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Gold Bond® Durasan is wallboard and decorative surface all in one. The gypsum-rock core is fireproof. Its rich-textured, pure vinyl surface is people-proof. You know what careless people can do to painted walls. But Durasan resists scuffing. Won’t crack. Won’t chip. Smudges and marks wash right off with soap and water. Year after year your walls stay as handsome as the day they were installed. Durasan® can be installed right over existing walls, if you wish. Price is no problem. The panels cost no more than many vinyl wall coverings alone. They go up fast, saving time and construction cost. For samples and technical information, write on your letterhead to Dept. C-54, National Gypsum Co., Buffalo, New York 14225.

Gold Bond materials and methods make the difference in modern building.
E Wall Panel Systems offer 'wide open' flexibility in color styling, interior design and installation.

Commercial or residential interiors with the use of G-E Wall Panel Systems. There are complete spline, batten, or tongue-and-groove systems to fit the budget or design approach, in custom paneling engineered for the specific job, yet at production prices. Panels with U.L. flame-spread ratings are also available. Package delivery of all components and hardware can even include installation. Most important, General Electric Wall Panels are surfaced with no-glare G-E Textured Textolite® laminate that gives the cleaning ease and extreme low maintenance of the highest quality laminated plastic. There's a wide choice of woodgrain patterns, decorator solid and mist solid colors for beauty and design latitude, and for coordinating doors, furniture and fixtures in matching or complementing Textolite colors.

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In office buildings, schools, hotels, stores, auditoriums. You name it. Architrac® drapery hardware is up to all kinds of window installations. And for good reason.

Architrac goes beautifully with aluminum windows and sliding glass doors. It's made from extruded, etched and anodized aluminum. And designed for recessed, flush, flange or bracket mounting. Ball bearing carriers assure smooth, trouble-free operation. Draperies pack back in minimum space.

Dual-channel Architrac cord traverses have drapery carriers in front, master carriers and cords in back. Cords never sag or drag. Our cordless traverses are inexpensive to install and completely maintenance-free. Isn't it time you put Architrac in its place—your next place?

Kirsch ARCHITRAC "ORIGINAL EQUIPMENT" DRAPERY HARDWARE CATALOG is yours free. (See Sweet's for specs.) Address your inquiry to: Kirsch Co., 338 Prospect, Sturgis, Michigan. Ask, also, for our price-estimating information, and about our nationwide consultation service.

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Circle No. 3 on product information card

CONTRACT
The Cover
Consonant with the theme of this issue, the cover offers an hors d'oeuvre of four new structures of different types in the commercial and institutional field. Design by Michel Goldberg.
WHO WOULDN'T WANT TO DO SOMETHING BIG WITH THIS EXCITING NEW CONCEPT OF HAND SCREENED VINYL WALLCOVERINGS? WHAT A REFRESHING ESCAPE FROM TEXTURED GROUNDS!

SIX ENTIRELY DIFFERENT DESIGNS, FROM RICHLY PRINTED CONTEMPORARY VARIEGATIONS TO CLASSICAL PATTERNS. THIS IS SORRENTO. AVAILABLE IN FIVE HUES FROM SUBTLE TO VIVID. CUSTOM COLORING, TOO. WRITE US. 120 E 56TH STREET, NEW YORK 22, NEW YORK.

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Quality products, manufactured by contract specialists

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Insures efficient use of buying time

CONTRACT FACILITIES?
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Circle No. 5 on product information card

Circle No. 4 on product information card
Because of the round construction, all rooms are shaped like wedges of pie. All are outside rooms and feature convertible beds, all with urethane foam mattresses by Englander.

Because of the round construction, all rooms are shaped like wedges of pie. All are outside rooms and feature convertible beds, all with urethane foam mattresses by Englander.

Three new tower-type dormitories now provide on-campus accommodations at the University of Pittsburgh. They are centrally located, boast cafeterias, lounges on every floor and spotless automatic laundries. Every bed is equipped with a urethane mattress.

"We get many fine compliments from our students on the comfort of these mattresses," reports James L. Sahlin, manager of student dormitories at the University of Pittsburgh.

"We knew we would, too. We thoroughly tested all the mattresses that were offered to us and decided on urethane because it was comfortable, promised long wear and was very sensibly priced. This last was as important to us as it is to all colleges."

If you are building or refurbishing student living quarters, you will find urethane mattresses practical, comfortable and economical. For information on where to buy them, write National Aniline today.
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A. STERISAN is a Perma Dry trade name for a complete series of bacteriostatic and fungistatic agents registered with the U.S. Dept. of Agriculture under prior nomenclature.

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The natural freshness of linen quickly converts a somber wintery setting, bringing light airiness into the room.

From sheerest casements to substantial upholstery weaves, printed slipcovers, sleek wallcoverings, lampshades and even rugs, the entire decor may be linen, in harmonious accord.

Available at most decorative fabric firms.
THE BELGIAN LINEN ASSOCIATION
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Is this the world’s greatest wall covering—ever?

Many people believe so. And here’s why: Vanaweve* is woven from Dow Chemical Company’s Rovana saran flat monofilament. Its physical properties are excellent. Vanaweve comes in styles that have fire ratings as low as one. It is scuff and abrasion resistant, rot and mildew resistant, stain resistant, nontoxic, dimensionally stable and colorfast. On the aesthetic side, Vanaweve has the texture, dimension and surface interest only weaving can give. It can be fully coordinated and is available in a wide variety of colors and patterns. Read all about it in the beautiful sample book available from the Vanaweve distributors listed below.

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**MIDDLE WEST**
The Warner Co.
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The Warner Co. of Texas
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**WEST**
Stockwell Wallpaper Co.
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Cassidy Hicks Wallpaper Co.
1721-23 Lawrence Street
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*Rovana is the registered trade name of Dow Chemical Co.; Vanaweve is the registered trade name of C. W. Stockwell Co.
Here is a slide which combines the four important features of full extension; smooth, safe operation; 100 lb. load-capacity without deformation, and minimum side space. All in one extraordinarily well designed compact slide at an unusually low cost! Grant's new 329 Slide is a remarkable heavy duty, yet thin slide which provides fuller, more economical use of drawer space than ever before possible.

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Grant's 329 Slide will carry loads up to and including 100 lbs./pair, yet remains perfectly horizontal when fully extended.

**1/2" SIDE SPACE**
Grant's 329 Slide is the first slide to offer full extension while requiring only 1/2" side space.

All these fine features are combined into one slide offered at an unusually attractive price. Details on how Grant's new 329 Slide can suit your particular application will gladly be sent on request.
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No doubt about it, your key spring people are pros, using a mountain of knowledge to make money for you. A 5-day trip to our Detroit Research and Development Center could make these pros more profitable! We've established an intensive, advanced spring training program (just for pros...not for beginners!). The course covers new products and applications; designing installations of all forms of No-Sag Springs; testing new tools and accessories thru actual use. Your pros evaluate their own findings on how these new developments can work for you! The potential's unlimited for profitable new applications to increase your quality, cut your costs and save your time! No-Sag customers may attend this unique program at no charge. Even the pros need spring training to stay at peak performance. Write us for details today!
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Circle No. 14 on product information card
not weld contract furniture?...Woodard does.

Maybe I don't know much about selling Contract Furniture, but I know lots about making it.

I'm a welder and I make Embassy. Not completely...like I say, I weld.

Woodard's Embassy has all-welded steel frames. I should know—I weld it. It's built like a bridge, to last a long time...that's value I guess. It would be for me. After I'm done, the fellows in the finishing section blast steel clean, prime it and bake on enamel. There are lots of things you don't see in Embassy furniture but they have to be there when you make the best.

There is something in Contract besides color, style and design. There is steel, quality and the Woodard name (we're the only people who have all three.)

Write for Brochure C20, Lee L. Woodard Sons, Inc., Owosso, Michigan

In Chicago the new Hotel Continental mirrors a savoir-faire of continental elegance, blending delightful dignity and impeccable extra services of another more gracious era, with every conceivable contemporary convenience. 400 luxurious rooms including 24 even more luxurious suites with burnished mirrors and furnishings set aglow by 587 hand-cut crystal chandeliers.

Restaurants, ballrooms, convention facilities par excellence—all of this sumptuous design and decor throughout created by Albert Parvin & Co.

The Hotel Continental, first major hotel to grace the Chicago skyline in over two decades, will unquestionably set the pace in luxury hotels for years to come.

John J. Mack and Raymond Sher, owners and operators of the Hotel Continental, Chicago, selected Albert Parvin & Co. to design and decorate the interiors of this magnificent structure. The responsibility of that assignment was accepted with humble confidence and we believe guests at the Hotel Continental will concur in the owners' decision to engage one competent and responsible source for the entire project.

Albert Parvin & Co.
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Circle No. 16 on product information card

Circle No. 17 on product information card
When you furnish with Theme by Simmons, *time goes to work for you.* Just look at Theme's clean, classic lines, its recessed drawer pulls, tuckaway luggage shelf, and choice of Tawny Walnut (illustrated) or rich oiled walnut finishes. Here's furniture that never wears out its welcome, satisfies every taste, goes with almost any decor. And don't forget—Simmons-built means furniture that defies the years as well as fashion changes. Example: Theme's edge-banded, high-pressure laminate tops for virtually damage-proof surfaces. So get furniture that pays in continued business from luxury-loving guests, and in elimination of constant replacement and repair costs: Theme furniture and Beautyrest® Mattresses built specially for hotels and motels...from your Simmons Dealer. And if you choose, finance through Contract Furnishers of America (CFA).
Bolstering this outlook of population pressure for the contract industry, is another apparent invincible shift in public policy—toward at least helping such institutions, if not being solely responsible for them. Couple these two factors, and it becomes obvious that in some of these areas this nation is still only at the beginning of what we may expect to see grow mightily in the near few decades, if not years.

Here is a brief rundown of developments in Washington that seem certain to affect you, institutional volume in coming months and years.

**Nursing homes**
The federal government has had a program insuring loans for proprietary (for profit) nursing homes, under the Federal Housing Administration. It has now proposed to switch this to the Public Health Service, and include insurance of 40-year, 75 percent loans for non-profit nursing homes. It appears unlikely at this writing that Congress will accept the switch in jurisdiction, but the pressure to include non-profit homes will likely be successful, perhaps in the next Congress. The Senate Labor committee has held hearings on a House-passed bill to expand nursing home care for veterans. This would include...
Gone are the days when upholstery fabrics merely had to be people-proof to make the grade for office furniture. Today's customers demand more. And FEDERAN* gives them more. Vinyl coverings that far exceed, far excel all expectations. Elegant beyond belief. With colors enough to paint a whole new spectrum. And variety enough to give free rein to all your ideas.

Choice and current, there are some twenty-two designs in all! Three-deep dimensional. Richly mottled. Gold-glittered. Subtly shadowed. Rough-hewn. Butter-smooth. Leather-grained. Yes. Even hand-woven effects, damask looks, straw-like textures. That they wipe clean, resist stains, and keep their fresh good looks is rather elementary. That they look and live like the most precious of fine fabrics is really what matters. Pure pleasure to handle. Ready to take a curve with ease, a fold with flourish, a tuft with tenderness. If you thought all vinyls were pretty much alike, you've yet to work with FEDERAN. A call now can change all that. 212 MU 2-6700. Or write to Airco Plastics Products, a division of Air Reduction Company, Inc., 350 Fifth Avenue, New York, N.Y. 10001
Service "pod" is entirely FORMICA® laminate clad. Provides a convenient storage for cutlery, napkins, menus... yet will withstand clatter of cutlery, liquids, and grease.

One of the many Formica Citation special designs available from stock. Design is repeated on door in other colors.
The Walls... FORMICA® V.I.P.* vertical interior paneling is a new and complete panel system, made in its entirety by Formica Corporation. Easy to install, decorative, versatile, and best of all—easy to maintain. For new or remodeled interiors.

The Laminate... Contributes to good taste, good interior design. Suspended tables, counters, shelves, supporting arms, and feature back wall colorfully complement walls and door, and are finished in FORMICA® laminated plastic. Where there’s FORMICA® laminated plastic, there’s color, beauty, durability, ease of maintenance.

The Door... Clad with FORMICA® laminate, with Citation special design similar to feature wall design. Precision made doors of maximum durability are made and guaranteed by Authorized Manufacturers against defects in materials and workmanship for the life of the installation. Prefinished and prepared for hardware; 20-minute installation. Easy care.

For information on these FORMICA® products, and where available, contact your local Formica sales office, or write Architectural Services, Dept. G-440.

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Formica Corporation proudly announces it has received the 1964 International Design Award for its Citation colors and special designs from the American Institute of Interior Designers.

