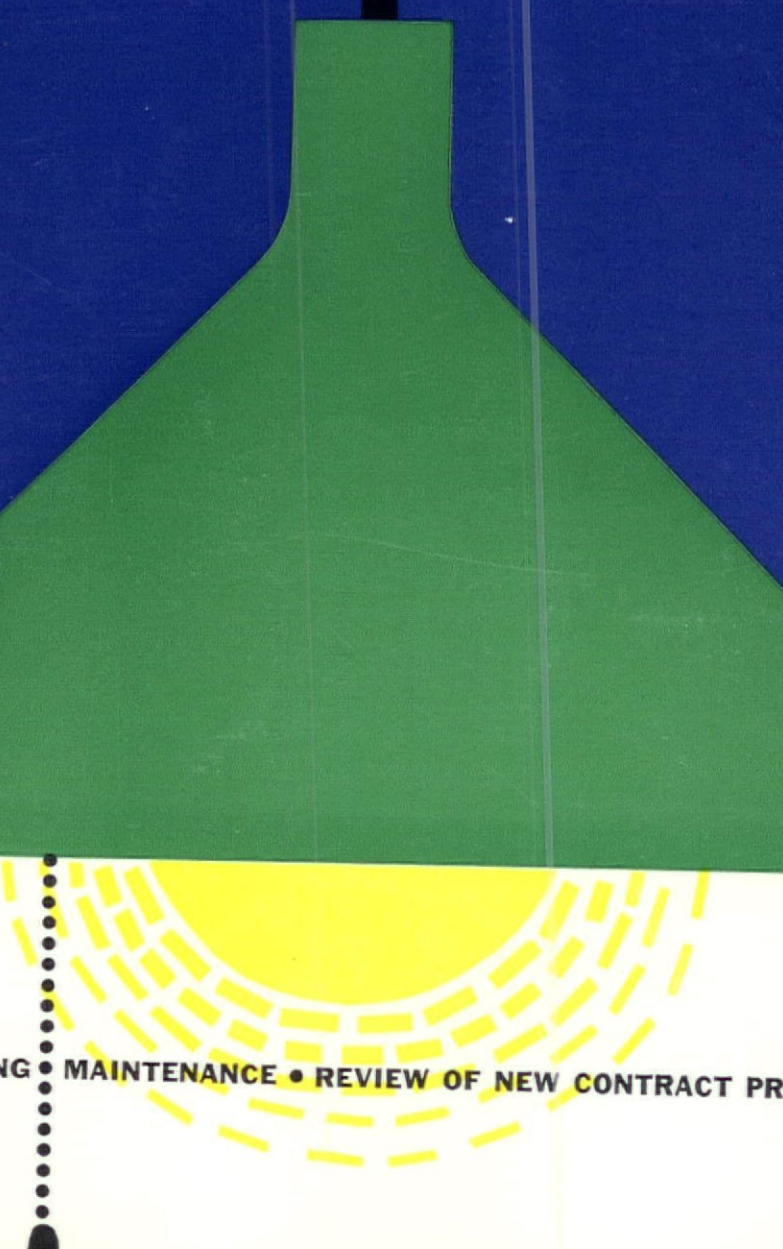
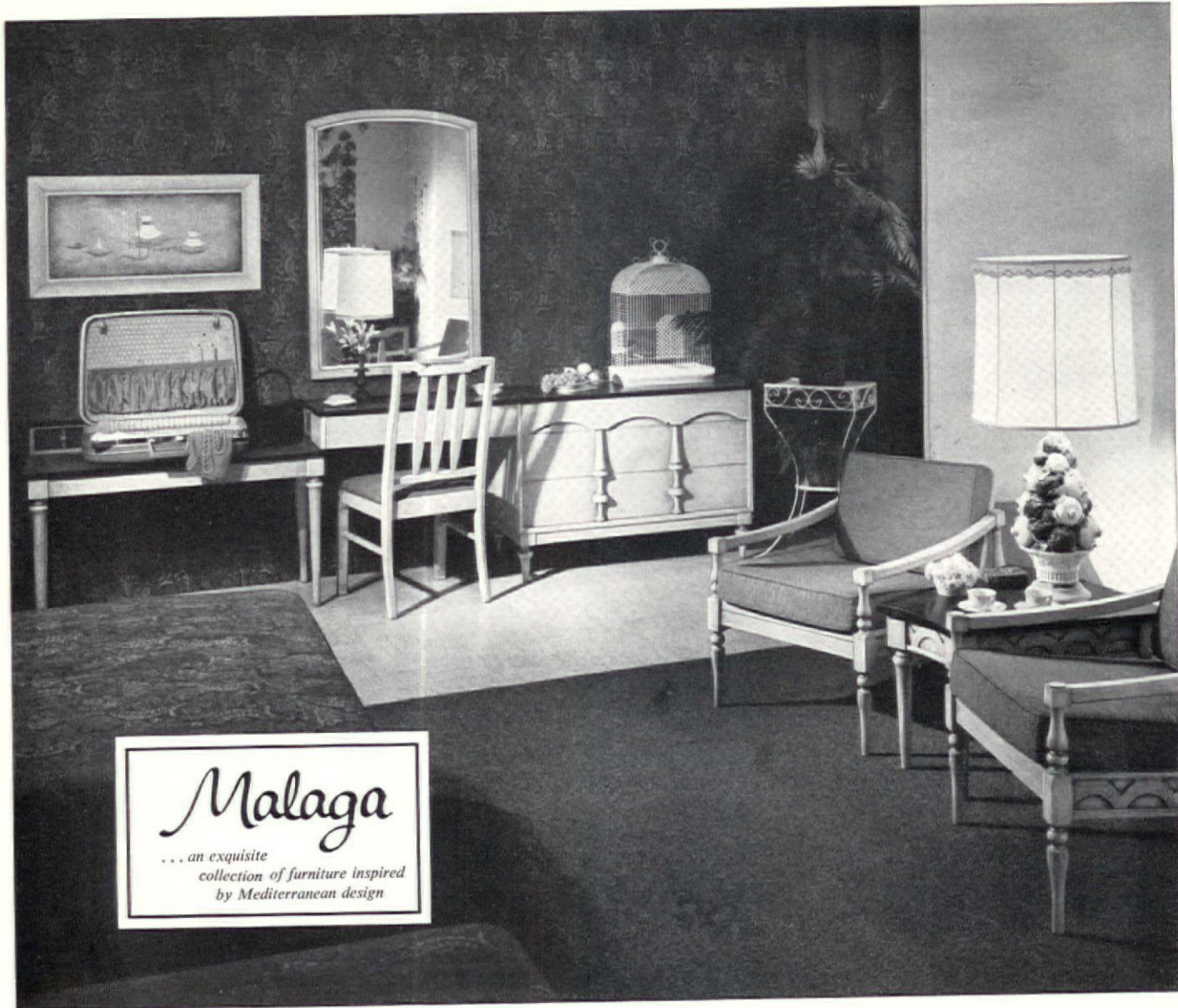


# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • AUGUST 1968



LIGHTING • MAINTENANCE • REVIEW OF NEW CONTRACT PRODUCTS



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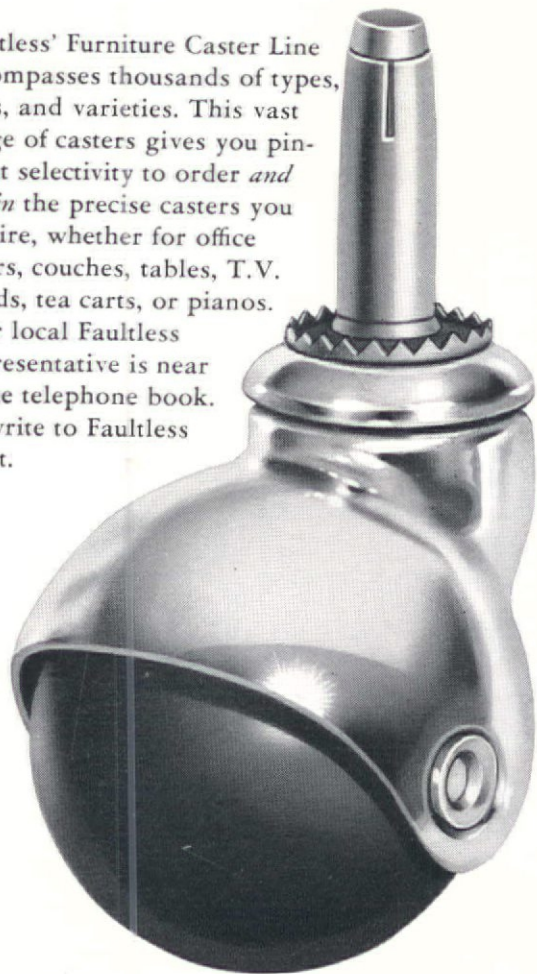
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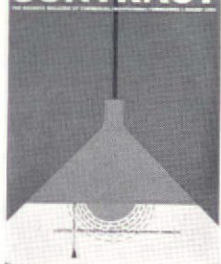
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## CONTRACT



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Clear lights and darks in a style closely related to that of poster technique is used by cover designer Bert Lester to symbolize lighting section featured in the present issue.

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# CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

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### COMING IN CONTRACT

SEPTEMBER—The Pan Am, a study in depth of the largest commercial/institutional interior job in the world (2.3 million square feet), every foot of it planned and furnished by professionals in the contract industry. Our analysis and photographic coverage will include not only the vast office spaces in the Pan Am, but its banks, restaurants, stores, and other facilities as well.

OCTOBER—Hotel Show Issue—a preview of the National Hotel Exposition, including the 1965 Room of Tomorrow, Designs for Dining, exhibitors' list, convention program and new products.



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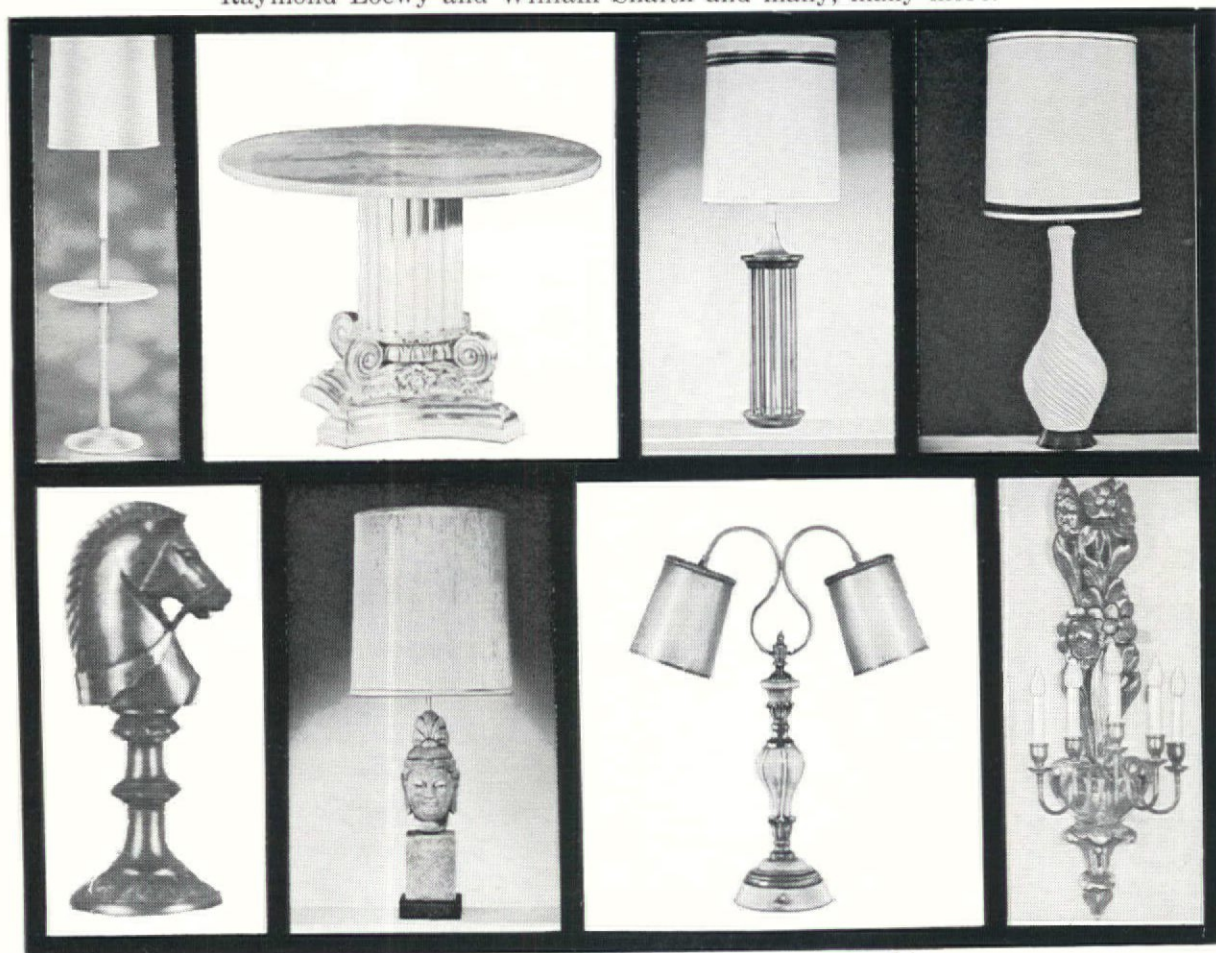
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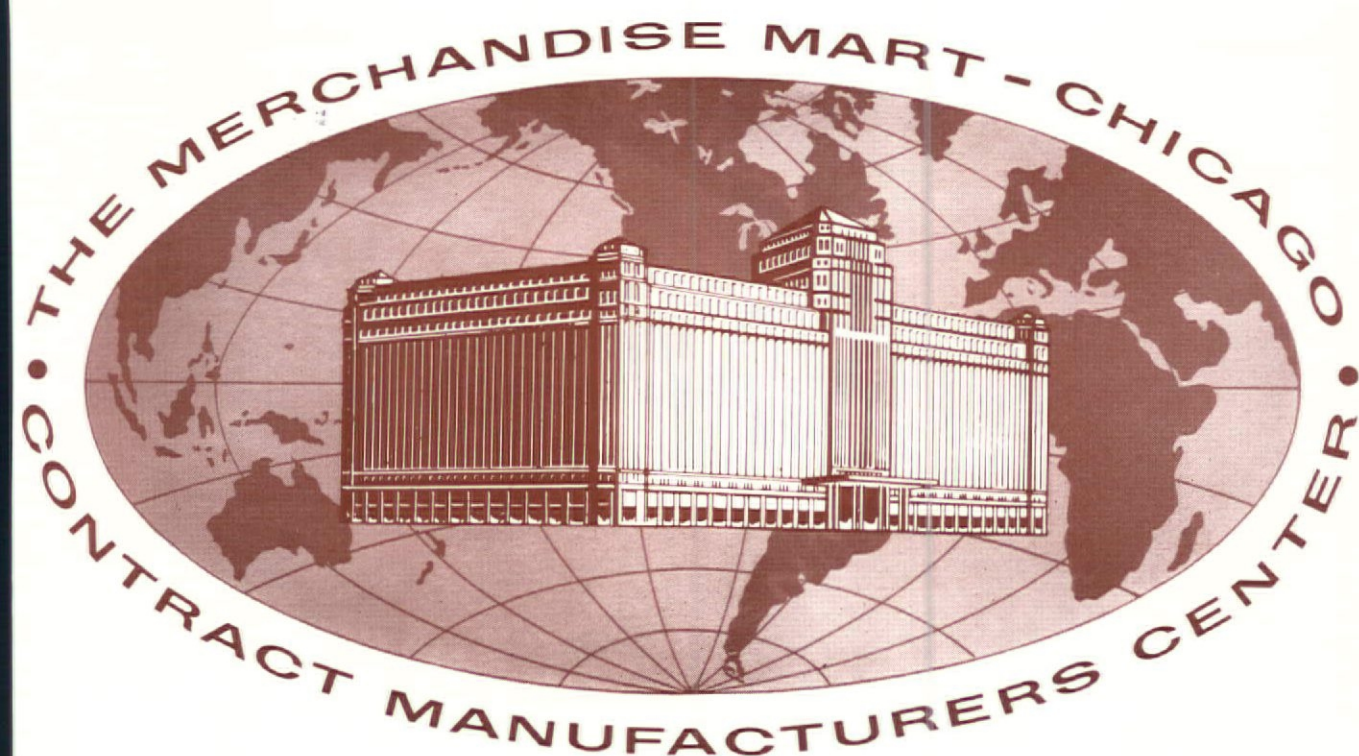
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## OUR WASHINGTON REPORT:

- Revised lamp list emphasizes style
- Procurement outlook mixed at present
- Officials optimistic on economy

THERE'S a candle burning in the window here for changes, at long last, in the federal government's attitude toward lamps. This area of procurement has been the despair of stylists and interior designers both in and out of government. The obstacle has been that the U.S. has considered lamps for their lighting ability, and that alone—an antiquated notion that has had designers pulling light cords from their sockets in

frustration. But the outlook is now illuminated. The General Services Administration, which shepherds these procurements, is retaining the Qualified Products List, the source of the despair, but it has managed to convince the engineers that a thing of light may also be a joy and beauty forever. As a result, the next invitation for lamps, in March, will see a request for upstyled versions. With this, expectedly, may come renewed interest from the industry. Lamps have been one field where industry aspirants for government volume have been few, and the same crew of winners has shown up repeatedly. The GSA argument, which passed its market test years ago and has now made an impact here, is that nobody buys lamps for light any more, but for their beauty.

### Changes in procurement

Federal procurement of office furniture is maintaining its strong pace. The new executive line of combination metal and walnut furniture has been doing exceptionally well everywhere, and may now be found all over the world in U.S. office buildings. General Services Administration in its next procurement invitation, in September, will be adding bookcases and telephone stands to the line.

Its semi-executive line, walnut furniture with plastic tops, is also being revised slightly. The

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VINYL WALLCOVERINGS AND UPHOLSTERY FABRICS  
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credenza and telephone stand are being taken off the floor, and given legs, to make them better looking.

The outlook for revision in the present Defense Department policy on procurement of household furniture for military family housing units seems poor. Off-shore procurement, for houses outside the U.S. mainland, is continuing strong, but there's little within. The logic of the situation—that the cost of outfitting quarters can be made up by saving two moving bills for military families' own furniture—hasn't had much effect.

For fiscal 1965, which began last month, Congress has approved something under 10,000 units of new military family housing. The Defense Department asked for 12,500.

The Army, after 2½ years of persuasion, has discontinued requesting slipcovers on the upholstered furniture it buys. It has switched over to GSA schedules and regular upholstery.

#### **Business outlook**

Federal officials here do not share the "prosperity jitters" that are being voiced by many economists and others outside the government. This includes such touchy areas of forecast as apartment buildings and office buildings, both important sources of volume for contract furniture and furnishings firms.

While apartment building could run out of steam, they feel, it won't pop suddenly; there's a long lead-time. Because of the advance planning that's required, the strength in apartments may last far longer than might be expected. For contract firms, this means that business opportunities may be opening long after any decline in announcements or starts of new projects is apparent.

They're even more optimistic about office buildings. While space surpluses make headlines here and there, the federal analysts think the country as a whole may still be only on the verge of a real boom in office building construction.

A realtors' association survey indicates that the growing supply of modern-design office buildings and retail stores will increasingly attract tenants, pulling them from older units. Demand for quality office space continues to strengthen rents in prime location central city buildings, it reports.

Another recent survey finds more than \$1.4 billion worth of office buildings in the advance planning stage in the 50 largest U.S. cities—\$244 million in Chicago, \$176 million in New York, \$114 million in Washington, \$105 million in Houston.

#### **Procurement's promise**

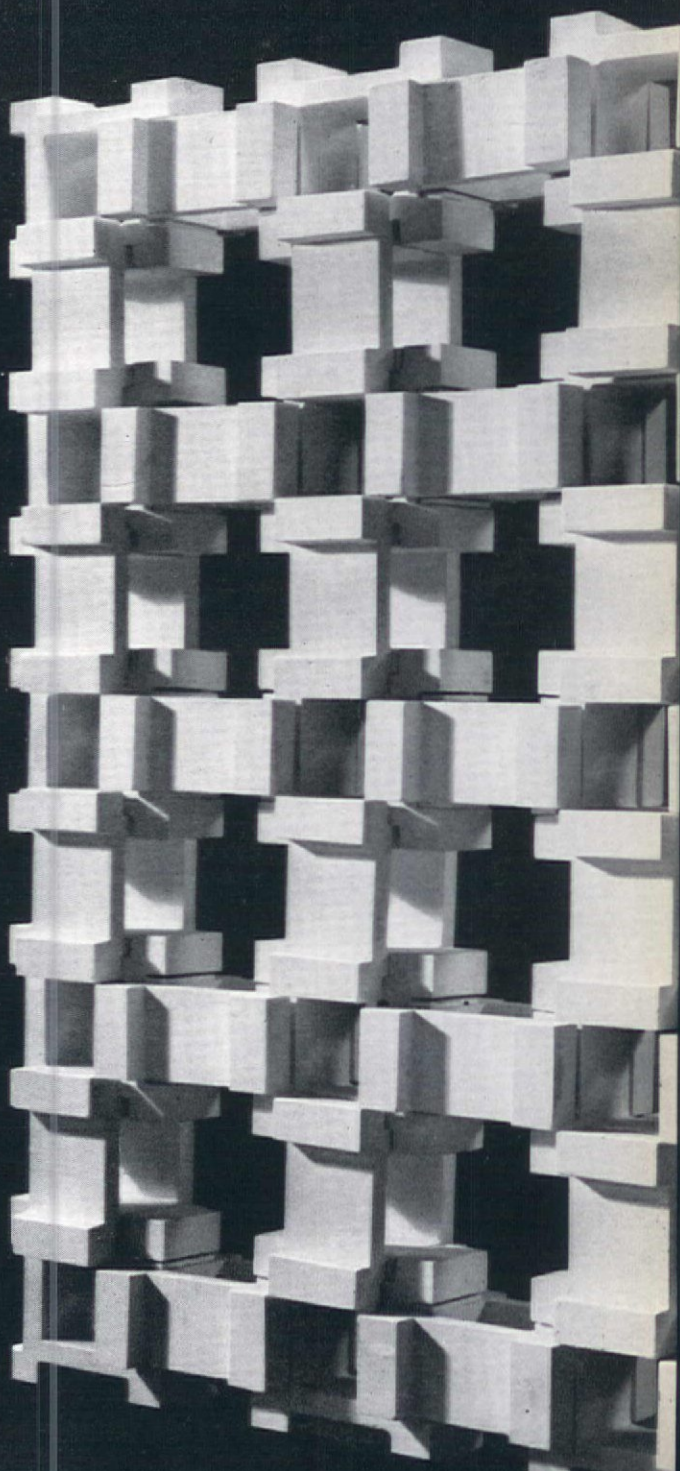
Come every season of the year, and the federal government is in position to buy your contract furniture and furnishings. You not only have

*(Continued on page 12)*

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## OUR WASHINGTON REPORT

CONTINUED FROM P. 9

to be able to perform, but you need to know what may be out for invitations for bids. General Services Administration offices can help you get set, ready to go. Here are some recent invitations, now closed, which indicate the scope of Federal activity in this field:

GSA, San Francisco—Table and floor lights for quarters use. Venetian blinds.

