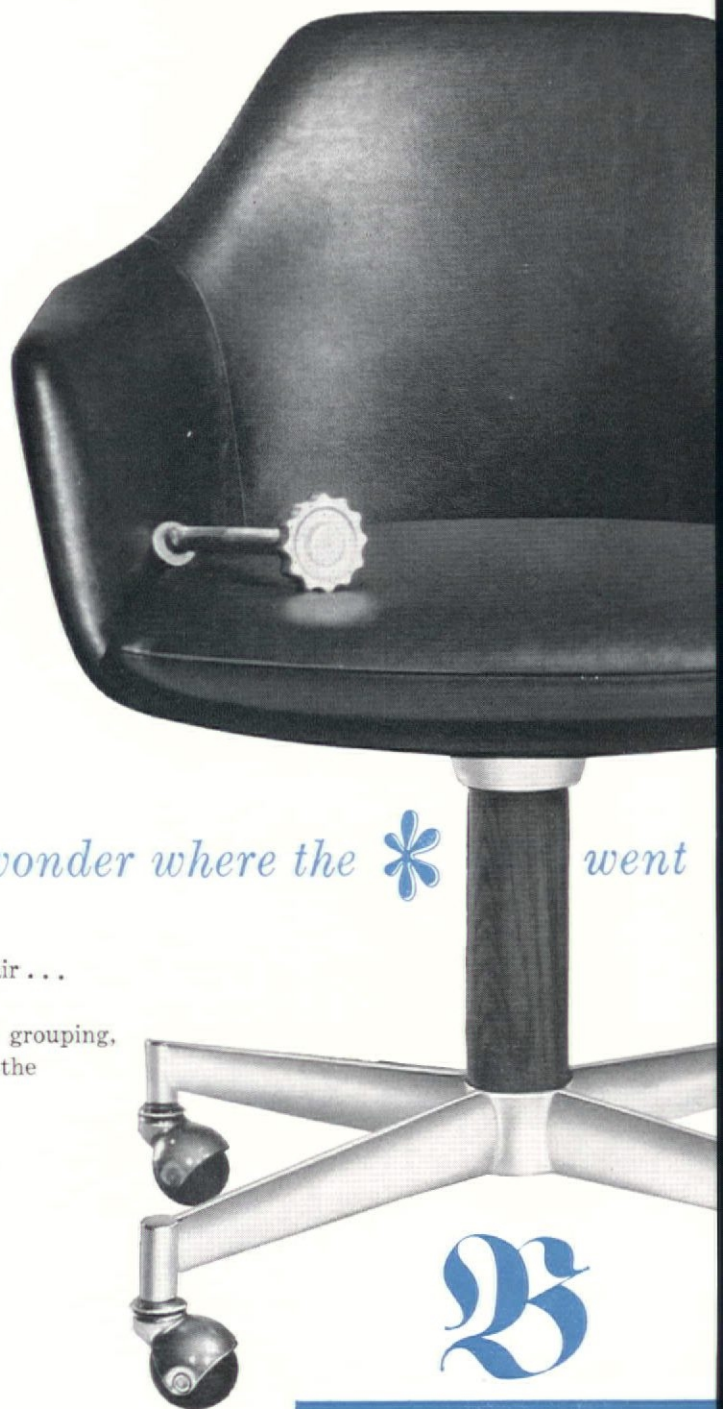



CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • FEBRUARY 1964





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CONTRACT



The Cover

A suite of hotel-motel guestroom furniture, overlaid with new pattern in Caprolan carpeting by Allied Chemical (just installed in the Singapore Hotel) pairs off this month's feature articles. Cover by Peter Harrison.

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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COMING IN CONTRACT

MARCH—Outdoor and patio furniture—a review of the new lines for 1964; Restaurants—the trends of the past year; a Danish showroom by designer Hans Wegner.

APRIL—Office furniture and furnishings—a comprehensive review of new lines available to the contract specifier; H. Chambers Co., an operational story of a distinguished interior design organization.

MAY—Important new commercial/institutional installations—offices, nursing homes, ships, air terminals, religious facilities, others.



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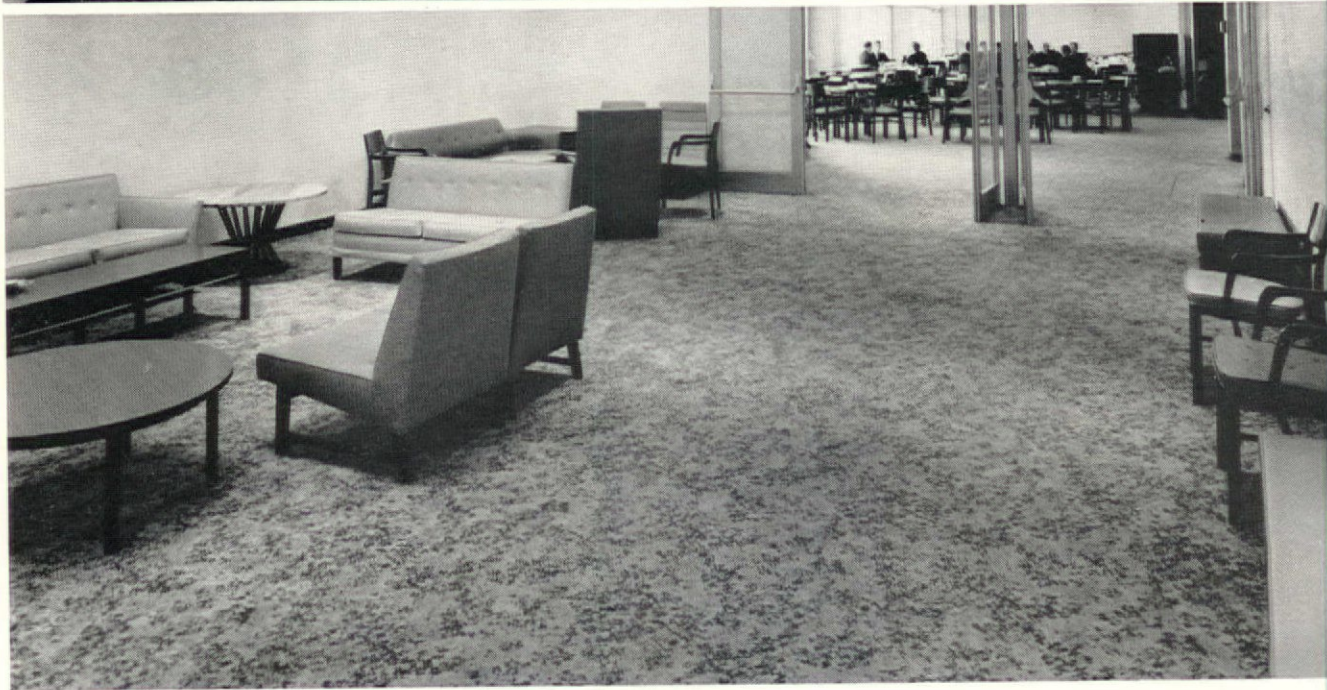
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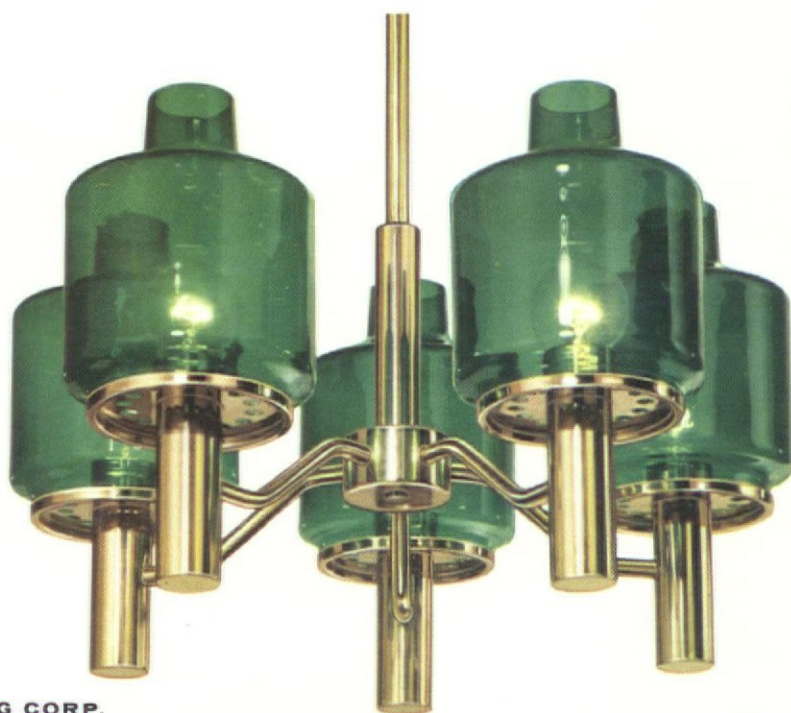
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OUR WASHINGTON REPORT:

- Shift seen in '64 buying trends
- Census reports increased shipments
- Procurement opportunities
- Recent federal awards

A CHANGING mix for some of the fields providing the best opportunities for the contract furniture and furnishings industry is foreseen by federal analysts here. They've been analyzing 1963 performance and making projections for 1964 construction. They see, for instance, the long-term upward trend in the category of non-housekeeping construction continuing, for motels, hotels, dormitories. That was \$1,105 million in 1962, about \$1.2 billion in an early estimate for 1963, and expected to advance by 8 percent to \$1.3 billion this year. But the principal factor in the rise is considered to be a surging demand for dormitory space in private colleges and similar institutions, much helped by federal programs of aid for such construction. Meanwhile, these analysts expect the recent sag in outlays for new motels and hotels to continue, as new construction responds to the signs of overbuilding throughout the country. (Contract suppliers may feel a beneficial effect of this, though, as older facilities hasten to redo their outfittings in efforts to compete for the travelers' dollars.)

The trend to apartment house building, in the private residential market, is expected to continue, going up from about 36 percent of the nonfarm starts by some degree. This would mean increased volume for carpeting, and common public area items.

Despite the often-voiced fears of overbuilding of office space, the federal projection sees the strong upward trend for this category continuing. This reflects a continued scarcity of good modern office space with desirable features in adequate locations, it's believed. The analysts see a continued spread of office building construction to all large urban centers. (And suburban cen-

ters are sprouting new multistory units in profusion, as well.) This category, which includes warehouses in the Census Bureau's estimates, expected to advance by 8 percent in 1964, \$3,125 million.

Another category, however, is slipping behind. That's for stores, restaurants, and garages, as new housing starts have not shown an accompanying growth in new shopping centers. An 8 percent decline in 1963 is expected to be whittled to another 2 percent fall this year.

Other categories important to contract furniture and furnishings show these expectations: Religious institutions, off 3 percent in 1964, they were last year. Private educational buildings, up 13 percent, after a 5 percent gain in 1963. Private hospital and institutional construction, up a whopping 26 percent this year, varying a sizable 18 percent increase last year. Private social and recreational structures, up 4 percent in 1964, after a 4 percent drop in 1963. Public educational buildings, up 9 percent this year; they were up 2 percent, last. Public hospital and institutional construction, up 17 percent, after a 13 percent gain in 1963.

Office furniture shipments

Manufacturers' shipments of office furniture in 1962 rose 7 percent above the 1961 volume, Census Bureau reports. The increase was from \$406,034,000 to \$435,402,000.

Shipments of metal office furniture increased over 7 percent, from \$317,798,000 to \$341,330,000. This included increases from \$80,227,000 to \$86,222,000 for desks; \$67,098,000 to \$70,070,000 for "chairs, stools, sofas, couches, settees, etc." Cabinets and cases rose from \$124,034,000

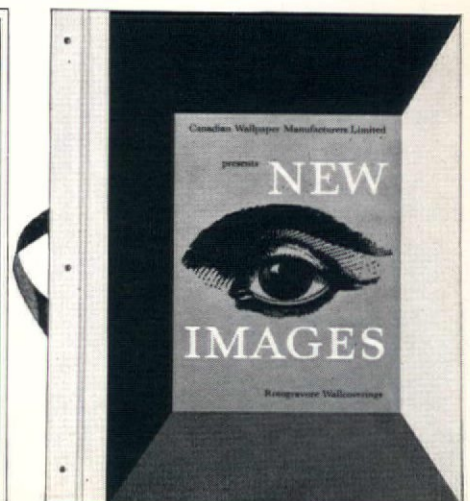
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Circle No. 10 on product information card

OUR WASHINGTON REPORT

CONTINUED FROM P. 10

to \$140,331,000. But "other metal office furniture," which includes tables, bookcases, modular service units and other items, dropped from \$46,439,000 to \$44,716,000.

Wood office furniture shipments rose by slightly less than 7 percent, from \$88,236,000 to \$94,063,000. Shipments of desks rose about 2 percent, from \$30,792,000 to \$31,411,000. A higher increase was scored for "chairs, stools, couches, etc." from \$38,013,000 to \$41,743,000. And other items advanced from \$19,431,000 to \$20,909,000.

Air Force furniture practices rapped

The General Accounting Office, the Congressional "watchdog," has attacked end-of-the-fiscal-year procurement once again. This time, it criticized the Air Force for procuring \$323,000 worth of unitized wood furniture toward the end of fiscal year 1962, in May and June, when it had no requisitions for most of the items, and the furniture being replaced was in good serviceable condition. "Availability of unobligated funds, rather than the existence of valid requirements, was the over-riding consideration," GAO stated.

The Air Force contended the procurement improved the utilization of office space, boosted employee morale and efficiency. But GAO didn't back up the claims, GAO said. The sergeant told GAO it will reevaluate its criteria for unitized furniture, and has taken steps to limit further procurement and to make full use of the replaced, serviceable furniture.

Comptroller General Joseph Campbell recommended that the Secretary of Defense establish a policy limiting the procurement of new furniture and other office equipment to justified requirements, precluding uneconomical replacement of usable equipment.

The three requisitions attached were identical. For 1200 desks and desk attachments, 1200 rocking chairs, 2100 chairs, 72 tables, 108 bookcases and credenzas, mostly for Pentagon offices.

Incidental note: The Air Force bought no unitized furniture in the last quarter of the fiscal year.

Federal procurement opportunities

Federal budget-cutting proclamations should scare off the would-be supplier of contract furniture and furnishings to the federal government. First, the highly heralded announcements are a tiny percentage of the total \$100-billion-ne-

(Continued on page 11)

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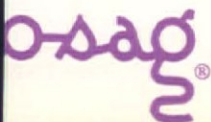
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HOOKEER

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OUR WASHINGTON REPORT

CONTINUED FROM

borhood budget. Secondly, from the viewpoint of personnel administration, economies achieved by bringing employees together in buildings, which are continuing to go up to be planned for. These mean, often, new furniture to fit the surroundings. And there is an argument for increased efficiency, which mean new furniture arrangements, such as unitized furniture. General Services Administration has in its schedules for its agency-client

Some of the recent invitations for procurement now closed, can give you an indication of breadth of federal interest in contract it. And procurement officers are open to your queries and possible response to just such invitations:

GSA, Washington—Office aluminum chairs, stools, indefinite quantity, April 1, 1964-March 31, 1965. Floor mats for chairs, indefinite quantity, March 15, 1964-March 14, 1965. Laminated plastic-surface wood frame furniture, 9 each. General office wardrobes, 154 each.

GSA, Kansas City—Metal furniture.

GSA, San Francisco—Sandalwood cut tufted nylon rugs, definite sizes and quantities. Carpet cushions.

Post Office Department, Washington—Metal storage cabinets, 340 each. Folding tables, each.

GSA, Denver—Metal dormitory beds, 160 each. Storage cabinets, bookshelves, etc.

Federal Aviation Agency, Honolulu—Household furniture lot.

GSA, Dallas—Fluorescent fixtures and standards.

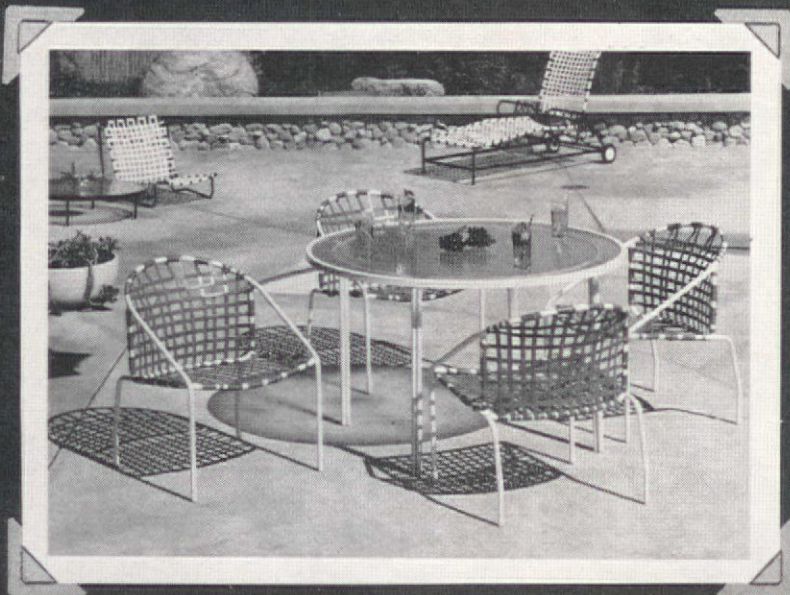
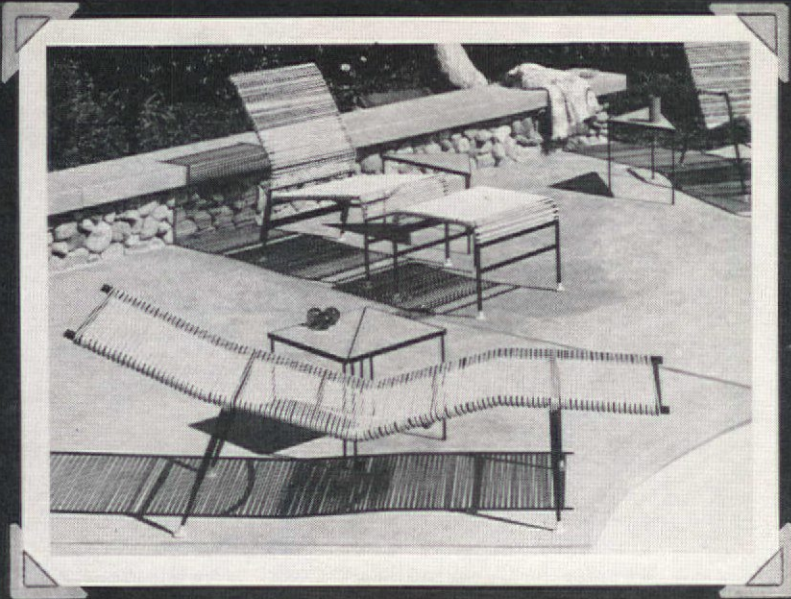
GSA, Washington—Modern bedroom wood furniture, 1440 each. Flameproofed hospital gowns, 179 each. Rugs, 13,961 each.