See The Formica World’s Fair House at New York for the newest and best in carefree, contemporary living.
nursing care beds in Veterans Administration facilities, limited care in a private nursing home for some VA patients, more aid to State homes. This is important not just for the veterans, but for the spotlight it throws on the entire subject of nursing homes.

Homes for the elderly

This area is just beginning to boom. One of the top five private home builders has reached the spotlight by constructing solely retirement villages with a good many common use areas.

The federal programs are popular with Congress. The housing agency wants to remove the dollar authorization limit on its program of direct loans for elderly housing. FHA has run a review of its own program of insured loans for elderly housing, and found the projects in good shape, many with waiting lists.

Recent federal direct loans, for example, include: Glendive, Mont., $519,000, for a 45-unit building with central dining and kitchen facilities, recreation areas. Great Falls, Mont., $1,513,000, for a six-story 135-unit building, with lounge and recreation areas, central dining room. St. Louis Mo., $3,527,000, 300-unit building. Stockton Calif., $1,550,000, 163-unit building.

College housing

This also is popular with the legislators. The program, of loans for dormitory and student union facilities, is at a $300 million yearly pace, but it's likely to step up as pressure increases, perhaps by year's end, for more than that total. And this program serves as a pacesetter for similar construction financed on the private building market.

The opportunities for the contract industry vary in magnitude, as some recent federal loans attest: North Park college, Chicago, $1.5 million, for dormitory, dining and student activity facilities. Univ. of Idaho, Moscow, $1.2 million, residence hall. Univ. of Tennessee, Knoxville, $2 million, residence hall. Univ. of Rhode Island, Kingston, $3.1 million, dormitory complex. Kansas State Univ., Manhattan, $3.2 million, dormitory and dining hall. Methodist College, Fayetteville, N.C., $1.3 million, dormitories.

Population pressures

Behind these programs are people. And the number of these people is increasing. For instance, the population 65 and older will increase from 16.7 million in 1960, Census estimates, to 17.9 million next year, 19.6 million in 1970, 23.1 million in 1980. By the year 2,000, says the Population
Virco at the Newporter

New 900-seat banquet hall at the Newporter Inn, Newport, California.

5 new stacking chairs from Virco Five examples of Virco value in mass seating. Eye-pleasing, functional, comfortable design. Long-lasting value, with heavy-gauge steel frames, brazed joints, thick padding under cloth-backed vinyl fabrics, steel base swivel glides that protect flooring, eliminate noise. Each model available in a wide choice of frame finishes and upholstery colors.

Virco designed, Virco built, Virco priced for an outstanding institutional seating value.

For a full-color catalogue, with specifications, finish and color selections, write: Virco, Dept. DC, Box 44846, Station H, Los Angeles 44, California, or Virco, Dept. DC, Box 911, Conway, Arkansas.
Some recent invitations, now closed, provide a sampling of what may be in store for you, if you enter the bidding for contract furniture or furnishings. Requests went out not too long ago for:

- General Services Administration, Kansas City—Easy chairs.
- Hill Air Force Base, Utah—227 folding banquet tables.
- Veterans Administration Supply Depot, Hillside, Ill.—Foam latex hospital mattresses, 900 each.
- Fort Leonard Wood, Mo.—Hospital room furniture. Patient lounge chair, 126 each. Patient assist chair, 305 each. Patient dresser desk, 900 each.
- GSA, Denver—Typing desks and business machine desks for classrooms, 55 units. (c)

Reference Bureau, this may be 31.4 million. And that doesn’t consider what happens as our age limits drop—as age 62 becomes retirement age, for example. And some retirement villages place 52 as the entrance hurdle.

The Population Reference Bureau’s estimate on youngsters—under age 14—goes from 53 million in 1960 to 102.8 million in the year 2,000.

Besides population pushing for pallets-plus, a rising standard of living makes it practical for more oldsters to live on their own away from family, and for more youngsters to do the same, during college years as well as after.

The total prospect for the contract furniture and furnishings industry in this institutional area appears cheerful, therefore, as officials here in Washington see it.

**Invitations for business**

Tempo of federal procurement activity starts to pick up in what is almost an annual spring rite, about now, as agencies realize that time in this fourth quarter of the fiscal year is nearing a close. As a result they make much not only of May but of June, prepared to relax with new budgets for the fiscal year starting July 1.

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Circle No. 23 on product information card
imagine . . . naming their dining room after their

HARDWICK CARPETS

...is the luxurious new dining room of the Piqua, Ohio Country Club. Called the "Coach Room," it was named for the Hardwick Carpet which was designed and woven especially for this installation.

Architect Glen G. McConnell, Jr., of Troy and the Barrar Covering Company of Dayton know of Hardwick's adeptness at creating unique designs and of Hardwick's more than a century of carpeting experience. No wonder they chose Hardwick to create this custom-made carpet.

Let Hardwick show you how their carpeting — regular contract qualities PLUS special designs, colors and textures are adaptable to every client's needs.

FREE! Hardwick's new "Carpet Selector" . . . In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.

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Cago Detroit New York San Francisco Los Angeles

HARDWICK & MAGEE CO., 7th & Lehigh Ave., Phila. 33, Pa.
Gentlemen: Please send me, without charge or obligation, your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service.

Name.
Firm Name.
Address.
City. Zone. State.

Circle No. 24 on product information card
HAL VOGEL has been appointed sales engineer in the Washington state and Oregon sales territory of No-Sag Spring Co.

KAYE SCHIRAZI has been appointed design consultant and showroom coordinator for Castro Convertibles, Inc. A large part of her time will be devoted to the newly formed contract division.

PETER KNOWLES, AID, has been named director of design for George K. Birge Co.

Metropolitan Furniture Corp. has appointed four new sales representatives for eastern and southern territories: FELIX GERSTEL, New York City; STEVE LIFTON, New England and New York state, excluding metropolitan New York; DAVID WALKER, Tennessee, North Carolina, South Carolina, Georgia, Florida, and Alabama; and ROY JENSEN, Pennsylvania, southern New Jersey, Delaware, West Virginia, Virginia, Maryland, and the District of Columbia.

J. W. VAN SANT, Jr., has been appointed sales representative for Omni Modular furniture. He will serve franchised Omni dealers in Texas, Louisiana, Oklahoma, and Arkansas. The Jessie Musgrave Co., Dallas, which previously represented Omni in that area, will continue as showroom for designers and non-franchised dealers.

FLAME-PROOF VELVETS

A new line, in a wide range of colors, weights and qualities. Flame-proofed to specifications. Loomed by America's outstanding weavers of velvets. A refreshing new sample presentation kit is available upon request.

LA FRANCE Industries, Inc., 145 East 32nd St., New York 10016, MU 5-1622
Sales Service Centers in 23 principal cities

Circle No. 25 on product information card
Selected for the New York Hilton... Chatham blankets of 100% Creslan® acrylic fiber

Now, these same blankets have been specified for the new San Francisco Hilton

Latest success for Chatham Blankets of 100% Creslan® acrylic fiber is with the glittering new Hilton Hotels in New York and San Francisco. It started with the selection of 6,375 of these luxury blankets for the New York Hilton. Now, eight months later, Hilton management again specified blankets of Creslan for the magnificent new Hilton opening May 25th in San Francisco. What's behind this blanket endorsement by America's leading hotel organization? Simply this. Chatham blankets of Creslan mean day-in, day-out luxury through day-in, day-out hard wear. They machine-wash and dry fluffy soft and sparkling clean. Resist pilling, shedding. Moth-proof and non-allergenic, too. So if you want luxury blankets that don't need the luxury treatment—take a cue from Hilton. Check into Chatham blankets of Creslan.

AMERICAN CYANAMID CO., N. Y.
Denst design in museum exhibit
Jack Denst, Chicago designer-craftsman and president of Denst & Miles, Inc., was featured in the Museum of Contemporary Crafts exhibition, Designed for Production: the Craftsman’s Approach, in New York City. Denst’s handcrafted silk-screened wallcovering design, April, an abstract floral, was shown. The Museum exhibition will be circulated for two years to major museums by the American Federation of Arts.

Sixteen added on eleventh floor
Sixteen new showrooms have opened on the eleventh floor of the Merchandise Mart since the start of the year. Among the new showrooms are American Chair Co. and Thonet Industries, Inc., in space 11-104, which show their seating pieces, desks, tables, and modular furnishings in over 12,000 square feet of space.

Royalmetal Corp., Arnot Furniture Div., has moved to space 1122. Showroom includes metal furniture displays for offices, restaurants, hotel/motel and hospital use.

Associated Showrooms, space 1158, represents Design Technics; Rowen, Inc.; and Steindig Furniture Co. Mutschler Bros. Co. has expanded their showroom area to space 1144, where it is showing its new Paul McCobb line. Lehigh Furniture, in space 1147, is exhibiting its line of office furniture. Richard Winters Associates, in space 1149, is displaying furniture for Chicago Hardware Foundry and Tri-Par Mfg. Co. The Howell Co. is showing furniture for the first time in the Mart in space 1187.

Globe-Wernicke Co. is establishing sales office and showroom in space 11-111. J. D. Williams Co. has moved to space 11-107, where it is showing furniture, as well as the products of Nesson Lamps and Anton Maix fabrics. B. Brody Seating will open its first contract showroom space 1175. Yawman & Erbe Mfg. will move Midwest offices and showroom to space 1148. James Seeman Stud Inc., will represent Art for Architect Inc., and Murals, Inc., in space 1156.

Krueger Metal Products, Inc., will show folding chairs and tables in space 112. The National Stationery and Office Equipment Association will be in space 1124.

(Continued on next page)

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Fine Office Furniture
by SCERBO

An inspiring assemblage of Colonial and Chippendale pieces...reflecting the quaint elegance and quiet dignity that only finely executed traditional furniture can portray.

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★ Casual Aire
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CONTRACT BUSINESS:

NOTES & COMMENTS

Molla plans Mart setting

Molla, Inc., metal furniture manufacturer, has retained John Elmo, AID, to design a special room setting in Molla's new showroom, Space 1110 in Chicago's Merchandise Mart for the June Furnishings Market. The setting will be installed for the bi-annual How America Lives promotion, sponsored by the Mart. It will feature furniture from Molla's Celebrity collection, in new lightweight Alumaloy.

Stockwell design award given

The second Lucile Stockwell Chatain award for European study has been presented to Catherine Ezzo, a second-year interiors student at the Parsons School of Design. The award of $500 is given to the second year student at Parsons who presents the best decorating scheme, this year for a luxury guest house, including floor plan and perspective renderings. The award is made in the name of former Parsons student Lucile Stockwell Chatain, daughter of the founder of the C. W. Stockwell wallpaper company, and for some years president of the firm. John A. Patton and Mary Cheng placed second and third in the contest.

Design Center visitors expected

One million visitors a year are expected at the new National Design Center, midwest showcase for home furnishings and interior building and architectural products, at 300 North State St., Chicago. The Center, in operation since January, is an extension of its five-year-old counterpart in New York City, and is located in Chicago's Marina City.

AID group renovates Blair House

Renovation of rooms on the first floor of Blair House, the nation's guest house in Washington, D.C., has been completed by AID's designers' national committee on restoration. Mrs. Francis Henry Lenygon, chairman, Mrs. Ellen McCluskey, and Stephen J. Jussel, all of New York, refurbished the entrance hall, front and back drawing rooms, dining room, and powder room of Blair House. The committee was selected by Mrs. Angier Biddle Duke, wife of the State Department Chief of Protocol and chairman of the Blair House committee, as a result of their refurbishing of the White House library.

New Parvin assignments

Albert Parvin & Co. ordered approximately 10,000 square feet of wool carpeting and the contemporary furnishings for the newly completed Executive H. Apartments in Hollywood. The 11-story building is furnished in traditional style, with an Italian provencal flavor. The loop twist, hard-finish carpeting is sand beige, wall-to-wall rubber pad. Show business celebrities including Steve Allen, Warren Lo, Johnny Mercer, and Martin Milner, limited partners in Executive House.

New assignments...

Albert Parvin & Co., Beverly Hills, California, a national design firm, is in the process of designing and furnishing the new Beverly Hills' Hotel in Los Angeles. The 150-room hotel, to be completed this year, will feature a dining room and bar seating 100, and a 2100 square foot banquet area. A rooftop Sky Room features a view of the surrounding landscape.

