creating
 this resemblance has always been a chief concern
 for Mrs. Liebes in both carpeting and fabrics. As
 a result, such varied commercial areas as ships,
 hotels, offices, and restaurants can be furnished
 with carpeting and fabrics similar to luxurious
 homefurnishings—and, in many cases, evocative
 of native crafts in the locale of the installation.

The many commercial installations, all over the



THEATRE CURTAIN, left, on the S.S. United States, design by Dorothy Liebes in her blue-and-green combination and decorated with pom-poms. Above, handwoven drapery panels. Mrs. Liebes—again, in blues and greens—decorate the Persian Room at the Plaza Hotel in New York.

PROFILE: DOROTHY LIEBES

world, in which her work is represented, are a tribute to the kind of fine design which can emerge from collaboration between contract planner, consultant, and manufacturer. One of her most famous efforts was the design of fabrics and carpeting for the United States Lines ships (she made the noted innovation of bright blue and green in their public rooms). For the Royal Hawaiian Hotel, she designed exceptional woven teak blinds, perfect solutions for the vagaries of tropical weather. Her fabrics were not only in the 1939 World's Fair, but also in the American Theatre in the United States Pavilion in Brussels. She often collaborates with designer David T. Williams in creating custom carpeting for various Hilton hotels. With Henry Dreyfuss, designer of the new Bankers Trust Building on Park Avenue, she developed some unique designs for public area rugs which added not only her vivid colors but also luxuriousness to such areas as the employees' lounge.

For Bridgeport Brass, another sizable client, Mrs. Liebes is currently developing a line of woven blinds in aluminum, light, contract-designed versions of the many wood-and-yarn blinds which have become a Liebes trademark. The new aluminum blinds combine thin, lightweight slats of aluminum and wood with vertical yarns in gay colors and a host of different materials from wool

to metallic. A stock line is on the market, but blinds are, like all Dorothy Liebes designs, also developed for individual installations on a custom order basis.

Thus, any contract designer wishing to specify materials from one of the Liebes clients can work closely with the studio in developing new patterns, color combinations, and textures for blinds, wall coverings, carpets, and fabrics. Mrs. Liebes embodies her design ideas on presentation boards, another house specialty, on which she combines samples of fabric, wallcovering, drapery, upholstery, and carpeting in theoretical color schemes. The studio houses untold numbers of these boards which make the rounds to lectures, design shows, showrooms, and exhibitions to demonstrate new materials and new color thinking. The boards quickly indicate to any space planner the range of esthetic possibilities he might have overlooked in his concern for cost accounting, contractual bids, and other more mundane aspects of his work.

More importantly, they will show him how practical "ideas" can be, and how simply a delightfully realized. The work of Dorothy Liebes defines how aptly imagination and delight can be brought into commercial space planning. Her corporate "sponsorship," and the reception which her thinking has already met with in non-residential design, gives encouraging indication of pioneering design esthetics in the contract market today. (C)



ASTRA

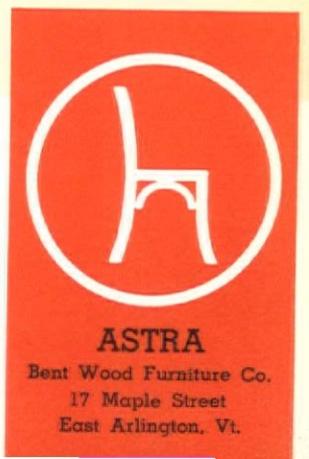
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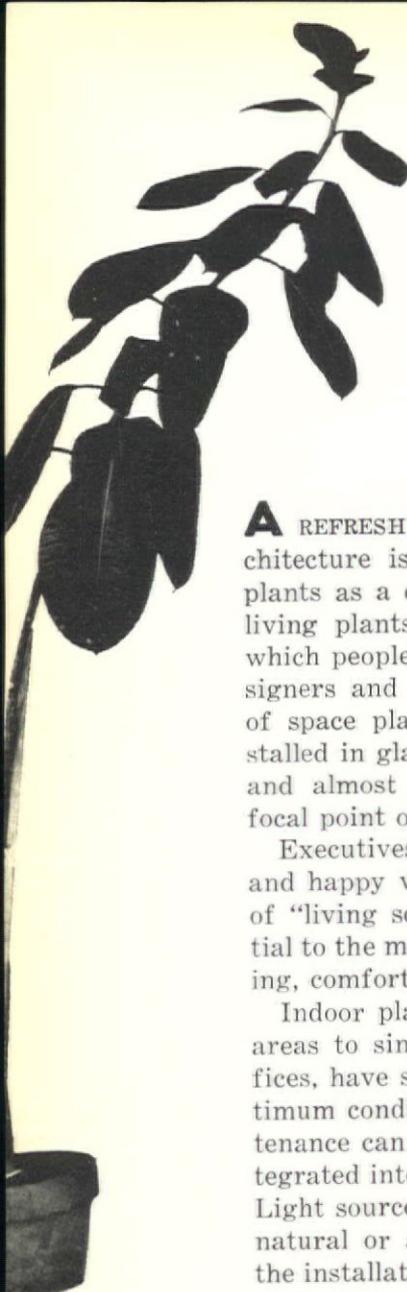
A BENT WOOD FURNITURE CO., 17 MAPLE STREET, EAST ARLINGTON, VERMONT

Circle No. 20 on product information card



ASTRA

Bent Wood Furniture Co.
17 Maple Street
East Arlington, Vt.



INDOOR FOLIAGE: IN ORDER FOR LIVE PLANTS TO ENRICH THE CONTRACT INTERIOR, THERE SHOULD BE PLANNED MAINTENANCE SERVICE. BY TOBY BERG, THE GREENHOUSE, INC.