GSA, Washington—Wood dining room furniture, 240 each. Wood living room tables, desks, bookcases, 450 each. Wood bedroom furniture, 895 each.

Veterans Administration Center, Biloxi, Miss.—Library furniture.

Defense Clothing and Textile Supply Center, Philadelphia—Rose and White bedspreads, 5,040 each.

George C. Marshall Space Flight Center, Huntsville, Ala.—Tables and chairs for cafeteria.

GSA, San Francisco—Hospital furniture and furnishings, 38 items. Rattan household furniture, 11 items. Wood library furniture, 6 items.

Post Office Department, Washington—Non-slip carpet and rugs for entrances, wool-nylon loop pile tufted, 25,000 linear feet.

### Announcement of awards

Proof positive of reachable goals, if you're out for contracts from the federal government in contract furniture and furnishings, comes in the actual awards it makes. Some recent ones include:

General Services Administration, Washington—Traditional style wood straight chairs, B. P. John Furniture Co., Portland, Ore., 14,771 each, for \$253,221. Velvet type carpet, A. & M. Karagheusian, Inc., New York City, 7,753 sq. yds., for \$59,310. Lighting fixtures and lamps, Aug. 15, 1964 through Aug. 14, 1965, indefinite quantity—G-F-C Mfg. Co., Brooklyn; Mario Mfg. Co., Washington; Mutual Sunset Lamp Mfg. Co., New York City.

Naval Supply Center, San Francisco—Household Furniture and fixtures, Hawaiian Hardwood Co., Honolulu, \$99,077 (19 bids solicited, 5 bids received). Furnish, fabricate and install new metal cubicle partitions, Sen Co., Honolulu, \$43,483 (15 bids solicited, 6 received).

GSA, Seattle—Davenport and chair, Fischer Wood Carving, Tacoma, Wash., 438 pieces, for \$42,048. Desk, Chest & Dressers, B. P. John Furniture Co., Portland, Ore., 340 pieces, \$26,503.

Marine Corps Supply Center, Barstow, Cal. stacking fiber glass chairs, Angeles Desk Co. Los Angeles, \$29,447. (C)

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## CONTRACT BUSINESS: NOTES & COMMENTS

### Office building continues upward

The postwar building boom in office space in New York City is undiminished, with 12 office buildings totaling 5,296,000 square feet of space scheduled to be completed this year. According to the Real Estate Board of New York, the new construction will bring the grand total to 87 million square feet of new office space since World War II. The space to be completed this year compares with 7,672,000 completed in 1963; 1964 will be the eighth year in which new office building construction has exceeded 4 million square feet. For 1965, seven buildings containing 3,107,000 square feet are under construction, and one with 425,000 square feet will be ready in 1966. The Madison Square office building, with 1,204,000 square feet, is scheduled for completion in 1967. Largest of the planned projects is the World Trade Center, which will have 10 million square feet of space in two towers that are to be the world's tallest buildings. The Real Estate Board stated that the total of buildings completed, under way, or projected in the postwar period represented an addition of 68 percent to the 125 million square feet of office space in Manhattan when construction was resumed in 1946 after World War II.

### New showrooms

Associated Showrooms joins the Merchandise Mart's contract exhibitors on its special 11th floor in space 1158. The show-



room is jointly owned by Stendig, Inc., contract furniture, Design-Technics, ceramics, and Rowen, Inc., textiles. The showroom, designed by architect David Haid, integrates the three divergent lines so that each one compliments the others.

Birmingham Ornamental Iron Co., manufacturer of Meadowcraft wrought iron furniture, has opened new showrooms in the Decoration and Design Building at 979 Third Avenue, New York City. Covering more than 3,000 feet on the sixth floor,

the showrooms were designed by Roman Heilman, AID. Mrs. Rose Pollock heads the new facility.

Lehigh Furniture Corp. recently opened its new Chicago showroom in Space 1147 at the Merchandise Mart to display its high-quality office furniture lines. The setting, designed by architect Warren Platner, provides a visual background to enhance the groupings, with forms, colors, and materials in muted tones and textures. Group 57 cabinet system is one of the newest lines to be shown. The components,



with recessed base, may be combined in any arrangement of two or more for storage, TV, refrigerator-bar, telephone, record player, or files. It serves as a successful adjunct to the Y-based executive desk pictured here.

B. Brody Seating Co. has opened a new contract showroom for commercial seating equipment in Space 1175, on the contract 11th floor of the Merchandise Mart, Chicago. Ray Brettman of the contract division will be in charge of the showroom, Brody's first in Chicago, outside of its plant.

### Castro opens contract division

In a move to expand its contract services, Castro Convertible has organized a new division, the Castro Convertible Corp. Contract Division, established to provide free interior design and color coordination services for institutional installations, such as hotels, motels, apartment buildings, and college dormitories. Separate showrooms will be set up initially in New York and Fort Lauderdale, with additional show

places to open later. The New York showroom, an entire floor at 519 Eighth Avenue, will feature model motel-hotel rooms designed as versatile living-sleeping areas. Executive vice president of the new division is Mrs. Bernard Castro. Bob Drago has been appointed general manager, assisted by Kaye Schirazi, head interior designer for the contract division.

### Jutras forms own design firm

Roland Wm. Jutras, director of design for Hotel Corp. of America for the past six years, has announced the formation of his own design firm, Roland Wm. Jutras Associates, Inc., with new offices at 184 High Street, Boston. Retaining the entire six-man design staff he headed at Hotel Corp. of America, Mr. Jutras will specialize in hotels, motels, restaurants, and private clubs. The firm has already signed a contract with the Sheraton Corp. of America to plan and create interiors for a new hotel in Boston's Prudential Center. The project is scheduled to open in March 1965. In his former post at Hotel Corp. of America, Mr. Jutras and his staff designed the elegant interiors for the recently opened Hotel America, Hartford, Conn., featured in our June 1964 issue.

### November Hotel Show will be the biggest

The 49th edition of the National Hotel & Motel Exposition will have the largest number of exhibitors in the show's history—638 exhibitors occupying 902 spaces. The exposition will fill completely the four giant display floors of the New York Coliseum from November 9-12. The show will be featured in the October issue of CONTRACT, with picture stories of the Room of Tomorrow, Designs for Dining, an array of new products and special features on contract work in hotels and motels.

### Holiday issues Civil Rights memo

Holiday Inns sent a memo to its 490 innkeepers about the Civil Rights Act which we think is worth reprinting here. The message was also sent out to all major chains in the motel business that compete with Holiday Inns. The memo, signed by Kemmonds Wilson, chairman of the board and dated July 2 (before the final endorsement of the bill by President Johnson) follows:

"When the Civil Rights Bill has been signed by the President of the United States and thus enacted into law, it becomes the law of our land. All of the due processes of our democratic way of life



having thus been followed, the law must be observed.

"Seldom does a democracy enjoy unanimity on any question, but we all know that the successful operation of a democratic nation requires that its people abide by its law, popular or unpopular. The alternative is eventual anarchy, chaos and destruction.

"All operating Holiday Inns must meet the provisions of this new law.

"We suggest that each owner and innkeeper who feels he will be affected by this law in an unusual way should make it a point to be on hand at his Holiday Inn or easily and quickly available at all times during this transition period. Instructions should be imparted to staffs with careful tact and restraint.

"This is not a matter which can be helped by publicity, good or bad. This is a matter for quiet, statesmanlike approach and a calm attitude will serve the best interest of all people concerned.

"The Holiday Inns of America, Inc., International System is the world's largest. The industry will look to us for leadership. We must have and display an attitude of high degree of citizenship which will earn us the gratitude of all con-

cerned. We will have the satisfaction of living up to our obligations as Americans."

#### New assignments . . .

Holiday Inns of America, Inc., is planning a 500-room inn at Freeport, Grand Bahama Island, to date Holiday's largest resort hotel off the American continent. Now under construction and scheduled for completion in 1965, the four-story inn, designed by architect William W. Bond, Jr., will include a restaurant for 200 guests and a ballroom to accommodate 1,000. British Colonial decor will be used throughout the Y-shaped structure. . . . Gilbert M. Garte & Associates, Boston, has been named color consultant and interior designer for the Montefiore Hospital, Pittsburgh, in a \$15 million program for alterations and additions. As part of the design and furnishing assignment, Garte will custom-design the public space seating, medical office lecterns, and patient room draperies. Architect is Donald Ritchie & Associates, Boston; associate architect, Edward M. Benswanger, Pittsburgh. . . . Orus Eash, Fort Wayne, has been commissioned to design a new office building for Dunbar Furniture Corp., Berne, Indiana. The building will contain approximately 9,000 square

feet of floor space and is scheduled for completion by May, 1965. . . . Lenox Jenkins Interiors, Dallas planning and design firm, has been awarded the drapery contract for the new LTV Tower & National Bank of Commerce Building. Approximately eight miles of Fiberglas drapery material has been designed and manufactured especially to the requirements of the building. . . . Morton Textiles & Furniture, leading institutional furnishings firm of Chicago, has been commissioned to furnish the Weiss Memorial Hospital's new professional residence apartments. The 73-unit building in Chicago will house interns, residents, and other professional personnel of the hospital, and will include recreational facilities. Completion is set for October. . . . Finger Contract Supply Co. will furnish the 7-story, 220-room Parliament House Motor Inn in Atlanta, Ga., and the 100-room Parliament House resort motel in Panama City, Fla. . . . Copeland, Novak & Israel will complete modernization of the main, mezzanine, and second floors of Davison's Peachtree, Atlanta department store. Renovation covers 25,000 square feet of selling space on street floor, 15,000 on mezzanine, and 30,000 on second floor. (C)

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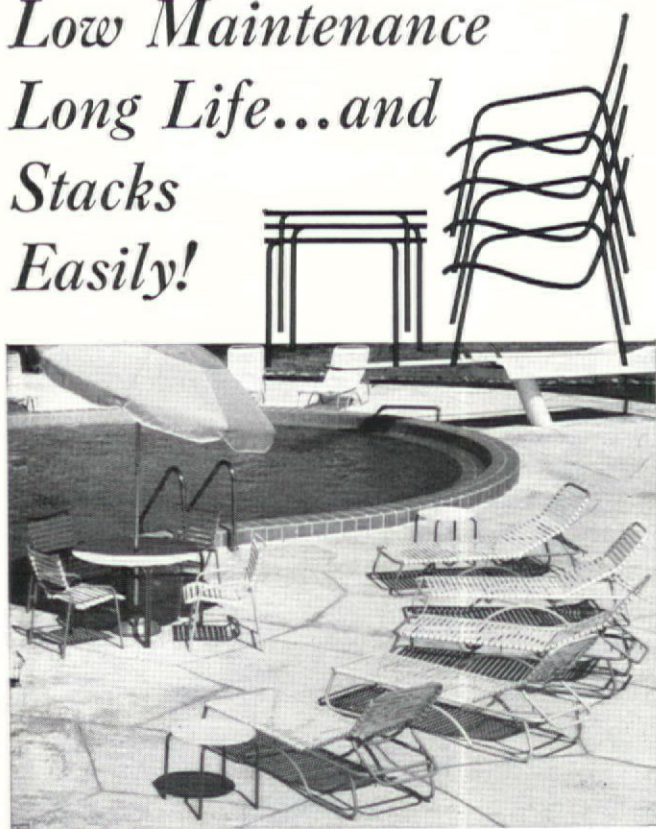
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# TROPITONE CONTRACT

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Circle No. 14 on product information card

## PEOPLE



WAYNE P. ARIOLA has been named national carpet sales manager of Callaway Mills, Inc. Formerly Callaway's national contract sales manager in New York City, Mr. Ariola will make his headquarters in Callaway's general offices, La-Grange, Ga.

JAMES HARMON has been named northwestern sales representative for Hugh Acton Co., covering northern California, Washington, Oregon, Idaho, Utah, Wyoming, Colorado, Nevada, and Montana.

L. RICHARD FULLER, vice-president, marketing, of Corry Jamestown Corp., has been installed as a director of the National Office Furniture Association.

EDWARD P. BORCHERS has been appointed western region sales manager for Formica Corp. ROBERT J. GOHS has been named Los Angeles district manager.

ALBERT E. ROSE has been appointed sales manager of the Ply-Gem Corp., a division of Industrial Plywood Co.

RICHARD STRAUSS and JAMES MULLIN have been named Lehigh Furniture representatives for Connecticut, excluding Fairfield County and the city of New Haven; Massachusetts, New Hampshire, Vermont, Maine, Rhode Island, and New York State, excluding Westchester, Rockland, Dutchess, and Putnam Counties, and Long Island.

MARTIN J. JOYCE will represent the Troy Sunshade Co. in the New England area.

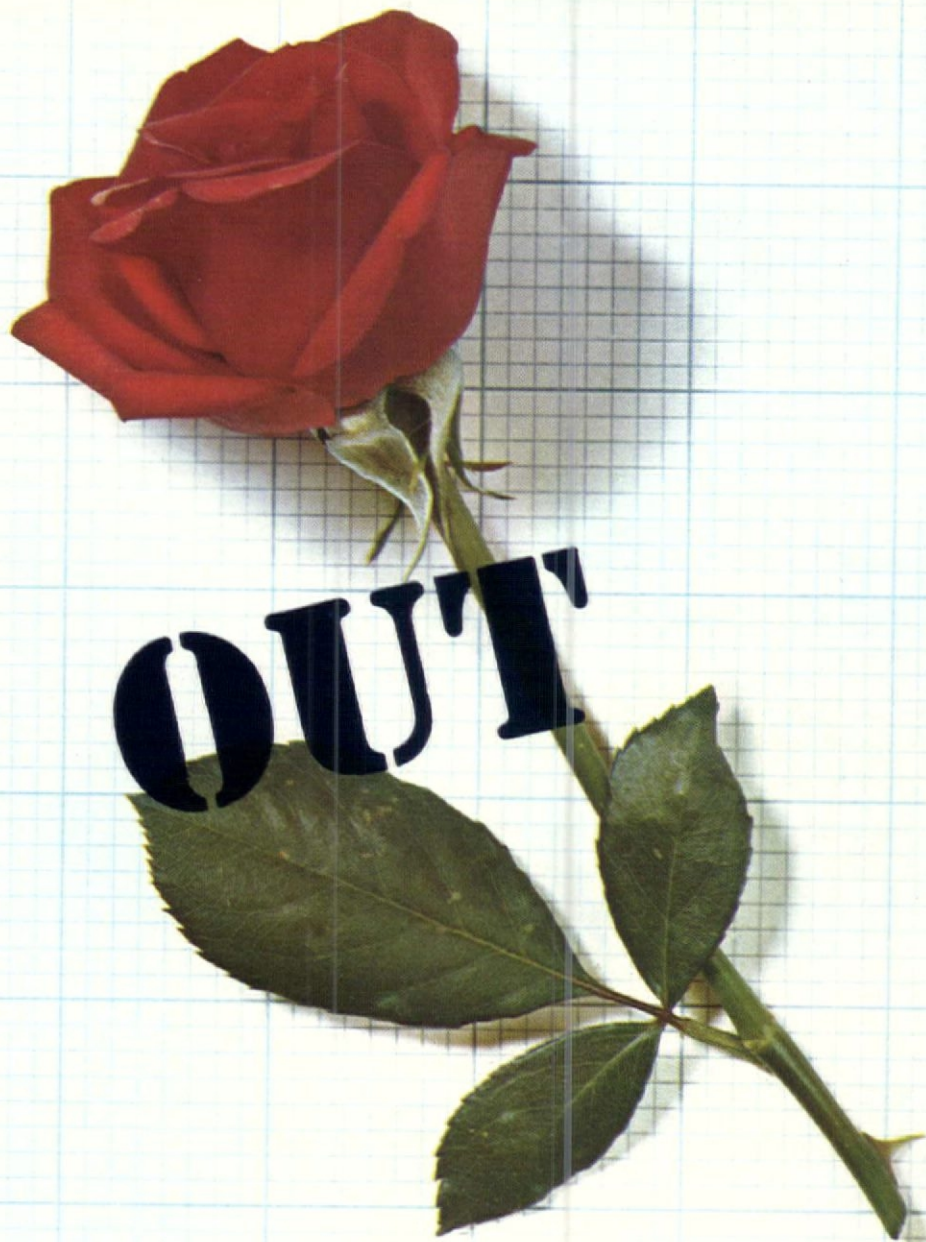
EDWARD KOOK has been appointed vice-president of Progress Mfg. Co. Mr. Kook is president of Century Lighting Co., which was recently acquired by Progress.

LEONARD BENDELL has been named director of sales for Beautycraft Furniture Industries, Inc.

BILL O'BRIEN has been named sales manager of the newly formed contract division of Nettle Creek Industries. Headquarters of the new division is 260 Fifth Avenue, New York City.

HENRY J. LOEWENSTEIN has resigned as general manager of Dux, Inc. He will serve as manufacturer's representative for Robert John office furniture, Peter Pepper accessories, and several other lines, in northern California, Washington, and Oregon. His new headquarters will be 605 Pullman Road, Hillsborough, Cal.

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## Graph paper is out... now that Barwick has Colorset

There's no longer any need to "graph" a rose. Barwick's new COLORSET makes step-and-ladder carpet designing passé. Any design that can be put on *plain white paper* can be magnetically deep-dyed into thick, plush Barwick carpet. This radically different electronic method for creating multicolor patterns can turn out 5 beautiful yards of elegant Barwick carpet... with as many as 12 luscious colors - in any yarn... *in just one minute*. A new concept, COLORSET is the first *real* advance in patterned carpet since the Jacquard loom was introduced in 1804. Never before were color and design possibilities so unlimited... nor has contract carpet seen such a creative challenge.

And beneath the beauty of each Barwick carpet are the quality, durability and ease of maintenance features that promise years of top performance. Select from a collection of imaginative designs in a rich range of luscious, lasting colors. For information and samples, write to our CONTRACT DEPARTMENT

Barwick fashions ACRYLAN ACRYLIC-NYLON-HERCULON OLEFIN (the longest wearing carpet fibers known) into luxurious COLORSET carpet pile of radiant, enduring multicolor designs.

**E T B** **Barwick**  
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## CONTRACT dinner at Chicago summer market hears discussion of net pricing problems

THE furious contract market growth—from \$1 billion annually at the end of World War II to an estimated \$6 billion in 1963—has created many new problems, but there doesn't yet exist any forum or organization equipped to define these problems or develop industrywide techniques for coping with them. So stated publisher Ben Hellman, prefacing another in a series of dinner meetings hosted by CONTRACT and designed to enunciate the emerging problems of the expanding commercial/institutional furnishings market. The program was addressed to more than 80 contract specialists and suppliers at the M & M Club in Chicago's Merchandise Mart on Monday, June 15.

Every occasion at which industry leaders can get together and discuss common problems, said Mr. Hellman, is extremely valuable. To open two areas of discussion, CONTRACT presented two well-qualified speakers, leaders in their respective fields

—Tom Lee, internationally known designer who recently completed the Los Angeles International Airport (one of the biggest complexes of its kind, including terminals, hotels, restaurants, stores, and other facilities), and Charles Stendig, president of Stendig, Inc., manufacturer-importer of high-quality business furniture. Selected as priority topics for discussion were designer-supplier relationships and the tricky territory of net pricing where FTC agents lurk behind every bush.

### Designer supplier relationship

With incisive humor, Mr. Lee, presenting the viewpoint of the designer and his relationship with the supplier, described "free-wheeling adaptability" as the main attribute of the designer who may be called upon to create, simultaneously, "wall-hung furniture for modern Colonial installation, interpret or up-date Spanish reproductions for a Conquistador resort,

overscale pieces for a great Regency convention hall, design a Brutal Modern hostelry and Contemporary coastal commercial complex."

"Awareness" was designated as another prime ingredient of success—awareness of the "changing, eddying currents of taste, making it possible for the designer to interpret the prophetic or current look in a manner reassuring to his client and pleasing to the ultimate user."

"Appearance as a function" was placed by Mr. Lee far beyond other basic requirements for setting a mood which should be immediately felt and recognized. But the intensity of the mood should be created in direct proportion to the amount of time spent within its influence, he said, suggesting that an entry or other place of quick passage may be richly styled, a night club which one visits occasionally may reek with theme decoration, but that the elaborateness of mood decor should

At head table: Harry Finkel, Merchandise Mart; Tom Lee, Tom Lee, Ltd.; Ben Hellman, CONTRACT; Charles Stendig, Stendig, Inc.; and Tom King, Merchandise Mart.



be minimized in an active daily restaurant, a much used lobby or coffee shop.

All facets of the designer's resourcefulness are challenged when it comes to preserving the welcoming warmth of his original concept in the face of cost cutting, he said. This is where many slide down the scale of retreating adaptations, or where the adaptability of the designer comes to the fore as he preserves given units of his scheme, shifting them around and emphasizing one or another to achieve his desired effect while staying within the budget at his command. It is here that the designer often attempts to establish an individual look by working with a manufacturer of basically well-designed, mass-produced furniture priced within a moderate or low budget. Such individual effects could be more easily achieved, he suggested, if manufacturers would strive to develop a basic, deeply considered look of their own in functional units, balanced

by a few newsmaking accent pieces every season.

Comparing contract furniture with automotive styling groups, he urged that manufacturers develop an identity through a permanent but constantly evolving line with "cosmetic" touches applied, perhaps at the discretion of the designer.

"I believe the designer and architect help manufacturers to refine their product and that manufacturers without a contract department miss this important meeting point," he stated in answer to a question from the floor. "Too many manufacturers come to the designer with a finished, static product," he concluded.