... Saphier, Lerner, Schindler, Inc. plan and design the new 30,000 square foot headquarters of Norda Essential Oils, an international manufacturer of fragrant oils, and artificial flavors for products. The new building is to be ready for occupancy by Fall of 1964. Good Design Associates, South Bend Indiana, has been commissioned to design installations at Design Metal Corp., Hammond, Ind.; and Ark Corp., Brazil, Ind. Karr Construction Co., Chester, Ohio, has been commissioned to build the $1,500,000 Grover M. Howland Fine Arts Center at Marietta College, Marietta, Ohio. Building, designed by architect Vincent C. Kling of Philadelphia, is three stories, of red brick, with an Italian provencal influence and modern design.

Other assignments...

Morton Textiles & Furniture has completed designing and furnishing two model suites in Chicago's famous Sherry Hotel, as a pilot for a novel "urban renewal" plan that bring grandeur back to the Sherry and other luxury hotels of Chicago's South Side through renovation.

Faber, president of American Color Textiles, has been retained by the U. S. Coast Guard to prepare a comprehensive plan and color manual covering all Coast Guard facilities, shore units, vessels, and aircraft. Mr. Birren prepared a previous manual for the Coast Guard in 1953.
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At the CLOISTERS you walk on General Tire Sponge Rubber Carpet Cushion

This famous Sea Island, Ga., resort has recently refurbished much of their interior, including the celebrated River House. Naturally, their choice of rug underlay was famous Air Step Fibertop, one of many quality-built General Tire Sponge Rubber Carpet Cushions available. It is unsurpassed for comfort and long life. In fact, it is guaranteed unconditionally! When you're specifying rug underlay, specify Sponge Rubber Carpet Cushion, by General Tire.
TRI-PAR MFG. Co. has purchased a modern 75,000 square foot wood-working plant in Appleton, Wis. Wood-frame chairs made at the new plant will supplement the firm’s metal chair line.

C. H. MASLAND & SONS has named the following managers for its three new contract carpet regions: Walter P. Adee, assisted by James A. Marley, Jr., northeastern and southeastern states; Lester J. Bodley, midwestern states; and James T. Ridley, assisted by Ernest R. Christianson, mountain and Pacific states.

METROPOLITAN FURNITURE Mfg. Co. has been granted an exclusive license among western furniture firms for the application of 3M Scotchgard stain repellent. The fabric finish is a product of Minnesota Mining & Manufacturing.

SHELBY WILLIAMS, INC., has doubled the size of its Chicago manufacturing facilities with the addition of a 60,000 square foot plant adjacent to its present plant. The firm also has plants in Morristown, Tenn., and Los Angeles, Cal.

O. AMES Co. has opened a new showroom for its Ames Aire and Town & Country lines of casual furniture at the Furniture Displays Building, High Point, North Carolina.

JACK LENOR LARSEN has formed a new division, Win Anderson Fabrics, which will design, produce, and distribute medium-price fabrics for contract work and other uses. Only cotton and Fortrel, pre-shrunk and treated for soil-resistance are used in the new color-coordinated fabrics for upholstery, draperies, and casements.

AZROCK floor products will all be marketed under the single trade name, Azrock, in the future. The vinyl asbestos tile line had previously been marketed under another name. The firm estimated the transition to a single name would take a year.

M. G. WHEELER Co. has named Robert Garvin Associates, 315 East 62d Street, as its representative for the contract market in the New York-Washington area. Kurt S. Kochler, southeastern district sales manager, will cover Washington, Baltimore, Philadelphia, Pittsburgh, and eastern Pennsylvania. A display of Wheeler lamps can be seen at the Garvin showroom.

(Continued on Page 34)
A NEW DIMENSION IN CREATIVE DESIGN

Available in steel wire mesh or anodized aluminum mesh... Pacific Drapery Walls provide a custom drape effect not attained by any other decorator divider on the market.

Only Pacific Drapery Walls provide an atmosphere of privacy and provide a perfect mesh of design freedom... available in a wide spectrum of colors... and they stay brilliantly beautiful.

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Circle No. 33 on product information card
CONTRACT NEWS

THAI BOK FABRICS, Ltd., has opened a showroom at 969 Third Avenue, New York City. The showroom, designed by Karl Laurell, head of the firm’s design department, is located at the corner of 58th Street.

AIRCO PLASTICS PRODUCTS is now located at new offices in suite 2420, Empire State Building, 35 Fifth Avenue, New York City.

PEPPER-LABOW ASSOCIATES has been named west coast sales representative for Design Tex, Inc.

DANISH DESIGN CENTER opened a Chicago showroom, under the management of Bernard Esralew, at the Decorator’s Guild, 325 North Wells.

STOW & DAVIS has opened a new showroom at 8899 Beverly Boulevard, Los Angeles. Blain Mosley, West coast representative, is showroom manager. Mabel Holmes will assist him.

GEM CRIB & CRADLE CO. has changed its name to Gem Industries, to reflect its diversification beyond the juvenile furniture field. The firm produces sofa bed and studio couch spring construction, modern educational and institutional furniture, and hardware products.

gilford, inc., vinyl wallcoverings, upholstery fabrics, and furniture leathers, will move its general offices to 387 Park Avenue South, New York City, on May 15. A new showroom will be opened simultaneously in the Decoration & Design Building, 979 Third Avenue, New York City.

clapper’s mfg., inc., has added 20,000 square feet to the firm’s present 25,000 square feet of manufacturing area with the purchase of a new three-story factory in Meyersdale, Pa.

philco corp. has opened four new sales offices for its Tele-Sound department, which provides customized leasing services of television and electrical products for hotels, motels, and other institutions. The new offices are located in Memphis, Tenn., Chicago, Ill., Dallas, Tex., and Bridgeport, Conn.

crown wallpaper co. has been appointed exclusive Canadian distributor for the Deltex Fabrict craft line of vinylized wallcoverings.

prestige-minded Sky Host Hotels typify the increasing number of restaurants and hotels that specify “Contract Furniture by Virtue Bros.” Virtue’s wide range of custom designs, quality materials and finishes helps the Interior Designer achieve beautiful, profitable decor at realistic cost...Virtue Bros’ superior production methods mean minimum maintenance.

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CALENDAR

1964


1965

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includes 10 distinctly different patterns in a total of 110 coordinated
colors and textures. All are long lasting, permanently colorful and
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well as original and distinctive designs for every decor. For a free
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UNITED STATES RUBBER
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Nothing is static in education. The rate of change today is more rapid than ever before as the body of knowledge and the size of the student body both literally explode in what seems an awesome chain reaction. Nothing this big ever happens without involving many branches of our industrial economy and challenging their ability to create and produce in response to new and urgent demands. In this instance, the challenge and the opportunity are for the manufacturer and supplier of contract furnishings and equipment, as well as for the architect and school planning specialist.

In itself, education is the second largest industry in the United States. Here are some of the facts contributing to the challenge facing education today:

American colleges and universities will more than double their enrollment in the next decade. This means that colleges will have to construct new facilities equal to twice the capacity of all the campus buildings erected since Harvard opened its door in 1636, according to the calculations of economist Peter F. Drucker. At the college level alone, the government predicts that $19 billion must be spent for new buildings and campus development between now and 1972.

There were 4,188,000 degree-credit students enrolled in American colleges and universities this year; 7,000,000 are expected by 1970 and 8,500,000 by 1975. Current expenditures are falling short by about $7 million a year of the experts' recommendations. This would result in a deficit of one million or more seats by 1970. These staggering facts are revealed in "Bricks & Mortar boards," a recent report of college planning and building published by the Educational Facilities Laboratories of the Ford Foundation.

In elementary and secondary schools across the country, already in a state of crises, the floor is rising as 40,200,000 students (11½ million more than last year) move one year closer to college age. Approximately 348,500 elementary and high school classrooms have been added over the past five years, at a rate of 70,000 per year. Even so, the supply was about 124,300 short of the demand at the opening of the 1963-64 term according to a February report from the U.S. Office of Education. As we go to press, New York City alone is debating an appropriation of $175 to $200 million dollars for public school construction during the 1964-65 fiscal year.

It will take a near miracle to meet the need for expansion in the next ten to fifteen years. If we are to avoid the pitfalls of expedient which could well lead to a calamitous waste of funds, effort and, most important, educable minds, we must develop a new army of specialists skilled in the ability to look ahead in order to see today's requirement in a true light. A series of crash programs, warns "Bricks & Mortar boards," could produce campuses "crowded with misused academic slums, educationally self-defeating and a drain both educationally and economically on future generations."

A master plan has already been evolved in California, the undisputed leader in the race for more and better facilities for higher education. The plan includes 71 free junior colleges and 7 state supported colleges supplementing the seven (soon to be nine) campuses of the University of California.

New York has earmarked $700 million to establish four new university centers, double the capacity of its State University system, expand its teachers colleges and create new community colleges.

Illinois, the last of the big three, has allocated $195 million to create new universities at Champaign and Edwardsville, and Florida and Texas ha
HORRMAN LIBRARY at Wagner College, Staten Island, New York, was designed by architect Perkins & Will. Left, student carrels; below, lounge area.

JUNIOR MUSEUM of the Art Institute of Chicago (right) contains well planned and furnished auditorium for children.

STUDY CARRELS (below) are inexpensively formed by attaching dividers to ordinary library tables. Designed and tested at the University of Colorado Library as a prototype, each section will accommodate portable machines.
FLEXIBILITY in classroom requirements is easily achieved by metal movable walls (above), installed at a initial cost. Produced by E. F. Hauman Co., the Double-Wall panels are held rigidly in a continuous grip along the entire pre-formed edge from floor to ceiling. This zipper-tight connection of panel to post eliminates sound and light leaks.

CADET CLASSROOM (left) at U.S. Air Force Academy, Colorado Springs, shows disciplined use of committed space. Architect: Walter Netch Jr., of Skidmore, Owings & Merrill.

LIVING ROOMS (left) at Harvard Quincy House are sandwiched between bedroom doors so that each suite of four single bedrooms is reached without passing through a living room on the floor above or below, eliminating corridors on the room floors. Men's Residence at the University of Southwestern Louisana is installed with storage walls (below left) containing dressers, wardrobes, and desks, that serve as partitions between rooms. Below, studio room at St. Francis De Sales Seminary, Milwaukee.
WOOL FURNISHINGS MARKET

able programs underway as other states are
nning to expand their facilities.
That will these vast appropriations build?
the new educational plant we create be
plete in twenty years? Will it accommodate
methods and new equipment now in the first
ces of revolution? Several years ago a most
arkable group set out from Boston on a
mile cross-country trip. Aboard a chartered
ne leaving Logan Airport were 60 men
ing with them $500 million worth of con
ets for new school construction. Brought to
er by EFL (Educational Facilities Labora
es) these men spent ten days examining
en of the most recently completed and most
ting schools. They saw schools designed for
aching, schools without classrooms, large
eted areas easily divisable for small group
and auditoriums which could be converted
smaller sound proof areas by electrically
ated partitions.
he schools visited by the EFL group were
el establishments. Regarding the overwhelm-
ing majority of existing schools, Harold B.
Gores, president of EFL, says, “Let us look at
the schoolhouse, the most public of public build-
ings, the public building more people care about,
get angry over, and take sides about. Look at
them, if you can, as though you had not spent
half your life in one.
“With few exceptions,” he continues, “a school-
house is a big box filled with equal size little
boxes called classrooms. The classrooms are like
our kitchens—hard, reflective, reverberative, util-
itarian, indestructible, and antiseptic. Their mo-
tif is dictated by a municipal desire to frustrate
any errant scholar who, unsheathing his jack-
knife, might try to carve his initials in this
ceramic vault the taxpayers have provided for
his childhood.” This ice-cube tray arrangement
has been standard ever since the Quincy School,
built in Boston in 1847, set forth the pattern.
The physical environment of education has lagged
far behind that of industry, where it is a truism
that people perform best in a pleasing environ-
ment.
But times are changing. New patterns in urb-
an renewal and suburban expansion, new tech-
The profound changes that are taking place will affect the form of educational plant basically—as well as its furnishings and equipment. New concepts of team teaching and individual study, new electro-mechanical and electronic teaching and learning devices, plus new respect for the student as an individual alter the old and suggest the new approach to design of the learning environment. “As we swing away from standard groupism and toward the individual,” says Harold Gores, “the chambered nautilus schoolhouse whose interior is as unchangeable as though its partitions were made of calcium, gets in the way.”

New schools are as varied as their individual requirements and the latter must be determined before the first line of the structure is drawn. In evaluating these requirements, it is easy to fall into generalities and become trapped in the exciting and free-flowing lingo that develops with every new crusade. “Flexibility” is one of the most frequently heard catchwords among school administrators and planners. “It’s obvious,” said Texas architect William W. Caudill as he faced a faculty committee seeking a principle to govern the design of the new science building for Colorado College, “that flexibility is a big word that means many more things than you, or perhaps any college, can buy. In fact, it means more things than you need. I suggest we start all over again and ask, ‘flexibility for what?’”