Federal awards made recently

Some of the recent awards made by federal agencies in the contract furniture and furnishings field include:

GSA, Washington—Modern bedroom furniture: Hanover Made Furniture, Inc., Hanover, Pa., 1428 each, \$52,752. National Furniture Co., East Bernard, Tex., 1,000 each, \$49,500. Occasional wood household chairs, indefinite quantity, Feb. 1, 1964 through Nov. 14: DeWitt Mfg. Co., Gardner, Mass. . . . General wood office chairs, through Jan. 31, 1965, indefinite quantity: W. D. Campbell Co., Washington. . . . Fluorescent lights, indefinite quantity: Dazor Mfg. Corp., St. Louis, Swivelier Co., Nanuet, N.Y.

GSA, Denver—Metal chest of drawers, mirror standards: Superior Sleeprite Corp., Chicago, 300 units, \$21,033. (C)



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CONTRACT BUSINESS: NOTES & COMMENTS

Will Khrushchev relax at last?

Chairs in the Kremlin are notably fuddy-fuddy; there hasn't been a really good idea in furniture design brought in since the Czar was carried out. Recently, style-conscious little Denmark recognized the plight of big clumsy Russia, and the Danish Foreign Minister, Per Haekkerup, presented the rocking chair shown here to Mr. Khrushchev in the name of the Danish people. Mr. Khrushchev thanked him graciously, but is reported not to have tried the chair in Mr. Haekkerup's presence. This leaves the international situation as uncertain as ever. But John Stuart, which imports the chair in this country, says you can't be caught off balance in the rocking chair, which art-



fully does away with the old-fashioned runners that stuck out front and back. Guaranteed to ride steady through any summit conference, and you can have it in the same top-grade leather as presented to Mr. Khrushchev.

Plastic laminates sales up

The plastic laminates industry continues to expand at a rapid rate. Recent reports show that sales last year totalled \$121 million, representing a substantial increase over \$110 million in 1962. Since the end of World War II the industry has averaged a 10 percent annual increase in volume.

'64 Room of Tomorrow sold

The 1964 Room of Tomorrow, designed by Barbara Dorn and exhibited at last November's National Hotel-Motel Exposition, was purchased by Continental House Motor Inn, Dearborn, Michigan, through the contract division of the J. L. Hudson Co., Detroit. The Room of Tomorrow idea exhibit consisted of the Midas Room, a luxury living room, the Executive's Tri-Purpose Room, and the After Room, an

example of a guestroom renovation. Also included were two types of bathrooms—a luxury bathroom in ceramic tile and a bath-dressing room combined. Continental House, a new motel now under construc-



tion on the outskirts of Detroit, will incorporate all the idea rooms in its structure. In the illustration: E.E. Ranahan, chairman of the executive committee of the 1964 Room of Tomorrow, Eleanor and Elmer Premo, purchasers of the 1963 Room, and Michael G. Rogula, partner in new Continental House, purchaser of the 1964 Room.

Winter on Mart's 11th floor

Richard Winter Associates, representing thirteen lines of restaurant and banquet room seating pieces, table tops and bases, is moving this month to the 11th floor at the Merchandise Mart, Chicago. The firm also offers layout and planning service.

New assignments...

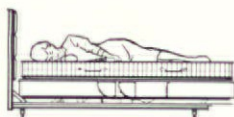
Albert Parvin & Co., Beverly Hills interior design firm, has been commissioned to set up, furnish, and decorate the reservations office for the Las Vegas Riviera located in the New California Mart building, in final construction stage, in Los Angeles. Parvin is also planning the Las Vegas' Sahara Hotel reservations office, being installed in the new United California Bank Building in Beverly Hills. For Tracton's Restaurant, Parvin will design a new branch at the Farmer's Market in Los Angeles, having just completed another Tracton restaurant in the New California Mart. . . . Flannery & Associates, Pittsburgh retail store designer and planner, has been chosen as designer, planner, and coordinating architect for the new Greengate store of the Joseph Horne Co., Pittsburgh. In addition to over-all interior and exterior design, the project will include detailing of all interior fixtures, including counters, cabi-

nets, display racks, lighting, as well as departmental identification and ornamentation. . . . Copeland, Novak & Isaacs, New York architectural design firm specializing in department stores and shopping centers, has been signed by British Swan Hunter Group of Companies as consultants for a new subsidiary company, Merchandise Presentation Ltd., set up to manufacture and market store fixtures and equipment. Both firms are located in England. . . . Morton Textile & Furniture, Chicago, has been awarded a half-million dollar contract to convert a complex of luxury homes into a country retreat for executive seminars, sales training programs, etc. To be called Town House, the new complex will be completely refurbished and refurnished and will include such facilities as bowling lanes, swimming pools, indoor tennis courts, and a golf course. . . . Integrated Design Associates, Inc., Beverly Hills, California, contracted to design a dining room-casual lounge atop the 9000 Sunset Building in Los Angeles. To be called Top of the Strip, it will make the dramatic view of Los Angeles a major attraction, similar to San Francisco's Top of the Mark. Integrated is also designing a 5,000 sq ft Napoleon Coffee Shop and Water Bar on the ground floor of the 16-story building. In Chicago, Integrated is designing executive offices and a wide range of food facilities occupying ten floors of the 41-floor United Insurance Co. Building. . . . Brand-Worth & Associates, Los Angeles, has been retained to handle store planning, interior design, and signage and graphics for the 60,000 sq ft Walker Scott department store under construction in the Escondido (California) Village Shopping Center. . . . Richard Himmel, AID, Winnetka, Illinois, has been appointed designer of the 1965 Room of Tomorrow. Seventh in the Room series, the 1965 edition will be shown at the National Hotel-Motel Exposition at the Coliseum in New York City, November. For the first time, the Room will be an actual complete structure showing interiors as they relate to the architectural shell of the average hotel or motel. . . . Everett Brown, FAID, Chicago, has been selected to create the 1964 edition of Designs for Dining, to be exhibited at the National Hotel-Motel Exposition, November. Decorative theme for the project draws on American history. The interiors will feature a 17th century tavern, an 18th century formal dining terrace, a 19th century salad bar-cocktail shop, a 20th century cocktail lounge. (C)

The Tuscany



"New York's Biggest Little Hotel"



Beautyrest's unrivaled comfort in standard sleeping position



Head section raises at the touch of a hand-held switch



Knee section raises for added support and comfort

first in the nation with Beautyrest Adjustable Beds in Every Room

Give it to The Tuscany to think of the ultimate in guest comfort. Mr. Bertram Weal, general manager, knows his guests like to prop up their feet after a busy day while they read or watch their color TV. That's why he ordered Beautyrest® Adjustable Beds for every room in his smart Manhattan Hotel. Tuscany guests can relax at the touch of a switch as dual motors raise head and knee sections

for supreme sitting and reclining comfort!

And for sleep, there's absolutely nothing like the comfort that comes only in Beautyrest's individually pocketed coil construction. Each part of the body relaxes with firm, yet gentle support. Why not look at Beautyrest Adjustable Beds. They come in twin, double and queen sizes in standard and long-boy lengths.



SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO 54, ILLINOIS

Circle No. 15 on product information card

CONTRACT NEWS

SHELBY WILLIAMS INDUSTRIES was awarded most of the public seating for the new Anchorage-Westward Hotel, Anchorage, Alaska. The design for the installation was created by John J. Lemire, head of the design department of Western Service & Supply, Seattle.

FIXTURES MFG. CORP. has appointed the following firms to represent its lines in the contract field: ROBERT GARVIN ASSOCIATES, New York City, covering New York City, New Jersey, Maryland, Delaware, Washington, D.C., and Pennsylvania east of Pittsburgh. CHARLES L. ORR, INC., Chicago, covering the Chicago and Milwaukee areas.

ATLANTIC REFINING Co. has entered the expanded polyvinyl field and will market an exclusive line of embossed upholstery fabrics for the furniture industry. The new 18-color line, designed by Phil Schuss, will be known as Fon-Del. Three distributorships have been assigned: AMERICAN FOAM RUBBER PRODUCTS CORP., Dallas; DIXIE SUPPLY & SALES Co., High Point, N.C.; PENN-ANN SALES Co., Los Angeles.

THAIBOK FABRICS LTD. is now representing VIRGINIA FRANKEL sculpture and contract division new showrooms at 969 Third Ave., New York City.

BURWOOD PRODUCTS Co., manufacturer of Art Deco line of wall accessories, has set up a new contract division for simulated wood reproductions of ornamental carvings for furniture and decorative accessories. PARKER LAWRENCE, vice president of Burwood, heads the contract division.

GREEFF FABRICS, INC., moved its Philadelphia showroom and offices to the Architects Building, 117 S. 17th Street. E. C. CARTER & SON, a Greeff subsidiary, will share the new showroom.

COCHRAN OF BALTIMORE MFG. Co. has moved factory, executive offices, and showroom to 230 York Street, Baltimore.

HIEBERT, INC., Torrance, California, has formed a design and layout department offering complete interior design services to dealers, decorators and architects. The new department will be under the direction of Jose M. Rodriguez.

(Continued on page 10)



inviting ANYPLACE

In contemporary or traditional settings, this trend-setting new table by Johnson is available in satin or polished chrome, brass plate or aluminum. Specify the J-70 in dining, cocktail, or bar heights. Full range of famous Johnson tops in various sizes. Write for details, prices.



JOHNSON plastic tops,
ELGIN, ILLINOIS
Representatives in all major cities

FOOD FOR THOUGHT: WHY DO SO MANY FINE RESTAURANTS FEATURE GULISTAN CARPET?



Gulistan Flame, an outstanding commercial carpet especially created for Designs for Dining in New York by Valerian S. Rybar. The brilliant pattern, an instantaneous success, is carried in open stock.

It's great, that's why. Quality is unexcelled. Colors are unlimited. Wearability has been tested and proven for years. The widest range of textures, patterns, designs and fibres makes it easy to choose the right carpet for any installation. To help you even more, all Gulistan Carpet is Performance Rated* for wear and appearance retention under varying traffic conditions. And Gulistan staff experts are ready to help you with installation and color advice, or advice on your over-all decorating problems.

For immediate delivery, the most extensive line of qualities is available from stock. Or, if you prefer, Gulistan provides individual custom designs in broadloom or area rugs. For complete description

and illustration of many Gulistan lines and services, see our full-color catalog in Sweets Architectural File. Or write Gulistan Commercial Department. A. & M. Karagheusian, Inc., 295 Fifth Avenue, New York, N.Y. 10016 [®]TM of A&MK, Inc.

GULISTAN[®] CARPET

A & M KARAGHEUSIAN, INC., 295 FIFTH AVE., NEW YORK 16, N. Y.

Circle No. 17 on product information card

CONTRACT NEWS

BURWOOD PRODUCTS Co., manufacturer of Arabesque line of wall accessories, has set up a new contract division for simulated wood reproductions of ornamental carvings for furniture and decorative accessories. PARKER LAWRENCE, vice president of Burwood, heads the contract division.

DANISH DESIGN CENTER, representing nine leading furniture, textile, and lighting manufacturers from Denmark, opened warehouse and showroom facilities at 21-21 41st Ave., Long Island City, New York.

REESE B. DAVIS & Co., INC., importers and distributors of Westgate fabrics, has moved to its new general office, warehouse, and showroom facility at 800 Forest Park Blvd., Ft. Worth, Tex.

DAVID & DASH, Miami converters, importers, and handprinters of interior textiles, has moved its Los Angeles showrooms to 474 North Robertson Boulevard. The firm also announced the appointment of IAN SANDERSON & Co., London, England, to represent the firm throughout the British Isles.

DWOSKIN INC., Atlanta, Ga., has been appointed exclusive sales representative for MAHAR FABRIC CORP.'s natural cork wallcovering. Dvoskin has salesrooms in Atlanta, Miami, Washington, D.C., Dallas, Houston, Charlotte, and sales representation in Nashville and New Orleans.

FULTON INDUSTRIES, INC., Atlanta, Ga., has acquired BELL INDUSTRIES, INC., New York, and its subsidiaries Dixie Belle Mills, Inc. and Belcher Chenilles, Inc.

EMECO CORP., Hanover, Pa., office and institutional furniture manufacturer, has acquired METWOOD Co., Hanover manufacturer of folding tables.

A. W. LINDBLAD Co. has been appointed sales representative for the public seating division of Hampden Specialty Products Corp., covering Ohio, Michigan, Indiana, and West Virginia.

NO-SAG SPRING Co., Detroit, has moved its Chicago display headquarters to the American Furniture Mart, Space 536-B. The move, completed last month, increases the display space for No-Sag products. Furniture from other American firms as well as new imports will also be featured.



Circle No. 18 on product information card

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spring-loaded

HI-LO

TABLES

AND

TABLE BASES

Thinline

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SANTA ANA, CALIFORNIA

THINLINE BASES ARE THE ONLY PRACTICAL HI-LO BASES. YOU PUSH DOWN AND LOCK AT ANY HEIGHT FROM 17" TO 28". NO SPINNING • NO FLOPPING. THEY ARE SPRING LOADED.

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These are lighting fixtures designed by George Nelson for Howard Miller ✕ For complete information, write Howard Miller Clock Co., Zeeland, Michigan... National Distributor: Richards Morgenthau, 225 Fifth Ave., New York, Merchandise Mart, Chicago, Illinois; Fehlbaum, Berne, Switzerland; Pelotas, Sao Paulo, Brazil; Excello, Mexico City, Mexico; Weston, Bogota, Colombia.



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Shelby Williams of Tennessee, Inc.
Morristown, Tennessee

Permanent Showrooms: Dallas — 2626 Stemmons Freeway
Chicago — Space 1131-34 • Merchandise Mart

Circle No. 20 on product information card

PEOPLE

A. R. COSKREY has been appointed manager of the contract division of American Furniture Co., Martinsville, Va., succeeding James T. Hay. Mr. Coskrey was regional manager for the contract division for the past two years.



A. R. COSKREY



JAMES T. HAY

JAMES T. HAY has been appointed marketing manager of Farquharson-Gifford Co., furniture manufacturer of Stratford, Canada. In the newly created position, Mr. Hay will be responsible for closer liaison between the firm's product division and will coordinate the marketing and sales of the recently acquired and expanded York Woodcraft Ltd. division, for both retail and contract operations. Prior to joining the firm, Mr. Hay headed the contract division of American of Martinsville.

RENE CARRILLO joined Deltec Panamerica S.A., one of the largest private investors in South America, in mid-January. The move to Deltec ends a 30-year association with F. Schumacher & Co., where his last post was Director of Merchandising. For the first six months of 1964 Mr. Carrillo will serve F. Schumacher in a consultant capacity.

LOUIS A. BANKS has been appointed assistant to the president for store planning and design at Flannery & Associates, Inc., store planners and interior designers. STEPHEN J. KUBISAK joins the firm as a store interiors designer.

ROY WATSON, JR., president of Kahler Corp., was named president of American Hotel & Motel Association at the annual convention last December.

PETER W. SZAROWSKI has joined Cushing & Neill, New York City, architectural space planner and interior designers.

HERBERT PINZKE, designer, has been named marketing associate of the Chicago office of Harlow Earl Associates, Detroit-Chicago design and marketing consultants. In his new position, Mr. Pinzke will direct packaging, interior design, and industrial design in the Chicago area.

(Continued on page 2)

MOUSE- TRAPPED?



You walked into the job with your eyes open. Then they sprang the surprise—deadlines for delivery moved up! Take it in stride. Get yourself out of the trap by calling Kiesling-Hess. Newly improved and expanded facilities in both New York and Philadelphia mean that K-H now gives **same day** finishing for your upholstery fabrics! **Fabrics received in the morning will be shipped, finished to your precise specifications, the same afternoon.** Remember, Scotchgard* Brand Stain Repeller, flameproofing (California approved), or whatever the finish required, K-H does it. Faster. Better. You'll never be caught short of time again once you get into the habit of specifying "Finished by Kiesling-Hess."

KIESLING-HESS FINISHING COMPANY, INC.

Custom finishers to the decorative trade: Flameproofing, Sylmer, Scotchgard, Zepel®, FAB-BAC Fabric Backing, 519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia 7, Penna. *product of the Minnesota Mining and Manufacturing Company

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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.



NORQUIST PRODUCTS INC.
JAMESTOWN, NEW YORK SINCE 1881

Circle No. 22 on product information card

PEOPLE



R. BRUCE KOPSEKER has been named national merchandising and sales manager of contract furniture division for Mutschler Bros. Co. Mr. Kopseker will be in charge of contract sales, with offices in the Merchandise Mart, Chicago. Among

his responsibilities will be the national promotion of a new contemporary component storage line, including occasional and upholstered furniture, now being designed for Mutschler by Paul McCobb.