#### **Pricing policies obsolete?**

Describing the subject of net pricing as the "hot potato" of the evening, Charles Stendig pictured today's market as a chaos wherein the manufacturer is faced with a variety of buyers: office furniture

dealers, architects, interior designers, industrial designers, space planners, contract furnishers, etc. In this market, he stated, uniform pricing does not exist! The sliding scale of discounts from a fictitious list, favoring the franchised dealer, no longer applies in a market where various architects, interior designers, and space planning organizations command millions of dollars worth of specifications; and unfranchised dealers, fighting for federal and state business, have repeatedly attacked and broken specifications for franchised lines on the basis that the latter does not constitute true open bidding.

"Wheeling and dealing is the order of the day," said Mr. Stendig, "and a large buyer feels no compunction about going directly to the manufacturer and pressing for better discounts than he's able to obtain from a franchised dealer."

While lauding Herman Miller for its recently instituted net pricing structure  
*(Continued on page 22)*



Among those enjoying conversation at the CONTRACT Chicago dinner are Ed Ranahan, Simmons Co.; Jim Kehoe, Metropolitan Furniture; Sanford Singer, Kent-Coffey; Eugene Eppinger, Herman Miller; William Mulvey, U.S. Rubber; Norman Ginsburg, National Design Center; Ted Mathews, Steelcase; Jerry Traister, Harvey Prober Inc.; Mrs. Mary Parker, Parkwood Laminates; Harold Rosenthal, Belding-Heminsway; Paul Buchanan, Troy Sunshade; Owen Reese, B. Brody; David Brunn, Drexel; Jack Sampson, Drexel; Marion Morton, Jack Lenor Larsen; Jeter Oakley, Drexel; Louis H. Shornick, Madison Furniture; Janet Rosenblum, Janet Rosenblum Associates; Charles S. Miles, Charles S. Miles Associates; Richard Ford and Christopher Pappas, Athol Mfg. Co.



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**The Laminate . . .** FORMICA® laminated plastic. The only material that can satisfy the design and utilitarian requirements of motel and hotel rooms. Vanity, dresser, functional footboard, and convector covers are all laminate finished for beauty, durability, ease of maintenance.

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FCM-4304

## CONTRACT Dinner

as a step to end some of the existing chaos, Mr. Stendig stated that closer examination showed two net prices—one for dealers and one for all other buyers.

"Our company has had a net pricing system for many years and it does seem to work for us," he said. "We publish a price list, available to all members of the trade, which shows clearly and specifically your price when you buy one chair, 100 chairs, or 1,000 chairs; and this price applies to all.

"The buyer knows that he must add to the net price the cost of his transportation, shipping, financing and servicing," he continued. "There is no possibility of a franchised dealer coming in at the last

moment, going directly to the client and undercutting prices . . . and those designers and contract houses and space planners who want to offer their clients a delivered, installed price can go to any dealer and arrange for this service at a set price above the normal net price."

Mr. Stanley Wolf of Nessen Lamps, Inc., congratulating Herman Miller and Stendig on their stands on the pricing question, noted that pricing depends on the nature of a business.

Re-emphasizing the need for a new look at pricing, Mr. Stendig said "the adolescent contract industry needs to come of age . . . and part of this is taking a new look at the pricing structure which

we inherited from the retail industry. We have little in common and need to develop our own system. We do not sell at list! We most emphatically do not sell at retail! We sell to the trade."

After a lively and sometimes controversial discussion period, Mr. Hellman concluded that it is time we examined the semantics of our changing industry. "We are dealing with a sophisticated set of buyers and sellers, where," he said, "the magnitudes are changing the pricing structure. We do not know what changes will occur but we know that they must come as we change fictional relationships with our customers to professional relationships." (C)



At Chicago dinner are Joseph McInnis, McInnis & Co.; Chilton Brown, Directional Contract Furniture; Miss Rosenblum; Edwin Mack, Modernize/Dean; Fred Vander Schaaf, American of Martinsville; L. J. Klein, Haeger Potteries; Glynn Stine, No-Sag; Karl Ockerhauser, No-Sag; Richard Bodkins, Mueller Furniture; Mr. Shornick; Glenn Walters, Herman Miller; Sherwin Roberts; Glen Baumann, All-Steel; Mr. Eppinger; Mr. Kehoe; Ruth Kain Bennett; CONTRACT; Byron Brown, Daystrom; J. H. Hartman, All-Steel.





THE 1964 INTERNATIONAL DESIGN AWARD of the American Institute of Interior Designers has been awarded to Callaway Mills, Inc. for Soft Floor Coverings Manufacture. For the Interior Designer and Architect Callaway style leadership is of obvious importance. Happily, Callaway design excellence is evident over the entire range of commercial carpet requirements in the qualities and prices to fit your needs. The Callaway "XL" program, for example, offers "custom coloring" (some 127,000 possibilities) at stock carpeting prices. For full information write or call Commercial Carpeting Division, Callaway Mills, Inc., 295 Fifth Avenue. Phone MU 9-7800.



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## CONTRACT NEWS

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SHELBY WILLIAMS INDUSTRIES has launched a world-wide sales program in association with Global Associates, which will handle sales for the contract furniture company in Japan, Okinawa, Taiwan, Hawaii, Thailand, The Philippines, and Viet Nam.

PAUL KAISER ASSOCIATES has appointed Goldman Lang, Inc., 509 Madison Avenue, New York City, as representative for its line of fabrics.

SCROLL, Inc., has opened a permanent New York showroom on the fifth floor of the Decoration & Design Building, 58th St. at Third Ave. John Elmo, AID, designed the 4,000 square foot space, which will be shared with WHITECRAFT, Inc., Miami rattan furniture manufacturer. Mrs. Mary Murphy will manage the new showroom.

VIC PARR ASSOCIATES has been appointed sales representative for Howell Co. contract furniture division in North and South Carolina and Georgia.

ROCKLAND INDUSTRIES has moved its New York sales office and showroom to 347 Fifth Avenue, second floor.

MADISON FURNITURE INDUSTRIES has begun a plant expansion that will add 45,000 square feet to the firm's present facilities. The firm estimates that the new facility will be operating at capacity by the end of 1965.

JO MEAD DESIGNS has moved to a new factory at 17 North Elizabeth St., Chicago, Ill.

ANGEVINE Co. will open a new warehouse and showroom at 110 W. Illinois St., Chicago, Ill.

GERALD NATHANSON of HRI Associates has been appointed Chicago representative of Shafer Bros. contract division.

WORLD WIDE DESIGN HOUSE, LTD., has been appointed northeastern representatives for EMPIRE FURNITURE & RATTAN MFG. Co.

DWOSKIN, INC., has been appointed sole distributor for JAMES SEEMAN STUDIOS, INC., in 17 southern states and Puerto Rico.

CONTRACT MANUFACTURERS' CENTER ASSOCIATION at Chicago's Merchandise Mart has named Paul R. Hay, Vicrtex Sales, Doris Schafner, Superior Sleeprite, and Donald Lence, Krueger Metal Products, to its newly formed educational committee.

Does the slide you're  
now specifying  
require only  $\frac{1}{2}$ " side  
space—as does  
Grant's 329 slide?



GRANT PULLEY & HARDWARE CORPORATION

RUSS STONIER DESIGNS, 1375 Merchandise Mart, Chicago has been appointed to represent BEAD DESIGN STUDIO in Chicago.

HENROSE, INC. has acquired LIEB TEXTILES, and will continue to produce the custom print line and fiber glass line formerly available from Lieb. Henrose has also opened new showrooms at 164 East 56th Street, in addition to its offices and showroom at 19 East 53rd Street, both in New York City.

BEMPORAD CARPET MILLS, manufacturer of tufted carpets, has filed bankruptcy schedules listing liabilities of \$1,406,865 and assets of \$404,975.

SAFRAN & GLUCKSMAN has opened a new lamp showroom at its main office at 8 West 30 Street, New York City.

KENTILE, INC., has changed its name to KENTILE FLOORS INC., to reflect its manufacture of a broad line of resilient floor tiles.

ROBERT AARON YOUNG, trade source for original art, has established a contract division for paintings and graphics. The firm is located at 19 East 53d Street, New York City.

MELVIN COHEN & ASSOCIATES, INC., engineer and lighting consultant, has moved to 246 North Pulaski Road, Chicago, Ill.

KAPLAN FURNITURE Co., Medford, Mass., announced the acquisition of the Old Colony Furniture Co., Nashua, N. H.

LEHIGH FURNITURE CORP. has named Kelly Co. of Salt Lake City as a franchised dealer for the Lehigh line of commercial furniture.

ROYALMETAL CORP. will build a new manufacturing plant in City of Industry, Cal. The 100,000 square foot building will also house an office and a showroom for the firm's furniture line.

A. L. DIAMENT & Co. has opened new showrooms at 969 Third Avenue, New York City.

#### Addenda

The wall-mounted wardrobe shown on our April cover should have been credited to Hugh Acton of Aco Products.

Credits for Technoply Corp. in our June issue should have been listed as follows: Hotel America suppliers on page 49—architectural plywood panels by Architectural Division, Technoply Corp.; Advertisers' Directory on page 86—Technoply Corp. (architectural panels).

Does the slide you're  
now specifying  
support up to  
100 lbs.—as does  
Grant's 329 slide?



Does the slide you're  
now specifying  
fully extend the  
drawer—as does  
Grant's 329 slide?

Does the slide you're  
now specifying  
eliminate deflection  
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new from **CHF**

sculptured styling in new CHF chair line. Choice of base designs and finishes. (a) fifty six seat, (b) eight fifty-six seat.

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## CALENDAR

1964

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

**September 3-4.** Furnishings Market. Los Angeles Home Furnishings Mart, Los Angeles.

**September 9-12.** Boston Furniture Market. Commonwealth Armory, Boston.

**September 12-15.** National Association of Furniture Manufacturers' 1964 Supply, Equipment & Fabric Fair. Conrad Hilton, Chicago.

**September 20-24.** Furniture Market. Jamestown, N.Y.

**September 24-27.** National Stationery & Office Equipment Association annual national convention and exhibit. Conrad Hilton Hotel, Chicago.

**September 28-October 2.** National Hardware Show. Coliseum, New York City.

**October 11-17.** American Hotel & Motel Association, 53rd Annual Convention. New York City.

**October 16-22.** Casual Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

**October 18-21.** National Institute of Governmental Purchasing, Inc., 19th Annual Conference and Products Exhibit. Hotel Netherland Hilton, Cincinnati, Ohio.

**October 19-24.** Fall Furniture Market. American Furniture Mart and Merchandise Mart, Chicago.

**October 23-30.** Fall Southern Furniture Market. Southern Furniture Exposition Building, Furniture Plaza, Merchandise Mart, Dealers Mart, Furniture Displays Building, Hickory Home Furnishings Mart, Hickory Furniture Mart.

**November 8-12.** National Electrical Manufacturers Association, Inc., Annual Meeting. Americana Hotel, New York City.

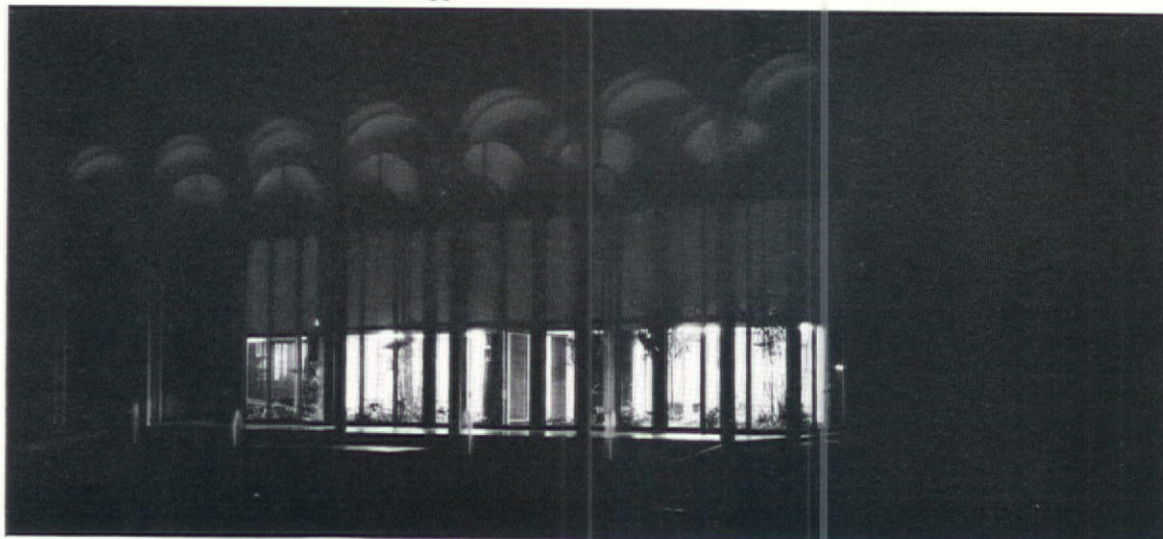
**November 9-12.** National Hotel & Motel Exposition. Coliseum, New York City.

**November 29-December 2.** National School Supply & Equipment Association, Chicago.

1965

**March 11. Contract Seminar.** Western Merchandise Mart, San Francisco. The 1965 session will be a morning workshop on contract industry problems, co-sponsored by the Mart and CONTRACT Magazine. For details, write to Robert Zinkhon, Western Merchandise Mart, 1355 Market Street, San Francisco 3, Cal.

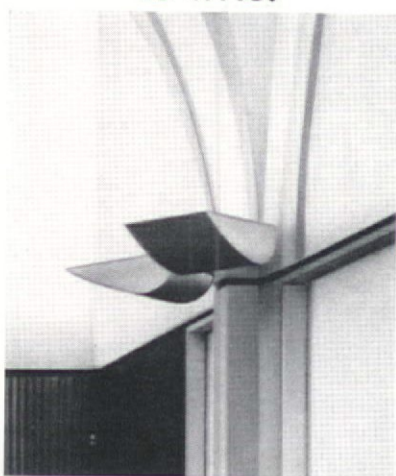
*The difference between this...*



*and this...*



*is this.*



*Iodine quartz uplighting fixture  
developed from Century stock fixture #9670.  
Provides even, diffuse uplighting over a wide area.  
Installation: Automotive Life Insurance Company, New Orleans, Louisiana  
Fixture and lighting design by Seymour Evans Associates, Inc.  
Architect: Curtis and Davis*

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# INTEGRATED LIGHTING: AUTOMOTIVE LIFE BUILDING CREATES CORPORATE HALLMARK THROUGH USE OF ARCHITECTURAL ILLUMINATION.

BY SEYMOUR EVANS



ON its 25th anniversary, Automotive Life Insurance Co. of New Orleans commissioned architect Curtis & Davis to design a new building to house its rapidly expanding firm. The purpose was not only to provide larger quarters; Automotive wanted its new building to establish a permanent, gracious identity, adding beauty to the city and creating a corporate hallmark as well.

Curtis & Davis designed a radical and striking office building in which the ideal combination of esthetic value and functional purpose was achieved. The success of the total project testifies to a notable cooperation between client, architect, and lighting consultant in which each understood the others' goals and problems.

Automotive previously occupied a building well over 100 years old on the edge of the business section of New Orleans. The present large site, chosen with the help of the architect, is on a main artery in a semi-residential area, thereby affording greater access to both customers and employees. To preserve the residential quality of the community, the architect's solution was a two-story structure, providing for future horizontal expansion on both first and second levels, by the addition of bays at the rear of the building.

The contemporary architecture blends perfectly with the grace and traditional New Orleans' design. Enhanced by heavy planting in the neighborhood and a fountained plaza in the foreground, the building has become precisely the landmark the clients envisioned. At night, fully illuminated, it attracts carloads of passers-by who stop to admire it.

The 10,000 square foot building uses concrete masonry and vault construction, placing all facilities under the same groin-vaulted ceiling. The entrance, through an exotic glass-enclosed garden visible from interior and exterior, leads to an interior court which rises the full height of the building. Executive offices are grouped on the ground floor. Clerical offices occupy the second floor around the balconied court-reception area. The uniform bay construction permitted standardization of architecture and facilities, creating a deceptive simplicity and uniformity of materials. The exterior is glass and marble; vaults

are plaster on a steel skeleton throughout.

Having completed the preliminary plans, the architects realized that ordinary office lighting would mar the grace of the ceiling vaults. My firm, Seymour Evans Associates, was commissioned as lighting consultants with a two-fold mission: to design an integrated, uniform lighting system which would provide adequate light for the many office functions while preserving and enhancing the architectural concept. For a building such as this, lighting design was crucial: the architect wanted to create a feeling of well-being and excitement for employees and visitors.

The system incorporates only three sources of light: 1, ceiling recessed downlights, creating excitement and sparkle; 2, column-mounted ceiling washers creating uniform illumination of the groin vaults; 3, fluorescent wall washers around the general office space. None of these three sources is visible, essential to preserving architectural clarity.

This lighting design provides a general 80-foot-candle illumination throughout, thereby eliminating the possibility of glare and shadows. The brightness on walls and ceilings is exactly the same, wrapping the occupants in a "cocoon" of light. The apparent absence of light sources creates the desired impression that the building itself is giving light, which is most dramatic at night, and the evenness of illumination serves to preserve the architectural integrity of the vaults.

The most difficult lighting problem was to illuminate the ceiling without marring its line. No standard equipment could solve the problem. Instead, we designed a special indirect fixture, utilizing a reflector in the shape of a modified parabola which was attached to the columns at the springline of the vaults. These reflectors, of special heat-resistant aluminum, were scientifically designed to light the 12-foot bays with uniform light, with no more apparent brightness on the columns than on the bay. For lamps, we chose a 500-watt quartz iodine bulb selected for its compact size and warm, incandescent tone. Housings were finished in baked white silicone.

Adding sparkle and interest to the general illumination, the downlights, unobtrusively recessed in the vaults, have elliptical reflectors enclosing 300-watt silver bowl lamps in curved apertures conforming to the ceiling contours. The fluorescent wall washers that line the office perimeter balance the brightness of ceiling and side

Seymour Evans, of Seymour Evans Associates, is a leading lighting consultant and a member of our editorial board of contributors.



IN GENERAL OFFICE AREA (above) light from the washed ceiling is balanced by concealed fluorescent wall washers and natural light from the arched clerestory. Two-story reception court (below) has specially designed uplights on the columns and downlights with color filters for sparkle and warmth recessed under the balcony.



## AUTOMOTIVE LIFE

wall. No supplementary lighting whatsoever is used in the general office area.

Since the interior garden behind the portico required special lighting, we installed uplights at the foot of the plants to light them from below and create shadowed tracery on the ceiling; recessed downlights illuminate plants from above. Under the balcony in the spacious center court we concealed downlights equipped with color filters to provide sparkle and warmth. To complete the dramatic nighttime lighting, special fixtures were installed underwater to illuminate the fountains and cast indirect light at the building as well.

The problems of lighting the Automotive Life Insurance Co. building were certainly not ordinary ones. The specially devised system of uniform light, with concealed sources, answered specific architectural requirements. It goes farther, however, and supports the theory that people as well as architecture must be considered as indispensable ingredients in lighting design. Such a system, with all technical problems solved, could not exist without the interest and cooperation of the architect and the client. Automotive's success as a lighting installation lies in the fact that the building appears to be giving light rather than being lighted. (C)

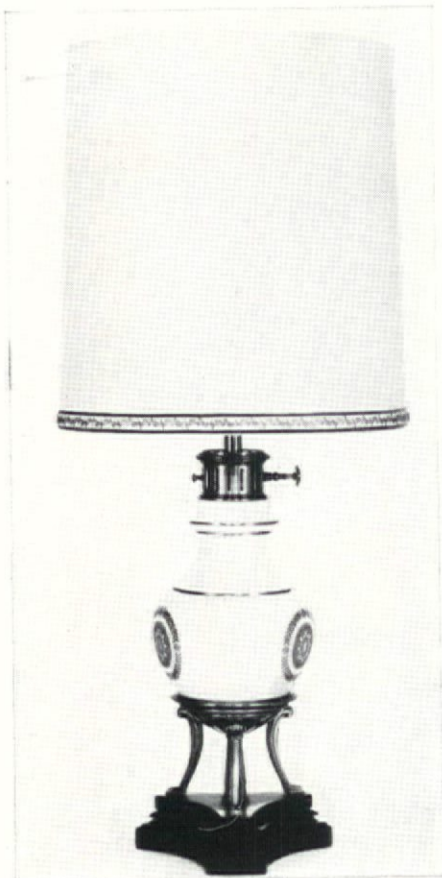




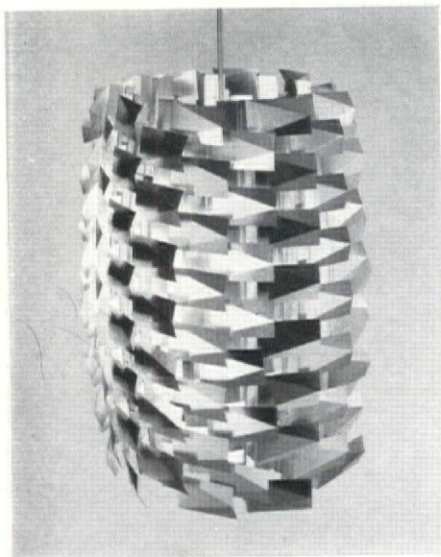
**ACCENTING** the striking architectural design, concealed light sources gives the impression that the building itself is radiating light (above). Glass-walled interior office (right) shows consistency of lighting and architectural design. No supplementary lighting is necessary.



