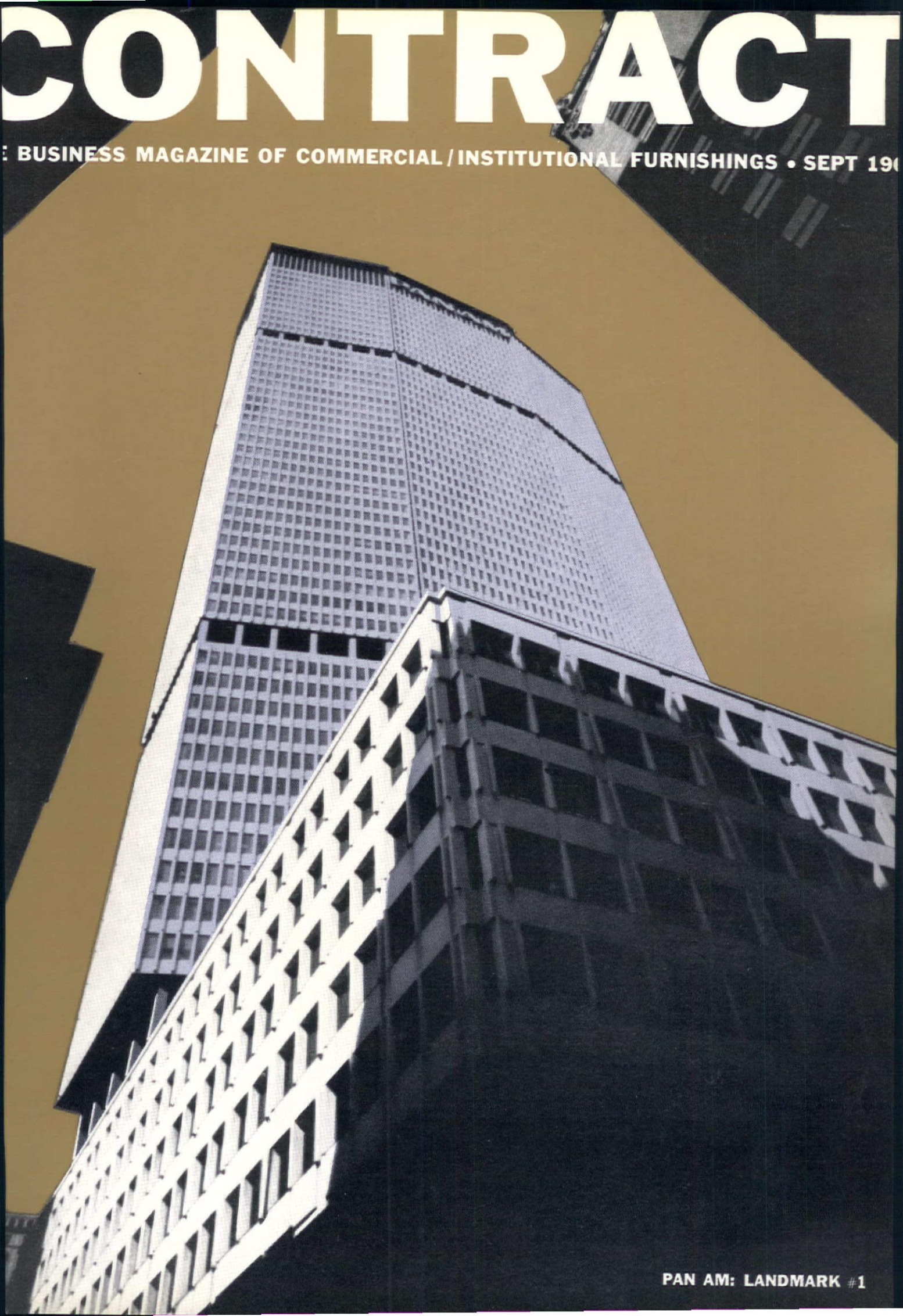
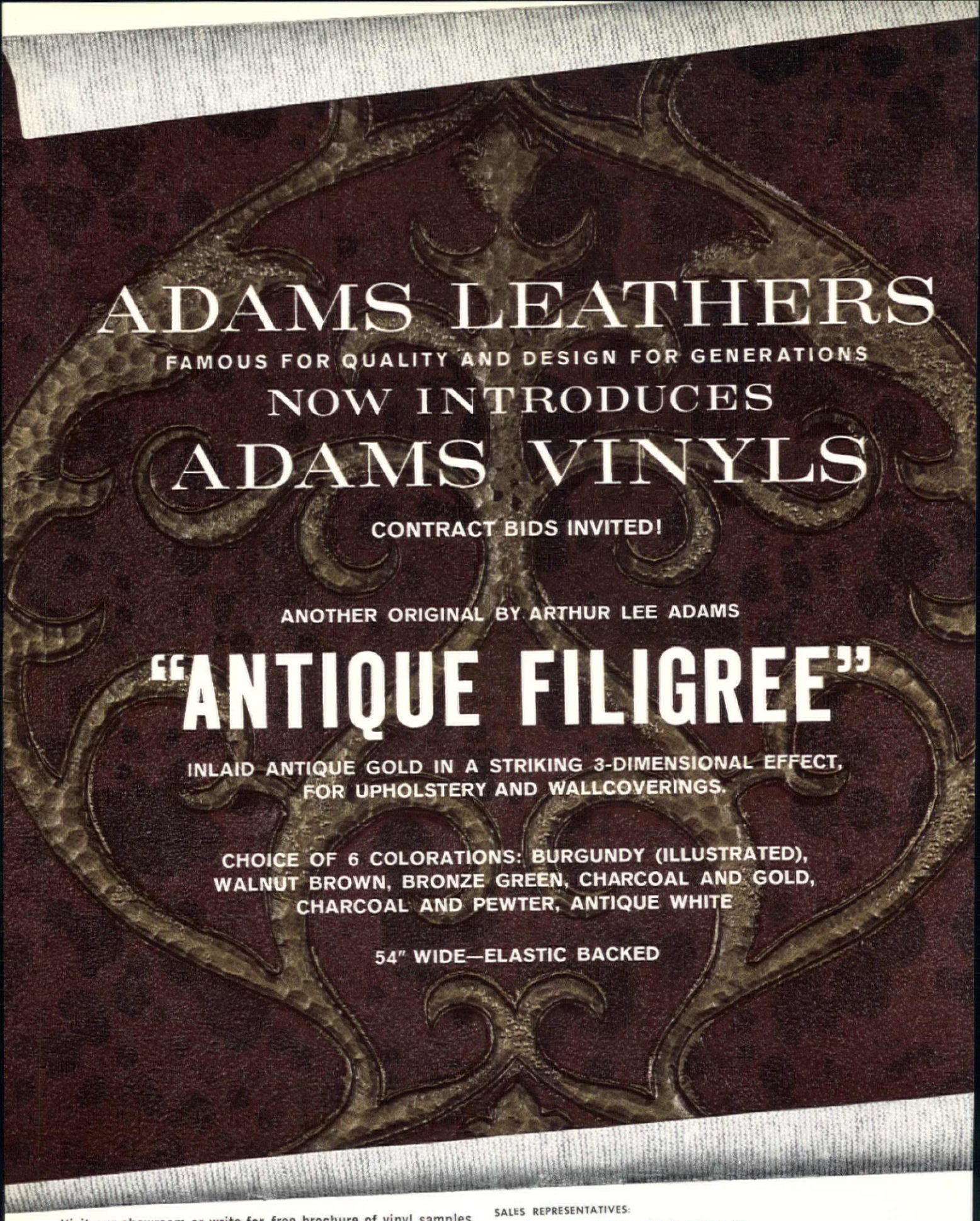
CONTRACT

: BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL FURNISHINGS • SEPT 19(



PAN AM: LANDMARK #1



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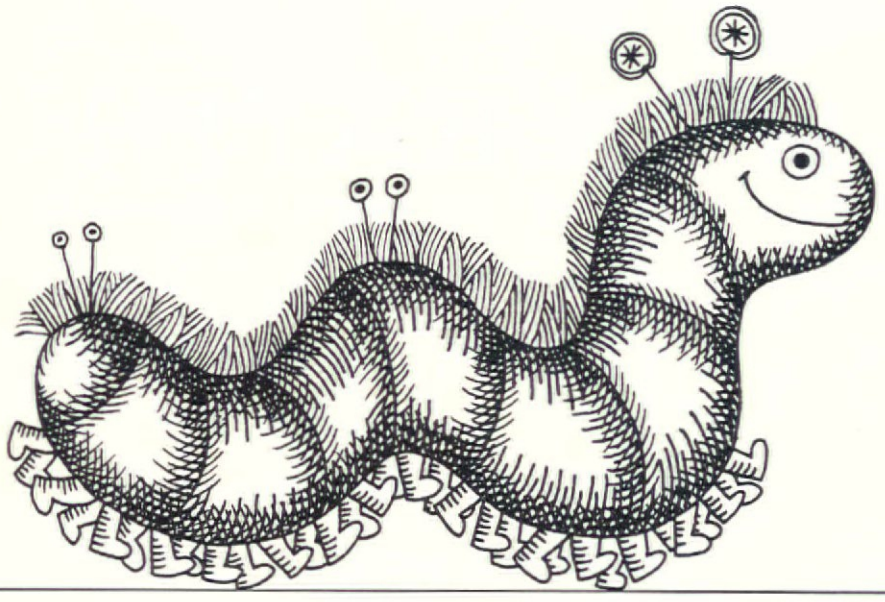

Some people think we're second cousin to a silkworm...

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that's because they don't really know us. Today we make a complete line of fine decorative fabrics and wallcoverings... featuring the most contemporary natural and man-made fibers at a wide range of prices. In fact, Scalamandrè's new Architects' Division just emerged from the cocoon. With a special collection to meet the needs of architects and contract designers. Come in and see for yourself... or write us on your letterhead.

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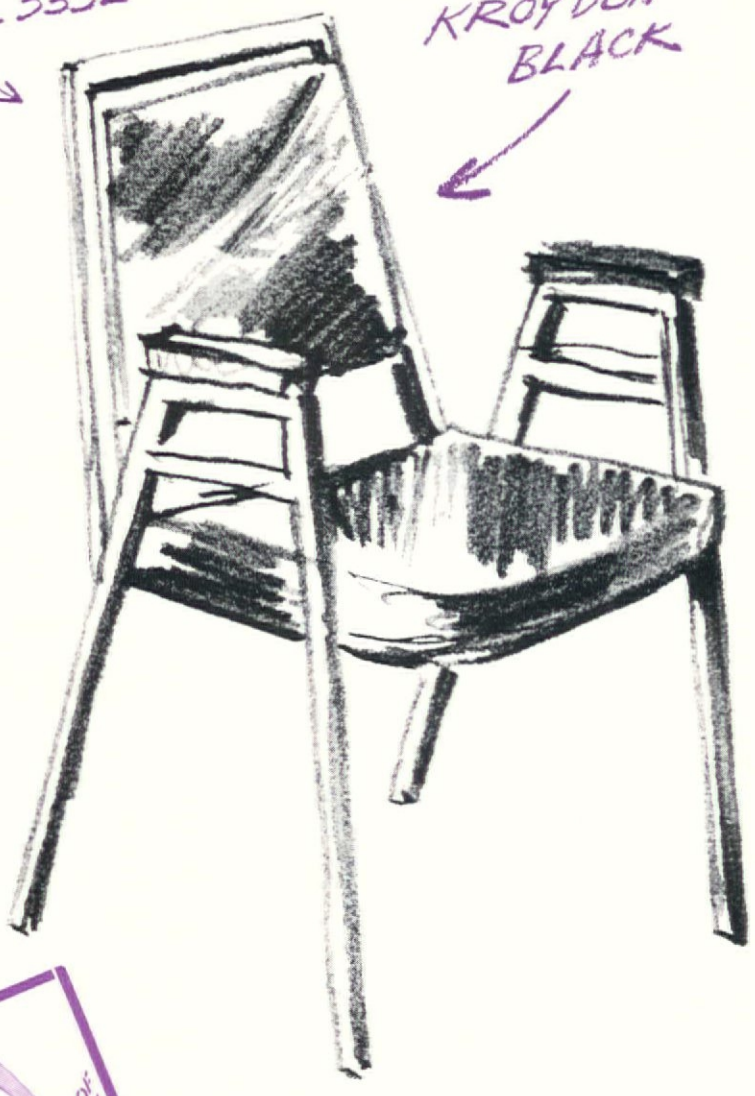

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SPECIFY
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HERE'S WHY TERSON WAS SPECIFIED — TAILORABILITY: excellent. Cuts, tacks, shapes, sews easily, without splitting. Stretches without tearing. MAINTENANCE: scuffs, stains wipe clean with touch of damp sponge; ideal for institutional and commercial installations. PATTERNS: dozens, to complement any design. COLORS: wide range of handsome standards, or custom to match interior. FOR INFORMATION: write Athol Manufacturing Company, a division of Plymouth Cordage Industries, 366 Madison Avenue, New York 17, New York, or Butner, North Carolina.

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The Cover

Pan Am, "the world's biggest contract job," 2.4 million sq. ft. of professionally designed space, is the first of our new Landmark Series; each Landmark issue will explore super-projects of prime importance to the contract industry.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL FURNISHINGS

VOL. V, No. 9 **SEPTEMBER, 1964**

44 LANDMARK #1: PAN AM

48 THE VERTICAL CITY

50 THE PAN AM SHAPE

51 HOW THEY WORKED TOGETHER

55 PAN AM FACTS AND FIGURES

60 INSIDE PAN AM—INSTALLATIONS

102 PAN AM DESIGNERS

108 PAN AM PRODUCT SHOWCASE

124 PAN AM TENANTS

126 PAN AM SUPPLIERS

26 CALENDAR

28 CONTRACT BUSINESS: NOTES AND COMMENTS

34 PEOPLE

37 CONTRACT NEWS

132 CONTRACT PRODUCTS AND SERVICES

150 MANUFACTURERS' LITERATURE

155 CLASSIFIED ADVERTISEMENTS

156 ADVERTISERS' DIRECTORY

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THIS ISSUE INTRODUCES THE LANDMARK SERIES

Each issue in the Landmark Series is being planned as an exploration and analysis in depth of a huge project of basic significance to the contract furnishings industry. The next Landmark issue, to appear early in 1965, will be devoted to the $100,000,000 Prudential Life Center, a major urban development in Boston, Mass.

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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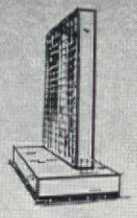

Selected for the New York Hilton... Chatham blankets of 100% Creslan® acrylic fiber

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

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

Creslan acrylic fiber is a product of
AMERICAN CYANAMID CO., N.Y.

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Creslan®
LUXURY ACRYLIC FIBER

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specify MAHOGANY...natural background for fashion

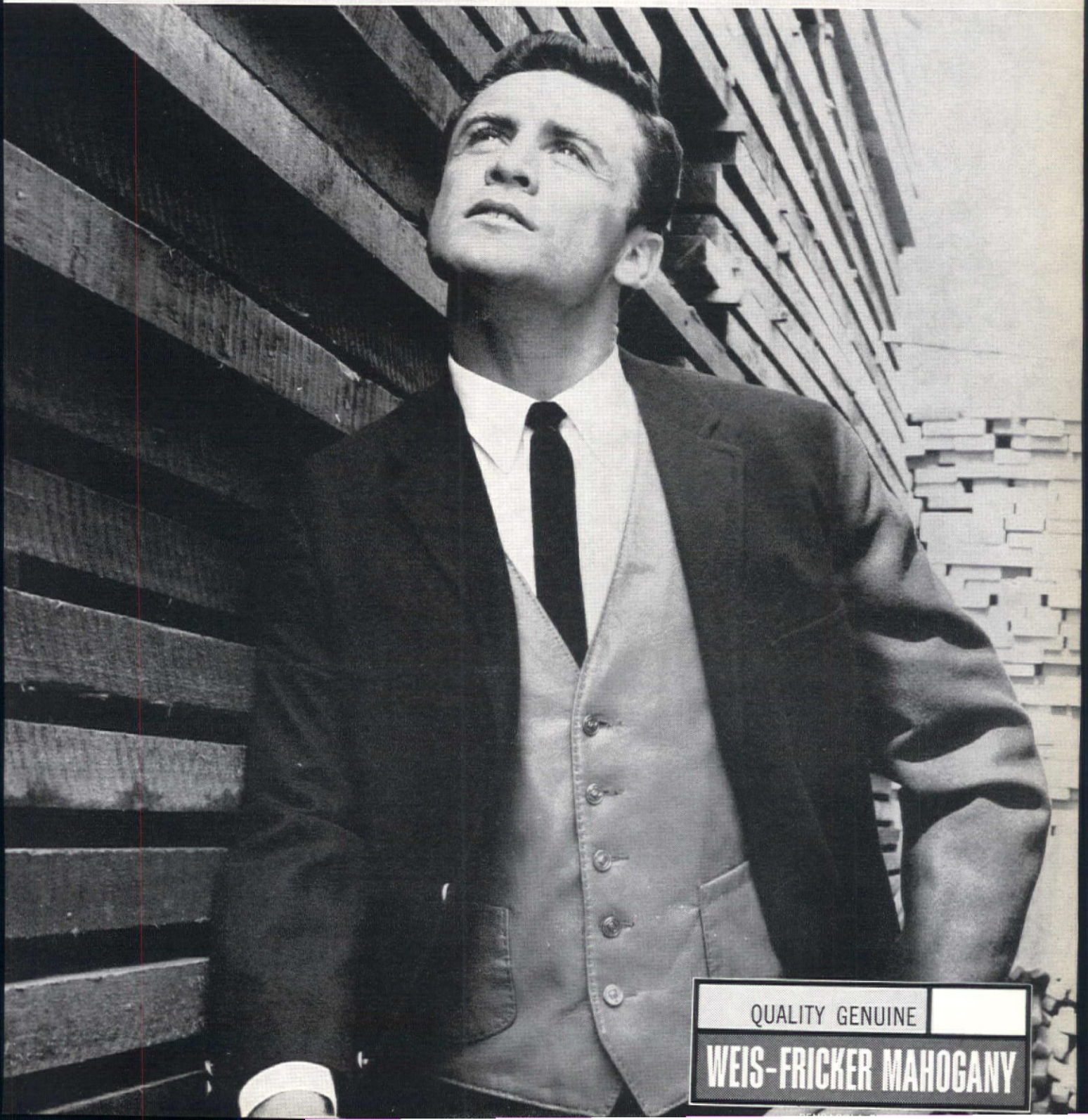
For centuries mahogany has been to the world of wood what leather has been to men's clothing. Both materials have built lasting reputations for beauty, performance, and long life. Little wonder that both leather and mahogany are imitated. Mahogany by so-called Philippine Mahogany, which is not a Genuine Mahogany but may be one of 14 different species of wood.

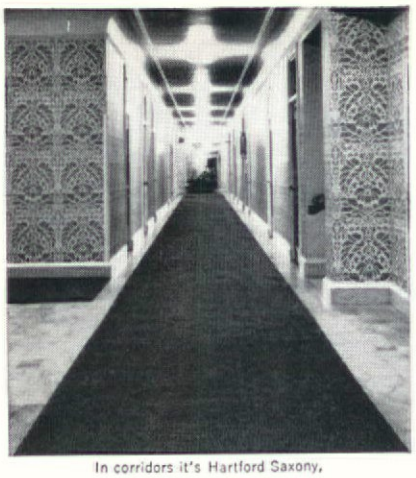
Just as a top tailor wouldn't think of using an inferior cloth for a fine suit, today's architects should insist on Genuine Mahogany rather than substitutes. One way to be sure is always buy from Weis-Fricker, world's largest producers of Genuine Mahogany. Weis-Fricker imports and manufactures only *Swietenia Macrophylla* from Central and South America. It's yours quickly in any quantity at prices that will please you—and at lengths up to 20 feet, widths to 24 inches, and thicknesses to 4 inches!

From Weis-Fricker you'll get the same magnificent material that tests by the U. S. Forest Products Laboratory and Cornell University show superior over all other popular hardwoods in nearly all properties for mortising, boring, planing, warping, shaping, and turning. And you'll join some of America's top architects who chose Genuine Mahogany recently for the interior of the luxurious Hotel Sheraton in San Juan, the Professional Golf Association's (PGA) clubhouse in Palm Beach, and the Library at the University of Chicago.

For name of nearest dealer to you, write today. Free mahogany kit on request. Contains samples with finishes in red, yellow, green, blue, brown, and violet, plus mahogany fact book with mechanical stresses and other information.

For more data circle 60 on Inquiry Card.





In corridors it's Hartford Saxony, green with Kelly green accents.

San Francisco's famous **Fairmont Hotel & Tower** redecorates with **Bigelow Carpet**

The Restaurant (Camellia) Francais. Carpet is also Hartford Saxony, green with black accents.

Bigelow's sculptured Masterweave Wilton was chosen for the Fairmont's suites.

The Fairmont's new look begins with custom carpet in its corridors and dining room. The carpet chosen was Bigelow's Hartford Saxony — a luxury Wilton quality favored by many hotels.

The special designs were created by Bigelow's Design Studios working with Wynn Shaffer and Ellen Van Woert, NSID members for Western Contract Furnishers.

Bigelow's Masterweave, another dense Wilton in a superb damask design, carpets suites at the Fairmont — hundreds of yards of red, green, beige and gold. Richard L. Swig, president and managing director at the Fairmont Hotel & Tower, directed the entire project.

Why Bigelow? Because leading hotel executives as well as leading designers know that in its 139-year history, Bigelow has carpeted many of America's finest hotels, motels, schools, offices and other institutions. This experience pays off handsomely wherever price, quality and performance under grueling traffic conditions are critical.

If you're planning a major carpet installation, talk to Bigelow first. About colors. Patterns. Price. No cost or obligation, of course. For more information, see your nearest Bigelow sales office. Or write for a colorful, free brochure on Bigelow commercial carpets to Bigelow-Sanford, Dept. B, 140 Madison Avenue, New York, New York.

PEOPLE WHO KNOW ... BUY **Bigelow** RUGS & CARPETS SINCE 1825

Bigelow Sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle.

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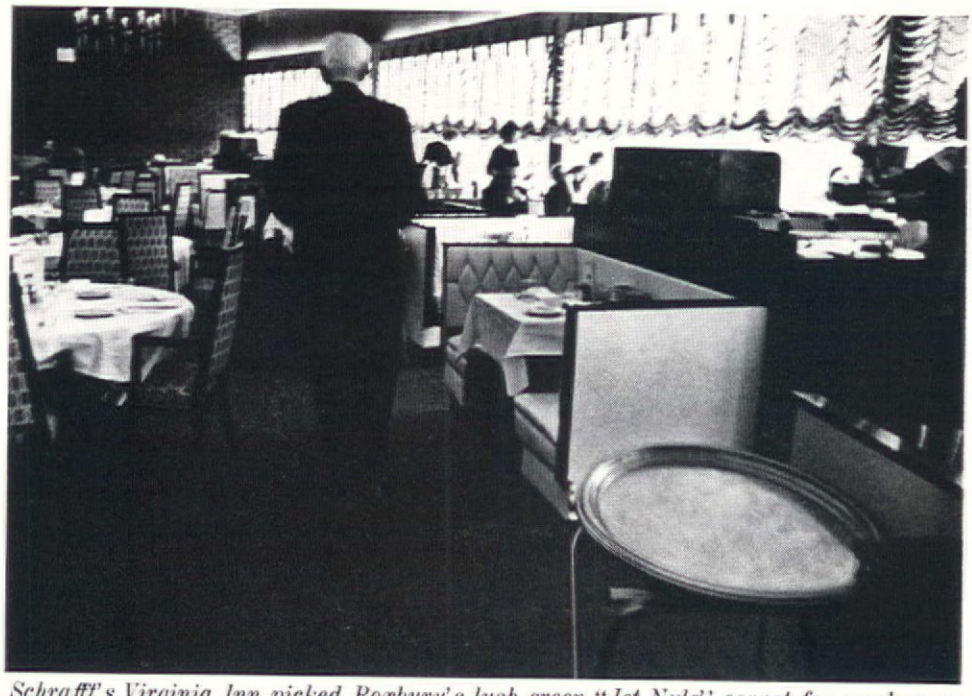
Caprolan carpet takes everything Schrafft's can dish out!



Schrafft's Virginia Inn picked Roxbury's lush green "Jet Nyle" carpet for much more than plush decor. They needed carpet that could bear the wear and tear of a million-dollar resort motel. They got it with Caprolan nylon.

Rugged Caprolan takes every spill, every splash in its stride. Daily vacuuming, shampooing twice a year keep it spotless. The maintenance tab couldn't be lower.

Nor could sound. "Amazing," says Resident Manager Fred Pralé, "how it hushes unavoidable clang and clatter. Our patrons seem more at ease." Not to mention the staff! No jangled nerves or aching feet with sound-muffling, foot-cushioning Caprolan carpet.

Take the tip: Specify 100% continuous filament Caprolan® nylon for your next installation.

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Caprolan® nylon by Allied Chemical

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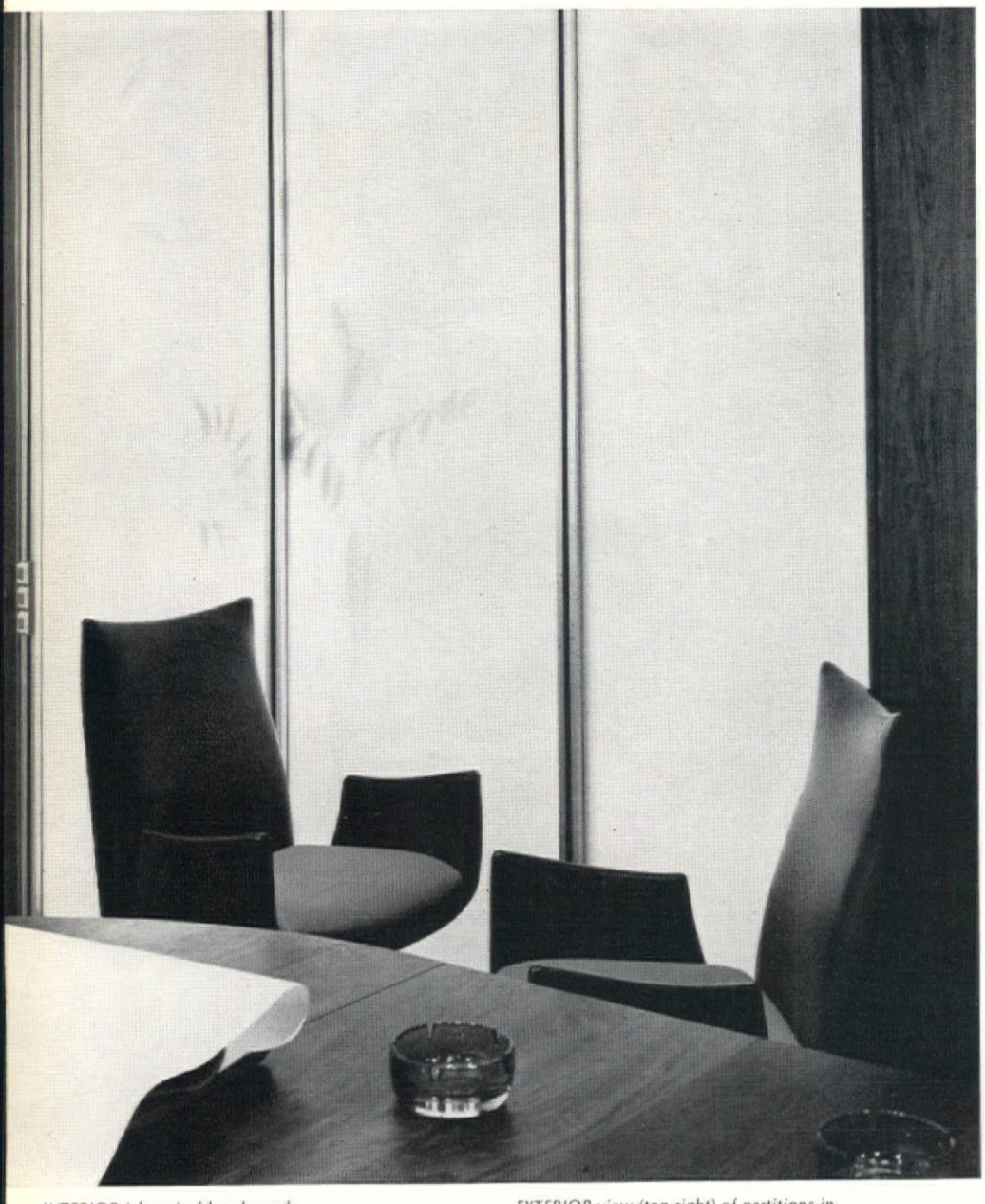
ASG's HUEWHITE...

versatile glass for business interiors

ASG's Huewhite®—one of the most versatile of decorator glasses—combines a high degree of obscurity with an equally high level of translucency. While illumination comes through, Huewhite keeps the disturbing flicker of images *out*. That makes Huewhite the perfect glass for dividing space and insuring privacy without sacrificing light. ☐ In addition, Huewhite's uniform alabaster whiteness and discreetly subdued surface pattern enable it to work smoothly with other materials, blend harmoniously with *any* color scheme. And for extra design flexibility, Huewhite is available wired or corrugated. ☐ Huewhite is only one of dozens of handsome ASG patterned glasses with the decorator touch. We'll be happy to send you a complete catalogue. Just write: Dept. X-9, American Saint Gobain Corporation, Box 929, Kingsport, Tennessee 37662.



INTERIOR (above) of handsomely appointed conference room in New York offices of Designs for Business receives abundant light through Huewhite partitions. Soft glow of Huewhite provides a subtle backdrop for rich textures of leather chairs, rosewood table, walnut panelled door and wall.

EXTERIOR view (top right) of partitions in Minneapolis IBM offices illustrates how Huewhite's obscurity helps insure privacy. Objects only a few inches from the glass are not visible. Row of panels along ceiling is glazed with clear glass.

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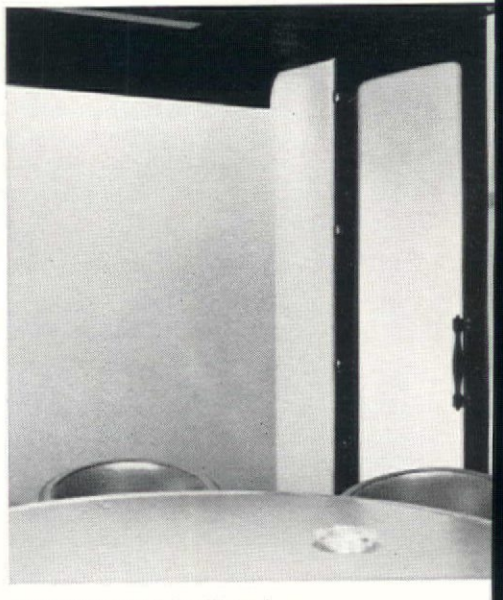

HUEWHITE DOOR in offices of Chlormetals, Inc., New York, has rosewood frame and handle. Pure white glass echoes whiteness of plaster walls, makes door frame a dramatic open rectangle. Office designed by Charles Winecoff of Planned Office Interiors.

The complete glass line for contract interiors!

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ASG
CREATIVE IDEAS IN GLASS

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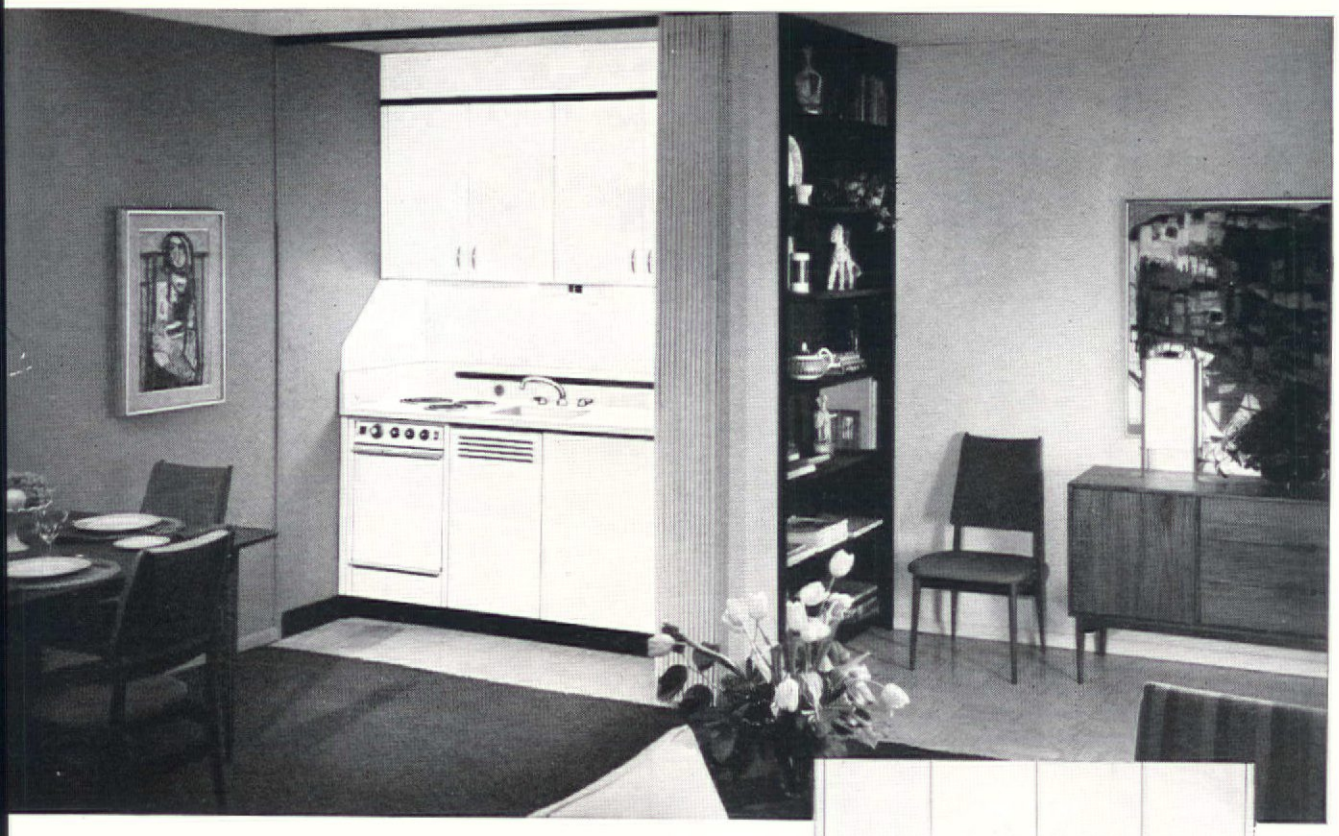
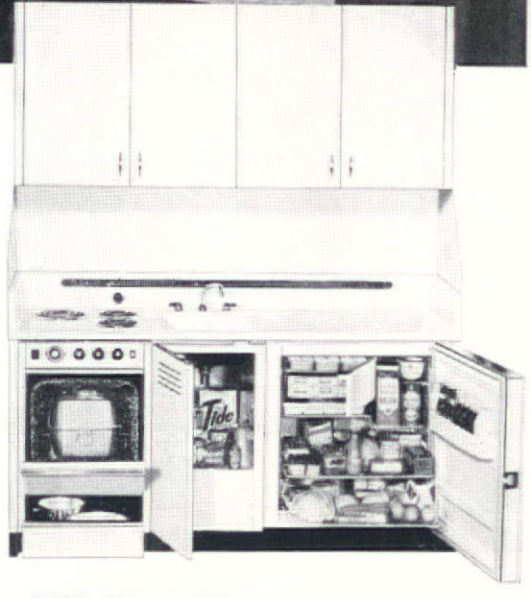


Add space with Dwyer Kitchens

—By combining full kitchen facilities into single, compact units, Dwyer Kitchens actually add space to floor plans, make them more attractive and livable. And recess models, like the Series 69 shown, "hide-away" behind closures when not in use. There are kitchens designed for apartments, motels, hotels and other rental properties, for the executive office and employee lounge, schools, churches and institutions. Specific applications include "senior citizen" and college married student housing.

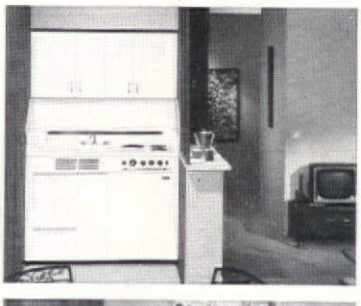
Dwyer Kitchens meet institutional standards of quality— heavy-duty construction and vitreous porcelain finish assure lasting durability and beauty. Kitchens weigh as much as 25% more than competitive models. Specify from a full line of sizes from 39" to 72" in length, gas or electric rangetop and oven, for standard or recess installation.



DWYER SERIES 69 KITCHEN—Recessed model shown is just 72" in length, yet provides refrigerator, with roll-out shelves and freezer, rangetop, oven, sink and storage. Finish is vitreous porcelain on steel.

SERIES 39

SERIES 51



SERIES 60

SERIES 400

Dwyer products CORPORATION

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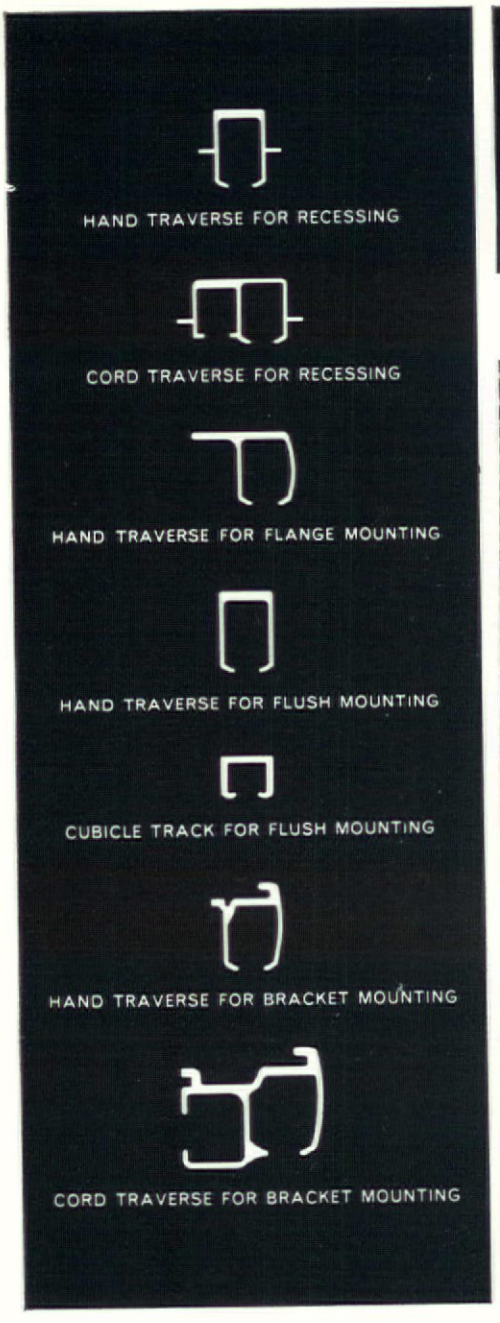

United Airlines Building, O'Hare International Airport

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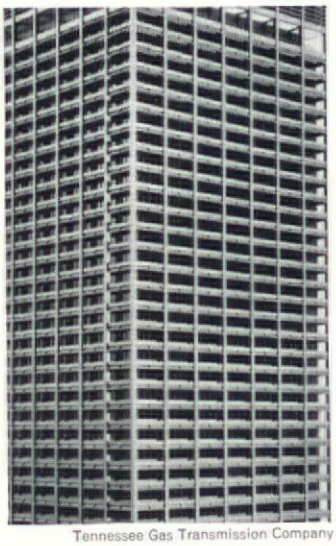

Tennessee Gas Transmission Company

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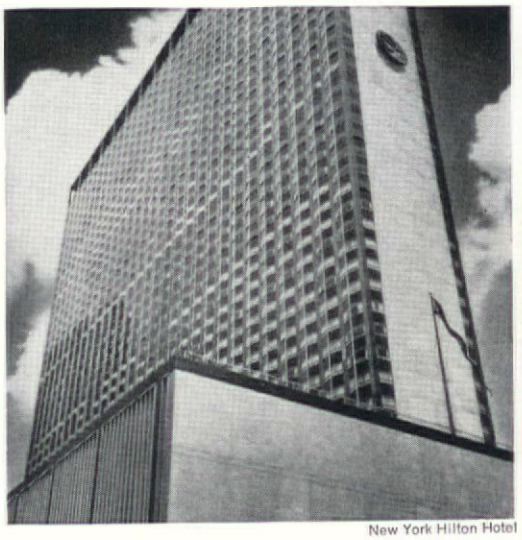

New York Hilton Hotel

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Kalamazoo Art Center

Here.

The Upjohn Company, Kalamazoo, Michigan

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Architrac drapery hardware knows its place.

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

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

Dual-channel Architrac cord traverses have drapery carriers in front, master carriers and cords in back. Cords never sag or drag. Our cordless traverses are inexpensive to install and completely maintenance-free.

Isn't it time you put Architrac in its place—your next place?

Kirsch ARCHITRAC "ORIGINAL EQUIPMENT" DRAPERY HARDWARE CATALOG is yours free. (See Sweet's for specs.) Address your inquiry to: Kirsch Co., 336 Prospect, Sturgis, Michigan. Ask, also, for our price-estimating information, and about our nationwide consultation service.

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LEADING INTERIOR DESIGNERS IN THE CONTRACT FIELD USE

chairmasters

COMPLETE SERVICE

"Chairmasters complete service offered the perfect mixture of style, beauty and manufacturing ability that won them our approval."

Diane Nelthropp, NSID

The creative interior designs of Diane Nelthropp, NSID, Director of Diane Nelthropp Interiors, Inc., are enjoyed throughout the country, as well as in the southwest. The theme of this design organization is "Design of the future casts its shadow on the present . . . for the ultimate in interiors."

21 TURTLE CLUB — DINING ROOM

The interior design and decor of the 21 Turtle Club, executed by Diane Nelthropp Interiors, Inc., is an aesthetic blending of the finest characteristics of both the Gothic and Spanish traditions. The keynote for harmony is found in the fastidious color coordination throughout the Club. Rich earth tones and textural contrasts combine to create a stimulating atmosphere for casual or formal entertaining. The captivating decor of the Club is the result of individual research executed by Miss Nelthropp in travel abroad. Chairmasters #2219 chair is featured in this 500-seat interior.

#2219: A spring seat chair of bent wood construction . . . available in a wide variety of wood finishes and upholstery coverings.

Write for catalog and details on Chairmasters complete service.

chairmasters

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manufacturers of fine furniture designed for dining

CHAIRS TABLES BANQUETTES BOOTHS BARS STOOLS

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a great name in floors

SERVING ARCHITECTS AND DESIGNERS SERVING AMERICAN BUSINESS

■ The Pan-Am Building is another example where craftsmanship, responsibility and years of experience in installing a wide range of wood floors, resilient floors, and carpeting to architect-designer specifications has again proven Circle Floor Company's versatility and reliability ■ As in the past, our staff of flooring designers and engineers are available for consultation and guidance.

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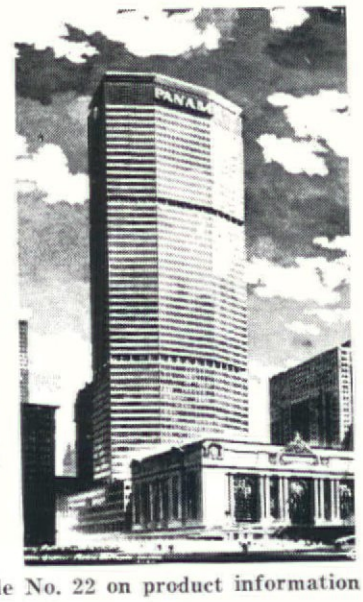

CIRCLE FLOOR CO. INC.
4817 BALDWIN STREET
Bronx, New York

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Will Astra Chairs Be the First on the Moon?

Probably, if the world-renowned scientists who eat at Tech Square House, Cambridge, Massachusetts, have their way. Modern technology hasn't yet come up with anything that beats the down-to-earth comfort of an Astra captain's chair.

Your customers may be more concerned with the inner man than with outer space; but they'll also appreciate these genuine, Vermont-made Early American chairs. Astra crafts them entirely of Solid Hard Rock Northern Maple, hand-pegged, hand-wedged, and hand-rubbed to a gleaming, mellow finish. Have you our brochure? We'd be glad to send you one.