A REFRESHING by-product of contemporary architecture is the increasing use of live foliage plants as a component of design. The beauty of living plants softens the utilitarian settings in which people work and is considered by most designers and architects at the "blue-print" stage of space planning. Impressive garden areas installed in glass and steel lobbies, reception areas, and almost every modern bank are often the focal point of the designers' first rough sketches.

Executives concerned with the needs of a stable and happy work force contend that a lavish use of "living sculpture" in work areas is as essential to the morale of those employed as good lighting, comfortable furniture, and coffee breaks.

Indoor plants, ranging from extensive planted areas to single specimen plants in executive offices, have simple and specific requirements. Optimum conditions for installation and easy maintenance can be achieved when the planting is integrated into the design at the "blue-print" stage. Light sources—a primary consideration, whether natural or artificial—can be planned to include the installation of lights directly above plants and the use of automatic timers. In addition, the planting site must be considered in relation to the daily flow of traffic in the area and to the proximity of heating equipment or air conditioning inlets.

Once the structural requirements have been achieved, the space designer can then review the types of planters and containers available, as well as the preferences of the client.

Let us first consider the containers—wooden, ceramic, or metal—which must not only meet specific requirements of design and durability but must also insure good horticultural practice. All planters must be waterproofed against damage to floors and carpets and may need a protective layer of felt or cork to insure that wood surfaces will not be marred. All planters should be designed to permit easy handling of florists' pots and tubs and to provide ample drainage space so that plants do not sit in excess water since this invites root rot.

The final selection of plants must be made primarily on the basis of their ability to thrive in the new environment. This selection can be made easily from an extensive list of "pre-tested" plants

available for every conceivable site or light situation. It is also imperative that all plants selected be "established" in a greenhouse rather than shipped directly to the planting site from a radically different climatic environment, since such a direct change creates an unnecessary hazard to the vitality of the plants.

The well-planned installation of the planter is just the first step toward bringing living beauty into the work area. Continuous and competent maintenance is the insurance necessary for year-round plant vitality.

Good business management has come to realize that specialists are required for the care and cleaning of office furnishings, from carpets and furniture to ceramic tile. Professional maintenance of planters, which includes proper watering, fertilizing, cleaning, inspection for pests (and spraying when necessary), is now regarded as essential as the maintenance of office furnishings. Several plans are now available to provide the necessary care of foliage plants.

One plan includes weekly visits to provide maintenance outlined above, providing that the client's personnel do not "assist" in the watering of plants. Additional or replacement plants are provided at a nominal cost to the client under this plan.

Maintenance service is also offered on a guaranteed basis at a slightly higher monthly fee which includes any necessary replacement of plants at no additional cost.

When the client has adequate personnel for maintenance of plants, our policy is to furnish complete written instructions at the time of installation. The major drawback to this plan is that the person so designated frequently does not have sufficient knowledge of plants to detect pests and other disorders which may arise. Therefore, professional help is often sought too late to remedy the problem.

The practical and technical planning involved in the proper installation of live foliage plants is more than compensated by their value in design—their many imaginative uses as screens, dividers, or as pure display. However, in our rapidly esthetically undernourished materialistic society, perhaps the most valuable function of plants is their constant reminder of nature and life.

INTEGRATION OF PLANTS in the basic design is exemplified in these two views of the offices of Continental Grain Co., New York City. Interiors by Designs for Business, Inc., plants by the Greenhouse, Inc.



CONTRACT PRODUCTS AND SERVICE



Meridian hotel-motel group by Robey

Butternut veneers accented with inlays of maple and burl, in a warm, mellow tone are the woods used in the new Meridian group by Robey, contractor and development department of Drexel Enterprises, Inc. Meridian, in transitional styling, incorporates laminated plastic tops to match the wood grain and finish on tops of dressers, tables, desks, and luggage racks. The specially designed pieces for hotels and motels include a three-piece studio bed combination, dresser-desk and desk-luggage stand combinations, double and single combination headboards with night stands, both free-standing and wall-mounted. Other pieces are two nightstands, wedge-shaped occasional table, occasional chair, game table and chairs, and two luggage rack consoles with drawers. These component basic pieces can be combined into many arrangements, depending on size of hotel or motel room.

Circle No. 106 on product information card



Finish chair at Stendig

Crinolette, a new solid birch lounge chair made in Finland, was designed by Ilmari Tapiovaa and awarded the 1963 AID International Design Award. Available through Stendig, Inc., the chair comes in an ebonized finish as well as a selection of primary colors. It measures 29 inches high, 26 inches wide, and 25 inches deep. Seat height is 14½ inches.

Circle No. 107 on product information card

Sico to distribute Mule table

A new multi-purpose table called the Mule, "so light a child can lift it and so strong it will support a ton," according to the manufacturer Miteo Inc., who credits a new joint design for the table's extraordinary strength. Exclusive international distributor of the product is Sico, Inc. Available in a wide range of sizes, the Mule comes with tops of plastic, pressed wood, pressed wood painted, and other choices. Standard sizes are 20, 29, and 34 inch heights; the basic table assembly will accommodate any size top.

Circle No. 108 on product information card



Metropolitan lounge chair

A low-seated, high-backed contemporary lounge chair is the newest addition to the line of Metropolitan Furniture Co. Tailoring details in Model 958 include a trim buttoned back, neatly squared seat, and welting where rear legs join the frame. The chair, designed by Jules Heumann, is available in an unlimited range of woven or plastic fabrics.

Circle No. 109 on product information card



DESIGNER: EDWARD DON CO.