JACK RICHARDSON has joined the sales organization of Thaibok Fabrics, Ltd., serving the Manhattan area of New York City.

Lee L. Woodard Sons named the following additions to its sales force: HARRY E. POELING, southern Illinois, Indiana, western Kentucky, and Louisiana, Mo.; WILLIAM B. GEISE, JR., Vermont, western Massachusetts, western Connecticut, and New York State, excepting Metropolitan New York; RALPH A. LOMAS, Maine, eastern Massachusetts, eastern Connecticut, and Rhode Island.

SCOTT H. WATERS has been appointed contract furniture sales representative for the Howell Company, covering Oregon, Washington, and western Idaho.

H. V. ART has been appointed institutional sales manager for the Birge Co., Inc., wallcovering manufacturer.

ROBERT A. WACHTEL, has been appointed sales manager for the Home Fabrics Division of Berkshire Hathaway, Inc., directing activities in Utah and Canada.

WILLIAM M. BASS has been named southwestern sales representative for Molla, Inc., covering Texas, Arkansas, Louisiana, and Oklahoma, with headquarters at 310 Decorative Center, Dallas.

THOMAS R. FISCHER has been named director of marketing and sales of Firestone Synthetic Fibers Co., a division of Firestone Tire & Rubber Co.

B. L. Marble Furniture Inc. has added two division managers to its field staff: GUNNAR SAMSON representing the firm in the New England States and New York state (excluding New York City) and RICHARD HERMANN, covering Virginia, Maryland, Delaware, Pennsylvania, New Jersey (except Newark), and the District of Columbia.



The Finest Sleep Products Wear the
Englander
LABEL

* **TENSION • EASE
 FOAM**

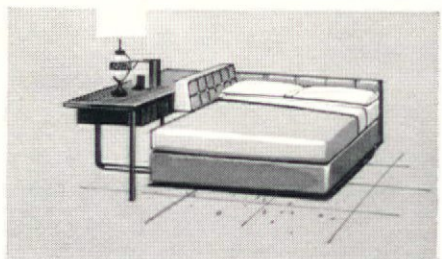
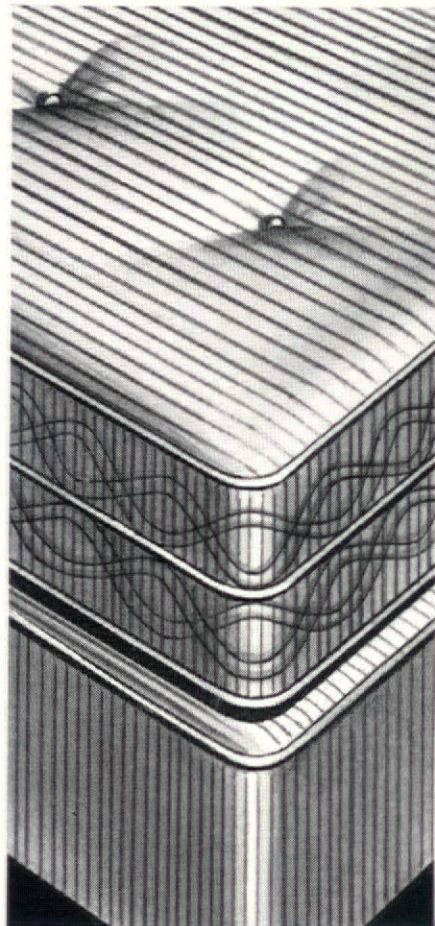
Englander Foam Latex or Urethane Foam . . . long and sturdy, yet wonderfully resilient. Born for comfort, clean, cool, odorless and allergy free. Perfect for housekeepers, so feather light — never gets turning. Built in durability never lets it sag, creep, crumble or mildew.

* **TENSION • EASE
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Englander Innerspring Mattresses scientifically upholstered and uniformly padded to prevent shifting, sagging, matting or lumping. Dual reinforced perimeter edges assure no edge breakdown . . . NEVER! Matching Foundation Units built to withstand the most rugged duty.

* **DUAL PURPOSE
 SLEEP EQUIPMENT**

Their luxurious design and smart styling never hint at their heavy duty contract construction. Beautiful sofas by day . . . comfortable beds by night. Sizes to fit your special room arrangements.



Successfully Serving the Needs of Hotel and Motel Owners Throughout the Nation
 with Quality Designed Sleep Equipment

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See us at the Midwest
 International Hotel-Motel
 Show—Booths 202-203
 Sherman House, Chicago
 March 31-April 2

CALENDAR

1964

March 4-6. First Los Angeles Industrial Fair and Congress. Los Angeles.

March 31-April 2. Midwest International Hotel-Motel Show. Sherman House, Chicago.

April 2-3. Northwest Furniture Market. Seattle, Wash.

April 5-9. Jamestown Furniture Market. Jamestown, N.Y.

April 6-9. Boston Furniture Market. Commonwealth Armory, Boston.

April 17-24. Southern Furniture Markets. High Point, Lexington, Drexel, Thomasville, Lenoir, Hickory, N.C.

April 22. New York World's Fair opening.

April 22-24. Mid-West Hospital Association, 36th Annual Convention. Municipal Auditorium, Kansas City, Mo.

May 17-22. 18th Annual New York Stationery Show. Hotel New Yorker, New York City.

May 21-24. National Office Furniture Association and National Stationery & Office Equipment Association Eastern Convention & Exhibit. New York City.

May 25-28. American Motor Hotel Association and National Restaurant Association combined national conventions and Motelrama. McCormick Place, Chicago.

June 29-July 3. Dallas Furnishings Market. Market Center, Dallas.

August 24-27. American Hospital Association. McCormick Place, Chicago.

September 26-29. National Stationery & Office Equipment Association annual national convention and exhibit. Conrad Hilton Hotel, Chicago.

November 9-12. National Hotel & Motel Exposition. Coliseum, New York City.

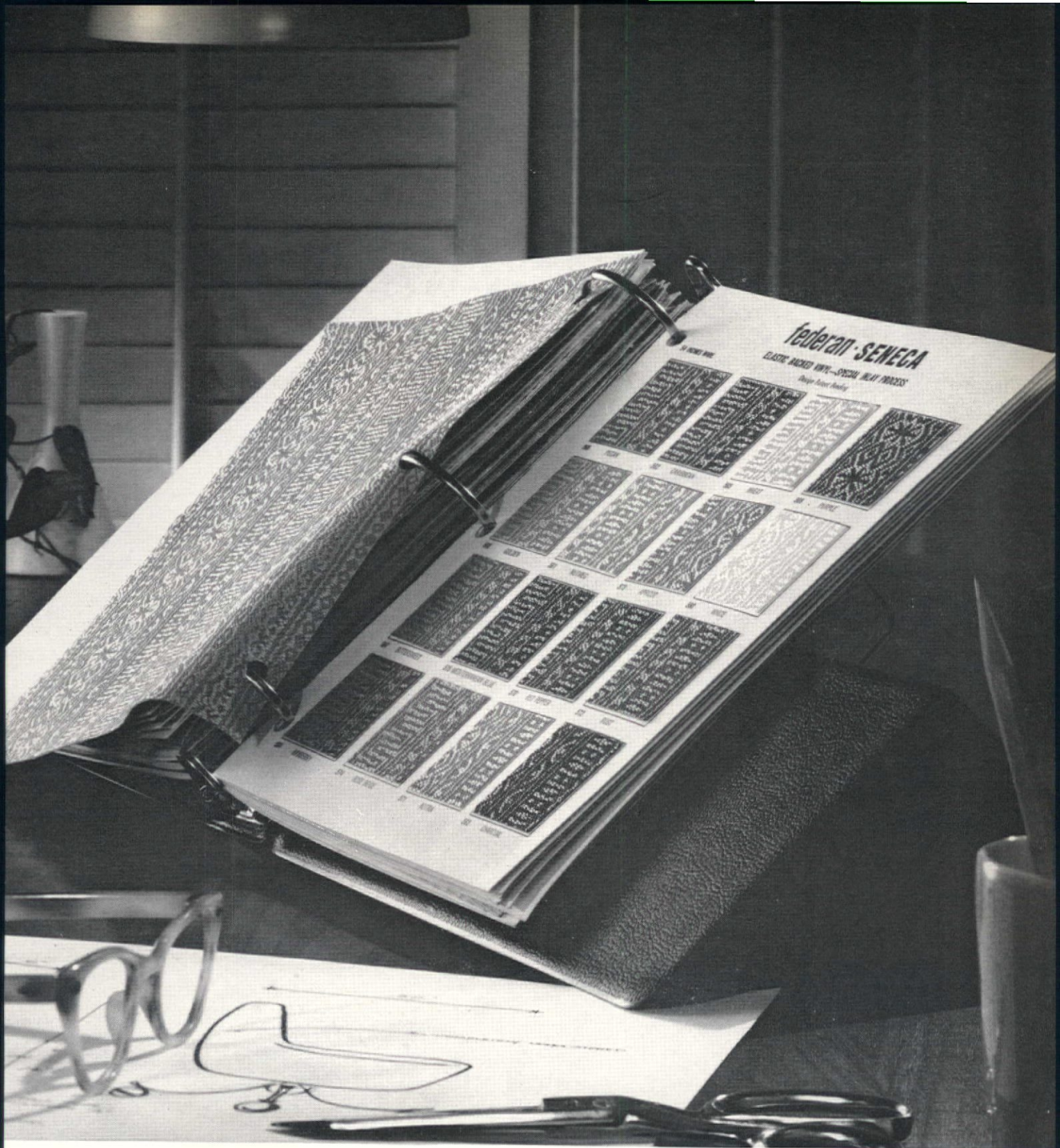
If you want display lighting that's designed as an integrated architectural system, that can be recessed or mounted on surface or stems, that's so attractive you don't have to hide it, that's so flexible you can turn corners, vary lighting position, direction, intensity or color...you've come to the right spot.



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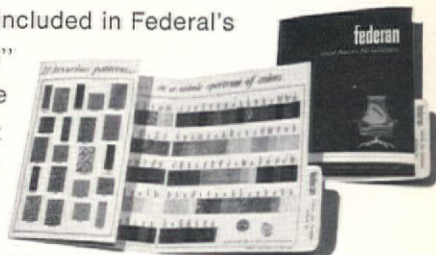
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htaking collection of vinyl fabrics in rich
s and vibrant colors . . . a basic reference
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Federal's sample book. See it at the dis-
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easy reference, swatches of all the patterns

and colors shown in the Sample Book are included in Federal's
new "Federan Vinyl Fabrics for Furniture"
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Los Angeles • Minneapolis • Philadelphia • San Francisco • Washington, D. C. • Fort Worth • Versailles, Missouri • Omaha • VBT SUPPLY COMPANY
Lawndale Ave., Skokie, Illinois • ACME UPHOLSTERY SUPPLY CO. 1401 Blake Street, Denver 2, Colorado • CRESCENT TEXTILES INC. 748 Lee Street SW.,
D, Georgia • FEDERAL DISTRIBUTING CO., INC. East 11th Street, Erie, Pennsylvania • LEATHER GUILD INCORPORATED 52 East 21st Street, New York, New York.

Chicago round-table

Designers vs. manufacturers clash in panel on product communications; Finn Juhl on American Design

CHARGES and counter-charges between designers and suppliers generated a lively, if inconclusive, panel discussion on "communications" during the Chicago furniture market last month. Interest in the subject of the forum, namely, the improvement of relationships between the designer and his sources of supply, ran extraordinarily high, drawing an audience of more than 200 important manufacturers, sales executives, and designers to an 8:00 a.m. breakfast meeting at the Ambassador Hotel in Chicago.

Charles S. Miles, marketing consultant whose firm sponsored the forum, set the stage by introducing the panel, which consisted of: Stuart Gilbert, designer, John D. Williams Co.; Jack Hirschle, designer, IBM; Kenneth Johnson, vice president, Interior Space Design, Inc.; Jack Lenor Larsen, fabric designer and manufacturer, Jack Lenor Larsen, Inc.; and Miss Carol Uhl, architectural and interior designer for the Chicago Civic Center, now under construction. Among the complaints voiced by members of the panel were the manufacturer's practice of approaching the client directly, instead of honoring the client-designer

relationship; the reluctance of manufacturers to deviate from stock designs; the misleading promises that are frequently made as to delivery dates; the chaotic situation that prevails with regard to samples and other basic information and material that the architect or designer needs in his over-all planning. By and large, the panel agreed that manufacturers have a lot to learn concerning the vast differences between selling the professional architect or commercial designer as against the techniques employed in direct sales to consumers or builders and contractors. Mr. Larsen, speaking primarily as a manufacturer, pointed out a number of untidy habits among the designing profession, such as its frequent failure to inform the manufacturer of the name of the specifying designer, its use of samples of discontinued fabrics in new jobs, and its poor methods of organizing and filing literature and information supplied to the manufacturer.

Mr. Larsen's criticism of the designer was mild, however, compared to those that were brought up during the open discussion period that followed the panelists' talks. Manfred Steinf



At product communications panel discussion: Charles S. Miles, Carol Uhl, Stuart Gilbert, Jack Hirschle, Kenneth Johnson, and Jack Lenor Larsen.

resident of Shelby Williams Co., Chicago, charged that one of the root problems was the designer's stubborn practice of going to so-called "prestige" home furnishings manufacturers, instead of to contract manufacturers. When the architect and designer learn to go to contract sources, asserted Mr. Steinfeld, they will find that their specifications will be understood, they will get service, and they will get deliveries as promised. As for modifications and deviations from stock merchandise, Mr. Steinfeld said, his firm makes them all the time, as do virtually all manufacturers who habitually specialize in contract business.

Taking a different tack, Charles Stendig, head of Stendig, Inc., New York City, said that most of the so-called "modifications" that designers demand of his firm have been rejected because they do not make structural sense. Rather, he stated, they represented the sacrifice of functional logic for the sake of some dubious esthetic advantage. At a breakfast forum, Mr. Stendig went on, had been entirely neglected one of the most urgent problems confronting the trade, to wit, the question of pricing. There is more confusion on this subject, he asserted, than on any other affecting supplier and customer, as a result of the bewildering multiplicity of discounts that prevail for almost every product line on the market. (His own firm has been on a net pricing basis for several years.) Mr. Stendig replied that the subject of pricing was such an important one that it might be well to consider a separate panel discussion at a future date.

Mr. Juhl addresses architects and designers

Little lines were drawn on another front at a conference held at the Merchandise Mart during the week in Chicago. The celebrated Danish architect and furniture designer, Finn Juhl, spoke to a group of about 500 architects, designers, and manufacturers on the subject of "The Architect's Role in the Creation of Total Environment." Another important speaker at the Mart conference was Arthur Drexler, director of the department of architecture and design at the Museum of Modern Art, New York City. The conference was sponsored jointly by the Merchandise Mart and the American Furniture Mart.

Between them, Mr. Juhl and Mr. Drexler ap-

propriated for the architect the entire building, inside and out. Mr. Juhl said that he saw no gap between architecture and interior design. He pointed out that in Denmark there is little or no conflict on the matter of jurisdiction in one area as against the other because every designer is trained as an architect. It was inconceivable he said, to think of a house or building designed by Mies van der Rohe or Alvar Aalto, for example, furnished and finished with designs other than those created by them, especially traditional ones.

Mr. Drexler declared that all the great "classics" of 20th century furniture had been designed by architects, for example, the Mies van der Rohe chair designed for the 1929 exposition in Barcelona. Most of the great pieces of modern furniture, he said, were created in the 1920's; the rest has only been variations on these designs.

Miss Mary E. Dunn, president of the American Institute of Interior Designers (AID), defended her profession ably during the question-and-answer period. "Denmark must be Utopia," she declared, addressing herself to Mr. Juhl's remarks. "Here in America, we work with people and we have to incorporate in our designing things their families hold precious, or ties with the past that represent the client's own special interests and tastes. We mix things, traditional and modern, in order to point up the continuity in our lives, and we feel that the best products of the past enhance our lives. America is unlike Denmark in another respect," she continued. "Here, architects have actually *abdicated* their role in respect to interiors. They no longer give us any interior architecture to work with. Far from creating total environments, they provide the interior designer with boxes, very often uninsulated boxes, which it remains our job to fill creatively and pleasantly."

Replying to a question from the floor as to whether American design had improved since he first visited this country 12 years ago, Mr. Juhl said he thought furniture design had improved but interior design had not. However, after several interior designers present voiced strenuous to this pronouncement, he admitted his impressions were based on a cursory examination of design in this country, not an exhaustive study. (C)

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3M Velvet Coating Design Kit

Here's a convenient way to test the new glare-free finish from 3M... to check its many advantages over the flat paints you've been using

Nothing beats seeing a beautiful coat of 3M Velvet Coating—and then comparing it with conventional flat paints. Because 3M Velvet Coating is a brand new *idea* in flat finishes.

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You know how a flat paint finish eventually becomes glossy with handling or washing? Not so with new 3M Velvet Coating. A unique process makes it a nearly perfect light-diffusing surface—and keeps it glare-free for the life of the finish.

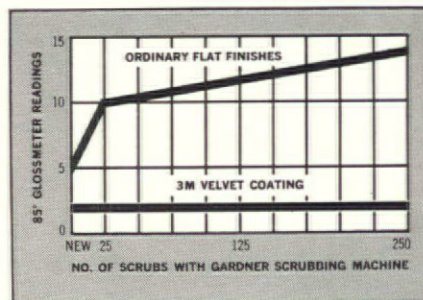
But, as we said, you should see for yourself. That's why we've put together a special get-acquainted Design Kit—a variety of colors to enable you to give 3M Velvet Coating a thorough evaluation in your own field of work.

Compare it, side by side, with the flat paints you've been using. Which gives you the blackest blacks, the whitest whites, the deepest colors?

Check for resistance to burnishing—as we did in a scientific scrub test.