What does “flexibility” mean in terms of interior space and furnishings? Does it mean mobility, expandability or convertibility? What do expanded enrollment, large group instruction, team teaching, individual study, electro-mechanical and electronic teaching aids, mean in terms of classrooms, libraries, auditoriums, and laboratories? What do they mean in the student union, dormitory and the dining halls?

“Schools must have particular equipment to support the teaching function” says Dave Chapman, Chicago industrial designer, “and you can design the product without knowing the whole situation and the teaching function.” Mr. Chapman, whose firm, Dave Chapman, Goldsmith Yamasaki, designed the Brunswick line of school furnishings, and produced ETV (a study spaces and furnishings for Educational TV) EFL, feels that the designer or manufacturer who becomes involved in the school furnishings field must become a competent educational counselor to the school board in order to succeed. The architectural form of new educational buildings bear small resemblance to the outmoded boxes described by Mr. Gores. Following the concepts of mutable space, Mr. Caudill revised Louis Sullivan’s dictum “form follows function” and declares “form allows function.”

As the fluid process of education shapes the container, the character of the resulting architecture and its contribution to the community or campus “climate” becomes a function in itself. Elementary and secondary schools stand as focal centers for the cultural life of their communities, influencing the attitude and character of their occupants and their neighbors. On the campus, education takes place in the total environment where the influence brought to bear “things” has the power to confirm or deny character development which must be a part of the educational process.

The second part of this article will appear in the June issue and will feature an exclusive interview with Frank Caroti, school planning consultant for Educational Facilities Laboratories.
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Fine hardwoods . . . maple, birch, oak and others . . . hewn, shaped and crafted by Canada's skilled woodsmen and cabinet-makers into superb office furniture that ranges from the simplest functional desk to the most elaborate executive suite.

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Canadian exhibit

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Y 1964
NEW INSTALLATIONS: A ROUNDPUP OF IMPORTANT WORK

BOTH NEW AND EXISTING BUILDINGS THAT INCLUDES A BANK, DEPARTMENT STORE,
NURSING HOME, MEDICAL CENTER, THE U.N. LOUNGE, OFFICES, AND SHOWROOM

United Nations Secretariat Lounge

In transforming a large, open lobby at the U.N.'s Secretariat Building into a comfortable multi-purpose lounge, Harrison & Abramovitz took full advantage of the built-in properties of the area: uninterrupted floor space, floor-to-ceiling windows overlooking the East River, dual access to natural lighting from both sides of the building. Because the new lounge occupies only part of the floor space, it was decided to erect man-high partitions of translucent Fiberglas, thereby permitting a flow of natural light from both east and west, while still providing visual privacy. Planters (Fiberglas containers by Architectural Pottery) lend a green accent to the white panels.

The original black and white terrazzo floors were left intact, covered in selected areas with black and brown tweed carpets manufactured in Belgium. The carpeting, easily removed for dancing and for maintenance, delineates conversationally arranged sofa and chair groups. Settees and couches, upholstered in beige and tan Ford Fabrics, are aligned at the divider partitions and in the center of the lounge. Pale blue ceiling, housed fluorescent light squares, undorned terra cotta walls provide only color notes, thereby directing attention to the expansive view afforded by the windows. Furniture is by Directional Furniture Co. and Eklesius J. O. Carlson, Sweden.

A heavy-use area, the lounge planned and furnished with practical easy maintenance in mind—rugs and furniture are readily movable, dividers set off the floor on poles, and glass Fiberglas are used extensively. Equally important, upholstery of stain-resistant Ford vinyls inhibits dirt and dust collection while also permitting quick dry-cloth cleaning. Thus the entire area retains its pristine appearance despite almost continuous use both during the day and after hours. The entire project was under the direction of Richard Craig of Harrison & Abramovitz, New York architect.
Continental Bank

The reference library, glass-walled board room, custom-designed desk accessories, carpeted vault, sit-down check desk, a built-in adding machine for depositors' use—these elements and many more hint at the extensive custom design and service efficiency that make up Continental, a banking showcase in Beverly Hills, California. These elements in conventional bank design are the result of total planning and close teamwork between Albert Parvin & Co., responsible for the layout, floor plan, interior design and furnishing, and Sidney Eisenstadt & Associates, building architects, together with officials of the bank.

All of the bank's furniture was custom-designed by Parvin, including some stock items modified to conform to standards and sizes required. Specially designed windows are fitted with ash tray, holder, and name holder combinations, devised by Parvin and fabricated by Northwest Showcase in bronze-colored anodized aluminum. All desks were supplied by Heibert Furniture; chairs by Taylor Chair Co. Even the Roxbury carpeting, a medium length, tight weave loop, was custom-ordered in a special gold-bronze shade. Most walls and partitions are surfaced with custom-finished paneling, which, together with the gold carpeting, creates a warm, mellow tone throughout.

The board room, on the ground floor immediately to the right of the entrance, is glass enclosed on three sides, with walnut paneling on the fourth wall. When privacy is required, open-weave white casement draperies may be drawn across the expansive window walls. The room features an oval table, topped in walnut with beveled edges. Chairs are upholstered in black Naugahyde. A masterpiece of complete custom work, the president's office contains an enormous, 8-foot long specially designed desk with a curved panel front. The spacious room also contains a circular table around which are placed four upholstered armchairs, and a comfortable sofa upholstered in gold fabric.

An interesting aspect of the facilities offered by Continental is the inclusion of a reading table, complete with a reading table seating four, low book shelves, librarian's desk. Here, as in all other areas, walnut is used for both furniture and paneling.
NEW INSTALLATIONS

John Stuart Inc. and John Widdicomb Co.

A vast furniture showroom opened last month in New York City, the new headquarters of John Stuart Inc. and John Widdicomb Co., two enterprises now sharing the same premises for the first time in their long history in the industry. As a wholesale manufacturer’s display center, the new showroom is unique in its luxuriousness. Occupying three tremendous floors plus a lower level gallery in the new Decoration and Design Building, its scope and splendor are suggested not only in size—a total of 50,000 square feet—but also in the adroit design and delineation of space which gives it a unified and distinctive expression. Enhancing the total impression is the esthetic design quality of the furniture itself, representative of such notable designers and workshops as Finn Juhl, Count Sigvard Bernadotte, Stuart McDougal, Ray Sabota, John Widdicomb Atelier.

The impressive main reception floor is at ground level, thereby providing the showroom with the added luxury of its own street entrance, even though each floor in turn is linked to the main building by entrances off the central elevator corridors. Within the showroom itself are a private elevator and a wide staircase, designed by architect William Lescaze, responsible for all architectural work on the lobby level, including the imposing street entrance of elegant black granite columns and Italian mosaic soffit.

The major part of the entire showroom is naturally devoted to displays of the extensive furniture lines which have made the names of Stuart and Widdicomb synonymous with high quality and superb design. The lower modern gallery contains the Danish Craftsmen series, including ten award winning designs together with new models by some of Denmark’s most lauded architects. The modern theme of the gallery is also evident in the Architective Executive groups of office furniture, with Skidmore, Owings & Merrill’s Chase Manhattan Bank occupying a prominent spot. The entire gallery is particularly colorful—all upholstered pieces in rich, vibrant fabrics. Keynoting the floor is Composition I, a colorful string and hardboard disc divider set in a steel frame, designed and executed by Charles Prentice Stuart’s chief designer.

All displays and exhibits, particularly in the residential areas, are arranged in an interrelated series of room settings. Each “room” flows in logical order to the next without interruption or visual confusion; structural columns, movable partitions, and decorative dividers separate the displays while at the same time directing traffic smoothly from one area to the next. Treatment of walls, floor and windows is appropriately attuned to the particular period and style of each setting; and never does one have the feeling of department store shopping.
here rows and rows of furniture run endlessly without any delineation.

Punctuating the display areas are convenient, unobtrusive sales cubicles, glass-sheathed from a low wood base to ceiling. The eight custom-designed cubicles, for use by salesmen, designers and clients, are portable, so that they may be repositioned with minimum effort when a change in display space is necessary.

Planning and design of all spaces, including general and executive offices as well as all display exhibits, was the work of Charles Preston, along with William Deal and Margaret McEwen, all members of the Stuart design staff. Initial planning was set in motion as soon as architect's blueprints were made available a year ago and prior to actual construction of the building. This proved to be somewhat of a handicap, for as construction progressed, changes and additions to the basic floor plans continually demanded adjustment of the interior space design and planning concept. The success of the showroom was in no way diminished by this problem, however. During the first few weeks of operation—that touchy transition period when faults and deficiencies would normally reveal themselves—all staff members and employees unanimously agreed that harmony between design and function far exceeded the expected efficiency.

Over-all visual coordination is due in a large measure to the judicious choice of furnishings selected to complement a given area or display. A brief run-down of suppliers includes: Wallcoverings by Van Luit, Louis Bowen, Laue Bros., Vicrtex. Drapery fabrics by David & Dash, Boris Kroll. Carpeting by Commercial Carpet Corp. Travertine flooring by Kentile. Wall sculpture in modern gallery by Sculptsmith. The paintings and other sculptures by 20th century masters are from a private collection.
NEW INSTALLATIONS

Manufacturers National Bank

McDonnell & Co.

Hornblower & Weeks

J. L. Hudson

Ford & Earl Design Associates

The community served by Ford & Earl Design Associates is indeed a wide and varied one. Particularly so since the early part of this year when the firm, under its present organizational set-up, was formed by the merger of two of the country's leading industrial design offices: W. B. Ford Design Associates, established in 1948 and acclaimed for its work in the fields of space planning, interior design, and corporate graphics, and Harley Earl Associates, prominently known for product, packaging, and exhibition design since its founding in 1945. The merger now affords complete correlation of all aspects of visual design for clients, all in the highest tradition previously offered individually by each firm.

Space planning and interior design services are represented here by projects ranging from two broker offices to a tea-room in a large department store, with a bank and two industrial firms rounding out the roster of recent clients. Although most of these projects were completed prior to the merger early this year, the scope and caliber of these installations are indicative of only one aspect of the services encompassed by this newly formed organization, for each office contributes a well founded and rounded background in several specialized areas.

For Hornblower & Weeks, New York investment broker, the problem was one of redesigning an existing space to provide a more functional and habitable environment, to update available equipment, and to integrate related but diverse functions within the rather complex framework of the overall business structure. Since budget was limited, particular emphasis was placed on the reception area, occupying one end of the elevator corridor and separated from clerical desks by a screen of angle-ebony and walnut strips set into aluminum. The desired atmosphere was completed by contemporary furnishings—furniture by Knoll, brown-black carpeting by Rugcrofters, milk-white lighting fixtures by Altimiria, screen and ceiling grids by Carlson Welding Co.

To avoid traffic problems in the small...
reception lobby of McDoanll & Co., another brokerage, a curved walnut screen was installed behind the receptionist’s desk, so that traffic is now directed both left and right. The room is brightly colored—maroon and red quarry tile floor, Rickberg teak chairs upholstered in orange, a John Schlenkert painting. Walnut desk is by Lehigh, secretarial chair by Knoll.

At J. L. Hudson Co. in Detroit, the designers achieved remarkable success in remodeling a tearoom, originally served by waitresses and now a self-serve cafeteria-type facility. A row of banquetttes separates the tearoom from the adjoining sales area, with glass dividers blocking out noise from without and carpeting reducing the sound level within the dining area itself. In all cases, low-cost materials and methods of construction were used to stay within the limited budget. Suppliers include: Adams, Hexter, Ford and Formica wallcoverings; James Lees carpet; Directional chairs; Ferrante banquette seating; Gotham pendant light fixtures, Lunning cone fixtures; Pittsburgh Plate Glass wall dividers.

Cafeteria and lounge for employees of Manufacturers National Bank emerged as comfortable and colorful mid-day place of escape from the daily grind of banking chores. White and beige vinyl wallcoverings set a soothing tone, with sparks of bright colors in the furnishings enhancing the total atmosphere. Cafeteria furnishings include: red and orange Naugahyde covered Herman Miller chairs; Formica-topped tables; Chicago Hardware bases; aluminum screens by Kemple; Flantcote vinyl asbestos flooring; Goodrich vinyl wall panels; Anton Maix draperies, and recessed downlights by Gotham. Color-coordinated lounge is furnished with Rickberg and Burke furniture, suspended lighting fixtures by Lunning and Habitat; carpeting by Duraloom; drapery fabrics by Anton Maix; Howard Miller clocks; Gilford and Goodrich vinyl wallcoverings, and Kentile vinyl flooring.