ASTRA
Bent Wood Furniture Co.
42 Maple Street, East Arlington, Vermont
SHOWROOMS AND OFFICES IN PRINCIPAL CITIES

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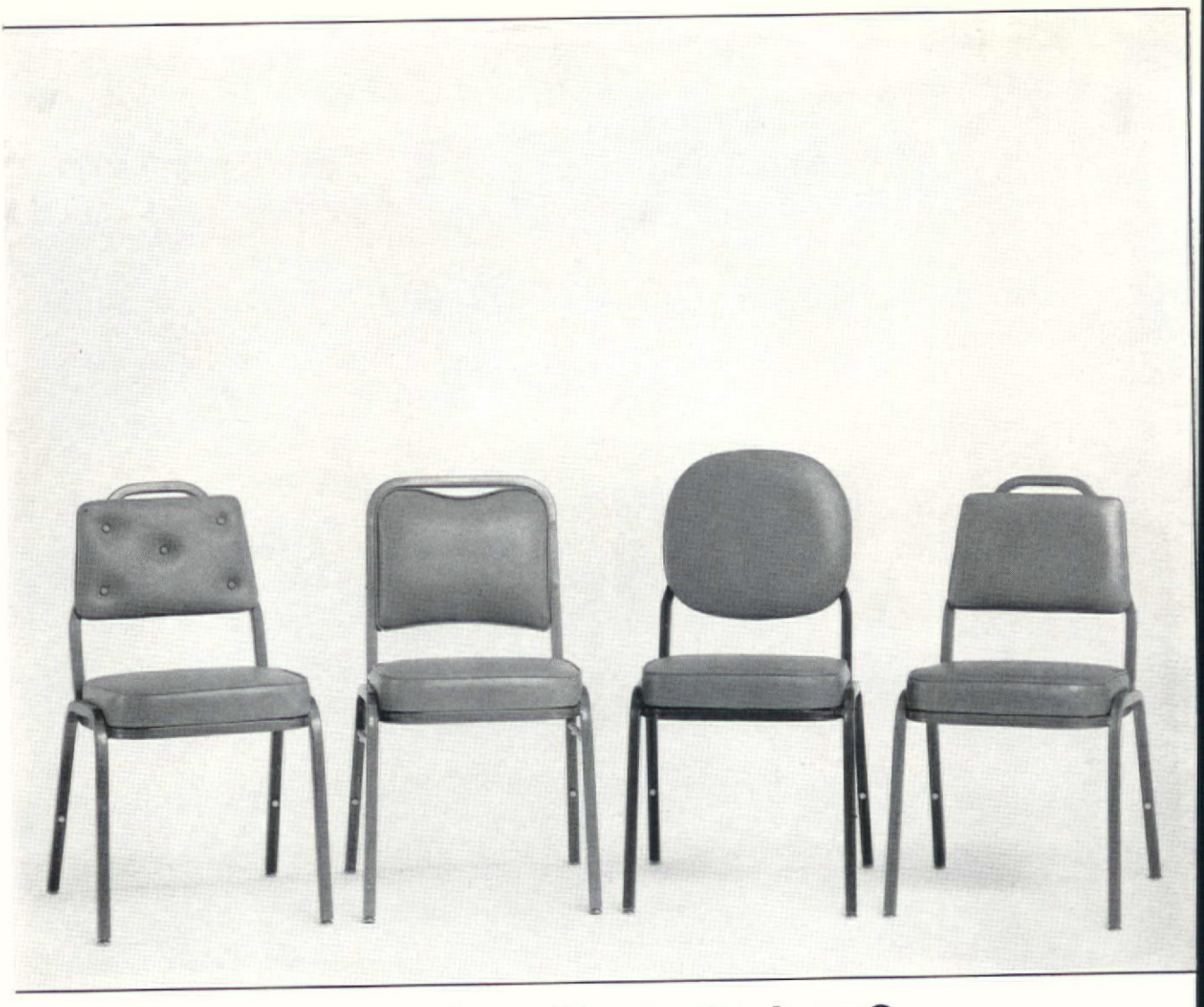

How does Virco stack up?

About like any stacking chair—one on top of the other. That's where the similarity ends. Virco's four new decorator designs let you choose a stacking chair that has appearance and comfort equal to any type of institutional seating. And Virco uses years of experience in institutional furniture engineering to build a chair that stacks up to any for long life and enduring service in office, banquet hall and convention center installations.

Heavy gauge steel frames are brazed full circum ference at the joints. Seats and backs upholstere in practical cloth-backed vinyl over thick foa padding. Steel-base swivel glides eliminate nois and protect floors. Bronze, gold or chrome frame with a wide range of upholstery colors. For full-color catalogue, write: Virco Dept. F-9, Bo 44846, Station H, Los Angeles 44, California or P.O. Box 911, Dept. F-9, Conway, Arkansa

VIRCO

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There is one place we don't even try to compete with other springs.

Outdoors. Because No-Sag Springs would make a lousy hammock. Indoors, in college dorms, hospitals and other institutions, how we compete is another story altogether.

That's where correct sleeping posture is important. And correct sleeping posture depends on the bed, not the sleeper.

No-Sag dormitory spring and bed foundations are designed to keep the spine straight by not only supporting the body, but conforming to it.

Unlike link or spiral-web foundations, No-Sag Springs form a shallow but permanent arc when properly anchored. You push down. They push back up. Always return to their original shape because of their accordian-like resiliency.

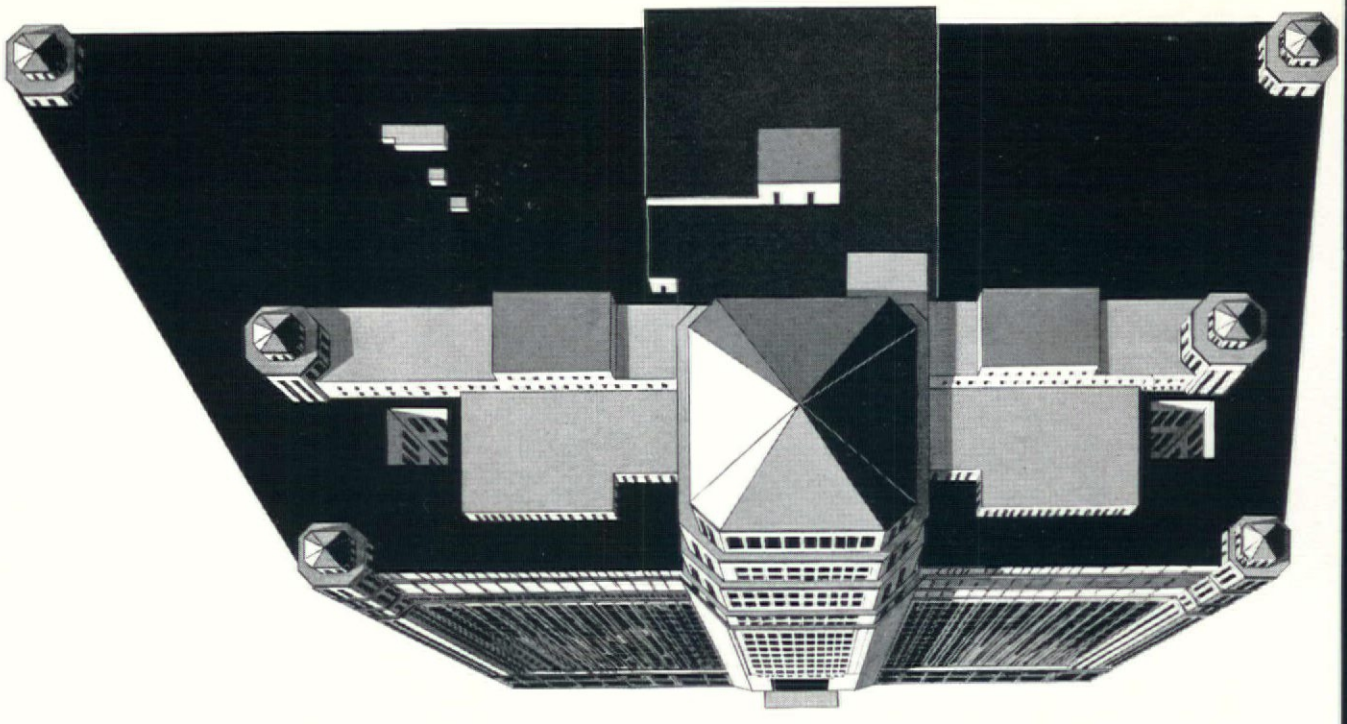
And they'll make your mattress last longer, too. Since there are no gaps along the side rails, there's no place for mattresses to chafe.

No-Sag bed and spring foundations are made of only the finest American steel. They come in standard and special sizes. All are available complete with our long-life welded-steel bed ends.

Beds are the most expensive and most used items in your building. We'd like to tell you how they can also become the most economical. Anytime you say. Just write or call us at 124 W. State Fair, Detroit 3, Michigan.

no-sag®
Subsidiary, American Metal Products

Circle No. 7 on product information card



Under this roof is the world's most complete Contract Furnishings Center

In it you'll find an amazing metropolis of contract buying sources and facilities. In The Merchandise Mart, you're never more than any elevator button away from everything you need to furnish a small motel or a huge hotel. An office building or a college dorm. A practical hospital or a swank restaurant. Or anything else you may have in mind. You and your clients can come for breakfast, stay for dinner and, in between, do a full day's buying from the country's top furnishings and equipment lines. All on one cab fare to The Merchandise Mart. Why don't you try it? *If you'd like to have a complete directory of contract sources, just write us.*

There's no place like this Showplace!

THE MERCHANDISE MART - CHICAGO • CONTRACT MANUFACTURERS CENTER •

THE MERCHANDISE MART

CHICAGO

HEADQUARTERS FOR FURNITURE • BEDDING • DRAPERIES • FABRICS • INSTITUTIONAL MERCHANDI
FLOOR COVERINGS • LIGHTING AND FIXTURES • ACCESSORIES • KITCHEN MACHINES AND EQUIPME

Circle No. 16 on product information card

Circle No. 17 on product informatio

What a heavenly floor!

Yes . . . and a fresh new example of the creative styling that's a hallmark of Azrock vinyl asbestos tile.* This one's called Pebbled-Onyx.

How do they achieve that textured surface?

By encasing fine chips of actual marble in translucent vinyl. Beauty you can see and feel, in a floor that's built for endurance!

Easy to install?

A breeze . . . over wood or plywood subfloors, or over concrete above, on or below grade. The people at Azrock will gladly supply samples, color charts and cost comparisons with other resilient floorings. Why are you smiling?

We've just done our good deed for today.

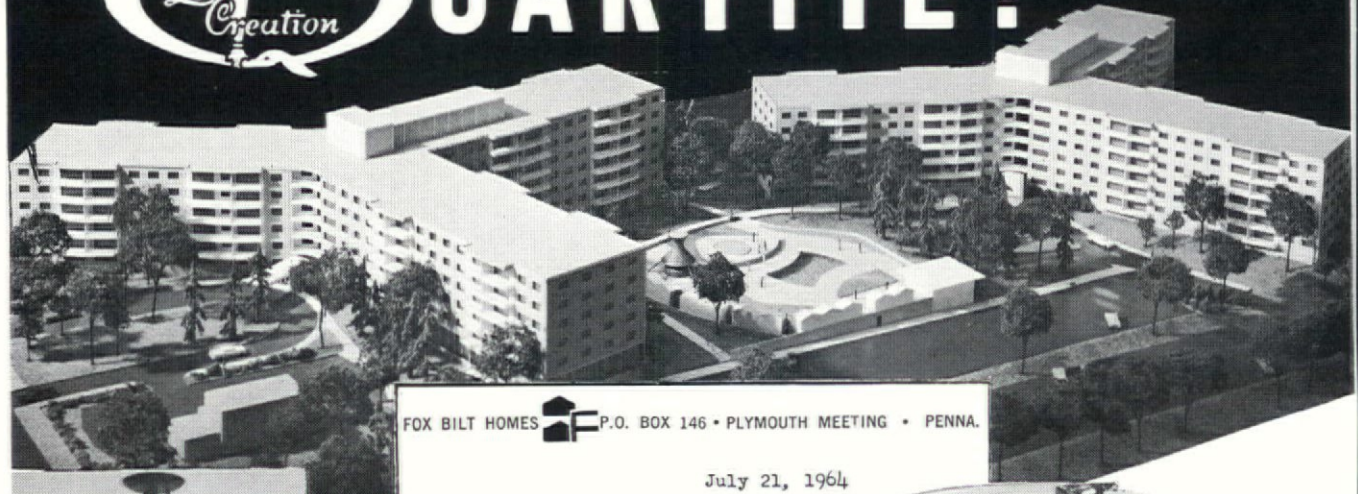
an exclusive floor by AZROCK®

or samples, write to Azrock Floor Products, 552A Frost Building, San Antonio, Texas 78205.

*so known as Vina-Lux

ALWAYS EXPECT THE UNEXPECTED *from* QUARTITE!

Quartite Creation



FOX BILT HOMES P.O. BOX 146 • PLYMOUTH MEETING • PENNA.

July 21, 1964

Mr. Sy Stewart
Quartite Creative Corp.
230 Fifth Avenue
New York, N.Y.

Dear Mr. Stewart:

There are many things that contribute to the renting of apartments. Some of these are location, exteriors, appearance, interior design, lighting, etc. Especially important are the sample apartments which have been planned by a staff of experts working in close cooperation. I am pleased to have had you and your company contribute your expert services.

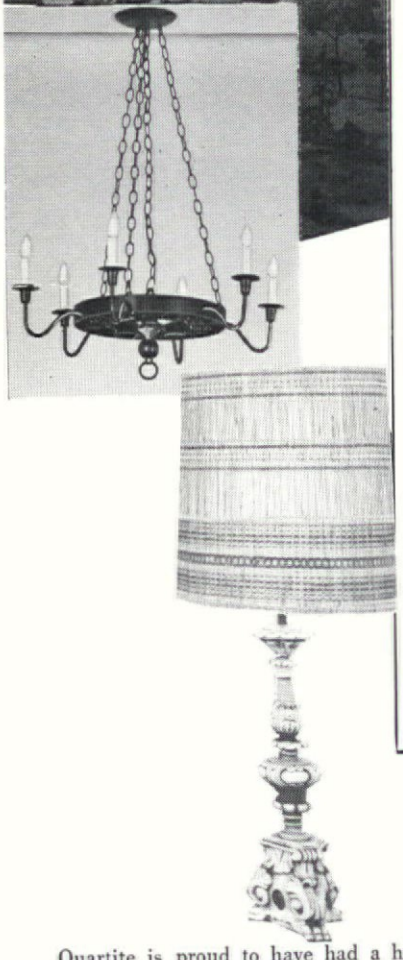
Quartite lamps, lighting fixtures, Marbleous "cultured" marble tables, wall decors and accessories have helped provide us with the finest, furnished sample apartments that I have ever viewed in my many years in the real estate field.

I can honestly say that Quartite's in-stock items and custom work has enabled us to become the most envied apartment builder in the area.

Looking forward to working with you again in the near future, I am,

Sincerely,
Charles Tucker
Director of Sales
FOX BILT HOMES

CT/fwf



FOX-BUILT HOMES DID! and QUARTITE "DELIVERED"!

Quartite is proud to have had a hand in contributing lamps, Marbleous tables - from their in-stock division — and custom-designing Marbleous lavatory tops screens and wall decor - all within budget *and* on schedule for Beaver Hill and Sherry Lake apartments in Pennsylvania . . . luxury homes designed by architects Raymond Loewy and William Snaith. Color Coordinator and Interior Designer: Beatrice West Studios, Inc.

Builders, Designers, Architects, Decorators Know Quartite Creative Genius Meets Their Exacting Specifications In Scope, In Media, In Budget Limitations and In Record Time!

may we solve a problem for you?

QUARTITE CREATIVE CORPORATION, 230 Fifth Ave., New York 1, N. Y.

Circle No. 18 on product information card

Circle No. 19 on product information

meridian by Drexel®

HOTEL/MOTEL FURNITURE

Meridian by Drexel is one of the most popular contemporary furniture collections available today . . . sales to homemakers are in excess of seven million dollars since January 1962. Meridian has now been adapted for hotels and motels by adding such pieces as dresser-desks, consoles and luggage benches with durable plastic tops. In addition, all 50 Meridian living, dining and bedroom items for the home are also available to you. Now you can create warm and inviting guest rooms with the "at home" feeling, using furniture made by Drexel and sold by Robey. Contact Robey today for the name of your franchised dealer.

Robey is the Contract and Development Department of Drexel Enterprises, Inc. which includes Drexel Furniture Company, Heritage Furniture Company and Southern Desk Company.

ROBEY

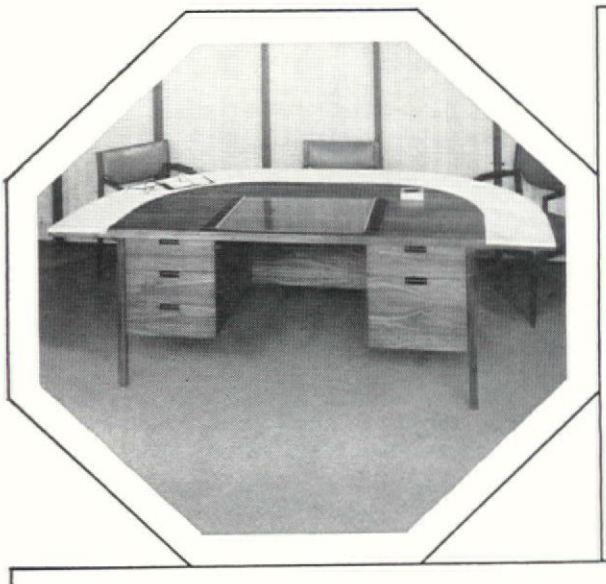
CONTRACT AND DEVELOPMENT

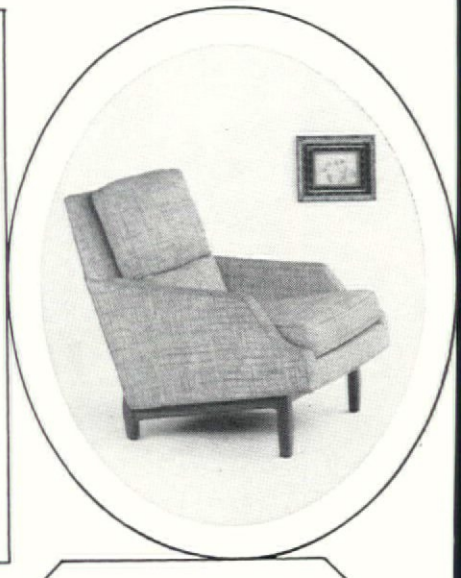
DREXEL ENTERPRISES, INC.
DREXEL, NORTH CAROLINA
Telephone: Area Code 704 437-2311

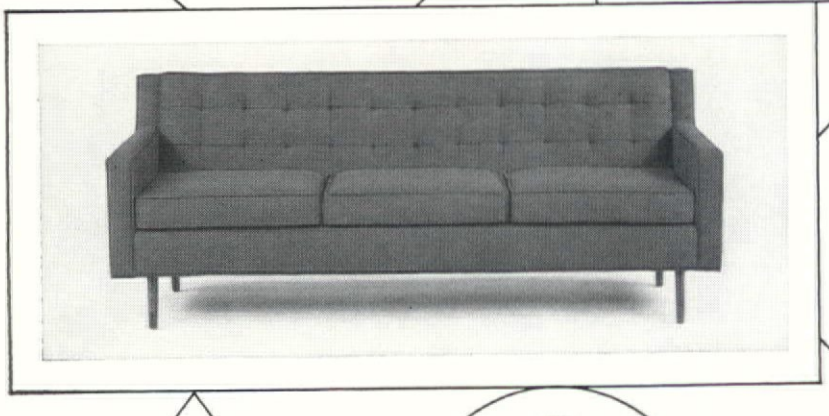
One stop shopping for good design

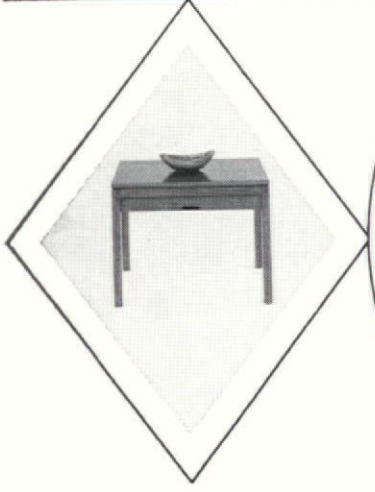
Now it is possible to get the design variety you need for many different commercial interiors from *one* source. The work of three designers meets your varied needs. Marden one-source-service saves you time and money. This is the pleasant, uncomplicated way to work. May we send you our catalogs? A letter or the coupon in this ad will bring them to you.

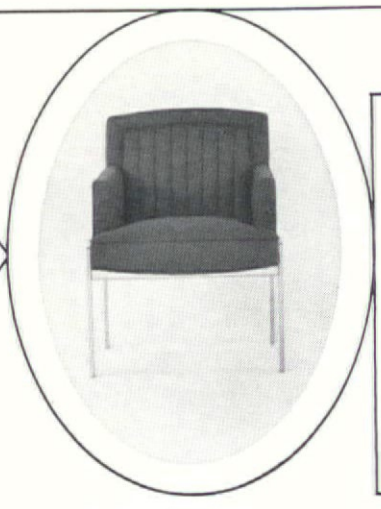
MARDEN CONTRACT











Marden Mfg., Inc.
1015 N. Halsted Street
Chicago, Illinois 60622

Gentlemen: Please send me your contract catalog.

Name_____

Firm_____

Address_____

City_____ State_____ Zip_____

Circle No. 20 on product information card

Interior Decorator—Claus E. Heppner, A.I.D.

a magnificent Mediterranean motif enhanced by.....

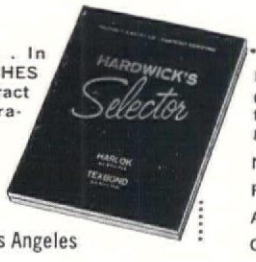
HARDWICK CARPETS

No better carpeting choice could have been made to further beautify this handsome interior — the Officers' Club at Ellsworth Air Force Base in Rapid City, South Dakota.

The 750 linear yards of Hardwick carpeting used is yet another example of Hardwick's adeptness at creating carpeting for a specific need. This adeptness is just one reason why Commercial Interiors of Denver, Colorado specified carpeting by Hardwick.

Before your next installation, let Hardwick show you how their carpeting — regular contract qualities PLUS special designs, colors and textures—is adaptable to every client's needs.

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



HARDWICK & MAGEE CO.
Lehigh Avenue at 7th Street, Philadelphia 33, Penna.
Chicago Dallas Detroit New York San Francisco Los Angeles

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

Name_____
Firm Name_____
Address_____
City_____ Zone____ State____ C

Circle No. 21 on product information card

Circle No. 5 on product information card

Have you SELECTED and SPECIFIED* Marshall's decorative woods lately?

DECORATIVE WOODS

FOR PANELING AND FURNITURE

VENEERS AND LUMBER IN STOCK

AFRORMOSIA • AMBERA • ASPEN
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HAREWOOD • HICKORY
HOLLY • IMBUYA • KOA
KEVAZINGO • KORINA
LACEWOOD • LAREDO
LAUREL, EAST INDIAN • LIMBA
MAHOGANY, AFRICAN
MAHOGANY, HONDURAS
MAKORE • MINZU • NARRA
OAK, AMERICAN
OAK, ENGLISH BROWN
OAK, EUROPEAN
ORIENTALWOOD • PADOUK
PALDAO • PEARWOOD, SWISS
PECAN • POPLAR • PRIMA VERA
ROSEWOOD, BRAZILIAN
ROSEWOOD, EAST INDIAN
ROSEWOOD, MADAGASCAR
SAPELE • SATINWOODS
SILKWOOD • SYCAMORE, ENGLISH
TAMO • TEAK • TIGERWOOD
TOLA • TULIPWOOD • VERMILLION
WALNUT, AMERICAN
WALNUT, EUROPEAN
WALNUT, RHODESIAN
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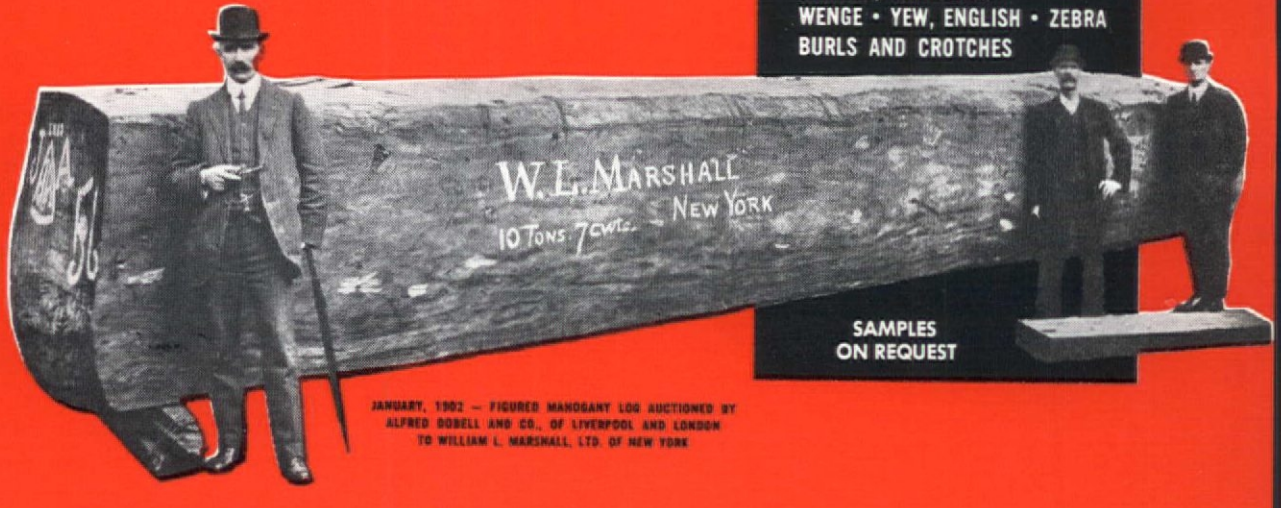
BURLS AND CROTCHES

* Only by selecting and specifying veneer flitches can you assure your clients and yourselves of achieving the desired effect.



JANUARY, 1902 — FIGURED MAHOGANY LOG AUCTIONED BY ALFRED DOBELL AND CO., OF LIVERPOOL AND LONDON TO WILLIAM L. MARSHALL, LTD. OF NEW YORK

SAMPLES ON REQUEST

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General Sponge Rubber Carpet Cushion...

Adds luxury to the Fair!

. . . multiplies walking and watching pleasure for visitors to the

NCR PAVILION

There's luxury underfoot at National Cash Register's Pavilion at the New York World's Fair . . . luxury that only General Tire Sponge Rubber Carpet Cushion could deliver! And this luxury will last and last . . . even under the punishment of millions of feet. No wonder people prefer General Tire Sponge Rubber Carpet Cushion!

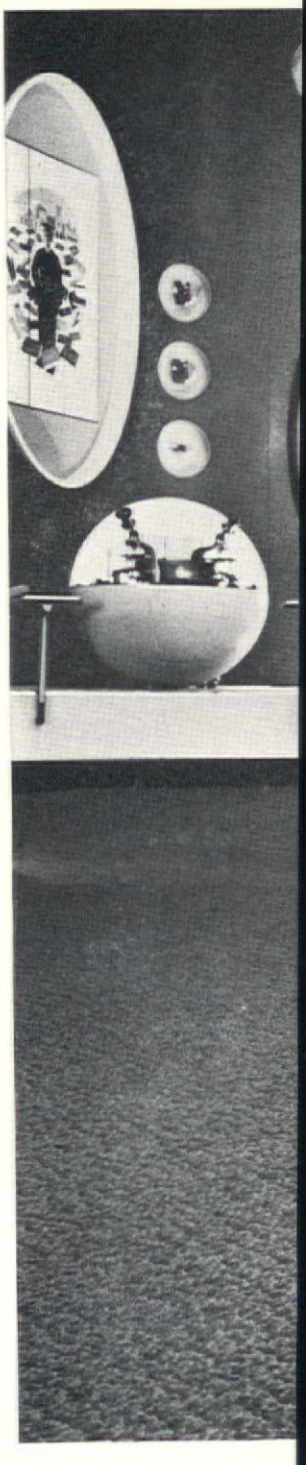
Step up and see the future . . . TODAY!

Ninety million people will visit the New York World's Fair . . . and many of them will see the "micro-world" of tomorrow, as it comes to life in the National Cash Register Company's pavilion. They'll stand — comfortably—on cushioning that provides the ultimate in luxury and durability today. If you want to introduce this luxury and durability on *your* next job, specify General Tire Sponge Rubber Carpet Cushion.

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant heated floors and cement floors.

Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.



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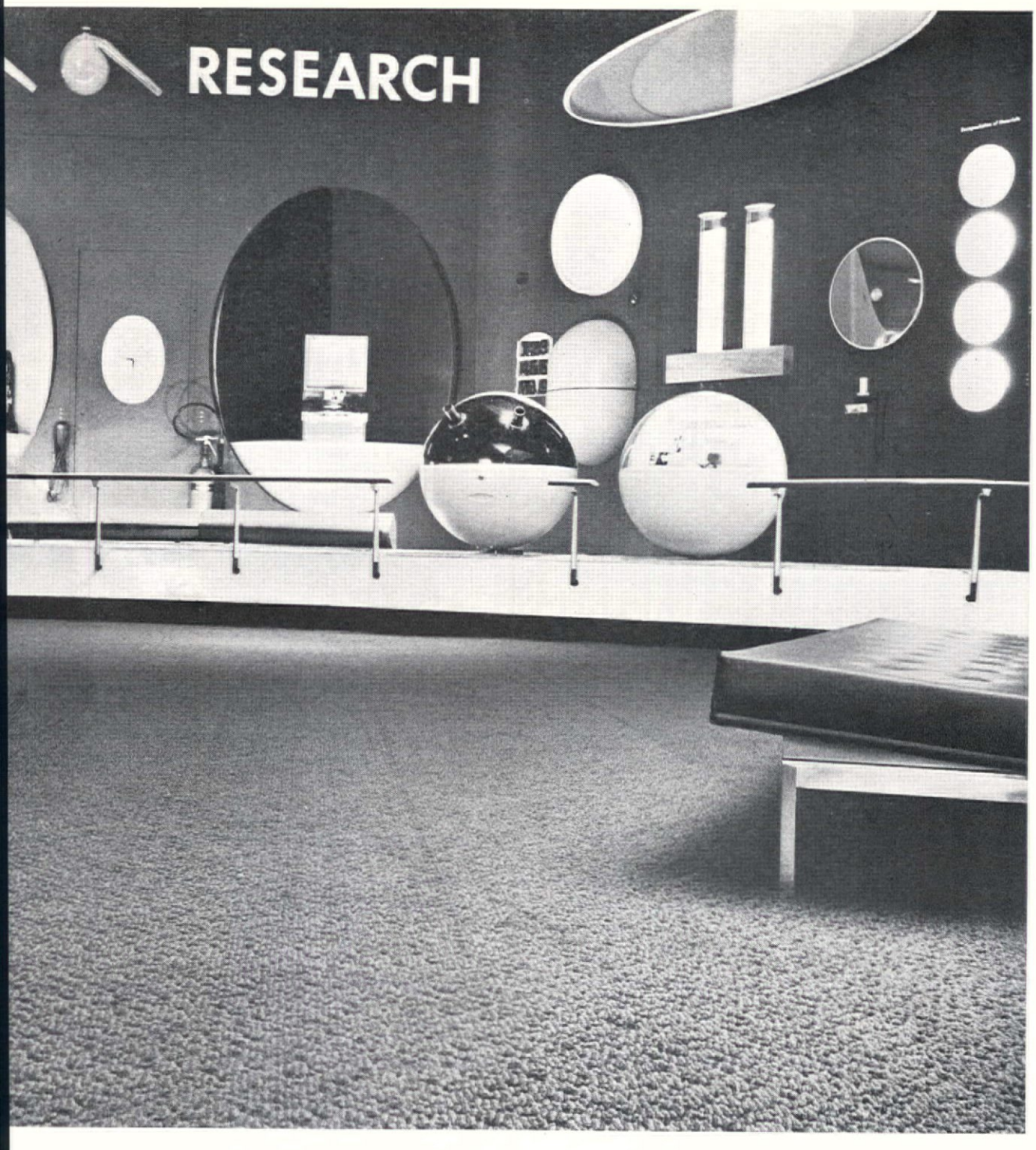

Circle No. 24 on product information card

What's San Francisco got besides cable cars and hills and bridges and food and wine and fog?

A place where you shop (with the aid of our Contract Consultant, if you wish), in carpeted, air-conditioned comfort, on 11 floors–all under one roof–in 600 showrooms of furniture, floor coverings, lamps, wall decor, sleep equipment, built-in appliances, housewares, china, glass, and decorative accessories from around the world:

The Western Merchandise Mart

1355 Market Street, San Francisco, California

Circle No. 25 on product information card

CALENDAR

1964

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. Fall Furniture Market and Summer & Casual Furniture Show. 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 9-13. New York Casual & Outdoor Furniture Show. New York Furniture Exchange, National Furniture Mart, One Park Avenue, 192 Lexington Avenue, 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.

AMPLES OF COMPLETE LINE: WRITE TO DEPT. X FOR

OLOR COORDINATED BOOK	15" x 21"	12.00
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WIN ANDERSON FABRICS ARE AVAILABLE THROUGH THESE SHOWROOMS:

Jack Lenor Larsen, New York; Jack Denst Designs, Chicago; George and Frances Davison, Boston; Kneedler-Fauchere, Los Angeles and San Francisco; Duncan and Huggins, Philadelphia and Washington; Paul Bates, Atlanta; Elouise Abbott, Houston; Paul Siegel, Inc., Seattle; Pacific Home Furnishings, Honolulu

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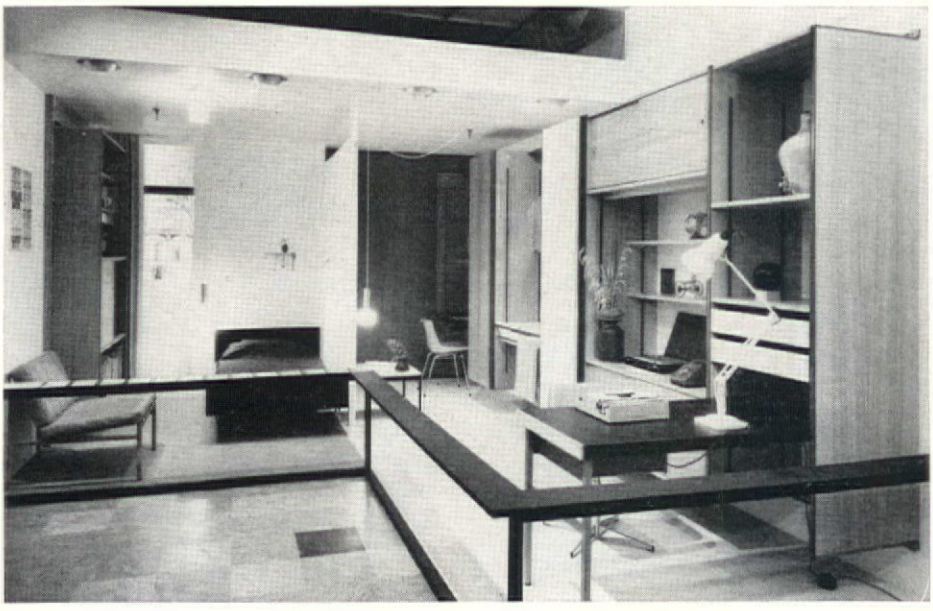
CONTRACT BUSINESS: NOTES & COMMENTS



Dorm display at London's Design Centre

An exhibition by S. Hille & Co., British contract furniture manufacturer, this past summer at the Design Centre in London revealed an exceptionally attractive student's dormitory, contained in a relatively small space that nevertheless imparts an air of spaciousness. Compact, comfortable, and functionally arranged, the setting contains seven wall units in mahogany, elm, and afrormosia including a library, desk and vanitory units, and fitted cabinets, all of which can be assembled in a variety of ways. Designers Alan Turvill and John Lewak also designed the platform bed. Other Hille items completing the display include three chairs and an occasional table designed by Robin Day; a bedcover by Gerd Hay-Edie; curtains by Cairnsmore Weavers, specially created for Hille.

British study soil-hiding colors

Color is more important than fiber content in measuring "apparent soil" in carpeting, according to a recent technical study made in Britain. In a report based on testing 70 different carpet colors for their ability to conceal soil, the British study noted that dark colors perform better than lightly toned carpeting. Among the best performers, or those rated "very good," are darker shades of blues, browns, and some greens. "Good" performers were dark reds, magenta, violet, two blues, several browns, greens, and grays. "Fair" category included rust oranges, lighter reds, pinks, and rose, medium blues, and light greens and browns. Rated "poor" were golds, very light blues, pale reds and pinks, light browns, and medium to pale greens. In the final grouping, yellows and oranges fared the worst, as did sky blue

(Continued on page 30)

NEW -
FROM HOWELL

Highly Functional Table and Chairs

Wherever there's a requirement for a well-designed table and chairs, this new set by Howell is a beautiful solution. The rectangular table in 5 popular sizes, features a plastic top in several woodgrain finishes. Chrome leg base with rectangular tubular legs is cross-braced for extra-solid support. Side chairs with matching square tubular frame and chrome finish have curved back and padded contour seat. Table and chairs are also available in finishes other than chrome.

For full information on uses of this highly functional set, write for descriptive color literature.

HOWELL
Modern Metal Furniture
436 So. FIRST St.,
St. Charles, Illinois

Circle No. 55 on product information card

Architectural Woodwork

American Greetings Corp. – Pan-Am Building
Space Design Group, Designers

by

Jaff Bros. Woodworks, Inc.

41-43 37th St., L.I.C. N.Y. ST 4-1477

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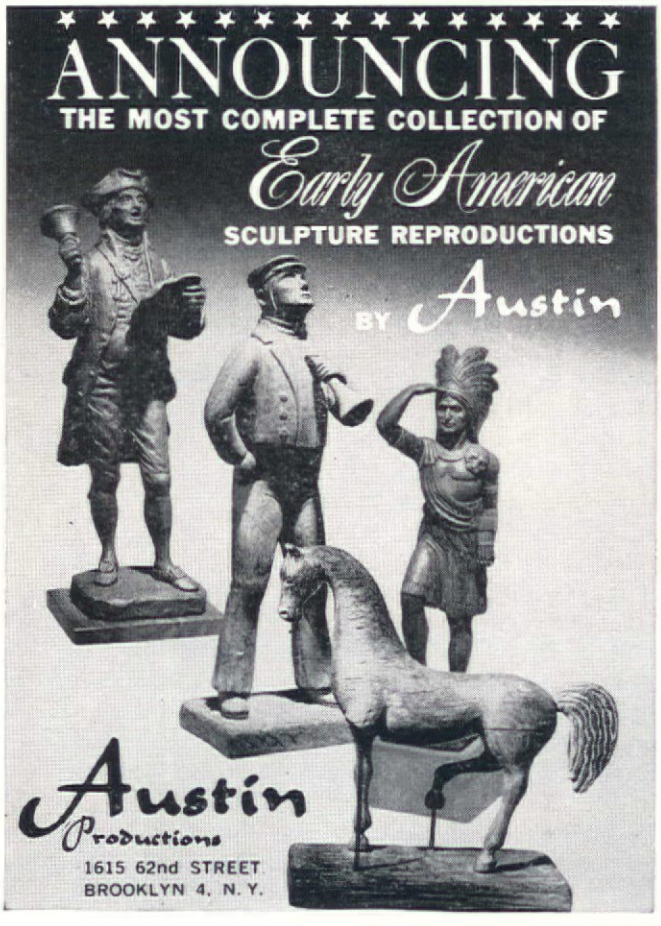

Coming Soon!

a/d

architectural/designers

furniture, inc.

Watch for further announcement

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WE are proud to have assisted Chandler Cudlipp Associates, Inc. in furnishing Pan American Building's Sky Club with antique Pewter, Delft and Fireplace Equipment for the Clipper Ship Restaurant and Bar

☆

Illustrated: 18th-century New York State corner cupboard filled with antique American and English Pewter

Thomas D. & Constance R. Williams

Litchfield, Connecticut 06759
Telephone: (203) JOrdan 7-8312

Historical Consultan's for Business Interiors

Circle No. 57 on product information card

No 27 on product information card

and two very light pinks. No data was compiled on multicolored carpet styles because, the study noted, "their ability to camouflage soil was widely recognized."

Wood symposium held for architects

"Wood as a Decorative Component" was the subject of a symposium held recently in New York City for more than 200 members of the New York Chapter of the Architectural Institute of America and the Architectural League of New York. Held in the showrooms of William L. Marshall Ltd., the meeting was moderated by Marshall's president George T. Kinley. Delivering the opening address is Frederick J. Woodbridge (see cut), of Adams & Woodbridge, architectural firm, and president of the New York Chapter of AIA. Behind the speakers are samples of architectural teak, East Indian laurel, and Brazilian rosewood veneers. The triangular pylons on either side of the speaker's platform are part of a newly installed electronic display equipment. These pylons, activated by push-buttons, can be rotated in unison or individually, to display various combinations of veneers. In

the foreground is a spectroscopic color wheel, introduced by Marshall to simulate the effect of various finishes on raw veneers. Included on the dias are Robert C. Storm, John Nelson Linn, Thomas A. Ryan, and Richard F. Boyd.

Drexel awarded Rayburn HOB contract

Through its Robey contract and development department, Drexel Enterprises, Inc. has been awarded a major sub-contract for furniture for the new Rayburn House Office Building in Washington, scheduled for completion early next year. The office furniture will be in American Federal style, in walnut, and will include desk occasional tables, bookcases, credenza and upholstered desk and side chair They will be installed in offices of Co gressmen, their assistants and secretarie and in the hearing rooms of the new buil ing. The furniture will be manufactur by the Heritage division of Drexel Ente prises in High Point, North Carolina. Fo lowing the completion of this special co tract, Robey plans to market the same lin to be known as The Congressional Grou through office furniture dealers.

Carpet shipments exceed $1 billio

Shipments of all types of carpeting a rugs from U.S. mills in 1963 exceeded billion dollars for the first time. The figu was announced by R. E. Hamilton, exec tive vice-president of the Tufted Texti Manufacturers Association, in a talk the Duraclean convention at the Edg water Beach Hotel, Chicago, in July. Sin contract carpet totals about 25% of carpet produced, this would bring the sal figure for contract carpet in 1963 to mo than $250 million, since contract grad are generally higher priced than residenti grades.

New address for CONTRACT

CONTRACT Magazine has moved to new a larger offices at 7 East 43rd St., New Yo City. The new headquarters occupies entire third floor, and contains appro mately twice the space of our former offic

Sheraton plans two Cairo hotels

Sheraton Corp. of America has brok ground for two major luxury hotels Cairo this summer. The two hotels, 7 room Nefertiti-Sheraton and 300-room I Sheraton, will be built and owned join by Sheraton, Shepheard's Hotel Co., the Egyptian General Organization Hotels & Tourism. Construction is sch uled for completion late in 1966. Nam after the 14th century B.C. Egypt queen, the crescent-shaped Nefertiti-She ton will rise 29 stories, making it the t est hotel in Egypt. Design and constr tion is by Sheraton Design & Devel ment Co., service subsidiary of the h system, and Dr. Sayed Karim, Cairo chitect. The 26-story Isis-Sheraton have a rectangular, saw-toothed tower provide each guestroom with a view of Nile. Architect is Elie Chagoury, will work in cooperation with Shera

(Continued on page

*for the magnificent PAN AM BLDG.
IN NEW YORK CITY

*Kenyon & Eckhardt Adv. Agency (installation illustrated) Allied News, Speller, Hammill and Miller choose

THAI-TEAK
PARQUETRY FLOORING
for durable elegance

THAI-TEAK, the hallmark of quality in flooring, is as adaptable to the world's finest offices as it is to institutions, lobbies, showrooms, or distinctive homes. THAI-TEAK is the genuine import from Thailand ("Tectona Grandis"), choice of the discriminating for centuries. Its characteristic beauty, exotic luster, and quiet elegance are equalled only by its extreme versatility, downright durability and resistance to vermin, rot and decay. You'll be amazed at how inexpensively YOU can specify THAI-TEAK, and the selling avenues it can open for you.

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Circle No. 30 on product information

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HAS THE LOOK OF

Rugcrofters Inc.

In the leading offices in the Pan Am Building planned by the distinguished design firms listed below, the custom carpet specifications called for a wide range of designs, sizes, colors, and textures – plus the unmatched "Look of Rugcrofters."