What Scrub Test proved

When subjected to the Gardner Laboratory Scrubbing Machine, conventional flat paints quickly burnished. But even after 250 vigorous scrubbing. 3M Velvet Coating was as glare-free as ever! No shiny spots. No visible change in its original velvet-like texture.



Compare for color uniformity

See how 3M Velvet Coating colors *look the same* from any viewing angle. Never darker or lighter.

Notice, too, how beautifully 3M Velvet Coating hides surface scratches. And *try to fingerprint it!*

It's easy to use

3M Velvet Coating comes in 12 standard colors, including metallics, and can be blended into just about any shade. It goes on easily with standard equipment. Apply it to metal, wood, most plastic, cement, and concrete block for an appealing, glare-free finish.

Use it for ceilings, appliance trim, instrument panels, optical equipment, and darkrooms. It also lends itself to unusual interior effects and outstanding outdoor and indoor displays.

Design Kit contents

At the special money-saving price of \$29.95, the Design Kit gives you 1 pint each of White, Yellow, Red, Brown, Black, Metallic Silver, and six oz. spray can each of White, Blue, Yellow, Red, Brown, Black, Metallic Silver. We pay shipping charges.

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CARPETING

ACRYLICS, NEW PRINTING PROCESS, IMPROVED SYNTHETIC
BACKINGS PROMISE INTERESTING DEVELOPMENTS IN 1964

NEW developments in fibres, synthetic backings, and manufacturing processes, plus continually widening applications in the contract field, should make 1964 a notable year for the carpet industry. The percentage of carpeting produced for the contract market continues to rise sharply, according to the American Carpet Institute. In 1961, it was an estimated 15 to 18 percent of total production; in 1962, 20 percent, and in 1963, a solid 25 percent. In terms of yardage, this represents a jump from 25 million yards in 1961 to 60 million yards in 1963. The staggering size of the commercial market and its undiminishingly swift growth have compelled virtually every manufacturer of any importance to set up a full-fledged contract department, offering a more than ample range of services to the contract buyer and specifier. Hundreds of stock patterns and textures in contract grades are now available for the commercial/institutional user, plus unlimited possibilities in custom designs and colorings.

Applications of carpet to schools and libraries, no longer in the experimental stage, are accounting for a substantial volume. Hospitals are emerging as an important institutional consumer, and carpet is being installed in general offices at an increasing rate. Sales to hotels (the industry's biggest class of customers), bowling alleys, clubs, churches, banks, and other public facilities have maintained a brisk pace.

Acrylics are one of the big news stories for 1964. With the price rises that have been taking place in wool and with steady improvement of acrylic fibers, the latter are expected to make up 50 percent of the commercial carpet produced in 1964. This does not necessarily mean that the total quantity of wool used will go down; so much carpet is expected to be sold that both the natural and the man-made fibers are expected to enjoy a bustling market, with figures for wool usage to equal or better those of 1963. But wool, until now the dominant fiber in contract carpet (an estimated 85 percent of all contract-grade goods produced in 1963), will now have to split the volume with the synthetic materials. The acrylics, such as Acrilan, Creslan, and DuPont's new Orlon 33, are now extremely close to wool in physical properties and performance on the site. They won't flame, they are quite resilient, and they are as strong as wool—in a few cases, stronger. Unlike wool, the acrylics are not subject to the depredations of moths, carpet beetles, or other insects, and they are extremely easy to clean.

Among the non-acrylic synthetics, continuous filament nylon is holding its own as an excellent contract-grade material.

A new production method that promises high yield efficient and inexpensive contract carpet is Barwick's new Colorset process. Colorset prints the pattern on the carpet electrostatically. Designed especially for tufted carpet, it offers unlimited design and color possibilities at very substantial savings in cost over woven merchandise. The fadeproof dyestuffs used in the Colorset process are said to be "premetalized," meaning that the dyestuff is drawn into the fibers all the way to the back. The process is so rapid that a 9 by 12 foot carpet can be tufted and fully colored in a multi-color pattern in about four minutes. On a jacquard loom the same 9 by 15 foot carpet would require well over an hour. Correspondingly, the change from pattern to pattern on the Colorset machine can be made in one-sixth the time required to re-thread a jacquard loom. All this streamlined efficiency results in savings of as much as 50 percent in labor at the mill to say nothing of much lower capital equipment costs, and these savings, according to Barwick, will be reflected in the price to the contract buyer. Whether other mills will follow suit is difficult to determine at the moment, but there is no doubt that the carpet industry is very actively investigating Colorset and similar printing processes.

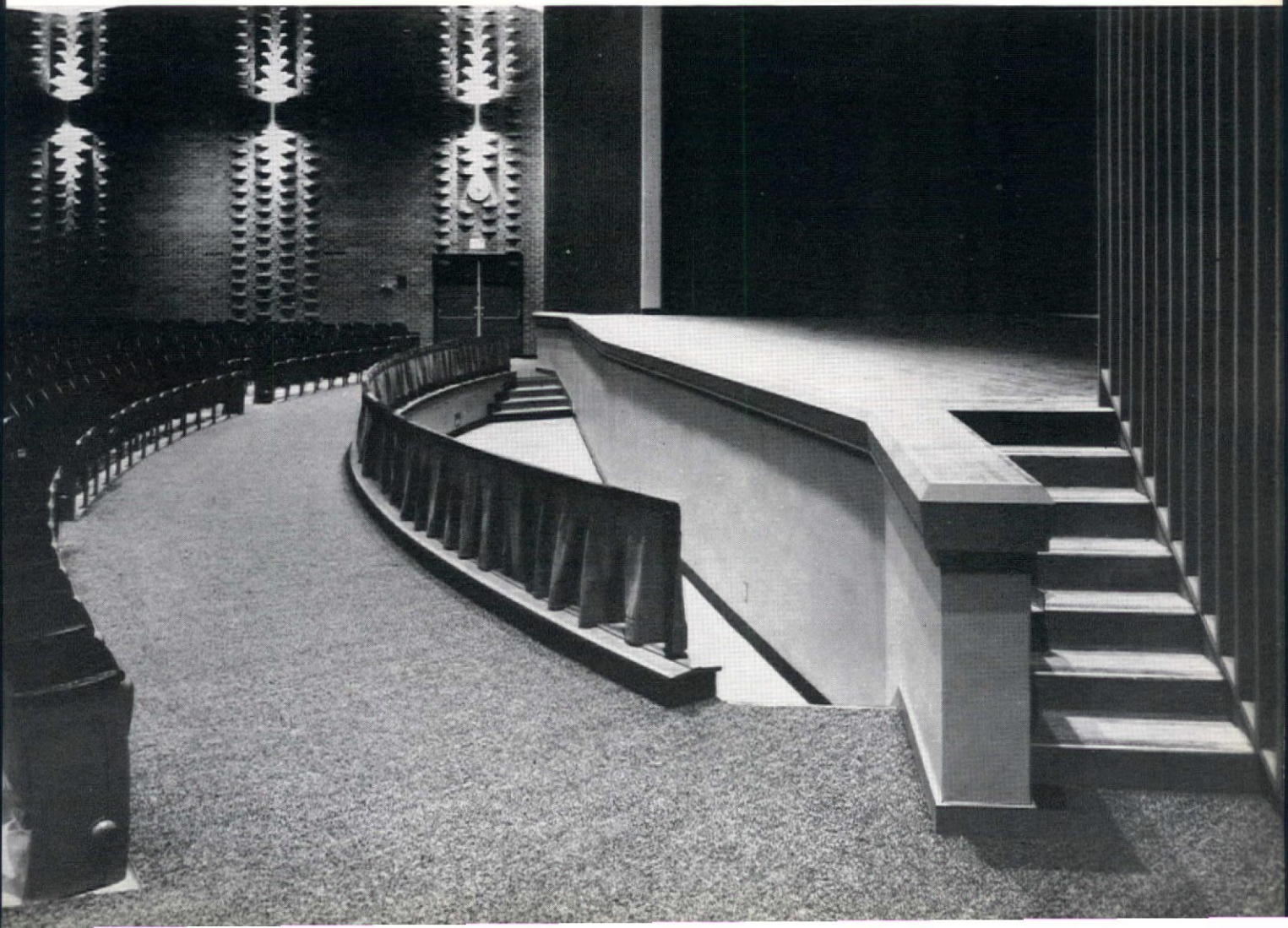
Chemstrand is developing a synthetic backing designed to eliminate three conditions that have always annoyed the carpet industry—shrinkage, mildew and wicking; the latter is the absorption of stains through the back and their emergence on the face of the carpet. The Chemstrand backing is a polyurethane; another producer is experimenting with a polypropylene backing that should have similar properties.

As we pointed out last year, no evaluation of fibers is meaningful apart from the construction of the carpet. For contract situations, whether the material is natural or synthetic, the specifier should demand a dense pile construction. The number of pile tufts per row, the number of rows per inch, the pile height, the yarn weight and yarn thicknesses, are all useful gauges in establishing the correct density of the pile surface. Fiber is important, but it is secondary to density wherever there is a traffic situation. For the style, cut pile and looped pile are considered best for contract work in terms of maintenance and appearance retention. (C)

MASLAND created a special high-pile, all-wool velvet carpet for the shop of Philadelphia's Penn Center motor hotel. Beige and orange stripes crosswise to minimize the length of the carpet. Circle No. 44.



BURY carpeting contributes to acoustics in an auditorium at the Alhambra High School, Phoenix. In brown, black, and tan tones, the special heavy-duty contract carpet is called Rox-Lok. It not only adds beauty to the interior, but also provides easy maintenance. Circle No. 45.



CARPETING

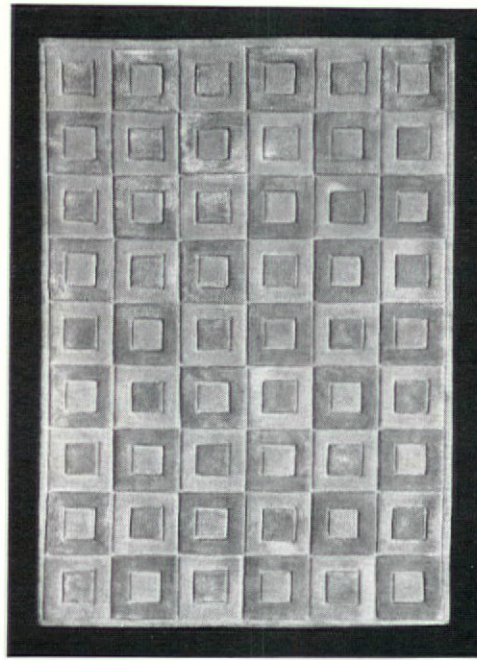


LEE's Plaza Square (above left) is constructed of Acrilan yarns in a heavy textured embossed random design. In 12-15-foot widths, it comes in a 16-color range. Circle No. 46.

BARWICK MILLS' radically new Color Process creates multicolor patterns on tufted carpet. An electronic device deposits premetallized dyestuffs into fibers completely through to the back. One of the patterns is Bachelor Buttons (above). Circle No. 47.

V'SOSKE emphasizes texture in its collection. Flower Garden (far left) John Siddeley has designs at a lower level than the background. Fifty-Fifty (middle left) was designed by Stanislav V'Soske in an unusual combination of silk with wool, effecting a two-tone geometric design. Circle No. 31.

GULISTAN's hand-made custom rug designed by Tom Lee for Lido Hotel in Long Island. The all-wool rug complements the unusual tile floor. Circle No. 32.





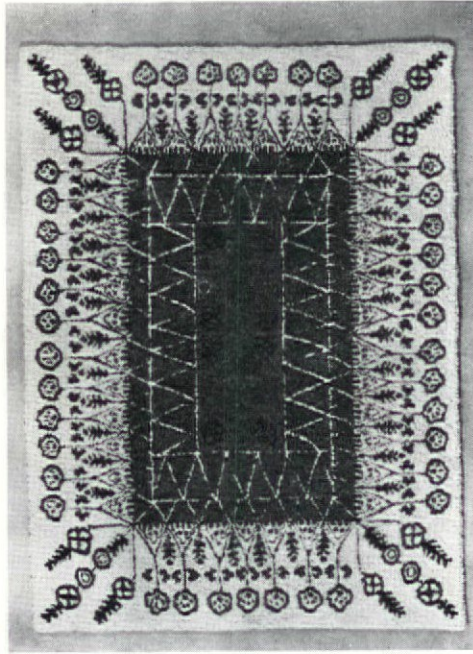
AWAY MILLS won a 1964 International Design Award by AID for its Indian Explorations collection of area rugs. The collection, in all-wool, hand-knotted, with a two-inch shaggy texture pile, includes Shoshone (right), one of eight. It has a deep red-wine background, covered with a field of embossed Indian daisies in shades of red to magenta and flame to cerise. Callaway's 1964 carpet collection is called Hill (above), a three-level DuPont pile that features a subtle cloud pattern. It is offered in 15 colors in 12- and 18-inch widths. Circle No. 5.



WILSON CARPET CO., in what it believes is a "first" in carpeting, supplied a carpet of 5,827 square yards for the editorial offices of a newspaper. Primary objective was to subdue the clatter of typewriters and other noise factors. Shown (below) is the city room of the Oklahoma Publishing Co., Oklahoma City, immediately after installation of the all-wool carpet. Circle No. 48.



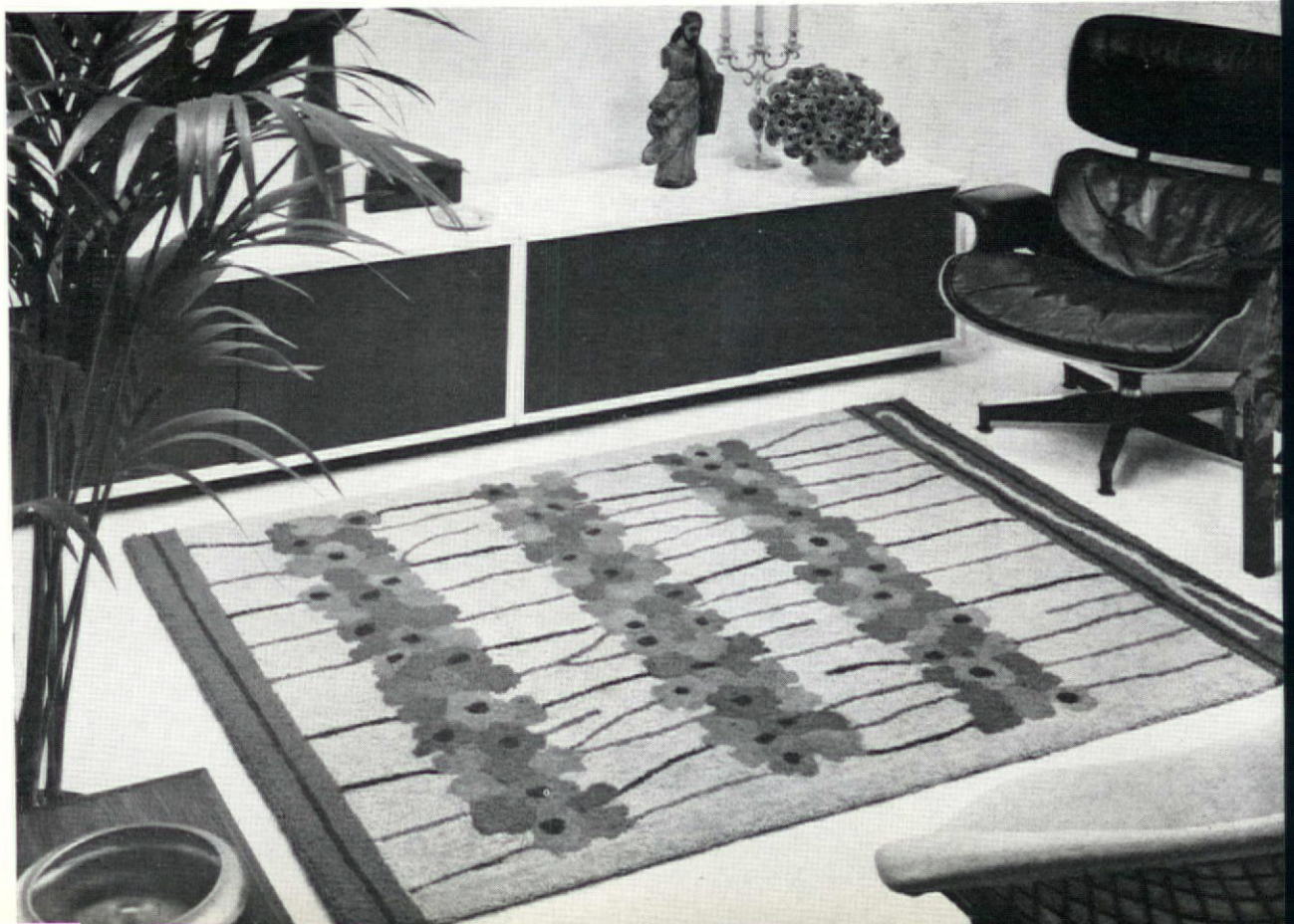
CARPETING



COMMERCIAL CARPET CORP. supplied 200 square yards of new sponge-bonded, high-density nylon carpet for the High Pharmacy, Newton, Mass., marking another use for contract carpeting. Pharmacy management reports that \$900 was saved in tile maintenance during the first year, that the carpeting will have paid for itself in another 18 months. Circle No. 49.

DOWNS' designed its contract-grade Early American House (far left) to supply the increasing demand for Early American motifs. Several other patterns are included in this collection. Circle No. 48.

BIGELOW CUSTOM CARPETS' new collection of hand-crafted rugs was designed by Dorothy Liebes and reflects the unusual and unusual color schemes for which she is noted. Seraglio (near left) is in combinations of orange and shocking pink, brilliant blues and white. It measures 6 feet. Another Liebes design is Quedes Fleures (below), shown in room setting by Tom Woods, AID. Circle No. 8.