## LIGHTING: A REVIEW OF NEW FIXTURES AND PORTABLE LAMPS REVEALS BROAD RANGE OF STYLING FOR CONTRACT USE



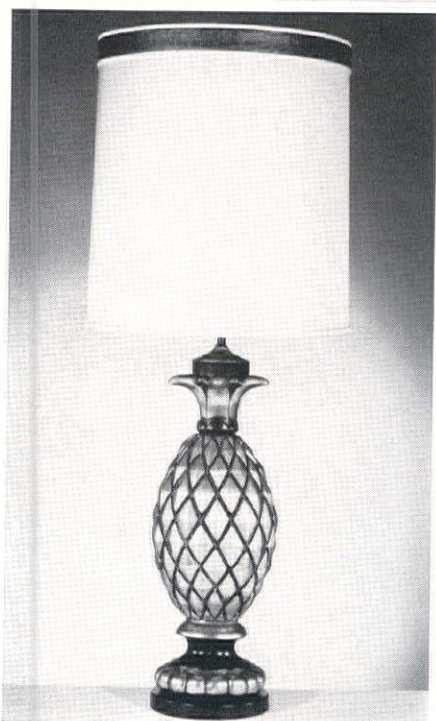
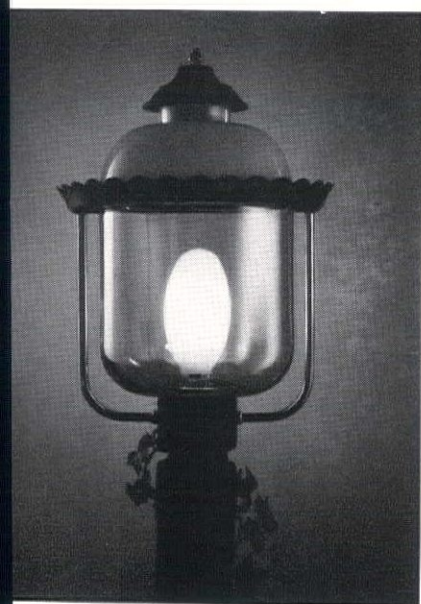
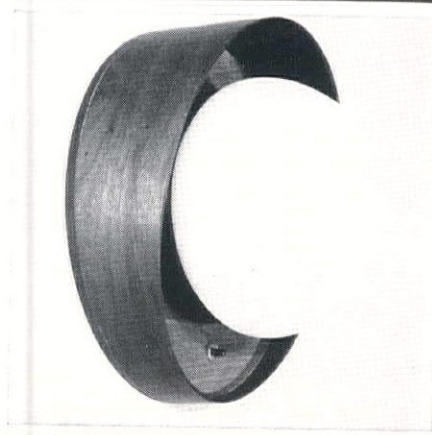
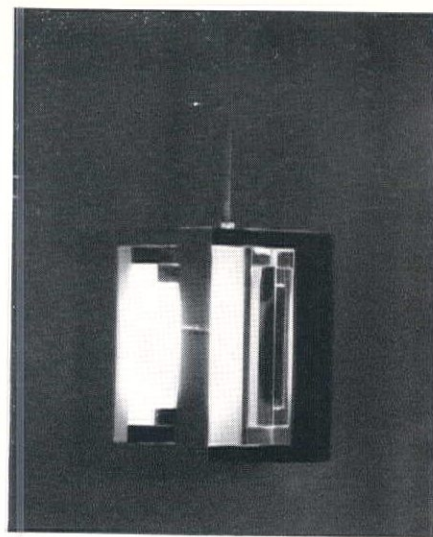
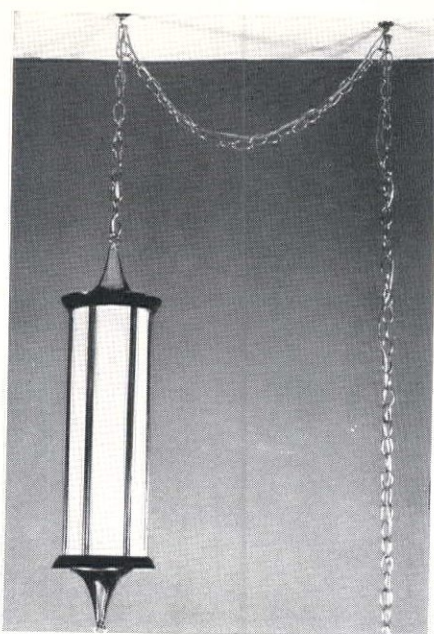
**STIFFEL** lamp in white, Wedgwood blue, and gold china is accented by antique soft brass, distressed warm fruitwood, and off-white shade. Like all of the new Stiffel lamps, this one, shown top, features a device for securing the lamp reflector bowl without screws. Circle No. 55.



**HOWARD MILLER Metalite** (top), designed by George Nelsen, forms dramatic patterns of light which filter from an extruded polyethylene cylinder through metal fins in satin brass, chrome, or white finish. Bottom flood lighting makes this fixture especially adaptable for contract use. The new Metalites are available in 21-inch diameter, 27 inch high convex shapes, as shown, and in 27 or 48 inch high cylinders with 21 inch diameters. Custom sizes and finishes are available on special order. Fixtures are furnished with six-foot mounting stem, or special length stems, ceiling canopy, and two-circuit wiring for individual control of indirect and bottom flood lighting. Circle No. 21.



**PHILLIPS IMPORTS:** Fluted candlestick base with verdigris brass finish, painted brass candle, heavy-duty harp, are authentically detailed after a heavy brass antique, one of a wide collection of imports and copies from Phillips. The lamp (top), is 40½ inches high with shade, 22 inches without, and is available only in multiples of four. Circle No. 56.



**HAPMAN LAMPS:** electric candles and turned dark wood center are features of this chandelier (top). Candle arms are iron. Circle No. 49.

**WIGHTOLIER:** A new item from Wightolier is the new Lumilux table lamp (center). Lumilux is part of the Milon line. Circle No. 57.

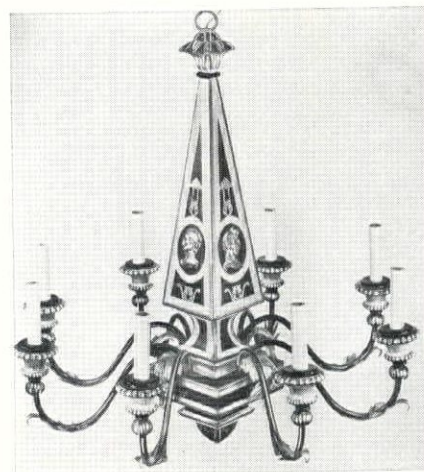
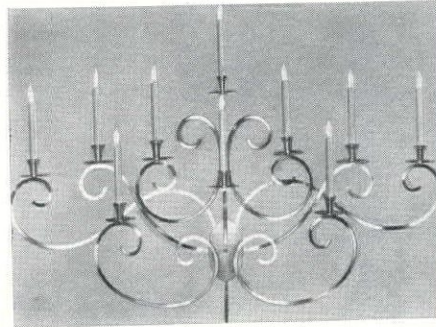
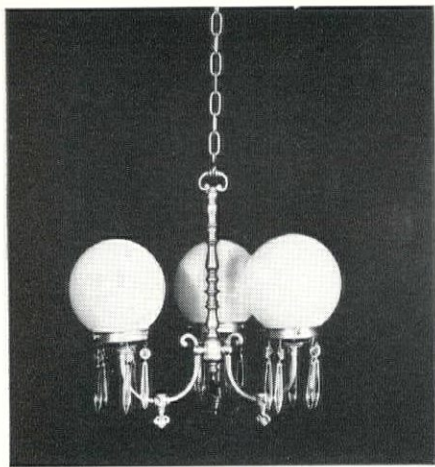
**PENNSYLVANIA'S** 75-watt mercury bulb for outdoor fixtures (lower), has 13 times the useful life of a comparable incandescent lamp and uses half the wattage. Circle No. 58.

**QUARTITE'S** hanging lamps include (top) walnut and polished brass chain lamp, with walnut bowls accenting fabric shade. Fixture is 28 inches high, eight inches wide. Imported opal glass is enclosed in walnut moons (lower) in another Quartite lamp, this one also available as a ceiling light fixture. As a hanging fixture, the lamp comes complete with 15 feet of chain and hooks for mounting. Circle No. 4.

**FREDERIK LUNNING:** Schwalbe Casablanca lamp (top), designed by Simon Henningsen and painter Ole Schwalbe, becomes a luminous "painting" when light shines through colors chosen by the artist. Circle No. 12.

**EXCEL** wall-fixture features wood frame, white glass bulb (center). Table lamp (lower), uses the classic pineapple motif to form a sturdy, durable lamp base. Circle No. 39.

**LIGHTING**



**KENBURY GLASS WORKS:** Olivie (top), one of a collection of period lamps from Kenbury, is hung with glass prisms. Circle No. 59.

**DESIGN TECHNICS** hand-made pierced ceramic light (center) adds the craftsman's touch to a popular hanging fixture. Circle No. 60.

**GERINGER BROS.** glowing balls of white light (lower), are fabricated of imported satin opal triplex glass. Circle No. 61.

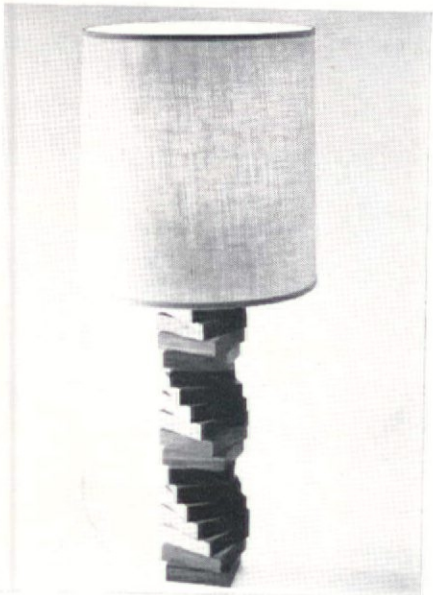
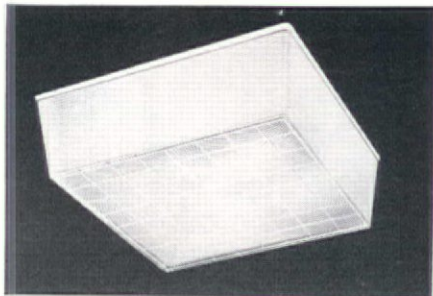
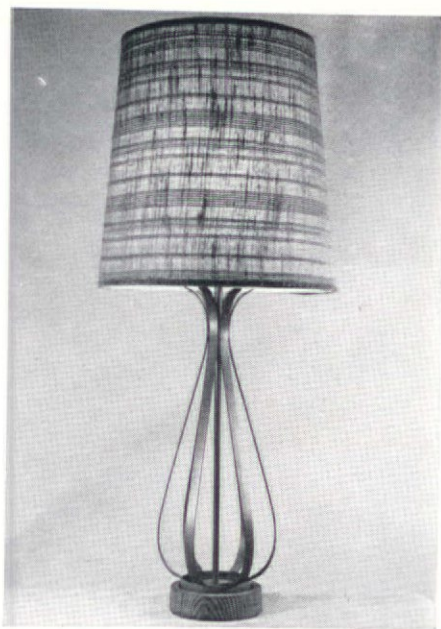
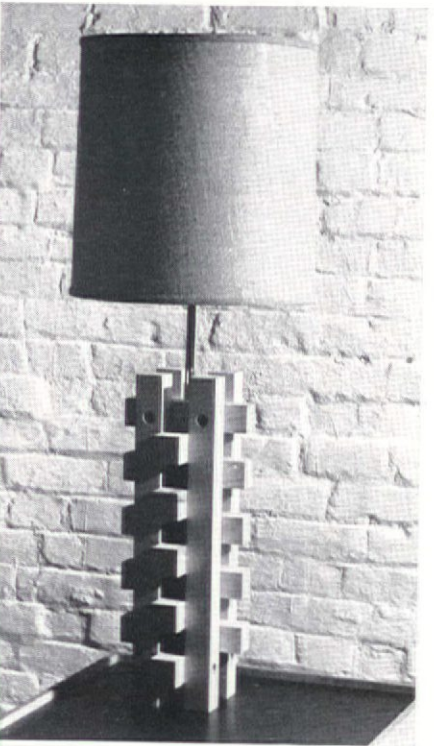
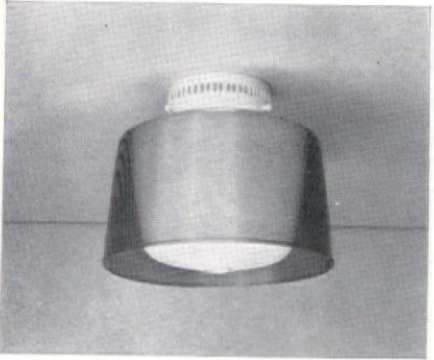
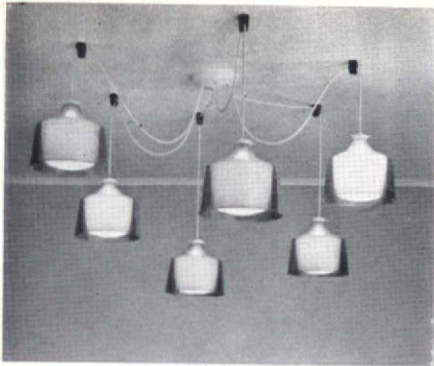
**ROTH LAMP & SHADE CO.** Table lamp (top) is part of a group of three coordinated table lamps and a floor lamp, finished in permanent anodized gold on aluminum. Fluted columns have walnut and black finish. Circle No. 62.

**NESSEN** dual control bed lamp (lower), is custom adaptation of standard lamp for the Statler-Hilton, Dallas. Special lamps for specific lighting requirements are developed in Nessen's own factory and machine shop. Circle No. 63.

**METROPOLITAN LIGHTING CO.** Ferrara chandelier (top) is a sparkling composition of imported lead crystal. Circle No. 64.

**REGENT GLASS CO.:** Ten-light sconce of square satin brass, lacquered and oven-baked (center), is 26 inch high, 49 inches long. Circle No. 65.

**DECORATIVE CRAFTS** black and gold empire chandelier includes canopy. The 29 inch high fixture (lower) has eight lights. Circle No. 66.



**MODISCO** solid walnut ferrules permit clusters of Rotaflex globes to be installed in staggered or level suspension from a single canopy outlet (top). Modisco ceiling light (center) comes in spherical, elliptical, or skirted forms, a variety of colors. Circle No. 67.

**DESIGN WORKSHOP:** Solid wood lamp (lower), in walnut, oak, or American pine, illustrates special wood joinery technique. Shade is burlap in green, natural, or white. Circle No. 68.

**HAEGER** table lamps include classic vase lamp with incised decoration (top) with ebony base in antique bronze or sagebrush, opaque, dark green shade. Circle No. 69.

**EXCEL:** Single-swing arm desk lamp (lower) has 15 inch reach, stands 19 inches high. Finished in mottled beige with brass arm or as specified. Silkan shade. Circle No. 39.

**ZINA LAMPS:** Terra (top), with wrought iron base on weathered California cedar, measures 43 inches high. Circle No. 70.

**HOLOPHANE** Cubic (center), a totally luminous prismatic luminaire, is made of molded, easy-to-clean acrylic. Circle No. 71.

**HABITAT:** Square blocks of hand-rubbed oiled walnut in spiral pattern form lamp base; shade is off-white fabric (lower). Circle No. 72.

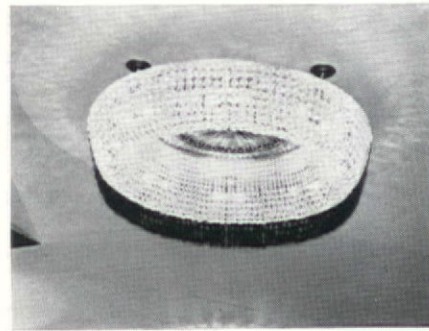
**LIGHTING**



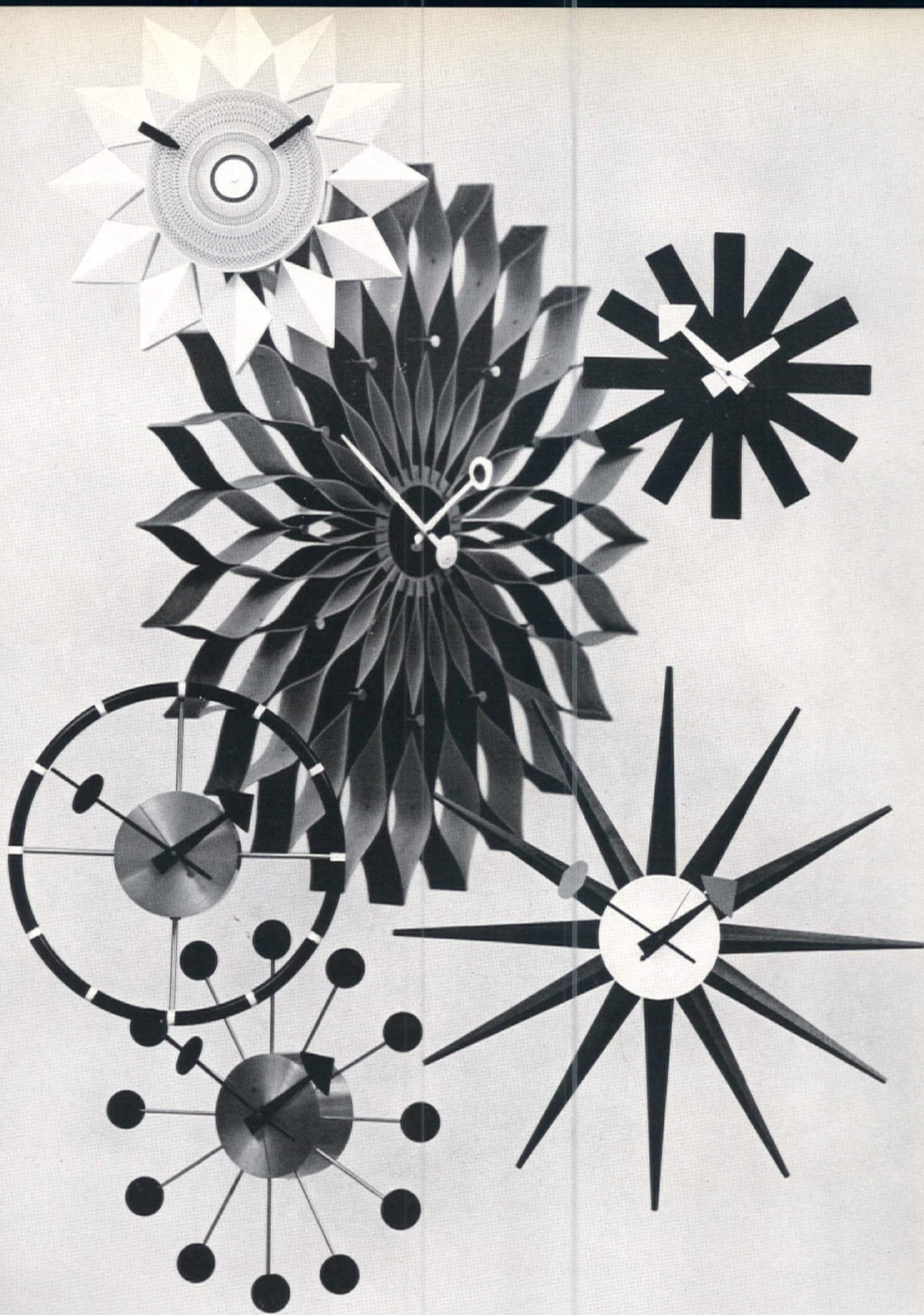
**GREENHOUSE:** Handthrown pottery fixtures (top and lower) may be used indoors or out, wired or unwired, for dramatic lighting. Designed by George Scatchard, Circle No. 73.



**SAFRAN & GLUCKSMAN** table lamps include the modern Torsion (top), of the firm's Sculpture Collection. Torsion, a translucent and black alabaster lamp, has textured fabric shade, black trim. Circle No. 74.  
**LAMPETTE** (lower), marketed exclusively by LHB sales, produces high-intensity light for close-up work. Circle No. 75.



**KNEEDLER-FAUCHERE** handcrafted hanging fixtures (top) include brass or brass/aluminum Gladiator Ball, left; Chevron, center; Pompeii, right. Designed by Helena Buckingham. Circle No. 76.  
**CITY KNICKERBOCKER** ceiling fixture (center) camouflages air-conditioning diffusers while also deflecting air currents. Circle No. 77.  
**MARSHALL STUDIOS:** Stacked oil walnut lamps are tapered to one degree (lower), three degrees, or seven degrees. Shades are tapered to same extent. Circle No. 78.



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

# MID-YEAR PRODUCT REVIEW: A ROUND-UP OF NEW CONTRACT FURNITURE, FABRICS, BEADS, ACCESSORIES AND OTHER CONTRACT ITEMS SCHEDULED FOR FALL, 1964 RELEASE

**A** Troy Sunshade Co.: Modulus, a new modular seating system, integrates chairs, settees, and table units into custom-designed arrangements. Its grace note is the gently curved back of the basic lounge chair. Settees, with or without dividing and end arms, can be ganged by a simple suspension system, eliminating double legs between units. End, corner, center, and free-standing tables round out the flexible group. Circle No. 80.

**B** Kasparians Inc.'s new Kolum seating and table collection was designed by George Kasparian. Fiberglass shell chairs are upholstered in foam rubber, topped with poly-foam. Table tops are Rohlite, Formica, or walnut, with octagonal base columns in aluminum. Circle No. 81.

**C** Jens Risom Group Nine executive furniture group includes single pedestal desk and cabinet of fine wood; aluminum-based executive swivel chair has fabric upholstered loose foam cushion. Circle No. 82.

**D** Steelcase executive chair is styled with high, tapered back, boxed arms, deep coil spring seat, and height and tension adjustments. Formed steel base is available in polished or brushed chrome. Nearly 70 coordinated upholstery vinyls and fabrics are available. Circle No. 83.

**E** Stendig swivel lounge chair, designed in Finland by Eero Aarnio, has plywood shell, foam rubber upholstery, nylon foot glides. Chair, measuring 29½ inches wide, 32 inches deep, 29 inches high, may be upholstered in a range of leather or plastic fabrics. Circle No. 84.

**F** Frederik Lunning's Scandia Jr. chair, designed by Hans Bratrud, is executed in rosewood or teak on a chromed steel base. It gangs and stacks for easy storage; measures 18½ inches wide, 15¾ inches deep, and 29 inches high. Circle No. 12.

**G** Lehigh Group 57 cabinet series come in individual sections which can be arranged as one cabinet, in a line, as an L, as a T, or as a room divider. Components may be selected to fill the functional requirements of the office: for files, storage, shelves, refrigerator, bar. In choice of teak, rosewood, walnut, or custom finish. Circle No. 85.

A



B



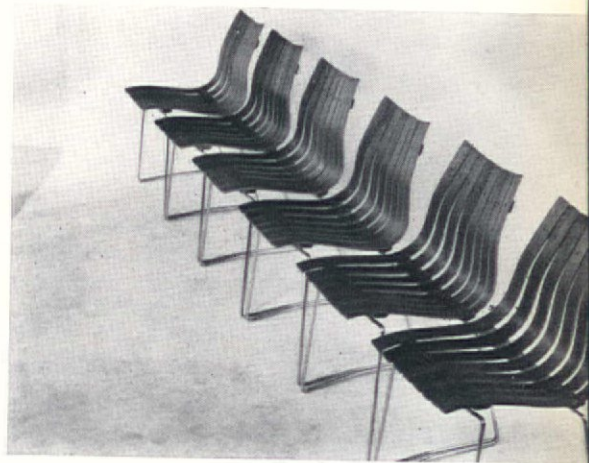




E



F



## MID-YEAR PRODUCT REVIEW



C

**A** Williams Mod-U-Plan Office Furniture: Desk with medium or oiled walnut wood, walnut plastic textured tops, polished chrome legs. Circle No. 86.