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PRODUCTS & SERVICES

CONTI

French Cradle telephones

Telephones Unlimited has established a new marketing program making French Cradle telephones available to hotels and motels at special contract prices. The decorative phones, which come

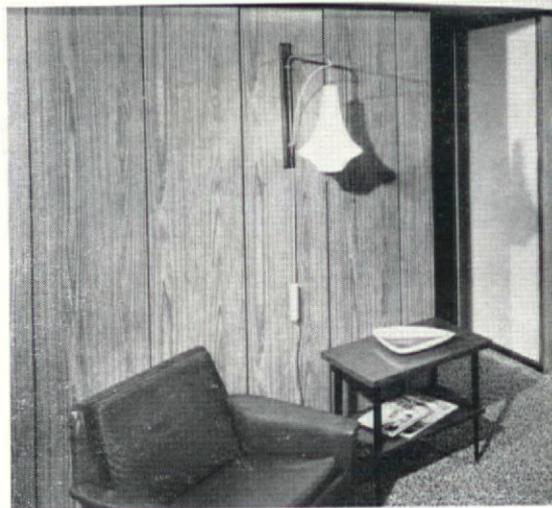


number of colors to further enhance guestroom decor are approved for private dial. Rebuilt Western Electric dial phones with built-in ringers are also available from Telephones Unlimited, as are telephone answering devices, hands-free speaker phones, and other accessories and telephony equipment.

Circle No. 110 on product information card

Vertical panel surfacing by Formica

Formica Corp., extending use of its laminated vertical surfaces, has introduced a new wall paneling of laminated plastic, designated VIP, or Vertical Interior Paneling. A complete pre-fabricated surfacing system, VIP package includes laminated



vertical panels, each 16-inches wide, plus finishing molding strips and a spline system which allows for a securing and hidden nailing device. For decorative flexibility, spline systems offered can be either a V-groove or half-inch accent strip for walls. The paneling, affixed to standard framing strips, eliminates difficulties of on-site installation and requires minimum maintenance.

Circle No. 111 on product information card

← Circle No. 29 on product information card



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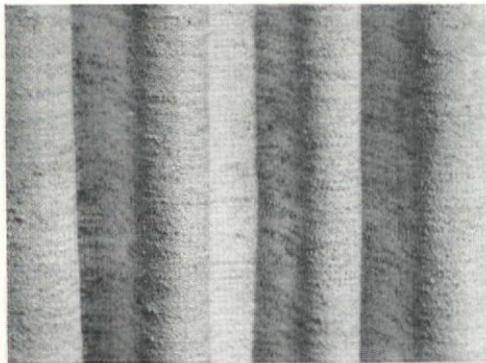
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PRODUCTS & SERVICES

CONTINUED

Textured drapery fabric

A nubby textured weave is one of the new drapery fabrics featured in the RVA collection introduced by Huntington Fabrics, Inc. The more than 20 separate weaves which are designed to fit contract specifications, feature Eastman Verel mod-acrylic with Rovana saran and Avicolor rayon. Verel has permanent, built-in fire retardance as



well as resistance to moth and mildew damage, sun erosion, and changes from atmospheric conditions.

Circle No. 112 on product information card

New Madison desk chair

An upholstered desk chair is part of a new temporary collection by Arthur Umanoff



Madison Furniture Industries. Tailored in Pont's Kensington expanded vinyl upholstery, chair is padded with urethane foam on a ply shell with a gunstock walnut finish on the arm. Adjustable in height, the chair also tilts smoothly. The cast-aluminum base, which chrome hooded casters, is available in charcoal white.

Circle No. 113 on product information card

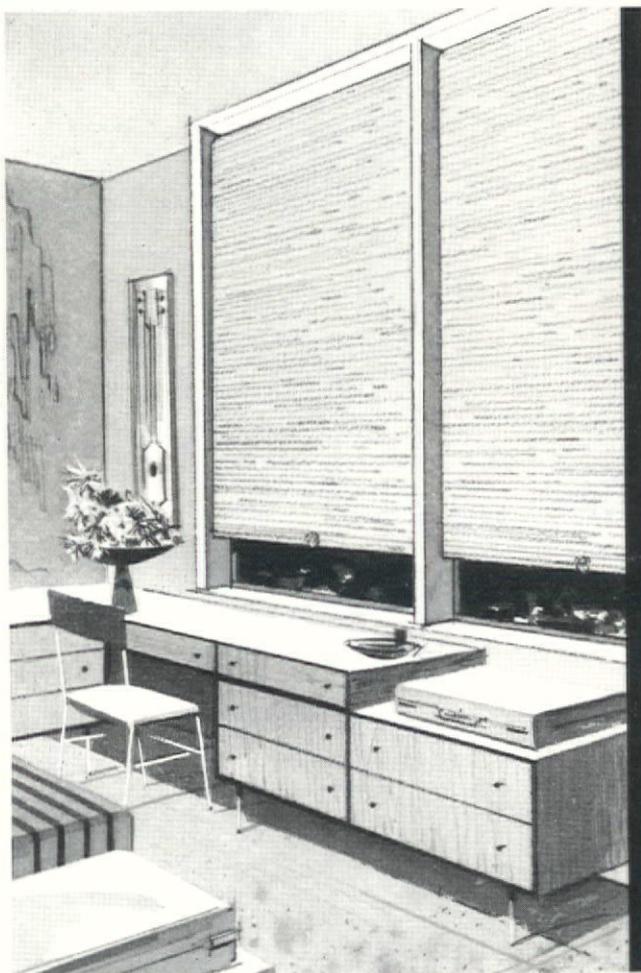
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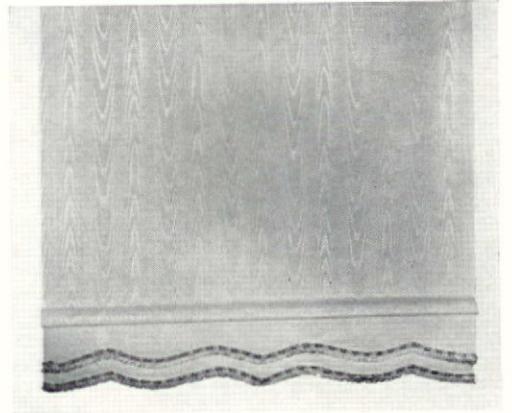
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PRODUCTS & SERVICES

CONTINUE

New shade cloth pattern

Moire, a new vinyl-impregnated shade cloth by Joanna Western Mills Co., has a lightproof, colorfast, and flame-resistant finish on fine durable cambric. Its new room-darkening quality also acts



as insulation during both summer and winter. Available in sizes up to 77 inches wide, shades come with plain hems, Diane overlap scalloped shown here, and various trimmings. Colors are crystal pink, blue mist, tangerine, satin white or champagne beige.