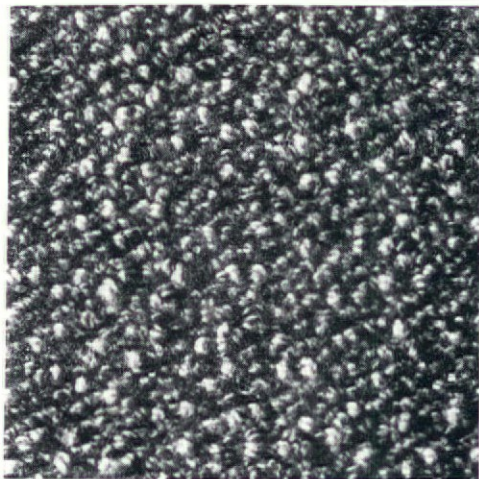




PORAD's Alpha (above) is a three-ply carpet in level loop-pile, closely tufted selected wool yarns. It is stocked in 12-tone tweeds and in plains, with special effects available. Circle No. 2.

PHILADELPHIA CARPET boldly sculpts Affluence (above center), a new con-quality in Acrilan pile. Circle No. 50.

BURY's Nobscot (above, far right), textured, all-wool 4-ply carpet, unites carpet and pad in one integral unit. 12 colors available. Circle No. 45.



DWICK & MAGEE: Wyncote (near left) is 100 percent Acrilan wilton pebble pile, in six colors. All-wool V.I.C. (far right) is woven in multi-level textured velvets in eight colors. Circle No. 51.

5' round Beau Brilliant rugs (below) specified by Marilyn Motto, AID, for lobby at Holiday Inn, Coral Gables. Rug is all-wool and comes in four colors. Circle No. 46.



**GUESTROOM FURNITURE: ALTHOUGH THE NEW RE
OF SPAIN EMBELLISHES MANY OF THE 1964 LINES WITH HAND-PAINTED ACCEN
DECORATIVE PULLS, AND TURNED LEGS, THERE IS A GOODLY SUPPLEMENT
TRADITIONAL AND CONTEMPORARY STYLES, FROM HIGH-STYLE TO HUMDR**

A, B Beautycraft's two complete casegoods lines reveal classic influences: Estoril Group (A) translates classic Portuguese into a graceful design; Vista Alegre (B) is a new interpretation of the Spanish. Both groups contain more than ample drawer and storage space. A space saver is the wedge table of the Estoril group, nestled between two chairs and occupying little floor area. Headboards are either wall-hung or free-standing, and are available in the entire range of bed sizes. Some are equipped with attached center night tables. Beautycraft also supplies dual-purpose sleep units. Circle No. 52.



C Baumritter's Ethan Allen Early American line has been updated in keeping with the growing demand for the "elegant Williamsburg tradition," which Baumritter reports as an emerging trend. An example of Ethan Allen is this four-drawer dresser-desk coupled with a two-drawer TV/luggage rack section, in warm hand-rubbed rock maple and birch. Reflected in the mirror is one of the line's headboards. Circle No. 53.



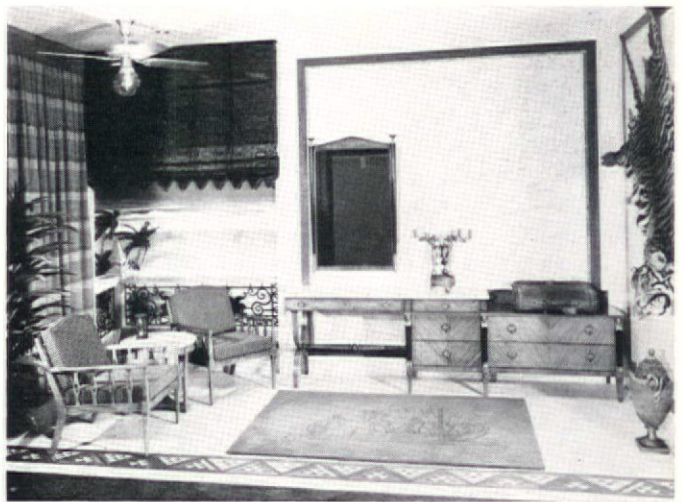
D, E, F American of Martinsville picks up the prevailing Spanish motif in its Costa Brava collection, exemplified in the Triplex unit (D), in antique off-white finish with hand-painted gold accents and decorative brass pulls. Newest of American's lines is Alexandria (E), based on Egyptian and Greek classic motifs. Outstanding in the group is the 102-inch Triplex unit (F), tastefully gilded with brass appliques and ornaments. Desk-vanity drawers and pediment of the mirror are executed in Carpathian elm burl, and a marble design in a specially developed high-pressure laminate surfaces top. Circle No. 27.



C



D



E



F

GUESTROOM FURNITURE

A Simmons' Theme, a new group of wood furniture, includes the plastic-topped WallMaster case unit, incorporating an extra shelf for luggage below the standard rack. Circle No. 15.

B Donn-Scott's new lounge chair circumvents the need to store or haul cribs in and out of guestrooms, for in only 22 seconds it converts easily into a crib, playpen, or youthbed. The convertible comes in walnut or antique white finish, has Koylon cushions covered in Naugahyde or Nauga-weave heavy-duty vinyl fabric in a choice of ten colors. Circle No. 54.

C Formica's distinctive Classic Cremo Marble surfaces headboard, dresser-desk, luggage rack in a new line of Italian Provincial furniture manufactured by Aristocrat Kitchens, Inc. Dresser is 90 inches wide with birch drawer fronts. Circle No. 55.

D, E Lenoir House's Simplice is a tailored modern group in American walnut. Grain and color matched high-pressure laminated plastic tops are both highly durable and damage resistant. The individual pieces are so constructed that they may be linked when desired. The luggage bench, for example, may be mounted to the dresser-desk to form a single multiplex unit, and then telescoped in lengths from 96 to 106 inches. Circle No. 56.

F, G Robey, contract and development department of Drexel Enterprises, shows two of its successful lines: Triune (F) and Meridian (G). Constructed of mahogany, Triune's chest-dressing table-luggage rack units are neatly and easily joined together with Velcro tape, avoiding unsightly screws or brackets. The functional pieces of Meridian include the upholstered studio headboard with attached desk unit, cases, and dressing table. The cocktail table, with plastic surface, also serves as a bed bench or luggage rack. Circle No. 57.



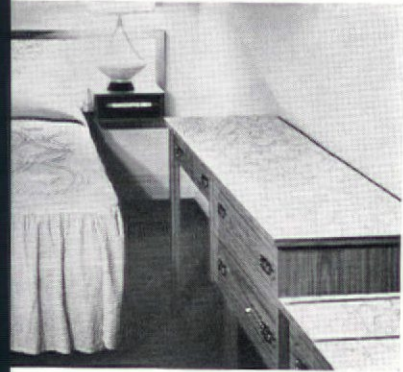
A

B





D



C



E



F



G

GUESTROOM FURNITURE

A, B, C Heywood-Wakefield includes three distinctive lines in its wide style range. Contemporary Esquire (A) has a sturdy solid ash base with floating frame construction in two tones of cafe walnut and teak with white porcelain pulls. Sides, drawer fronts and top surfaces are in resistant plastic laminate. The unit measures 10 feet across. The Early American model (B) combines dresser, desk, lamp table, and TV/luggage rack in a solid hardrock maple unit finished in mellow-toned cinnamon. Riviera (C) is notable for its highly contrasting materials. Black frame sets apart the rosewood plastic drawer fronts, further accented with Formica Milano marble top. Oriental pewter is used for oversized drawer pulls. Circle No. 58.

D, E R-Way Furniture Co. styled a series of guestroom furniture for the budget-conscious operators, adding an easy-maintenance factor by applying plastic laminates to all flat surfaces. All standard items are included in Early American, Modern, Italian Provincial, and French Provincial groupings. Silhouetted is the modern wall unit (D), which comes in medium walnut tones. Another R-Way series includes Fontenay Suite (E) in French Provincial. The variety of furniture types available includes studio-lounger units, a special wardrobe-bar combination, plus standard free-standing pieces. Circle No. 59.

F, G Kent-Coffey's Tempo (F) and Carriage Trade (G) answer the need for flexibility through the telescopic multi-purpose wall unit, which expands from 90 to 108 inches to suit specific space requirements. Tempo comes in walnut veneers; Carriage Trade in cherry veneers in distressed fruitwood finish. Both have matching Panelyte plastic tops. Rounding out the two groups are bentwood lounge chairs, night stands, tables, and headboards. Circle No. 60.





D

E



F

G





SIMMONS' NEW PLANT at Munster, Indiana, was designed by architect A. Epstein & Sons; lobby (below) and other interiors are by Karl Steinhouser, AID, head of Simmons interior design department. Opened in 1960, the new hard goods plant contains 60,000 square feet of floor space and replaced the plant at Kenosha, Wisconsin. The employee dining terrace (left) is located in a beautifully landscaped court.



CONTRACT GIANT: IN A CENTURY OF GROWTH THAT BEGAN WITH A "WOVEN WIRE" MATTRESS, SIMMONS CO. HAS BECOME A MULTI-MILLION, MULTI-FACETED ORGANIZATION PRODUCING CONTRACT FURNITURE OF EVERY TYPE

WHEN the New York World's Fair opens this spring, the Simmons contract division will supply a glimpse of things to come in furnishings for the sensational all-electronic Atomedic hospital. Simmons' contribution to this revolutionary project is the result of an eight-year collaboration in a highly creative research program involving top specialists in all phases of patient care and related technologies.

In addition, the Simmons Co. will be the only home furnishings manufacturer with its own building, a handsome three-story structure called the House of Simmons. On the first floor an enchanting display, hosted by an animated figure of Zalmon Simmons I (the founder), will tell the story of sleep. The upper floors will contain 16 rest alcoves for tired Fair visitors and a V.I.P. suite reserved for celebrities making appearances at the Fair.

Nearly a century has passed since Zalmon Simmons made a decision that altered the sleeping habits of millions of people here and abroad. It all began when the first Mr. Simmons, then president of the Bank Railroad & Telegraph Co., saw the vast possibilities of a new English device reported in the *American Builder* in 1871. This was a woven wire mattress conceived as a clean, flexible sleeping accommodation for ships and railroad sleeping cars. Already engaged in the manufacture of cheese boxes and insulators, the enterprising Mr. Simmons moved quickly into the manufacture of the promising new device and formed the Northwestern Wire Mattress Co. Characteristically, this versatile entrepreneur built the Pike's Peak Railroad at about the same time.

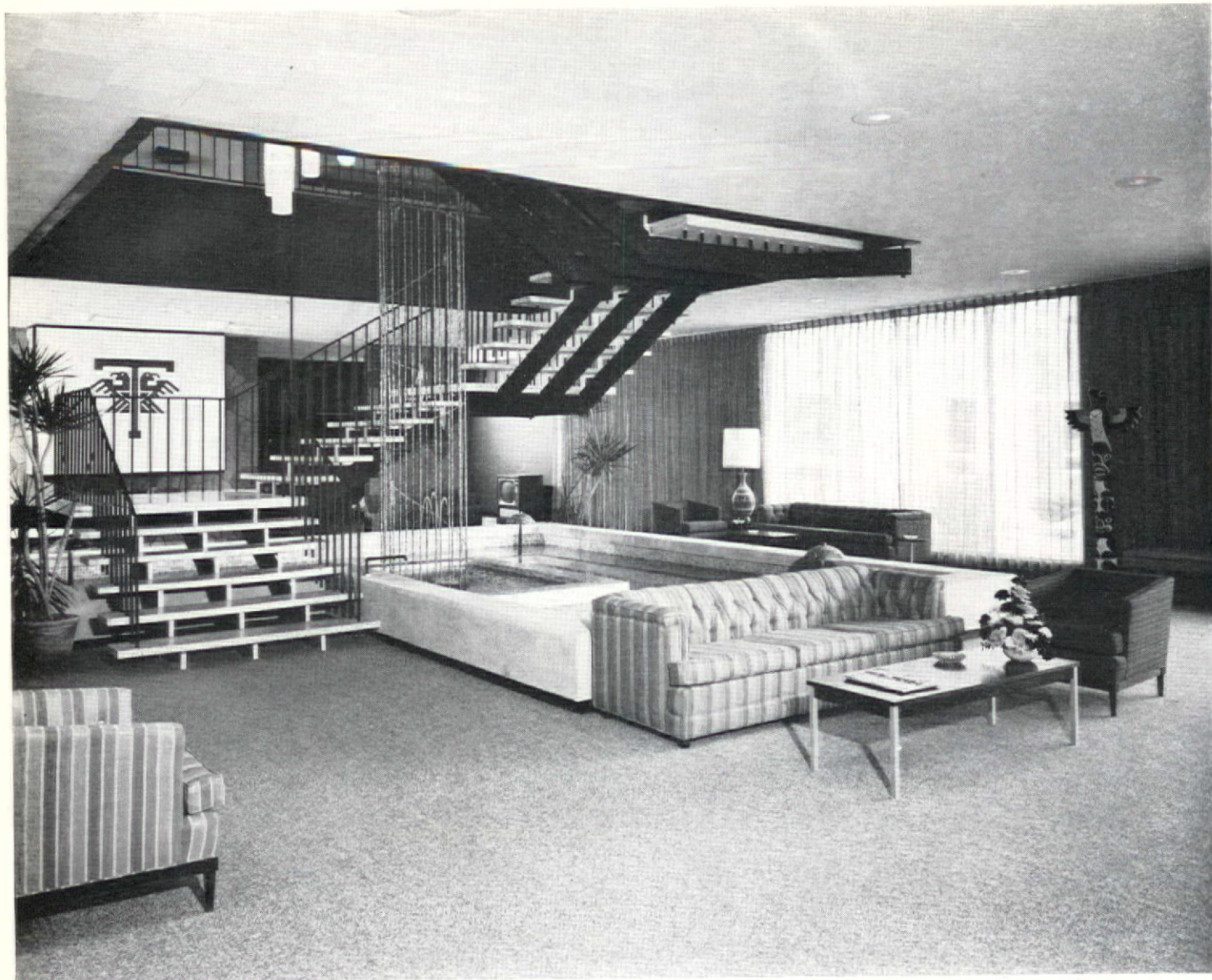
The "elastic" mattress soon proved its merit for hospitals and other institutions, and by 1884 was rapidly replacing the common rope beds of the time. With the addition of iron and brass bedsteads, the company soon entered the residential field and the early pattern of the Simmons Co. was established.

The first innerspring mattress was introduced in 1924 and followed by the Beautyrest in 1925. The new mattresses quickly won general acceptance and were soon replacing relatively expensive hair and inexpensive cotton felt mattresses in leading hotels and hospitals. Together with the Ford hospital bed (introduced in 1925 and offering the first crank operated posture spring) and the first line of steel bedroom furniture ever offered, the revolutionary mattresses gave Simmons a strong lead in institutional furnishings.

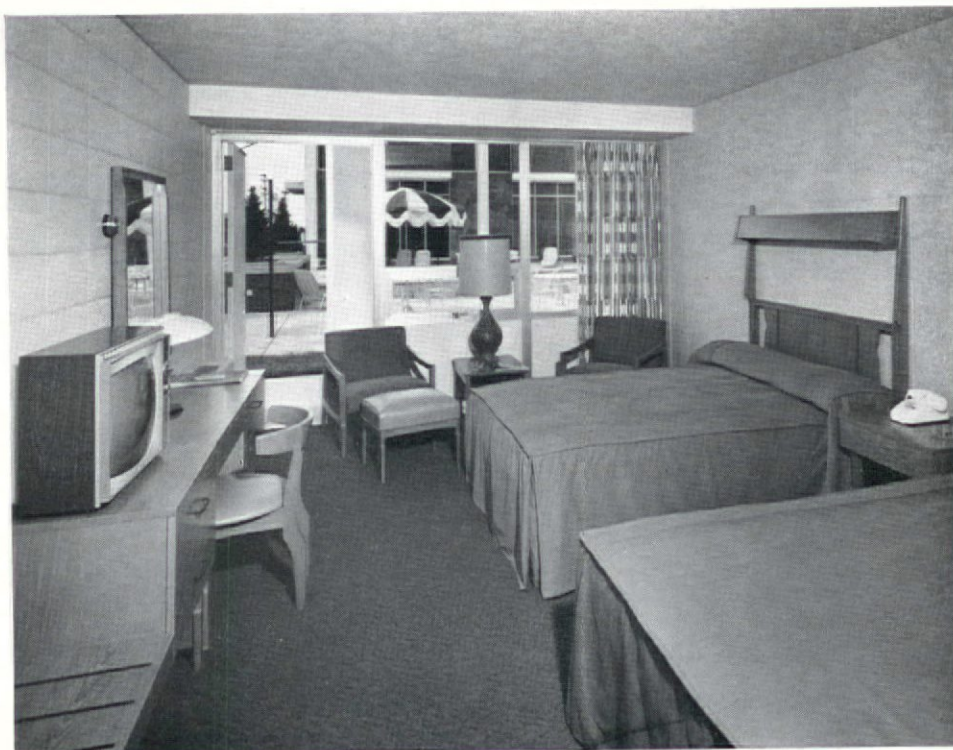
By the late twenties, it was apparent that contract and general sales required separate consideration and the contract department was organized. Sales of \$3,061,007 were recorded in 1930, despite the Black Friday of October 30; but 1933 brought an all time low of \$731,379. Recovery was long and difficult, and in 1939 a



EXHIBITION BUILDING at the forthcoming New York World's Fair will preview the all-electronic Atomedic hospital, the result of extensive research. The House of Simmons will also contain a display depicting the firm's development of sleep equipment.



INTERIORS of Thunderbird Hotel in Minneapolis are furnished entirely by Simmons, including the spacious lobby (above) as well as guestrooms (right) which feature the InnMaster series with special finishes. The sitting rooms of luxury suites contain twin hide-a-beds.