**B** Metropolitan Furniture Corp.: Sofa, designed by Jules M. Heumann, has buttonless tufted, attached foam rubber seat, attached polyether foam and dacron back cushions. Arms and legs are solid walnut. Circle No. 87.

**C** Shelby Williams' side chair with channel tufted back and foam padded spring seat. May be specified with legs finished in goldtone, silvertone, or black. Circle No. 30.

**D** Brunswick Corp. stacking chair with molded seat of Dytron, in eight seat heights, seven colors, is easily cleaned, color-fast. Designed by Dave Chapman, Goldsmith & Yamasaki. Circle No. 31.

**E** Krueger Metal Products: New 6000 series Fiberglas stack chair in eight colors has wide-stance legs of heavy-gauge square steel tubing in a variety of finishes. Circle No. 26.

**F** Howe Folding Furniture Co.'s Mayfair chair features curved back, spring upholstered seat, full-length cushioned armrests. Circle No. 88.

**G** Dux shelf units in four lengths have white lacquer, oiled walnut, oiled teak or rosewood finish. Shelves are designed for simple mounting. Circle No. 89.

**H** Lee L. Woodard Sons swivel chair, also available with swivel-tilt base, is on display at the Christian Science Monitor Pavilion, New York World's Fair. Circle No. 90.

**I** Gasser Chair Co.: V.I.P. lounge chair has base (as shown) of fabricated aluminum in Swirl pattern; or with four-leg base and swivel. Foam rubber seating and back. Circle No. 22.

**J** Stylex contemporary armchair in a choice of oven-baked enamel finishes is upholstered in burnished antique Naugahyde. Square steel tubing forms frame. Circle No. 91.

**K** Armstrong Furniture Co. sofa is available in a number of lengths, as space requirements demand. Choice of rubber or polydac cushions; solid walnut base. Circle No. 42.

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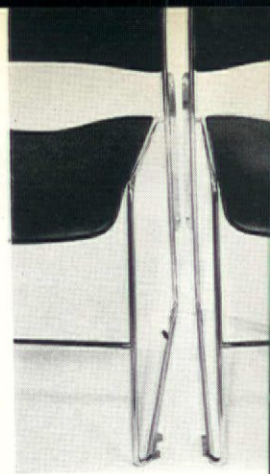
K



## MID-YEAR PRODUCT REVIEW



A



B

**A, B, C, D** General Fireproofing's versatile new GF 40/4 chair, designed by David Rowland, comes in a choice of eggshell, deep charcoal, royal purple, leather brown, or American vermillion. Chair, of chrome-plated steel, vinyl-coated formed metal, gangs through attachments on rear leg and in front of floor rail (B). Both clip together with finger pressure and stay ganged until purposely disconnected. Chairs gang in rigid rows and can even be lifted or stacked without disconnecting (C). This special rigidity is an added safety factor of the GF 40/4. Forty of the chairs stack only four feet high on a special dolly cart (D); each chair slides on and off from the front for easy loading and unloading. Circle No. 92.

**E** Desks, Inc. new Tuba 11 seating system features a hinged leg that permits limitless rearrangement of the 25 basic components into individual and modular seating units. Seating is upholstered in waffle pattern, with a trough back for easy maintenance. Circle No. 93.

**F** Charlotte Chair Co.: New contract chair comes with upholstered or cane back; foam padded seat. Variations include addition of arms and lower back height. Circle No. 38.

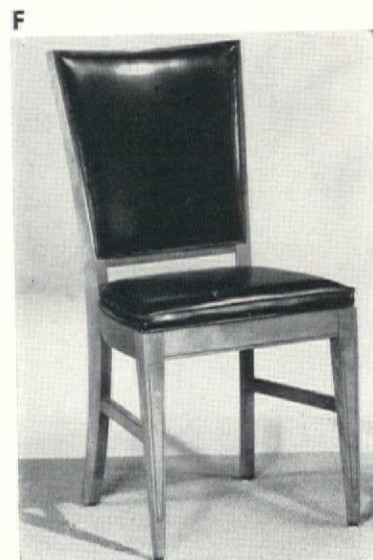
**G** Scroll Solid Aluminum Furniture: Facette, designed by George Flemister, features fluted arms and legs, gem facet shaped panels and accents. Circle No. 94.

**H** Scandix Design Series 7 consists of two basic components which may be used innumerable ways. The seat, padded in molded latex foam rubber, is covered with Naugahyde or Scandix fabrics. The base, in varied sizes, is of walnut, teak, rosewood, on polished mirror frame. Circle No. 95.

**I** Domore secretarial L desk with 30 by 62 inch return is wood-finished, styled with contemporary flair. Circle No. 96.

**J** Pace/Jil table desk, one of a large group of custom-designed office furniture, has leather top, double side drawers. Circle No. 97.

**K** Modernize/Dean's Expandables, vinyl-covered modular furniture, is available in 54 variations. Metal trim on solid walnut base provides link with stainless steel and walnut companion table group. Designed by E. Tod Batko. Circle No. 98.



F



G



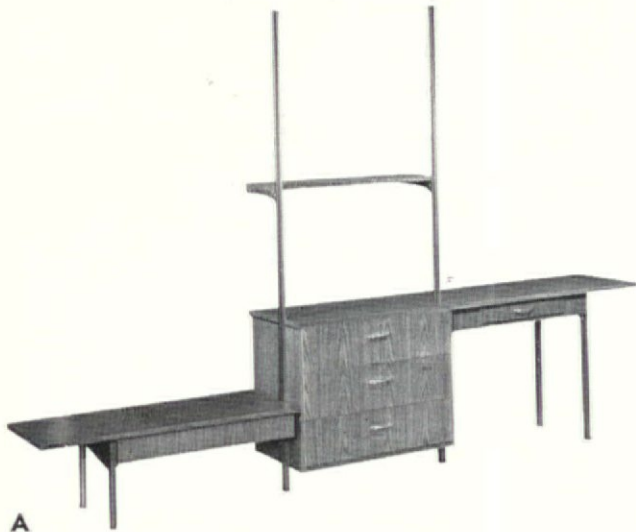
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## MID-YEAR PRODUCT REVIEW



B

**A** Tassell Industries Traveler, new guestroom storage piece, combines luggage rack, three-drawer cabinet, TV shelf, and utility desk. Cabinets and shelves finished in gunstock walnut laminated plastic; tops and drawer fronts in 5 colors. Circle No. 99.

**B** Kodawood bar stool has solid walnut frame, foot-stretcher on all sides. Center of foot rail has aluminum foot-rest bar. Swivel stool has exposed walnut veneer back. Circle No. 100.

**C** Tropitone brunch chair is available in 130 color combinations. Rust-proof tubular aluminum frame is available in a choice of 12 baked enamel finishes. Seat and back are made of a special flexible Fiberglas slat, in ten matching and complementary shades. Circle No. 14.

**D** California Wrought Iron: Pedestal table and Daffodil chairs, designed for areas as small as 3 by 5 feet, are available in eight baked enamel finishes. Circle No. 101.

**E** Shafer Bros.' new cocktail chair on swivel base features graceful shirring on arms and back. Circle No. 27.

**F** Lew Raynes: Walnut cabinets in traditional or contemporary styles for standard size, single or double Murphy bed units. Designed by Viktor Harasty. Circle No. 102.

**G** Robey Contract French desk styled in brushed black with gold striping and ormolu trim has serpentine shaped top with Formica inserts in verde antique finish. Drawers are lined with red suede-like fabric; matching chair has shaped cane back. Circle No. 103.

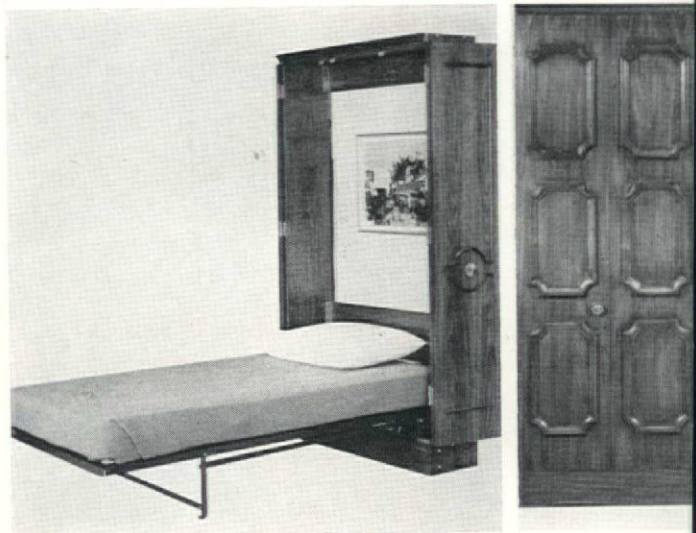
**H** Beautycraft Courier dual-purpose sleep unit opens into a spacious double bed and closes into a comfortable sofa with chest attachment and storage space for pillows. Circle No. 1.

**I** Daystrom's new Florentine laminated plastic guestroom furniture includes headboard, night-table, dresser, luggage rack, wood armchairs, and occasional table. Modular units have oiled walnut and burl wood laminate combination finish. Circle No. 104.

**J** Hooker Furniture Co.: Fontano, Italian provincial hotel/motel furniture, consists of 12 modular pieces in cherry-wood with fruitwood finish, matching low-gloss plastic tops. Carved molding drawer frames and wood rosettes on front legs and mirror frame add decorative accents. Circle No. 105.

**K** Stanley Furniture's Primrosa, designed by H. Paul Browning; has pecan wood veneer surfaces. Circle No. 106.

F



G





D

E



K



## MID-YEAR PRODUCT REVIEW

**A, B** Owens Corning Fiberglas Beta yarn in a textured fabric (A) reflects the influence of Early American decorative weaving. Designed by Judith Barrow. Textured Fiberglas (B), designed by Donald Bujnowsik, simulates a hand-woven look. Both are from Owens Corning's new American Craft Collection, created by five noted American crafts teachers. Circle No. 107.

**C** General Tire's Mangrove, from the new Safari Collection of vinyl fabrics, is an adaption of the millefleurs patterns in the first Unicorn tapestries. In variegations of beige, rust, brown, or blue. Circle No. 108.

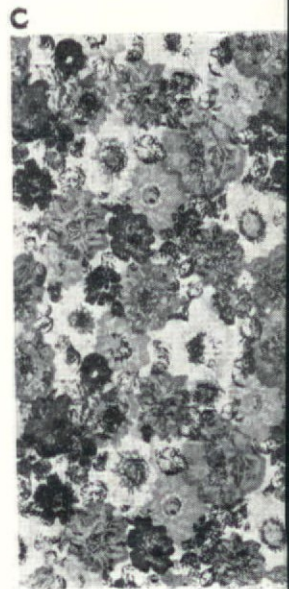
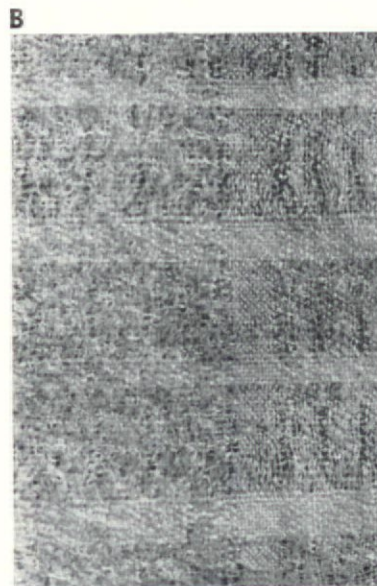
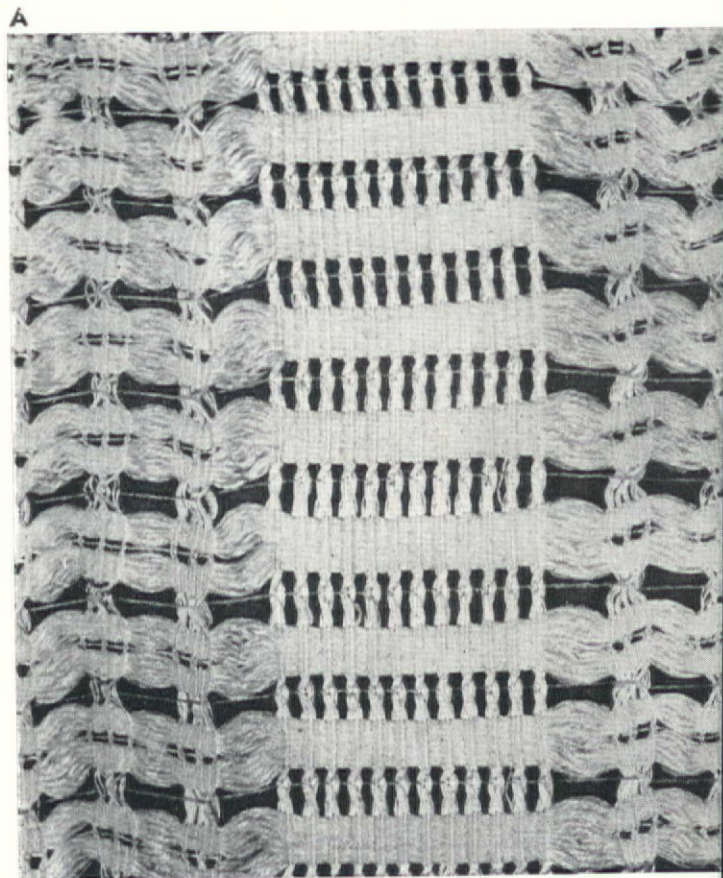
**D** U. S. Rubber's Decor '64 vinyl upholsters a lounge chair and ottoman by Sherman/Bertram. Available in 64 coordinated colors, Decor '64 is described as the most luxurious vinyl ever made. Circle No. 109.

**E, F, G** Thaibok Fabrics' new collection includes this silk-and-cotton cut velvet (E), hand-woven for Thaibok in Italy, and Flare (F), in yellow/mustard/pumpkin/gold or other colorways, on cotton or other ground cloths. Designed by Pauline Dutterer. Carnival (G), is printed on cotton velvet in reds, grays, or yellow. Designed by Zelda Strecker. Circle No. 110.

**H, I, J** Greeff Fabrics' Chatelaine (H), a contract grade produced for the master bedroom of the traditional House of Good Taste, New York World's Fair, is printed on Fiberglas in two tones of blue on white, with other colors available. Two of a series of fire-resistant textured and sheer casements (I) measure 48-50 inches wide, in white or linen tones. Antigua (J), handprinted wall-covering, derives from Majolica tiles. Design was originally part of Greeff's Hispania fabric collection. In tile blue, tile blue and gold, aqua blue, green gold. Circle No. 111.

**K, L** Webb Textiles: Raindrops (K), a new casement designed by Robert Webb, may be custom ordered in any color. Vertical woven lines simulate look of raindrops on windowpane. Woodweave (L) shows wide range, including narrow smooth sticks, rough textured wood slats, woven chenille, giant yarns, metallic yarns, bands of woven straw. Custom dyed. Circle No. 112.

**M** Win Anderson Fabrics, a new division of Jack Lenor Larsen, has introduced Precipice, a large scale, rough hewn linear print in straw, scarlet, or tile blue. Circle No. 113.



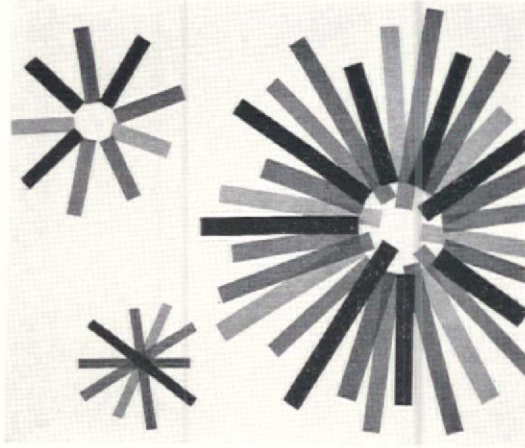




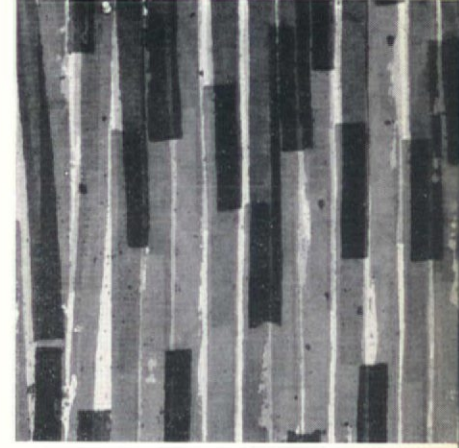
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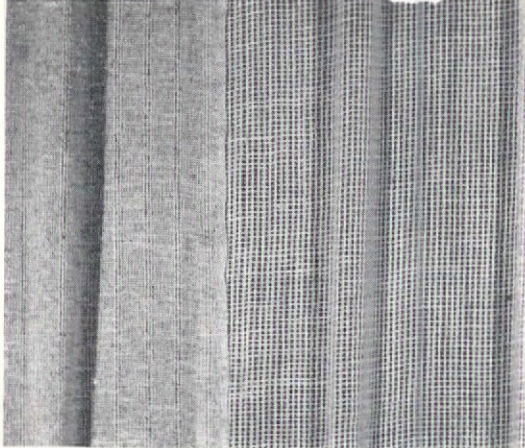
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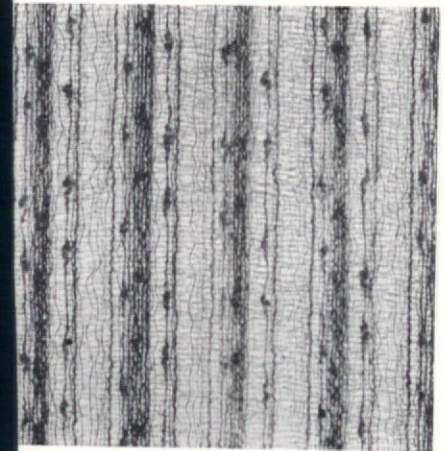
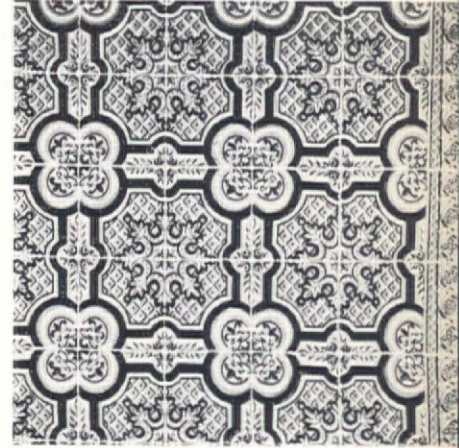
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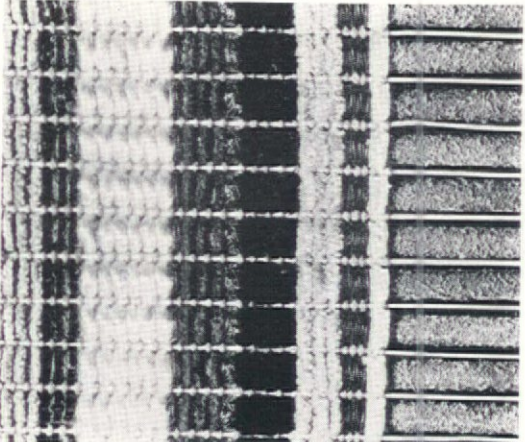
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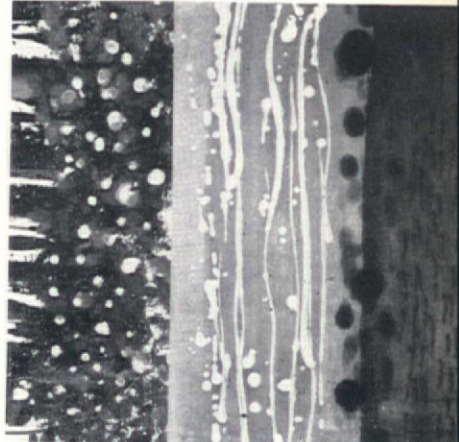
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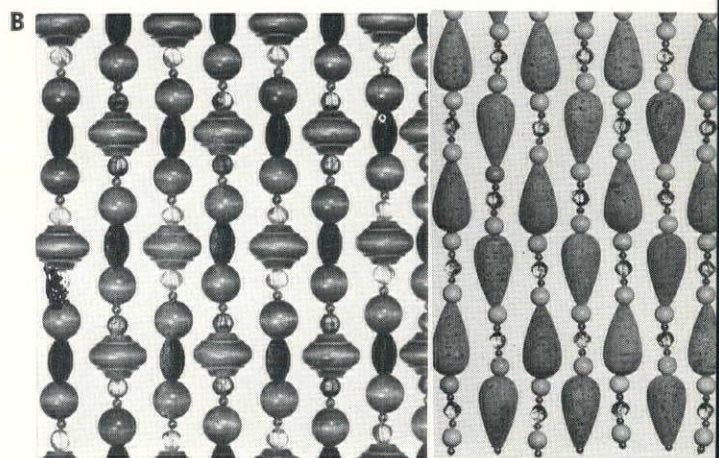
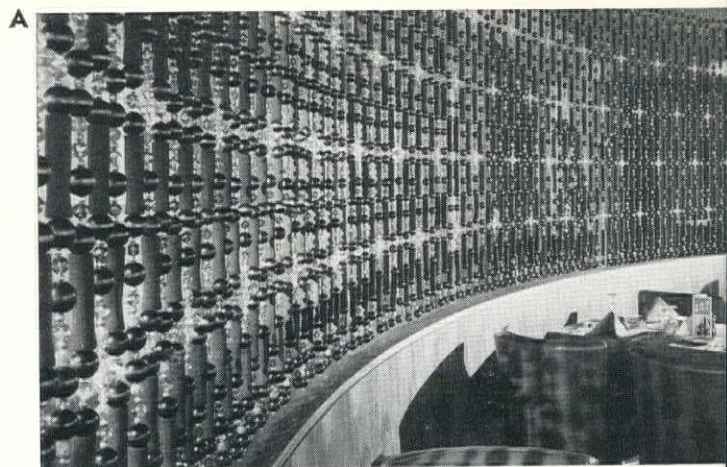
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## MID-YEAR PRODUCT REVIEW



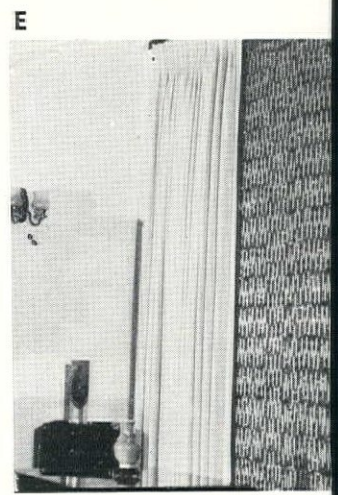
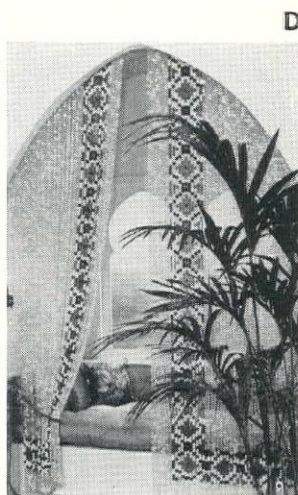
**A** Bead Decor: Beaded screen curtain, specially designed for San Diego's Top of the Tower Restaurant, includes 4-inch cork tubes, large walnut finished wooden beads, 2 inch cut crystal prisms, accented by Aurora Borealis beads and faceted plastic beads. All Bead Decor curtains are custom made. Circle No. 157.