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Circle No. 36 on product information

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Contemporary all the way—an exciting new group for the modern guest room, Dania II has simplicity—the touch of sophistication. In walnut with a tough, durable, matte lacquer finish, sculptured walnut drawer pulls and a tasteful use of natural cane. And storage space—the Tri-Plex Unit has five roomy drawers.

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Please send me catalog on your contract groupings. (50c enclosed)

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Circle No. 37 on product information card

PRODUCTS & SERVICES

CONTINUE

Swivel bar stool



An upholstered swivel bar stool, one of 50 new contract seating items recently introduced by Shelby Williams, features a button tufted inside back and a three-inch foam padded seat. The tubular footrest is brass plated.

Circle No. 115 on product information card

New Lehigh office furniture

Lehigh Furniture Corp. will introduce three new groups of office pieces at the NOFA show next month. Featured will be a new design in multiple seating by Don Wallace, with slim, sloping backs available as individual units, or in sections of two or four, with or without arms. Side tables can be placed in any desired position to punctuate the seating. A new executive desk series will feature stainless steel frames on four sides, available in oiled walnut, teak, or rosewood. New executive cabinets include units with file drawers, high groupings with all electronic components, bar and refrigeration units, and finally, a new executive chair by Ward Bennett.

Circle No. 116 on product information card

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Circle No. 38 on product information card



Beverly Wilshire Hotel chooses rich red Bigelow Carpet for the charming La Bella Fontana Room

Thick, thick Bigelow Carpet in deep crimson adds elegance to a jewel-like dining room. This specially-woven all wool face Wilton is but one of the luxurious Bigelows selected by the Beverly Wilshire Hotel.

Bigelow Carpet is selected by leading designers for their most important hotel and motel installations. Reason-

able price, long economical service, and top performance under traffic—as well as beauty—are prime considerations in every Bigelow Carpet designed for use in public areas. Special designs, colors and textures available. If you plan an installation, consult Bigelow's carpet specialists about colors, patterns, weaves, at prices you can afford.

No charge for this service. Contact Bigelow through the nearest sales office or for colorful free brochure on Bigelow commercial carpets write to Dept. B, 140 Madison Ave., New York 16, N. Y.

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RUGS CARPETS SINCE 1826

Bigelow sales offices are located in the following cities: Atlanta, Georgia; Boston, Massachusetts; Chicago, Illinois; Cleveland, Ohio; Dallas, Texas; Denver, Colorado; Detroit, Michigan; Los Angeles, California; Minneapolis, Minnesota; New York, New York; Philadelphia, Pennsylvania; Pittsburgh, Pennsylvania; St. Louis, Missouri; San Francisco, California; Seattle, Washington

Circle No. 39 on product information card

PRODUCTS & SERVICES

CONTINUED

Tablet armchair by Howell



A tablet armchair, developed by the Howell Co. for university classrooms, features a smooth fiber glass seat, walnut woodgrain plastic armrest, and a sturdy tubular frame with removable book rack. The molded fiber glass seat is form fitting, with

rolled edges. Its shell has a special micro filament overveil that gives the colors a smooth even hue. The $\frac{7}{8}$ -inch square tubular frame is completely welded into a one-piece unit, and is available in a satin chrome or Bronzite metal finish to harmonize with the five standard fiber glass colors of orange, green, yellow, white, and charcoal.

Circle No. 117 on product information card

Textured fabrics by Greeff

Texture dominates three new groups of fabrics in Greeff Fabrics, Inc.'s 1963 spring line. Studies in Texture, the first group, consists of 11 upholstery materials in various combinations of yarns and constructions in both traditional and contemporary designs. The second group, North Sea Collection, imported from Belgium, Holland, and Switzerland, is comprised of 12 textured casements, mostly stripes and plaids with some openwork weaves. The Belgian fabrics are 100 percent linen, the others in combinations of cotton and spun rayon, or cotton and linen. Creslan, American Cyanamid's acrylic fiber, is the basis of the third group, a series of casements in bulky openwork weaves. Of the six fabrics in this group, two are 100 percent Creslan. The others are in combinations of Creslan and linen or rayon.

Circle No. 118 on product information card

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2057



2058

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Circle No. 41 on product information card

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- Have your representative get in touch with me.

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Title.....

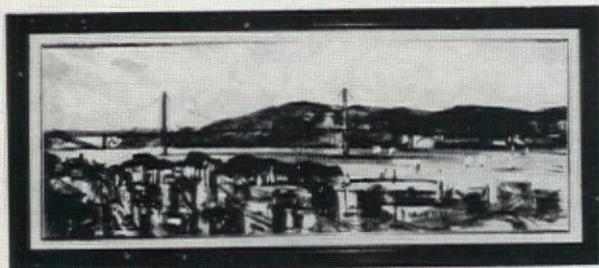
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Circle No. 42 on product information card

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LaBarge Mirrors inc.