VIVANT II features luxurious adjustable Beautyrest, selected for all rooms in New York's Tuscany Hotel.



ANOTHER part of the flexible Vivant II line: dual-purpose sofas open into comfortable beds.



From left to right:
Roger C. Wilde, retiring head of the contract
division after an impressive 32-year record.
Edward E. Ranahan, successor to Mr. Wilde.

Karl Steinhauser, AID, head of the
interior design department.
Jeanne Peterson, advertising manager.



CONTRACT GIANT

esman named Roger Wilde was appointed as
partment head. This was the beginning of the
mons contract division we know today as
ace setting giant in the industry.

The year 1939 was one of decision for young
Wilde and the struggling contract depart-
ment. The first step was a major shake-up of
line. Outdated patterns were dropped and new
ducts added. The first new catalog since 1929
cluded four color reproductions of complete
m scenes of metal furniture. The Deckert
ing and the first popular priced removable
ety sides for hospital and hotel furniture were
ertised in leading trade publications. Sales
ounded by increasing to \$2,127,788.

In the next few years, Simmons' facilities were
ned to the manufacture of 2,700 different war
ducts. However, during the war years the
-purpose" hospital bed and its accessories
e Balkan frame, I.V. rod and safety sides)
re developed and provided an important new
duct to promote when restrictions were re-
ved. During the postwar years, other new
ducts continued to enrich the line. In the hos-
pital field, the Vari-Hite bed and two-level posture
ing revolutionized patient care. New metal
niture lines supplied much of the pent-up de-

mand for all types of institutional furnishings
and sales soared to a new height of \$14,926,734
in 1932, exclusive of government sales.

Something else happened during the postwar
years as a small group of designers and manu-
facturers made inroads into the market with a
new philosophy of contemporary design and
color. Designers were talking a new language of
"good design" that the consumer understood and
new demands were being made on all environ-
ments affecting people. Weary of wars and de-
pressions, institutional and residential consumers
alike turned to this fresh new school.

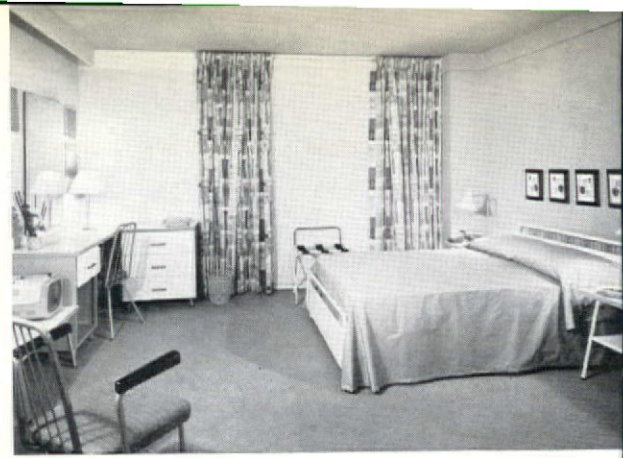
Roger Wilde wisely accommodated to the new
demand, and in 1954 Ray Spillman was retained
to face-lift the metal furniture line. Theme Line
attempted Simmons' first designer look and its
success led to the subsequent introduction of
Dorm Line and Slim Line, important factors in
bringing sales to \$16,985,503 in 1958.

In 1955, Karl Steinhauser, a consultant de-
signer-stylist, was retained to improve showroom
display. Mr. Steinhauser's model rooms in ex-
perimental colors attracted so much attention at
the Chicago Market in January, 1956 that 21 new
colors were added to the existing metal furniture
line.

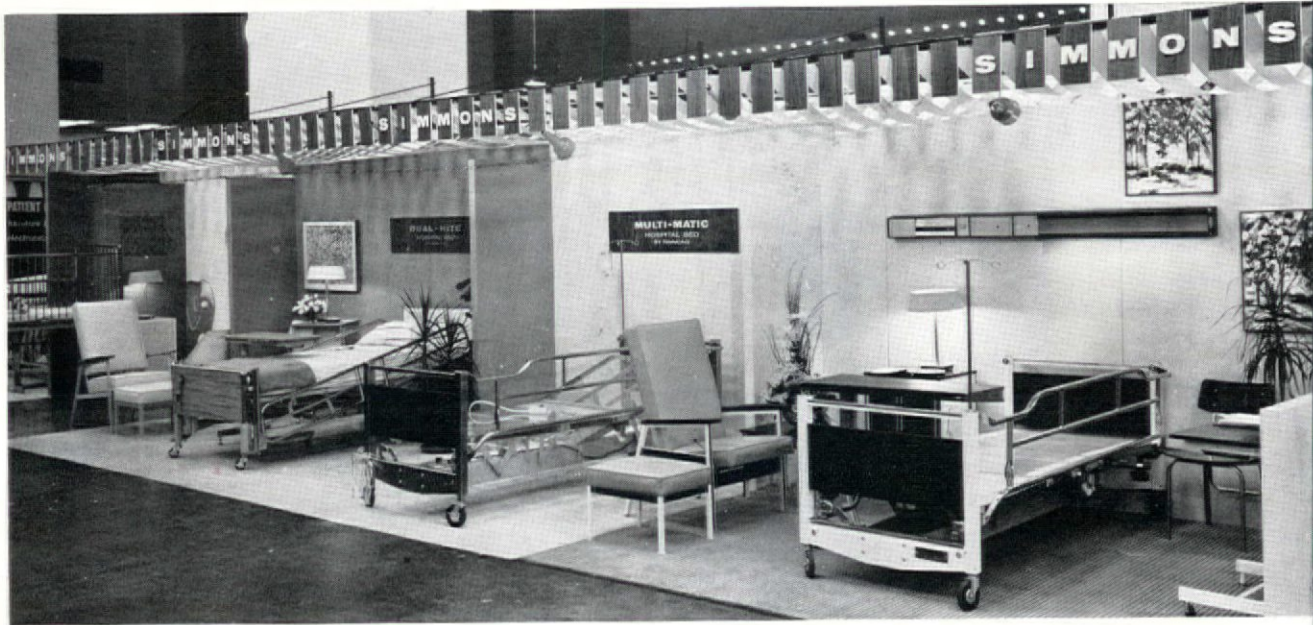
Today, Karl Steinhauser heads a four-man de-
partment responsible for all Simmons showrooms



INNMASTER I (above) by John Van Koert was first of three InnMaster groups of wood furniture. Theme (above right), introduced in 1956, is kept current by refinements



and up-dating of colors and finishes. Last year's American Hospital Association show (below) was built around keynoting color scheme.



CONTRACT GIANT

(seven general sales, eight contract) and displays for 28 shows each year. The department also provides space layout and color planning service to Simmons' contract clients through agents and salesmen servicing this country and others.

As sales increased, sales personnel and manufacturing facilities were expanded. The Hausted Manufacturing Co. of Medina, Ohio, producer of the leading quality line of hospital stretcher and patient handling equipment, was the first acquisition. Next came the purchase of the all-electric bed from American Metal Products of Detroit. In 1960 the outgrown Kenosha plant, which manufactured the entire line of contract furniture, beds and accessories, was shut down and a new hard goods plant with more than 600,000 square feet of floor space was opened at Munster, Indiana.

In 1961, the contract department was given divisional status, new positions of sales manager and manager of office sales were created and nine new salesmen were added. John Van Koert was

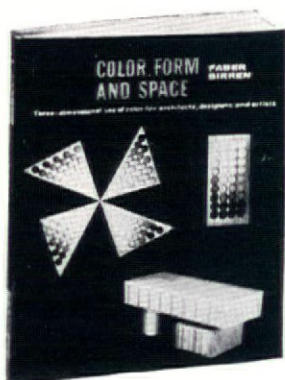
retained to design a new line of furniture for motels and hospitals and produced the now well-known Room Span and Office Span.

The past two years have produced Simmons' first wood hotel furniture, InnMaster I and II, John Van Koert, the Contour-Flex operating table, the new V.I.P. overbed console table (contains communications controls by Motorola) and many other new products in rapid succession. Sim-Clad, an attractive new cross-linked vinyl-clad steel surface, first used in reproducing wood patterns and textures on the tops of the V.I.P. console and other bedside tables, has now been extended to other goods.

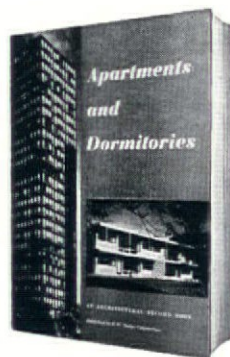
Under the guidance of the manager of product planning, appointed in 1962, the search for product development continues, with most recent emphasis on Dorm-Line, a built-in dormitory furniture and such products as a revitalized Murphy bed, both directed to today's pressing problems of space and financing. As the centennial of Zalgus Simmons' momentous decision approaches, the pace shows no sign of slackening and the "wired" giant continues to grow. (C)

BOOKS

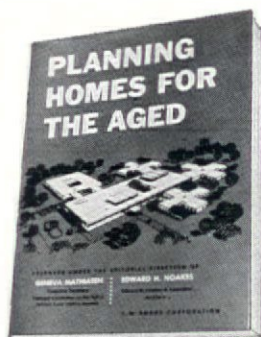
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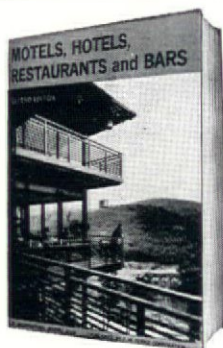
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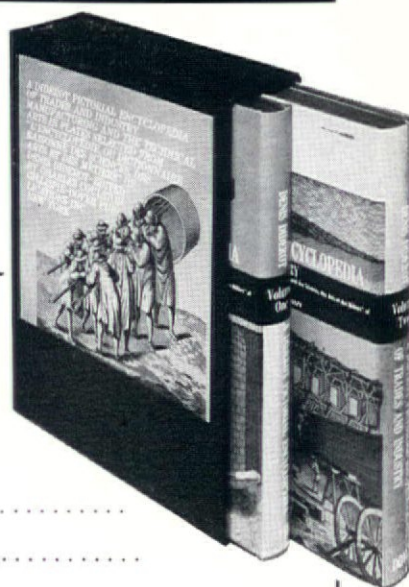


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What to look for in vinyl upholstery fabrics

THE reasons for the growing acceptance of vinyl upholstery fabrics are obvious. Manufacturers have worked extensively in development and research to improve their products to meet the exacting demands of contract specifiers. Designers and furniture manufacturers have become increasingly knowledgeable on the subject of qualities and standards. As a result, an almost unlimited selection of qualities, patterns, colors, and types is available from the large manufacturers and smaller sources as well.

General awareness among contract specifiers has not, however, kept pace with the rapid developments in the field. There are still too many cases of the wrong vinyl upholstery specified for a specific job, and, as is the case with many generic terms, the blame is too often placed on the entire category of vinyl coated fabrics.

The high standards self-imposed by the majority of manufacturers should eliminate problems encountered with vinyl upholstery in contract installations. Properly specified, a vinyl fabric should perform "as advertised," with all the qualities essential in commercial and institutional use: long wear; low maintenance; resistance to color fading, abrasion, scuffing, and general abuse. In addition, vinyls have become increasingly more acceptable to designers on an esthetic basis; colors are clearer, brighter, and more varied; patterns, embossed or printed, are becoming more and more tasteful, original, and versatile.

The fault of improper specification now lies with furniture suppliers, and thus indirectly with the contract designers. Furniture manufacturers, understandably eager to cut costs in the competitive contract market, often do so in the all too vital area of upholstery. Furniture of first quality construction is covered with second quality vinyl. As Christopher Pappas, of Athol Manufacturing Co. (Terson vinyls) points out, "Selection of an inferior vinyl coated fabric in an effort to shave construction costs is like sticking your finger in the pencil sharpener. It doesn't take long for the customer to learn that inferior vinyls do not stand up."

Designers, as well as furniture manufacturers, can also be blamed. Exposed, by general literature, sales representatives, and institutional brochures, to certain facts about vinyls, designers can usually specify the most appropriate vinyl when selecting the upholstery themselves. In spe-

cifying already-upholstered contract furniture, however, they tend to accept the supplier's vinyl choice without checking quality against purpose.

The standard in judging a supported vinyl weight, i.e., weight of the vinyl coating itself. Use of this as sole criterion, however, is misleading. Vinyls vary widely in quality of the material itself. Base fabrics also differ in quality and purpose. Usually woven or knitted cotton, they vary in durability, tailoring properties, stretch, and construction. Vinyl construction itself also includes many variations; some upholstery, for example, is colored all the way through; others simply color-coated.

Surface finishes, which affect the appearance of the fabric, will also differ in quality and wearability. Dull, matte, or glossy finishes, printed patterns, and embossings, present a wide range of choice in price, maintenance, design compatibility, and function.

Government specifications already exist for standard supported vinyl fabrics for upholstery (Fed. Spec. CCC-A-700b). Though these are general, and based largely on minimum rather than contract requirements, they still serve as a guide to the specifier. In addition, a proposal for a Commercial Standard for expanded vinyls has been prepared and submitted to the Department of Commerce by the Vinyl Fabrics Institute. This proposal, after pending revision and approval, will probably be ready by next year. (For an outline of the national standard requirements adopted by VFI, see page 66, *CONTRACT*, September 1966.)

New offerings from all vinyl upholstery manufacturers serve to highlight the continued effort to raise standards, increase the range of applications, and broaden selection for contract designers. New types, colors, and patterns make vinyl upholstery one of the most valuable "tools" for the imaginative specifier in bringing color and texture to a functional commercial interior.

Columbus Coated Fabrics, for example, expanded its high-quality Colovin collection to include several new colors and patterns. The Designer Series comprises a variety of embossed patterns ranging from rich brocade designs to contemporary florals, as well as traditional printed metallic finished solids, and grainy textures. Non-elastic-backed expanded vinyls include Adorn two-color damask in six colorways, and Jaco line, a Moroccan embossing in eight colorways.

Expanded vinyls, processed with a blowing agent which adds air and creates a broader cellular construction, have a softer hand and generally lower tensile strength in relation to weight.) Plastic backed Munster has a linen-like texture, comes in eleven colors.

Naugahyde, perhaps the best-known of the vinyl upholstery fabrics, is produced by U.S. Rubber in an enormous range of colors, textures, and embossed patterns. In many of these styles, Naugahyde achieves an uncannily close resemblance to leather, woven textiles, and other materials, at the same time that it offers an ultraclean and easily cleaned surface for contract furniture of all types.

Avonol Manufacturing Co. produces four qualities in Terson compact vinyls: two with heavy-knit backing, one with medium-knit backing, one with light-knit backing, and two qualities in expanded vinyl: one of conventional weight and thickness and one of super construction for institutional use. All are available in an exceptional variety of contemporary colors.

Du Pont has added two new patterns to its extensive line of vinyls. Deep soft Warrington, a matelasse embossed pattern in expanded vinyl, and Dunellen, a compact matelasse pattern available in nine colors. Dunellen is finished with an exclusive metallic sheen.

F. Goodrich, in addition to its enormous selection of fabric reproductions and plain vinyls, offers compact and expanded in a host of colors and qualities, also features various contemporary patterns. Among them is Skyline, a small geometric pattern available in fifteen bright colorways.

Federal Industries, a division of Air Reduction Co., Inc., produces the Federan line of vinyl fabrics, which is notable for its departures in textures and small, two-color patterns in addition to the standard plain vinyls in a wide range of finishes.

The Coated Fabrics Division of Interchemical Corp., producing Coair and Cohyde vinyl upholstery, also features both unusual patterns and finishes. Patterns include dramatic stripes and floral designs; finishes range from matte to glossy metallic sheens.

This brief sampling only suggests the improved selection available to designers and furniture manufacturers. Their responsibility now is a fuller understanding of the complex variations in vinyl upholstery before specifying. (C)

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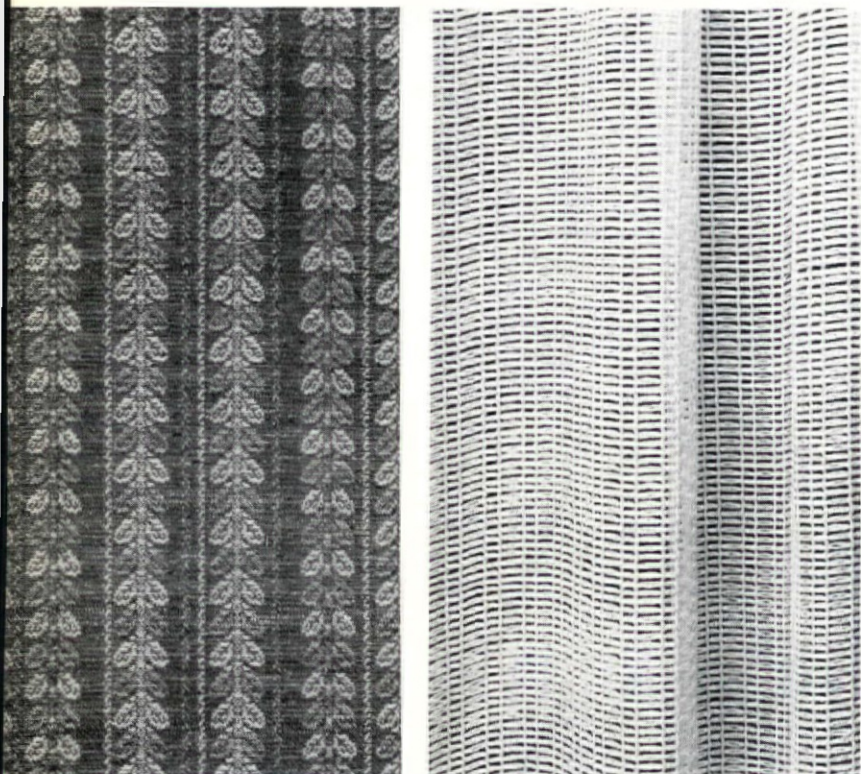


CONTRACT PRODUCTS AND SERVICES

New contemporary fabric groups by Greeff

An unusually broad range of fabrics for Spring 1964, was presented last month by Greeff Fabric Inc. In the print category, designs range from colorful florals, many of them highly impressionistic, to the contemporary geometric patterns that are favored in business interiors. These designs are all screen-printed, on various cloths, including linen, Fiberglas, Orlon, and cotton. Textures highly diversified, range from nubby weaves to subtle, sophisticated blends of yarn. Cotton, nylon, rayon, linen, and wool are used for the contemporary textures, and a new series features Antro, an improved nylon that adds an intriguing lustre to upholstery fabrics. Curtain materials add to the large Greeff collection of woven goods in the modern vein. They include textures, open-weave meshes, geometric patterns, and plain weaves.