**B** Bead Design Studio, one of the largest manufacturer-designer of bead accessories, combines wood, cork, glass, plastic and metal beads in an almost limitless number of custom designs. Model 88 (near right), interspersing colored and clear glass with wooden beads, and model 304 (far right), a blend of cork and glass, are only two of the designs available. As part of its service, the studio will color-match swatches and samples and will submit a custom model with complete quotation. Circle No. 158.

**C** Kenbury Glass Works: This decorative composition combines a 6½ foot brass or nickel plate chain and 2-inch crystal glass balls, spaced 9 inches apart. The assembly can be varied for a custom look, in lengths specified to meet space requirements. Circle No. 59.

**D** Bead Art Originals: Hand-made crystal curtain has border design of dark blue, chartreuse, and green beads. Design was adapted from old tiles for a Spanish atmosphere. Curtain can be used at windows or as a room divider. Circle No. 45.

**E** Beads a la Carte, designers, creators, and distributors of beaded decorator accessories, show bead curtain to contrast with draperies. Circle No. 159.





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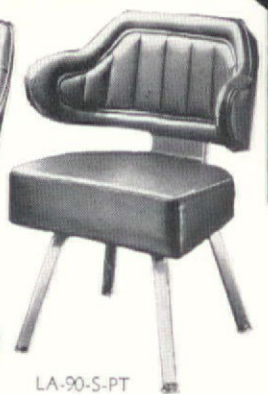
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907-C/S-DT



LA-909-X-DT



LA-90-S-PT



LA-909-TT



1163-DT



LA-909-R/S-DT



S-1188



No. 2000



No. 1200



No. 1250



S-1100



S-1144



S-1155



No. 1020



No. 2304



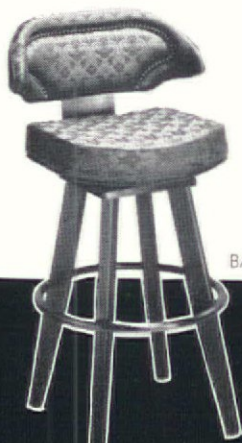
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BARON IV DT



BARON II



BARON III

*Gasser*  
**ADAPTABLE CHAIRS**  
 Expressive  
 Impressive and  
 Mighty, Mighty Comfortable

**GASSER  
 CHAIR  
 CO., Inc.**

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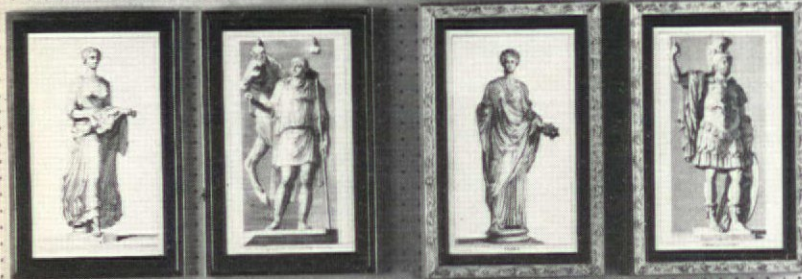
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## MID-YEAR PRODUCT REVIEW



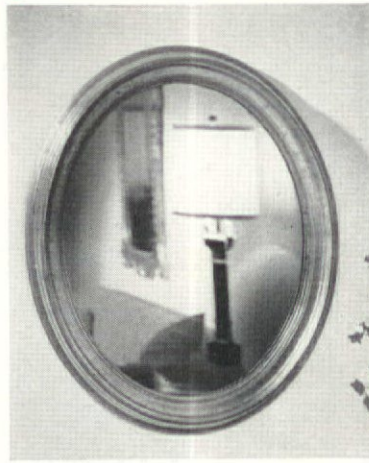
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D



E

**A** Karl Mann's extensive collection of decorative accessories includes these two new items: *Island*, one of 15 hand-impression prints, is rendered by a process that combines the techniques of oil painting and print making; framed or unframed. *Venus Star*, a 41-inch diameter wood carving, is available with antique gold patina or custom finish. Circle No. 114.

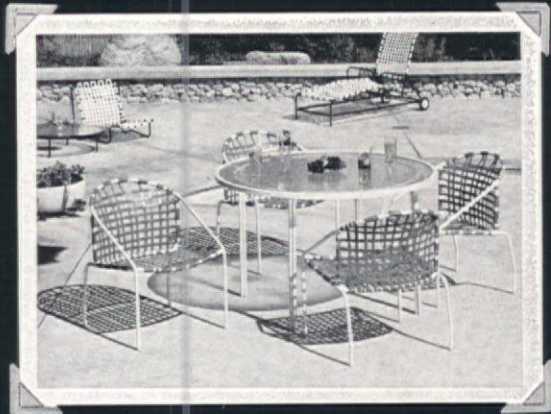
**B** Aaron Brothers' reproductions of famous historic statues are available complete with frames. A variety of frame styles from Aarons' own framing factory complement these and others in the firm's new line. Circle No. 115.

**C** Stoneware Techniques Pottery planter, 18 inches high, 16 inches in diameter with 11 inch opening, is crafted of special high-density clay and fired at extra high temperatures. Color range includes sandstone, quince, golden-poppy, Saxony blue, burnt sienna, cannon black. Circle No. 117.

**D** LaBarge Mirror's new Chinese Crackle hand-applied finish adds a new note to this oval mirror. Chinese Crackle, a gold leaf overlay, shows delicate brushstrokes and hairlines of deep Chinese red, and may also be specified on other LaBarge wood frames. Circle No. 116.

**E** Era's Panelcarve (near left), wood carved modules with tongue-and-groove detail for easy assembly, are carved from kiln dried all heart redwood and treated to give a dark brown aged appearance. Panels are unsealed unfinished. *Horse* (far left), a hand-hooked tapestry from Era, is available in warm or cool color scheme. Designed by Evelyn Ackerman. Circle No. 118.

Circle No. 23 on product information card



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Circle No. 24 on product information card

# MAINTENANCE: SELECTING A CONTRACT CLEANER

BY PHILIP D. WARD

**T**HE importance of a proper and efficient maintenance program in commercial/institutional establishments is growing with the increased use of carpeting and upholstered furniture. As a result, maintenance departments are overtaxed, forcing management to take a closer look at the advantages of contracting their carpet and furniture cleaning to independent agencies.

Unfortunately, some executive housekeepers have had distasteful experiences with professional contract cleaning services and are not anxious to submit to outside help, even though they acknowledge the limitations, in time and ability, of their own staffs. When the time comes to reconsider contract cleaning proposals, price will not be the only criterion. A prime factor that will dominate the decision is the cleaner's ability and willingness to fulfill other requirements which would justify the expense of retaining an outside firm. Among these considerations are superior cleaning, spot removal, fast drying, reliability of the cleaner, convenience in scheduling the service, and safety to fibers and fabrics. Housekeepers will also look for the availability of additional professional services, such as soil and flame retarding and mothproofing.

Once the decision has been reached to enlist the aid of a professional cleaner, the same careful deliberation that went into the original purchase of the furnishings should also be made. Little is gained, for example, by retaining a cleaner whose equipment is virtually the same as that used by the maintenance department, even though the professional operator may be better trained.

The following points (other than price) should be considered in awarding a contract to an outside contract cleaning firm:

1. *Cleaning Efficiency.* Unquestionably, clean furnishings have longer life, give better service, and retain a fresh, attractive appearance. Regular professional attention can add years of life to a carpet or upholstery fabric—but only if the soil is really removed in cleaning and not merely scrubbed deeper into the pile or weave.

It is advisable not only to question the cleaning contractor about the methods he employs for removing soil, but also to see an actual demonstration of the process. Some professional cleaning processes are little more than surface brighteners.

The carpet or furniture may look clean, but the embedded soil and detergent will soon "wick" back up to the surface under traffic.

A simple but logical question will disqualify some cleaning contractors at the beginning: "Where does the dirt go?" The housekeeper who has waited days for carpets to dry won't be brushed off with a flat statement that wet vacuuming removes all the soil, water, and detergent. Since on-location cleaners must extract the soil through the top surface of carpets and furniture, the question of where the dirt goes requires an explicit explanation, supported by an actual demonstration.

2. *Fast Drying:* Any cleaning process that leaves carpets and furniture wet for more than a day is not only suspect from the standpoint of soil removal, but is also a liability to the contract customer. Rooms or traffic areas need not be out of service for more than a matter of hours, even if cleaned during the business day. The economy of keeping use-areas in service can offset higher initial prices for cleaning.

3. *Spot Removal:* The professional who has the skill and materials to remove difficult spots and stains without damage to fibers and fabrics will offer this service as part of his proposal. He should be expected to exhibit a complete kit of chemical reagents and to demonstrate their application. The housekeeper can narrow the field of bidders considerably by requesting that all proposals include such services as emergency spot removal, training of maintenance personnel in basic spotting techniques, and supplying the housekeeping department with professional reagents for everyday use.

4. *Reliability of the Cleaner:* In addition to demonstrating his cleaning service, the professional contract cleaner should be expected to supply endorsements from other satisfied users and show affiliation with qualified advisory bodies. Membership in a trade association is a plus-factor if the cleaner can show evidence that his membership in some way elevates and regulates his performance standards.

Many cleaners are licensed affiliates of national organizations, operating as independent businesses but bound by contract to use standardized equipment, supplies, and procedures, as well as adhering to set performance standards. Although such affiliation is an asset, it is not in itself an assurance of superior service and dependability.

*Philip D. Ward is associated with Duraclean International, Deerfield, Illinois, one of the country's largest and oldest organizations in its field.*

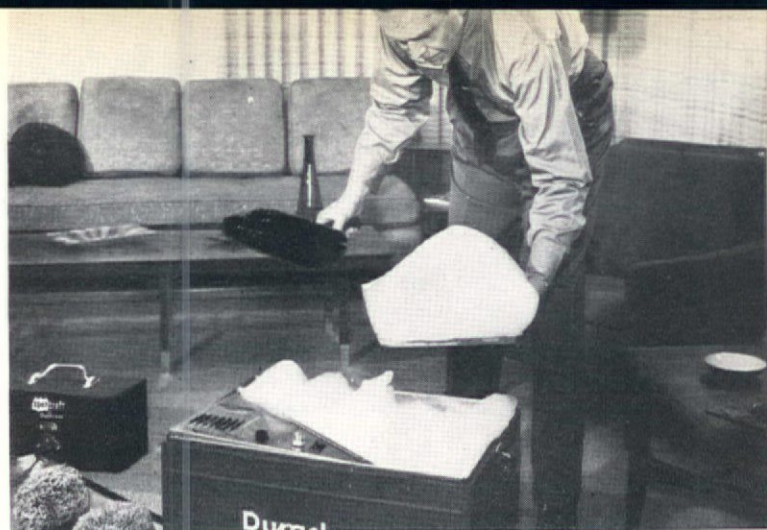
does, however, simplify the screening process the cleaner can submit references from such sources as independent testing laboratories, National Better Business Bureau, International Franchise Association, carpet and furniture manufacturers and retailers, and prominent contract customers. Needless to say, the cleaner should be able to prove that his own ethics and cleaning process conform with the requirements of the parent organization.

The franchised cleaner can offer his customers an invaluable extra in the form of assistance with unusual cleaning or spotting problems through the laboratories of his parent firm. The more prominent cleaning franchisors offer their licensees unlimited advisory service; the local franchised cleaner can then volunteer the services of his home office experts along with his own.

**5. Safety to Fibers and Fabrics:** In addition to driving the soil deeper into the carpet pile or furniture fabric, some cleaning processes shorten the life of furnishings by abrasive action and harsh alkaline cleaning solutions. The cleaner should be able to offer the executive housekeeper something more in the area of safety and preservation of furnishings than the maintenance department's equipment and personnel can produce. The professional technician will be eager to show the housekeeper how his services can minimize the possibility of abrasive wear, fading, shrinkage, color run, and other harmful effects of non-professional cleaning.

**6. Additional Services:** The availability of extra services may convince the housekeeper of the merits of a professional cleaner. Soil retarding on carpets and fabrics, for example, may produce long-range savings by facilitating everyday maintenance between cleanings. Periodic vacuuming with powerful deep-suctioning equipment minimizes the abrasive action of gritty soil particles tracked in from outside. Minor carpet repairs by trained experts can often save the cost of replacing a rug that has been damaged or burned. Flame retarding may save insurance costs, and mothproofing can preclude a serious problem.

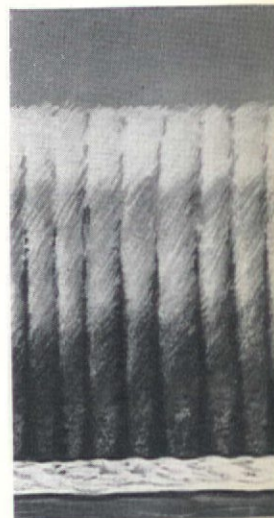
The effort and time spent in reviewing the services of professional contract cleaners, guided by the above considerations, should reward the housekeepers of commercial/institutional establishments with efficient cleaning programs, more attractive interiors, and long-term benefits, not to mention a less frenetic maintenance staff. (C)



1

The absorption method of cleaning, used exclusively by Duraclean Dealers of America, completely eliminates scrubbing and soaking. 1. Specially designed equipment heats concentrates to proper temperature for maximum absorption, transforms them into aerated foam which is lightly brushed on. 2. A cross-section of carpeting illustrates two types of soil: loose-gritty particles tracked in from the outside settles at the base of the fiber; clinging "atmospheric" soil at the tip rarely goes deeper than 1/4 inch, unless scrubbed in. 3. Chemically absorbent foam is applied gently to trap soil particles and hold them in suspension for thorough removal with warm, natural sponges. 4. The soil is then deposited in the rinse water.

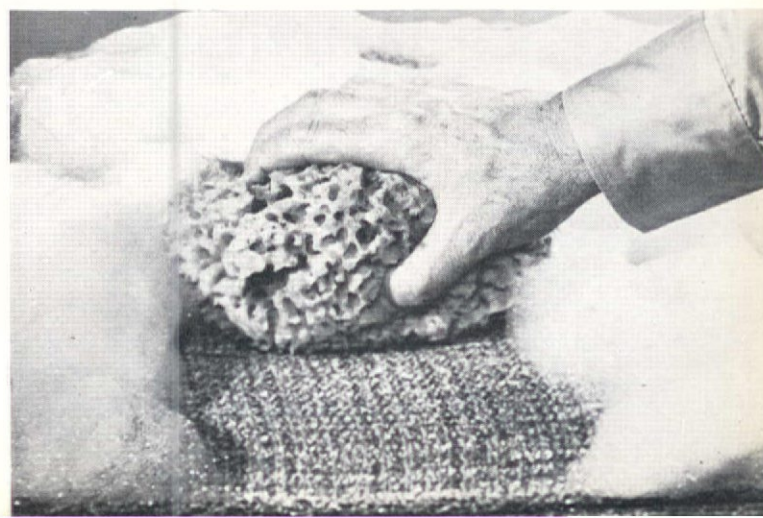
2



3



4



# GERIATRIC FURNITURE

## THONET RESEARCH STUDY RESULTS

### IN SPECIALLY ENGINEERED LINE



In all its phases, the field of geriatrics has been receiving more and more attention during the past several years, what with the rising population of the elderly, increased life expectancy, and earlier retirement ages. One of the areas of specialization that has emerged from this concern is furniture for the aged. Thonet Industries Inc. has joined a small but growing list of firms in this specialized field, after completing an extensive research program to answer questions relating to the comfort, convenience, and safety of the elderly and infirm. The program has culminated in a new line of geriatric furniture, now in production, for nursing, convalescent, and retirement homes.

Thonet, drawing heavily on its experience in manufacturing hospital furniture, has discovered a number of important factors which are translated into its new geriatric line. Some of these findings include:

Footboards on standard beds should be higher to afford convenient hand support for the ambulatory patient, and mattress height should be at normal seating position, for obvious reasons. Single drawer pulls, rather than double pulls, allow the patient to use his free hand for support on the chest itself. The drawer pull, in addition, must be free of projections, yet large enough for a firm grasp. Weight distribution in the individual furniture should be arranged to make each piece tip-proof, especially in dining and game tables which should also be apronless to provide easy access.

Lounge chairs should be engineered with moderate seat depths, with high backs, low backs, or rockers a matter of personal preference. Arms of chairs should extend sufficiently to provide support in sitting or rising. Low-level coffee tables for placement in front of chairs are considered possible stumbling-blocks and are ruled out entirely as are three-seater lounges, on the premise that each seat must afford at least one armrest. What's more, researchers find, nobody likes to be in the middle.

Durability, easy maintenance, and moderate price were other major factors in designing the line. Thonet has used stain- and burn-resistant plastic laminate tops on tables, desks, and chests and has upholstered all lounge pieces and chair in high-quality elastic-backed vinyls. All cast pieces have ventilated backs; high legs facilitate floor cleaning. On lounge pieces, except where loose cushions are used, space is provided between seat and back.

Incorporating these factors, Thonet's new collection offers a fully coordinated selection of furniture for bedrooms, lounges, dining and game rooms, with considerable flexibility within each group. A choice between traditional and two contemporary styles is available, along with different finishes in each style. Hospital type beds are optional. (C)



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# STACKABLES

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## NEW FOLDING BACK STACK CHAIR

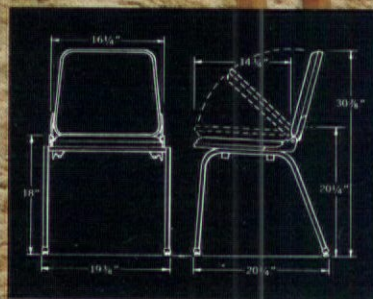
Brilliant new concept in stackable seating . . . a fold-down backrest that protects upholstery, permits stacking units to new compact heights without tipping. Polyfoam cushioned seat and backrest are covered in 8 mix-or-match colors of Scotchgarded woven fabric, or standard Naugahyde Chromata colors. New, square-tube, wide-stance legs are available in brushed satin Chrome or Brass plated finishes.

Chairs stack to 12 high and still clear 80" doorway. Nylon guides assure positive stack alignment without tipping.



Special hinge design withholds undue back pressure on seat.

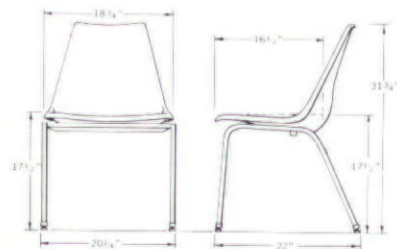
HOSTESS HS-604



NEW

## FIBERGLASS STACK CHAIR

The new, contemporary look in fiberglass auxiliary seating. Contoured shell in 7 colors mounted on wide-stance, square tube leg section in harmonious tones of brushed satin Chrome or Brass — or standard enamel finishes. Self-leveling glides.



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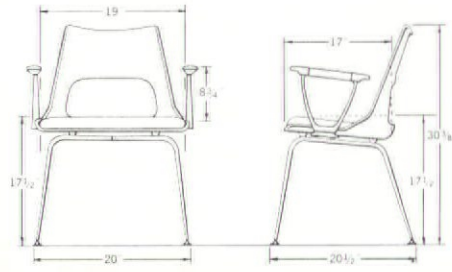
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**ARM CHAIR**

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New functional styling for the popular CONTINENTAL Arm Chair! Unitized frame supports color-co-ordinated molded plastic arm rest, upholstered at mid-section only — no fabric at arm ends to soil or wear. Upholstery repeats seat pad colors in Scotchgarded woven fabric or Naugahyde Chromata.



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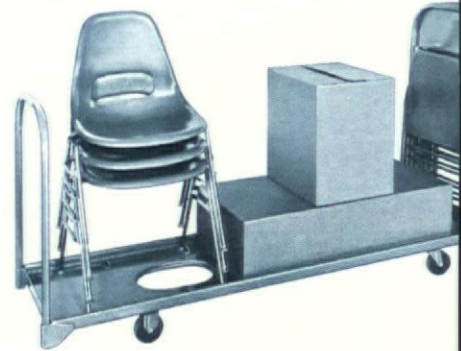
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Sturdy, durable, new single-unit flat-bed design, mounted on roller bearing 4" casters, doubles convenience of folding chair set-up and storage or transport of heavy bulky items. End posts remove for stack storage of empty caddies.