CREATORS OF MIRRORS HOLLAND, MICHIGAN

SHOWROOMS / MERCHANDISE MART, HICKORY, GRAND RAPIDS

Circle No. 43 on product information card

PRODUCTS & SERVICES

CONTINUED

Altech stack chairs

A new line of stacking aluminum chairs, by Altech Division of Financial Development and Research Corp., is designed with wall-saver legs



and may be stored as many as 12 high without danger of tipping. Frames of extruded aluminum are available in natural anodized finish or black anodized finish. A range of fabrics and supported vinyl upholstery is available. Seats are of 2-inch foam rubber, backs of one-inch foam rubber. Swivel glides are part of the design.

Circle No. 119 on product information card

Domore stack chair

Domore Office Furniture has introduced a new upholstered ganging and stacking chair, which



features a simple device attached to the legs for sturdy stacking and ganging. Chair is made of fiber glass shell with a foam pad covered in wrinkle-free, seam-free upholstery. Legs are tubular chrome. Double and single dollies are available for handling and storage.

Circle No. 120 on product information card

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NOW YOU DON'T



IT'S THE DISAPPEARING BOLSTER ON DREAM LOUNGE

is Dream Lounge, the first sleep equipment with a bolster that disappears...not by magic, but by Kay-engineered design! Convert from lounge to bed simply by swinging the bolster up and over the mattress. Because you don't have to move Dream Lounge...not to make the bed, not to vacuum, not to change the bolster...you actually save a minimum of 8 square feet of important space. Dream Lounge looks good wherever you place it...

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Circle No. 45 on product information card



The NEW COMPETITIVE 14 SERIES

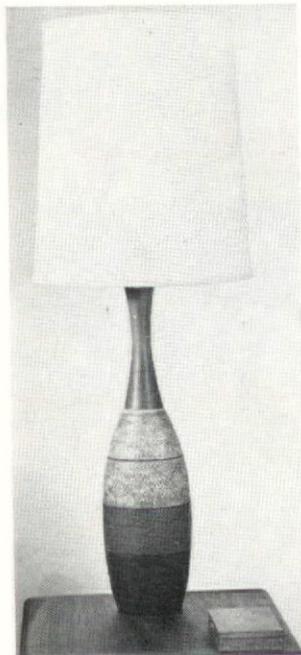
Modular in appearance, the 14 Series is a new line of completely assembled office furniture. Exterior is select flat cut walnut. Metal trim and pulls in brushed aluminum or brushed brass finish.

LITERATURE ON REQUEST



THE JASPER DESK CO., JASPER, INDIANA

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NEW YORK LAMP SHOW

JANUARY 1963

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Los Angeles 34, Calif.

Circle No. 46 on product information card

PRODUCTS & SERVICES

CONTINUED

Executive dining table

Glenn of California offers a versatile table for executive dining or conference areas. Designed for contract use by Stewart MacDougall, the table measures 40 by 72 inches, and has a 24-inch



leaf which pivots to extend the table to 96 inches. Its top is of walnut veneer with solid walnut framing. Available are companion side chairs and armchairs, also in walnut, with upholstered seats.

Circle No. 121 on product information card

Executive office seating/table line

A new line of executive office corner tables and pull-up chairs has been created for Hiebert Inc. by industrial designer Mel Bogart. Called the BFC line, it features black walnut accented with mirror polished aluminum bases. The corner



table top is patterned in a diamond shaped grain. The all-new leg system is part of a structural aluminum cradle on which the table, available in sea height and arm height, is fastened. The BFC executive pull-chair is also designed with a solid walnut, full wrap-around frame. Designed to be used with corner table or conference table, the chair has foam rubber construction and is upholstered in striped fabrics combined with vinyl plastic.

Circle No. 122 on product information card

Durawall imports Baladore

Baladore International Collection, a new line of metallic vinyl wallcoverings, has been introduced by Durawall, Inc., exclusive importer of the line



which is manufactured in The Netherlands by Balamundi Nederland N. V. In each of the 39 new patterns, the design is engraved permanently into the metallic surface of the material. The poly-vinyl-chloride surface is stainproof, easy to maintain, colorfast, odorless, and resistant to fire and dust. Shown here is one of the 39 patterns, Florence, a reproduction of ancient Italian damask that comes in orange, gold, silver, blue metallic, green gold, and rich gold.

Circle No. 123 on product information card

Coronet
WONDERFOLD

folding
Chairs
... without equal

folding and stacking

in folding sections

with folding arms

with folding kneelers

with folding book boxes

with more
COMFORT and FLEXIBILITY
than other wood folding chairs

For Clubs — Conference rooms
— Clinics — Chapels — Class rooms — Auditoriums — Banquet rooms — Field houses — Offices
— Churches — Restaurants — Motels — Libraries — Reception rooms — Mortuaries — Music halls — Art galleries — Board rooms — Reception rooms.
Fifteen stocked models, plus variations.

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Circle No. 48 on product information card



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Circle No. 47 on product information card

Circle No. 49 on product information card

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starts before the carpet is installed



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SERVICEMASTER, 2117 N. Wayne Ave., Chicago 14, Ill.

PRODUCTS & SERVICES

CONTINUED

Howe non-folding tables

A new group of non-folding tables, the Starflite Series, has been introduced by Howe Folding Furniture for use in cafeterias, dining rooms, cocktail lounges. The slim-line tables consist of five different table top groupings: square, round, rectangular, boatshape, and convertible. Each has



a rigid, all-steel, cast base and a two-inch diameter steel column. Triple chrome plated, the base comes with a satin finish and is equipped with Bassick rubber-cushioned chrome glides.

Circle No. 124 on product information card

MODERN, COMPACT, HANDSOME DORM FURNITURE THAT CAN TAKE IT



Hooker designed this coordinated, all-wood line exclusively for dorm needs, to hold up under year-in year-out rugged use, to fit comfortably into your budget.