Circle No. 61 on product information card



New CHF contemporary chairs

Contemporary elegance dominates new chair styles presented by Chicago Hardware Foundry at the recent National Hotel-Motel Exposition. The first of four new groups, these chairs provide flexibility in that each may be specified with either a single or twin pedestal type base, as shown in the three models below, or with any other base manufactured by CHF. Below from left to right: L chair with walnut seat and back has optional upholstered back; No. 55 twin pedestal chair; No. 57 twin pedestal chair. Upholstery selection is wide; bases in bronze, bright or satin chrome, bright or satin aluminum, or porcelain enamel colors.

Circle No. 62 on product information card



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The glass glowing softly in door and partitions is ASG's translucent alabaster Huewhite. Designer Charles H. Winecoff of Planned Office Interiors combined Huewhite and mellow woods to create a warm yet businesslike atmosphere for Manhattan's Realty Equities Corporation. □ Why Huewhite? Mr. Winecoff: "For one thing, because of its good looks. For another, because it combines a high degree of obscurity with exceptional translucency. This enabled me to design walls and doors that pass plenty of light but shut out distracting images." □ If your next job involves separating space without sacrificing light, creating privacy but avoiding isolation, specify Huewhite. It fits into any color scheme, works superbly with other materials. Huewhite® has a subtly handsome surface pattern, too, and is also available wired or corrugated. □ For a complete catalogue of the broad family of decorator glasses available from ASG, write Dept. X-2, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.

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Circle No. 31 on product information card

PRODUCTS & SERVICES

CONTINU

Rectangular planters

Box-like planters, elegant in the severity of the straight lines, come in various sizes and may

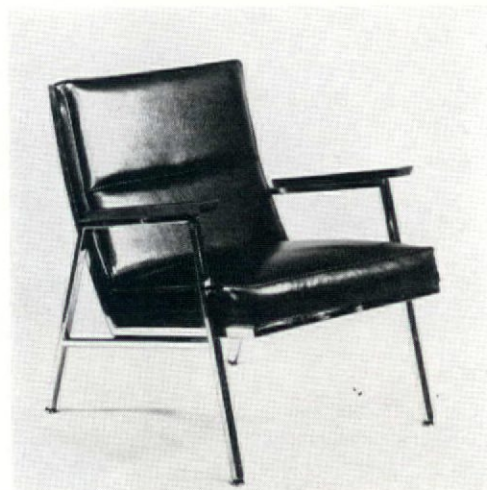


had in walnut and Formica, or black Formica and stainless steel. The planters, by A. R. Murray Co., range in price from \$28.50 to \$42 list, according to size. The complete line is available through Marvin S. Levine Associates.

Circle No. 63 on product information card

Troy's Modulus lounge

The Modulus, a new lounge chair introduced by Troy Sunshade Co., is a versatile unit combining deep cushioned comfort with contemporary design. The seat is tailored in 3-inch thick upholstered foam rubber; the back accented with a crescent

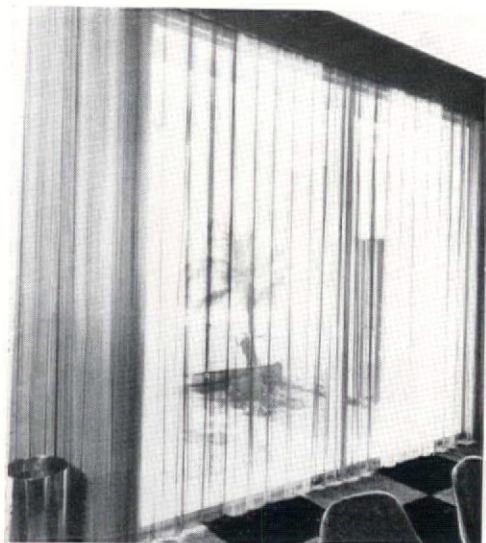


design. After extensive design experimentation, Troy is offering the Modulus on a one-inch square steel tubular seat and back frame, 18 gauge, and a 13/16 inch square arm and leg A frame assembly. Back legs are extended to provide a wall-saver feature. Arms are formed by the natural flow of the frame and capped with 3/4 inch thick solid hard-rubbed walnut.

Circle No. 64 on product information card

Mesh drapery walls for Puerto Rican hotel

Pacific Drapery Walls, manufactured and marketed by Pacific Fence & Wire Co., were recently installed at the Puerto Rico Sheraton Hotel in San Juan. A total of 3,500 square feet of quarter-inch anodized aluminum mesh was used. Painted in a combination of bright brass and antique brass paint, the mesh draperies provide an atmosphere of privacy while allowing complete air flow. Pacific Drapery Walls are avail-



able in either steel wire or anodized aluminum mesh, in 1/8, 1/4, and 1/2 inch mesh, manufactured to specification in a wide spectrum of colors.

Circle No. 65 on product information card

Standard creates secretarial chair

Standard Furniture Co.'s new Galerie 64 Group, designed by Robert W. Donovan, now includes a secretarial chair. The back panel may be reversed—other side finished in oiled walnut to match desk exterior. The chair shown is also a new design, featuring four adjustments for individual



comfort-fit. The oval back and sculptured seat are molded plywood frame upholstered with webbing and foam rubber.

Circle No. 66 on product information card

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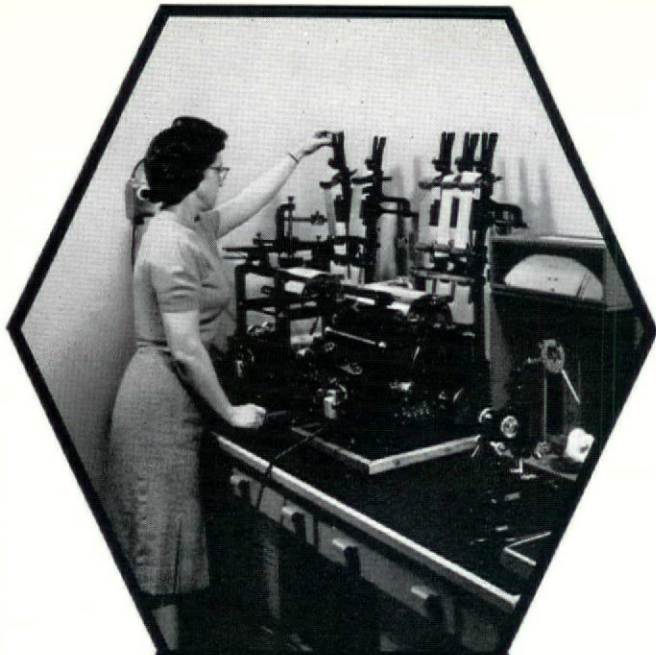
96 chair

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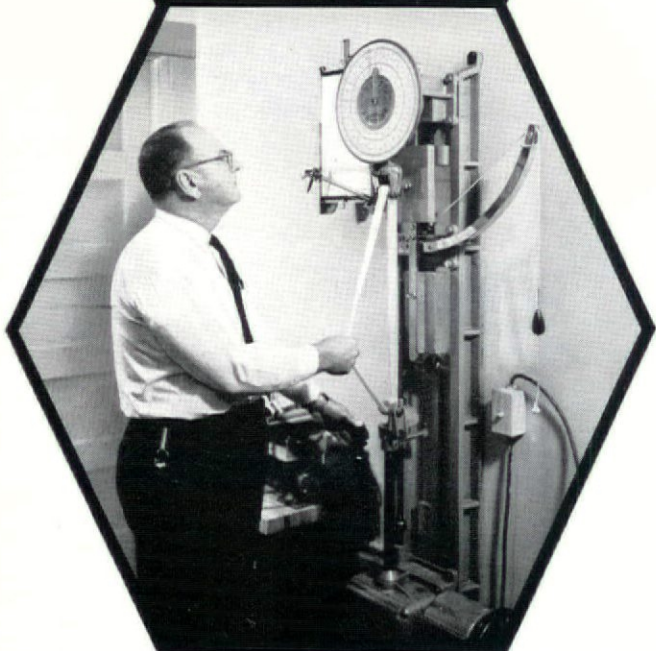
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Circle No. 33 on product information card

PRODUCTS & SERVICES

CONTIN

"Living Chair" by Blisscraft

A new occasional chair, specifically designed after three years of research and development to meet the needs for a practical chair for institutional use, has been introduced by Blisscraft of Hollywood. Called The Living Chair, it may be used singly or in multiple units for auditoriums. The

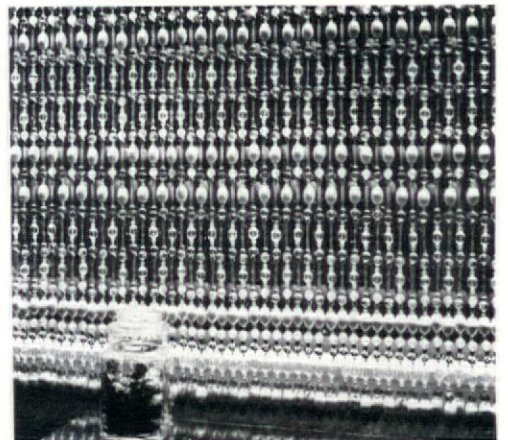


design follows the natural lines of the body; spring-action back, molded of one-piece seamless Flexene, flexes with body movement. The chair has tapered zinc brush steel legs, self-leveling marproof glides, and comes in six standard colors: champagne white, charcoal, tangerine, turquoise, antique gold, avocado green. Special colors are also available.

Circle No. 67 on product information card

Beaded designs

Large white oval beads alternate with clear prisms, patterned with 2-inch amber tubes and

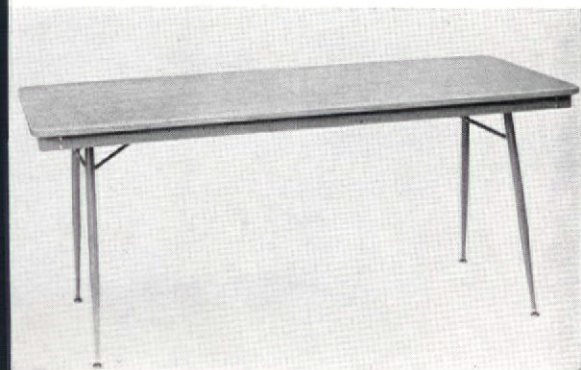


faceted beads in shades of avocado, olive, topaz, amber, and citron in this new design by Bead Decor Co. The company specializes in custom designs in bead curtains and dividers.

Circle No. 68 on product information card

atherweight folding table

part of a new line of folding banquet tables is
Micro Mfg. Corp.'s 6014 model that has a new



atherweight top construction consisting of Vir-
ite plastic over a honeycomb core with masonite
eking. A heavy gauge steel apron provides maxi-
m rigidity for the top. Tapered legs are lo-
ed in the corners to allow extra seating at
h ends of the table. Legs are equipped with
n-marring, silent rubber cushioned swivel glides.

Circle No. 69 on product information card

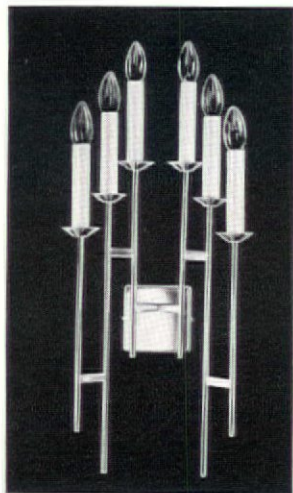
ugahyde swatches available

S. Rubber Co. is offering swatches of its entire
S. Naugahyde vinyl fabrics line, available to
e trade at La France Industries, Inc., 145 East
nd Street, New York City. La France has pre-
red a special Naugahyde display, arranged chro-
tically, which permits viewing of the complete
le and color range at one time.

Circle No. 70 on product information card

andle lighting

new series of architectural lighting fixtures
m Lighting Associates Inc. includes this can-
abra-like wall unit in contemporary styling.
addition to this six-bulb unit, other wall



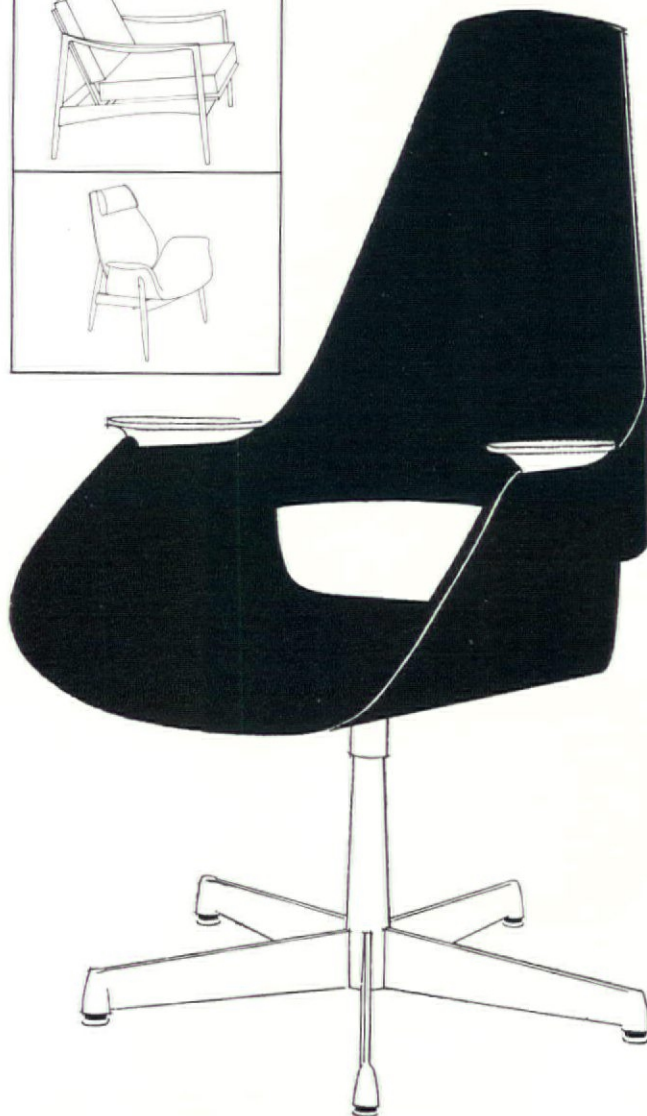
ockets and matching chandeliers, all incorporat-
the same basic metal members in varying pat-
ns, complete the line.

Circle No. 71 on product information card

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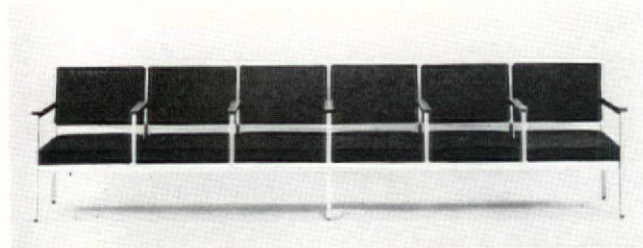
Dorothy Liebes line expanded

Stroheim & Romann has added several new fabrics to its Dorothy Liebes Collection for Spring, 1964. A block pattern woven in Belgium in five different color combinations, made of linen and cotton, is suitable for upholstery and slipcovers as well as draperies. Another fabric woven in Belgium is a textured casement in black and white of 100 percent linen. Finally there is a group of new casements in 100 percent Orlon, including two vertical stripes, a bold plaid, a dobby design texture, and a third vertical stripe delicately accented with metallic thread.

Circle No. 72 on product information card

Three-seat settees by Harter

Two three-seat settees are locked together to form a rigid, one-piece unit supported by only three



pairs of legs. Measuring 12-feet in length, the unit, a new addition to Harter Corp.'s Scope-H line, is available with or without the end or center arms and can be combined with other Scope-H chairs, benches, and tables in either straight, curved, T, or X arrangements.

Circle No. 73 on product information card

Decorative wall accessories by Syroco

A fluted pattern is design feature of a new wall accessory, part of Syroco, Inc.'s latest collection. The fluted border of the large mirror is repeated



in the coordinated planter, which holds real or artificial foliage. Finish is rich metalgold or warm walnut.

Circle No. 74 on product information card

Savoy office chairs

Savoy Furniture Co. is offering a new line of contemporary office chairs, designed by Sheldon Kadan of Designers Fore Ltd. The swivel-base executive desk chair has a high back, is fully upholstered over foam, and incorporates a spring support unit for arm attachment. Chrome base may be ordered in satin or polished finish, in bronze,

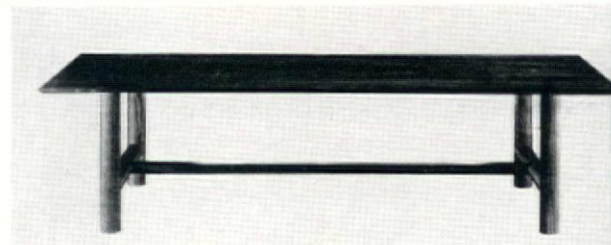


in choice of wood. Kravet fabrics, Naugahyde, leather may be selected for upholstery. Other items in the new line include sofas, conference chairs, junior executive chairs, and other executive desk chairs.