The skill and experience in interpreting and converting the ideas of designers into carpets of distinction and elegance has earned for Rugcrofters the reputation for outstanding quality and service.

CHANDLER CUDLIPP & ASSOCIATES, INC.
The Sky Club

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. . . and all elevator cabs in the Pan Am Building

Rugcrofters Inc.

Carpet Fashions, Inc. (A Division of Rugcrofters)
295 FIFTH AVE., N. Y. C.

Wire collect to the nearest showroom for the name of distributor in your area.

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Design Carpets
655 Battery, San Francisco

Washington and Oregon
William F. Land
2703 164th Avenue N.E.
Bellevue, Washington

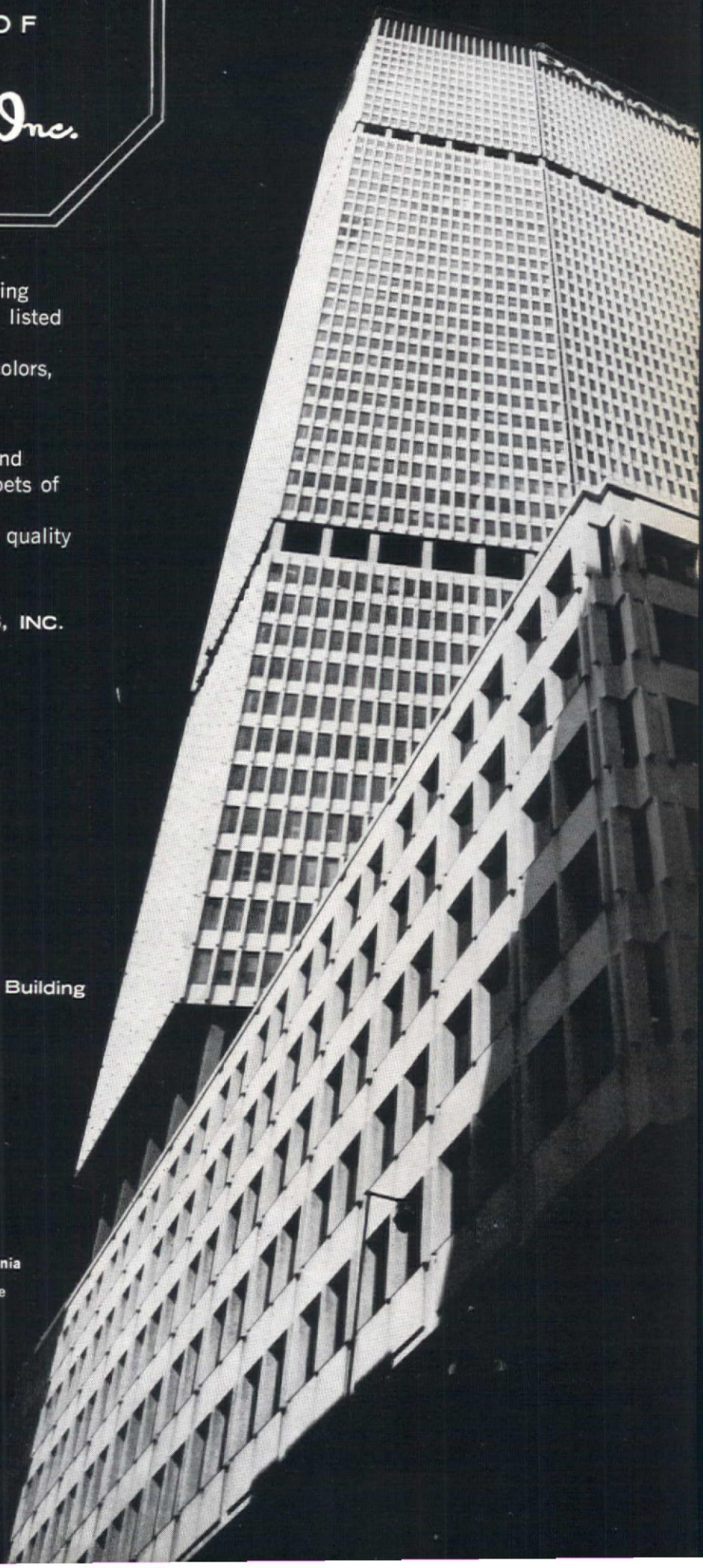
Chicago
11-184 Merchandise Mart

New England and Pennsylvania
Sidney Bond
174 East Washington Avenue
Pearl River, New York

Northern New York
Cliff Heir
25 Charrington Road
Rochester, New York

Philadelphia
Acton Carberry
1616 Walnut Street
Philadelphia 1, Pa.

Washington, D.C.
Robert Gates
4 David Court
Silver Springs, Maryland



Design & Development. Both hotels will have specialty restaurants, including rooftop dining rooms offering spectacular views of the city. A model of the Nefertiti-Sheraton is on display in the United Arab Pavilion at the New York World's Fair.

New assignments . . .

Ford & Earl Design Associates, Warren, Mich., has recently been assigned two major projects. The first includes space planning and interior design of the main dining room, bar, coffee shop, and penthouse cabaret of the new Pontchartrain Hotel now under construction in downtown Detroit. The second assignment is space planning and interior design of a new administration building for Ford Motor Co., Ltd., in Warley, England. . . . The Professional Planning Service of V. Mueller & Co., manufacturer and distributor of surgical instruments, medical equipment, furniture and supplies, has been awarded the interior design contract for the 4-story addition to the Field Clinic, Chicago. The project includes a main lobby, two auxiliary waiting rooms, thirty examining and treatment rooms, a minor surgery room, and thirteen private offices. . . . Straus-Duparquet, Inc., leading contract furnisher of New York, will design and equip all public and guest areas in the new 200-room, 7-story Doric Motor Inn in Los Angeles. The $400,000 contract covers the interior design, furnishings, and equipment for guestrooms, lobby, restaurant, cocktail lounge, and coffee shop, including food service facilities. . . . Morton Textiles & Furniture, Chicago, is completing the design and furnishing contract for the new Green Manor Nursing Home, Dayton, Ohio. The 100-bed home for the aged will feature modern facilities, including physical and occupational therapy areas, in a warm atmosphere. . . . Albert Parvin & Co., Los Angeles contract furnisher, will design and furnish one of the largest cocktail lounges at Las Vegas' Tropicana, featuring a full-scale theatrical stage. The cocktail lounge-theater has been planned so that each seat is afforded a direct and clear view of the stage. Lighting and sound controls, designed by Parvin, incorporate the latest electronic equipment usually identified with a full-theater operation, rather than a lounge or supper club. In addition to the theater-lounge, Parvin will redecorate 225 of the original guestrooms at the luxury hotel. . . . Flannery & Associates, Inc., Pittsburgh interior designer and store planner, is associated again with Joseph Horne Co. and will plan Horne's South Hills Village suburban store, part of a $25 million, 100-tenant shopping center south of Pittsburgh. The 16,000 square foot store is the eighth handled by Flannery for the chain during the past ten years. . . . Henry Sheehan, Inc., New York interior designer, has been retained to completely rehabilitate The Dryden East Hotel. The two-stage project involves major construction work and total design of six oversize luxury penthouse guestrooms and renovation of the lobby, bar, and restaurant. A new facade is being planned as well as complete redecoration of all guestrooms, suites, and public function rooms. . . . Betty B. Teitz Interiors, Providence, Rhode Island, has been commissioned to handle the interior furnishing for conference room, lounge, recreation room, lodge room, and general seating for the Touro Fraternal Association. The Teitz office has also been assigned the interior office planning and design for McElroy & Regan, attorneys, redesigning the secretarial and executive offices, plus creating a new concept for partitioning the corridor of the bank building for a reception area. . . . Imperial 400 National, Inc., has started construction of a $35,000, 39-room luxury motel in State College, Pennsylvania, featuring deluxe guest accommodations in modern decor. Imperial 400 motels are operated as part of the national chain under two distinct plans—co-owner and franchise. In both cases, Imperial delivers a finished, fully operational motel. (C

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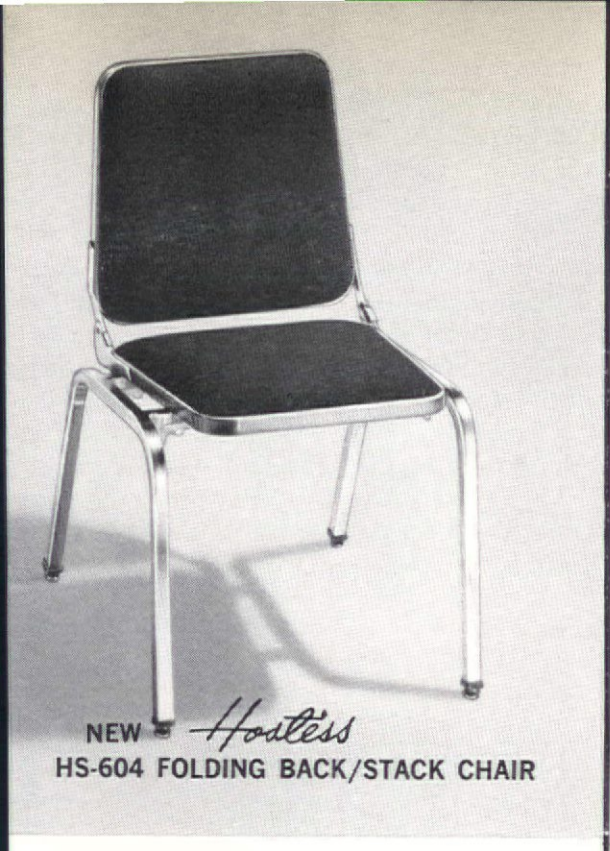
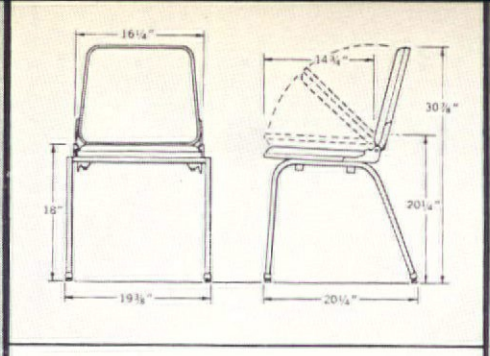
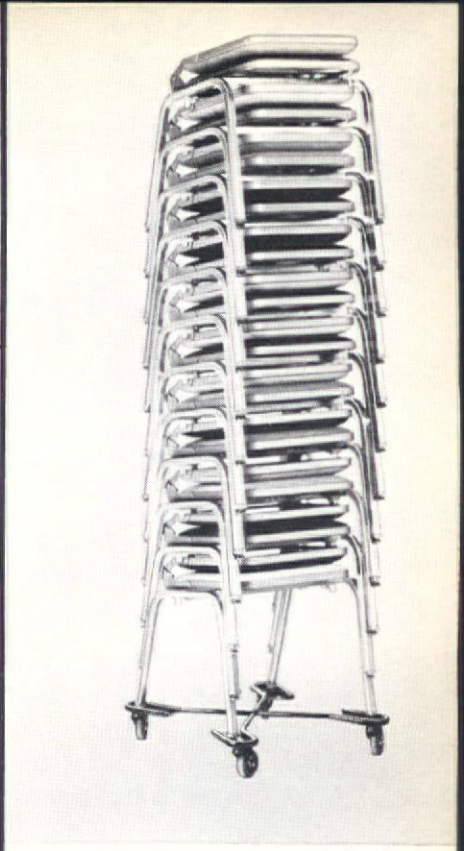


NEW *Hostess*
HS-604 FOLDING BACK/STACK CHAIR





sits up...

with the inviting comfort of fully-upholstered Polyfoam seat and fold-down backrest, mounted to non-tip, square tubular wide-stance legs. Mix-or-match seat and back colors of Scotchgarded woven fabric, or Naugahyde Chromata. Correlated leg finishes in brushed satin Chrome or Brass.

folds down...

to protect upholstered areas and permit more chairs to each compact stack. Special hinge withholds undue back pressure on seat, allows units to store on or under tables, conveniently out of the way.

stacks away...

quickly and easily in compact storage to 12 high on a dolly and still clear 80" doorway. Special nylon guides assure positive unit alignment — no tilt or topple at any convenient stacking height.

NEW STACKABLES T.M. REG.

Designed for comfort, convenience, and new highs in compact stacking

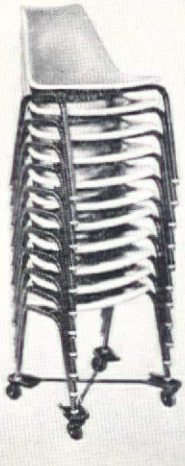
More Fine Creations by- KRUEGER
METAL PRODUCTS COMPANY / GREEN BAY • WISCONSIN

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

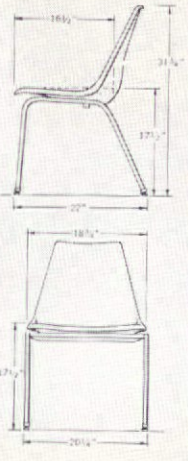
NEW 6000 SERIES
Fiberglass Stack Chair

Fresh contemporary design of beauty and durability in stackable seating. Contour-curved shell, in 7 colors, is unitized to wide-stance, square tubular legs — in brushed Chrome or Brass, or baked enamel finishes. Self-leveling foot glides.

Series 6000 units stack to convenient heights without tipping.



Note spacious shell, wide-stance legs for maximum comfort and seating stability.



Continental
SIDE and ARM CHAIRS
Popular fiberglass series with upholstered foam seat pad — leg or swivel/pedestal base, tilt action optional.

Hostess
DECORATOR FOLDING CHAIRS
Top auxiliary seating — slim-line X-frames, upholstered comfort, wide range of fabric/frame color combinations.

PEOPLE

JOE WEINSTEIN has joined the Helikon Furniture Co., Inc., as contract trade representative.

JUDSON E. WILLIAMS has been appointed manager of contract sales for vinyl upholstery and wallcovering fabrics for the Fabrics and Fibers Dept., Union Carbide Corp.

WILLIAM E. GLASSCOCK, president of Painter Carpet Mills, has been elected treasurer of the Tufted Textile Manufacturers Association, succeeding HARRY SAUL, president of Queen Tufting Company.

FRANK N. WILFINGER has been named the new manager of contract sales for Shawnee Distributors, and HERBERT W. CLARKE has been named to the same position for Shawnee East. Both firms are wholesale distributors for Mohawk Carpet Mills.

T. R. PITTS has been elected president of Myrtle Desk Co. C. D. SLACK was named vice-president in charge of office furniture sales, and HARRY B. ADAMS vice-president in charge of merchandising.

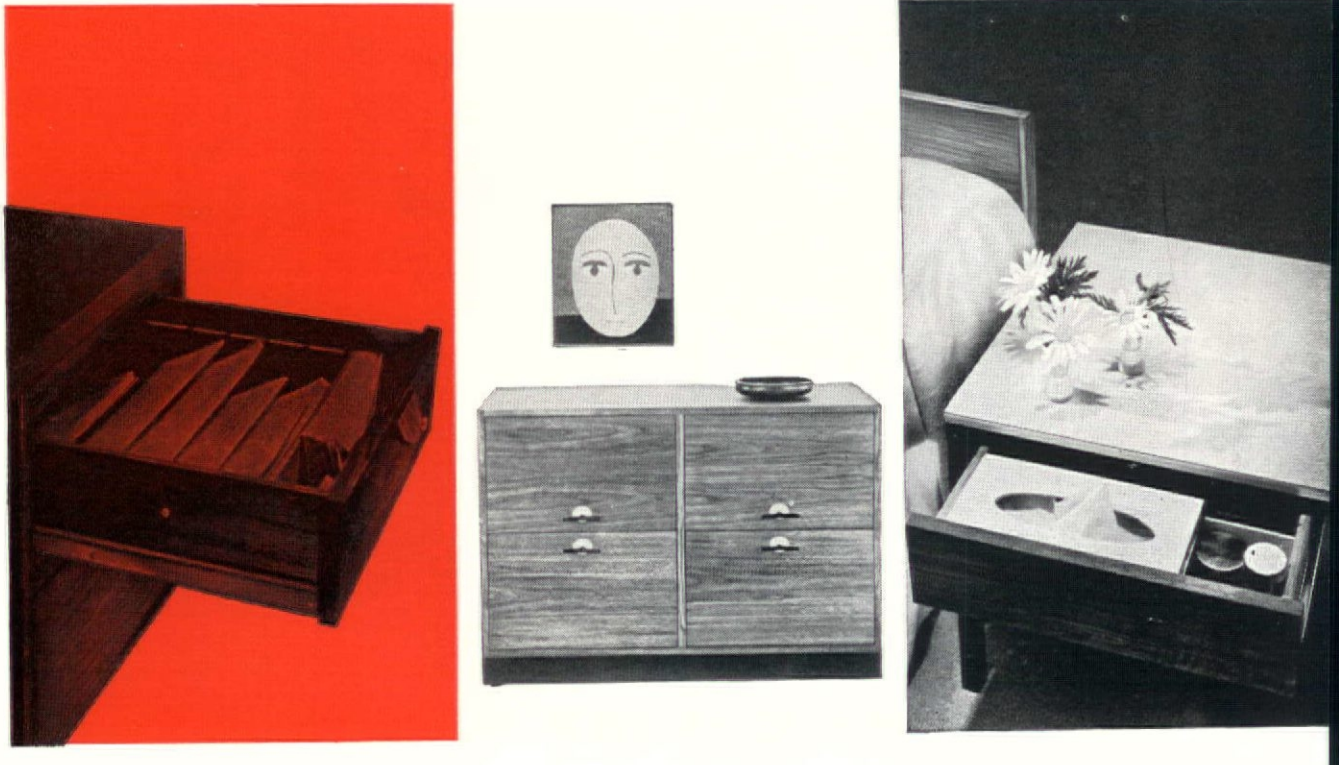
C. NEIL SMITH and HORACE G. MARSH have been named sales representatives for Hardwick & Magee Co.'s contract lines. Mr. Smith will cover the southern Florida territory; Mr. Marsh will cover northern Florida and the southern counties of Georgia. JOHN LINK, midwestern representative, has been given the States of Iowa and Nebraska, in addition to his former territory; STUART MORRISON, presently representing Hardwick & Magee in most of Illinois, will also represent the firm in the greater St. Louis area.

ELEANOR WAY has been named stylist-designer for Fabrics & Fibers Dept., Union Carbide Corp., responsible for fabric design for interior furnishings.

JUDITH ANN PATALIDIS has been named interior design consultant of the Wyandotte Chemical Corp. by J. L. Hudson contract division.

PHILIP D. WARD has been appointed vice president in charge of public relations and advertising for Duraclean Co.

MAURICE F. FLYNN has been appointed vice president and executive director of International Design Center, Miami, Fla.



THIS FURNITURE HAS TWO THINGS IN

Write for your copy of Grant's 42 page Drawer Slide Catalog. GRANT PULLEY & HARDWARE CORPORATIO

SID GOLDBERG has been named regional sales manager for Maxwell Co.'s new Western Division office, 9278 Santa Monica Blvd., Beverly Hills, Cal.

RALPH F. LANGLEY has been named vice president in charge of manufacturing for Roxbury Carpet Co. ROBERT H. CLAPP has been elected vice president for purchasing, and will continue as director and secretary. JOHN A. MCCONNELL, JR. has been elected treasurer and a director of the company. DONALD C. GRIMES has been named general manager of Roxbury Southern Mills, Inc., Chattanooga, Tenn.

FRANK E. HANER has been named representative for Thortel Fireproof Fabrics in greater New York, Long Island, lower Connecticut, Westchester and New Jersey.

L. D. AULICINO has been named vice president of Macey-Fowler Inc.

PHIL M. BIDLACK has been named president of Columbus Coated Fabrics Co., a division of Borden Chemical Co.

CLIFTON HART has been named General Manager of Winfield Design Associates.

LOU RESNICK and JEROME G. STONE have been appointed sales representatives for the upholstery fabric division of Ross & Roberts Sales Co. Mr. Resnick will cover Maryland, Pennsylvania, Delaware, Washington D.C., and New Jersey; Mr. Stone will serve all of Canada.

PETER HEAD has been named Chicago district representative for Corry Jamestown Corp., manufacturer of office furniture.

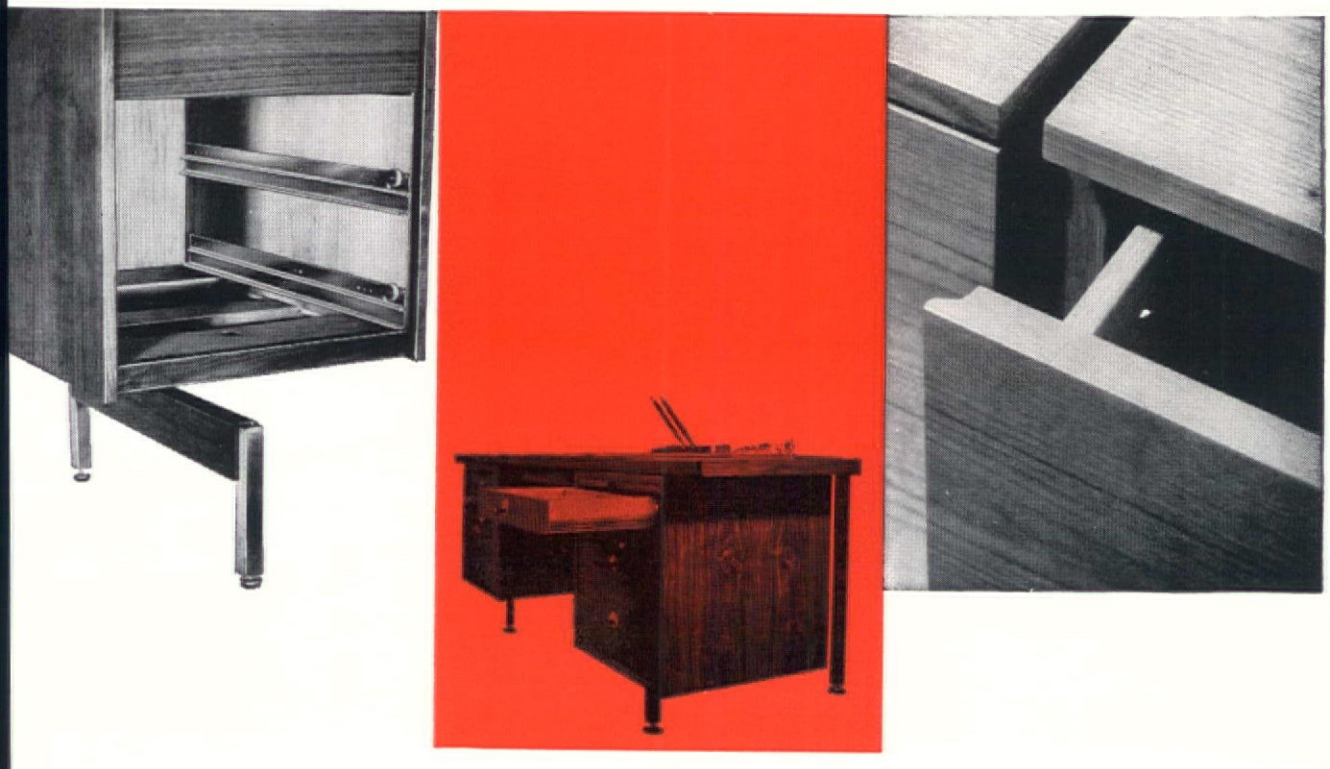
W. LINDSAY WYLIE has been appointed manager of textile fiber sales for the textile division of U.S. Rubber.

B. A. STEINBERG has been named university sales specialist in the university division of Royalmetal Corp.

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

ROBERT H. ADAMS and DOMINIC A. SAPORITO have been named vice-presidents of Ford & Earl Design Associates.

PETER A. MILNE has been appointed designer-delineator at the Boston office of Gilbert M. Garte & Associates.



COMMON—QUALITY AND GRANT SLIDES

STERN DIVISION / 181 High Street, West Nyack, New York / WESTERN DIVISION / 944 Long Beach Ave., Los Angeles 21, Calif.

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OUT OF THE MANY MOODS OF **MOLLA**

LINE 9...for contract installations. Looking for all the world like rattan, Line 9 is actually constructe of sturdy, durable tubular steel. It's the modern, easy way to create a colorful mood with almost no mai tenance, no waxing or polishing required. Rustproofed, and available in a wide range of cheerful, welcomi colors. Fully coordinated for installations from shoe salons to living rooms and dining rooms. Write f illustrated catalogue. Molla, Inc., 425 E. 53 St., N.Y. Showrooms in Boston, Chicago, Dallas, Los Angele Miami, Philadelphia, San Francisco, Washington, D.C.

molla
FURNITUR

Circle No. 34 on product information card

CONTRACT NEWS

NATIONAL OFFICE FURNISHINGS ASSOCIATION is he new name chosen by NOFA at its annual onvention. The change from "Furniture" to Furnishings" is intended to reflect NOFA's roadening, more comprehensive goals.

ACK DENST DESIGNS has been newly incorpoated under that name. The name change of he firm, formerly known as Denst & Miles, is ffectively immediately.

MERICAN STORE EQUIPMENT & CONSTRUCTION O. and ASSOCIATED CONTRACT FURNITURE INUSTRIES have announced their affiliation.

RIMMET-NUNES ASSOCIATES is new Philadelphia rea representative of Gene McDonald, Inc. The hiladelphia firm is located at 1616 Walnut St., hiladelphia, Penna.

HALHIMER'S INDUSTRIAL SALES DIV. will move to new premises across the street from Thalmers' Westmoreland St. store, Richmond, Va.

MAGNAVOX CO., TV manufacturer, last month disclosed its purchase of KENT-COFFEY MFG. CO., manufacturer of high-grade case goods, as part of its program to enter the home furnishings market.

I. V. CHAIR CORP. has opened a new and larger showroom at 969 Third Avenue, New York City, and a new office and factory at 86030 103rd Ave., Ozone Park, N.Y.

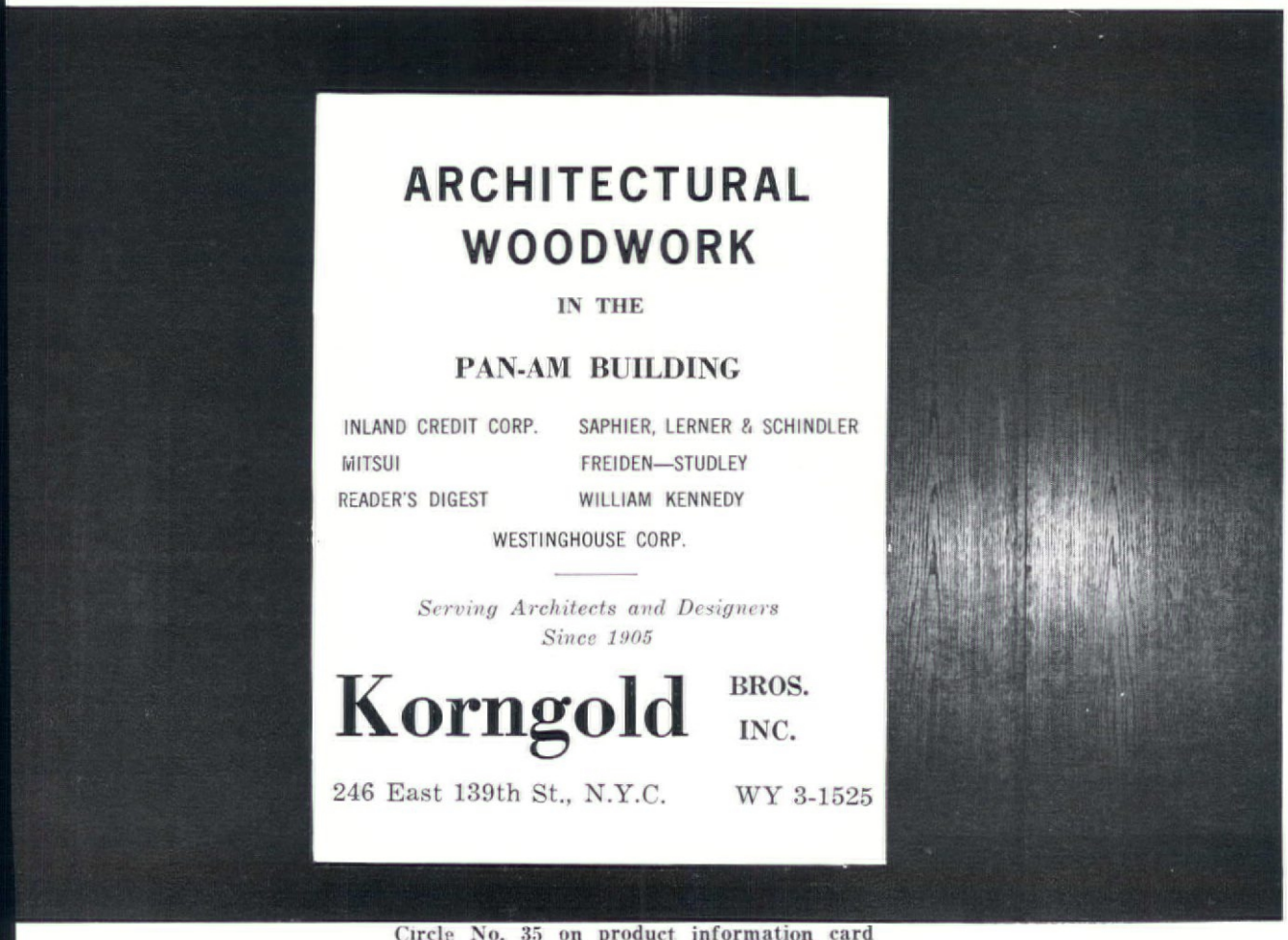
CHAIX & JOHNSON, architectural firm, has recently moved into new Los Angeles offices at 1666 West 3rd St., with exteriors and interiors designed by the firm's staff.

METROPOLITAN FURNITURE CORP. is showing its new line of end and cocktail tables in the Trendage Furniture Showroom, Fine Arts Bldg., 232 E. 59th St., New York City.

Addendum

The wall fixture and the pineapple-based table lamp credited to Excel Mfg. Co. on page 33 of the August lighting section were manufactured by Quartite Creative Corp., 230 Fifth Ave., New York City.

(Continued on page 40)



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CARPETS BY LEES

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

1. You get quick understanding of your specific problem (whether it's refurnishing or complete furnishing) because we have longer contract experience than any other source (since 1893).

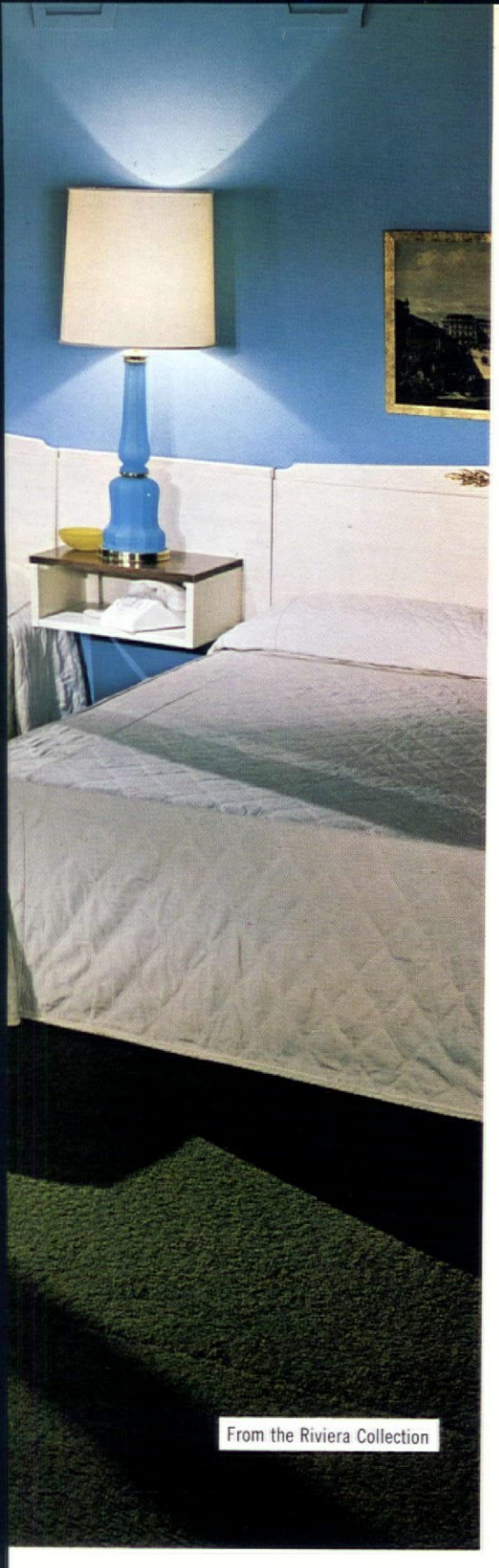
2. You get maximum selection of styles, sizes, colors, etc., because we are the world's largest furniture maker.

3. You get low initial cost because we buy materials with the major cost advantages of big-volume production.

4. You get lower transportation costs because we operate our own fleet of almost 300 trucks.

5. You get low maintenance cost and long service because we manufacture to the most rigid quality control standards.

6. You get a choice of financing plans through your Kroehler contract dealer (up to 5 years to pay).



From the Riviera Collection

From the Ming Collection

From the Deauville Collection

From the Continental Collection

chosen by more people
han any other brand
of furniture in the world

KROEHLER

KROEHLER MFG. CO., Contract Division C 9
666 Lake Shore Drive, Chicago, Ill. 60611

Please send me complete Kroehler Contract information.
I am interested in ____ new installation ____ refurnishing
I would like information on your finance plans ____

name _____
(please print)

address _____

city _____ *state* _____ *zip code* _____

"Firenze Damask"

Design hand printed in Mustard Yellow on White Burlap. Used by **Chandler Cudlipp** in Sky Club Private Dining Rooms— Pan American Building, New York City.

LOUIS W. BOWEN, inc
Fine Wallcoverings
979 Third Avenue • New York 22, N. Y.
Chicago • Boston • San Francisco • Los Angeles • Philadelphia • Miami • Dallas • Montreal • Toronto

Circle No. 70 on product information card

CONTRACT NEWS

CONTINUED FROM PAGE 37

MORTON TEXTILES & FURNITURE is expanding its headquarters to an entire block of space, encompassing the firm's present headquarters. The new address of the institutional furnishings firm, as of October 1, will be 320 W. Ohio, Chicago, Ill.

SIMMONS Co. will expand its Los Angeles plant by 27,900 square feet, to a total of 165,900 square feet of manufacturing space. Additions to the plant, which was opened in 1959 with an area of 98,400 square feet, will be completed by early Fall.

PINO L. DELUCA, LAVERNE INTERNATIONAL, SPANISH TRADING CENTER, and CHANEAUX IMPORTS have leased space in the Decoration & Design Bldg., 979 Third Avenue, New York City.

CABIN CRAFTS, INC. has opened a new regional office at 99 Chauncy St., Boston, to serve contract customers in Massachusetts, New Hampshire, Vermont, Rhode Island, eastern New York, and northern Connecticut. Ted White, territory manager for New England, is in charge of the office.

CLE-LAND PARTITION Co. has been established as an independent firm. The company, which manufactures movable interior walls, was formerly operated as a division of the Cleveland-Detroit Corp.

MADISON FURNITURE INDUSTRIES has moved its Dallas showroom from Space 4056 to Space 4305 at the Dallas Trade Mart. Herb Harker, Madison Texas and Oklahoma representative, is in charge of the new showroom, which was designed by Arthur Umanoff.

ASAM BROTHERS, INC., has been appointed a distributor in the Delaware Valley area for the complete line of vinyl wallcoverings produced by Maasland Duraleather Co.

Robert Wettstein

Robert (Bob) Wettstein, 64, president of Wettstein, Nowell & Johnson, which represents CONTRACT and other Gralla Publications in Los Angeles and San Francisco, died August 9 in Laguna Beach, Cal. Mr. Wettstein was a salesman and sales executive for a Chicago business magazine publisher before establishing his own firm on the West Coast. Mr. Wettstein's partners and associates will continue West Coast advertising representation of CONTRACT.

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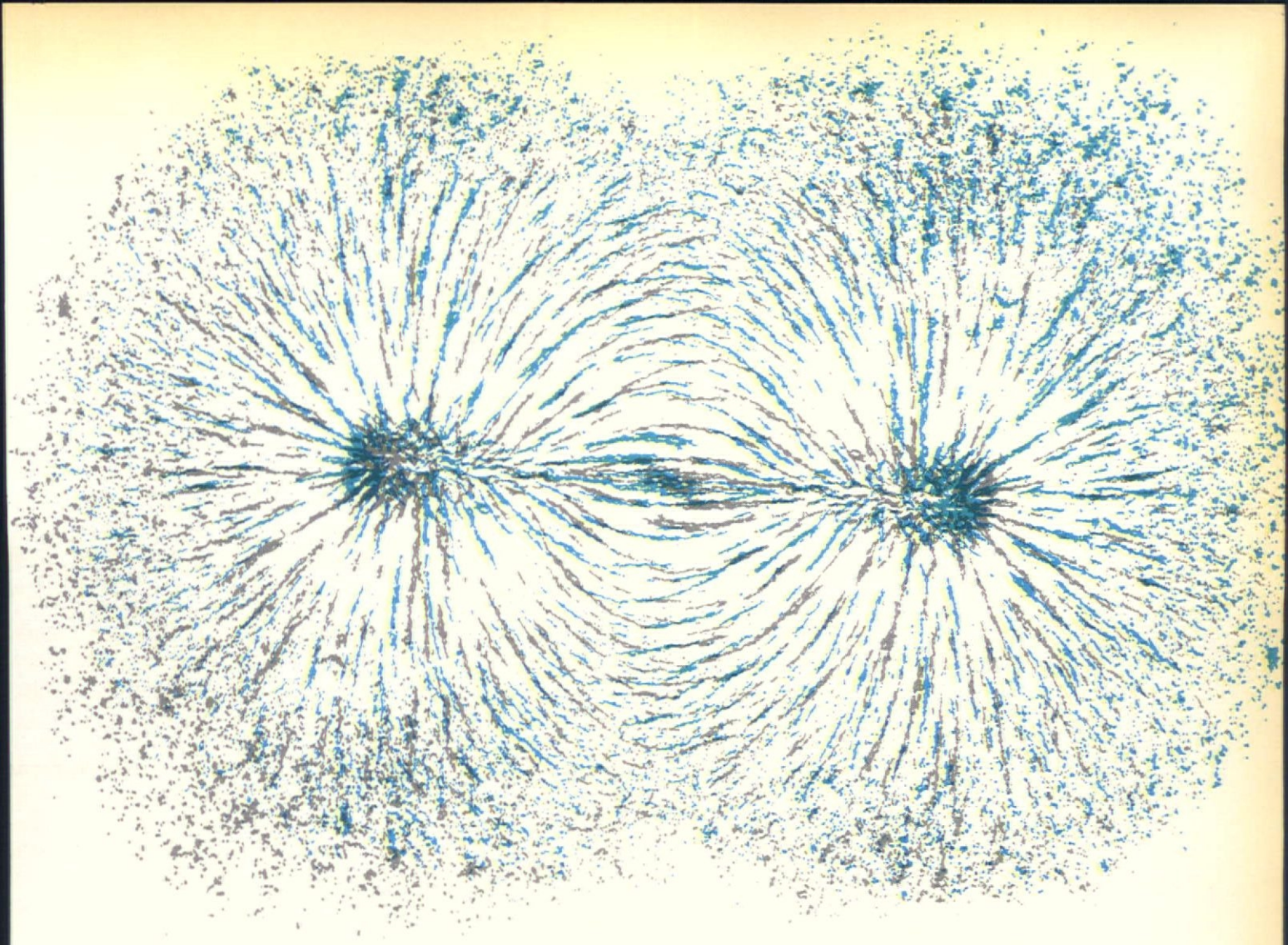

Who's creating exciting new carpet with electronics?

Monarch is...with Colorset

When electronics and carpet get together, watch out for COLORSET. When multicolor patterns come vibrantly alive in free-flowing uninhibited designs, then it's **sure** to be COLORSET. And when you see the same plush resilience, the same deep, deep pile and luxurious quality in each patterned carpet, of course it's COLORSET! Monarch's COLORSET process combines the creative craftsmanship of the past with electronic know-how and inventiveness of today. COLORSET glows with progress and personality . . . with new ways to magnetically dye and preserve color . . . to shape designs . . . to turn out better quality in less time — at a lower cost. The old laborious, loom-threading methods for making patterned carpet are obsolete. Monarch's COLORSET marks the advent of a modern era in carpet-making. So . . . if you like to pioneer . . . look to COLORSET for exciting interiors. Select from a collection of elegant patterns in a wide range of color combinations . . . in any yarn. For additional information and samples, please write today to our CONTRACT DEPARTMENT.

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

Monarch carpet mills
CHAMBLEE, GEORGIA

... Your Invitation to Comfort

STYLE 104

STYLE 3571

Shelby Williams INDUSTRIES, INC.
2500 W. Ogden Ave., Chicago, Ill. 60608

SHELBY WILLIAMS of CALIFORNIA, INC.
1319 E. Washington Blvd., Los Angeles, Cal. 90021

SHELBY WILLIAMS of TENNESSEE, INC
Morristown, Tennessee

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

See the Shelby Williams Exhibit in the Pavilion of American Interiors at the World's Fair
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Circle No. 40 on product information ca

WHY VAN LUIT VINYL SCENIC WALLCOVERING ON THE WALLS OF A COMMERCIAL INTERIOR ?

First of all, to give it an "uncommercial" look. Backgrounds for business can reflect the same decorative smartness as the finest residential interiors with inimitable Van Luit wallcoverings which are now available, beautifully handprinted on durable, scrubbable vinyl. Why not do as so many top professional interior designers have been doing for years . . . select Van Luit's outstanding designs and colors for all your important projects. Both you and your client will be pleased.