The spacious customer lounge for Michigan Consolidated Gas Co. is a multi-purpose area, incorporating an adjoining meeting room, kitchen appliance exhibit, and a sales area with small table-desk. The V’Soske carpet is bright red; Knoll sofas in red and black Scott fabric, and chairs in dark wine leather. Small chairs in black leather are by Stendig; walnut topped desks by Steelcase. The all-wool drapery fabric is a special weave by Isabel Scott.

An exceptionally attractive area is the lobby and reception room for Reynolds Aluminum Co., its solarium motif enriched with pebbled “gardens” of potted flowers and plants and an enormous skylight, to which all interior spaces are related. Carpeting by V’Soske is a deep purple, contrasting with the anodized gold of the custom-made Lee DuSell desk. Laverne sofa and chairs are upholstered in a mulberry leather.

A major project now in the working stage is the construction of a new office building in downtown Detroit, in which Ford & Earl will be principal tenant.
The Fontbonne

The success of the Fontbonne, a residence for young working women in Cincinnati, can be attributed in a large measure to the close teamwork of architect, interior designer, and client. As soon as the general contract was let, Mary Louise Schum, AID, head of the design firm bearing her name, was called in, early enough to coordinate interior structural color, lighting, and even landscaping, with the architect. This close cooperation, from initial stage to completion of the project, resulted in a finished total design at no extra cost.

With the decision to erect a new building, the Sisters of St. Joseph, the Catholic order which has operated the institution since 1893, commissioned architect Brodman & Murrell & Smith to plan a structure incorporating the features of a modern, downtown residential hotel. The solution was a 7-story building, U-shaped, with each of the three wings facing the mid-town streets bordering the site. Public areas, including lobby, lounge, library, cafeteria, kitchen, and administrative offices are on the ground floor. The second is principally a cloistered living area for the Sisters, while the third through seventh floors are devoted entirely to rental space.

Although budget was of primary importance, the Sisters understood the economy of well-constructed furniture and sturdy materials in terms of maintenance and repairs, and great latitude was given to Mrs. Schum in selecting furnishings without sacrificing either esthetic or practical qualities. An important design aspect, which comfortably fitted into the total budget, is the inclusion of art work to broaden the young women's appreciation of good design and fine arts. Several original projects were commissioned: the mural in the lobby, the imaginative trees painted on vinyl in the dining area, and a cityscape in the private dining room, all designed and executed by artist-designer Eileen Reilly Siemens, AID. Mrs. Siemens also designed the enamel and copper mural of the Annunciation installed in the courtyard of the chapel. In addition, many prints and serigraphs are used throughout the building.

The main lobby is both spacious and airy, enhanced by special lighting designs such as the cove above the mural.
The functional aspects of the entire residence is again apparent in both cafeteria and private dining room, two bright and cheerful spaces that border the inner courtyard. Yellows, with orange accents, bathe both rooms with the atmosphere of perpetual sunlight and warmth—Herman Miller Fiberglas chairs in a sunny yellow; Cohama yellow and orange draperies in cafeteria; sheer linen Forster draperies in private dining area. Off-white wall vinyls are by Modernfold; textured teakwood Formica table tops by Wilburn, bases by Chicago Hardware.

Mrs. Schum's proficiency in designing residences of this type shows itself in the individual residence rooms, relatively small living and sleeping spaces. Compact, comfortable, and colorful rooms evolved, mainly through her choice of Heywood-Wakefield multiple-use furniture; custom-designed sofa/bed and walnut backrest; gayly printed Cohama draperies and colorful bedspreads; bright Cabin Crafts acrylic area rugs; well-designed lamps by Marshall. Four color schemes are variously used to avoid a look-alike, stringent institutional monotony: pinks, oranges, reds; blues and greens; gold; greens with gold. Despite the high quality of the furnishings, total expenditure for each room was a little under $400.

As an added accommodation, each of the seven floors is endowed with a lounge for reading, recreation, visiting, TV viewing. Color schemes were built around the award-winning designs of the Bigelow area rugs—in colorful Hexter drapery and upholstery fabrics, Marshall lamps, and vinyl wallcoverings. Furniture is by Norquist and Richardson/Nemschoff.

One of the most serene areas in the Catholic-run Fontbonne is the private chapel, its utter simplicity creating a spiritual haven for meditation and Masses for the Sisters and residents. Warm gray brick and walnut paneled walls set a quiet tone. An ecclesiastical wallpaper by Hexter, in deep rich blues, greens, and gold, focuses attention on the altar, its steps carpeted (by Cabin Crafts) in the same brilliant blue and green. Long stained-glass windows flood the chapel with rich color during daylight hours.
An expanding family corporation founded in 1934, Collier Ellis department store in High Point, North Carolina, outgrew its old location and decided on an existing structure in which to settle. Actually the new store is an amalgamation of two operations—a women's store and a men's shop—both previously run by members of the Ellis family in two separate locations. Since both shops were prospering and needed more growing room, the family saw the advantage of combining both operations under one roof.

The assignment of designing and planning the new facility to accommodate the expanding requirements—all on a minimum budget—was given to Becker & Becker, New York planning and design firm. The new air-conditioned facility provided Collier Ellis with 15,000 square feet on street level, a smaller basement for storage, and an adjoining parking lot. In most instances, because economy was a major factor, existing display cases and lighting fixtures, both incandescent and fluorescent, were re-used, with slight modification of detailing in terms of applied moldings and other decorative treatments. In executing the designs, the lighting arrangements and fixture detailing were prepared on drawings in the simplest manner, so that they could be clearly understood and easily interpreted by local carpenters and other tradesmen.

The usual complements of a department store—women's original designs, ready-to-wear and sports clothes, boutique and millinery, lingerie, shoes and bags, bridal salon, plus the customary facilities for men—are now showcased in an attractive, spacious, and easily trafficked accommodation, color-coordinated in soft green and beige with some yellow trim and liberal use of natural woods. Pecan was used for paneling in the women's section, while a somewhat darker walnut was utilized for the men's shops.

Materials specified by Becker & Becker include: wallpapers by Van Luit, nylon wallcoverings by F. Schumacher; carpeting by Masland and Alexander Smith, vinyl asbestos floor tile by Azrock; hang-rods and brackets by Garcy Corp.; filigree panels by A & T Tool Co.
The new international headquarters for Scott Paper Co. is located on a sprawling 47-acre site near Philadelphia. Planned and designed by Welton Becket & Associates, architect-engineer of Los Angeles and New York, the industrial-park complex includes a six-story office building and a three-story research and engineering center, joined by a 400-foot-long enclosed gallery. The extensive landscaped area, which includes parking facilities for both guests and employees, was designed by Cornell, Bridgers & Troller.

The steel-frame T-shaped office building contains a number of special features, such as a colorful 300-seat employee cafeteria, a complete library, a two-way escalator connecting all six floors (in addition to elevators), and two enclosed landscaped courtyards on the sixth floor, surrounded by executive offices, an executive dining room, and a conference room. Offices provide maximum flexibility and efficiency through the use of movable partitions which can be rearranged on any multiple of the five-foot-square module planned for all floors except the sixth. All interiors are by the Becket office except for the executive offices, executed by A. Pomerantz & Co. and Sydney Rodgers Associates, under Becket's coordination.

Main entrance is under a tri-vaulted thin-shell concrete portico, through an enclosed bridge to the glass-enclosed lobby, divided into a reception area and hospitality room by a specially designed sculptured wood screen. Also on the first floor is a complete medical center and a large meeting room which can be divided by a folding partition. The third-floor employee cafeteria, with floor-to-ceiling windows, provides diners with a dramatic view of the nearby airport and the Delaware River. Adjoining the dining area is a spacious lounge decorated with planters and a full-wall mural depicting highlights of Scott's growth. Executive office floor has its own reception lobby, decoratively divided by a screen composed of a series of steel circles flanking a paneled section.

While the administrative and research buildings currently bring together at one site about 800 key Scott personnel, the new structures have been designed for carefully integrated expansion to accommodate a total of 1,200 employees.

Scott Paper Co.
International Headquarters
An office designed for people: that was the goal of All-Steel Equipment Co. when it built its new office, showroom, and factory in Montgomery, Ill., bringing all facilities under one roof. The designers of the office considered the needs of All-Steel employees to include more than just proper ventilation and good lighting. Color was built in to the office by the use of different All-Steel furniture finish colors to separate individual departments. The use of different colors also gave the building a feeling of greater spaciousness. Doors ten feet high, originally proposed by architects Frazier, Raferty, Orr & Fairbank, add a dramatic note to the building.

The building is windowless, but wide glass doors at the end of each major corridor give employees a chance to look outside occasionally, relieving the possibility of a shut-in feeling. Spacious offices are spotted with greenery for greater visual comfort. Especially in the general reception area, which has almost the appearance of an outdoor garden, is the atmosphere of space planned for people apparent.

Executive offices are decorated with plants and paintings, furnished in contemporary styles. The building also includes model offices, a model conference room, by All-Steel, approached through the executive reception room, a spacious modern area which has a modern painting as its highlight. The executive offices have windows, which are hung long, sheer draperies. A dramatic radial staircase curves upward in approach to the executive section. Several tall potted trees cluster in the curve of the staircase, below a painting, to provide focus for the eye.

All-Steel Equipment Co.
Johansen & Woollen design the Bigelow with a college education for Butler University

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NEW INSTALLATIONS

Tennessee Gas Transmission Co.

Construction of this new office building for Tennessee Gas involved a series of problems due primarily to the location in Houston, Texas. Architect Skidmore, Owings & Merrill was confronted with the Gulf Coast weather conditions of high temperatures and humidity most of the year, and year-round intense sunlight. To shade the 33-story glass-walled building, SOM set back the glazed skin from the exposed framework, forming, in effect, a series of shaded balconies. For the interior, Owens-Corning Fiberglas draperies were installed to further cut the sun penetration. A total of 60,000 yards was required, making this the largest installation of Fiberglas draperies to date. Another serious problem was the selection of acoustical materials that would hold up under the heat and humidity until the building could be closed in and air conditioned. Since many acoustical materials tend to warp and sag under extremes of temperature, the tile selected was a 9-pound density Owens-Corning Fiberglas acoustical tile, in large module sizes, that is dimensionally stable and that measured up to the acoustical performance, color and texture required by the designer. Almost 50,000 square feet of textured white acoustical ceiling tile was installed prior to interior partitioning. Much of the building is rentable, and because material size conformed to the architect's module, tenants later had no problem fitting partitions to the module without marring the ceiling pattern. A result of pre-planning and because much of the interior materials was staked as construction progressed, the building was completed on schedule early part of this year. The proof that the success of the functional and design aspects of the building is apparent in the two Tennessee executive offices illustrated, each of which takes advantage of the window areas overlooking House 5.

Thaibok Fabrics Ltd.

When Thaibok recently opened a new and larger showroom at 969 Third Avenue, New York City, it took advantage of staff talent and assigned the planning to Karl Laurell, Thaibok's designer-stylist. The result is a functional, attractive showroom with an air of spaciousness that takes full advantage of north light, ideal for viewing fabrics in a glare-free atmosphere. The central area contains an abundance of new silks, textures, casements and prints that sweep down the walls from recesses above the suspended ceiling. In wing areas, a separate section has been set aside for use by contract customers. Displayed here is Thaibok's new Altai contract line, competitively priced prints and casements in a wide choice of synthetic and natural fibers. Thaibok also represents Myron Paul Originals, also a contract line, silk-screened in Baltimore and offered in custom colors. Throughout the showroom are conveniently placed tables and chair groups for use by design and clients. Potted plants provide a warm and decorative note.
Pneumatic Partitions provide profitable flexibility in the luxurious Newporter Inn

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

The photos illustrate how versatile "Airwall" Pneumatic Partitions provide flexible meeting and dining areas in the Newporter Inn, Newport Beach, California. Architect: Ray Levanas; Interior Designs by Jordan & Morris.

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NEW INSTALLATIONS

Port Watchmen's Union Medical Center, Inc.

The only privately owned medical and dental center in downtown New York City, this handsome and functional facility serves the employees of the New York Shipping Association Port Watchmen's Union and their families. It was planned and designed by Duffy, Inc., under the supervision of Howard Borden, NSID, project director. Patients enter a spacious reception room directly from the street. Just beyond the waiting area is an interviewing desk, with privacy afforded by means of a low gypsum block wall with glass above. The main level also houses several private offices, situated under the mezzanine and separated from the waiting area by glass partitions. All medical facilities are located on this floor, while the mezzanine is devoted entirely to doctor services. Lighting fixtures, by Habiji, hang from the two-story-high ceiling to illuminate the reception and waiting area. Contemporary furniture was supplied by Frank Scebro & Sons, Herman Miller, General Fireproofing, and P. W. Valley; accessories by Design Tech. Flooring on both levels is by Amtex; carpeting in private offices (not shown) is by Bigelow.