Circle No. 75 on product information card

Dependable table, bench

Dependable Furniture Co. recently introduced new collection of business furniture notable for the trim design and finish of the various pieces.



Included are tables, benches, executive swivel chairs, and sofas. DC 302 table shown here is all walnut with tops available from 20 inches to 72 inches, in rectangular, square, or octagonal shapes. The DC 403 bench features a rolled seat cushion that eliminates welting problems and wear at the welts. Construction is all-steel, chrome plated base in either satin or mirror-polish finish.

Circle No. 76 on product information card

Provincial chandelier by Lightolier

ported, hand-crafted solid fruitwood centerpiece canopy set the theme for Mediterranean Pro-



cial, part of Lightolier's new Collectors' Group lighting fixtures. Cut crystal pendants, subtle millwork, and gold gilt leaves provide accents in the mellow wood tones.

Circle No. 24 on product information card

Lord Mills updates color selections

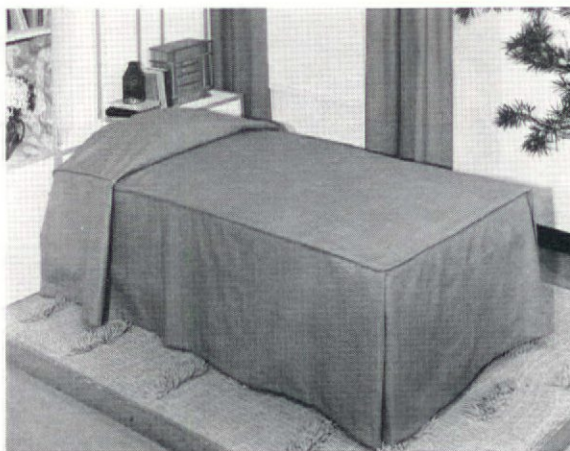
Lord Mills, has revitalized line of commercial carpeting with changes in several areas. Multiple tweed and nugget tweed have been added to the Chestnut Hill line, increasing stock colors to 18. Poppy and gold tweed replace harvest

tweed and indian corn in the 12-color range Groton and County Fair lines. Two colors, tan beige and natural were dropped from the Oxford Color Palette, with purple and nugget added to present a more modern color selection.

Circle No. 77 on product information card

All-cotton bedspread, draperies

Japara, an all-cotton bedspread by Bloomcraft, has a 12 color range and is available in five sizes. The



unlined draperies, which come in three sizes, are pinch-pleated. Designed by James Childs Morse, NSID, Japara is ideal for college or nurses' dorms, hotels or motels.

Circle No. 78 on product information card



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Circle No. 35 on product information card

PRODUCTS & SERVICES

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Lamps in oriental design

Oriental flavor dominates a new series of lamps by the Murray Feiss Lamp Corp. For this table lamp, a ginger jar of imported porcelain incorporates the symbolic Japanese chrysanthemum in



a detailed pattern that comes in choice of bitter-sweet, orange, green, blue, or yellow, set upon a gold leaf base. Pure silk shantung shade is color trimmed to match lamp base. Over-all height is 28 inches.

Circle No. 79 on product information card

New office chair line

Sturgis Posture Chair Co. has introduced the 5500 Line of contemporary office chairs, designed to complement its current 500 Line. The new

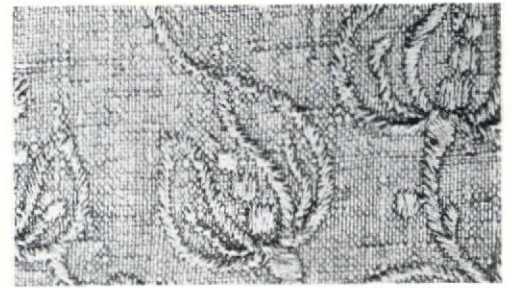


group includes an executive swivel armchair with an independent spring-action backrest, an executive or clerical swivel chair without arms, and a side armchair. Both lines may be mixed in the same installation to suit individual seating requirements while maintaining harmony of design.

Circle No. 80 on product information card

Fabric look in upholstery vinyl

A new B. F. Goodrich expanded vinyl, Tangwood, achieves a fabric look through its textured surface, created by a raised outline that simulates

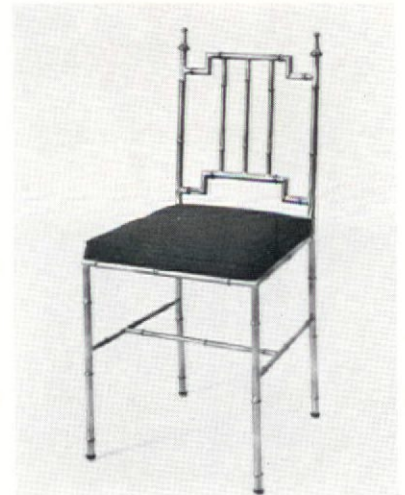


an embroidered floral design. The first in a series of five new Koroseal upholstery vinyls, Tangwood comes in a monotone and will be available in off-white, brass, taupe, French blue, rose, and other deeper hues. The expanded vinyl is sturdy and can withstand scuffing and general hard wear.

Circle No. 81 on product information card

Ballroom chair by Molla

A light-scaled ballroom chair, manufactured by Molla, Inc., is styled of light tubular steel shape



to simulate bamboo. For dining areas or ballrooms, the chair is available in a number of finishes and upholstery fabrics.

Circle No. 28 on product information card

Aluminum folding chair



A new aluminum folding chair for public seating areas is low in cost and lightweight, yet engineered

heavy service, according to manufacturer Lite Products Co., division of Baylis Industries. Chairs nest for easy storage, can be wall stacked or truck stacked. Seats are foam cushioned, backs are form fitted, and both can be covered in a variety of durable, washable fabrics. Folding action uses nylon bearings; legs are tipped with plastic. The same model is available with wire backs for further economy.

Circle No. 82 on product information card

Retarrial desk storage cabinet

Inside storage cabinet, designed for maximum space and neatness, has been added to Myrtle Co.'s Modular Collection. The cabinet can



be placed in the void area of the M5300MH tripod of the line's modular desk. Its single shelf is adjustable to multiple positions. Finish is hand-rubbed oil walnut with legs in matte black or mirror chrome.

Circle No. 83 on product information card

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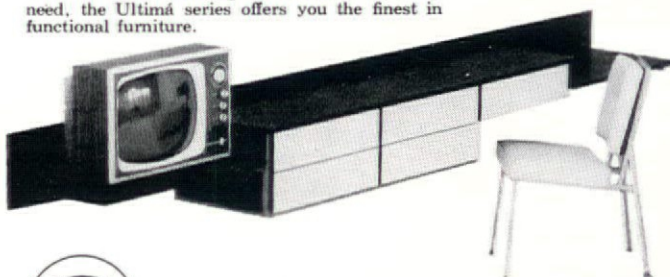


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PRODUCTS & SERVICES

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Armchair by Miele

Ralph A. Miele, Inc.'s new open armchair has a custom-finished frame in dark distressed wood and is upholstered in a colorful, striped nubby fabric.

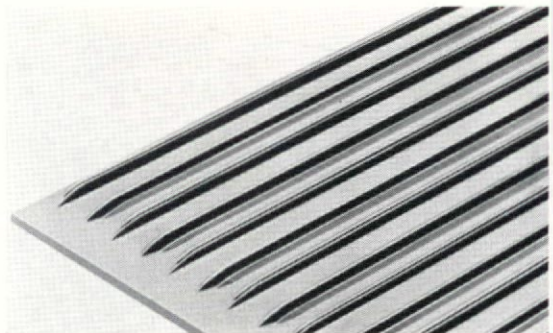


While its period is Louis XIII, it can easily be used in settings of other styles. The buttoned rubber pad seat is reversible, and other finishes and upholstery fabrics may be custom ordered.

Circle No. 85 on product information card

Heavy-use vinyl matting

Recommended for heavily used passageways, Vinyl-Rib matting by R. C. Musson Rubber incorporates a rib extending across its entire



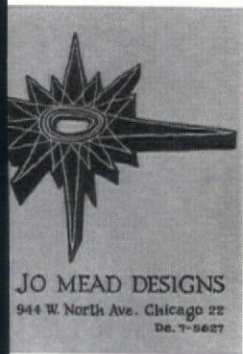
width to expedite cleaning and provide foot traction without catching or tripping. Available in red, green, gray, beige, brown, and black, the vinyl matting is 1/4 inch thick and 36 or 48 inches wide. It comes in full rolls of 36 or 60 feet, or can be furnished cut to exact length, in six-inch increments.

Circle No. 86 on product information card

For additional information on the products advertised in these pages, use free inquiry card bound into issue

MANUFACTURERS'

LITERATURE



A new brochure by Jo Mead Designs offers a complete set of illustrations of the firm's sculptures, decorative panels, bas-reliefs, etc. Styles include Americana, medieval, Spanish, Provincial, Classic, American Indian, and Oriental, plus a special group known as Officers & Gentlemen. Many

the sculptures are multichrome, while others are realistic bronze or stone finishes.

Circle No. 87 on product information card

No-Sag Spring Co. has published a new Accessory Catalog covering the tools and components used in installation of all types of No-Sag springs. The catalog carries dimensions and descriptions of stock items such as clips, end plates, hinges, rollers, wires, links, rocker locks, and springs. Installation tools covered include end benders, spring stretchers, and clip, link, and hog-ring pliers.

Circle No. 12 on product information card

Wall Images, a new collection of wallpapers printed by the rotogravure process, is described and illustrated in a new brochure by the manufacturer, Canadian Wallpaper Mfrs., Ltd. Designed by William Justema, the collection exploits techniques made possible through the use of a five-color rotogravure machine—a first in wallcoverings, according to the maker.

Circle No. 10 on product information card

Pacific Fence & Wire Co. is making available a new brochure on Pacific Drapery Walls, which are constructed of metal mesh in a variety of finishes. The drapery walls can be used as partitions, curtaining, or in doorways.

Circle No. 88 on product information card

Williams Office Furniture Corp. has just issued a new 24-page catalog and price list showing a desk series and two chair series.

Circle No. 89 on product information card

Decorators' Import Co., U. S. distributors of the Radio collection of decorative accessories and furniture, has issued a new 192-page catalog illustrating 500 items, including an elegant line of new models. Also featured are more than 100 mirrors from the line of F. J. Newcomb, an American subsidiary. Cost of the catalog, \$4.00, will be credited to first order.

Circle No. 90 on product information card

CLASSIFIED ADVERTISEMENTS

Rates: \$10.00 per column-inch, payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

LINE WANTED: Wholesale fabric showroom—58th & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box A-129, CONTRACT.

DESIGNER-GENERAL MANAGER: Responsible for all designing, purchasing, production planning, scheduling, advertising, office procedures and primary accounts. Seeks position with furniture manufacturer that wants to grow but needs help. Write: Box A-130, CONTRACT.

WANTED: Top flight contract salesmen, for established quality contract furniture line, competitively priced, for the following areas: Texas, Oklahoma, Arkansas, Louisiana, Kansas, Nebraska, North and South Dakota, Alabama & Mississippi. Commission basis. No objection to non-conflicting lines. Write: William Davidson, R-WAY FURNITURE, 1100 Merchandise Mart, Chicago, Ill. 60654.

LINE WANTED: Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box A-131, CONTRACT.

REPRESENTATIVE WANTED: By leading contract drapery and fabric manufacturer to cover East coast and South-west areas. Man with strong architect, interior designer and contract furnisher contacts needed. Write giving full details of lines carried and territories covered. Write: Box A-132, CONTRACT.

SALES REPRESENTATIVE WANTED: To carry an established contract drapery & upholstery fabrics line. Territories desired are: Southeast, Mid-West, and the New England States. Calling on architects, designers, contract departments of department stores and hotel/motel trades. Please write: Box A-133, CONTRACT.

BUSINESS OPPORTUNITY: In Philadelphia (2nd largest market in East) for company or progressive representative—Wholesale showroom (wallpaper, fabric, furniture) decorated and equipped (wings, shelving, office equipment, etc.). Prime trade location with line available to qualified party. Replies strictly confidential. Write: Box A-134, CONTRACT.

ATTENTION: REPS. REGISTER WITH US!!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line.

If you want to include your name in a confidential list of reps, which we supply to manufacturers on request, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 566 Seventh Ave., N.Y. 18, N.Y.

Circle No. 40 on product information card



PICTURE WALLS come to life with mirror squares—a galaxy of spaciousness to enhance any decor. Individual squares in antiqued gold or silver in a range of sizes. Not just the best quality—LaBarge quality.

LaBarge Mirrors Inc.

CREATORS OF MIRRORS HOLLAND, MICHIGAN

SHOWROOMS / MERCHANDISE MART, HICKORY, GRAND RAPIDS



A COMPLETE KITCHEN... WHERE SPACE IS VITAL!

**IT'S A SINK • GAS OR
ELECTRIC RANGE
REFRIGERATOR
& FREEZER**

ONLY 30 INCHES WIDE!

2 full-size gas or electric burners 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, dens, trailers.

AVAILABLE IN 7 COLORS
YELLOW • GREY • WALNUT
COPPERTONE • PINK
• TURQUOISE • MAPLE and
standard WHITE or with
STAINLESS STEEL DOORS.



write for free brochure in color,
illustrating King convenience models
REFRIGERATOR CORP.

"WORTH ITS WEIGHT IN GOLD"
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MORE THAN 30 YEARS OF REFRIGERATION MANUFACTURING

Circle No. 41 on product information card

ADVERTISERS' DIRECTORY

- Allied Chemical Corp. (Caprolan nylon) 3rd
 American of Martinsville (furniture)
 American-Saint Gobain Corp. (glass doors, partitions)
 Armstrong Furniture Co. (furniture)
 Bigelow Sanford Carpet Co. (carpeting)
 Burke Div., Brunswick Corp. (chairs) 2nd
 Callaway Mills (carpeting)
 Canadian Wallpaper Mfrs., Ltd. (wallpaper)
 DuCor, Inc. (outdoor furniture)
 Duraclean International (furniture & upholstery maintenance)
 Englander Co. Inc. (bedding)
 Federal Industries (vinyl fabrics)
 General Drapery Services (draperies)
 Griggs Equipment Co.
 Hooker Furniture Co. (furniture)
 Interiors' Import Co., Inc. (accessories)
 Johnson Plastic Tops, Inc. (plastic tops)
 A. & M. Karagheusian, Inc. (carpeting)
 Kiesling-Hess Finishing Co., Inc. (fabrics finishing)
 King Refrigerator Corp. (refrigerators)
 La Barge Mirrors, Inc. (mirrors)
 La France Industries, Inc. (fabrics)
 Lightolier, Inc. (lighting)
 Loumac Supply Corp.
 Madison Furniture Industries (furniture)
 Mallin Co. (outdoor furniture)
 Merchandise Mart
 Howard Miller Clock Co. (clocks)
 Minnesota M'ning & Mfg. (fabrics finishing)
 Molla, Inc. (outdoor furniture)
 Norquist Products, Inc. (folding chairs)
 No-Sag Spring Co. (springs)
 Perma Dry, Inc. (fabrics finishing)
 Prescolite Mfg. Corp. (lighting fixtures)
 Schafer Bros. Inc. (furniture)
 Shelby Williams Mfg., Inc. (chairs)
 Shephard Casters, Inc. (casters)
 Simmons Co. (furniture)
 Synthetics Finishing Corp. (fabrics finishing) 4th
 Thinline Mfg. Co. (tables & table bases)
 Thonet Industries, Inc. (chairs)
 Troy Sunshade Co., Div. of Hobart Mfg. Co. (furniture)
 V'Soske, Inc. (carpeting)

The Mickey Mantles at home: Merlyn, Mickey, David, Bill (not shown: Mickey, Jr.)



In the clubhouse...and at home...Caprolan scores with the Mantles!

For two seasons, Mickey Mantle—like the rest of the N. Y. Yankees—has put the carpeting in the Yankee Stadium clubhouse through a rugged torture test. Game after game, dirt from the playing field has been tracked onto it—and ground in deep by Yankee spikes.

Yet it has always cleaned easily. Still looks fresh and new. And no wonder—the pile is 100% Caprolan® nylon, so you expect performance like this.

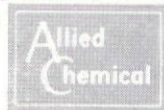
But exceptional performance is only part of the Caprolan story. There's Caprolan's luxurious beauty, too. Mickey, like the rest of the Yanks, was impressed by both. That's why he decided on carpeting of Caprolan for his new home in Dallas.

Despite the workout it's getting from three little league-sized Mantles, this carpet—like the one at Yankee Stadium—will look new year after year.

When you require carpeting of lasting beauty, specify Caprolan.

It's the carpeting that's won universal respect for its ruggedness—and prizes for its elegance. The mills: A. M. Karagheusian, Commercial Carpet, Archibald Holmes, Hightstown, C. H. Masland, Hardwick & Magee, and Roxbury.

Fibers Division, 261 Madison Ave., New York 16



Circle No. 42 on product information card

***INOSCULATED** — joined, blended, or united in an intimate manner. That's the only word which can properly describe the complete unity of two distinct finishes applied on one piece of fabric by SF's combination technique!

Everyone knows that our application of SCOTCHGARD gives fabric an unmatched resistance to stains. Everyone in the decorative fabric field knows about SYNBAC, our exclusive backing finish that prevents yarn slippage, improves seam strength, provides ravel-resistance, adds abrasion resistance to the fabric face, and eliminates fabric curl. But, do you know that we can apply both of these finishes . . . give you both ranges of benefit on a single fabric? We'll gladly supply you with samples of this inosculated combination on your own test fabric! Write today for test samples and descriptive literature!



SYNTHETICS FINISHING CORP.

"AMERICA'S LARGEST AND MOST EXPERIENCED CUSTOM FABRIC FINISHERS"

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New York Terminal: 134 Wooster Street • High Point, N.C. Lincoln Drive near Ward Street

Circle No. 43 on product information card