Illustrated: VINYL **MALAY BAMBOO**

Albert Van Luit & Co.
WALLCOVERINGS

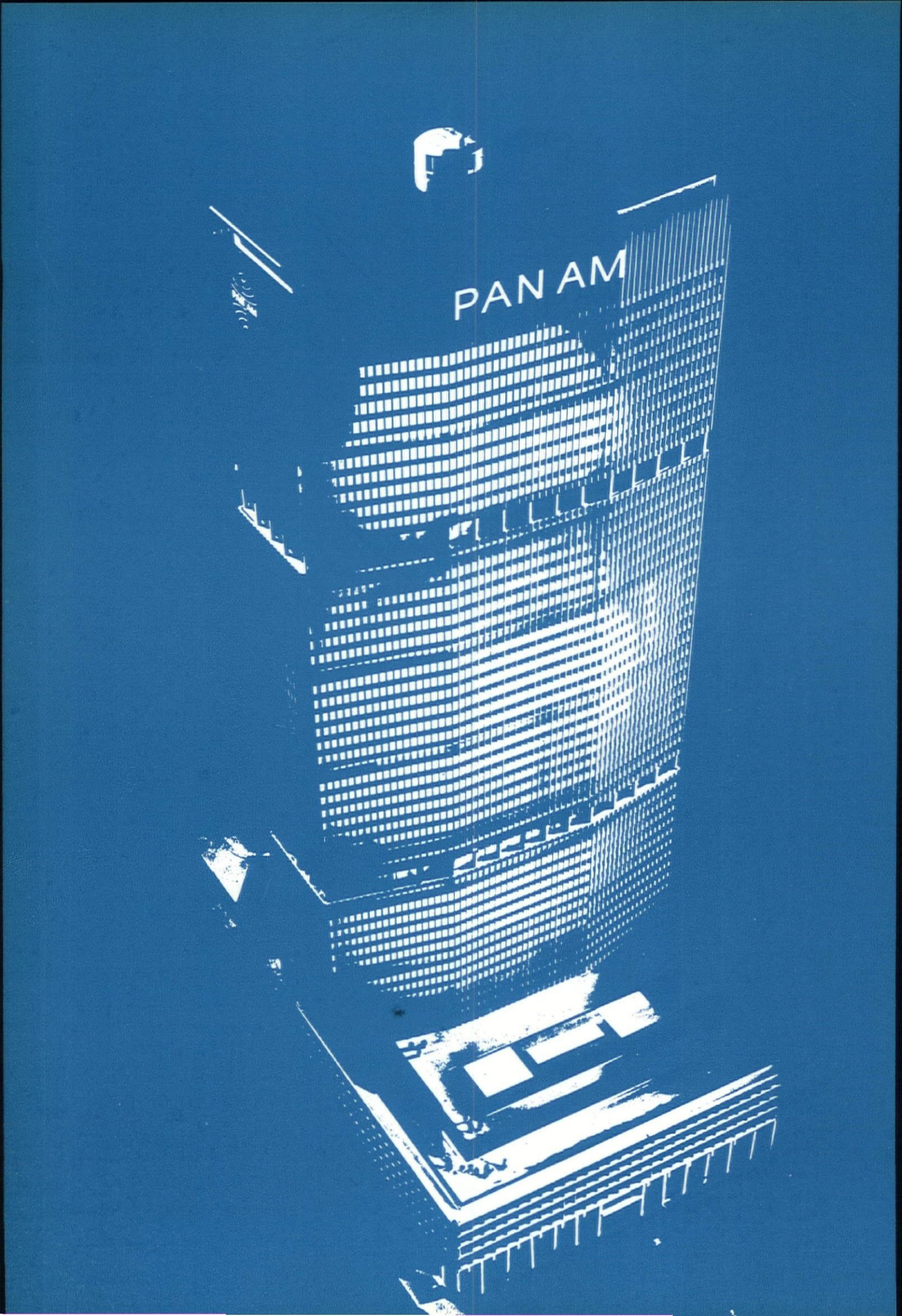
Office & Factory: 4000 CHEVY CHASE DR., LOS ANGELES 39

Eastern Warehouse: 1240 HURON RD., CLEVELAND 15

Van Luit Showrooms:
NEW YORK • CLEVELAND • CHICAGO • LOS ANGELES

AVAILABLE AT BETTER DECORATORS AND WALLPAPER DEALERS EVERYWHERE

Distributed by:
DWOSKIN, INC. IN THE SOUTHEAST • ROY JACOBS CO., IN TEXAS
WALLPAPERS INC., IN THE NORTHWEST • VAN LUIT IN THE SOUTHWEST
BORLAND TEXTILES IN HAWAII • CHARLOTTE HORSTMAN IN HONG KONG


PAN AM

LANDMARK SERIES #1

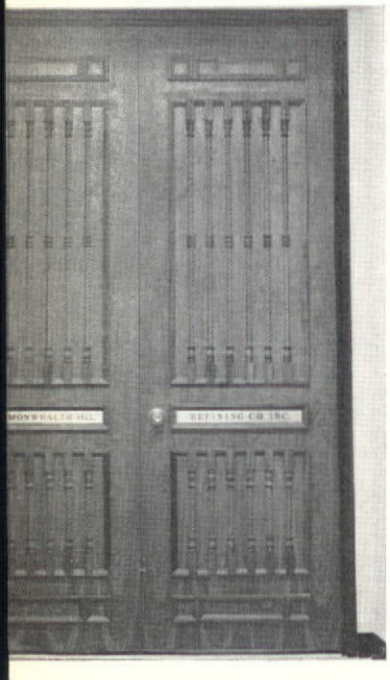
PAN AM AND THE CONTRACT INDUSTRY

MARCH 8, 1963 was the date the contract industry came into its own. That was the day 42 trucks converged on the still unfinished Pan Am Building from different parts of New York City. They carried the furnishings, business records and other effects of the first Pan Am tenant, the National Association of Mutual Savings Banks, into the world's largest office building—a colossus of 2.4 million square feet, 59 stories high.

The forces and energies that made possible this first occupancy cannot be gauged in everyday terms. From every standpoint—its size, its strategic location in the New York business district, and the engineering achievements it took to put the building where it is (among other things, its supporting columns are located betwixt and between the railroad tracks of Grand Central Terminal), the Pan Am is unique. Just as unprecedented is the financial structure that formed its economic underpinnings—the international line-up of financial powers required to translate the original idea into steel-and-stone reality. In terms of both dollars and square footage, the leases signed by Pan Am's major tenants are nothing less than the largest in real estate history. Pan American Airways, for which, as the largest lessee, the building is named, occupies five entire floors—629,000 square feet, whose cost, over a 25-year period, will be $117 million, or enough to build four or five average skyscrapers. Other major tenants like Westinghouse, Reader's Digest, Texas Gulf Sulphur, Alcoa, Kenyon & Eckhardt, and Commercial Union Insurance Group also occupy huge areas under leases that total hundreds of millions of dollars. For a complete rundown of tenants and the space they occupy, see page 124.

Even from the mere smattering of facts and figures given above, the reasons for calling Pan Am a giant achievement in real estate, engineering, and financing should seem obvious. But what makes Pan Am so uniquely important to the contract industry? Why do we call it a "landmark"? The answer lies in the fact that Pan Am embodies and exposes trends that have been either latent or only partially expressed in the postwar development of the contract industry.

What are these tendencies? Certainly bigness is one of them, and bigness seems to condition and modify all the others. It is the trend on the part of major U.S. corporations to bigger and bigger premises to contain and to centralize their clerical, executive, and administrative functions. Despite the so-called decentralization of American industry, that part of the corporate structure which does the managing, the selling, the billing, and the purchasing seems to prefer centralized, vertically oriented quarters. The huge spaces U.S. business is commandeering necessitate enormous



outlays of rent, outlays so great that dead or unproductive space cannot be tolerated, as it might have been and indeed was 20 or 30 years ago. In consequence, corporate moves to new buildings or expansions within existing structures are more and more "pre-planned." Projects for future space requirements, correlated with probable accretions of personnel and equipment, are made years in advance and are frequently expressed (as in the Pan Am Building) in terms of options on additional space, or in terms of building or rental programs that look as far ahead as ten to fifteen years.

Concurrent with the development of the contract planner and also closely linked to the new and urgent needs of giant corporate enterprises has been the emergence of manufacturing facilities equipped to design and produce precisely the right furniture, fabrics, wallcoverings, acoustical materials, floor coverings, lighting, and other products and materials used in the working and/or public environment. In contrast to a dozen years ago, there is today an almost infinite range of merchandise for business to choose from, more and more of it designed specifically for commercial/institutional applications. Whole lines have been ingeniously engineered so as to fit every conceivable type of office situation and these manufacturing sources can provide, in addition to stock items, highly specialized custom pieces or fixtures, whenever the latter are specified by the designer. A broadly varied and fully articulated set of manufacturing sources, in short, has grown up in the contract furnishings field, whose divergence from their residential ancestors becomes more and more apparent each year.

All of the tributary streams of a new and surging industry—management, contract design organizations and manufacturing sources of supply—achieve full flow in the Pan Am. In a very large hand the building inscribes precisely the direction the contract planning and furnishing industry is taking and will continue to take. It makes clear and explicit the vastness and intricacy of corporate activity, the army of planning and design talent that must be brought into play to serve the needs of contemporary business, the enormous array of manufacturing skills and end-products that have been evolved to put flesh on the framework of planning and design.

The Pan Am is not only the biggest contract job in the world, but it is *completely* contract. Every square foot of its interiors was planned, created—and the furnishings for them specified—by contract designers. Some of them are space planners, some the design units of architectural firms, some the designing and planning departments of manufacturing organizations like Knoll or Shaw-Walker—but each is a qualified member of a new professional group that has matured in response to the vast demands of corporate and institutional expansion of recent years.

The Pan Am Building creates the working standards for the future (a future that will dwarf even this giant in the next few years) and exemplifies the way the industry as a whole will inevitably exploit its forces in order to reach its full potential.

In these trend-setting developments, the role of CONTRACT Magazine should be apparent from the present issue. As the business magazine of the field, CONTRACT will chart the course, so to speak, both in its Land-

mark Series, and in its regular monthly issues. The Landmark Series will be a carefully directed program, devoted only to such projects and complexes as actually help establish and further clarify the perspectives of the contract planning and furnishing industry. Right now, we are considering devoting Landmark issues, over the next 18 months to two years, to such projects as the Prudential Life Center in Boston, Gateway Center in Chicago, and One Wilshire in Los Angeles. In the analysis and documentation of such undertakings, we believe, the new shape of the contract industry can be most clearly discerned and its attributes most clearly characterized.

Out of these vast space requirements and their continual enlargement year by year the contract planning and furnishing industry as we know it today has emerged. For it is precisely the problems engendered by high rental costs and long-term projections that have compelled the corporation to call for specialists in commercial and institutional space planning and design. Their presence has become an economic (as well as an ecological) necessity.

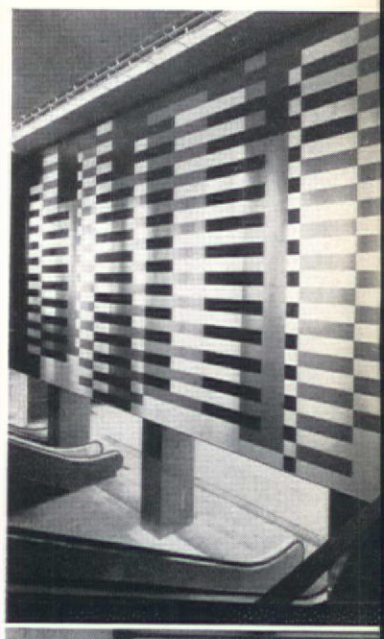
This group of professionals had first to be created; as late as a dozen years ago there were a mere handful that could be truly designated as contract specialists. Given the demand for their services, their growth in both influence and numbers was almost inevitable, to the point where few major commercial or institutional organizations undertake relocations to new premises today without employing the services of this new category of professionals, which includes the design departments of architectural firms as well as commercial interior design organizations with specialized personnel, namely architects, engineers, space planners, and designers.

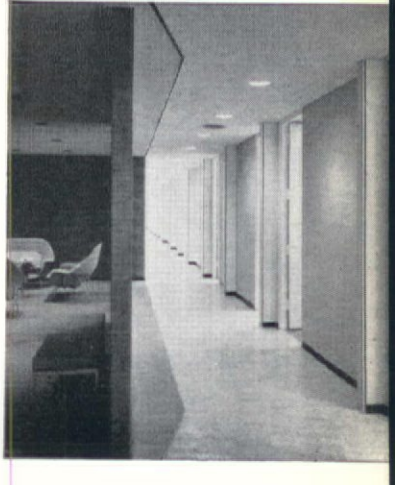
How define these services? In essence, they consist of developing for the client a plan and a bill of materials that will permit full, rationalized utilization of the space he owns or rents. At the same time, the professional contract designer (or design department of an architectural firm, as the case may be) must create a congenial working environment and provide for growth in terms of personnel and the equipment that such personnel needs to do its work.

To perform these functions on the scale demanded by American business today, the new professional has had to make a clean and decisive break with the past. His tasks are far wider in scope than those of the traditional interior designer and interior decorator; decorating is in fact only one tiny ingredient in the contract *gestalt*. The contract designer must be equipped to deal with the procedures and technical languages of engineering and construction, with intricate leasing provisions, with the complex logistics involved in settling a client into new spaces that are frequently measured in hundreds of thousands of square feet. He must know a good deal about the complexities of financing a job, and it is essential that he be an expert in comparative market values of both the merchandise he specifies and of real estate too.

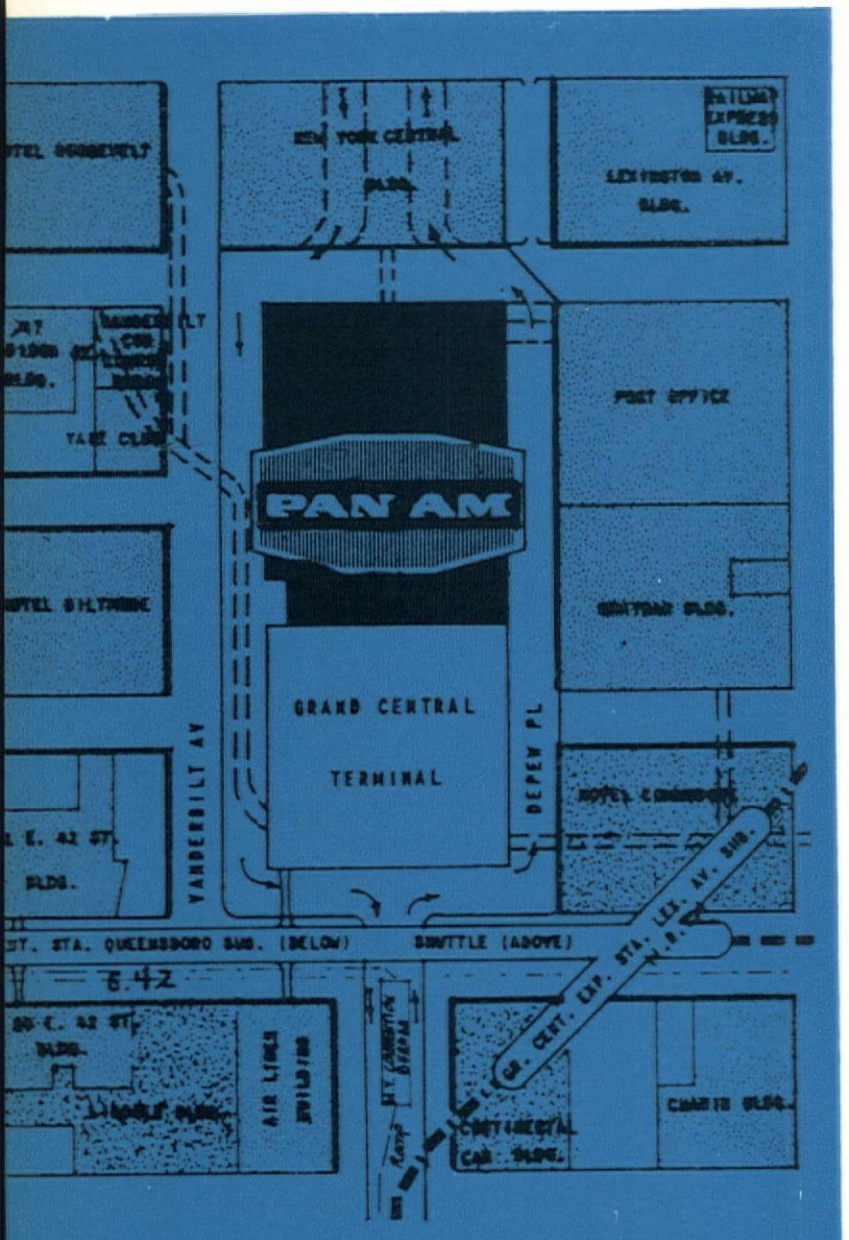
To sum it up, the contract design organization is a specialized business entity serving other business entities; it is as far removed from the calling of interior decoration as a supersonic jet airplane is from the horse.

Ben Helhman





THE VERTICAL CITY: DESPITE THE WONDERS OF AUTOMATION, PEDESTRIAN TRAVEL, PUNCTUATED BY ELEVATOR RIDES, IS FAVORED IN THE HIGHLY CONCENTRATED BUSINESS COMMUNITY, SUCH AS THE ONE THAT SURROUNDS PAN AM



SITUATED AT THE HUB of the New York business community, Pan Am's record success as a rental building is attributable both to the vast number of companies within a few blocks from it and the easy entry and departure it permits from the business district and the city via public transportation.

WHEN the idea for Pan Am began to take shape in the mind of the late Erwin S. Wolfson in the late Fifties and when it was further elaborated in discussions with his associates, as well as with financial backers and prospective tenants, the structure was thought of basically in terms of serving an important set of business needs. That the need was there is borne out by the fact that the building was completely rented in record time.

The reason there was such a demand for space in the building is that, as has been pointed out on several occasions, the business community functions best in a vertical city, and Pan Am does more than simply increase the verticality: it actually stands at what is probably the most important hub of business in New York City, and by that token, of world business. It makes possible business calls *on foot* to a vast range of major corporate enterprises, both within the building and within a few short blocks of it. Its personnel comes into the city directly underneath the building, via the New York Central Railroad or the local subways, and they leave the business district by means of the same conveyances. They move vertically to make thousand of business contacts via elevator; and they are pedestrians for the short distances between buildings.

That is why Pan Am is a success—because it is easier to do business in a pedestrian city than in an auto city. When one plans for a pedestrian city, however, one must reduce certain other desiderata, like open spaces, sunlit windows and streets, and an easy flow of traffic, both human and vehicular. Density and congestion, however, are relative matters. As Walter Gropius, dean of the Harvard School of Architecture and one of the consulting architects of Pan Am, has pointed out, what may be congestive in a residential area may actually constitute great convenience in a business area. From the Wall Street area, observes Gropius, we have learned or should have learned the obvious advantages, not to say the absolute need, for verticalism, with its consequent reduction of vehicular traffic.

From the business standpoint, therefore, there

ILLUMINATED from below, Richard Lippold's wire sculpture is a powerful, decorative element in Pan Am lobby.

is no question that Pan Am is a thoroughly functional and thoroughly successful project. From a civic point of view, in spite of the hue and cry that has been raised from the time that the plans for the structure were announced, it has not added significantly to the inconveniences or irritations of big-city life. Much of its daily population of 25,000 enters the city and/or the city's business district fairly smoothly via public transportation; many of its tenants eat lunch in the building, whether in company-owned facilities or in Pan Am's public restaurants, and virtually everyone clears out of the area as soon as the five o'clock whistle blows.

Basically, the criticism of the building and its function within the business community has been superficial, because its critics have failed to deal with Pan Am on the proper level. That level would be the one that takes into account the nature and magnitude of the project, the world of thought and labor that has gone into its design and construction, into the daring and ingenious modifications required to place the building on its site, and finally, into the untold efforts of the planners who developed the structure's huge interiors into efficient places of business for its tenants.

If one takes Pan Am at that level, one might say it overwhelms criticism. The challenges involved in erecting it were so great and so varied that there is space to relate only a mere fraction of them. Imagine if you will the planning and construction of a building with 2.4 million square feet of space, 59 stories in height, all of it built on stilts directly over the New York Central railroad tracks. Add to this the fact that for an extended period there were 7,000 men working in the building, and while some were finishing basic construction on the upper floors others were installing custom-grade architectural woodwork, cabinetry, and special areas like theaters, boardrooms, computer rooms, and projection rooms on the lower floors. Together, they created a traffic problem and a materials control problem of such dimensions that hair-trigger timing was required to keep work moving efficiently. The building was open 24 hours a day for months, with men wheeling in materials and others taking material out. (Needless to say, the pilferage problem was staggering; as just one example, there was one tenant who had to replace a large number of special lighting fixtures three times in one week—every time they were put up, they were stolen.)

The original plans for the building itself were continually modified, as its 170 tenants began to file their work orders. Floor loads had to be stepped up in many areas to sustain the dead weight of hundreds of filing cabinets, of computers, telephone equipment, and other heavy apparatus. Special steel beams were thrown *over* some areas, like those in the lobby occupied by First National City Bank and American Greeting Cards because they are right below an auto ramp. The bank's vaults and safes actually "float" in space; they had to be suspended because they couldn't go down to the basement which is occupied by the railroad terminal.

Nevertheless, all of this work was completed in record time. It took Diesel Construction Co. 30 months to erect the basic structure of Pan Am, and since the building's 2.4 million square feet of space is equivalent to ten average-size office buildings, this is a remarkably short time. So-called tenant work, involving millions of dollars in labor, materials, and finished products, began before basic construction was completed and went on for a year after completion. Even now, with the building 98 percent rented, tenant work is only 95 percent completed, and there are still 200 mechanics on the job installing walls, floors, lighting fixtures, executive lavatories, kitchens, conference rooms, and what have you.

According to Diesel, it was not unusual for tenants to spend up to $40 per square foot above building standard for special treatments in executive offices, reception rooms, conference rooms, etc. Virtually every major tenant's space contains superb examples of craftsmanship in architectural woodwork, carpentry, marble, mural decorations, lighting fixtures, and other custom appointments. Rare woods will be found not only

in wall paneling, movable partitions and cabinetry, but in parquet floors, some of them in intricately fitted teak, such as those in the Scripps-Howard offices.

Naturally, the list of suppliers contributing to the largest, most costly of office buildings reads like a roll-call of the contract industry (see page 126). Because of the wide range of facilities in the building (offices, restaurants, theaters, banks, projection rooms, stores, a private club, ticket offices, etc.) there was a correspondingly broad spectrum of contract merchandise ordered and delivered. During the course of months, there was not one day when dozens of trucks were not lined up, delivering thousands of desks and chairs, acres of carpeting and resilient floor coverings, rare woods, such as ebony, rosewood, teak, leather for special panelwork, ceramic and mosaic tile, sand sculptures, down to private barber chairs, gold-plated bathroom fixtures, and even steam baths and saunas.

The bewildering wealth of things of which Pan Am is made has been conceived and manufactured by hundreds of trades, installed and finished by thousands of hands. Actually, the job is by no means over, nor will it be for a long time. Not only are 200 men still employed on special jobs for the Pan Am tenants, but alterations induced by second thoughts and by changes in organizational structure, have already begun to reflect themselves in further modifications of space. In addition to major modifications, there is an important retirement program for old furniture in action among a number of large tenants, such as Commercial Union Insurance, Pan Am and Kenyon & Eckhardt. These furniture retirement programs call for complete replacement of old furniture within the next five years; in other words, they consist of programs that will mean the expenditure of many more millions of dollars for furnishings in Pan Am within the next five years. (**C**)

THE PAN AM SHAPE

Only passing references have been made in this report to the spate of criticism that has been directed at Pan Am ever since plans for it were filed. Our concern in this issue is chiefly with the Pan Am's interiors, and most of the criticism has been purely architectural. Nevertheless, a recent comment by Lawrence Lerner, president of Saphier, Lerner, Schindler, seems to us worth quoting, first because it is original, and second, because it has relevance to both the exterior and the interior of Pan Am. Mr. Lerner, who is also a contributor to this publication, makes the following comments about Pan Am's octagonal shape:

"There is a compulsion today in the field of design to out-compose the past at any cost. The drive to be different, to create new shapes and forms, has become, in some quarters, an irrational one. Somewhere between the experimental design laboratory and the actual design of office buildings, students and, even more, teachers, must be reminded that all implements of commerce are manufactured in rectangular shapes. Desks are still approximately 60 by 30 inches. Drawers still open perpendicularly. File cabinets, whether two, three or more drawers, rollerdex, convafile or punch card, still use right-angled construction. Lighting fixtures for rental buildings, as well as acoustical materials and floor coverings, are all rectangular.

"To use these materials intelligently would not be confessing to simple conformity. It would indicate instead rational adherence to a system of planning and manufacturing which did not come about through chance or through economic expediency. Office buildings relate way back to the invention of language, when one letter of the alphabet was placed in line with another, either vertically or horizontally. The complete message was best contained on a rectangular sheet of paper. This insignificant sheet of paper still dictates in a sense the shape of mighty office buildings—a bit of basic research that shapemakers Gropius and Belluschi probably never considered.

"The outside of the building has a questionable distinction, created by the casual reduction of the width at the corners. But it is an esthetic maneuver that creates countless inefficiencies (and therefore, added costs) inside the building, plus uncomfortable visual and functional conditions. It is a plan that would hardly be acceptable in an institutional building, where the space program is carefully worked out beforehand. The octagonal shape is obviously a product of rationalization, in which authenticity becomes the victim of image."

THE $2½ MILLION ROOM: Heart of Pan American Airways' worldwide electronic reservations system is the data processing center. The planning and design of this area, as well as other Pan American offices, was assigned to Ebasco.

HOW THEY WORKED TOGETHER: THE ACTUAL DAY-BY-DAY EXPERIENCES OF DESIGNER AND CLIENT IN PLANNING, SPECIFYING, AND BUYING FOR THE UNIQUE REQUIREMENTS OF THE RECORD-SHATTERING 2.4 MILLION SQ. FT. INSIDE PAN AM

The perspective from which the impact of Pan Am on the contract field is best revealed is that of day-to-day working procedures developed in designer-client collaboration in the planning and furnishing of their premises. It is here that the problems and their solutions come out most clearly. As we pointed out in the article entitled *From the Ground Up*, published in our July, 1962 issue while the Pan Am was still under construction, the specialized requirements of the tenants-to-be were already modifying the structural features of the building itself, in both major and minor aspects. Major changes, for example, were necessitated by Pan American Airways' computer equipment, which "floats" on a raised and reinforced aluminum platform, covering 5,500 square feet. Similar reinforcements for electronic and wiring equipment are common in the building, as well as provisions on the part of multi-floor tenants for inside staircases, specially reinforced floors for telephone equipment, and topping it all, a heliport roof designed to take an impact of 70,000 pounds per wheel when a helicopter lands.

In general, one corporate official worked with the design firm, although in a few cases the task was delegated to an executive group. An account of the time spent, the methods of specifying and buying, the new problems and experience encountered and the techniques of collaboration developed between tenants and contract designers is sure to be enlightening.

Kenyon & Eckhardt

At Kenyon & Eckhardt, advertising agency occupying five full floors, Chet Langton, office manager, estimates that he spent 10 percent of his time working with Space Design Group, Inc. (SDG), from the moment the decision to move was made until the day K & E actually entered Pan Am, an elapsed time of more than three years. Langton made up the original company chart detailing the interrelationships of staff members and their functions, then worked closely with SDG, which developed the final space plan.

PAN AM—How They Worked Together

Marvin Affrime, head of SDG, and his staff recommended all the new furniture and furnishings to be used. The recommendations were submitted for approval, and where possible Langton saw and inspected the actual pieces. Many items were special designs on which drawings and samples had to be submitted for approval. The important areas ("for client impact") were presented by SDG in full-color renderings; according to Langton, these were invaluable in understanding the designer's plans for the special rooms and in presenting them to K & E executives. All carpets were specially designed and colored by SDG, and Langton negotiated with the mills on price and quality. Draperies were checked out with the building engineers to make sure that they would not interfere with the air conditioning system, which runs through the baseboards.

At one time or another, Langton worked with almost every member of SDG, from Affrime on down. Changes along the way were frequent; a new staff member would join K & E or an old one would depart, or a new account would be obtained, and the consequent changes had to be incorporated in the space plan. Sometimes a whole area that had been completed had to be revised, and this revision sometimes affected another area, which then also had to be modified. "After all," Langton points out, "it was three years between the time the lease was negotiated and the actual move. During any such extended period, ad agencies invariably undergo important changes, and these had to be reflected on paper."

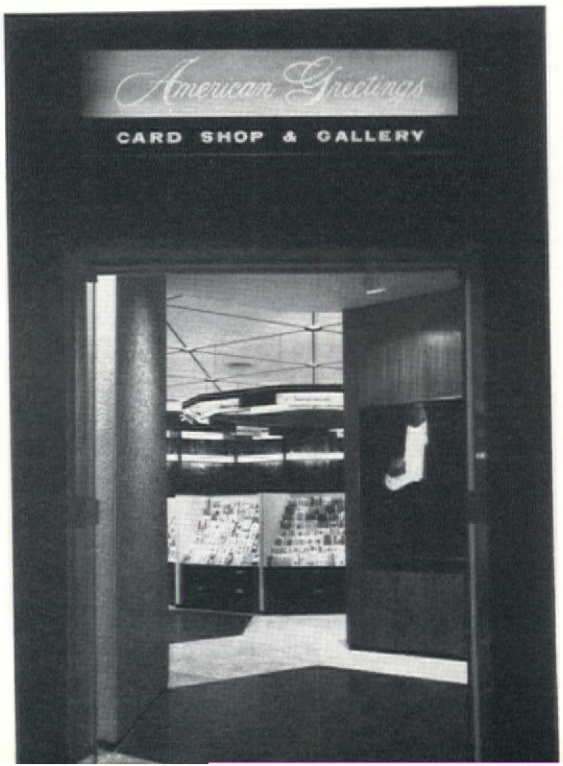
What were the criteria for hiring Space Design Group, we asked Langton. "First of all, we looked for an organization that had not specialized in advertising agency design. We did not want to look like other agencies. We didn't want a design firm to come in with a preconceived format; we wanted a fresh approach slanted to our agency. In addition, we wanted a design organization that was neither too large nor too small—we didn't want to get lost in a big firm and we didn't want to run into snags generated by the designer's lack of full-time personnel and/or experience. Finally, we wanted a design-oriented firm, rather than an architecturally oriented one."

As for the move itself, it was a story-book job, Langton said. The agency moved over a weekend, and on Monday morning its personnel were operating at 90 percent efficiency, despite the fact that K & E's equipment is complicated and varied, including an auditorium, a supermarket, kitchen and dining facilities, advanced electronic equipment, photo studio and dark room, etc. Nothing was moved from the old office in advance—everything went Friday afternoon. Altogether, Langton expressed great satisfaction with the way Space Design Group had performed in the extended collaboration, as well as for the final results of the work, as expressed in the K & E premises themselves.

Scripps-Howard

Another important SDG job (the design firm has several major clients in Pan Am) is the national office of Scripps-Howard, national newspaper chain, an installation with an estimated cost of $400,000. Sole responsibility for the move at Scripps-Howard was vested in Ben Foster, Jr., executive assistant to Roy W. Howard, chairman of the organization. Foster collaborated with Henry F. Kurz of the SDG office, spending "about 99 percent" of his time on the project for the better part of two years. It was Scripps-Howard's decision to take an entire floor in Pan Am, and the design firm was not called in until lease negotiations had been completed. Foster and his colleagues estimated that 35,000 square feet of space would be none too much for S-H's general management, sales representatives, and purchasing department. Judging by present space utilization, especially in the sales department, this estimate probably understated the newspaper chain's requirements.

In the general layout and finishing details, despite restrictions of space and to some extent of budget, this is one of the most impressive installations in Pan Am. A lavish hand dictated the expenditure of space in the so-called special areas to extremely good effect. The elevator lobby, for example, and the main reception room surrounded by more intimate and charmingly furnished chambers for the guest in a hurry is by all odds the most attractive space layout in the building. The furnishings that were chosen are a delight to the eye—the small antique bricks that line the elevator lobby walls, the Italian and Scandinavian chandeliers, the specially designed



rpeting in a rich blue, and the expanse of glass at communicates the extraordinary view of the yline and Central Park right through the hole area are all expert and refreshing uses the premises and of the building's situation.

About 95 percent of the furniture is new, all it specified by SDG. With few exceptions the ocess of selection encountered few vetoes on e part of the client. In the executive offices, ere are points at which executive "taste" breaks ith the designer's pure concepts, but the gen- ally inviting atmosphere of the huge area is markable, as is the almost intimate way in hich the space is broken up. We commented to oster that many people consider Scripps-Howard e best job in Pan Am; he said that he agreed, t that we shouldn't tell SDG.

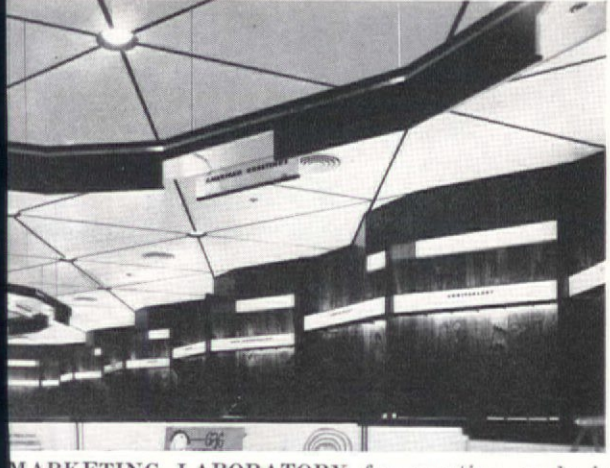
xas Gulf Sulphur

hn A. Murray, office manager, and Dr. Gino Giusti, assistant to the president, officiated the relocation of fabulously successful Texas lf Sulphur Co. in new offices in Pan Am. r. Murray said that "dozens of firms" were terviewed before they decided on Van Summern Weigold, architects. The most important reason r the choice was that they were "professional ople—architects." Secondly, Murray and Giusti w other work that the designers had done and ed it very much. The two Texas Gulf execu- es began working with Van Summern & Wei- ld before construction had actually reached ir floor. All special construction requirements re, of course, planned and detailed in advance the actual building. For example, one-half of 56th floor, now subleased, is to be used for pansion, and since Texas Gulf also occupies the h floor, an internal staircase was provided for the design. The specifications were turned over the builder, who incorporated the necessary uctural reinforcements in the building plans and avoided running equipment through the space so that obstructions will not exist when Texas Gulf needs the extra space and starts building its staircase. It will be five or ten years before the staircase is built, an example of long-term planning.

Murray and Giusti were more influential in the final design of the offices than the average company official. They checked out the recommendations from Van Summern & Weigold by visiting the showrooms, examining each item specified before approving it. Orders originated at the architects' offices, but bills were sent to Texas Gulf. Murray set up control sheets for the budget, even though Bob van Summern had his own detailed budget. "Pulling figures out of the air," said Giusti, "I'd say that Murray spent about 50 percent of his time on the new offices over the past two years; I spent about 15-20 percent of my time on Pan Am." The only special problem was the shape of the building, and "I guess that's not special because all the tenants in the Pan Am tower have the same shape." The total cost of the Texas Gulf offices is estimated at $500,000, including furnishings.

Westinghouse

At Westinghouse, another multi-floor tenant of Pan Am, Albert Olsen, assistant secretary, was New York coordinator, acting as liaison between Knoll Associates, designer of the offices, and the main office of Westinghouse in Pittsburgh. The manufacturing firm moved into Pan Am in April, 1963, but the lease was signed two years before that and planning began immediately after the space was contracted for. The New York offices include Westinghouse's international department, sales department, headquarters group (including executives and legal department), and public relations. Two-thirds of the space is occupied by the international department. Olsen worked for



MARKETING LABORATORY for greeting cards is erican Greetings Corp.'s description of this showcase main lobby of Pan Am. Space Design Group used the 's 4-foot-wide card cabinet as a module, created ations of it in hexagonal island units. Ceiling pattern ects and continues the predominant hexagonal form. h-and-carry art emporium at right boasts paintings unusually high quality.

the most part with Sam Butler of Knoll's planning unit. Westinghouse supplied a blueprint of space requirements, functions, etc., and Knoll translated this into a space plan that was reviewed and revised by Olsen and the Pittsburgh office.

Westinghouse moved from 40 Wall Street, except for the small lamp division, which came to Pan Am from the nearby Chrysler Building. Knoll's role in the move involved no logistic problems, the mover, Fischer Bros., handling the actual shifts of equipment and furniture. No old files were brought along, and the most exacting and strenuous part of the moving job, according to Olsen, was taking the material out of the filing cabinets, packing it, marking the boxes, and setting up the files again in Pan Am. Some boxes got to the wrong offices, causing minor confusion, and parts of the Westinghouse space were incomplete when the move was made, so that there was a certain amount of confusion and waste of time. On the other hand, Westinghouse had no choice but to move on the date set because its new and intricate telephone system was scheduled to go into operation on that day.

Reader's Digest

Reader's Digest employed the architectural firm of Pedersen & Tilney to do the over-all planning and construction and called in William Kennedy, who has had a long association with RD, to plan, design, and select the furnishings. Responsible to management for the development of the new offices was the assistant treasurer of RD (name withheld by request). Specifically, RD's problem was one of startlingly rapid administrative growth. The publication had taken 50,000 square feet of space five years previously in the nearby Union Carbide Building, but had outgrown that space almost immediately and could not obtain additional space there. Analysis of future growth disclosed a need for 100,000 square feet to accommodate staff in the next ten years. Pan Am, with tower floors 35,000 square feet in area, best fitted such a program; three full floors should prove adequate.

The New York office houses only five RD divisions—advertising, sales, sales aids, RCA record and international division. The RD assistant treasurer worked with Pedersen & Tilney in setting up departmental areas, which include an elaborate photo studio, darkroom, and complete processing system for photos. The architectural layout is modern and well-planned. It conflicts, however, with the obtrusively "Spanish" character of the furniture and decor in the so-called special areas. (The publishers, we gather, are buffs of the Iberian style.) Nevertheless, as a working environment, the RD offices are better than average; each employee was given maximum space so that he "could function at capacity," and the individual offices are exceptionally large.

Commercial Union Insurance Group

Before construction began on Pan Am, Commercial Union Insurance Group (CU/NY), had already made a commitment to Erwin Wolfson, originator and builder of Pan Am. Don Baker of Shaw-Walker was called in at the very beginning and collaborated with the company on the original plans, which were discarded shortly after approval because CU/NY suddenly acquired another insurance company. The original plan called for 218,000 square feet; the revision added another 9,000 square feet. Two of CUA's three floors are 100,000 square feet (see cuts—"The Lady Vanishes"), and 1,200 employees are housed in its Pan Am offices. CU/NY's structure has so many ramifications that the firm had to make a complete "inventory" of its organization be-

ore moving. Before Pan Am, it was located in hree different buildings around town, and the ove had to provide additional space for the ompany it purchased during the planning period. Standardization of materials and equipment as CU/NY's biggest problem in relocating. haw-Walker, which has been CU/NY's chief ffice furnishings supplier for the past 20 years, ndertook the standardization in collaboration ith a CU/NY committee.

In making the move to Pan Am, CU/NY colorded every piece of equipment and furniture, ch department being tagged in a different color. traffic-control system was set up in each ea of Pan Am to expedite movement into the ilding, with arrow signposts in colors correonding to the color assigned to each department. U/NY was one of the first tenants to move into n Am, arriving in March, 1963, before the ilding had been completed.

Considering the colossal scale of the insurance mpany's office, the designers of the space perrmed a more than creditable job. Color relieves d punctuates the seemingly endless floors that use CU/NY. A wall of warm yellow in one dertment, another in a rich blue, wood tones d bright blue carpeting help humanize the ace. CU/NY officials feel that Shaw-Walker did commendable job; they are impressed with convenience, comfort, and ease of communiions that the new offices provide and are ppily conscious of the contrast with the difulties they encountered when they were split in three midtown and downtown locations.

staurant Associates

e of the most interesting and thoughtfully ceived groups of installations in Pan Am are three downstairs eating places—Zum Zum, ttoria and Charlie Brown's—all owned by that st enterprising organization, Restaurant Asso-

THE LADY VANISHES—across one of the two 100,000-square-foot floors of the Commercial Union Insurance Group offices in Pan Am. The company's total space is 218,000 square feet, housing 1,200 employees. Moving CU into the building was such a gigantic task that a traffic-control system was set up within its offices to expedite movement into the building. Arrow signposts in a variety of colors were assigned to the company's departments in order to prevent moving men and employees from getting lost.

PAN AM FACTS AND FIGURES

Location: 200 Park Avenue, New York City; bounded by the northerly side of Grand Central Terminal, Vanderbilt Avenue, East 45th Street, and Depew Place.

Owner: Grand Central Building, Inc.—Anglo-American Corporation owned equally by Estate of Erwin S. Wolfson and City Centre Properties, Ltd., of London. Board of Directors: Jack Cotton, James D. Landauer, Peter L. A. Folliss, and William Zimmerman.

Cost: $100,000,000.

Estimated Cost of Furnishings: $30,000,000.

Occupancy: Multi-tenant. Pan American World Airways is principal tenant with 25 per cent of the building's space. Approximately 100 other tenants.

Daily Occupancy: 25,000 persons.

Height: 59 floors plus roof-top heliport, 808 feet high.

Total Area: 2,400,000 square feet.

Floor Sizes: 60,000 to 98,000 square feet in 10-story base; 32,000 to 36,000 square feet in 49-story tower.

Plot Size: 151,000 square feet or approximately 3½ acres formerly occupied by the six-story, 300,000 square foot Grand Central Terminal Office Building.

Lessor of Site: New York Central and New Haven Railroads under terms of 80-year lease.

Architect: Emery Roth & Sons.

Design Consultants: Walter Gropius (The Architects Collaborative), Pietro Belluschi.

General Contractor: Diesel Construction Co.

Structural Engineer: James Ruderman.

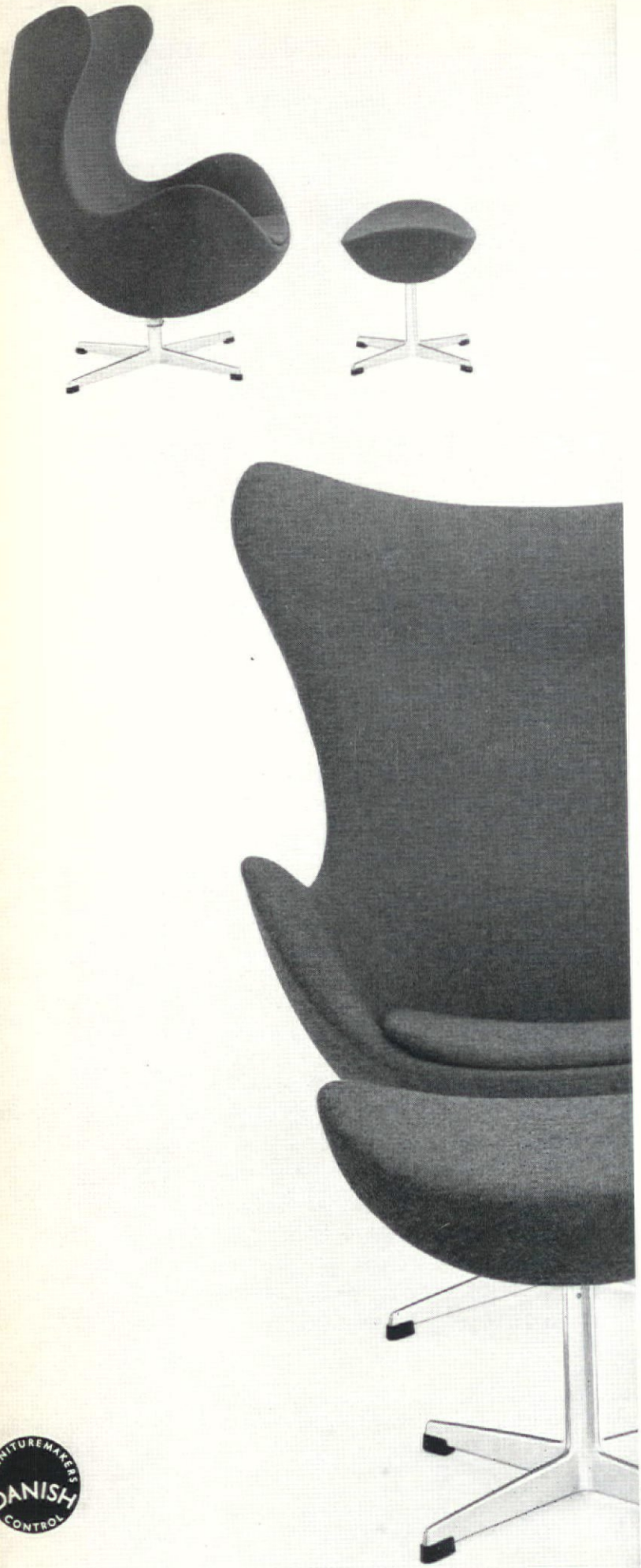
Mechanical-Electrical Engineers: Jaros, Baum & Bolles.

Lighting Consultant: Lighting by Feder.

Owner's Representative: James D. Landauer Associates, Inc.

Renting and Managing Agent: Cushman & Wakefield, Inc.

Space Consultant: JFN Associates Inc.



"The Egg", easychair 3317, upholstered, loose cushion, swivel base in aluminium.
Footrest 3127: upholstered, aluminium.
Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York 21, N.Y.
Templeton 8-32 5. Division of Fritz Hansen, Copenhagen.

FH

FRITZHANSEN-FURNITURE

ciation (RA). The actual design for the restau
rants originated with George Thiele of Willia
Pahlmann Associates, well-known interior desig
firm that specializes in hotel and restaurants. Ac
cording to Lee Jaffe, vice president of RA, th
ideas for the dining places antedated Pan Am b
several years, however. RA's management ha
been highly successful in building eating place
around an "idea" or "theme," as witness the Fou
Seasons, the Brasserie, Fonda del Sol, and othe
specialty restaurants in the chain. Trattoria wa
actually thought of at about the same time a
Brasserie in the mid-Fifties, and Joe Baum, pres
dent of RA, was its author. Jaffe "began livi
with Pahlmann Associates," to use his words, a
soon as a definite decision had been made to loca
Zum Zum, Trattoria and Charlie Brown's in Pa
Am. As the pressure of deadlines grew, the mee
ings began to occur daily, according to Jaff
Food and merchandising ideas had to be tran
lated into visual design elements, and there w
"feed-back of ideas" on both sides. A desig
change, for example, might generate a chan
in the menu, and vice versa. "We were intima
with each other for a long time," says Jaf
whose speech is somewhat picturesque.

Because of the presence of Grand Central St
tion immediately below the three restaurants, t
engineering and structural problems were legio
Thiele and Jaffe worked very closely with t
architect, Emery Roth & Sons, as well as wi
the building engineers, to cope with the proble
of vibration from the railroad trains. Char
Brown's is right over a railroad turntable, a
there is no room under its floor for plumbi
lines. A stilt structure was developed by a "
bration engineer" to cut down unpleasant tremo
and a lead waterproof pan that cannot be pier
was devised to keep water from dripping on
tracks. It was the exigencies of plumbing, in
dentally, that determined the location of the
in Charlie Brown's.