Constructed of select five-ply maple veneer and kiln-dried hardwood for beauty and durability. Thermo-Kure application makes the warm Nantucket Maple finish highly wear-resistant. Drawers are dovetailed for extra strength; recessed bases are ebonized black; shelves tenoned to end panels and posts to support heavier loads. Matching wood-pattern plastic tops are scar-proof, stain-proof, scorch-proof.

For complete brochure at no obligation, please write Hooker Furniture Corporation, Contract Division, Martinsville, Va.—nearly 40 years experience in crafting excellent furniture for national distribution.

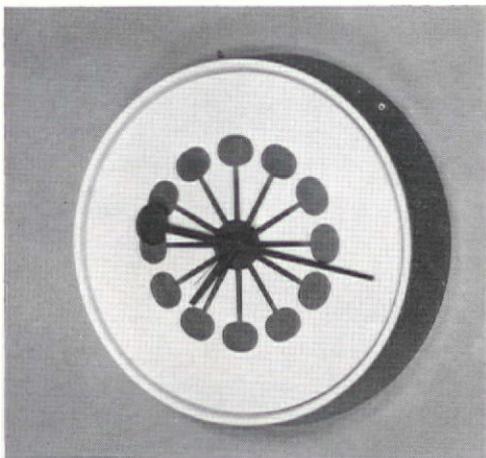
Also teachers' desks.

HOOKEER

Circle No. 50 on product information card

Lollypop clock

Lollypop is the newest model of clocks produced by the Howard Miller Clock Co. Designed by George Nelson, it has a white drum shape of



cast spun aluminum, 15 inches in diameter, 2 inches in depth. For each hour there's an oval colored, oval-topped stem radiating from an angle center. The three hands are in red. Lollypop is available in both electric and battery operated models.

Circle No. 125 on product information card

back lounge chair

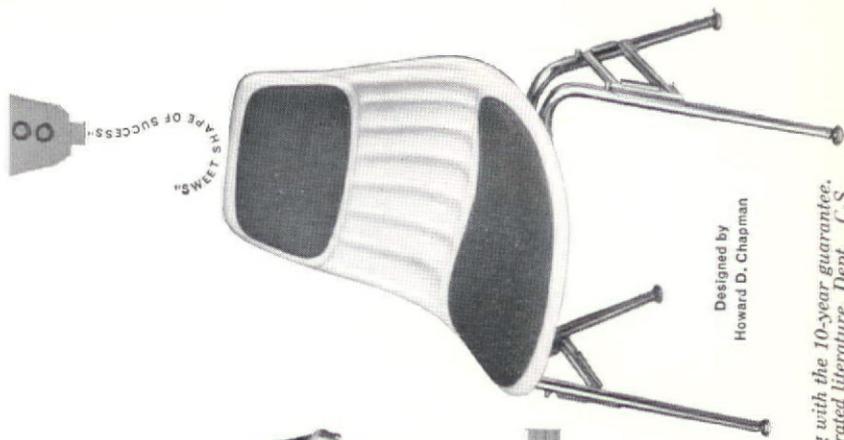
Brandt Co.'s chair, known as Unit No. 1282, combines a high back with kapok attached pillow and detachable polyfoam cushion on no-sag springs. The low silhouette styling involves low



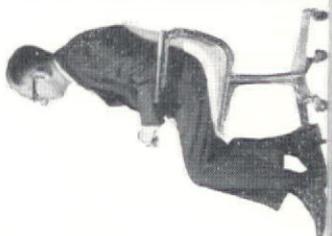
rests and short, light walnut finished base. fabric upholstery is silk textured synthetic material. Other fabrics in various colors and padded vinyl plastics are also available. The chair can be used as companion piece to Brandt chairs and sofas.

Circle No. 126 on product information card

Circle No. 51 on product information card →



Designed by
Howard D. Chapman



CLARIN

Here's the chair designed for designers and architects who like auxiliary seating that's as modern as their own planning ideas. SCULPTURA is Clarin's molded fiber glass QUALITY chair in a variety of models - magnificently upholstered in richest decorator materials. Also available without upholstery. Clarin Manufacturing Co., 4640 W. Harrison St., Chicago 44, Ill.

Put **Sculptura** in your plans

Famous for reserve seating with the 10-year guarantee. Write for completely illustrated literature. Dept. C.S.



PRODUCTS & SERVICES

CONTINUED

New double-life chair mats

A new chair mat, fully reversible so that both sides may be used, doubling the life of the mat, has been announced by Duo Co. Inc. Duo mats, made of cigarette and stainproof mica plastic, are said not to turn cloudy, mark carpets or rugs, and require no maintenance. The mats are avail-

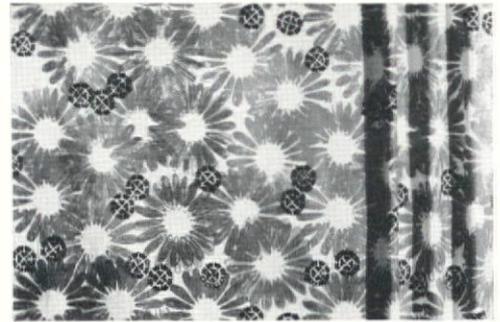


able in two series, the President, with woodgrain plastic on one side and tan plastic on the other, and the Treasurer, with woodgrain plastic on both sides.

Circle No. 127 on product information card

Rowen floral design

Albert Herbert, using flower shapes as a basic motif, designed three fabric styles for Row-



Inc.'s new collection. Shown here is Primavera, a large scale floral design with overprinted details. Stock colors feature several vibrant color combinations such as blue, green, and charcoal. The print is also available in custom colors on any of the 47-inch wide Rowen print fabrics.