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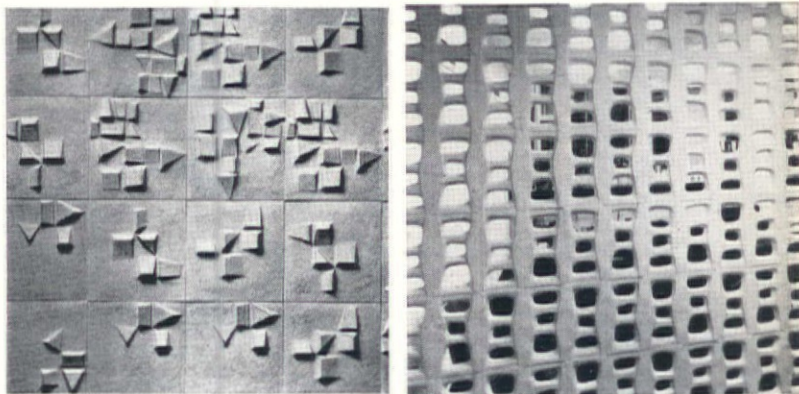
VISIT OUR PERMANENT SHOWROOM  
 IN THE CHICAGO MERCHANDISE MART —  
 1184 ON THE FABULOUS CONTRACT FLOOR

# CONTRACT PRODUCTS AND SERVICES

## Design Technics walls and partitions

Among the latest walls and partitions from Design Technics are (near right) this combination of three standard sculptured tiles which, when combined with harmonizing non-sculptured tiles, makes a wide number of attractive, durable walls for use indoors or out, and (far right) a pierced ceramic screen, one of six, available in a number of custom finishes.

Circle No. 120 on product information card



## Van Luit vinyl scenic, Thoroughbreds

Thoroughbreds, a vinyl wallcovering from Albert Van Luit, is available in three colorways. Each set consists of three panels and a 3-roll bolt of matching background material, to minimize problems of finding a harmonizing color for the area around the scenic wallcovering. Thoroughbreds is part of the first Van Luit collection of scenics on vinyl. Other scenics in the series include abstract and south seas design.

Circle No. 121 on product information card



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*High Back*

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## PRODUCTS & SERVICES

CONTINUED

### New Hardy table linens

Festivity, a Hardy Craft exclusive, is a striking oak-leaf pattern in luxurious yarn-dyed, two-tone shades of white on blue, white on gold, white on pink, or in special-order color combi-

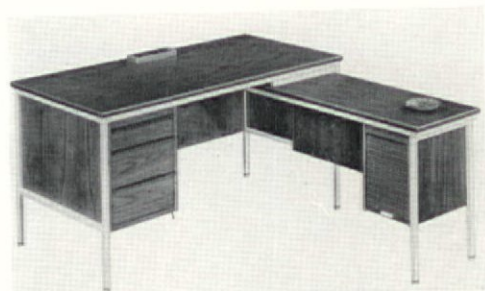


nations. Manufactured by James G. Hardy & Co., a leader in institutional table linens, the all-cotton damask is permanently finished to guarantee durability, service, and lasting elegance.

Circle No. 122 on product information card

### Bilrite flexible desk components

Flexible desk components available from Bilrite Furniture Mfg. in the firm's Flexibilt line provide the opportunity for quick and easy alteration



of office desks. The flexible components can be added or subtracted to increase or decrease desk or drawer space.

Circle No. 123 on product information card

### New Casual furniture

Casual Furniture, Inc., has added highly styled aluminum furniture with heavy vinyl strapping by Afco-Murray Corp. The furniture, constructed of aluminum tubing, is said to be suitable for casual outdoor use. Casual will also represent Moultrie Mfg. Co.'s cast aluminum Old South furniture reproductions, which include seating and dining pieces. The Moultrie furniture is said to be comfortable, lightweight, and rustproof. Pastel or hand-rubbed antique finishes are available.

Circle No. 124 on product information card

← Circle No. 28 on product information card

#### Loktrim office furniture

Office furniture assembled with aluminum extrusion replacing nails, screws, and glue as the connector of the wooden parts is available from



Loktrim Corp. The aluminum sections are anodized to contrast with the walnut wood tones of the furniture. The various parts of the furniture are easily replaceable, according to the firm.

Circle No. 125 on product information card

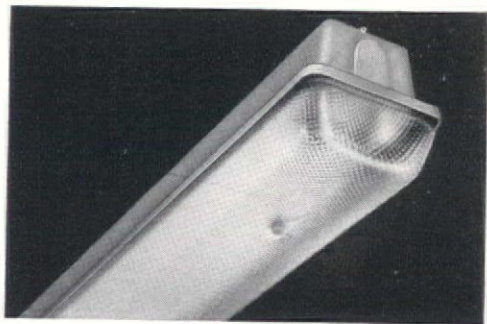
#### Dak-embossed solid vinyl tile

Kentile has introduced an embossed solid vinyl tile in a new pattern, grained-oak, in a new gauge, .050 inch. Grained oak comes in light oak, English oak, and red oak. Planks, in sizes 12 by 12 inches, 12 by 36 inches, and 2 by 36 inches, are also available, making a wide variety of parquet designs available at a lower cost than previously possible.

Circle No. 126 on product information card

#### Dust-proof Luminaire

A new fluorescent luminaire from the Wakefield Lighting Division, Wakefield Corp., is said to be dust-, moisture-, and insect-proof. Called the



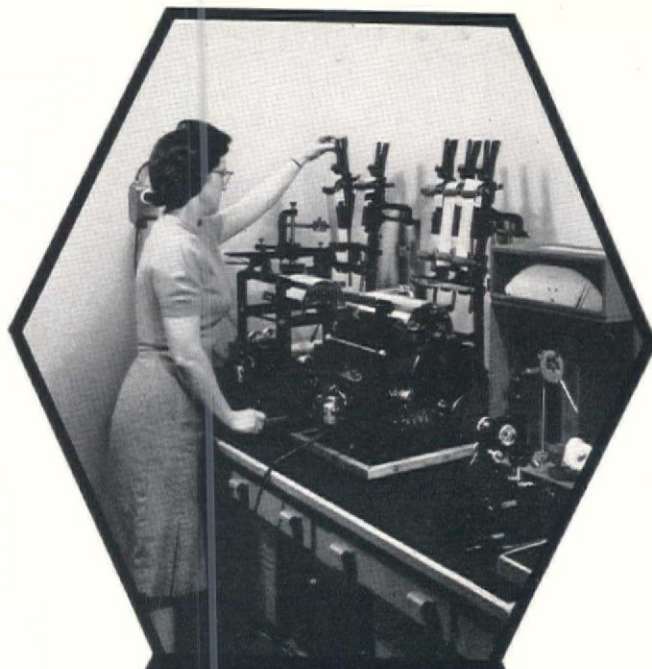
Wakefield Omni, the four-foot long luminaire is available with either rapid start or high-output lamps.

Circle No. 127 on product information card

#### New matte finish laminates

Arkwood Laminates has added ten new solid colors and two new wood reproductions to its Arkwood laminate line, and a new color, Topaz, to the special Aurora series. The solids, available with a matte finish which is said to have a minimum glare, are brown olive, aqua, celery, true blue, antique gold, bronze green, temple orange, mushroom, mustard, and pepper red. The wood tones are albino teak and Washington cherry.

Circle No. 128 on product information card



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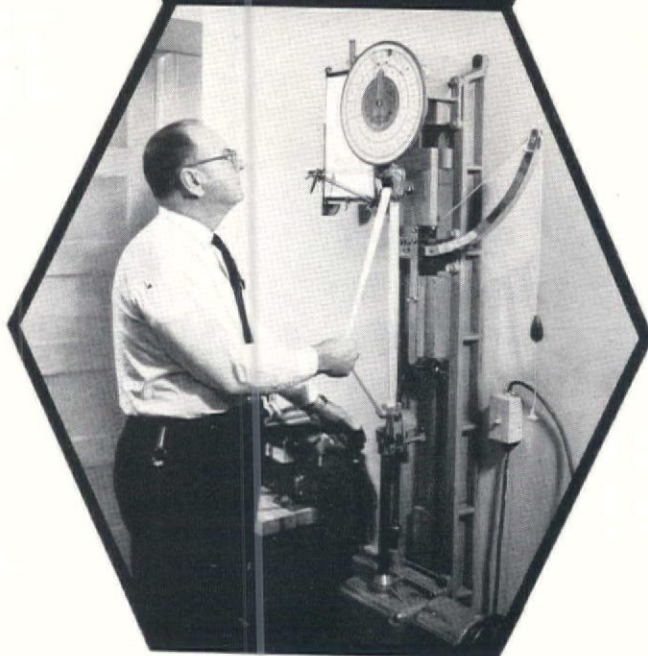
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Circle No. 30 on product information card

## PRODUCTS & SERVICES

CONTINUED

### Knight light

A thirty-four inch high knight forms the base of one of the new Murray Feiss lamps. The knight is made of imported porcelain, and sup-



ports a hand-sewn lampshade. This lamp is one of Feiss' broad line of period adaptations of lamps, tables, and fixtures.

Circle No. 129 on product information card

### Voigt automatic ice-cube maker

The new line of Albert Voigt Industries ice-cube makers and dispensers takes up less than 11 square feet of floor space, yet can make up to 400 pounds of ice cubes daily and store up to 500 pounds in a stainless steel storage bin. The new piece of equipment, Iceman M900, exceeds the requirements of the National Sanitation Foundation.

Circle No. 130 on product information card

### Gilford stretch-back vinyls

St. Moritz, a new line of stretch-back vinyl upholstery by Gilford, Inc., includes solids, iridescents and multi-colors in 32 colors. Comanche, another new Gilford line, is a leather-like upholstery and wallcovering vinyl in 15 colors.

Circle No. 9 on product information card

### PYREX GLASS UMBRELLA STAND

No. 1050-U 7 openings for umbrellas  
12" Dia., 18" High.

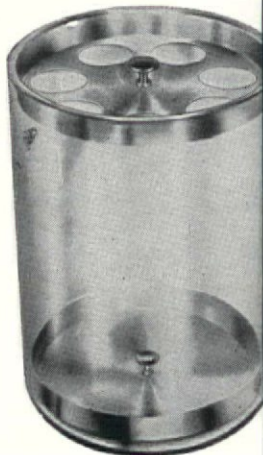
No. 850-U 4 openings for umbrellas  
8 3/4" Dia., 18" High.

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Circle No. 33 on product information card

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Circle No. 134 on product information card

Specially designed  
crystal and gold leaf chandeliers  
Made by: CITY KNICKERBOCKER, Inc.  
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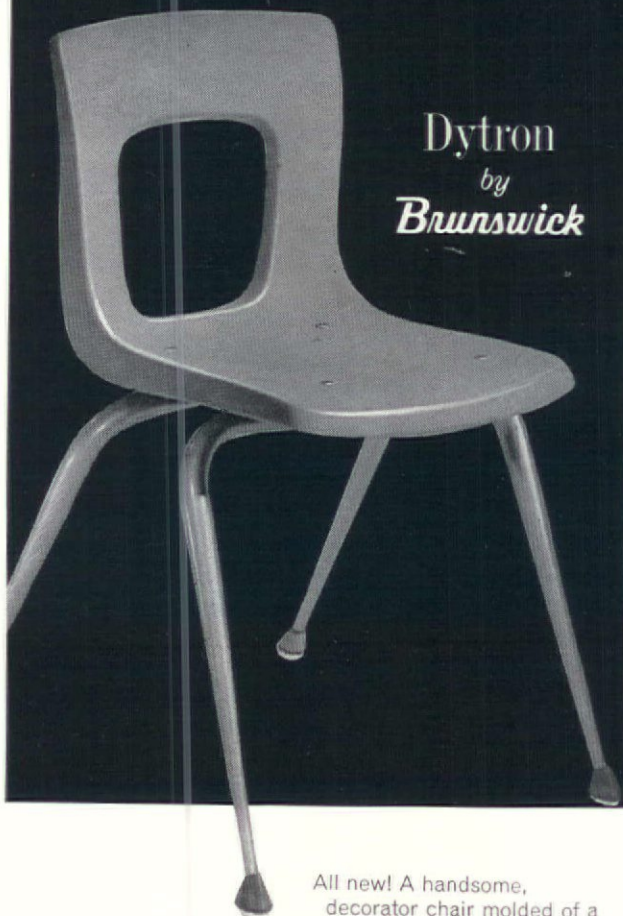
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Circle No. 77 on product information card

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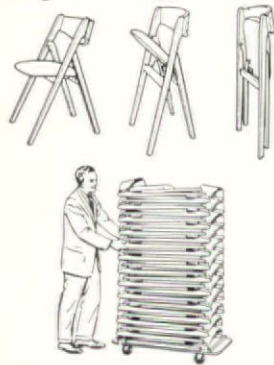
Circle No. 31 on product information card


  
**Coronet**
  
**WONDERFOLD**



*folding*
  
**Chairs**
  
*... without equal*

folding and stacking



in folding sections



with folding arms



with folding kneelers



with folding book boxes



*with more*
  
**COMFORT and**
  
**FLEXIBILITY**
  
*than other wood*
  
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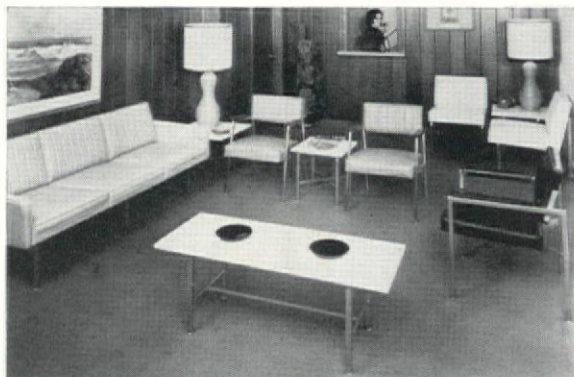
Circle No. 32 on product information card

## PRODUCTS & SERVICES

CONTINUED

### New treatment for Domino

Channelized upholstery treatment is now available as an option on all seating pieces in the Troy Sunshade Co.'s Domino line of modular furnishings. The channelized back will also be of



ferred in combination with straight welted edge backs. The Domino line, designed exclusively for contract use, offers finishes in satin chrome or a variety of baked enamel finishes.

Circle No. 80 on product information card

### Omni pole extender in four finishes

A new adjustable top connector from Omni poles provides up to four inches of additional pole lengths on all Omni four-slot poles. The new top connector, available in natural, black, gold, and bronze anodized finishes, is said to increase the flexibility of the Omni vertical system of modular pole supported furniture and panels. According to the manufacturer, the new product has special uses in divider and screen or designer displays.

Circle No. 135 on product information card

### Shapes of light

Glowlux hanging luminaires, manufactured by Eastman Manufacturing Co., are now available in thirteen different shapes, including domes, double cones and teardrops. The luminaires are made of tubing,



extruded of Tenite acetate plastic, supplied by Eastman Chemical Products, Inc. Special shapes, sizes, and colors of the luminaires are available on order.

Circle No. 136 on product information card



#### Glazed base lamp design

Seven different glazes are available for the base of a new lamp by Horizon West Designs. Distributed by Marvin S. Levine Associates, the lamp

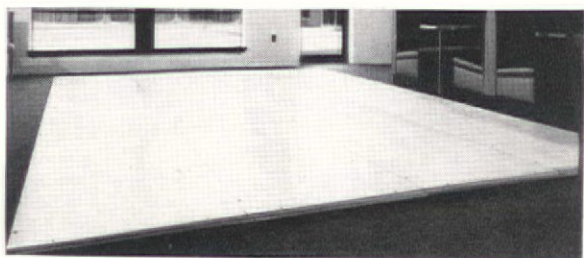


measures 37 inches high, with all trim in oiled walnut. Shade is Fiberglas on linen. List price, \$55.

Circle No. 137 on product information card

#### King Arthur modular dance floor

A new modular dance floor that can be installed on lawn, patio or carpet, Institutional Products Porta-Floor is the latest addition to the firm's



King Arthur line of group seating. The modular units make it possible to install a dance floor of almost any size in multiples of 3 and 6 feet.

Circle No. 138 on product information card

#### American Seating products

American Seating Co. has introduced five new products in its Vanguard line of school furniture. They include a 360 degree swivel chair with tablet arm; a multi-pupil pedestal table and accompanying swivel chairs; an L-shaped typewriter table; a fixed steel pedestal chair for lecture rooms; and an all-purpose swivel chair with widespread legs for greater stability. All of the new chairs have seats and backs of Amerflex, a polymer plastic. The new furniture is available in valley green, with metal surfaces in prairie taupe, colors chosen on the advice of Faber Birren, of Color Trends, Inc.

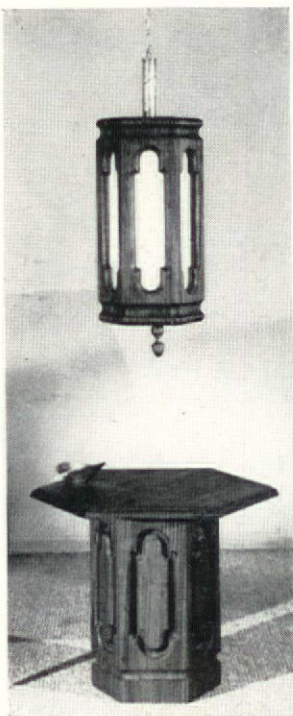
Circle No. 139 on product information card

KCT54 Conference Table designed by Hans Krieks. 54"d x 29"h. Bent T-Bar steel base. Available from 48" to 72" in diameter. **Helikon Furniture Co., Inc.** 315 East 62 St., New York, N.Y. 10021



Circle No. 34 on product information card

Circle No. 35 on product information card



*Functional Elegance*  
**CONTEMPORARY  
STYLE CHAIN LAMP**

(as swag or fixture)

**SOLID WALNUT,**  
oil finish

**LIGHT—**

Where you want it

**ENTIRE TABLE TOP or  
DESK IS USABLE**

← Matching oil finish  
walnut table—  
A smart ensemble

Write for complete catalog

**LONDON LAMPS**

10711 Venice Blvd.  
Los Angeles 34, Calif.

Showrooms in Atlanta, Chicago, Dallas, Los Angeles, San Francisco, Seattle



**magnificently modular dimension twenty-four**

*Dimension 24...the ultimate in "easy to live with" modular seating arrangements. This completely flexible system is tastefully designed and constructed to the most exacting standards to assure years of pleasure and comfort. See our showrooms or send for catalog.*

**MADISON**  
FURNITURE INDUSTRIES

*Canton, Mississippi*

SHOWROOMS: DALLAS/CHICAGO/LOS ANGELES/SAN FRANCISCO/SEATTLE

Circle No. 36 on product information card

**PRODUCTS & SERVICES**

CONTINUED

**Jo Mead "Songs" wall panels**

Twelve of America's favorite songs are illustrated in Jo Mead's new panel series, Songs U.S.A. Designed by Chicago artist Edgar Miller, the panels humorously illustrate "Only a Bird in a Gilded Cage," "Oh Susannah," "Casey Jones," "Barnacle Bill," "St. Louis Woman,"



"Sweet Adeline," "Frankie & Johnnie," "Jesse James," "Home on the Range," "The Daring Young Man," "Only a Bootlegger's Daughter," and "Hatfields & McCoys." Each of the sculpted, painted panels is approximately 25 inches high and 28 inches wide.

Circle No. 140 on product information card



*Number 1117*

**steel swaged  
tubular chair**

- Outstanding Quality and Comfort . . . .
- 20" x 20" saddle seat with polyfoam . . . .
- 7" x 23" polyfoam padded back . . . .
- Solid Walnut arm rests . . . .
- Rubber cushion steel glides . . . .
- Brass ferrules . . . .
- Black or brown enamel or brass plated finish . . . .

**L** Manufacturing Corporation Santa Monica, California

Circle No. 37 on product information card

### Beautycraft French cassette group

Fontaine, a new design in Beautycraft Furniture's cassette line, features French styling in a co-ordinated group of guestroom furniture. Headboards are available in all the standard sizes, free-standing or wall-hung, with or without at-



tached night tables. Chest, dresser-desk, and triplex-vanity unit are the same height for easy coordination. Harmonizing French-styled dual-purpose sleep units are available from Beautycraft, to add another design possibility to the scope of the new line.

Circle No. 1 on product information card

### Three new Oxford Mills groups

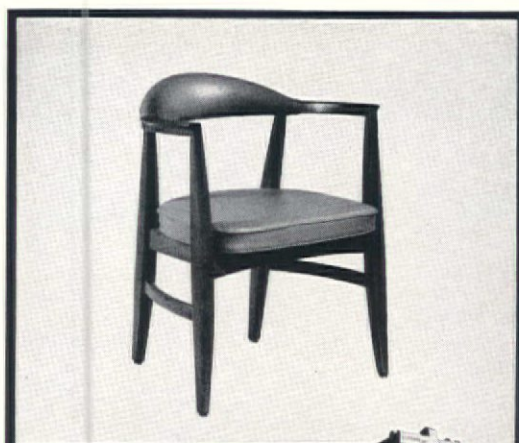
Oxford Mills has added three new custom-color special-order groups to its carpeting line. The three latex-backed groups include Palmer Lake, 100 percent acrylic pile yarn, Dynat, 2/3 undyed yarn and 1/3 dyed yarn in heavy all-wool pile yarn, and Castle Rock, 100 percent heavy continuous filament nylon pile. Oxford Mills has also introduced the Y-20 quality group, a collection of eight natural wool shades, including charcoal, chinchilla, hearthstone, African beige, weed pewter, country squire, fieldstone, and acorn brown.

Circle No. 141 on product information card

### Englander foam-encased innerspring

The first innerspring mattress totally encased in foam was introduced by the Englander Co. The new construction, called Comfort Seal, features Englander's Tension-Ease coils covered with a one-inch layer of foam on the top and bottom of the springs and with a four-inch border on the front, back, and sides. A quilted-with-foam ticking and layers of foam on the top and bottom replace conventional padding in the new mattress.

Circle No. 142 on product information card



The five hundred series  
... moderately priced



## FOR OVER FIFTY YEARS

... we've specialized in making chairs ... and built a bank of know-how and experience in the fine art of chair-making. Through these fifty years, quality has been our constant companion. But just as important has been our flexibility in design and manufacturing.

Today, fifty years and hundreds of successful designs later, our specialized experience is being used to good advantage by contract designers ... to give just the exact effect and mood desired for each job. Chairs don't have to be costly either. These Charlotte chairs aren't ... and they are just two of many basic designs available. Write to us. We would like to work with you, too!

 **Charlotte chair company**  
CHARLOTTE, MICHIGAN

Circle No. 38 on product information card

Circle No. 39 on product information card

Designed for maximum durability, Excel lamps are available in a wide range of styles and sizes—or custom-made to your specifications. Write for catalog.