Other problems involved the location of
restaurants in relation to each other. Zum Z
and Trattoria are close to each other, but Cha
Brown's is at the other end of the lobby, eli
nating the possibility of common kitchen, ref
eration, and other facilities for the three eat
places. The characteristics of the building w
a decided factor in design and placement of
restaurants, too. In Trattoria, for example, Th
"capitalized" on the existence of columns,
ping the one in the center of the restaurant
a flying roof and canopy and building she
and counters around it to make it the featu
food display.

In relation to the marketing problem, t
were challenges as well. None of the three res
rants has an entrance on the street, and inte

←Circle No. 41 on product information card

signs have to do the work ordinarily done by storefronts and canopies. Zum Zum's interior, behind glass, forms its own sign, while Charlie Brown's was given an interior "store-front" with a Victorian look. All three restaurants are "exceeding our fondest expectations," says Jaffe; as soon as Zum Zum opened, he adds, its hours of operation were extended because of the delicatessen's instant popularity. Needless to say, RA's association with the Pahlmann group, which it has retained frequently during the past ten years, remains a felicitous one.

Savings Bank Group

A different set of problems, involving special inter-company relationships, was a strong determinant in the planning of the Savings Bank Association, whose offices were planned and designed by J. Gordon Carr & Associates. The Savings Bank Group, as it is called, consists of six New York State associations and one national association. Carr had to maintain a consistency of both design and budget among the seven different clients who were going to share the 10th, 11th, and 12th floors. Each client was autonomous and each was paying his own way. Each of the seven wanted to know the plans of the others in order to maintain certain standards; nobody wanted to fall too far below them or climb too high above them. This planning by consensus is a unique case in Pan Am, bestowing upon the Carr office the triple role of negotiator, diplomat, and designer.

The most challenging aspect of the job lay in the procedural problems involved in obtaining approvals and decisions. There was no "final authority for the over-all job," J. Gordon Carr observes; instead, he and his staff worked with seven individual presidents, and Carr himself, although the focal point for decisions, did not have the authority to do more than recommend. A liaison man was appointed by the seven groups, but without the authority to make final approvals; his presence, however, did expedite the everyday conduct of the job.

Fortunately, the functions of each of the savings groups dictated the final space treatment. The national group, for example, with visitors streaming in all day long, required (and obtained) more elaborate and more numerous reception and meeting rooms. The retirement and trust groups, which are basically record-keeping operations, spread out in the filing area, but settled on only one executive office and reception area.

Sky Club

The Sky Club, a private club for top executives in the building, is the work of another type of committee. Designed by Chandler Cudlipp Associates, with JFN Associates functioning as techni-

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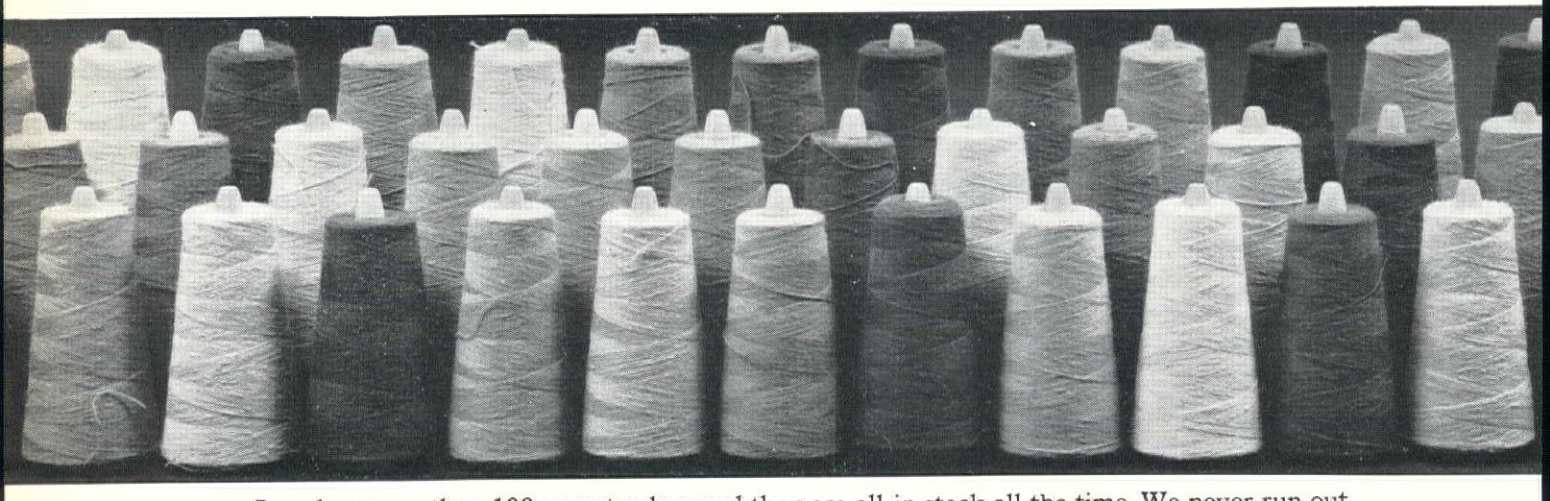

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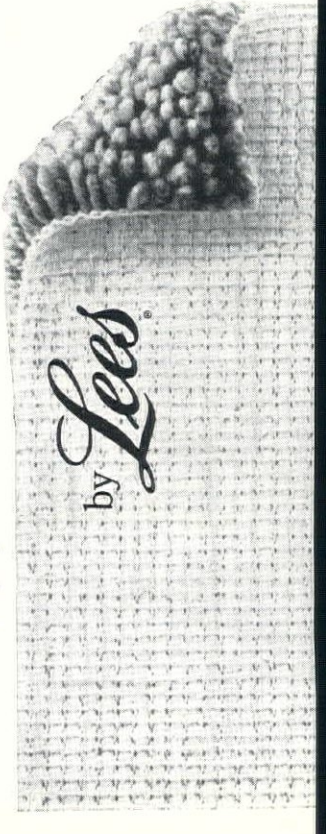

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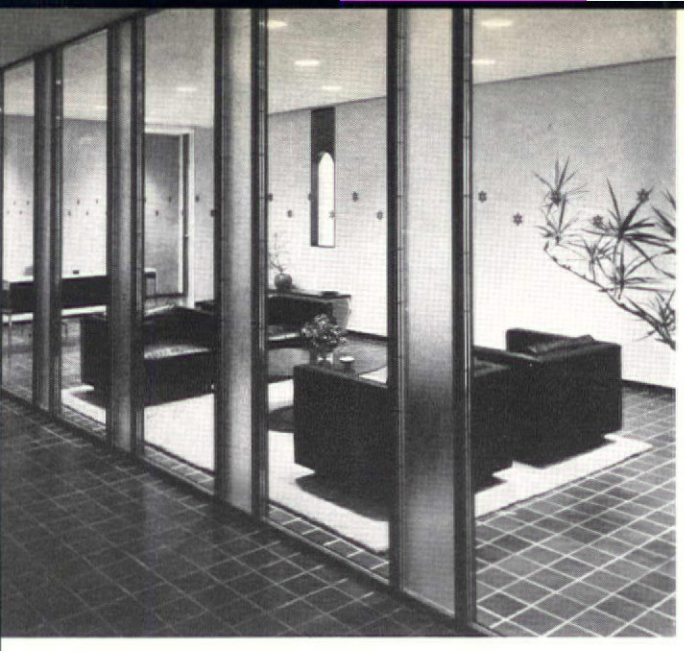
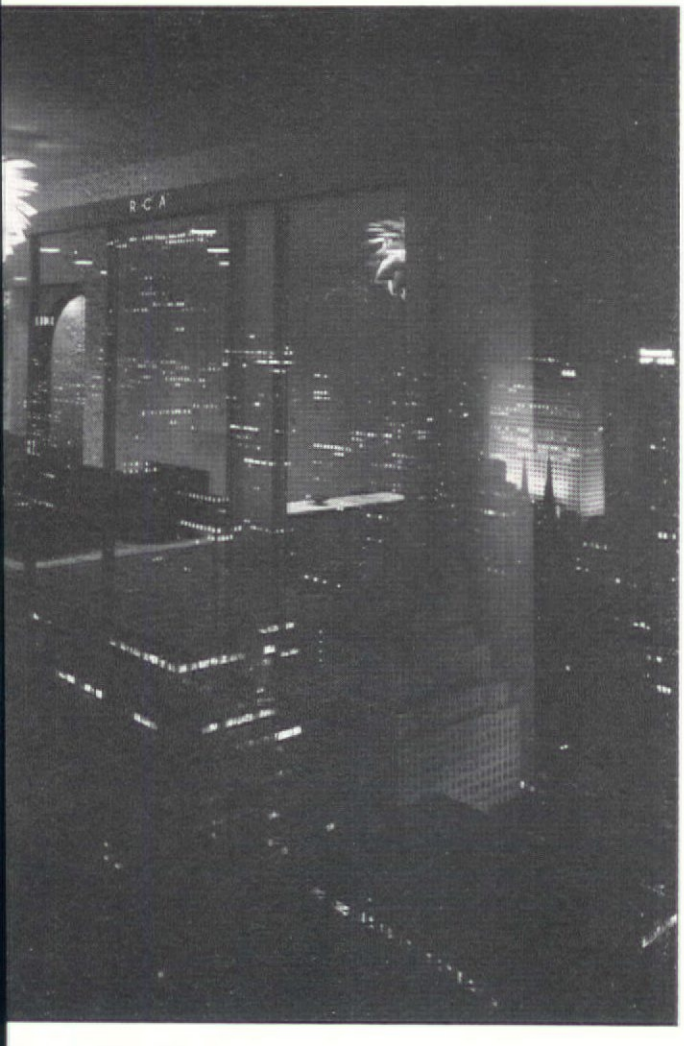
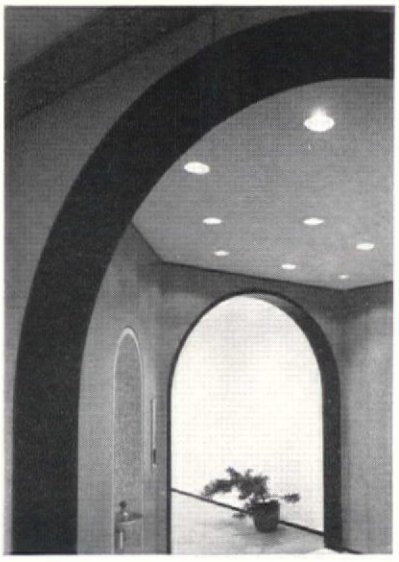




es from Roy Howard's collection. e of the more remarkable areas, the day and night views on these ges show, is the main reception m which exploits to such great vantage the extraordinary view of Skyline and Central Park. Di- tor of SDG is Marvin B. Affrime; ject coordinator for Scripps-How- l was Henry F. Kurz.

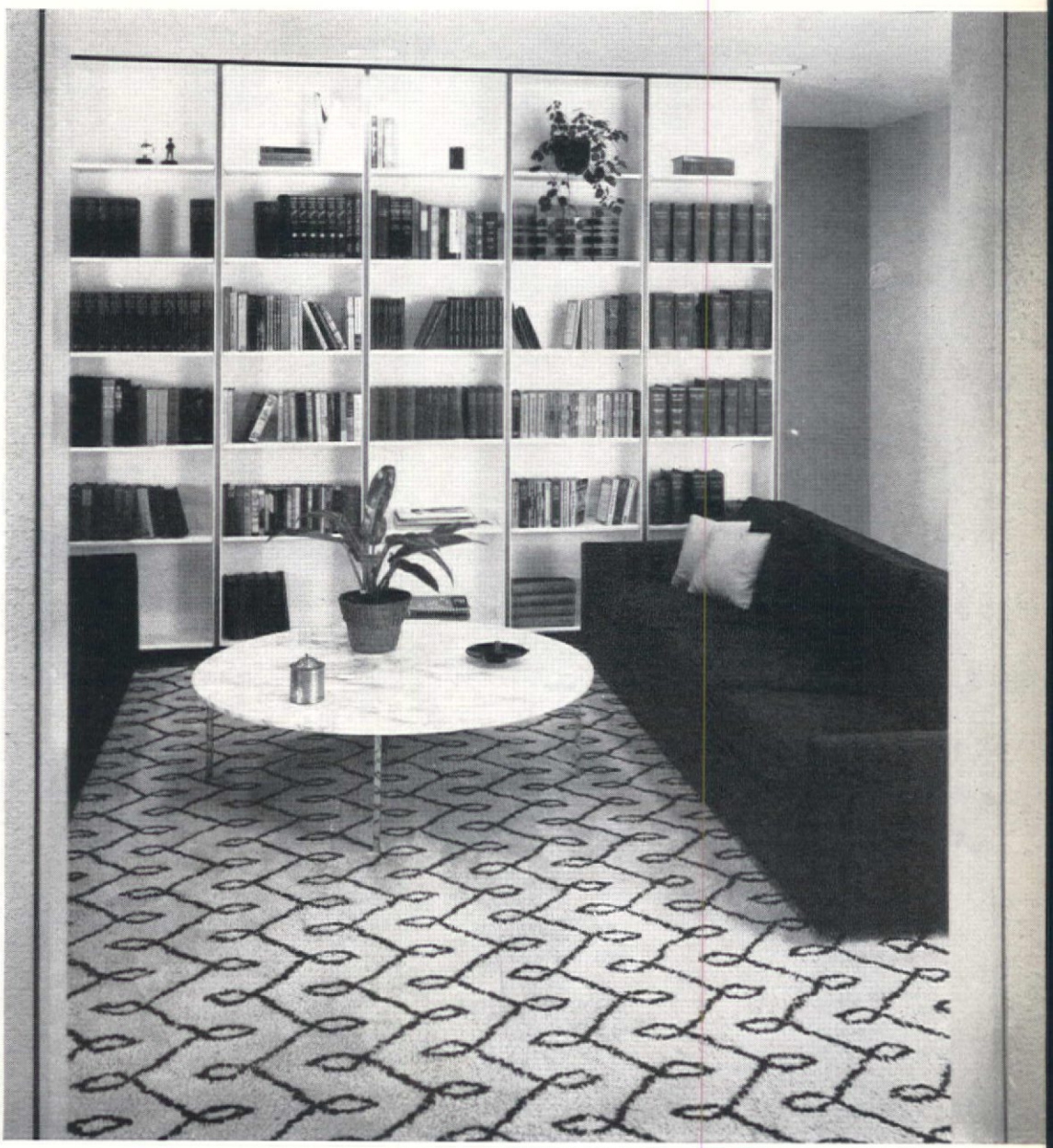
Suppliers: Furniture—Avard, Cum- land, Designcraft, Directional, Edgewood, General Fireproofing, Itkin, Knoll, Lunning, McGuire, Probber, Risom, Sauer, Stendig, Stuart, Tanier. Fabrics—American Leather, Far Eastern, Scott, Knoll, Kravet, Kroll, Larsen, Miller, Rancocas, Rowen, Unika-Vaev. Draperies—American Drapery & Carpet. Cabinetwork—Hinzmann. Carpet—Carpet Salesmen, Magee, Rugcrofters. Herculite doors —Armet. Metal partitions—Aetna. Wood flooring—Haywood. Ceramic tile—Cambridge, Vanderlaan. Hardware—Russel & Erwin, Schlage. Lighting—Gotham, Lighting & Electronics, Lightolier, Lunning, Venini. Resilient tile—Azrock, Flintkote, Kentile. Wallcoverings—Scott, Kalflex, Katzenbach & Warren, Kneedler-Fauchere, Timbertone, Walls Today. Plants — Greenhouse. Accessories — America House, AMV, Bricmar, Bonniers, Froelich, Jensen, Loumac, MacDonald, Mann.

Pan Am—Office

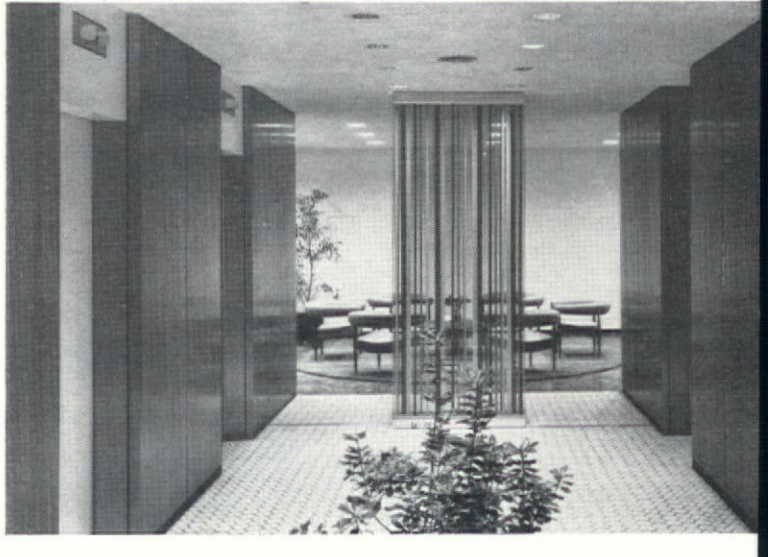


ripps-Howard—continued

e teak plank flooring in the ched entry to the president's ice (opposite page, top) is typ- l of the superb custom work evalent throughout the Scripps- ward premises. Photo right is view of the library waiting ea adjacent to the conference om (opposite page) that con- ns an enormous custom-made ble, designed by Space Design oup. Top right photo looks o the board chairman's office m an adjoining room.



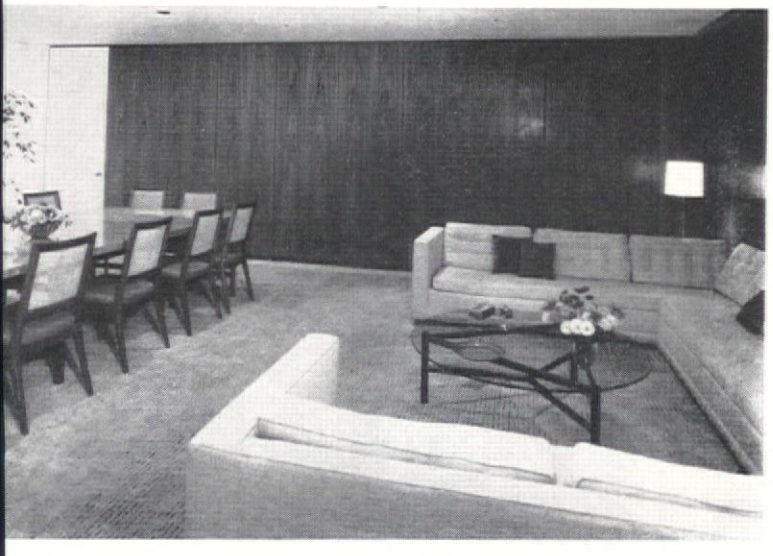
PAN AM—Office



Kenyon & Eckhardt

The Space Design Group, Designe

As in the Space Design Group's w
elsewhere in Pan Am, there is a
of materials, as well as of materi
in combination, that is both control
and adventurous. Stereotypes
avoided in SDG's handling of
Kenyon & Eckhardt premises, but
at the cost of introducing freak
or inappropriate elements. K &
four full floors are more than eleg
enough for all purposes of ostentat
(such as client presentations),
at the same time admirably practi
in terms of the communications
controls essential to efficient age
performance. Excellent use is made
custom paneling (see the photos
these two pages) to unify the i
riors and to house special faciliti
wall at left, for example, is open



w electronic equipment in conferе room. Reception area at top of ge is sheathed in white plastic inate panels that conceal closet l private phone booth. President's ce at far right has floor and ceiling cks for sliding teak panels which se off rug and seating area for prie conferences. Between seating ts and windows, surrounding the ular area, there is a wide apron of amic tile. Elevator lobby on 18th r is paneled in English brown oak, rator doors in white enamel. Treatnt flows through Herculite glass rs into reception area.

uppliers: Furniture — Albano, rd, Cumberland, Designcraft, Dional, Itkin, Kittinger, Knoll, net, Mayfair, Probber, Sauer, Scalia, Risom, Springer, Stendig, Tanier, Wood & Hogan. Fabrics—American Leather, Bergamo, Cassen, Arundell Clarke, Far Eastern, Knoll, Kravet, Lackawanna, Larsen, Miller, Radell, Rancocas, Scalamandré, Schumacher, Scott, Stroheim & Romann, Thaibok, Thorp, Unika-Vaev. Draperies—American Drapery & Carpet. Carpeting — Mohawk, Rugcrofters, Carpet Distributors, Carpet Salesmen. Resilient flooring—Circle Floor. Ceramic tile—Crocetti. Lighting—Gotham. Cabinetwork—Hinzmann. Security doors—American St. Gobain. Herculite doors—Pittsburgh Plate. Signs — Spanjer. Accessories — Bonniers, Jensen, Lord & Taylor, Loumac, MacDonald, Mitsui, Julius Roehrs.

Eastman Kodak Co.

The Space Design Group, Planner-Designer

Broad masses of color, closely related to the type of format that Eastman Kodak employs in its packaging and promotion, enliven the firm's Pan Am offices, which were designed by Space Design Group, Inc. White and yellow lacquered panels, end walls in deep blue, and warm wood trim and wood flooring give texture and variety to offices and corridors. Double-duty conference room (top) was planned to achieve the widest, longest, unbroken space in the middle of the building. The "Pan Am" shape of the room serves to improve acoustics and to conceal several columns. Open secretarial area (above) is only partially enclosed, so that executives can exchange papers and other work wit secretaries without having to ent the area. Long corridor is relieved b colorful paneling, teak parquet floo

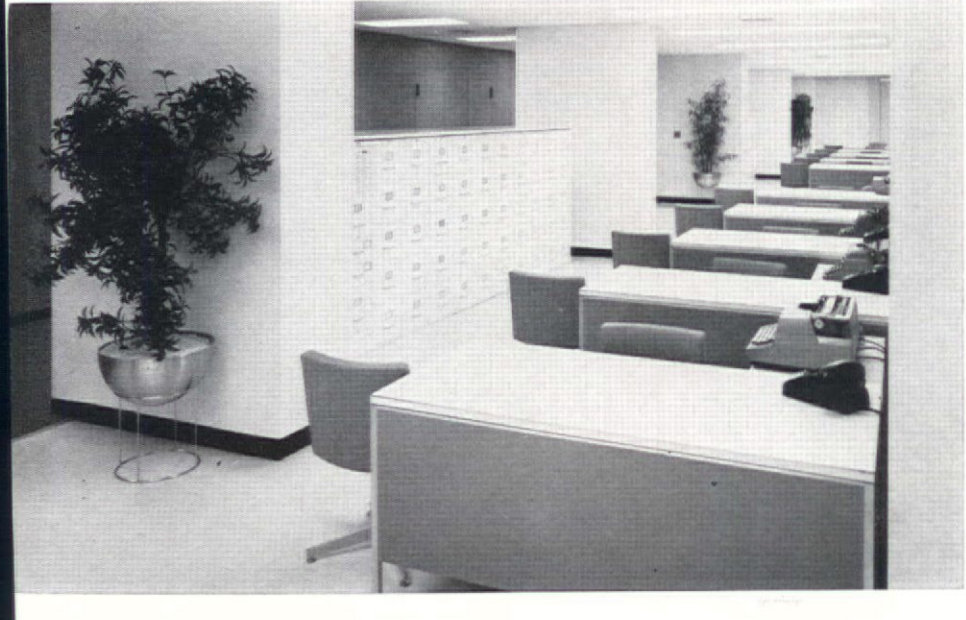
Suppliers: Furniture—Alban Avard, F. Hansen, Howe, Itkin, Kno Laverne, Sauer, Thonet. Fabrics- Larsen, Radell, Rancocas, Scott, Un ka-Vaev. Draperies—American Dra ery & Carpet. Carpets—Carpet Sale men. Resilient flooring—Circle Floo Wallcoverings—Kalflex. Cabinetwo —Korngold. Glass doors, panels- American Saint Gobain. Herculi doors—Pittsburgh Plate Glass. Sig —Spanjer. Accessories—Itkin, Je sen, Loumac, Luten-Clarey-Ster PHD, Sloane, Venini, Wilburt.

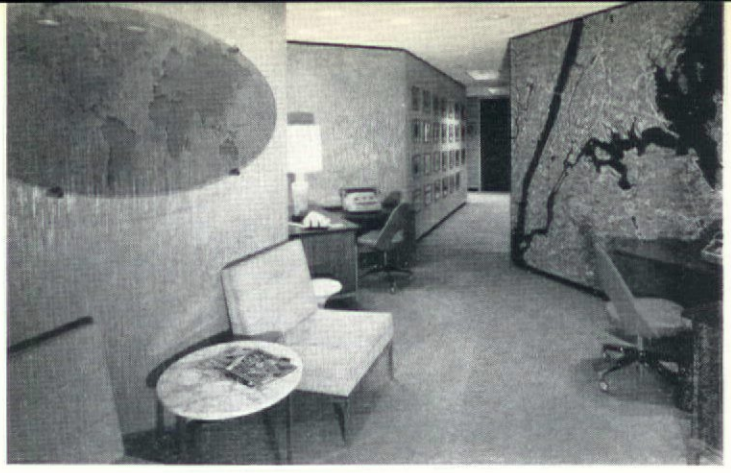
Aluminum Co. of America

Stanley Prowler, Architect

Soon after Alcoa leased the entire 24th floor in Pan Am for its New York City branch sales office, it turned to General Fireproofing, furniture manufacturer and a long-time Alcoa supplier, for consultation, to determine what services GF could render. As a result of these preliminary meetings, Alcoa accepted GF's recommendation to retain the services of Stanley Prowler to plan the total layout and create the over-all design concept. Considering the nature of Alcoa's business, it seemed axiomatic that aluminum would be stipulated for as many functional and decorative uses as possible. Mr. Prowler responded admirably, specifying the material wherever practical throughout the premises, yet with such a subtle hand that its extensive use is far from blatant. A good deal of GF's standard executive and general office furniture met the requirements—aluminum-based chairs, polished aluminum legs and hardware on desks and cabinets. One of the most unusual space treatments devised by Mr. Prowler was the establishment of a unique barrier to separate the executive corridor from the general work areas. Artist Paul Hultberg was commissioned to design three huge modern murals, painted on aluminum, which were then laminated to the backs of the cabinets facing the spacious corridor.

Suppliers: Desks, chairs, files—General Fireproofing. Sofas—Knoll. Carpet—Custom Floor Covering Mills. Wallcovering—Viertex, U.S. Plywood. Draperies—Kravet, Hexter.



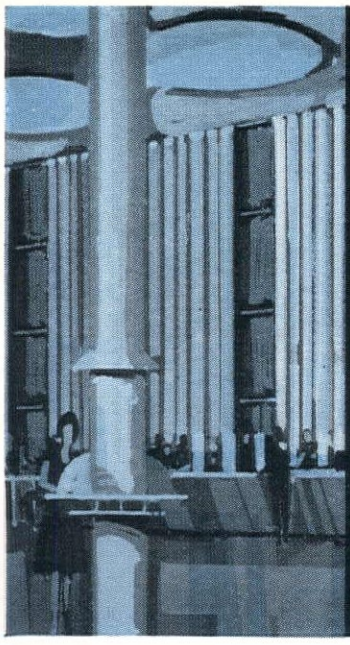


Frederick B. Ayer & Associates

LaBalme Associates
Industrial Designer-Architect

The one private office in all of Pan Am that warrants a close second look belongs to Frederick B. Ayer, aircraft broker, who insisted upon a custom-made office and in many cases hand-picked the materials himself. The most impressive article is a massive, 7-foot-wide desk, with a Malaga onyx center which glows from a light installed beneath it. Eight giant wedges of carefully selected exotic woods form an octagon around the onyx, and a complex electronic system of telephones—Rapidial, Speakerphone, and remote controls—is built in. Except for the sofa, chairs, and chandelier, all other furniture, paneling, and cabinetry were specially designed to Mr. Ayer's requirements and built to order by Minic Display. The paneling incorporates files, drawers, cabinet space, bookcases, indirect lighting, dimmers, radio, Hi-Fi, television, tape recorder, bar, and refrigerator. Adjoining the office is a private lavatory. Another private office, that of Frederick Ayer's brother Richard, reflects his tastes and passion for the African big-game hunt.

Suppliers: Frederick Ayer office, sofa—Knoll, chairs—J. G., custom work, Minic Display, chandelier—Hansen. Richard Ayer office, desk, credenza—Probber, chairs, table—Knoll. Carpeting—A. Albert, Karl Mann. Wallcoverings— Karl Mann, Stem Veneers, Hexter. Fabrics—Larsen. Aerial photo—Aero Service. Glass oval map—Groszart.



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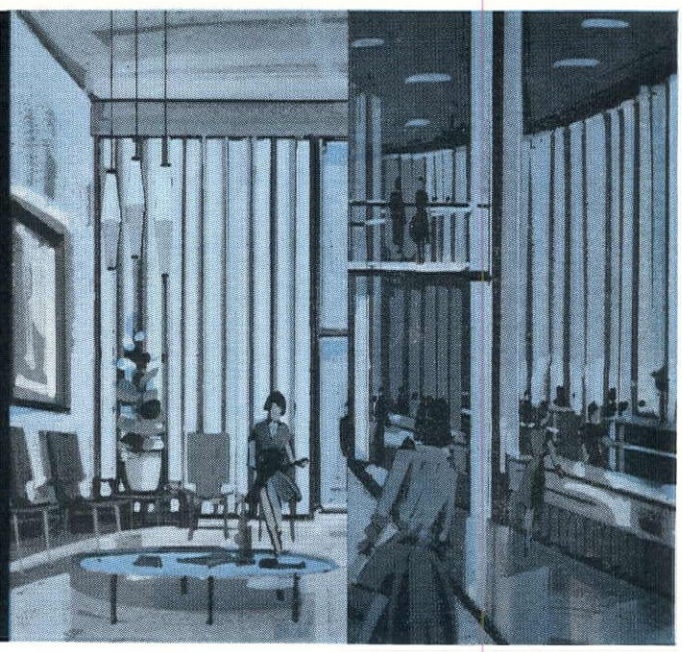

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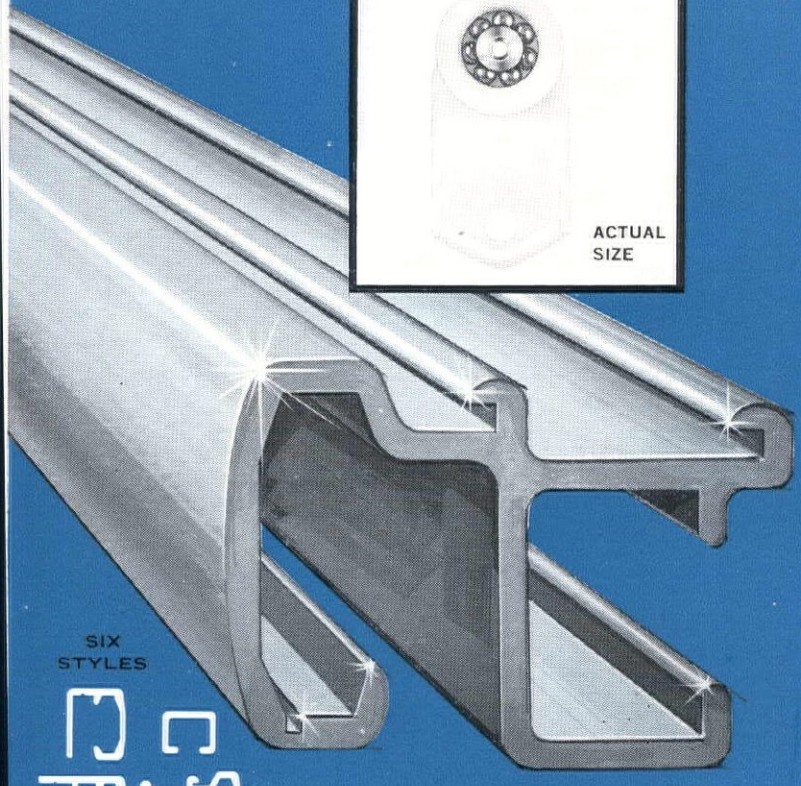

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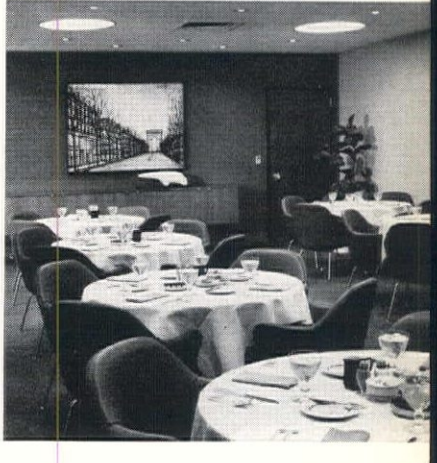
Commercial Union Insurance Group

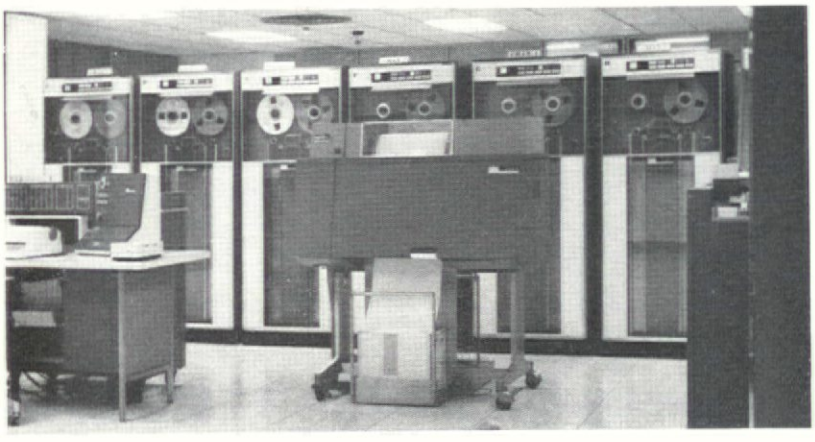
Shaw-Walker Co., Designer

As soon as a commitment had been made to lease space in the Pan Am building (while it was still in the planning stages and prior to actual construction), Commercial Union called in Don Baker, head of the design department of Shaw-Walker, furniture manufacturer which has been servicing CU for the past twenty years. From that point on, there was a continuous working relationship, starting with the pre-lease planning of space under consideration right up to the placement of the last planter on the weekend of the move—an elapsed period of several years. Commercial Union is Pan Am's second largest tenant, occupying 218,589 square feet of office space, comprising the entire seventh and eighth floors and two-thirds of the sixth floor. The new headquarters brings together in one building approximately 1,200 staff members, with plans to accommodate

(*Continued on page* 72)



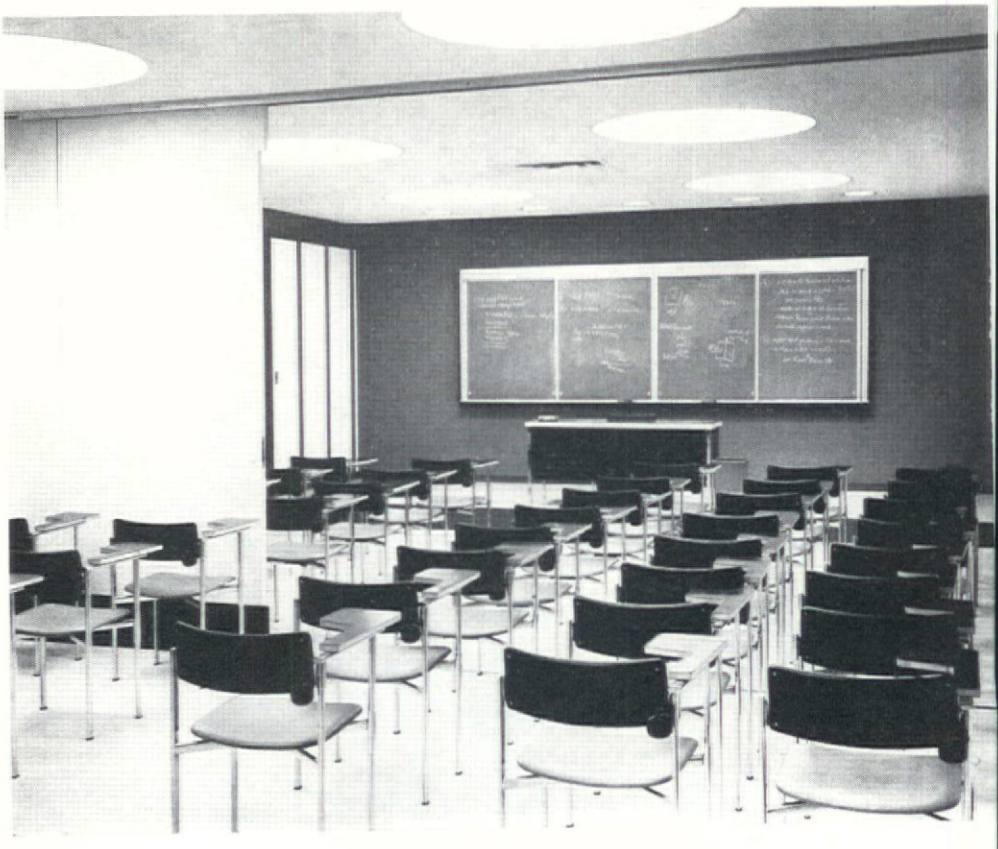
PAN AM—Office



Commercial Union—continued

a staff of more than 1,500 when further growth necessitates expansion. Because of the gargantuan size of the floors, located in the base of the building and measuring two city blocks square each, Shaw-Walker's design team spent a good part of its time working out proper departmental locations to insure an orderly flow of work and communications. This was complicated by the acquisition of another insurance company during the planning stages, and original plans had to be discarded. In addition, the new office houses several branches previously scattered in other midtown and downtown locations. Both factors necessitated carefully thought-through work charts to make the enormous floor spaces function at maximum efficiency.

Suppliers: Furniture—Shaw-Walker, Knoll, Stendig, Kittinger, Miller. Upholstery fabrics—Knoll, DuPont, American Leather, Schumacher, Shaw-Walker. Draper fabrics—Scalamandré, Schumacher, Knoll. Wallcovering—Scalamandré, Vicrtex, Laverne. Carpet—Holmes, Karastan, Bigelow, Cabin Craft. Resilient flooring—Matico, Flintkote. Ceramic flooring—Cambridge. Lamps & lighting—Habitat, Nessen, Lightolier, Reed, Dinkelspiel. Movable partitions—Fairhurst. Ceiling tile—Fiberglas. Cabinetwork—Lagenbacher. Accessories — Risom, McDonald, Architectural Pottery, Schaeffer, Knoll, AMV, Mottahedeh.



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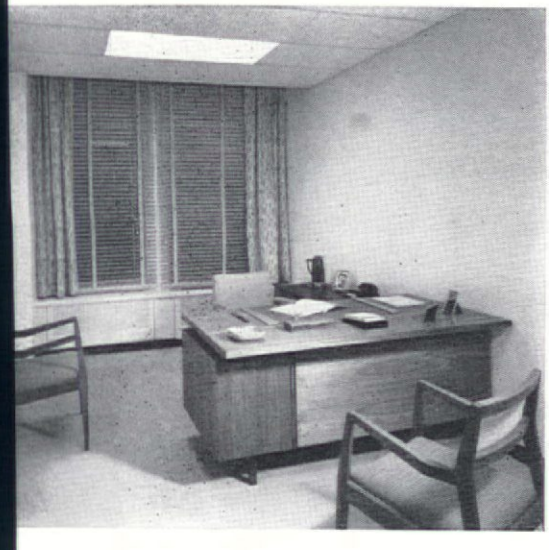
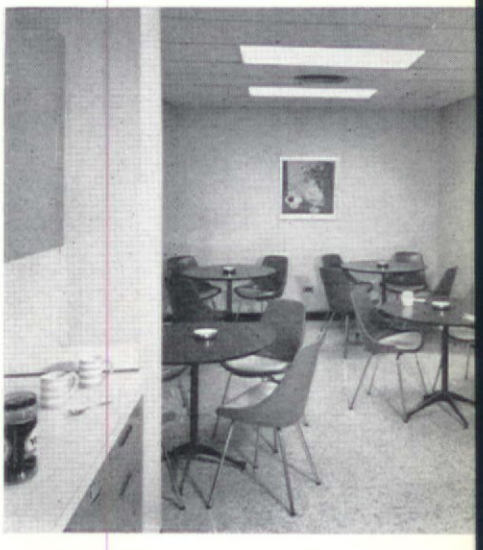
Texas Gulf Sulphur Co.

Van Summern & Weigold, Architect

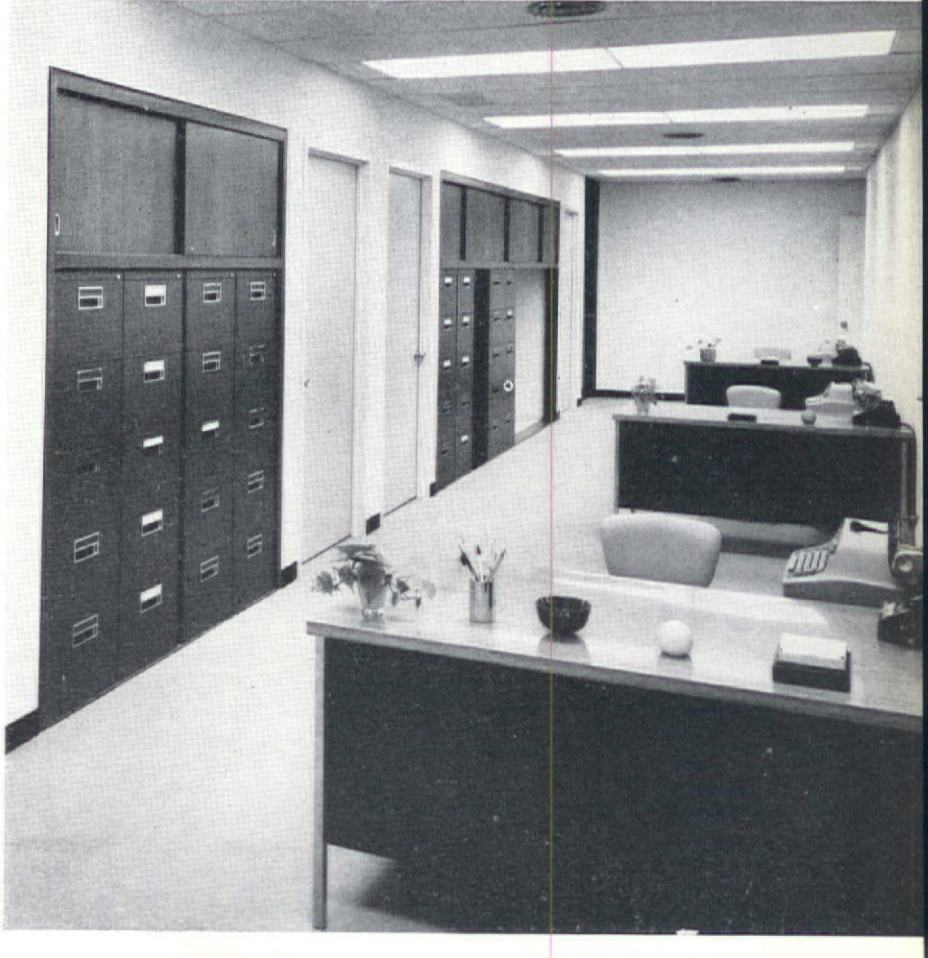
With very few exceptions, almost every tenant in Pan Am reported that requirements for future expansion were carefully incorporated in the planning of the leased space. In many cases, it was simply a matter of taking the extra space and subleasing it; in other cases, the tenant allotted each employee maximum area in which to work. Texas Gulf Sulphur, located on the 55th floor, was one tenant which subleased its "expansion joint"—half of the floor above. The architectural firm of Van Summern & Weigold, selected to plan and design the new offices after dozens of other firms were interviewed, established the basic floor plan before the general contractor started actual work on this section of the building. This enabled Van Summern & Weigold to submit its structural plans in advance. One requirement for a future date was the inclusion of an internal stairway to connect both floors. The specifications were turned over to the builder who incorporated the requirements into his plans, avoiding running mechanical equipment and the like in the space so that no difficulty would be encountered when the projected stairway is to be built. In formulating the basic planning concept Van Summern & Weigold worked in terms of the requirements of the cli





ent. The corporate structure, the designer found, was based on a series of departments controlled by an executive division, with general service facilities accessible to all. Once the floor plan was established, each department was sectioned in such a manner as to allot a certain amount of expansion space within the department itself, without disturbing any partitioning or other adjacent departments. Executives were allocated corner offices, the size predicated on the building's module and the officer's position in the chain of command. General office services, such as library, central filing, supplies, lunch room, were placed in the interior of the floor in order to shorten the distances between departments.