Circle No. 128 on product information card

New polyester technique for table tops

A new polyester production technique will be employed in the manufacture of a line of stain-wear-resistant table tops by Pratt, Read & Co. In the new process, artwork is transferred directly into wood veneers which then become an integral part of a table top. The wood grain may be used as part of the design, retained



NEW TABLES THAT FOLD WITH CHAIRS MADE FOR CONFERENCE ROOMS

Ideal for conference rooms, dining areas, meeting rooms, offices—wherever room must be multi-functional without looking it.

There are many special things about Howell folding tables. These good-looking tables are soundly engineered and solidly built. Tops are of fine laminated plastic in several rich wood-grains or white—protective edges are of semi-rigid plastic. Legs lock securely into position—unlock with push button—lie flat for storage with plastic protectors. Range of sizes—choice of metal finishes. (Ask for special Folding Table folder)

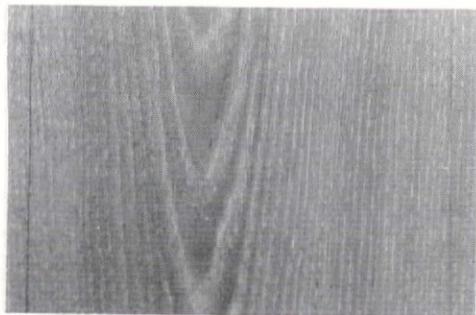
* Write for new catalog on your letterhead. Complete line of institutional furniture is featured in color. No charge.

ground, or blocked out entirely. Durable, polyester coatings allow true color of materials to be reproduced with complete fidelity. Polyester may also be applied in extra thickness over structural materials a three-dimensional appearance.

Circle No. 129 on product information card

Parkwood's Pewter Chestnut laminate

Pewter Chestnut, an authentic wood veneer reproduction by Parkwood Laminates, uses faithful matching to bring out the open graining and detail, plain sliced cutting of this newest addition to the firm's plastic laminate line. Pewter Chest-



is available in all Parkwood grades including hard grade and Parkwood wall system panels, in standard lustre, standard mattex, and the flat mattex finishes.

Circle No. 130 on product information card

Stacking occasional chair



A lightweight though sturdy deluxe occasional chair by Samsonite stacks to conserve storage space. Made of square-tube steel with bronze finish, the chair has been designed for maximum seating comfort and convenience in handling. The back is easy to grip. Both seat and back are cushioned in foam and covered with scuff-resistant Samsontex vinyl plastic in a choice of black, tan, or white. The chair measures 20-11/32" wide, 22 1/2" deep, 31 1/2" high.

Circle No. 131 on product information card

Stacking

So long ago the problem of temporary seating for large groups had only two solutions. One, to use conventional chairs which were piled up and took up too much room. The other, to use folding chairs, which provided the basic function of seating. Through skillful engineering, Howell has developed a group of chairs that not only solve the storage problem through stacking (though 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. 52 on product information card



Good steer here! When the Statler Hilton in Los Angeles was built, the decorative motifs chosen for its fabulous new Steak House were Black Angus and White Hereford steer heads. So, Magee developed them in a special carpet design in five colors to get the Steak House off on the right hoof. No extra charge, of course, for Magee's Commercial Carpet Design Service. To get it, wire or write,

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COMMERCIAL CARPETS

THE MAGEE CARPET COMPANY, 295 FIFTH AVENUE, N. Y. 16, N. Y.

Circle No. 53 on product information card

PRODUCTS & SERVICES

CONTIN

Two new styles by American Chair

A new occasional chair and a dining armchair have been introduced by American Chair Co. The American contemporary occasional chair has square leg and arm details that offer comfort, utility, and durability. Seat height is 18 inches. The dining armchair, in 18th century tradition



styling, achieves a light-scale look, yet offers a maximum of durable service and comfort. A wide range of new fabrics in a choice of color and texture is available for both.

Circle No. 132 on product information card



THE SPACE-SAVING 30" COMBINATION

2 full-size gas or electric burner plus 17" stainless steel sink above . . . with a 5 cubic foot refrigerator below . . . also available with oven.

Manufacturers of a complete line of space-saving appliances . . . air conditioners, refrigerators, freezers and Combination Kitchen Centers for hotels, apartments, motels, boats, offices, dormitories and trailers.



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Circle No. 54 on product information card

nk Cherry woodgrain paneling

nk Cherry, Pionite's newest high-pressure plastic laminate, achieves its plank effect by con-



ting arched and striated areas with swirled vein. It is color styled in Dusk, a warm, middle tone that blends easily with decorative or solid color surfacing. The new woodgrain laminate can be used for paneling and built-ins.

Circle No. 133 on product information card

rection

Hardwick & Magee advertisement in the February issue of CONTRACT was headlined "a handsome carpet . . . for Brooklyn's Hotel Dixie." To the record straight, it should be noted that Hotel Dixie is in the borough of Manhattan in New York City, not in Brooklyn.