As its name implies, this nursing home in Baton Rouge, Louisiana, imparts a flavor of a comfortable resort guest house, free of the ostentatious flamboyance of Miami-type hotels, but a far cry from the drab and depressing atmosphere usually associated with institutions of this sort. Center of the home is a cheerful main room which doubles as lobby and living room where patients and their guests visit or watch television. Bright colors and fabrics heighten the mood, the fabrics Scotchgard-treated to repel oil- and water-borne stains. Furniture here and throughout the home is selected for sturdiness, comfort, esthetic appeal and for ease of maintenance by Simmons Co. Special considerations went into the furnishing of the space and uncluttered patient rooms — "guest rooms" as management prefer to call them — with each room overlooking the patio or other landscaped area.

The Guest House at present has 126 rooms and 104 beds. Half of the beds are adjustable hospital types with length safety sides; the others are hospital types with standard Beautyrest mattress and box spring. The rest of the furniture is from Simmons' Vivant in warm Tai Teak melamine plaques. High-back lounge chairs, designed with the elderly in mind, are upholstered in washable Naugahyde.

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Designed by architect Paul Rudolph, the building that houses the Yale School of Art & Architecture was hailed on all sides as a unique achievement when it opened last year. It was the subject of major articles in virtually all the architectural and design magazines, which without exception bestowed upon it unqualified praise. Mr. Lerner, as a specialist in the planning and design of commercial/institutional interiors, takes a sharp second look at the Rudolph edifice, subjecting it to a searching analysis as a building "in use." Mr. Lerner's description and evaluation of what has happened to the structure since it opened for the 1963-64 academic year—and the relationship of what has happened to the inadequacies in its original concept—is certain to be of exceptional interest to everyone concerned with contract planning and design. Lawrence Lerner is president of Sapheir, Lerner, Schindler, Inc., major space planning organization and a member of our editorial board of contributors.

This is a critique of a building after the dust has re-risen. It is also a critique of the values of "beauty" and of reporting. It is a reminder that while beauty is an indispensable prerequisite of all new form, a building must first function on the inside. Then, and only then, can it take its place in the community of good architecture and be justly and accurately praised as a successful building.

Too many architectural critics have forgotten, or perhaps, more ironically, have never known, that people work at an infinite number of specialized tasks (each of which requires attentive interpretation) inside every different type of building. Too many magazines and too many narrow-minded books have sung the praises of beautiful buildings that are in actuality miserable failures to those who must work within them and to those who must pay for them. The designers who have mastered form and sculpture must work equally as hard to make their buildings function as those who understand and serve the investor and occupant must strive for exciting form.

Paul Rudolph's Yale School of Art and Architecture is truly magnificent to behold, both from within and from without. It offers visual experiences of infinite variety in every dimension. It is a striking oasis in a mediocre neighborhood. It is a masterpiece of organized complexity, is the result of patient manipulation and conceptual engineering. As universal praise by the architectural press has undoubtedly proved, the building is "a work of art."

Elegant when unoccupied
As a matter of fact, it is such a superior work of art that it should not be used as a school of architecture. It should be place on a turntable in the sculpture gallery of a museum. While it thus reposes in the aesthetic spotlight and excites comment among those who delight in the abstract, the designer of the building could spend his time profitably enlightening himself on the nuts and bolts of the "use" of the place inside of the building. For, by way of definition, it isn't a building at all. It is an unfinished, hardly usable, multilevel trick, which creates countless illusions, through the medium of dazzling vistas, towering columns, brutal texture, startling contrasts, unexpected penetrations, and dynamic lighting. The sheer wealth of these beautifully executed artistic extravaganzas does not, however, erase the fact that the building is not a good place for architects and artists to try their life's calling. Herein lies a question of values. Is this work, which has already achieved renown in its infancy, worthy of it?

The admiringly composed photographs taken by the dozen of professionals to illustrate editoria are all devoid of occupancy (as they always are). I wonder if buildings are designed for people or for pictures). This building, a superior campus prop for purists, is at its most elegant when unoccupied and unused. However, would any self-respecting photographer or any serious architectural editor praise and publish the inside of the building in its present condition of "instant mess?" Would any critic, even modestly enlightened about the need for intense flat lighting under the hand of the draftsman, condone the travesty of large areas of unlit ceiling in the drafting room? A ceiling, incidentally, made of a vermiculite type of plaster, which in the year...
EXPANSES of glass (above) at Yale's School of Art & Architecture have made it difficult for students to work at their drafting tables in glaring sunlight. To cope with the problem, students have tacked up their work on windows, achieving "diffusion and reference" simultaneously, according to Mr. Lerner. Students on top floor, a neater group, used long sheets of fabric to cover continuous fenestration.

CARGO NETTING, intended as light-diffusing material (below), has proved inadequate and has led to tack-ups of student work, newspapers, and other material in the effort to suppress glare.
LOW BRIDGE across open space in interior of Yale School of Art and Architecture does not provide safety features required at two-story height. Lack of safety rail virtually invites accidents, Mr. Lerner declares. Photos used in this article were taken by Mr. Lerner in an unofficial capacity.

**FORM VS. FUNCTION AT YALE**

the flowing shape of the back and seat are made for Oscar, the designer's average-man dummy. However, Oscar cannot slouch or tend to move around in his seat. If he does, he becomes uncomfortable and he forces the fabric and the foam-rubber under it to slide down and create permanent elephant-skin-like wrinkles across the lower back of the seat. This same movement creates undue tension on the seams at the top and rear of the seat, and the fabric will soon wear and tear at that point to add to the already untidy look of things.

A tacky solution

These animated looking seats have a further and even more serious shortcoming. When the present ill-considered fabric soon becomes too much of an eyesore to tolerate, it will be replaced by breathable Naugahyde or a Scotchgarded upholstery type fabric. But there will still be no facilities in the classroom for the students to take notes, or copy outlines or diagrams from the blackboard. At present, the classrooms and lecture hall are equipped only for the absorption of the speaker's dicta—perhaps a good way to create disciples who offer only their undivided attention. Judging from the student models on display throughout the building, that is exactly what is happening.

In the category of “the unusual is the sophisticated” is the solution to the sun-screening problem, a multi-channel track from which hang sliding panels of literally tons of cargo netting. These dust-gathering, bulky, stiff planes of hemp or jute look all the more self-conscious when you see how easily (if unesthetically) the students have solved the sun diffusion problem. They have simply taped newspapers to the large plate glass walls, in such a way as to neatly diffuse the intense rays that would otherwise make working at their boards unbearable. After all, it isn’t easy to create drawings when the sun projects a checkerboard image of crossed ropes onto your board. And if one slides two or more “panels” of the longshoreman’s delight into place between the drafting table and the sun, one obliterates the sunlight altogether. This brings on a far more serious lighting problem, because of the inadequacy and poor design of the school’s lighting system.

The students’ solution to the direct sunlight problem hinges at another of the studio’s shortcomings. The open architecture of the place denies the students a place to tack their work for observation, discussion, and reference. With an ingenuity which, if they are fortunate will survive their education, they tape their tracings and tearsheets to the same glass sheets an brave, they have solved two problems at once—diffusion and reference. You may guess the effect this has on the appearance of the outside of the building (see cuts). In a word, it is shocking...
ACK of adequate facilities (above) at work
aces has led to unattractive clutter, impro-
osed partitions, and work tables that are
aced in no discernible order. Right, a jerry
ilt set of partitions destroys elegant effect
one interior area but provides an adminis-
ator with much-needed privacy. The lack of
paration between classes, work areas, su-
isory and faculty offices, which has height-
ed the interior disarray, was acclaimed as
important design contribution when the
iding opened. Top right, the painting at left
tually has more light thrown upon it than
desks below, which are inadequately illu-
inated for working purposes, according to
r. Lerner.

ow simply, how very simply, a fantastic effort
architecture can be mercilessly destroyed, and
istly so, by its own naïveté!

alking abstractions
While we’re dealing with the subject of the large
eate glass windows facing on sunny exposures,
e might as well mention another oversight. Any
echanical engineer will tell you that the cooling
 a building during the warm seasons can be
ieved much more easily if sunlight is kept out
 the building. Once it passes through the glass
ust be contended with in order to maintain
omfortable level of temperature. Here, no at-
mpt was made to protect the drafting room
om the direct heat and light of the sun. Could
 be that some less important but more intriguing
apes and spatial relationships were given pri-
ity? Could the architect have lost himself in
he sculptural experience, and have damned tran-
ient student draftsmen for the sake of pos-
ity?
I’d prefer not to believe that the students at
one of the country’s better schools of design,
ed by Rudolph, a man who is achieving in-
national fame, are being trained to become
king abstractions who will create larger and
ore thrilling works of sculpture with complete
utter disregard for the poor working stiff,
o is going to have to improvise the undignified
cessities of his everyday responsibilities. If the
defiling of the interior of this building is to be
considered progress, then we are, unfortunately,
heading for disaster. We will be falling over low
ails, tripping over extension cords, slipping into
dark stairwells guarded by little more than wish-
ful thinking. We will be shielding our eyes from
the sun on the south side of the building. We
will be annoyed and intimidated by the glare
and heat of ubiquitous bulbs crowding each other
out for the privilege of irritating our peripheral
vision. At the same time, we will be groping
about our desk tops in the half-light of rays
lected from wall-size paintings and sculpture,
which somehow receive a priority over the staff
for the direct rays of the limited light available
in the office areas. We will be deprived of spont-
aneous conversation groups in the halls or stu-
dios for fear that an innocent step back will
mean a turned ankle; the geography of the place
is punctuated by small groups of steps.

We will become accustomed to living among
soiled, delicate fabrics and threadbare carpets.
Although we will probably develop a keen ability
to improvise, living in a world of make-do patch-
work will prove somewhat damaging to our sense
of the beautiful. Let us continue to be able to be
thrilled by the visual effects that Rudolph so suc-
cessfully creates. But let us do so only after this
same sensitivity has devoted itself intelligently to
the minute-by-minute demands of everyman’s dull
chores. Our society and our professions do have
the wherewithal to do both jobs well. Why don’t
we urge them on ourselves in all instances? (C)
SINCE its inception three years ago, the Motelrama Idea Room, a springboard for new architectural and interior design concepts for the motel industry, has been one of the major exhibits at the combined National Restaurant Association and American Motor Hotel Association annual exposition. Designed by Richard Kent, this year’s presentation, to be shown at Chicago’s McCormick Place, May 25-28, incorporates a guestroom, bath, dressing room, and patio. Idea Room 1964’s most notable aspect is the privacy of a two-room suite, achieved within the limits of a single guestroom facility by means of a centrally placed bath-dressing room. This affords two separate alcoves—one designated as a bedroom, the other a sitting room with dual-purpose bed unit.

Furniture, by American of Martinsville, is highlighted with the new Alexandria triplex unit, splendid with Egyptian and Greek classic motifs. Classical design is repeated in the Acrilan acryllic carpet by Alexander Smith and in Functions Fabric’s LaScala gold damask print drapery. While the vinyl wallcoverings support the monochromatic color scheme of gold, olive, and beige, with accents of bright orange, three different patterns by Columbus Coated abet visual division of the areas. The patio, which opens off the sitting room area and may be used for dining.
as well as relaxation, is comfortably furnished with O. Ames Co. armchairs and chaise, coffee, ridge, and end tables, of zinc-coated steel tubing. Polyethylene plastic foliage by American Artificial Flower Co. add colorful accents.

Other participants in the Idea Room: Angevine Draperies, drapery hardware; Atco Ceramics, wall tile a bath; Tutorian Mfg., reclining chair in lounge; Goodman Dean Scott, paintings; Harvard Mfg., ed frame; Hough Mfg., folding doors; Middle-own Mfg., TV base and swivel; Philmar Corp., mps; Robbins Floor Products, wall and floorole; St. Regis Paper Co., plastic laminates; U.S. ypsum, acoustical ceiling; U.S. Rubber, Koy foam for mattress, patio floor vinyl; Vene- an Blind Institute, narrow-slat blinds; Vogel- sterson, coat rack. (C)

Dressing room.

Closet.

Bedroom alcove.

A: For televiewing or interviewing, there's real comfort in this swivel arm chair (4449). Arm tops are walnut; base is aluminum. B: The armless version with the same contoured comfort (4447). Both available in a wide range of fabrics.

May we send a catalog?  