Suppliers: Furniture—Risom, Miller, Probber, Steelcase, Lehigh, Knoll, Art Metal, Cumberland, I. V., Robert Benjamin. Carpet — Karagheusian, John Crone (installation). Floor tile —Johns-Manville, Robbins, Armstrong. Wallcoverings—Laue, Gilford, Viertex, Guarino, American Leather, Central Shippee. Draperies—American Carpet & Drapery. Lighting—Lightolier. Ceiling tile—U.S. Gypsum. Ceramic tile—U.S. Ceramic Tile. Shelving—Alco Equip. Partitions—Aetna, Henry Weis. Clocks — Gift Craft, F. Grote.



Reader's Digest Association

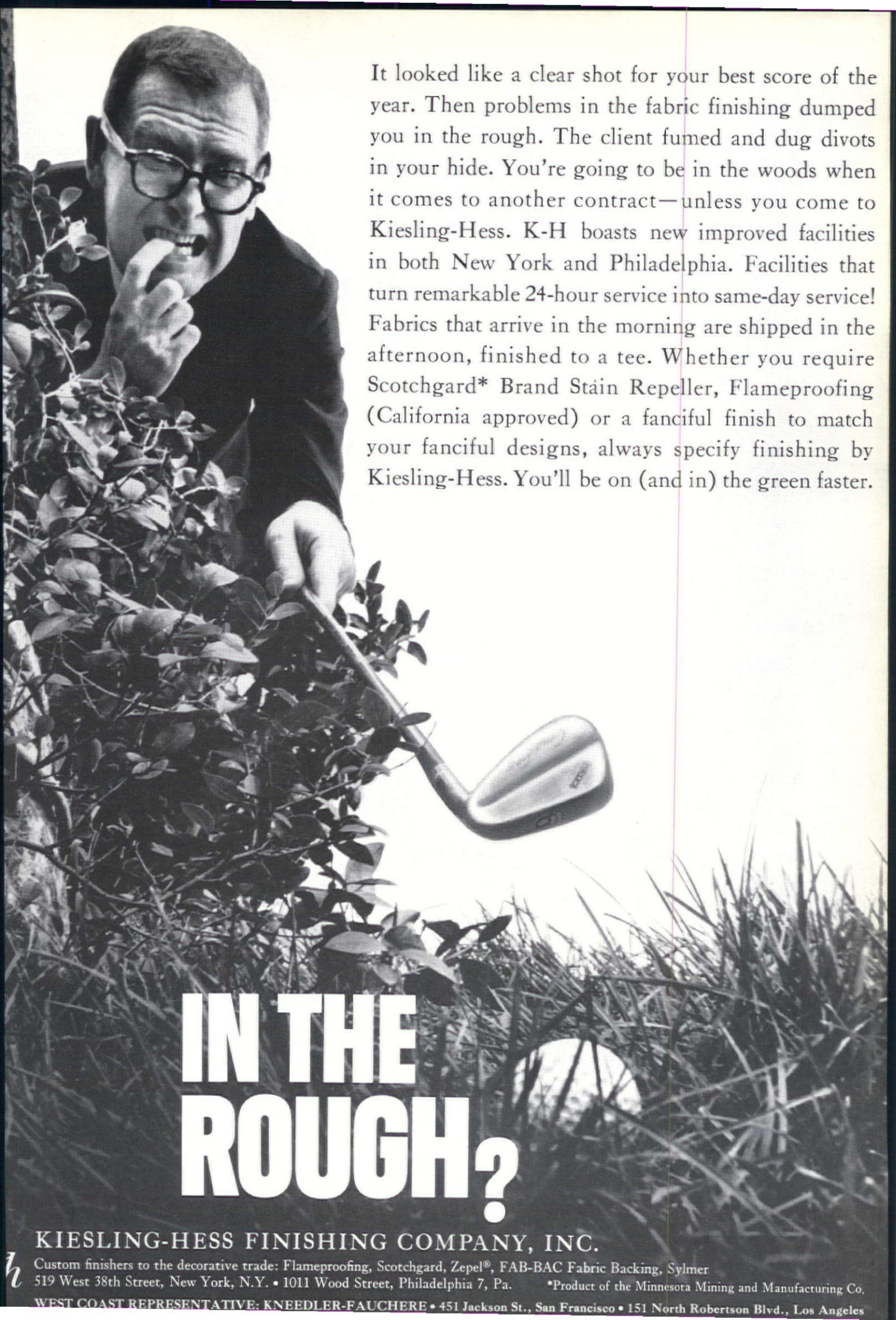
Pedersen & Tilney, Architect

William C. Kennedy Associates, Interior Designer

The new quarters for Reader's Digest Association's New York City branch, housing five departments, were the combined effort of Pedersen & Tilney, architect, and William C. Kennedy Associates. Pedersen & Tilney's area of responsibility was the basic space analysis and programming, and the concomitant structural, technical, and design aspects. RD's design requirement was to have the offices reasonably in character with the home office in Pleasantville and still be an effective working space in a modern office building. To soften the long corridors, Pedersen & Tilney avoided right-angled corners of the walls, curving them gently and covering them in an off-white, textured, Adams vinyl. The selection of the furnishings and general "decoration" rested with William Kennedy, who has long been associated with RD. Spanish antiques a reproductions are used side by si with the contemporary furnishings.

Suppliers: Furniture—J. G. Kn Imperial Craftsmen, Laverne, Gene Fireproofing. Antiques—Gracie. U holstery fabrics—Knoll, Froelich. C tains—Knoll. Carpet—B. Scherer. F and vinyl wallcoverings—Adams. P quet flooring—Caughlin. Vinyl flo ing—Kentile.

Circle No. 47 on product information



It looked like a clear shot for your best score of the year. Then problems in the fabric finishing dumped you in the rough. The client fumed and dug divots in your hide. You're going to be in the woods when it comes to another contract—unless you come to Kiesling-Hess. K-H boasts new improved facilities in both New York and Philadelphia. Facilities that turn remarkable 24-hour service into same-day service! Fabrics that arrive in the morning are shipped in the afternoon, finished to a tee. Whether you require Scotchgard* Brand Stain Repeller, Flameproofing (California approved) or a fanciful finish to match your fanciful designs, always specify finishing by Kiesling-Hess. You'll be on (and in) the green faster.

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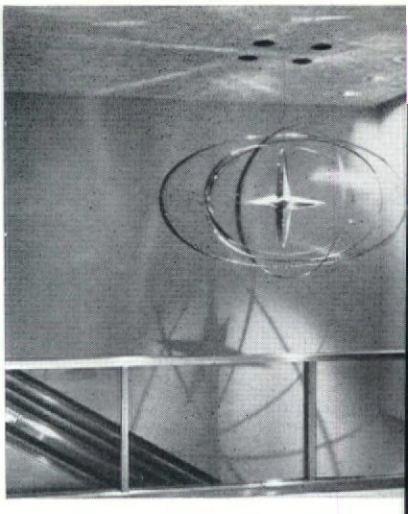
WEST COAST REPRESENTATIVE: KNEEDLER-FAUCHERE • 451 Jackson St., San Francisco • 151 North Robertson Blvd., Los Angeles



First National City Bank

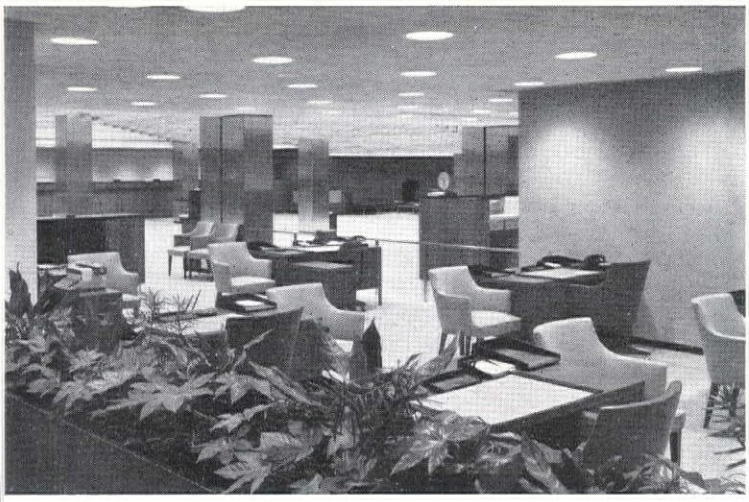
Office of Alfred Easton Poor
Architect

Contemporary furnishings, uncluttered spaces, well delineated department and an inviting atmosphere characterize the 26,115 square feet of First National's Grand Central branch, occupying three floors at convenient street, lobby, and mezzanine levels of Pan Am. The main or retail banking area is immediately defined by a tremendous suspended luminous ceiling composed of 75 one-piece matched teak baffles and milk-white alba glass (photo right).

The elegance of the interiors on all levels is attributable to the high quality and simplicity of the materials—teak paneling, stainless steel, bronze, glazed terra cotta, terrazzo, carpeting—all combined effectively for maximum esthetic appeal. A special abstract mobile of the bank seal in stainless steel and brass, designed by Edward Meshekoff, adds interest to the open well of the interior escalator (there's an elevator, too).

One of the major structural problems in planning this branch involved its location above railroad tracks and under a parking garage and the Vanderbilt Avenue roadway—sources of great vibration. A special structural system, isolating all flooring, wall and ceiling systems from the basic structure. Poor's office was also responsible for all other structural, architectural, and mechanical planning, as well as the interior design.

Suppliers: Desks—Risom. Seating—Blair. Tables—Orsenigo. Lounge pieces—Royalmetal. Upholstery fabrics—Kravet, Scott, Souveran, Thor. Curtains—Rowen, Rondo Antel. Draperies—Hasselbach. Carpet—Spinning Wheel. Lighting—Gotham. Teak veneers, cabinetwork—Lagenbach. Sculptured wall tiles—Design Technics. Wall fabrics—Vicrtex. Planters—Architectural Pottery. Planting—Rosen. Accessories—Bank Product, Risom, Bankers' Engraving.



National Steel Corp.

Saphier, Lerner, Schindler, Inc.
Planner-Designer

SLS finds that buildings like Pan Am, octagonal in shape, have a tendency to impose their personality upon interiors more than conventional square-cornered buildings. This assertiveness can, however, result in an exciting interplay of exterior and interior design elements, as in the executive offices of National Steel, which occupies 6,000 square feet of space on the northeast corner of Pan Am's 53rd floor. Further interest in the suite is added by a huge tinplate mural, colorless in itself, but glowing with a whole spectrum of tones from a barrage of spotlights recessed in the specially designed ceiling. The mural and its effective lighting is a dual effort by the artist, Nicos Bel-Jon, and the SLS staff.

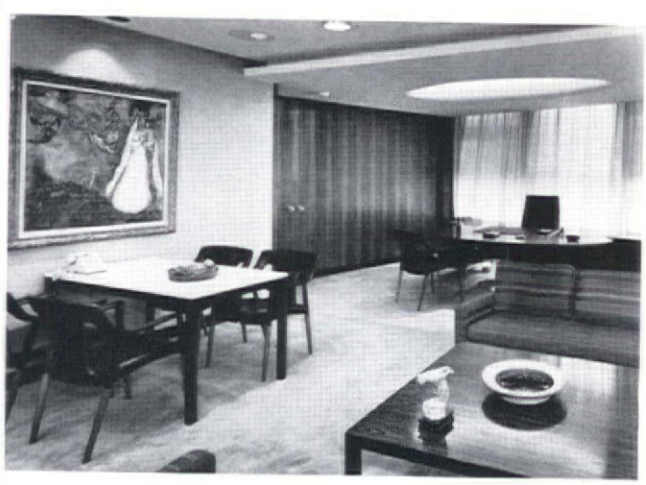
Suppliers: Furniture — Metwood, Kittinger, Risom, Cumberland. Fabrics—Kravet, Kroll, Maix, Rowen, Larsen. Draperies—American Drapery & Carpet. Carpet—Sylvan.

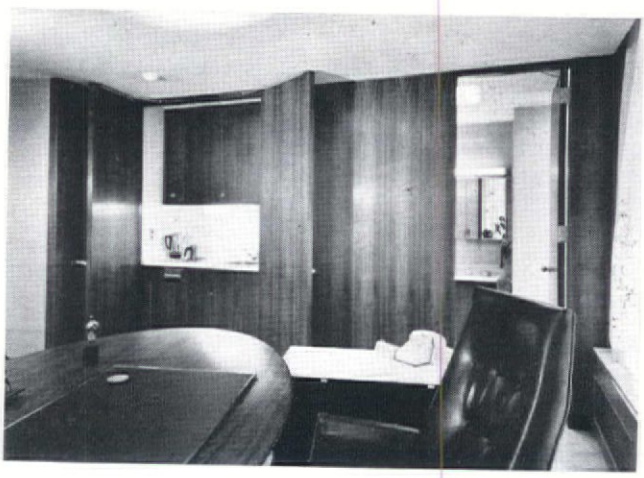
Inland Credit Corp.

Saphier, Lerner, Schindler, Inc.
Planner-Designer

Inland (opposite page), essentially a banking corporation, occupies more than 12,000 square feet in the Pan Am tower. The office of Inland's chief executive (right) demonstrates one means of overcoming the irregular floor patterns created by the tower's octagonal form. Although situated in one of the oblique-angled corners, the office resembles a rectangle, with the interior walls closely paralleling the perimeter slant. Behind a paneled section near the desk is a pullman-type kitchen and a private washroom. A white marble floor separates the desk area from the other, carpeted end of the office. SLS deployed clerical personnel in the tapering wing area.

Suppliers: Furniture—Cumberland, Columbia, Laverne, Draper, Metwood, Risom, Roffman, J.G., Jensen, Art Metal. Fabrics—Kroll, Scott. Carpet—Sylvan. Draperies—American Drapery & Carpet. Sculptured wall tiles—Design Technics. Architectural woodwork — Korngold. Planters — Cranbrook, Maxine May.





PAN AM—Three Restaurants

Zum Zum

Charlie Brown's Ale & Chop House

Trattoria

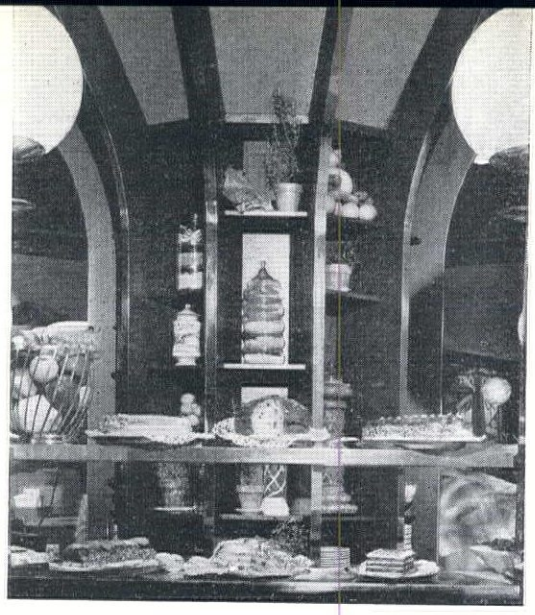
William Pahlman Associates, Designers

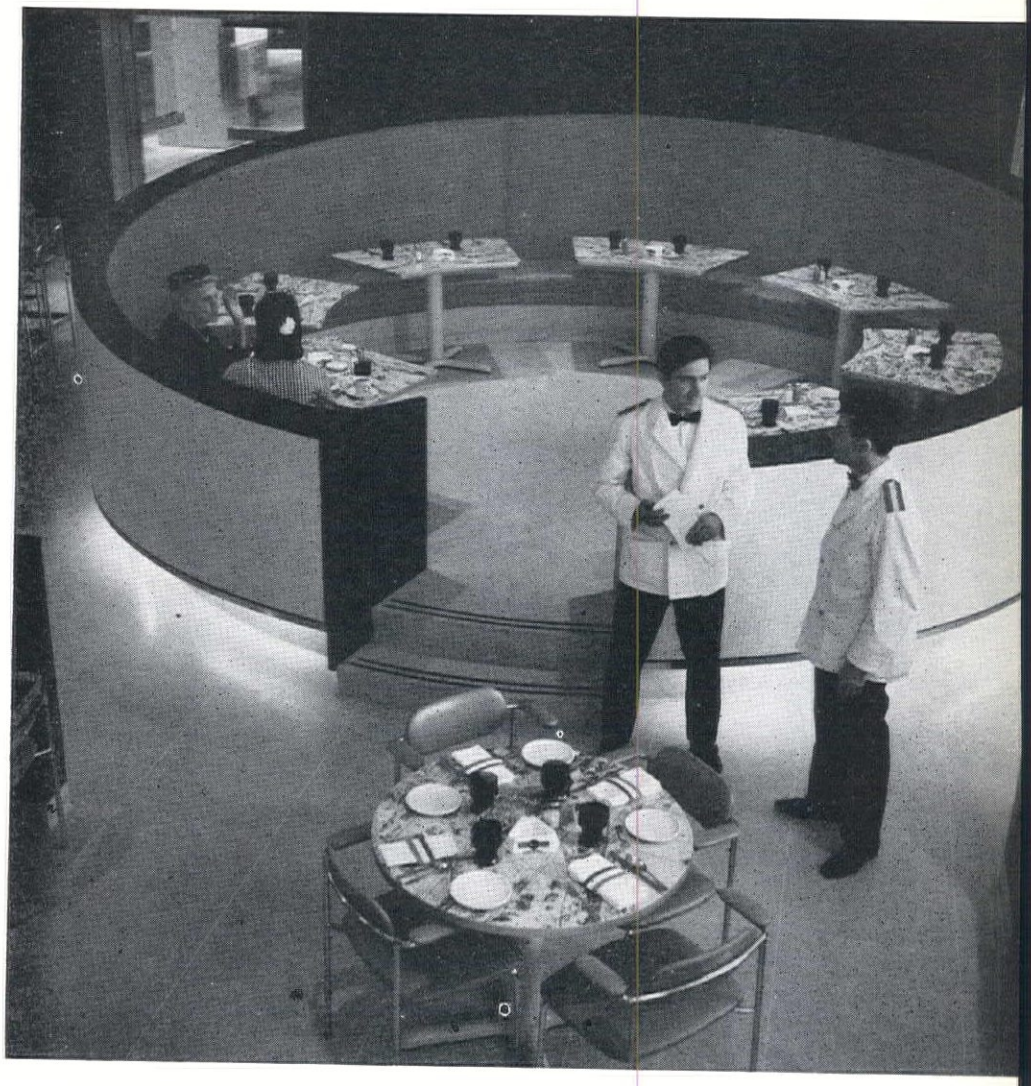
Adept in creating and merchandising specialty dining places, Restaurant Associates came up with three toothsome numbers in Pan Am—Zum Zum, Charlie Brown's Ale & Chop House, and Trattoria. Charlie Brown's (opposite page, lower photo) is self-descriptive; Zum Zum (opposite page, top photo) is a glorified, odoriferous delicatessen with counter service; Trattoria (this page) is an informal but highly civilized example of the Italian cafe that serves food and drink at any hour. Responsible for the design is George Thiele, of William Pahlmann Associates, an organization that has been retained on several occasions in the past by Restaurant Associates. Mr. Thiele and Lee Jaffe, PA's v-p in charge of design and promotion, fitted food to design and vice versa, arriving at "theme" restaurants that smack of local color, but are really nowhere on any map, except that of the Pam Am. Technically, the three restaurants presented some strenuous challenges, since Grand Central Station is immediately below them, leaving no room for plumbing lines, cellars, and such. Vibrations from the trains were strong, too, and to cut them down required the ministrations of a "vibration" engineer. The exigencies of plumbing, incidentally, determined the placement of the bar in Charlie Brown's. All three eating places are well designed, knowingly promoted, and are currently thriving.

Zum Zum Suppliers: Counter stools—L & B. Architectural woodwork—Gerber. Wall tiles—Crocetti. Terrazzo flooring—Port Morris. Coat hooks—Rickberg.

Charlie Brown's Suppliers: Built-in seating, wood table tops—Chairmasters. Table bases—L & B. Chairs—Thonet. Vinyl upholstery—Scott. Antique dresser—Ashley-Kent. Decorative lamps — Friedlander, Wagner. Leather upholstery—American Leather. Portieres, overcurtains — Schumacher. Curtains — Kravet. Fabric wallcovering—Laue Bros. Ceiling—Weiss. Glass, mirrors—Sutton. Decorative accessories — Karger, Friedlander, Weiss, Old Print, Freeman, Marston, Piston.

Trattoria Suppliers: Built-in seating, wood table tops—Chairmasters. Laminated map table tops—Numa Formica. Table bases—L & B. Curtains—Thorp. Decorative lighting—Charles F. Wagner. Decorative glass pictures—Venini. Bar divider—Holland Shade.





Universal American Corp.

JFN Associates, Inc., Planner-Designer

The investment firm of Universal American, occupying part of the 54th floor, was affected by the octagonal shape of the tower in planning its 22,000 square feet of office space. Under the design direction of Herbert Keuchen, JFN Associates delineated all interior offices and corridors in a rectilinear pattern, thereby leaving unusual spaces at the perimeter for private offices. The irregularity of the office shapes was exploited, however, and further accentuated by the treatment of the interior planning and design. In top-level offices, for instance, the desk area is defined by a circular slab of marble on the floor and a circular lighting cove in the ceiling, repeating the shape of the semi-circular desks. Some paneled walls are gently curved; one wall section is sheathed in the same marble of the flooring. The spacious board room, allocated an interior space, is essentially a rectangular room, its angularity softened by a recessed sitting alcove and a semi-circular wall at one end which defines the lounge area.

Suppliers: Furniture—Sauer, Dubar, Nathan. Carpet—America Drapery & Carpet. Lighting—Gotham Quarry tile—Vanderlaan. Marble—Friedman Slate. Woodwork.—Gerber Sculpture—Steve Burr. Plants—Kind. Plaster frieze—Rochette Parzine.

Marubeni-Iida America, Inc.

JFN Associates, Inc., Planner-Designer

For the New York office of Marubeni-Iida, a Japanese trading company, JFN located open pools at the ends, thereby keeping the small number of required private offices within the rectangular center section of the floor, close to the reception room and elevators. Contrary to Kipling's dictum, these offices (occupying 28,000 square feet on the 42nd floor) are a successful blend of East and West. The basic design is Japanese in concept, but materials, furniture, and accessories are decidedly Western. Certain key details are taken from Japanese construction, giving the offices an oriental flavor through the use of wood in walls, ceilings, and floors. In addition, the president's office is based entirely on a module taken from a Tatami mat and echoes the design of the reception area. Neville Lewis, of JFN, was responsible for the interior design.

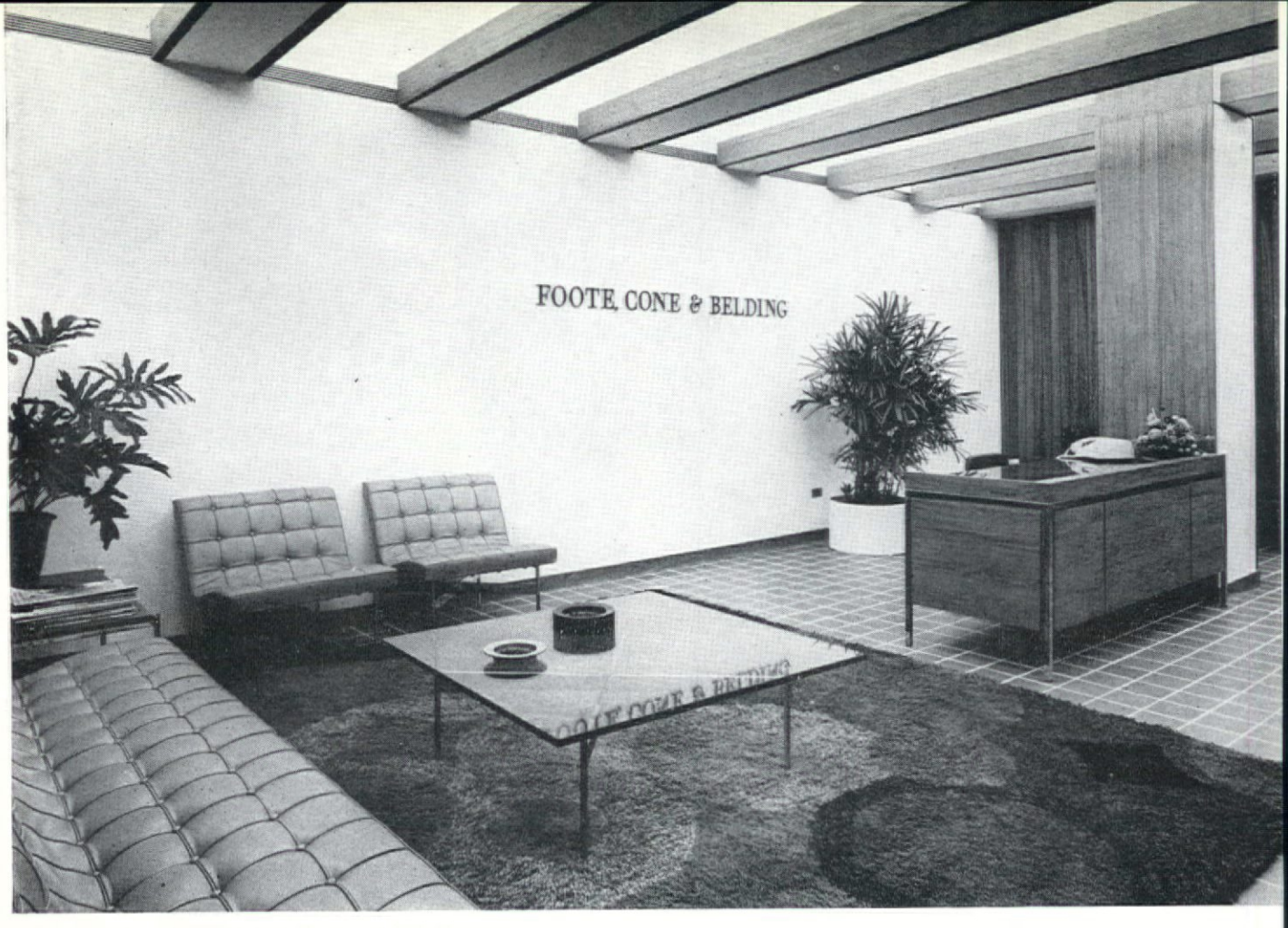
Suppliers: Furniture—Scandix, Dux, Knoll, Roffman, Probber, Imperial. Flooring, carpet, draperies—American Drapery & Carpet. Cabinetwork—Juno. Lighting—Lightolier.

Royall, Koegel & Rogers

JFN Associates, Inc., Planner-Designer

While most Pan Am tenants chose contemporary surroundings, the law firm of Royall, Koegel & Rogers wanted to maintain the solid, traditional air of "dignity" it established after a long and successful career at its previous location. Under the design direction of Neville Lewis, JFN Associates recreated the same Georgian atmosphere in the law firm's 33,000 square feet of space on the 52nd floor. The entire perimeter is taken up with private offices for all members of the firm, with secretarial areas placed between these offices and the long single corridor that essentially follows the octagonal shape of the building. General facilities, such as the law library, are placed in the center of the floor. JFN worked with all partners in planning the offices, each partner dictating the requirements of his own office. The entire scheme, however, has been unified so that the same over-all design treatment pervades.

Suppliers: Furniture — Scandix. Draperies—Lohweiser. Fabrics—Ramsona. Carpet—Paster. Cabinetwork —Juno. Lighting—Lightolier.



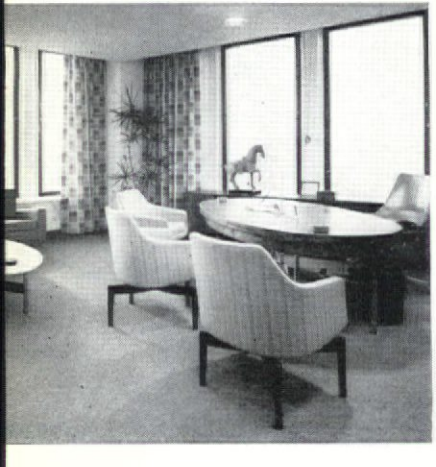
Foote, Cone & Belding

JFN Associates, Inc., Planner-Designe

The offices of this major advertising agency are of particular interest t this publication in their completed form, since we "previewed" the space planning and design procedures in July, 1962, long before Pan Am was completed. Foote, Cone & Belding was assigned to the relatively new planning and design firm of JFN Associates and the firm's two full floors in the building presented JFN with a plentiful supply of problems. Not only are there complex interrelationships within the agency which the planner had to deploy in an orderly and efficient whole, but in addition there was a host of special areas—numerous conference rooms, projection and dark rooms, display areas, and even kitchen facilities. The final product is a controlled handling of a huge space (75,000 square feet), that provides a congenial New York headquarters for a rapidly changing business. Change in the ad agency business is so frequent that JFN is still working with the organization on internal changes.

Suppliers: Furniture—Laverne, Scandix, Risom. Storage units—Knoll. Upholstery—Rancocas. Curtains—American Drapery & Carpet. Draperies—Ben Rose. Carpet—Gulistan. Flooring—Mosaic Tile. Wallcoverings—Goodrich. Dividers, partitions—Juno. Downlights—Rambusch. Planters—Architectural Pottery. Plantings—C. Kind.

PAN AM—Office



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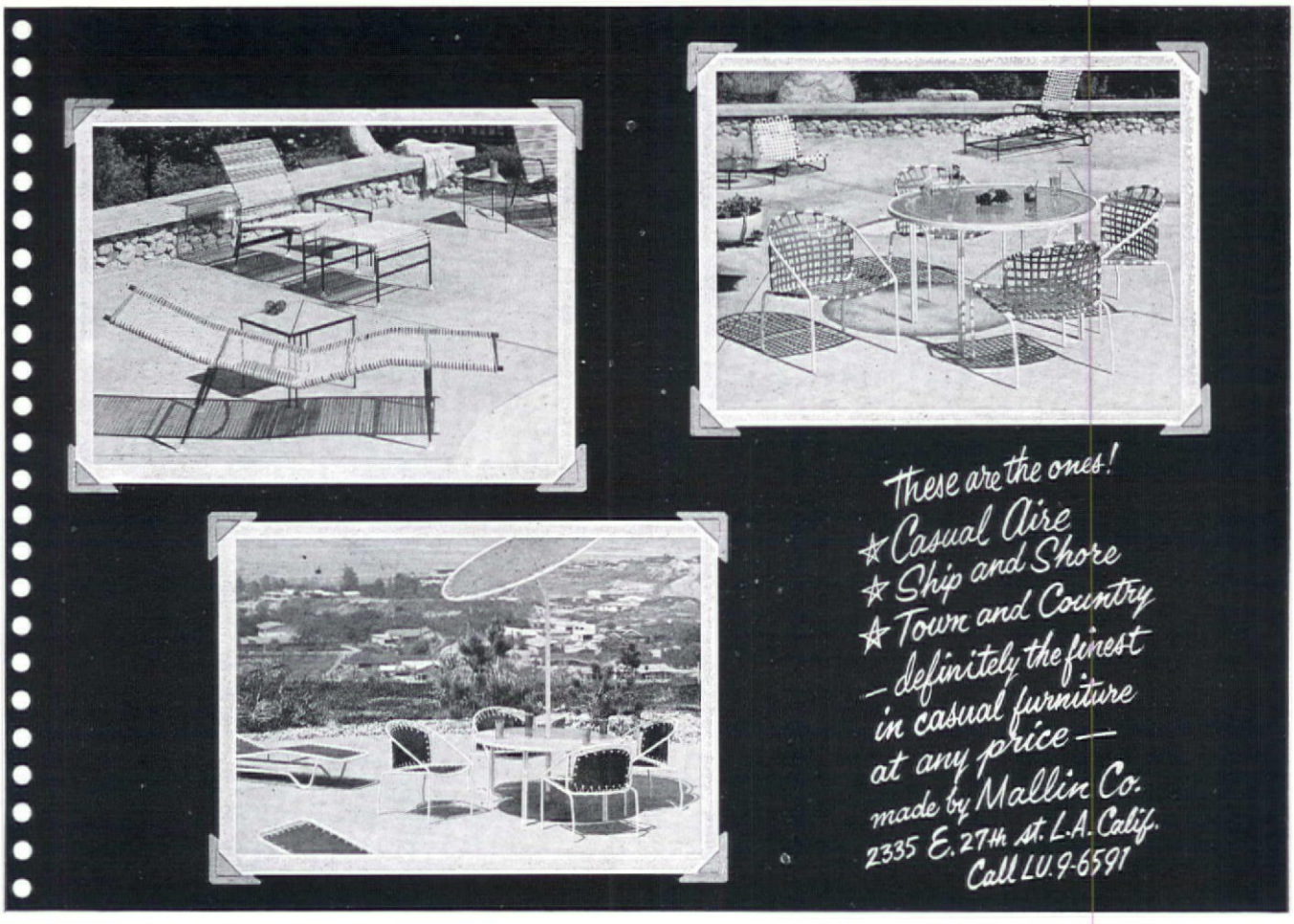

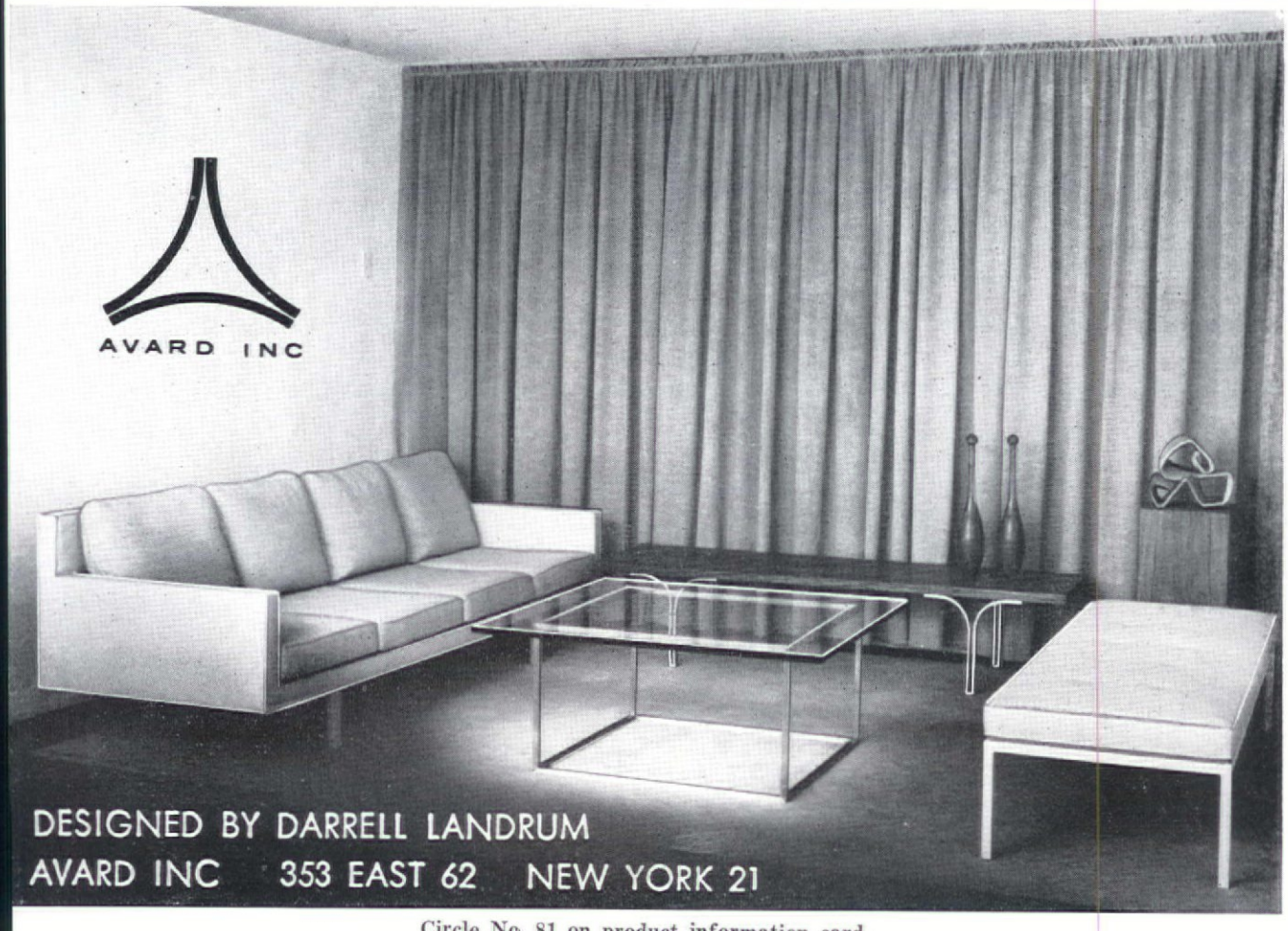

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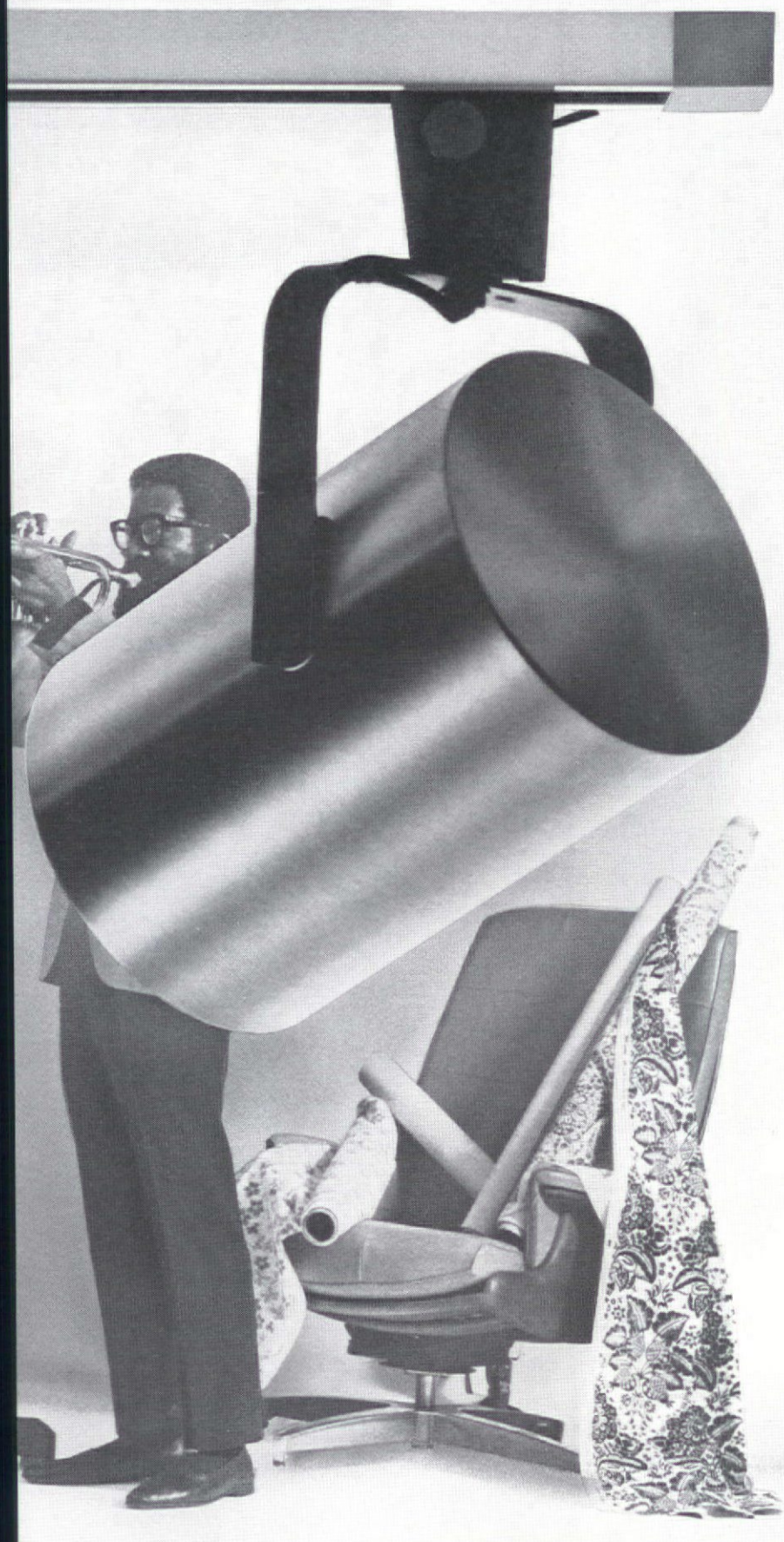
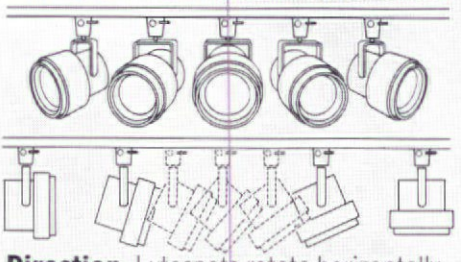
bies, lounges or living rooms... **you've come to the right sp**



CHAIR—HEYWOOD-WAKEFIELD, SHOES—CAPEZIO

Lytespan is the first lighting distribution track designed as an integrated, architectural lighting system. It is the first track which can be recessed, or mounted on surface or stems.

LYTESPOT FLEXIBILITY FEATURES



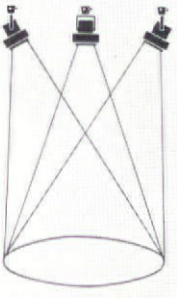
Direction. Lytespots rotate horizontally, pivot to any angle vertically. Pivot mountings are permanently tensioned and include a built-in 360° stop.

Position. Lytespots can be quickly clipped on and slid along the electrified track to any point desired. Thumbscrew rigidly secures unit, prevents sag or droop. Most Lytespots have individual switches. Spots can be stored on track when not in use.

Intensity. Lytespots accommodate a variety of R and PAR lamps ranging from 30 to 300 watts. Dramalux Lytespot with Intensitrol dimmer provides continuous intensity control from zero to 32,000 candlepower. Heat filters are available where high lighting levels at close range make display temperature critical.

Beam Spread. Ranges from a "pin spot" of 5½° to a flood of light at 110°. The flexibility in the throw of light ranges from two feet to twenty-seven feet (for 100 foot-candles).

Beam Shape. Round or elliptical. An adjustable beam monitor permits changes in orientation of elliptical beams from horizontal to vertical. A spread lens alters the shape of any light beam, making it tall and narrow, or short and wide. Stippled lens design eliminates filament image and softens the beam-edge.



Color. Using basic hues of the spectrum, a vast variety of shades is achieved by blending colored beams of light. One-piece color filters are made of borosilicate (heat-resistant) glass. Optical stippling eliminates filament image. Intensitrol dimmer controls intensity of any hue.

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Mitsui & Co., Ltd.

Freidin Studley Associates, Designer

By American standards, Japanese companies conduct their business in an extremely open manner, according to Jack Freidin, partner in charge of design for Freiden Studley Associates. Only the managing director usually has a private office, for example; all other executives sit at desks arranged in groups. Partitions are usually of clear glass, and conference areas dot the typical Japanese office, consisting usually of a low coffee table, a sofa, and a chair or two. These preferences in business design are reflected in Freidin Studley's handling of the Mitsui & Co. space (50,000 square feet) in Pan Am. The company is one of the largest Japanese trading organizations, with offices all over the world. Special problems included massive teletype and telephone installations, centralization of mailing and reproduction processing areas, and speci design treatments for executive area The president's suite, 800 square fee is actually the main private office f the whole space, an arrangement typ cal of Japanese firms.

Suppliers: Furniture—P a c e/J i Carpeting—Holmes. Leather tile— Corium. Lighting—Century and M tro-lite. Cabinetwork—Korngold Bro Wallcovering—L. E. Carpenter.