Circle No. 55 on product information card



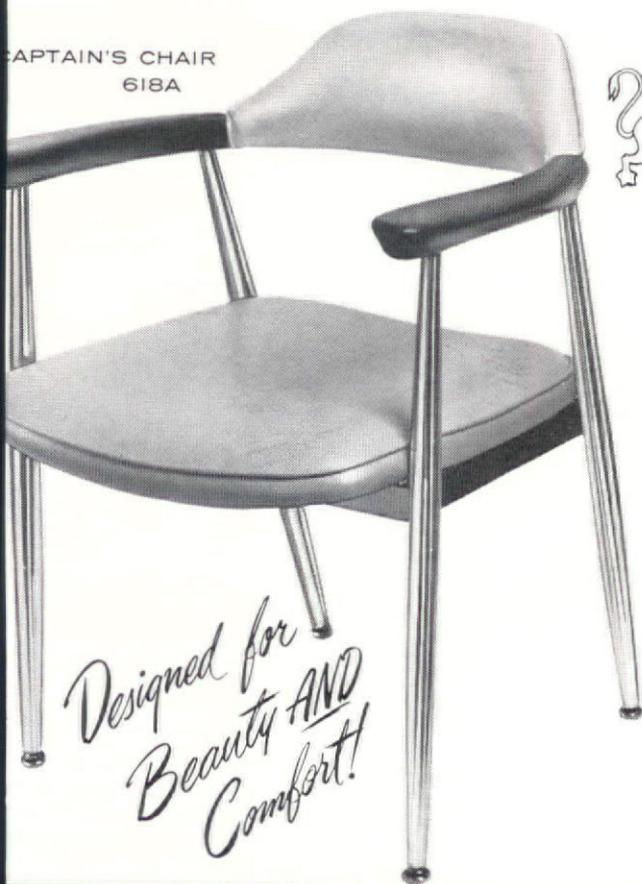
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ILLUSTRATION: KARASTAN "FUNCTIONALE" MEMBERS: THE DECORATORS FLOOR COVERING ASS'N.



CAPTAIN'S CHAIR
618A



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Beauty AND
Comfort!*



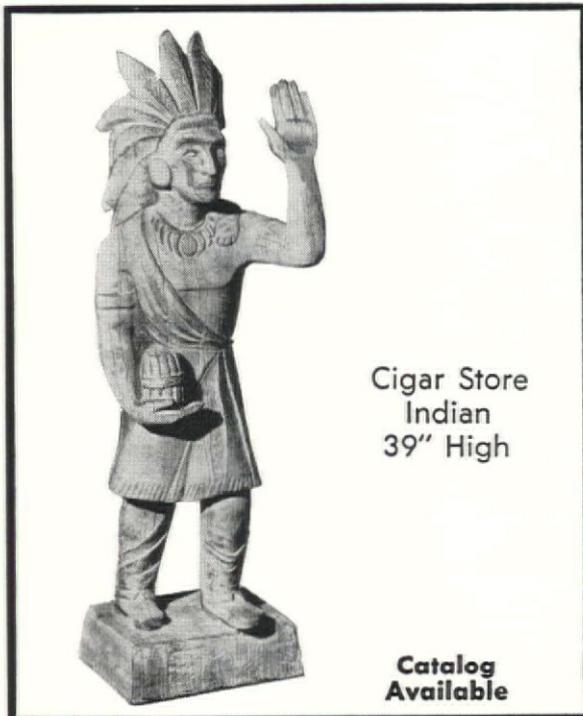
618

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Circle No. 57 on product information card



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Chair: UP395
Chrome polished
steel with solid
rosewood back
and shoes
Skaiflor seat

List price: \$79



Circle No. 58 on product information card

MANUFACTURERS'

LITERATURE

Frederick Weinberg Co.'s current catalog, Future Accessories for Interior Planning, includes items ranging from ash receptacles to room dividers, planters to wall murals.

Circle No. 134 on product information card

MicaGlo, a new lamp shade material fabricated from India mica, is detailed with photographs and informative background material in Macaco Co.'s new 12-page brochure. A sample swatch of MicaGlo, ideal for public areas because of flame-retardant qualities, is inserted.

Circle No. 135 on product information card

An inexpensive line of occasional tables is played in Pilliod Cabinet Co.'s new brochure. Sturdily constructed tables are surfaced with Lamidall, a pressure-laminated plastic.

Circle No. 136 on product information card

Scandia Craft Enterprises, importers and manufacturers of Scandinavian furniture, includes recent imports in its new loose-leaf folder. Various units, desks, tables, cabinets, and chairs are among the lines developed by Scandinavian design. Accompanying the many illustrations are dimensions, available finishes, and other pertinent details.

Circle No. 137 on product information card

The 1963 FolDoor catalog illustrates the many types of folding partitions available from manufacturer Holcomb & Hoke Mfg. Co.

Circle No. 138 on product information card

Reflector Hardware Corp's new 16-page, color catalog lists the entire Spacemaster line of diamond perforated metal shelves for use as merchandising equipment. The catalog covers shelving accessories, basic structural slotted standards, uprights, and frames to receive the shelves.

Circle No. 139 on product information card

More than 200 lamps, decorative accessories, and lighting fixtures are illustrated in Georgian Lighting Studio's new, comprehensive catalog. Styles include tole lamps in Early American, Provincial, English, Regency and contemporary.

Circle No. 140 on product information card

A booklet giving hints on the care of walnut furniture is now available through the American Walnut Manufacturers' Association. The booklet, titled The Care of Fine Walnut Furniture, contains six pages of non-technical text.

Circle No. 141 on product information card

nt different color samples of Finesse, a web-
light-and-dark pattern, are tipped in Formica
o.'s brochure announcing the new addition to
Sunrise line of decorative laminated plastic.

Circle No. 142 on product information card

atches of Modern-cote vinyl wallcoverings ac-
New Castle Products' brochure to suggest
tical and decorative uses for both the custom-
ce screen designs and economy coverings.

Circle No. 143 on product information card

w and informative booklet outlines the char-
istics and uses of Tontine washable window
e cloth prepared by Du Pont's fabrics divi-
particularly for architects and designers ser-
the contract and institutional fields. The 22-
brochure details four types of Tontine, fur-
ng suggestions for specification and install-

Circle No. 144 on product information card

- and scratch-resistant Textolite plastic dec-
ve laminates are described in a new bulletin
General Electric's laminated products de-
ment. Photos of well-known restaurants and
ings illustrate how the product can be ap-
to bars, walls, partitions, doors, self-edged
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