MADISON  
Furniture Industries  
Canton, Mississippi

DISPLAYS IN LOS ANGELES: SAN FRANCISCO: SEATTLE: CHICAGO: DALLAS

Circle No. 44 on product information card
CONTRACT PRODUCTS AND SERVICES

**Beautycraft day-night trio**

A triple sleep unit, the Embassy, manufactured by Beautycraft Furniture Industries, converts from lounge, couch, and daytime desk to twinebeds and night-table. Bolsters on the lounge and couch hinge back to become headboard when the pillows are removed. The couch has a pull tab which operates Beautycraft's patented automatic pivot to open the bed. In addition to the Embassy, Beautycraft has more than 20 different duet model and an expanding line of cassette groupings which may be used with them.

Circle No. 81 on product information card

**New Hardwick-Magee carpet lines**

Hardwick & Magee will broaden its contract commercial lines with the addition of a 70 percent wool, 30 percent nylon carpeting, and the introduction of Acrilan for figured carpets using stock-died colors. The wool/nylon blend has been added because of increasing demand for this combination. The two additions will supplement the firm's current wool, stock, and skein dyes commercial grades.

Circle No. 82 on product information card

**Five Formica grains**

Five new additions to the Formica Corp. wood grain line of laminated plastics offer wide-ranging possibilities for contract use. The new grains are ribbon-striped African mahogany, provincia cherry, sequoia, rift-sliced white oak, and paldao. There are now 23 different wood grain patterns available from Formica, each of which can be produced in a variety of special colors and designs.

Circle No. 83 on product information card

**Two new Kroehler groupings**

Ming and Riviera are two new groups of guest room furniture in the Kroehler Mfg. Co. contract line. Ming, at top, is an Oriental group with ebony and teak finish, topped with wood-grain plastic. Gold-tone hardware accents the black furniture. Riviera, which is available in vintage turrae finish for French decor, or brushed white finish with fruitwood plastic tops for Italian decor, features hardware decorated with acanthus leaves and flower motifs. The two groups bring designs available from Kroehler up to ten styling in the line includes suites in Early American, French and Italian Provincial, Scandinavian modern, and contemporary.

Circle No. 84 on product information card
FOR LARGE GLASS AREAS...

Typical of the open-mesh casements so much in demand for contract installations are these three new ones in our E. C. Carter® curtain line. All-cotton, they are 48” to 60” wide, come in off-white tones. For prices and samples write

Contract Division

FABRICS, INC.

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*E. C. Carter & Son, Inc., is a subsidiary of Greeff Fabrics, Inc.

A Brody design for mass seating. Foam padded seat and back. Bronze or black baked enamel finish.

No. 406 stack chair
List 37.00 in Grade 3 fabric.
**PRODUCTS & SERVICES**

**Continued**

**McDonald aluminum planters**

Satin-finished aluminum planters are available in three sizes, 16 inches, 20 inches, and 24 inches in diameter. Each has an oil-finished black walnut base with aluminum feet. The planters, a product of McDonald Products Corp. are suggested for use in waiting rooms or reception areas of churches, offices, hospitals, hotels, or other public buildings. A McDonald catalog also describes walnut, aluminum, steel, leather, and Naugahyde desk accessories, waste baskets, floor stands, and wall urns.

Circle No. 84 on product information card

**THE “LIVING CHAIR”**

.....answers your need for a chair that combines comfort, beauty and rugged strength

The product of scientific research, its one-piece sculptured design fits the natural line of the body, creating spring-back action for genuine comfort. Molded of extra-durable Flexene, it is engineered with quality to stand up to heavy institutional demands, yet has the modern look that makes it a match for the most luxurious setting. Available in six decorator colors with tapered satin-chrome steel legs and self-leveling mar-proof glides. Available in four different models: standard chairs, swivel chairs, stacking chairs, bar stools, and colors made to match your specifications.

Write for free price list and color chips.

**BLISSCRAFT OF HOLLYWOOD**

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Circle No. 48 on product information card

**New Lightolier pendant lamps**

Lightolier pendant downlights are now available in dome and cone shapes, in white metal, cover gray, or satin aluminum finishes. The 12-inch diameter shades of the lamps are shielded by concentric louvers to block glare. Three-way control switches allow light variations. A new cord shortener permits adjustment to any height without the bulge of a reel mechanism. Ceiling plate and walnut spreaders are available for grouping of the lights.

Circle No. 77 on product information card
This van hates crates.

ALMOST ANYTHING COSTS LESS TO SHIP (ALMOST ANYWHERE) UNCRATED

Why? To begin with you'll save the money intended for crate materials and construction, plus the extra shipping weight taken up by the crates themselves. How? In a specially padded North American van. No matter what your shipment is, chances are you can use our fully protected, uncrated door-to-door delivery service and save money. What kind of items can be transported this way? Well, computers, refrigerators, fine furniture, lab and hospital equipment, art collections, household furnishings, washing machines and dryers, flight simulators, nose cones, splayed, pianos, you name it. (You can ask people like Burroughs, IBM, Link Aviation, Remington-Rand, General Electric and Fairbanks-Morse about it.)


Circle No. 49 on product information card
In Our New Volume 12 Wallcoverings

We're Competing with the Sun in Brilliance
- 19 Designs in 80 Striking Colorways • Send for Free Brochure.

DENST AND MILES, INC

THE JACK DENST DESIGNS
7355 S. EXCHANGE AVE., CHICAGO, ILL., 60649

PRODUCTS & SERVICES

Tri-Par Wood-Frame Chair

A new armchair from Tri-Par Mfg. Co. is one of the first designs in the firm's new wood-frame chair line. Model 2537 features a contour foam padded back and arm rests and a two-inch thick foam seat. The chair will adapt to a number of different uses, according to the manufacturer.

Circle No. 85 on product information card

Circle No. 50 on product information card
Just phone Western Union and send this collect message:
KROEHLER CONTRACT DIVISION, 666 LAKE SHORE DR., CHICAGO.
RUSH COMPLETE INFORMATION CONTRACT FURNITURE.
(Be sure to include your address with your name.)

The Riviera Collection (above) is a classic Italian Provincial design with a soft, brushed-white finish and cherry plastic tops. Note the luxurious, gold-fluted top drawer treatment. Also available in fruitwood finish.

6 reasons why you do better when you do business with Kroehler:

1. You get quick understanding of your specific problem (whether it's refurnishing or complete furnishing) because we have longer contract experience than any other source (since 1893).
2. You get maximum selection of styles, sizes, colors, etc., because we are the world's largest furniture maker.
3. You get low initial cost because we buy materials with the major cost advantages of big-volume production.
4. You get lower transportation costs because we operate our own fleet of almost 300 over-the-road trucks.
5. You get low maintenance cost and long service because we manufacture to the most rigid quality control standards.
6. You get a choice of excellent financing plans (up to 5 years to pay). Call Western Union now—wire collect.
Pre-assembled folding doors

American Screen Products has four new styles of ceiling-high doors made of a combination of thermoplastic resins. The styles are Plantation Carrousel, Montmartre, and Hermitage. All Hermitage come in 6 foot 8 inch size in addition to the ceiling-high 8 foot size. The folding doors are pre-assembled and factory finished complete with hardware. They can be installed in only minutes.

Sheraton-Tenney chooses SOLID ALUMINUM FURNITURE BY SCROLL

Long life and lasting beauty under heavy usage has made Scroll Solid Aluminum Furniture a favorite for lobby, dining and outdoor lounging installations. Lightweight and rustproof, it requires a minimum of maintenance, and Perma-Bond finish resists chipping, scratching. Make Scroll your choice, too... select from our catalog or let us make custom-adaptations for your particular need.

AT LEFT: Scroll's LaClassique contract furniture, Sheraton-Tenney Hotel, New York. Marilynn Motto, AID.

SCROLL, INC.
800 N.W. 166th Street
Miami, Florida 33164
A Subsidiary of
Air Control Products, Inc., Miami
Kirsch hardware at Fair

Kirsch drapery hardware has been selected for use in the House of Good Taste and the Formica House at the New York World's Fair. These model home exhibits will use Kirsch hardware exclusively in their window treatments, as this prototype of the Formica House shows. Kirsch hardware will also be used in other individual air exhibits.

Circle No. 87 on product information card

New Blisscraft swivel chair

A new swivel chair for dining or institutional use has been added in the Blisscraft Living Chair Line. Available in champagne white, charcoal, turquoise, tangerine, antique gold, avocado, or custom colors, the chair is molded of one-piece seamless lexene. The back is designed to flex with body movement. Tapered brushed zinc steel legs, metal-on-metal rivets, and self-leveling marproof glides make the chair, model 811, extremely durable, according to the manufacturer.

Circle No. 48 on product information card

Circle No. 55 on product information card

Leaf Column is a Shadow Print

A Shadow Print is a special kind of wall foil

Winfield’s new Shadow Print

Sample Book, $5.00, from
Dwoskin, Inc. – Atlanta, Charlotte, Dallas, Miami, Houston
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Washington D.C., Philadelphia

WINFIELD DESIGN ASSOCIATES, INC.
San Francisco
Custom plastic armrests

A range of custom-designed plastic armrests are available from Plastiglide Mfg. Co., supplementing the Plastiglide stock line of armrests. Designs can be developed for any application according to the company. A range of colors and textured patterns is designed to match or blend with fabrics, leather, plastics, or metal. The new custom armrests are said to be unbreakable, warm to the touch, and lightweight. They can be designed to fit round or square tubing or rod or special mounting.

Write to:

McInnis and Company
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Inquiries from Architects, Decorators, Contract Dealers especially invited.

NINE YEARS OLD
AND IN THE PRIME OF LIFE

Armstrong furniture
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“The University of Kansas now has Armstrong furniture in lounge areas of five of our newest dormitories. The first of these five installations was in 1951 and those pieces are still in service, many in their original upholstery, with years of service ahead of them.”

Don P. Alexander
Decorater-coordinator
University of Kansas

SHOWROOMS:
DALLAS CHICAGO
HIGH POINT DENVER
ATLANTA
Mallin contour chaise
A contour chaise from Mallin's Town & Country line is made of zinc plated tubular steel and accented with Geon virgin vinyl. Fifty-six color combinations are available. The Town & Country line includes adjustable chaises, chairs, and dining tables with glass or Formica tops. Mallin manufactures contemporary furnishings as well as wrought iron patio furniture.

Circle No. 89 on product information card

New Secticon clocks
These new battery-operated Secticon clocks from Switzerland are encased in handsome architectural designs for desk tops or walls. With a high degree of time accuracy, the clocks are protected by Incabloc shock absorbers. Smith Metal Arts Co. is exclusive sales representative.

Circle No. 90 on product information card

OFFICE DECOR
for the
EXECUTIVE LEVEL
IN SOLID BLACK WALNUT BONDED TO SOLID ALUMINUM
20 matching pieces are available in the 7000 line, in Floor Stands, Waste baskets, planters.
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Buffalo, New York 14210

Circle No. 58 on product information card

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SEE THE NEW WOOD & METAL LINE • SPACE 1739 • NRA SHOW

Circle No. 59 on product information card
FLYING MACHINE
antiqued wood panel
yellow-orange background
24"x36" list price $60
from an unusual collection of wall decor

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harris g. strong inc.
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PRODUCTS & SERVICES

New flame-proof Dux fabric
Atlas, a new addition to the Dux fabric collection
is said to resist staining, bursting, and burning.
The new fabric is composed of 75 percent virgin nylon and 25 percent New England virgin wool.
In addition to its other qualities, Atlas is said to contain notable color fastness properties. A variety of colors, including beige, orange, gold, dark green, dark blue, brown-gold, and dark brown are available. Atlas is seen exclusively on D furniture.

jewel-brilliant accessories from AMV

for free catalog, write AMV Incorporated,
Department C, 588 Brookside, Birmingham, Michigan.
Dodard octagonal patio table

An octagonal table 60 inches in diameter from L. Woodard Sons, Inc., features a Fiber-is top with the color and texture of slate. The table, designed for patio dining, seats eight, allowing 24 inches for each place setting. Set-back legs which attach to the table at the corners make seating more comfortable. The Fiberglas top, lightweight and weather-resistant, and Woodard's ten-year warranty against rust, give assurance of easy care.

Circle No. 92 on product information card

"How come you're so sure I'm an expert about seating?"

Because you're recommending CLARIN Chairs!

Almost everyone knows that CLARIN is the world's outstanding exclusive manufacturer of chairs. When you recommend CLARIN Chairs to your clients, they know you are filling their desires for good design, lasting comfort, economy and long-term durability. CLARIN Chairs are guaranteed for 10 years. Your reputation as a seating expert is assured!

CLARIN SCULPTURA Chairs
Tough molded fiberglass for beauty and durability. Wide choice of colors. Nylon or Vinyl upholstery. Stacking, ganging, side, pedestal, pedestal with casters and arm chair styles.