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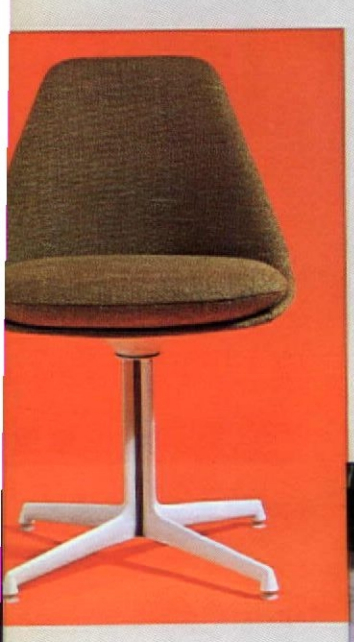

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Pan American Ticket Office

Charles Forberg Associates
Designer

Edward Larabee Barnes
Associated Architect

Striking departures in design are featured in the ticket offices for Pan American World Airways, said to be the largest airline ticket and sales office in the world. The street floor leased by Pan American was awkward—the ceiling low, the floor area long and narrow. A conventional straight-counter system would merely have accentuated the corridor-like feeling. Designer Forberg, assisted by the architectural office of Edward Larabee Barnes, transformed this space (10,000 square feet) into an attractive, functional service center, using concave and convex forms to express the feeling of motion inherent in an airline's business. After detailed analysis of the street floor area and taking into consideration Pan American's extensive studies of passenger needs and traffic flow, Mr. Forberg based his design on three primary rules: avoid long run-on counters, introduce soft forms with sweeping lines, keep color neutral with only a few accents. With abundance of counter space a prime requisite, Mr. Forberg devised a series of circular, free-form counters, each with ten teller positions, which seem to mushroom from the floor. The counters were cast in place on steel framework and their outer shells are covered in the same terrazzo as the flooring. To dress up the structural columns dotting the interior, Mr. Forberg clothed them with plaster shells which repeat the concave forms of the counters. Walls, too, create a flowing movement through alternating concave and convex forms. A special display logo spans one large wall, while a smaller end wall graphically expresses the airline's global routes with a white-on-white plaster map in relief. Working from a scale model designed by Mr. Forberg, Rochette & Parzini, one of the few ornamental plaster shops remaining in Metropolitan New York, precast the map in sections in its shop, along with the plaster walls and column shells.

Suppliers: Cabinetwork—Hinzmann & Waldman. Terrazzo—Port Morris. Lighting fixtures—Edison & Price. Display logo—Spanjer.

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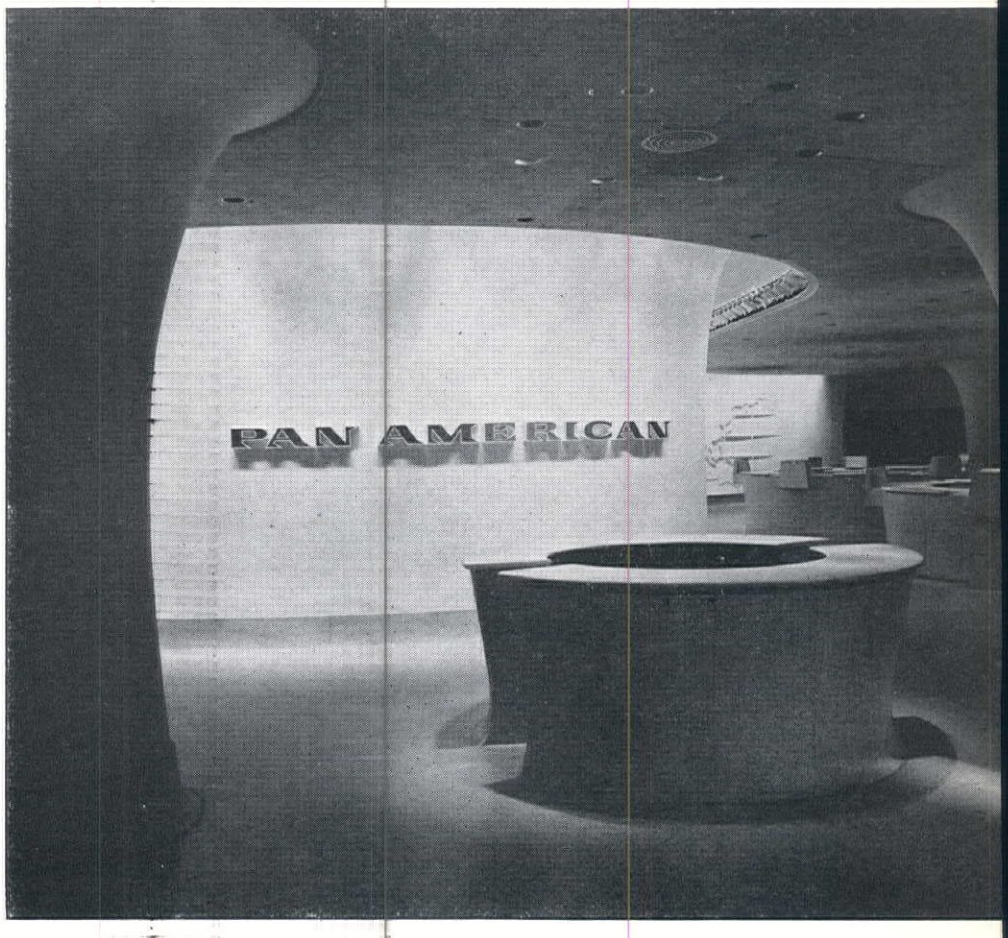

Pan American World Airways

Corporate Designers, Planner-Designer

Locating the Pan Am Building in an already congested business neighborhood presented problems to tenants and their employees. Hoards of personnel converge upon the site in the morning and stream out of the building in the evening—a traffic problem relieved somewhat by staggering the starting time of the workday. Another problem was the noontime crush upon the restaurants in the vicinity. Most large firms alleviated this situation by providing company cafeterias and dining rooms. Pan American Airways' fifth floor cafeteria (right) is an efficiently arranged, enormous room with a capacity to seat 600. Below is one of five reception rooms designed by Thomas Hanrahan of Corporate Designers for Pan American.

Cafeteria suppliers: Seating, tables —Howell, Bloempot. Chair upholstery fabrics—Athol Terson Vinyl. Lighting — Gotham, Lightolier. Kitchen equipment—Friedman. Reception suppliers: Furniture — Helikon. Area rugs—Joto. Display panels—Displaycraft.

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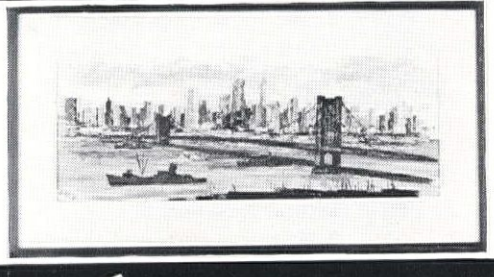

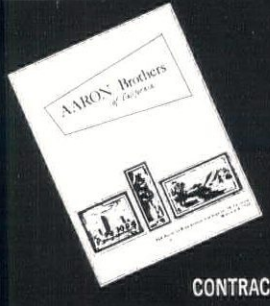

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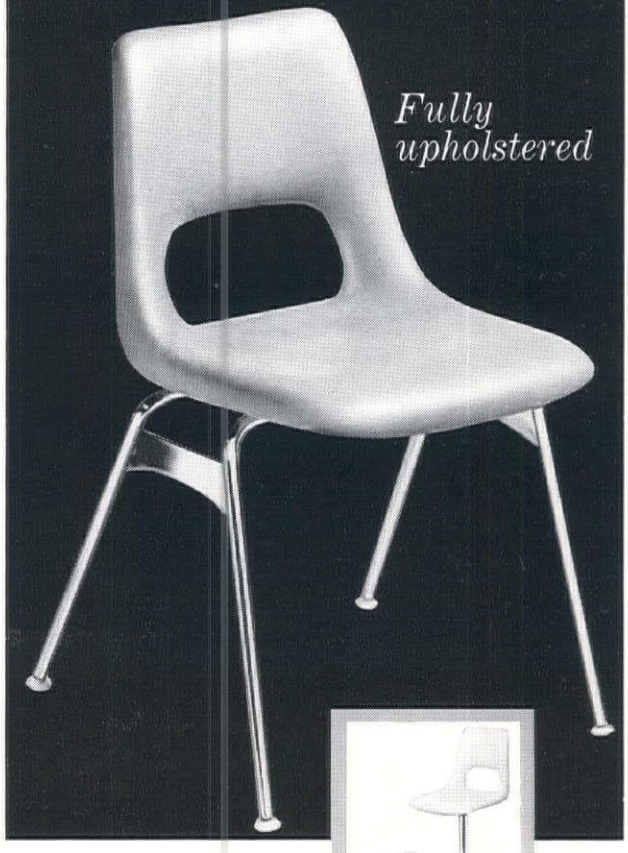

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Sky Club

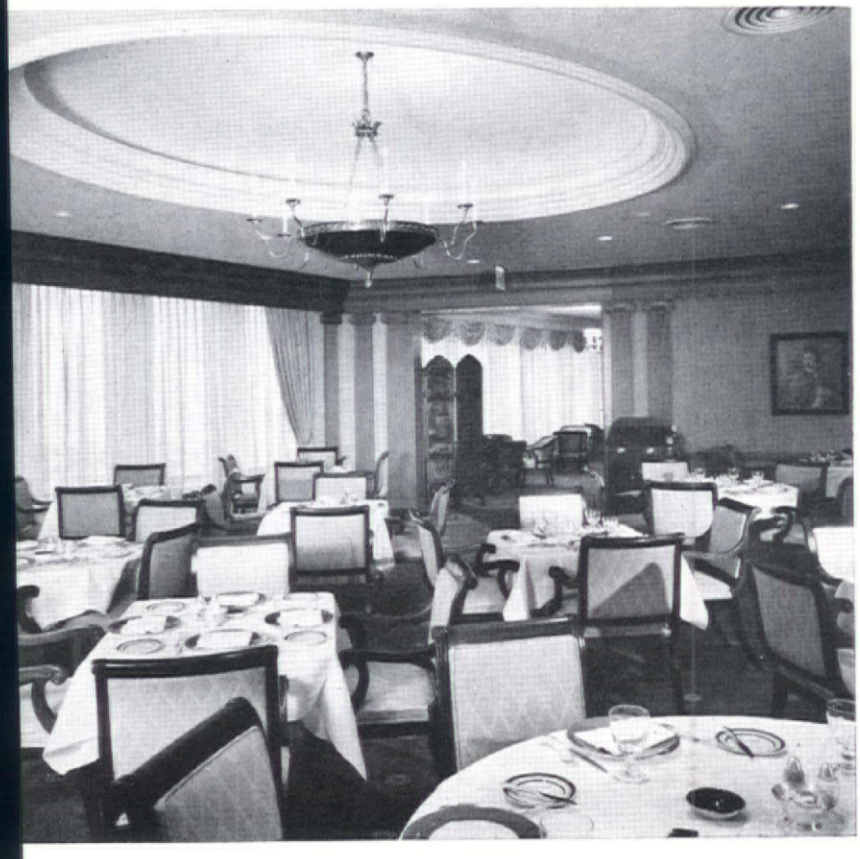
Chandler Cudlipp Associates, Designe

JFN Associates, Technical Adviser

Only a limited number of top exec tives of important tenants are pe mitted to become members and pa the high annual fee in the Sky Clu a deluxe luncheon and dinner club the 56th floor. Elaborate in its a pointments, Sky Club boasts nine pr vate dining rooms (that open up in one grand banquet hall) and a ladie dining room. No stock furnishin were used—Chandler Cudlipp Ass ciates designed everything from Sk Club's chandeliers to its chinawar from chairs to matchbooks. As t chief designer, Cudlipp reported to committee of tenants headed by Sa uel F. Proyer, vice president of P American Airways. Mr. Proyer is noted collector and was instrument in obtaining the loan of 38 Americ primitives from the famed Garbis collection. Ernest Parchefeld Chandler Cudlipp was in charge the project, assisted by Thomas Ulrichs, John MacGregor and Umb to Marucci.

Suppliers: Furniture—Chairma ers, Inc., DeGaal & Walker, Fine Ar Furniture Co., Immig & Landis, K tinger, Meyer-Gunther-Martini, N hon, Don Ruseau, Saybolt & Clela Wood & Hogan. Fabrics—Brunschw & Fils, Clarence House, Design T Fortuny, Greeff, Jofa, Lee, Gene M Donald, Norbar, Rowen, Schumach Stroheim & Romann, Thorp, Thor Vicrtex. Lamps: Charles Hall, W ren Kessler, Lewis Smith, Whiteha Hoffman. Wallcoverings: Bowe Count Bernard De Perthuis, Fortu Hand Work, Chas. R. Gracie, Sca mandre. Carpeting: Robbins, R crofters. Accessories: Copeland Thompson, Hardy, International S ver, Geo. Karger, Thos. D. Willia Bathroom fixtures: Sherle Wagn Flameproofing: Perma-Dry. Leath Gilford. Cabinetry: Jacob Froeli Kitchen equipment: Straus-Dup quet. Signs: Spanjer.

EXIT



PAN AM—Private Club

Sky Club—continued

The range of rooms in the Sky Clu encompasses both elegantly forma dining rooms and cozy, colonial-inn type rooms. Many antiques, includin a rare pewter collection, were pur chased by the members themselve for the Clipper Grill (above) and th adjoining lounge (below). All furn ture and furnishings were custon designed by the Cudlipp office.

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Interior by CHANDLER CUDLIPP Associates, Inc.

Main Dining Room in Sky Club of new Pan Am Building

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Savings Bank Group

J. Gordon Carr & Associates, Architect

The problems confronting J. Gordon Carr centered primarily on the fact that the Savings Bank Group is composed of six New York State Associations and one national association, grouped together on three floors of Pan Am. Each client is autonomous, yet because of the basic relationship, each had an understandable interest in plans of the others in order to achieve a certain amount of uniformity and continuity of design. The function of each group, however, dictated the design treatment. For instance, the national group, with continuous streams of visitors, required more elaborate quarters with reception room (photo left) and meeting rooms (two views below). On the other hand, the retirement and trust groups serve primarily as record-keeping and service operations and required large filing areas and only one executive office (photo above). Since there was no "final authority" for the over-all job, Carr ran up against a procedural problem in obtaining approvals and decisions—a point the designers considered the most challenging aspect of the program. This was partially solved by designating one person from the group to serve as liaison, thereby expediting everyday routine. From a business standpoint, the Carr office was instrumental in lease negotiations and was able to obtain approval for a single-occupancy classification on two floors.

Suppliers: Furniture — Edgewood, Lehigh, Art Metal, Cashmore. Carpet —Stephen Leedom. Wallcovering—Bowen.

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pattern of comfort emerges. And this pattern more plans are devel- for one piece of furniture than most architects draw for a three-bedroom house.

"Then comes the *construction* of a piece of furniture. In Sweden, woods are hand-formed. Walnut from America. Teak from Bangkok. Rosewood from South America. Rubbed, sanded, and oiled, the wood is shipped back to America where *one man* assembles and upholsters each piece of furniture. There is never an assembly line. The fabrics come from around the world. This year there are nearly 200 to choose from. You can even have a Dux chair covered in your own fabric.

"The result: a beautiful piece of furniture that will *last.* Recently, 500,000 people sat in one Dux chair, and even I can't tell it from a new one.

"It is not the easiest way to make furniture. But it is the only way we know how. And we have found it the most *satisfying* way to make furniture. We think you'll be supremely satisfied with Dux, too.

"The conference chair shown above was designed by Ray Zimmerman. It is available in oiled teak, walnut, or rosewood. Both seat and back are padded with foam rubber. It has a buttonless, tufted seat. You can specify it in vinyl or leather. For complete specifications of the entire Dux collection, write to me personally on your letterhead. I'll send you our new catalog."

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PAN AM DESIGNERS

The Space Design Group

American Greetings Corp.
Eastman Kodak Co.
Kenyon & Eckhardt, Inc.
Scripps-Howard Newspapers

In slightly more than five years of operation, The Space Design Group, headed by Marvin D. Affrime, has been the recipient of two coveted Fifth Avenue Association awards and has pioneered the creation of "showcase" facades. This facade treatment is exemplified in the ticket offices of Air France and Pakistan International Airlines in New York and an elegant Third Avenue gift shop, Wilburt, Inc.

The Space Design Group designed offices for Arthur D. Little, Inc., in Rockefeller Center, New York, and Schick Safety Razor Co., Milford, Connecticut, in addition to the design assignment of nine ticket offices across the country for Air France.

Mr. Affrime enlists the talent of virtually all his staff in solving a design problem. The catalytic agent, however, is the mixture of Affrime, Frank Failla, a designer especially sensitive to detail, and Jane Sandelin, color design coordinator. Coupled with intensive research, this approach was utilized in the projects carried out in the Pan Am Building.

Office of Alfred Easton Poor

First National City Bank

The Office of Alfred Easton Poor has practiced architecture continuously through successive partnerships since 1906. Its architectural and allied services have resulted in projects as diverse as airports, industrial plants, housing, laboratories, hospitals, court houses, prisons, and memorials. The firm also maintains a practice abroad, handled bi-lingually and in metric system, and a branch office in Washington, D.C.

For American Telephone & Telegraph Co., the firm has designed an enormous amount of underground projects. Its voluminous client list includes Chemical Bank-New York Trust Co., Marine Midland Trust, American Express Co., Insurance Co. of North America, and McGraw-Hill Publishing Co. The Office of Alfred Easton Poor has worked extensively on renovations and restorations to the Capitol Building and in furnishing its new East Front, as well as alteration work on the new House Office Building.

Partner Albert Swanke, a member of the firm since 1946, worked closely with associate George Merkel, chief designer, and Onofrio Bertolini, project manager, in the planning of the retail and commercial offices of First National City Bank in the Pan Am.

Shaw-Walker, Inc.

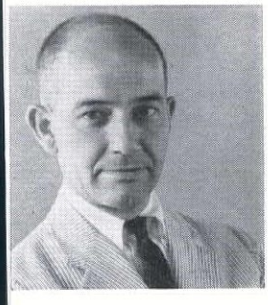
Commercial Union Insurance Group

A file-card system sold through th
mail was the start of one of the larg
est manufacturers of office furnitur
and filing equipment in the worl
Shaw-Walker, Inc., founded in 189
by A. W. Shaw and L. C. Walke
in Muskegon, Michigan, specializes i
metal office furniture and equipmer
and operates seven factories with r
tail outlets across the country.

Shaw-Walker attributes its rise
the industry to its staff of furnitu
designers and researchers, who di
covered the natural working height
a desk to be 29 inches, rather tha
the old standard 30½ inches, and wh
originated the now-familiar tripl
story steel filing cabinet.

The Planning Department of Sha
Walker is a relatively new develo
ment, started by Don Baker, now
rector of the department at the Ne
York branch. The Planning Depar
ment retains a staff of nine designe
and assistants and specializes in ba
and insurance installations.

Mr. Baker and his assistant, Marv
Jarmel, used the forces of the enti
Planning Department on Commerc
Union, Pan Am's second largest te
ant.



William Pahlmann Associates

Charlie Brown's
La Trattoria
Zum Zum Room

William Pahlmann, FAID, managed the interior decoration department of Lord & Taylor for ten years before forming his own business in 1946. The firm now includes a staff of 17 graduate designers, AID members, and assistants.

Interiors designed by William Pahlmann Associates cover the wide range of apartments and residences, offices and showrooms, hotels and restaurants, clubs, stores, schools, and even luxury boats. The firm has also designed for, or acted as consultant to, manufacturers of varied interior furnishings.

Restaurant Associates commissioned the Pahlmann design studios to plan the interiors of the Forum of the Twelve Caesars, Four Seasons Restaurant, and Brasserie in the Seagram Building, New York City. On the international scene, the firm is credited with the design of the Coral Harbor Yacht Club in Nassau, Dos Cientos Club in Caracas, and the 800-room President Hotel in Hong Kong.

Design and decoration assignments are the teamwork of Mr. Pahlmann, the architectural department headed by registered architect George Thiele, plus a colorist, and an interior design associate. This teamwork was utilized in the three restaurants and bars undertaken for Restaurant Associates in the Pan Am.

Corporate Designers Inc.

A.G.I.P.
American Cement (Hercules)
J. W. Clement
East Mezzanine Shopping Area
Pan Am Cafeteria and Reception Areas

Corporate Designers Inc. is a professional design organization encompassing interior design, exhibits, display and graphic design in its services. Established in 1959 by Thomas Hanrahan, president of the organization, Corporate Designers has long been associated with the Pan Am Building, dating back to the time when the project was known as the Grand Central Building Inc., under the late Erwin S. Wolfson.

Corporate Designers prepared all the original presentation material delineating aspects of the building for prospective tenants. Because of its extensive experience in store planning, the firm was retained to coordinate design for Pan Am's shops and service facilities on the East Mezzanine, including the shopping promenade, and designed lighting, flooring, and color treatment of public areas above the lobby floor. In addition, the firm planned Pan Am's employee cafeteria, various reception areas, and is consultant to Pan Am for the coordination of color and decor.

J. Gordon Carr & Associates

Savings Bank Group

J. Gordon Carr bases the services of his firm on a businessman's approach to planning problems and translating practical needs into architectural solutions. With both architectural and business degrees to his credit, Mr. Carr early in his career established himself in the field of designing space within the growing number of skyscrapers and has specialized in interior architecture and office planning for the past 27 years.

The Carr office has designed commercial interiors for an impressive list of clients, among which are Texaco Inc., Socony Mobil Oil Co., General Electronics Corp., Sperry Rand, and other major corporations.

Each project is the team effort of staff architects, planners, and designers. Mr. Carr works closely with his team of associates—Charles Bradbury, Paul Lips, and Leigh Allen. They, in turn, are backed up by director of planning Stephen A. Tuba and project managers William Blaser, Joseph Gherardi, John McGovern, Edward J. Meyer, John Petruzzi, and J. Graham Stewart. For the Pan Am building, the Carr organization planned three floors of offices for the Savings Bank Group, consisting of a national and several state financial and savings agencies.

Pedersen & Tilney

Reader's Digest Association

William Pedersen graduated with an architectural degree from Harvard and entered private practice before forming the partnership, Pedersen & Tilney, in 1946. The firm now operates branch offices in New York, Boston, and New Haven, Connecticut.

The office has executed architectural work for facilities of the U.S. Army and Navy besides designing the Joseph Barber House in Fortune Rock, Maine, St. Peters Lutheran Church in Norwalk, and Sheridan School in New Haven.

In addition to lecturing at the New School for Social Research, Columbia University, and Rensselaer Polytechnic Institute, Pedersen is the author of the book, *The Design of Office Buildings*.

For Reader's Digest Association, the firm planned the office layout on three floors in Pan Am.

Van Summern & Weigold

American Association of Advertising Agencies
Army Times Publishing Co.
Ferre Export Corp.
Hydrometals Inc.
Olga Konow Inc.
Mead Paper Corp.
National Castings Co.
Charles Plohn Co.
Tankers Inc.
Texas Gulf Sulphur Co.
Trendex Inc.
Wyandotte Chemicals Corp.

Robert van Summern, AIA, and Clarence Weigold, Jr., AIA, brought extensive experience in planning and architecture when they formed a partnership for the general practice of architecture in 1958. Mr. Van Summern had been awarded the Office of the Year citation from Management Magazine for his first office planning project, Kelly-Smith in New York City. Mr. Weigold had been associated with J. Gordon Carr for several years prior to the partnership, planning shopping centers, apartment buildings, and residential developments.

With a staff of 10 designers and assistants, the firm has completed work for American Oil Co., IBM World Trade Corp., and a number of chemical companies and law firms. Among strictly architectural projects, the firm designed two elementary schools in Connecticut, many residences in Westchester and Connecticut, and planned additions and renovations for the Garden City Country Club.

In the Pan Am building, van Summern & Weigold has applied its extensive office planning background to projects for an impressive list of clients.

Knoll Associates

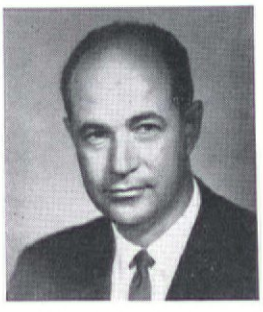
Westinghouse Corp.

Knoll Associates, founded in 1946 by Florence S. Knoll and the late Hans G. Knoll, operates, together with its overseas affiliates, showrooms and sales offices in 11 U.S. cities and 21 foreign countries. During the past 15 years, the Knoll line of contemporary furniture has included the designs of internationally acclaimed architects Mies van der Rohe, Eero Saarinen, and Marcel Breuer, as well as others, including sculptor Harry Bertoia.

Florence Knoll directs the Knoll Planning Unit, the firm's design branch in New York, and serves as architect, designer - consultant, and furniture designer. All new designs are developed under her direction.

With a staff of 25, the Knoll Planning Unit specializes in executive office planning and has executed such large projects as the 250-executive offices of the Alcoa Building in Pittsburgh, offices of U.S. embassies in Havana, Stockholm, and Copenhagen, Connecticut Hartford General Life Insurance, and offices of Columbia Broadcasting System. A departure is represented by a 600-room dormitory for the University of Michigan at Ann Arbor.

Mrs. Knoll and the Knoll Planning Unit designed four floors of the Westinghouse offices in the Pan Am



Saphier. Lerner, Schindler, Inc.

Heiko & Bush
Walter E. Heller & Co.
Inland Credit Corp.
James D. Landauer Associates, Inc.
National Steel Corp.

The firm of Saphier, Lerner, Schindler, Inc., started a little more than 25 years ago as a three-man operation with the principals — Michael Saphier, Lawrence Lerner, and Bud Schindler — pioneering the field of space planning and interior design. Today, SLS is nationwide, maintaining fully staffed regional headquarters.

In applying its philosophy of Environetics (coined by SLS), the firm defines its scope as extending from space planning design to the design of products, packaging, graphics, and exhibits.

SLS was assigned total interior and spatial planning for the combined tenants of the Wells Fargo Building in San Francisco, Century City complex in Los Angeles, Gateway Center project in Chicago, and Boston's new One Center Plaza Building, each serviced by a local SLS office.

The cooperative effort of staff members contributed to the office projects of the firm's Pan Am clients.

JFN Associates

Baytex Inc.
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Foote, Cone & Belding
Hays, Sklar & Herzberg
Lee Nashem Agency, Ltd.
Marcent International
Marubeni Iida (America)
Mead Johnson Co.
Nippon Electric New York, Inc.
The Pittston Co.
Rapoport, Rubino, Shipman & Franken
Royall, Koegal & Rogers
Universal American Corp.

JFN Associates, Inc., specialists in space design, planning and decorating, has expanded its staff from 6 to 60 in little more than five years of operation, and includes branch offices in New York, Boston, Chicago, San Francisco, and Puerto Rico.

President Douglas Nicholson centers on planning research, working with S. Peter Fili, designer and vice president, in formulating the concepts by which a project takes shape. This union of planning and design was employed in assignments for Standard & Poor, Burnham & Co., Empire Trust Co. in New York, Banco Popular in Puerto Rico, plus many other companies.

Both principals collaborated with JFN project managers Joan Noakes, Herb Keuchen, and Neville Lewis for Pan Am clients. In addition to carrying out the total planning and design assignments listed above, JFN served as technical adviser for the Sky Club.

Chandler Cudlipp Associates

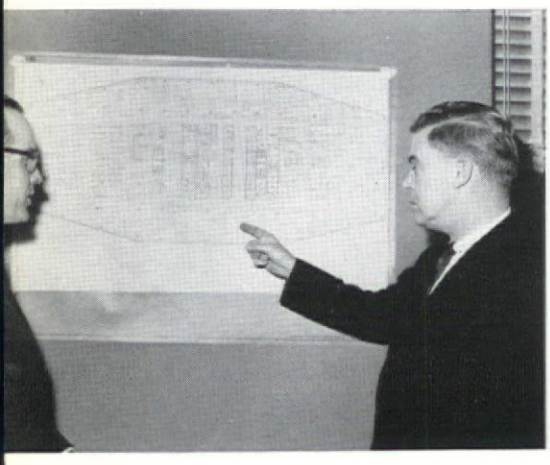
The Sky Club

The specialty of Chandler Cudlipp Associates, founded nine years ago by Mr. Cudlipp, is the planning, designing, and furnishing of interiors for restaurants, hotels, and other nonresidential projects.

Typical of the projects for which the firm is responsible are Top of the Fair Restaurant and the associated Drinks Around the World cocktail lounge in the Port Authority Heliport Building at the New York World's Fair. The firm also planned the interiors of the new Princeton Club and Morgan Guaranty's main office in New York, as well as the Louis d'Or Bar and Cafe Louis XIV in Rockefeller Center, the Barberry Room in the Berkshire Hotel, and guestrooms of the International Hotel at Kennedy International Airport.

Chandler Cudlipp Associates has carried out extensive work for colleges and universities and is noted for its student union, dormitory, and library assignments.

In planning the Sky Club in the Pan Am, John Dowling supervised the installation, Ernest Parchefeld was responsible for planning and coordinating the complete project, while Thomas Ulrichs and Umberto Marcucci worked out the various dining rooms and elements. JFN Associates was technical adviser.



Ebasco Services

Pan American World Airways

Ebasco Services, a wholly owned subsidiary of Electric Bond & Share Co., is a firm of engineers, constructors, and consultants. Organized in 1905 as a service branch of the Bond & Share system, Ebasco, since 1942, has extended its facilities-oriented skills to outside industries in 60 countries and 50 states.

The Facilities Planning Department offers a complete range of services from site-location studies, lease negotiation, and growth projection to construction and interior planning and design. Through the resources of its affiliated departments and companies, the firm is able to provide technical, financial, and managerial skills as well. Its recent client list includes Bankers Trust Co., Goodbody & Co., ACF Industries, General Electric, and Singer & Co.

Under the guidance of W. L. Relyea, director of the Facilities Planning Department, a team of three men spent two years on the assignment for Pan American. Panamac, an intricate reservation and accounting computer system, was part of Ebasco's specialized planning effort for the Airline's complex operation.

Freidin Studley Associates

Matsushita Electric Corp. of America
Mitsui & Co., Ltd.

Jack Freidin, senior partner of Freidin Studley Associates, spent five years in the offices of New York architects before joining Julien Studley to form an architectural, design, and consulting firm in 1956.

Since its founding, FSA has increased in size several times over. It specializes in the planning and design of office interiors, commercial and industrial buildings, residences, and the renovation of existing facilities.

Serving virtually every type of profession, FSA planned interiors and offices for General Instrument Corp., Sumitomo Bank and Sanwa Banks, Ltd., Tatham-Laird, Inc., American Management Association, Lucien Piccard Watch Corp. showrooms, and is currently involved in work for Tokyo Trust in lower Manhattan.

Harriet Holstein, working closely with Mr. Freidin, was FSA project director on the Pan Am assignments.

Stanley Prowler

Aluminum Co. of America
Roland C. Sherrer, Inc.

Stanley Prowler was graduated from Yale University School of Architecture and since 1947 has been the architect for numerous schools, religious buildings, and residences. Office planning, too, enters into his sphere of operations.

Mr. Prowler's past work includes design projects for Franklin Simon and Stern's, two New York department stores, and an office planning assignment for Railroad Insurance Underwriters.

With Labalme Associates, an industrial design group which occasionally engages in interior design as well, the Prowler office collaborated on the planning of several fairs for the U.S. government in Tunis, Cambodia, and Milan, Italy. They worked jointly in designing the office of Saudi Arabia in New York City and the Alcoa offices in the Pan Am. Independently Prowler was design agent for Roland C. Sherrer, Inc., and Labalme Associates, headed by George Labalme designed the offices for F. B. Ayer & Associates, both also in Pan Am.

R-24 Arm Chair SL

ROFFMAN

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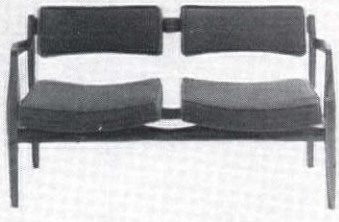
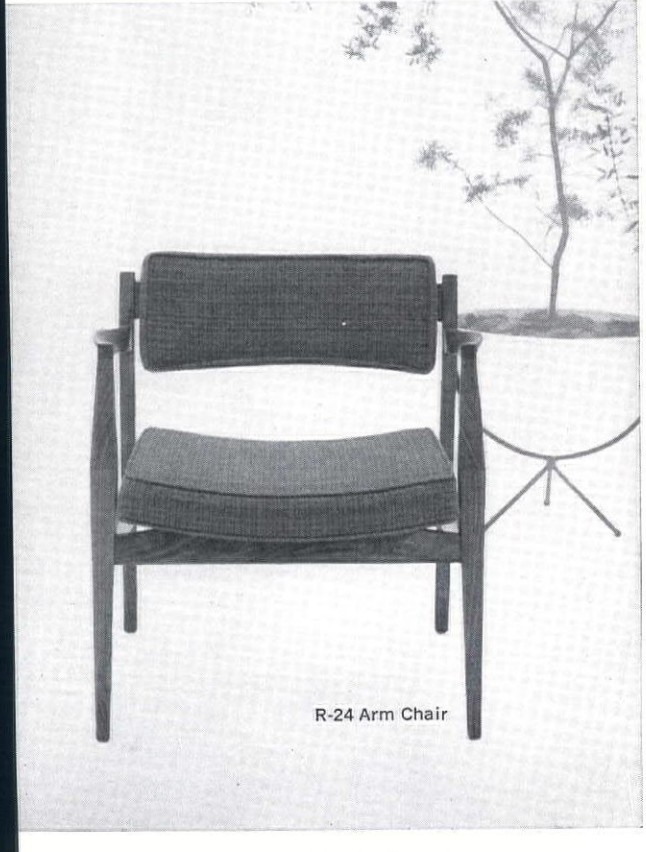
R-24 Settee





R-24 Arm Chair

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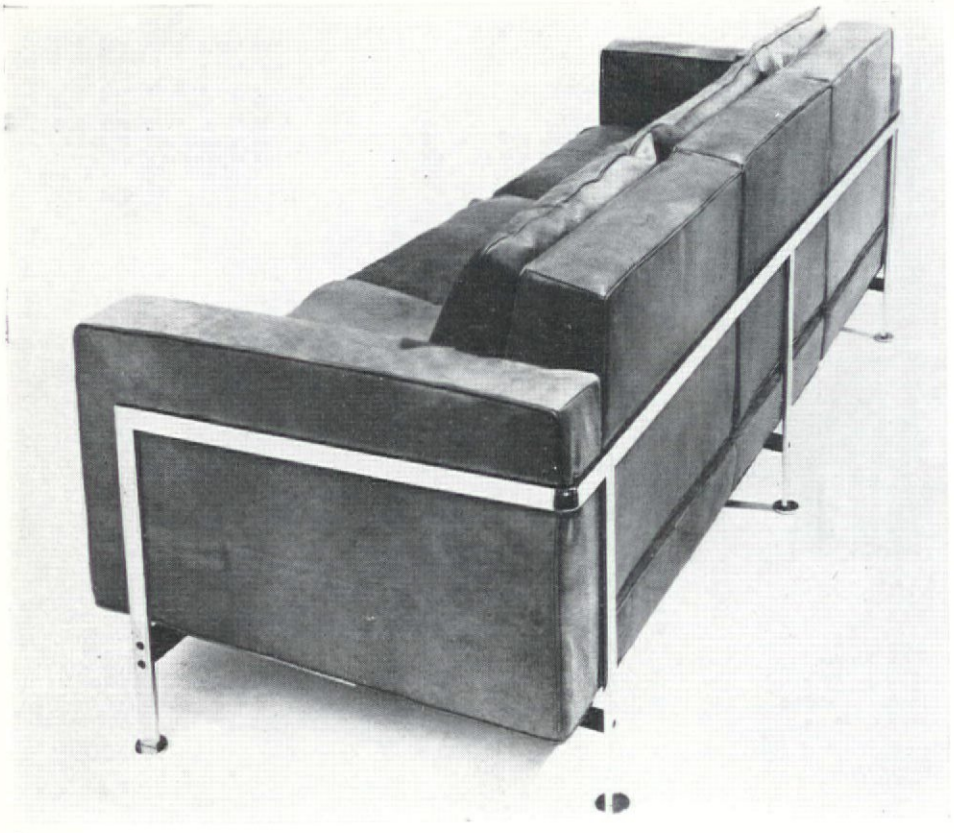

A

B

C

D

PAN AM PRODUCT SHOWCASE: A ROUND-UP OF FURNITURE AND FURNISHINGS SPECIFIED AND PURCHASED FOR PAN AM TENANTS, MANY ITEMS FROM STOCK LINES, OTHERS MODIFIED OR COMPLETELY CUSTOM-MADE

A STENDIG, INC.: Comfortable overstuffed sofa features exposed mirror-chrome steel frame, beautifully accented by Swiss leather upholstery. Loose down cushions give this Atlas sofa an inviting air. This is one of the Stendig collection specified by JFN for the Universal-American installation in the Pan Am Building. Circle No. 102.

B LEWIS SMITH: Chandeliers designed for the Sky Club by Lewis Smith in conjunction with Chandler Cudlipp Associates, have early 18th century English design, with cut wood-polished crystal. Crystal lights with candles are topped by silk shades. Circle No. 122.

C, D FREDERIK LUNNING: Conference table-desk (C), designed by architects Ejner Larsen and A. Bender Madsden, was executed in teak by cabinetmaker Willy Beck. The smart modern table, with semi-circular drop leaf, and matching armchairs in teak and black leather are features of Scripps Howard Newspaper offices in the Pan Am Building, and were specified by JFN Associates. Lunning lighting fixtures, C trast (D), designed by Poul Hennings is made of lacquered metal, which fr ments the light. This fixture, and cop Cone, also designed by Henningsen, w specified by JFN for several import locations in the Scripps Howard Offi Henningsen's lamps are now on exh tion at the Georg Jensen showroom New York City. Circle No. 103.

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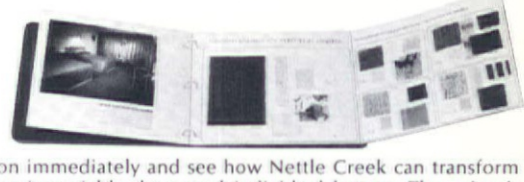

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A

B

C

D

PAN AM Product Showcase

A, B JENS RISOM DESIGN INC.: Walnut desk (A) is featured in Kenyon & Eckhardt's research department anteroom. This single-pedestal model, one of the many Jens Risom products used in installations throughout the Pan Am building, is 49½ inches long by 28 inches high and 28⅝ inches wide. The sleek, modern desk is finished in Risom's walnut No. 3 light stain. Low armchair (B), also a feature of Kenyon & Eckhardt's research department, is of the same walnut light stain as its companion desk, and is covered in Anton Maix Cosmo 3 fabric. Walnut sleigh base adds a note of elegance to this practical chair, which measures 30 by 32 by 29 inches. These attractive pieces of furniture were specified by the Space Design Group. Circle No. 142.

C SCANDIX DESIGNS INC.: Handsome desk from Scandix's traditional design series 8 is available in walnut or mahogany, with leather top (as used in the Royall, Koegel & Rogers offices in the Pan Am Building) or with an all wood top. The solidly traditional executive desk, which comes in a number of different sizes, features sculptured molding in a simple, classic design. Specified for the Pan-Am installation by JFN Associates. Circle No. 140.

D FRITZ HANSEN INC.: The Sw chair makes its debut as a swivel-t executive desk or lounge chair in t Pan Am Building. Designed by Ar Jacobsen, the new model of Hanse well-known Swan chair is also height-a justable. Molded seat and back are pa ded with foam rubber and upholste in Bolivia, Vinelle, or leather. The a minum base conceals a 360 degree swiv The chair is 29 inches wide, 27 inc deep, with a height that varies fr 31½ to 33½ inches, depending on way that the seat, which moves fr 16½ to 18½ inches in height, is justed. Circle No. 41.

Circle No. 63 on product information card

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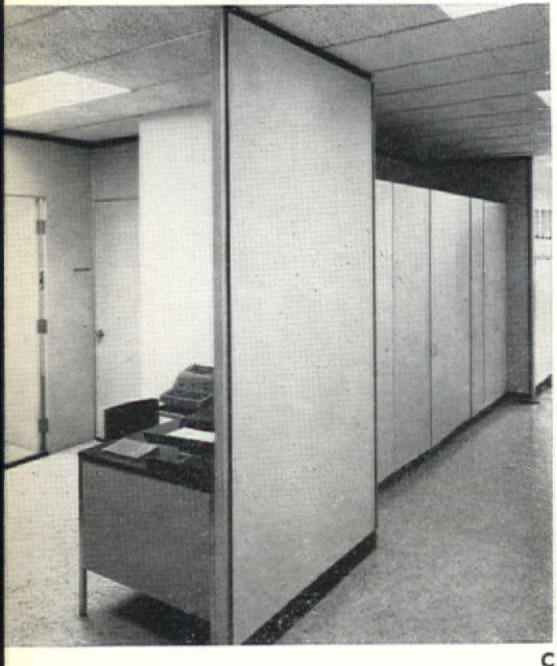
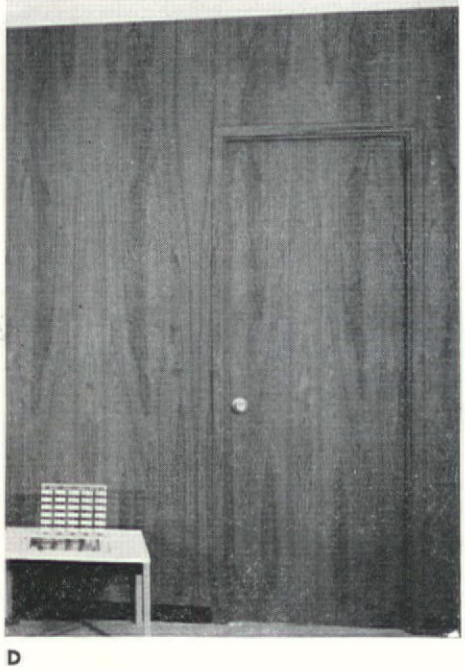
Circle No. 65 on product information card

A

B





C D

E

PAN AM Product Showcase

A FREDERIK LUNNING: Red or black oxhide and teak legs point up the simple, classic lines of this sofa designed by Grete Jalk. The leather-covered sofa, constructed to the highest standards of Scandinavian worksmanship, was chosen for Pan Am installations such as the Scripps-Howard Newspaper offices by the Space Design Group, for its durable beauty and sturdiness. Slanted arms and a high, slanted back insure added seating comfort. Circle No. 103.

B THONET INDUSTRIES: An adaptation of a canvas seat, back, and arm sling chair designed for Thonet by Le-Corbusier in 1929, this classic was redone in chrome-plated tubular steel, foam rubber cushioning, when a client asked a Thonet salesman if something could be done to revive the original's simple lines and comfort. In place of the coil springs that supported the canvas sling of the original is a light plywood seat and back, which can be upholstered, over the foam, in any standard Thonet fabric or any special fabric. The new chair has rubber cushion glides, foam-cushioned arm rests. Circle No. 141.

C ARCHITECTURAL SYSTEMS INC: This division of Westinghouse supplied partitions and dividers finished in durable Micarta for the Westinghouse Pan Am installation, designed by Knoll Associates. Architectural Systems also supplied doors, wall units. Circle No. 152.

D U.S. PLYWOOD Weldwood doors were used throughout the Pan Am Building as in this Alcoa office, where the wood finished door, one of the 8000 used in the building, matches the Teak Flexwood paneled walls from U.S. Plywood. The thin wood veneer of the Flexwood panel is laminated to cloth backing for application to straight or curved surfaces. Circle No. 150.

E DISPLAYCRAFT signs were used throughout the Pan Am building in such installations as the five Pan American Airways lobbies (as shown), and the main lobby sign for the building management. The latter project was executed in conjunction with Corporate Designers, which participated in the design of the signs. Circle No. 97.

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Circle No. 67 on product information card

A

B

C

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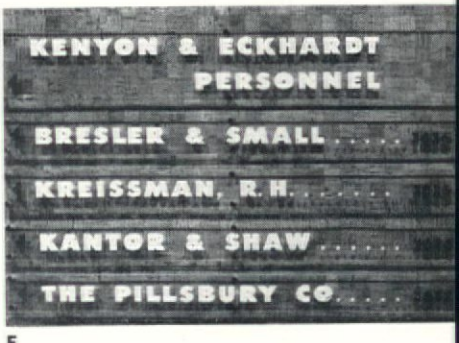

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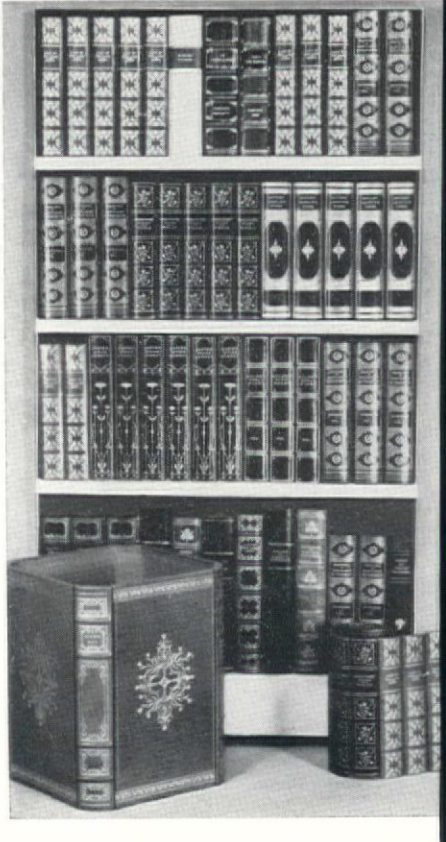

PAN AM Product Showcase

A SHERLE WAGNER'S luxurious basin sets in the ladies' room of the Sky Club, are 24-carat gold plated. Four sets of this original Sherle Wagner design were used. Circle No. 145.