EXCEL MANUFACTURING CORP. Muncie, Indiana

*Excel*


*Highlight  
the beauty  
of it all  
with Excel  
lamps*



*Coming Soon!*

**a/d**

**architectural / designers  
furniture, inc.**

 *Watch for further announcement*

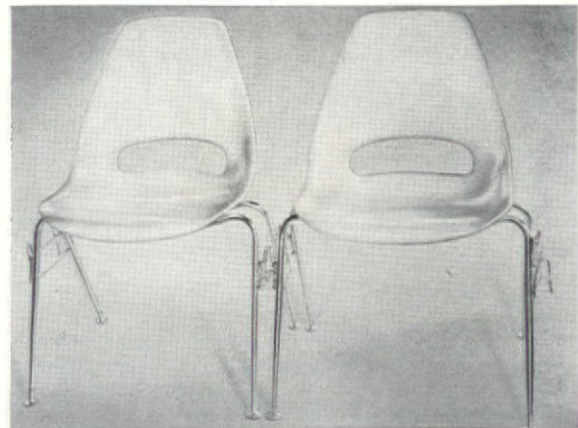
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## PRODUCTS & SERVICES

CONTINUED

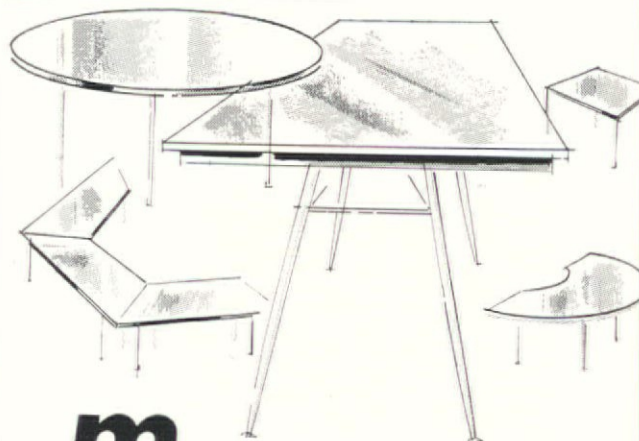
### New Blisscraft stack/lock chair

A new stack/lock chair, designed specifically for institutional use by Blisscraft of Hollywood stacks more than 30 feet high for storage. When assembled, the chairs lock together to form per-



fect rows. Molded of Flexene polyolefin, the new chair is available in champagne white, tangerine, turquoise, avocado green, charcoal and antique gold, to complement tapered chrome legs.

Circle No. 143 on product information card



**M<sup>m</sup><sub>h</sub>** **FOLDING TABLES**  
*for every purpose*

Rectangular—square—trapezoidal—circular—half-round folding tables for banquets, meetings, classrooms, offices or homes, are built by Metwood/Hanover. Handsome in appearance, superior in construction, and economical to use, M/H Folding Tables are easy to store, quick to setup and lock automatically, providing a table as rigid as a regular table.

Write for catalog.

**Metwood**  
QUALITY BRANDED  
**hanover**

FOLDING TABLES • BENCHES • STAGE UNITS

Spruce St., Hanover, Pa.

Circle No. 41 on product information card

### McDonald modern tandem smoker

Oiled walnut and polished aluminum combine in this sturdy floor smoker by McDonald Prod-



ucts, Inc. The smoker, part of a large group of office and building equipment from McDonald, weighs 8½ pounds, and stands 21 inches high.

Circle No. 144 on product information card

### New Airlite folding chair

Airlite Products Co. offers this well-styled folding chair in platinum, tan, or ivory. The chair, model 121, has urethane foam cushion seat. A



variation of the chair is available with foam back rather than decorator back (as shown).

Circle No. 145 on product information card

### Tylon tile flooring

Tylon, a hand-made cement-based design flooring tile formed under high compression, is manufactured in various sizes of squares, oblongs, octagons, and hexagon shapes. Manufactured by Cuban Tile Corp., Tylon will be distributed by Harri of Chicago.

Circle No. 146 on product information card

## DESIGNED IN 1635



## Modified Somewhat By Armstrong in 1964

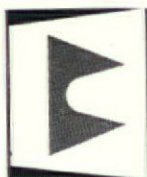
However, we can't guarantee our Series 200 contract sofa to last 329 years. It depends on the fabric. We don't make fabric. We only make the finest contract furniture.

**Armstrong furniture co**  
BOX 636 • MARTINSBURG • WEST VIRGINIA

SHOWROOMS: CHICAGO, 325 North Wells  
DALLAS, Decorative Arts Center ● DENVER, 375 S. Colorado Blvd.  
HIGH POINT, 144 South Main ● ATLANTA, Decorative Arts Center

Circle No. 42 on product information card

Circle No. 43 on product information card



SINCE 1882

SHOWROOMS IN CHICAGO, DALLAS, ATLANTA, SAN FRANCISCO, LOS ANGELES



This Admiral's Chair with the "tailored look is representative of our complete line of handsome, rugged Colonial furniture. Write for descriptive Folio Six.

**The Buckstaff Company OSHKOSH, WIS.**

Send \$1.00 for our new, colorful 118-page catalog illustrating the complete Buckstaff line of contract furniture.



STYLE #2240  
HT. 44"

SHOWING:

LOS ANGELES— Home Furnishings Mart—Space 420  
Century Accessories 8951 Beverly Blvd.  
Factory Showroom 2436 E. 12th St.

CHICAGO— Chicago Merchandise Mart—Space 1743  
TEXAS— Dallas Trade Mart—Space 4101

Decorative Trends—Decorative Center—  
Dallas

SAN FRANCISCO—Western Merchandise Mart—Space 592  
ATLANTA, GA.— 919 Chattahoochee Ave.

## CENTURY

In a spirit as new as tomorrow, Century Lamps introduces their new line for the contract field. Uniqueness of design, custom finishes, and shade fabrics are offered that will captivate the heart of every creative buyer. Visit our showrooms or write for your color catalog & Contract Prices.

Circle No. 44 on product information card

## MANUFACTURERS'

### LITERATURE

New Belgian linens in a variety of weaves and styles are assembled in a new swatch catalog by D. N. & E. Walter & Co., converter-distributor. Sixteen patterns are shown in natural linen and in white as well as in multi-colored tones.

Circle No. 147 on product information card

A new booklet from Bangkok Industries, Inc., follows the processing of Thai Teak from the forests of northern Thailand to its use as plank and parquet flooring in libraries, waiting rooms, offices, and other installations.

Circle No. 148 on product information card

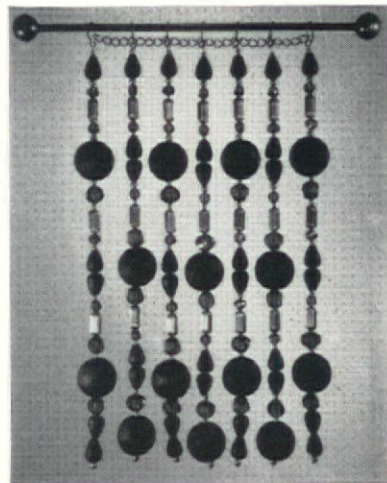
Azrock Floor Products are illustrated in a new catalog, LC-202C. The 12-page booklet includes full-color charts of the Azrock vinyl asbestos tile and asphalt tile flooring and general information on size, gauge uses, installation, and brief specifications.

Circle No. 149 on product information card

A new swatch card of Koroseal vinyl transport upholstery from B. F. Goodrich shows samples of the 16 colors and embossing combinations available in the 42 ounce-per-yard vinyl coated fabric.

Circle No. 150 on product information card

Beads can give your taste a new and graceful expression in living space — design. We will be pleased to assist you by creating bead arts originals for your special requirements.



For price quotations, send us dimensions, color samples, and other pertinent information.

### BEAD ARTS ORIGINALS

789 Lexington Avenue, New York 21, New York  
TE 2-8967

Circle No. 45 on product information card

Modern classics in furniture by such world-renowned names as Le Corbusier, Marcel Breuer, and Mies van der Rohe, plus top-flight designs from Europe and America, make Stendig, Inc.'s new catalog a delight to the eye. All furniture in the Stendig collection, which includes a wide variety of seating, tables, desks, cabinets, lamps, and planters, is of contract quality. The classics are made to the original specifications, sometimes in the original factories where they were first produced. A most unusual catalog, the Stendig book is looseleaf and tabbed for easy filing.

Circle No. 84 on product information card

An informative and illustrated brochure by Modern Partitions details three series of movable walls and partitions that are durable enough for permanent installation, yet engineered to permit easy moving and repeated changes. A wide choice in styles and surface materials allows selection to meet requirements for offices, plants, and other contract installations.

Circle No. 151 on product information card

The Care of Fine Walnut Furniture, a booklet from the American Walnut Manufacturers' Association, gives information on general maintenance of walnut furniture and on many special furniture-care problems.

Circle No. 152 on product information card

castro  
convertibles  
corporation  
contract  
division

Circle No. 46 on product information card

Circle No. 48 on product information card

CAREY ASSOCIATES, INC.

479

GENERAL ACCOUNTING

**Low-cost distinction  
for office doors...  
METAL LETTERS BY KNIGHT**

NOW YOU CAN SPECIFY handsome three dimensional metal letters for interior office doors — at about the same cost as painted lettering. Knight Metal Letters, specially designed for offices, are available in a wide variety of styles and sizes... in solid bronze, brass or aluminum... and in oxidized, polished or satin finishes.

THE LETTERS ARE APPLIED individually to wood, metal or composition surfaces with adhesives, and easily removed when office identifications change. No drilling or tapping is required.

ROBERT G. LYNCH

FOR A FINAL TOUCH of office elegance, choose personalized desk name plates, hand crafted by Knight from solid bronze, with polished Moderne letters.

WRITE FOR FULL INFORMATION on these specialized metal office accessories by Knight.



**H.W. knight & son inc.**

METAL LETTERS & FIGURES

70 Lane St., Seneca Falls, N.Y.



*Distinctive imported chandeliers  
by Elite*

A diversified line of lighting fixtures. Artistically designed for decorative and functional requirements.



*Elite* COMPANY, INC.

111 West 22nd Street  
New York, N. Y. 10011

Long a leader in the field of imported chandeliers.

Circle No. 47 on product information card

# The Authentic Look



# CHAPMAN

**SHOWROOMS:** Chapman, 225 Fifth Ave., N.Y.C.; 1210 Merchandise Mart, Chicago; 310 Decorative Center, Dallas; Morganton Furniture Company, High Point; and 266 N.E. 60th Street, Miami.

**Factory and Offices:** Chapman Manufacturing Company, Avon, Massachusetts

## MANUFACTURERS'

CONTINUED

## LITERATURE

Table Ideas for '64, available from Johnson Plastic Tops, Inc., is a pocket-sized portfolio of table uses, illustrated by photographs and giving technical data and custom planning ideas and information.

Circle No. 13 on product information card

Smokador Div. of Baylis Industries has issued a new 22-page catalog showing smoking stands, ashtrays, urns, costumers, wastebaskets, and desk accessories. Each section is in a separate bulletin.

Circle No. 153 on product information card

Gilbert-Jaffe, manufacturer of all-plastic furniture for the contract trade, has prepared a 4-color catalog featuring Allegro, Italian provincial; Picasso, classic modern; and V.I.P., budget modern, bedroom furniture. All styles are illustrated in the 11 by 14 inch booklet.

Circle No. 154 on product information card

A four-color catalog from Steelcase, Inc., illustrates the complete line of Datacase data processing auxiliary equipment.

Circle No. 83 on product information card

Decor '64, self-expanded Royal Naugahyde from U.S. Rubber, is shown in 64 colors in a new sample card. The new vinyl is treated for extra durability and scuff resistance.

Circle No. 109 on product information card

Dahlgren Originals, a division of Haeger Lamps, has issued a catalog showing a wide selection of table, and floor lamps, tables, clocks and barometers.

Circle No. 69 on product information card

Custom carpets by Bigelow-Sanford are shown in a new four-color brochure available to contract designers and specifiers.

Circle No. 155 on product information card

Murray Feiss Lamp Corp. has issued its new 1964 catalog containing 75 varied lamp styles. Included are figurine lamps, brass lamps, table and hanging lamps, oriental vases and globes.

Circle No. 129 on product information card

A new brochure from Fixtures Mfg. Corp., Commercial Furniture in Advanced Design, illustrates a wide variety of chairs, stack chairs, tables, lounges, coat racks, bar stools and counter stools. The catalog also includes complete lists of available upholstery fabrics and a guide to proper seating.

Circle No. 156 on product information card

← Circle No. 49 on product information card



## CLASSIFIED ADVERTISEMENTS

*Rates: \$10.00 per column-inch, payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month.*

**CONTRACT DESIGNER DRAFTSMAN** seeks freelance assignments with progressive, contemporary contract furniture manufacturer. Industrial design graduate; factory trained, nine years experience designing contemporary wood and metal office, institutional, and residential seating for nationally known manufacturer. Write Box 169, CONTRACT.

**LINE WANTED:** Wholesale fabric showroom—58th St. & 4th Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box 170, CONTRACT.

**REPRESENTATIVES WANTED:** for Contract Division of company producing original, high quality, exclusive wall decor, accessories and statuary in medium to high price range. Give full details, territories covered, lines carried, etc. Write: Box 171, CONTRACT.

**LINE WANTED:** Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box 172, CONTRACT.

**REPRESENTATIVES WANTED:** Manufacturers representative with new large Boston showroom seeks lines of Contract and commercial furniture, wall decors, folding partitions & accessories. Calling on restaurant equipment dealers. Hotel-Motel contract companies, architects & interior designers. Write: Box 173, CONTRACT.

**BUSINESS OPPORTUNITY:** In Philadelphia (2nd largest market in East) for company or progressive representative—Wholesale showroom (wallpaper, fabric, furniture) decorated and equipped (wings, shelving, office equipment etc.). Prime trade location with line available to qualified party. Replies strictly confidential. Write: Box 174, CONTRACT.

**REPRESENTATIVES WANTED:** Well established contemporary drapery and upholstery fabric firm, catering to architects, interior designers, office furniture dealers and contract departments seeks representatives, with or without showrooms in Atlanta, Boston, Dallas or Houston, Miami. Write: Box 175, CONTRACT.

**EXCELLENT OPPORTUNITY:** Leading manufacturer of exclusive contemporary office furniture, wishes to contact established representatives, presently associated with select clientele, to present prestige steel groupings, to architects, decorators and office furniture space planners. Showroom associations will be considered. Write Box 176, CONTRACT.

**EXPERIENCED CONTRACT SALESMAN WANTED:** Large AAA-1 converter of upholstery and drapery fabrics wants salesperson calling in architects, hotel & motel chains, contract decorators, etc. Goods shipped from large N.C. inventory. Territory open. Will supply all kinds of selling & merchandising aids. Non-conflicting lines permissible. Please reply with complete resume to: Box 177, CONTRACT.

**WANTED:** Contract salesman for New York, and East. Extensive diversified line of custom paintings in contemporary style. Replies strictly confidential. Call or write for an appointment: OR 9-9500, Ext., 256, Chester Schiff, Art Industries, Inc., 200 Lexington Avenue, Space 910, N.Y.C.

**LINES WANTED:** Aggressive sales organization covering Southwest and Southeast area has sixteen years' experience successfully selling Office Furniture and related items, to the Contract, Architectural, and Office Furniture trade. Interested in merchandising additional lines. Warehousing Space available. May we discuss it? Write: Box 178, CONTRACT.

**WANTED: MANUFACTURERS SEEKING MIDWEST ARCHITECTURAL SALES REPRESENTATIVES.** Two sales executives with 15 years experience in marketing to architects and contract interior furnishing trade. Available as a team for full time employment or as independent sales representatives. If you manufacture furniture, fabrics or architectural products, Write: Box 179, CONTRACT.

**SALES REPRESENTATIVES WANTED:** Leading national manufacturer of case goods and dual purpose sleep units specializing in contract and institutional installations has openings for representatives on commission basis with firm background in the contract field. It is preferred to have representatives with allied nonconflicting lines. Send full resume via air mail to: Beautycraft Furniture Industries, Inc., 1301 N. W. 7th Avenue, Miami, Florida, Attention L. Bendell, Sales Manager.

**FROM ITALY.** A striking ensemble from our Firenze Collection. Hand-carved mirror (1463) finished in antique gold and white, flanked by hand-carved eagle sconces (5W) in gold and silver leaf. Handcrafted for us in Italy. Write for prices.

**LaBarge Mirrors inc.**  
THE LOOK OF QUALITY / HOLLAND, MICHIGAN

Circle No. 116 on product information card

Circle No. 51 on product information card

\*\*\*\*\*

# ANNOUNCING

THE MOST COMPLETE COLLECTION OF

## *Early American*

SCULPTURE REPRODUCTIONS

BY *Austin*

**Austin**  
Productions  
1615 62nd STREET  
BROOKLYN 4, N. Y.

8030

3030

A new group of lounge seating in a complete selection of upholstery fabrics and colors.

**W O R D E N**  
of  
holland michigan

brochure  
on  
request

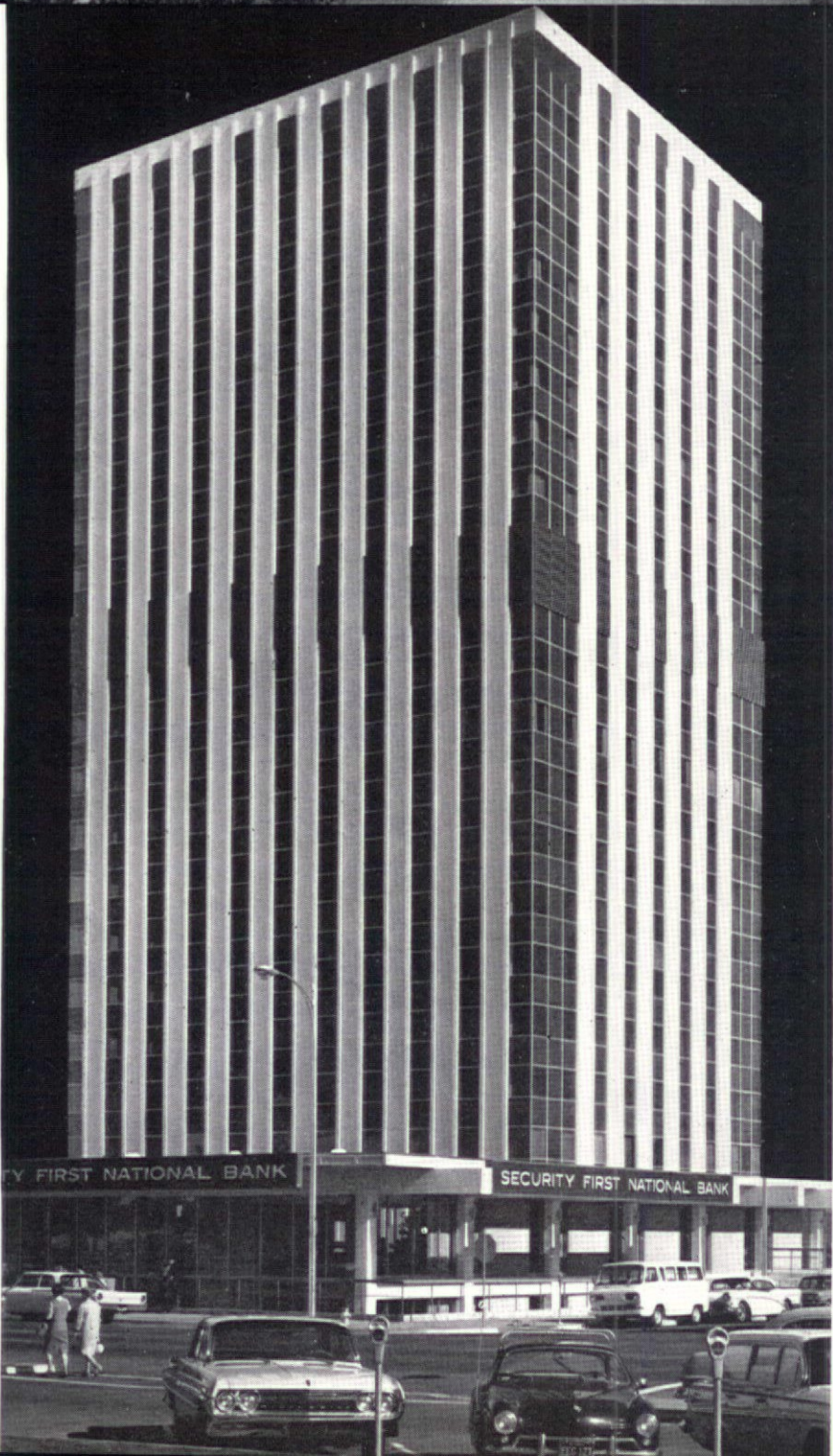
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At the Fresno  
TowneHouse Hotel  
you can relax  
"above it all"  
on  
URETHANE  
FOAM!



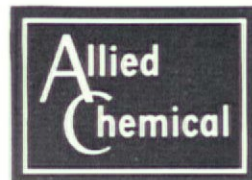
Relaxation is the keynote at Del Webb's beautiful, modern TowneHouse Hotel in fabulous Fresno Center in the city of Fresno, California.

This remarkable block-square complex consists of two ground-floor levels of shops, a 500-car indoor garage and ten stories of office space in a tower topped by the 200-room hotel. Every convenience is offered, including a wide range of dining facilities, pool and terrace and a unique putting green.

Hotel rooms far above the hustle of the thriving community below afford unobstructed views of the broad Fresno valley.

And, in keeping with the totally modern concept, all the beds are equipped with urethane foam mattresses. Urethane foam offers the ultimate in sleeping comfort. Completely man-made, urethane foam is light-weight, long-wearing, odor-free, mildew-resistant and non-allergenic.

For additional information about urethane foam beds and cushioning, including where-to-buy details, write National Aniline today.



**NATIONAL ANILINE  
DIVISION**

40 Rector St., New York 10006

... producers of all basic urethane chemicals ...  
NACCONATE® Diisocyanates, ACTOL® Polyethers and  
GENETRON® Blowing Agents ... and leaders in the  
chemistry and commerce of urethane applications.

# Announcing a **3<sup>rd</sup> plant** for the application of Stain Repellent Fabric Finishes . . .



America's oldest and most experienced Scotchgard® processor will open its second plant in North Carolina, devoted to highest standards in stain repellent application. No yardage too small or too large. 24 hour service, of course.

# SYNTHETICS

**FINISHING CORPORATION**  
462-70 North 8th Street, Philadelphia 23, Pa. • MARKET 7-82  
**HIGH POINT, N. C.** / **HICKORY, N. C.**  
Lincoln Drive Near Ward St. U. S. Highway #321 N. W.

Circle No. 54 on product information card