CLARIN RESERVE SEATING Chairs
Comfortable. Luxurious. Thick padded seats. Nylon or Vinyl upholstery in many colors. With or without arms or tablet arms. Independent uplift seats. Inter-bracket for ganging.

These Clarin Chairs are two of a full line of folding, stacking and specialized chairs for offices, institutions, auditoriums, schools, restaurants and everywhere portable, auxiliary seating is required. Mail coupon below for literature.

Turn to pg. 87

Circle No. 77 on product information card

Circle No. 61 on product information card
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OLDFIELD 6-7322

PRODUCTS & SERVICES

Prescolite landscape lighting
An aluminum shade adds a decorative note to one of the many outdoor lamps available in Prescolite's landscape lighting collection. The shade has a matte charcoal finish, with white acrylic diffuser. Eighteen inches in diameter, the Lumilite is available with a matching aluminum stem in matte charcoal.

Circle No. 93 on product information card

MAY CO.—CANOGA PARK, CALIF.
DESIGNED BY WELTON BECKET & ASSOC.

BEADED CURTAINs
custom made for room dividers, doorways and windows

BEAD DECOR
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SAN FRANCISCO: Don Rumsey Assoc., 672 Jackson St.
NEW YORK: World Wide Design House, Ltd., 322 E. 59th St.
CHICAGO: Adornments Inc., Merchandise Mart

Circle No. 62 on product information card
The Gliss pleat, called a successor to the traditional French triple drapery pleat, has been introduced by Silent Gliss Inc. The pleat stacks compactly as shown, above right, and has a back free of hooks or obvious stitching, above.

Greeff’s new Pasha collection of four multipurpose fabrics features coloring with a Far Eastern flavor. The 100 percent American Bemberg fabrics, in 54 inch widths, include block, plaid, cross stripe, and plain patterns, in related colors. The range of colors goes from soft shades to rich hues, and includes such unusual combinations as Chinese green and tobacco; sapphire and violet; fuschia and red; and jade and lime.

Coordinating table, chairs
Coordinating pedestal table and chairs are featured in a new designer collection by National Store Fixtures, Inc. The swivel chair has a foam-padded bucket back. The table top is available in sizes up to 42 inches in diameter. The pedestals are satin-chrome plated.

It’s a SNAP!
-to put a Howell Folding Table to work

Legs snap-lock into place and the Howell Folding Table, sturdy and solid, is set up. Push a button and the legs fold flat for storage. Howell offers: a selection of rich, wood-grained plastic tops, a choice of metal finishes, and a range of sizes. Write today for special folding table literature.
Grasscloths from Scalamandre

Two new imported grasscloths from a broad collection by Scalamandre Silks are, left, 810, a wide leno weave stripe of cellulose accented by bands of narrow geometric patterned jute, in natural off-white; and right, a plaid grass cloth of woven cellulose, rush and metallic gold thread, in shade of natural accented by black. Both styles are 3 inches wide and paper backed. Others in the collection have accents of cellulose, jute, rush, and metallic thread.

Circle No. 97 on product information card

Ultima Wall Hung Room Furniture
A complete line of distinctively styled room furniture for Motels, Institutions, Nursing Homes and other contract furnishings. Sturdily constructed and beautifully co-ordinated to every need, the Ultima series offers you the finest in functional furniture.

Ultima 24 Multi-mate series
Meets every requirement in lounge, office, lobby or reception room furniture. From single chair to multiple seating units the Ultima 24 series is designed to give the maximum in user satisfaction.

Write or call today for complete information.

GRIGGS EQUIPMENT, INC.
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Contract Seating for
America’s Finest Restaurants,
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Information and literature upon request.

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1123 NORTH MCCABELEN PLACE, LOS ANGELES 38, CALIFORNIA

Circle No. 66 on product information card

Circle No. 63 on product information card
stretch vinyl upholstery fabric
A new four-way stretch vinyl upholstery fabric from the Atlantic Refining Co. is said to be rease-resistant and easy to work with. The stretch comes from a new backing material, which is applied to Atlantic's Fon-Del line, which comes in 18 colors, and the new Fontana design, a deeply textured print in 12 colors.

Circle No. 98 on product information card

Heat-and-linen wallcoverings
Suma Weaves wallcoverings of bleached or natural linen woven with straws of Japanese wheat are available in widths of 9 feet or 9 feet 9 inches in 50 yard rolls from Conrad Imports. The wallcovering is available with or without backing, in rolls, or by the yard.

Circle No. 99 on product information card

Plametron service cart, benches
Plametron Corp. has introduced a complete range of benches and settees, custom made to fit any space requirements. The benches, supplementing the Plametron line of lobby tables, is available with biscuit tufted, diamond tufted, or plain upholstery in Naugahyde or in the customer's own fabric. Plametron is also introducing a heavy duty cart of heavy gauge welded aluminum with walnut Formica top and shelf and two drawers. Available with satin brass or satin aluminum finish, the cart has 4-inch ball-bearing wheels. Custom variations are available. Brochures describing both these products are available.

Circle No. 100 on product information card

Often what you don’t see is more important than what you do see. Not so, with Metropolitan’s new sofa. Boldly exposed, solid walnut arms and legs create a new furniture fashion. Designed by A.I.D. Award-winner Jules Heumann, the new 968-7 sofa is available in 7, 8 and 9 foot lengths, or as a chair. Foam seats, Pirelli web base, loose pillow back. Hundreds of fabrics, leather, vinyl. Write on your professional letterhead for complete 86-page catalog—free for the asking.

Dept. T, Metropolitan Furniture, 950 Linden Ave., So. San Francisco, Calif. Showrooms: San Francisco—838 Western Merchandise Mart; Los Angeles—724 Home Furnishings Mart; Dallas—360 Decorative Center; Chicago—621 Merchandise Mart; New York (Trendage)—222 E. 59th St.; Boston—44 Harvard Rd. (Brookline).

Circle No. 67 on product information card
A new designer's booklet from Angelica Uniform Co. contains a reprint of an article by Jack Handford, director of the California Fashion Institute, listing check points for good uniforms for restaurants, hotels, and other institutions. Different uniform styles to fit different decors are illustrated.

The competitively priced NR60A comes with 4 detachable legs. Makes ice cubes fast! In decorator beige.

The 1964 catalog of Institutional Products, Inc. includes full-page charts of suggested layouts for banquet seating, as well as products in the King Arthur line, which includes folding and non-folding equipment for group seating.

Catalog 4, newly available from Madison Furniture Industries, illustrates the Madison furniture line, including Dimension 28, Dimension 24, Fairfield, and Kronberg collections, office chairs, tables, and other items.

Carroll Chair Company, Inc.
1508 West Carroll Street
Chicago 7, Illinois • TA 9-3396

Write for latest illustrated catalog.
All specifications for Joanna Western Mills Co. window shades are now available in one folder. Pockets inside the brochure, entitled Window Shade Specifications, offer easy storage for individual booklets. The folder is designed to be filed with other AIA and Sweets catalog material.

Circle No. 104 on product information card

Dux, Inc., well-known source for quality business furniture, has just produced a comprehensive looseleaf catalog of its collections, along with an illustrated price-list. Shown and described in the large hard-cover catalog are the firm's upholstered seating, "showwood" seating, side and armchairs, conference and dining tables, occasional tables, and cabinets and desks. The catalog is classified and tabbed for easy reference. The firm plans to issue additional looseleaf sheets which can be quickly inserted into the catalog.

Circle No. 105 on product information card

A number of new Pionite Lifetime laminate patterns are shown for the first time in Pioneer Plastics Corp.'s new full-color Pionite Architects' Brochure for 1964. Pictured in color are completed installations; swatches, selection chart, and specification data are also contained.

Circle No. 106 on product information card

An even wash of light that covers an entire wall...but not a bit of the ceiling. No dull areas. No scalloped edges. A lighting fixture so completely recessed that it can hardly be seen...lined with so many concentric baffles that distracting internal brightness is virtually eliminated. It's Lightolier's "Wall Washer" Calculite...for all the light you want (up to 300 watts!) right where you want it. If you like this lighting effect, turn to Lightolier. If you'd like to see another, turn to pg. 89.
Kroehler Contract Division has published a series of illustrated four-color brochures giving specifications of guestroom and upholstered furniture. Lines shown in the individual booklets include Deauville, in brushed white; Crossroads, with walnut patina "can’t mar" plastic tops; New Idea, with walnut plastic tops; Continental, with vintage turrae plastic tops; fruitwood Classic; solid maple Concord; Traveler, topped with bark brown walnut-grained plastic; Guest Room; Kroehler’s solid hardwood exposed frame lounge chairs; and new Kroehler upholstered furniture, available with 4½ inch thick contoured Urethane foam or 5 inch thick molded foam rubber cushion.

Circle No. 107 on product information card

International Contract Furnishings, American representative of Fennoform, an organization of Finland’s leading furniture manufacturers, presents a comprehensive collection of Finnish contemporary furniture in its new catalog. The manufacturers, who are equipped to meet installation schedules and to produce furniture to customer’s specifications, show pieces by Finnish designers including Alvar Aalto. Cost of brochure is $1.

Circle No. 108 on product information card

A new eight-page booklet on wall lights for hospitals, dormitories, and other contract uses, is available from the Adjustable Fixture Co. The bulletin shows 13 different wall lights and features of their construction. Single and double arm lamps with universal or horizontal adjustment at base, wall mounted reflectors, and single and double arm horizontally adjustable study lamps are included. Lamps are available in six colors of oven-baked enamel.

Circle No. 109 on product information card

A new catalog from Prescolite illustrates a wide variety of landscape lights, indexed by model number and application. Among the uses for the various lamps are illuminating low planting areas, accenting garden features, lighting outdoor living areas, providing background lighting and focusing on walks, steps, driveways, and entrances. The lights, most of which are available in a variety of colors, are designed to add beauty as well as safety to garden and outdoor areas.

Circle No. 110 on product information card

 Architects Pierce, Norris, Pace and Associates chose Arts for Architecture’s Hauer Design #9, Patent #2,891,397, for a recent modernization project in Midland, Texas. The new facade avoided the need for demolition, saving time and money. The pierced stone permits maximum light penetration while concealing the old structure behind, gives the building complete contemporary styling. For brochures of the Arts for Architecture line, write on your letterhead to department C54, Arts for Architecture, Inc., 90 Rose Place, Garden City Park, Long Island, New York, New Hyde Park Post Office.
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A Complete line of ...
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Wood library furniture manufactured in stock patterns and in custom designs. Planning and design assistance available. Inquire on your letterhead for complete information.

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of holland michigan

brochure
on request

A tasteful, mobile sculpture of sparkling crystal pendants cut in an authentic beautiful 18th century Waterford design. A decorative lighting device that provides a subtle play of light and shadow. Dramatic emphasis for an off-center setting, a contemporary touch to a traditional room. Available in three, five, and ten lights. If you like this lighting effect, turn to Lightolier. If you'd like to see another,

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Jersey City, N. J. 07305; Showrooms: 11 East 36th St., N.Y. 16; 1267 Merchandise Mart, Chicago 54; 2515 So. Broadway, Los Angeles 7; 1718 Hi-Line Drive, Dallas 7

MAY 1964

89
AN INVITATION TO THONET'S NEW CHICAGO SHOWROOM

While you are in Chicago at the National Restaurant Show, we invite you to visit Thonet's new showroom at 11-100 Merchandise Mart, 11th floor. Open Sunday, May 24 through Friday, May 29. Come and inspect our 1964 line of chairs and tables for restaurants.

THONET

As specialists in the manufacture of institutional furniture, Thonet offers you the widest selection to be found anywhere. The items pictured are only a few of the scores of designs available for your inspection at these nine THONET SHOWROOMS: New York, Chicago, Detroit, Los Angeles, San Francisco, Dallas, Miami, Atlanta, Statesville, N. C.

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Area code 212—MU 3-1230

2042

2022

4207

6242

Circle No. 71 on product information card

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No matter how many they'll all level lock with hairline precision when installed with Webb's new window mechanism. What's more, blinds operate by just finger-tip pressure! Installed at Interstate Hosts in all satellite buildings at Los Angeles International Airport... now available to designers and architects everywhere... write to Webb Planning Department regarding your requirements.

WEBB TEXTILES
2010 NORTH LINCOLN, PASADENA, CALIFORNIA

Circle No. 78 on product information card

CONTRACT
CONTRACT FURNITURE DESIGNER AVAILABLE: 8 years experience designing contemporary wood and metal furnishings with top office, institutional & home furnishings manufacturer. Factory trained. Seeking freelance or staff position with progressive wood and/or metal office & institutional furniture manufacturer. Write: Box A-183, CONTRACT.

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