B BONNIERS supplied this waste-paper basket made in Japan to Bonniers' specifications for various offices in the Pan Am. Basket is available in range of sizes. Circle No. 144.

C, D COPELAND & THOMPSON INC. designed these bone China dinner plates for the Sky Club, in conjunction with Chandler Cudlipp Associates. Plate (C) has gold edge, gold shoulder line, medium olive rim, and gold emblem centered against a white background. Sky Club plate N. 381 (D) has a narrow rim, decorated with six floral sprays in greenish black, and a greenish black clipper ship in the center. Circle No. 143.

E SPANJER SIGN CO. produced such signs for the Pan Am Building as this one for Kenyon & Eckhardt. Circle No. 74.

F LOUMAC ashtray, used extensively in different installations in the Pan Am Building, was specified by several designers, including the Space Design Group. Circle No. 119.

G FROELICH LEATHER CRAFT CO. custom designed false book backs (G) and desk sets for Pan American Airways installations. Circle No. 79.

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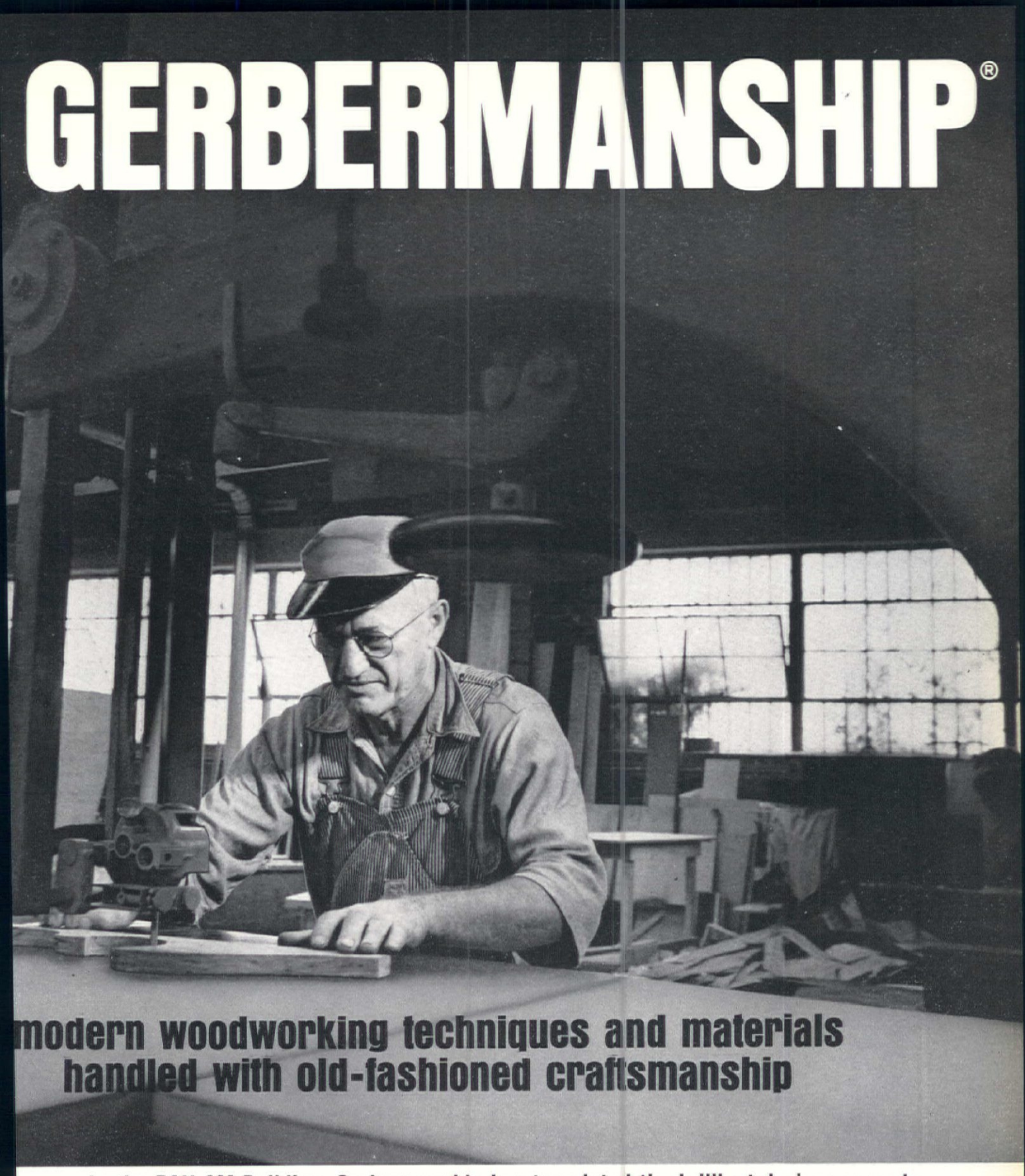

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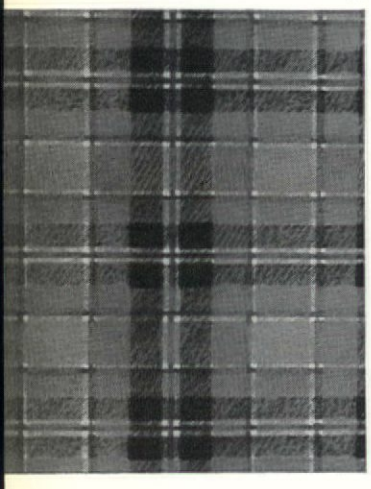

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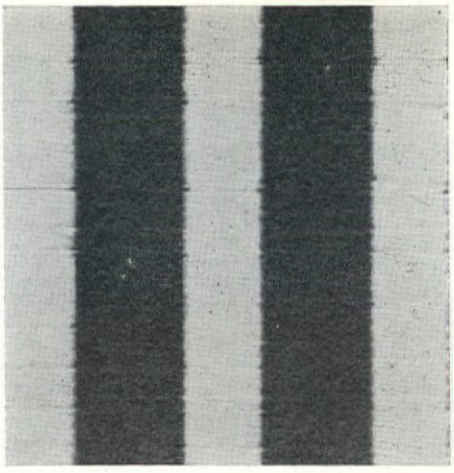

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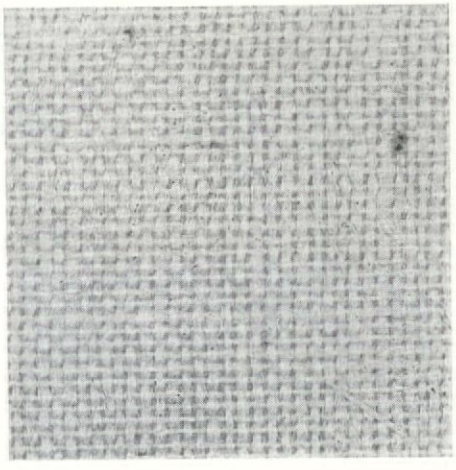

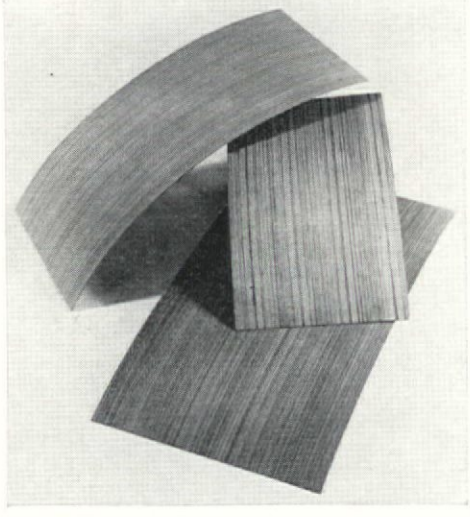

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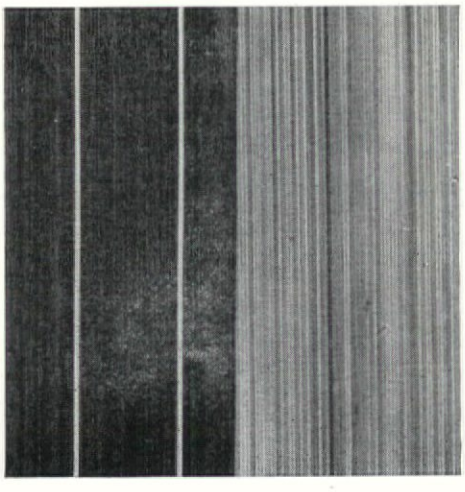
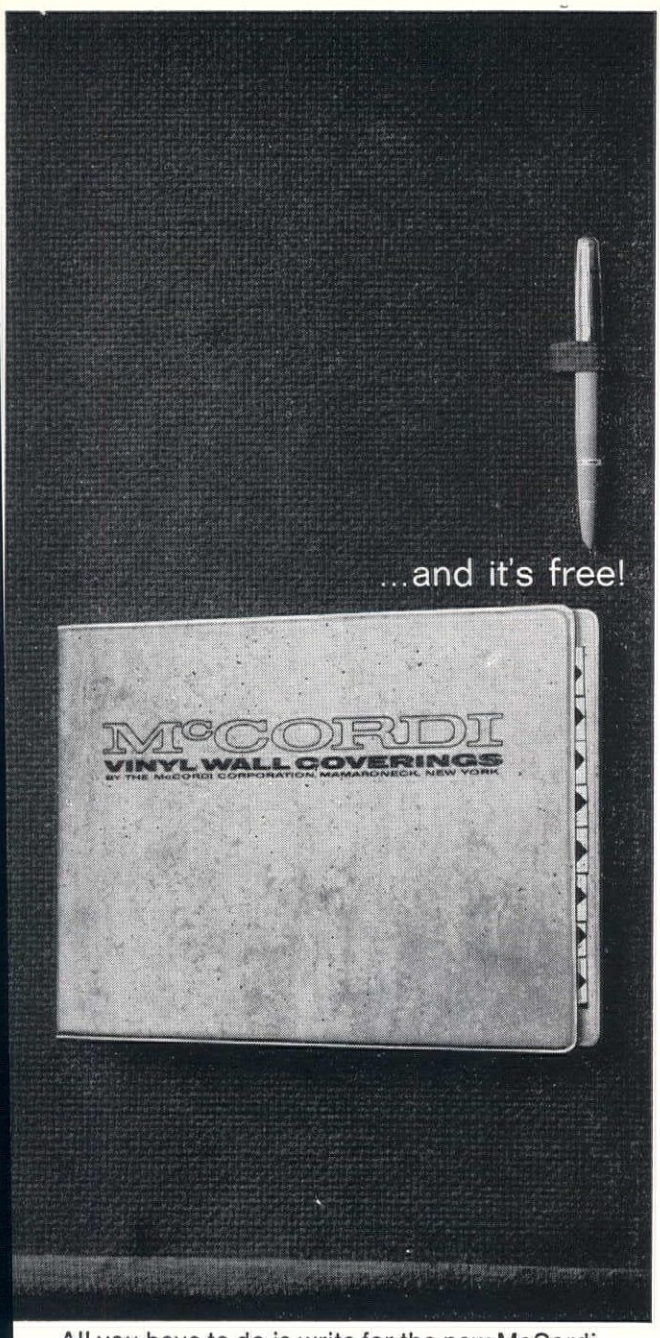


A, B GENE McDONALD INC.: Scot Plaid (A), silk-screened on paper-backed natural linen for the Sky Club, is red, black, gray and brown. Starmist (B) has a pattern of two greens and gold on a green background, printed on linen-textured vinyl. An extra color-screen was added to bring the Starmist colors closer to those of the Sky Club carpet. The design was softened for use around doorways and on large expanses of wall, to better blend with the architectural design. Circle No. 147.

C, D ADAMS VINYLS & LEATHERS supplied the velvetone suede striped vinyl (C) in a number of striking color combinations for the Reader's Digest installation. Vinylized genuine burlaps (D), which are washable and fireproof, were also supplied for the Reader's Digest offices, which were designed by Pedersen & Tilney. Circle No. 1.

E, F WILLIAM L. MARSHALL, LTD.: Fineline natural wood veneers. (F) come in a variety of faces. Easily bent and flexible (E), the veneers are economically and efficiently joined and matched. Circle No. 23.



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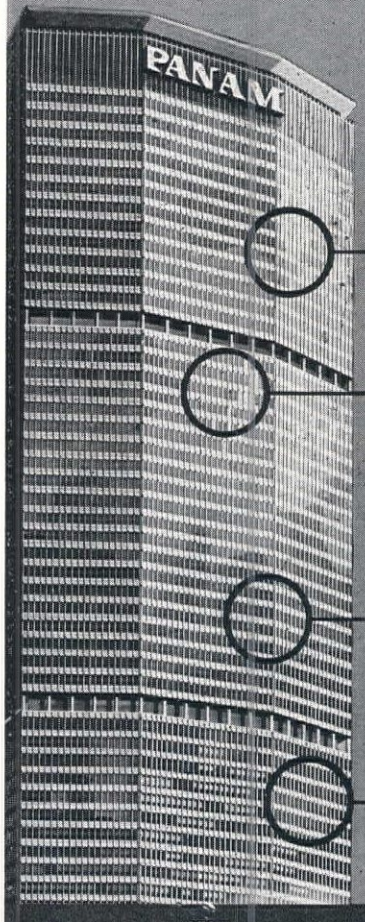

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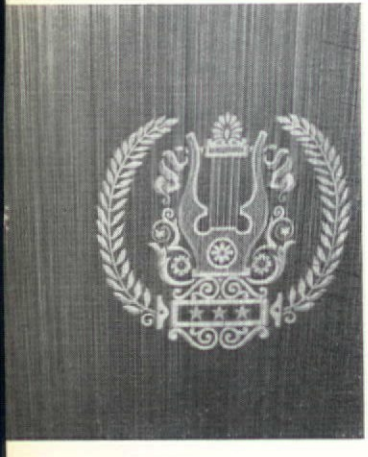
Circle No. 71 on product information card

A

B

C



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A, B SCALAMANDRE SILKS: Sky Club wallcovering (A) is a damask design printed on Shiki Silk. The richly embossed finish lends a note of further elegance to the luxurious Sky Club, designed by Chandler Cudlipp Associates. Calais (B), printed on 100 percent linen, was specified by Ebasco for use as draperies in the Pan Am Airways Offices. Circle No. 2.

C F. SCHUMACHER & CO.: Gold cotton damask for the walls and upholstery of the main dining room of the Sky Club was woven especially in Schumacher's own mills for the Pan Am installation. Circle No. 104.

D GREEFF FABRICS, INC.: Federal, a documentary wallpaper derived from an original early American cotton print of the 1850's, keys the decorative scheme of one of the private dining rooms in the Sky Club, designed by Chandler Cudlipp Associates. Screen printed in olive on a cream ground. Circle No. 44.

E ISABEL SCOTT: Reflections was custom printed on their own all wool casement for the Universal-American Corp. in the Pan Am Building. The color of the print was specially selected to complement the interior color scheme of the offices. Circle No. 146.

F BIGELOW-SANFORD'S Grospoint Director, one of the most popular stock items in the firm's complete carpet line was used extensively in many Pan Am installations. Circle No. 6.

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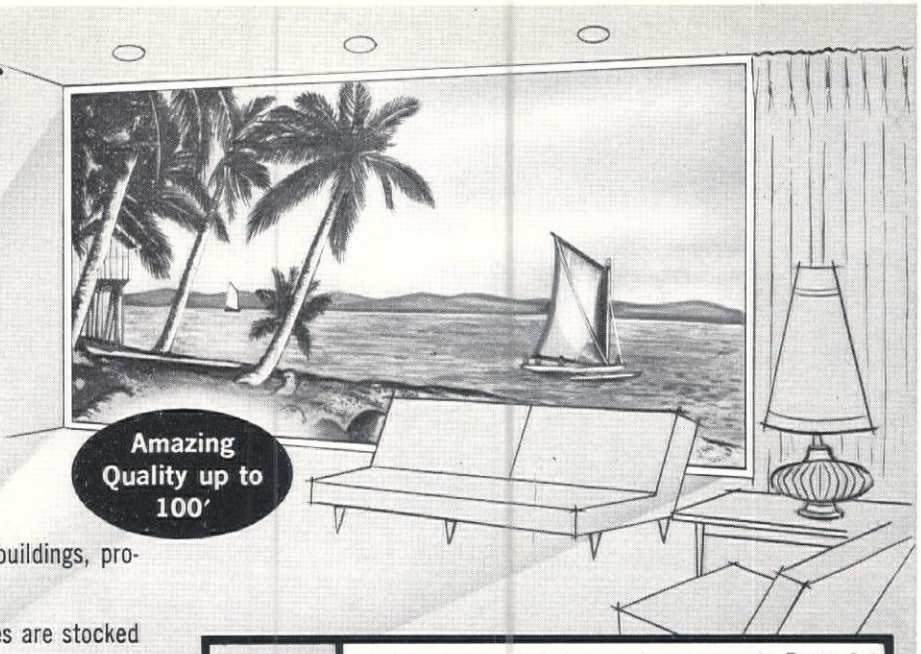

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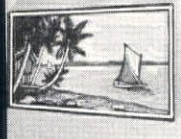

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A

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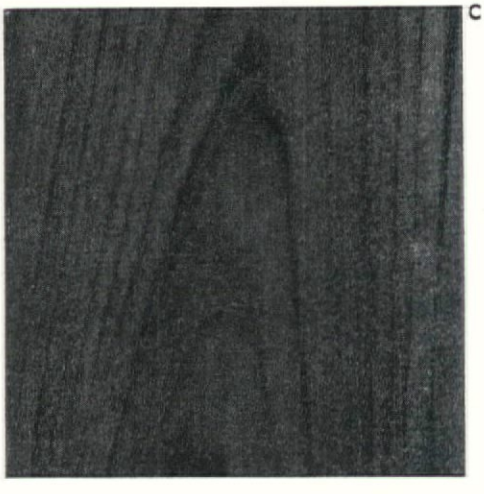

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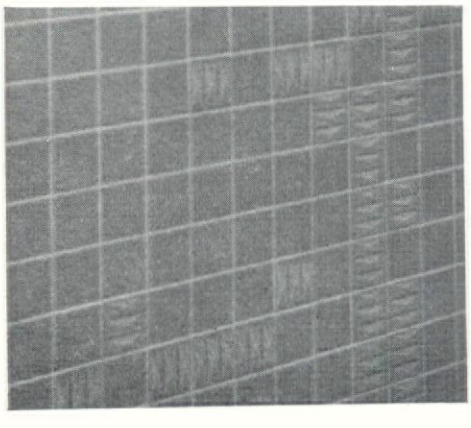

F

A, B, C KALFLEX INC.: Macassar ebony flexwood (A), selected as wallcovering for the Eastman Kodak board room at the Pan Am Building, shows intermingled black and brown stripes in various shades, from smoky black to light and dark browns. Flexwood is flexible and fireproof. Zebra Flexwood (B) has a mellow color and pronounced grain pattern, which nevertheless combine well with most other woods. The Zebrawood Flexwood was used in the Eastman Kodak board room, which was designed by Space Design Group. Teak Flexwood (C) was used in an Alcoa executive office designed by Stanley Prowler. Circle No. 63.

D, E BRUNSCHWIG & FILS: La Baule (D), a figured texture in a reversible 100 percent cotton upholstery fabric, is available in red, blue, yellow, green and black, with cream design. Verrieres (E), another 100 percent cotton which is also available as a glazed chintz, comes in citron and white on gold, shades of olive on white, citron and white on tangerine, and gray and white on brown. Circle No. 67.

F POMONA TILE MFG. CO.: Pomona's sculptured pattern Diamond (F) was used to liven a field of plain tile along the Pan Am eastern mezzanine, where some 14 store fronts face a 200-foot gallery. Corporate Designers, in charge of this project for the building management, used this design, as well as other wall tiles. Circle No. 148.

Circle No. 74 on product information card

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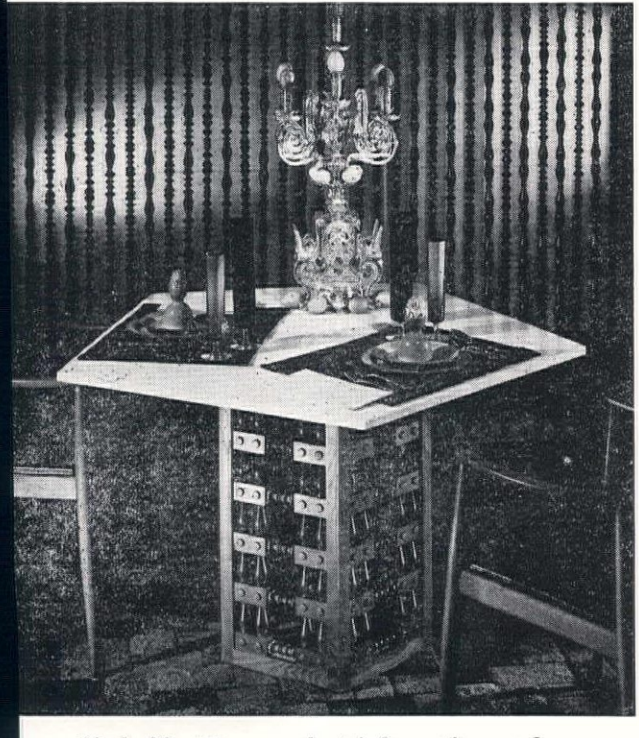

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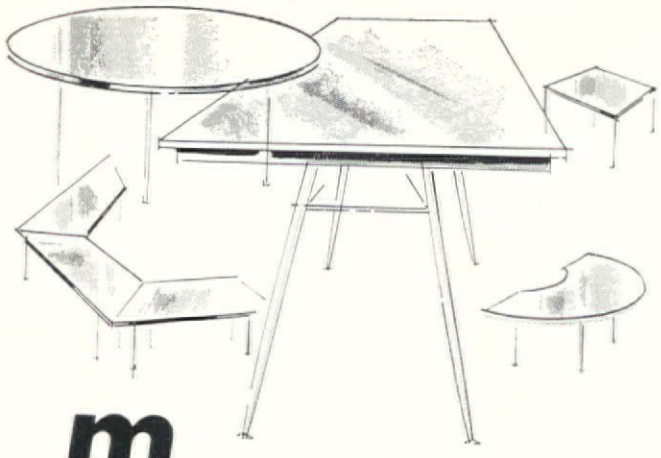

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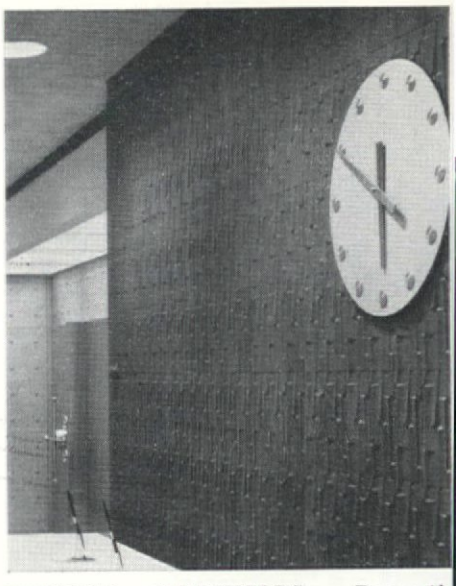


DESIGN TECHNICS: Dramatic sculptured wall, specified for the First National Bank installation at the Pan Am Building by Alfred Easton Poor, provides wall interest through the use of texture. Circle No. 149.

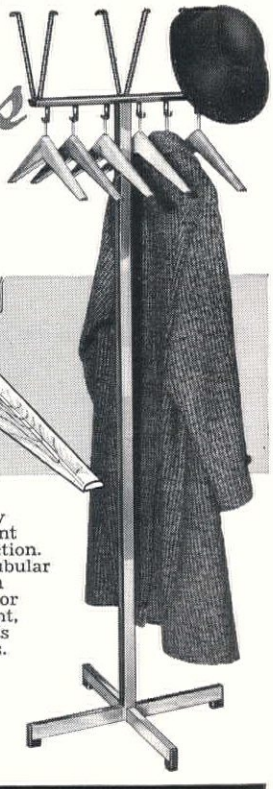
INTERNATIONAL CONTRACT FURNISHINGS: Bar stool and chair designed by Yrjo Kukkapuro and modified by George Thiele, were specified for Pan Am's Trattoria. Circle No. 151.

BANGKOK INDUSTRIES' Thailan Teak provides elegant, durable parque flooring for this corridor in the Eastma Kodak installation. Specified by th Space Design Group, the solid teak floo ing is imported from Thailand. Circ No. 29.

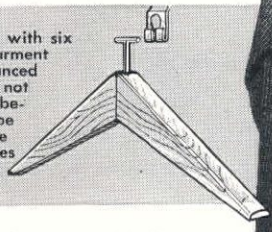
Circle No. 87 on product information card

The OFFICE VALET® Costumers

Capacity Design Cost



Comes equipped with six solid walnut garment hangers of advanced design that will not be "borrowed" because they can be held only in the special receptacles in the cross rail.



This Modern Costumer is strictly "Avant-Guarde"—is far out in front in design, materials and construction. Column and base are of square tubular steel, finished in Mist Green, Fawn Beige, Desert Tan, Medium Gray or Brushed Chrome. It's extra efficient, too, for it holds 6 Coats and 6 Hats without piling one on top of others. The weighted base adds to the sturdiness of this rack.

This is just one item in the many complete lines of V-P Wardrobe Equipment. Write for catalogs

CV-855

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KENYON & ECKHARDT

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Circle No. 88 on product information card

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chairs do it *beautifully!*

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Circle No. 89 on product information card

PAN AM TENANTS

TENANT	FLOOR
A-D Leasing	3
A.G.I.P. USA Inc.	54
Air Cargo Inc.	41
Airways Club	54
Alben Affiliates	15
Allied Newspapers Inc.	39
Aluminum Co. of America	24
Amerconsult Corp.	14
American Association of Advertising Agencies	14
American Cement	41
American Greetings Corp.	St., 3
Army Times Publishing Co.	37
Arthur, Stedry, Hansen	40
Austin Co.	53
Frederick B. Ayer & Associates, Inc.	56
Baker Perkins Inc.	44
Baytex	44
Beck, Mack & Oliver	45
Berguland Corkland	44
Arnold Berman	44
Birmingham Overseas	41
Boise Cascade Corp.	53
Bowles, Andres & Towne	15
British Iron & Steel Corp., Ltd.	53
Burke & Corbin Assoc., Inc.	13
A. M. Byers Co.	14
CTIP, SPA	31
Canada Life Assurance Co.	10
Doris K. Carver	44
Charter Oaks Telepictures, Inc.	45
Chrysler Corp.	54
Clark, Cooper, Field, Wohl	31
Pat Allan Clarke	Mezz.
J. W. Clement Co.	29
Cohen Bros. Realty & Construction	54
Coiffures Munciale	Mezz. E.
Commercial Union Insurance Co., Ltd.	6, 7, 8
Communications Corp.	53
Commonwealth Oil Refining	41
Coudert Bros.	13
D'Amico Beauty Shop	Mezz. E.
Alain DeCombe	41
Denise Barber Shop, Inc.	Mezz. E.
R. H. Devlin Co.	44
Robert Dore	41
Drago Operating Corp.	Mezz. E.
Dufine & Co.	15
Duke Parking Corp.	Garage
Eastern Newsstand Corp.	St. Lobby Mezz.
Eastman Kodak	29
Editechno	41
Estate of E.S.W.	30
Euroglass Corp.	53
Henry Fennell	Mezz.
Finley Stat. Service, Inc.	3

TENANT	FLOO
First National City Bank of N. Y.	St. Lobb
Fischback & Moore	4
Fleet Messenger Service	Mezz
Foote, Cone & Belding	35, 36, 3
Fotoshop Lexington	Lobb
Colonel Garbisch	3
Katharine Gibbs School	
Gilbert Associates, Inc.	3
Goodbody & Co.	Mezz. W
Government of Jamaica	Lobb
Grand Central Building, Inc.	4
Groveton Papers	
Hammermill Paper Co.	3
Hanna Furnace Corp.	5
Hayden Stone & Co.	5
Hays, Sklar & Herzberg	3
Heiko & Bush	
Heliport	Roo
Walter E. Heller & Co., Inc.	3
Homerica	5
Hydrometals	5
Inland Credit Corp.	2
International Commodities	4
International Expositions	
International Salt Co.	4
Institutional Securities Co.	11, 1
Kalium Chemicals	4
Kenyon & Eckhardt	16, 17, 18, 1
J. Edward Klein Associates	4
Saul Kornreich & Sons	1
Kratter Corp.	5
Lady Grace	Mez
James D. Landauer Associates	2
Lawrence Warehouse Co., Inc.	4
John N. Ledbetter III	3
David L. Lieb	2
Lillard Syndications	1
Lockwood Greene, Engineers	
Machado International	4
Mackay Radio & Telegraph	Lobby
Marcent International	5
Marubeni-Iida (America) Inc.	4
Frederick E. Marx	1
Peter Mastandrea	3
Mathias & Carr, Inc.	
Matsushita Electric Corp. of America	
Victor Mayper	
McCandless Corp.	
Robert F. McGannon	
Mead Johnson & Co.	
Meade Corp.	
Merrill Lynch, Pierce, Fenner & Smith	Mezz.
Milburn McCarty Associates, Inc.	
Minesterio de Comercio de Espana	Lobby
Mitsui & Co., Ltd.	
Monodon Corp.	
Nash Engineering Co.	

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For the late Erwin S. Wolfson
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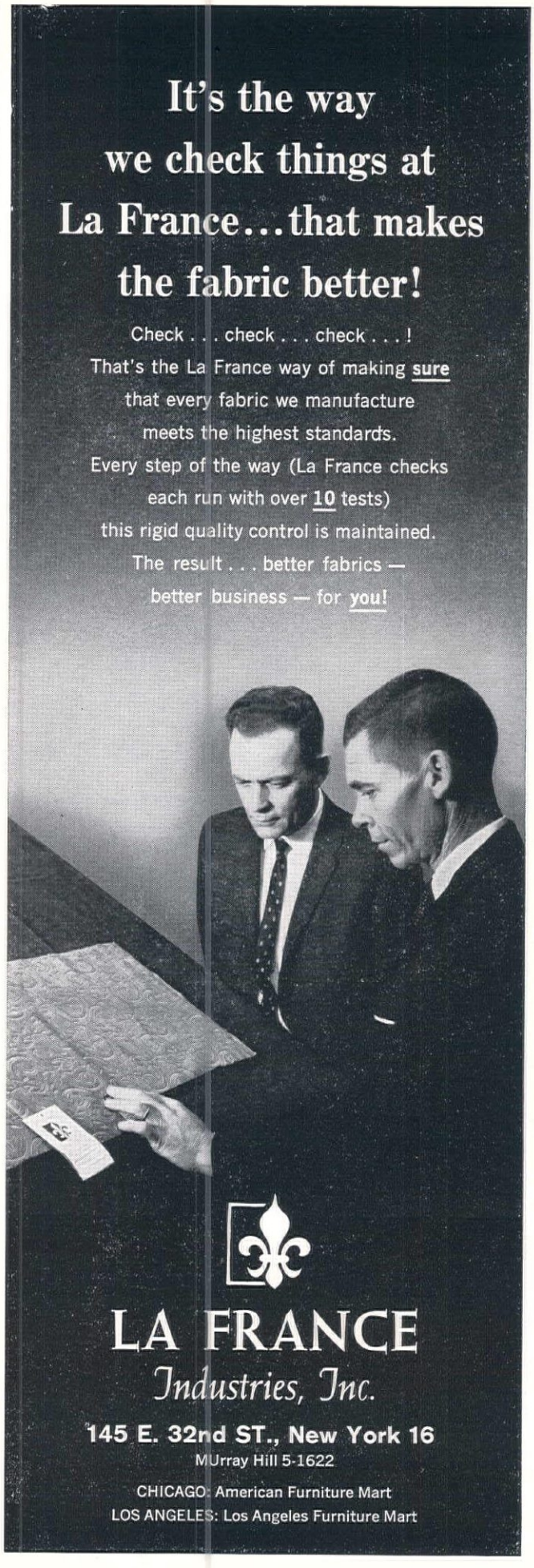
TENANT	FLOOR
National Association of Mutual Savings Banks	12
National Can Co.	45
National Castings Co.	30
National Steel Co.	53
New York Airways	St. Level
New York Telephone Co.	20, 21, 57, 58
Oliver & Donnolly	10
Overseas Service Corp.	45
Pacific Outdoor Advertising	44
Palomar Mortgage Co.	32
Pan American World Airways	1, 4, 5, 9, 46, 47, 48, 49, 50, 51
Pan Central Florist	Lobby E.
Park Agency	30
Parsons Whittemore, Inc.	23
Pharmacy of All Nations	Mezz.
Pittsburgh Steel Co.	45
Pittstone Co.	45
Charles Plohn & Co.	Mezz. W., 3
Polaris, Inc.	31
Pollock Paper Co.	30
Prager, Kavanaugh & Waterburn	41
Products from Sweden	41
Rapaport, Rubino, Shipman, Franken	37, 42
Reader's Digest	32, 33, 34
Restaurant Associates, Inc.	St., 3, 4
Royall, Koegel & Rogers	52
Savings Bank Association of the State of New York	10, 11, 12
Savings Banks Council—Life Insurance	10
Savings Banks Trust Co.	11, 12
Seven Arts Associates Corp.	14
Dr. Sidney B. Sheftel	Mezz. E.
Showhouse, Inc.	44
The Sky Club	56
Harry W. Smith, Inc.	3
Dr. Frank H. Sparks	53
Speller, Miller & Hamel	3
Stuart Spencer	23
Stanray Corp.	23
Charles H. Stapper	53
State of Spain	Lobby W.
Donald Steinberg	40
Stankers Co., Inc.	40
Taylor, Scoll, Ferencz & Simon	32
Telco	20, 21, 58
Texas Gulf Sulphur	55
Tower Jewelers	Mezz. E.
Trendex	40
United Eastern Coal Sales	20
Universal American Corp.	24
Vanadium Corp. of America	22
Vanity Fair Paper Sales Corp.	3
V.I.P. Luggage, Ltd.	Mezz. E.
Washington Steel Corp.	45
Wells Television	45
Westinghouse Electric Corp.	25, 26, 27, 28
Wyandotte Chemicals Corp.	45
Wilfred Wyler & Co.	23

FROELICH LEATHER CRAFT CO., 43 W. 16th St., N. Y. 11

Circle No. 79 on product information card



Circle No. 114 on product information card

PAN AM SUPPLIERS

AMV Inc. (furniture), Birmingham, Mich.
AWVS Shop (accessories), 14 E. 55 St., New York, N.Y.
Abercrombie & Fitch (accessories), Madison Ave. & 45 St., New York, N.Y.
Adams Leather & Vinyl Co. (wallcoverings), 304 E. 54 St., New York, N.Y.
Aetna Steel Products Co. (partitions), 730 Fifth Ave., New York, N.Y.
Aero Service (accessories), 210 E. Courtland St., Philadelphia 20, Pa.
Antonino Ajello & Bros. (accessories), 100 E. 50 St., New York 22, N.Y.
Albano Co. (furniture), 209 E. 46 St., New York, N.Y.
Allied Superb Bronze (store fronts), 9-17 43 Ave., Long Island City, N.Y.
Alco Equipment Co. (shelving), 884 Tenth Ave., New York, N.Y.
A. Alpert Inc. (carpeting), 674 Ninth Ave., New York, N.Y.
America House (accessories), 44 W. 53 St., New York, N.Y.
American Drapery & Carpet Co. (carpet installation, draperies), 184 Fifth Ave., New York, N.Y.
American Leather Mfg. Co. (wallcovering), 250 Passaic St., Newark 4, N.J.
American Match Co. (accessories), 131 Varick St., New York 13, N.Y.
American St. Gobain (entrance doors), 1 Rockefeller Plaza, New York, N.Y.
Win Anderson, Div. of Jack Lenor Larsen (fabrics), 677 Fifth Ave., New York, N.Y.
Andrews, Nelson, Whitehead (French marble book paper), 7 Laight St., New York, N.Y.
Arc Apex Equipment Co. (partitions), 443 Park Ave. S., New York, N.Y.
Architectural Pottery (accessories), 2020 S. Robertson Blvd., Los Angeles 34, Cal.
Architectural Systems (partitions), 4300 36 SE, Grand Rapids, Mich.
Armet-Architectural Metal Corp. (doors), 44-11 54 Dr., Maspeth 78, N.Y.
Armstrong Cork Co. (flooring), Liberty & Mary Sts., Lancaster, Pa.
Arpad (accessories), Wisconsin & O Sts. NW, Washington 7, D.C.
Art Metal Construction Co. (furniture), Jones & Gifford Aves., Jamestown, N.Y.
Ashley-Kent, Ltd. (furniture), 165 E. 54 St., New York, N.Y.
Associated American Artists (accessories), 605 Fifth Ave., New York, N.Y.
Athol Mfg. Co. (vinyls), 366 Madison Ave., New York, N.Y.
Avard (furniture), 353 E. 62nd St., New York, N.Y.
Azrock Floor Products (resilient tile), San Antonio, Tex.
Bangkok Industries Inc. (wood flooring), 1545 W. Passyunk Ave., Philadelphia, Pa.
Bank Products (accessories), 50 Bond St., New York, N.Y.
Bankers Engraving (accessories), 49 E. 21 St., New York, N.Y.
Beck-Guttman Inc. (hardware), 60 E. 11 St., New York, N.Y.
Lee Behren (draperies), 160 E. 56 St., New York, N.Y.
Robert Benjamin (furniture), 6 E. 53 St., New York, N.Y.
Bergamo Fabrics (fabrics), 16 E. 52 St., New York, N.Y.
Bergen Cabinet (cabinetwork), 1552 Bergen, Brooklyn, N.Y.
Bigelow-Sanford Carpet Co. (carpeting), 140 Madison Ave., New York 16, N.Y.
Blaikie, Miller & Hines (kitchen consultants), 527 Madison Ave., New York, N.Y.
Blair Mfg. Co. (seating), Marietta, Ga.
F. J. Bloempot Co. (seating), 1 Park Ave., New York, N.Y.
Bonniers (accessories), 605 Madison Ave., New York, N.Y.
Boston Water Purifier Co. (water coolers), 76 Ninth Ave., New York, N.Y.
Louis Bowen Inc. (wallcoverings), 509 Madison Ave., New York, N.Y.
Braun & Rutherford (furniture), 164 William St., New York, N.Y.
Brickel-Eppinger (accessories), 501 Madison Ave. New York, N.Y.
Bricmar Mfg. Corp. (custom molders), 320 Drigs Ave., Brooklyn, N.Y.
Brunschwig & Fils (fabrics), 509 Madison Ave., New York 22, N.Y.
Steve Burr (sculpture), 164 E. 56 St., New York, N.Y.
Cabin Crafts Inc. (carpeting), Dalton, Ga.
Cambridge Tile Mfg. Co. (tile), Cincinnati, Ohio
Canaday Cooler Co. (water coolers), 118 W. 27 St., New York, N.Y.
L. E. Carpenter & Co. (wall fabrics), 350 Fifth Ave., New York, N.Y.
Carpet Distributors Corp. (carpeting), 247 Fifth Ave., New York, N.Y.
Carpet Fashions (carpeting), 295 Fifth Ave., New York, N.Y.
Carpet Salesmen (carpeting), 325 E. 23rd St., New York, N.Y.
Cashmore (furniture), 46 Trinity Pl., New York, N.Y.
Henry Cassen (fabrics), 509 Madison Ave., New York, N.Y.
Central Shippee (wallcoverings), 24 W. 25 St., New York, N.Y.
Century Architectural Lighting (lighting), 521 W. 43 St., New York, N.Y.
Century Carpet Co. (carpeting), 12 E. 57 St., New York, N.Y.
Chairmasters (seating), 200 E. 146 St., New York, N.Y.
Chicopee Mills Inc. (fabrics), 47 Worth St., New York, N.Y.
Circle Floor Co., Inc. (floor covering), 4816 Baldwin Ave., Bronx, N.Y.
Clarence House (fabrics), 26 E. 47 St., New York, N.Y.
Arundell Clarke (fabrics), 425 E. 53 St., New York, N.Y.
Columbia Office Equipment Co. (furniture), 296 Broadway, New York 7, N.Y.
Consco Products (trimmings), 27 W. 23 St., New York, N.Y.
Continental Lamps & Shades (lamp shades), 117 E. 29 St., New York, N.Y.
Contour Floor Coverings (flooring), 118 W. 28 St., New York, N.Y.
Contract Fabrics Inc. (fabrics), 175 E. 87 St., New York 27, N.Y.
Copeland & Thompson (china), 206 Fifth Ave., New York, N.Y.
Corry Jamestown (furniture), East Columbus Ave., Corry, Pa.
Coughlin Flooring (flooring), 101 Park Ave., New York, N.Y.
Cranbrook Inc. (accessories), Lone Pine Road, Bloomfield Hills, Mich.
Creative Woodworking Co., Inc. (architectural woodwork), 1370 Rail Ave., Brooklyn, N.Y.
G. M. Crocetti Inc. (tile), 311 E. 150 St., Bronx, N.Y.
John Crone (carpet installation), 103 Park Ave., New York, N.Y.
Mark Cross Co. (accessories), Fifth Ave. & 55 St., New York, N.Y.
Cumberland Furniture Corp. (furniture), 40 E. 49 St., New York, N.Y.
Custom Floor Covering Mills (carpet), Minneapolis, Minn.
D & E Steel Corp. (shelving), 147 Roebling St., Brooklyn 11, N.Y.
Danker & Sellew (furniture), 318 Broadway, New York, N.Y.
Danish Products (accessories), 551 Second Ave., New York 25, N.Y.
Dazian's Inc. (fabrics), 142 W. 44 St., New York 36, N.Y.
De Cew & De Cew (fountains), 103 Park Ave., New York, N.Y.
DeGaal & Walker (furniture), 405 E. 62 St., New York 21, N.Y.
Count Bernard De Perthius (wallcovering), Paris, France
Designcraft Metal Mfg. Corp. (furniture), Kero Rd., Carlstadt, N.J.
Design Technics (wall surfacing), 7 E. 53 St., New York 22, N.Y.

(Continued on page 12

Circle No. 85 on product information card

Circle No. 86 on product information

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Designed Wood Flooring Contractors (wood flooring), 299 Madison Ave., New York, N.Y.
Desks Inc. (furniture), 71 Fifth Ave., New York, N.Y.
Diebold Vault Equipment (vaults), 2 W. 45 St., New York, N.Y.
Samuel L. Dinkelspiel (lighting), 305 E. 63 St., New York, N.Y.
Directional Furniture Corp. (furniture), 41 E. 57 St., New York, N.Y.
Displaycraft (signs), 56 W. 45 St., New York, N.Y.
Richard Draper Associates (furniture), 14 E. 52 St., New York, N.Y.
Dunbar Furniture Co. (furniture), 505 S. Fulton, Berne, Ind.
Alfred Dunhill of London (accessories), 620 Fifth Ave., New York, N.Y.
DuPont (vinyls), Wilmington, Del.
Dux Inc. (furniture), 1733 Adrian Rd., Burlingame, Cal.
Dwyer Products Corp. (kitchens), Michigan City, Ind.
Eastern Chain Works Inc. (accessories), 144 W. 18 St., New York, N.Y.
Edgewood Furniture Co. (furniture), 208 E. 52 St., New York 22, N.Y.
Edison Price Associates (lighting fixtures), 409 E. 60 St., New York, N.Y.
Fairhurst Div. of Technoply Corp. (architectural partitions), 182-20 Liberty Ave., Jamaica, N.Y.
Far Eastern Fabrics (accessories), 171 Madison Ave., New York, N.Y.
Nuri Farhadi (lamp), 920 Third Ave., New York 22, N.Y.
Filtrine Mfg. Co. (water coolers), Waldwick, N.J.
Fine Arts Furniture Co. (furniture), Grand Rapids 2, Mich.
Fink Associates (lighting), 1999 Walnut Ave., Long Beach 6, Cal.
Flintkote Co. (resilient flooring), 30 Rockefeller Plaza, New York, N.Y.
Floating Floors Inc. (specialized flooring), 22 E. 42 St., New York, N.Y.
Formica Corp. (plastic laminates), 4614 Spring Grove Ave., Cincinnati 32, Ohio
Fortune Hand Work Family Co. (accessories), P.O. Box 7077, Kowloon, Hong Kong
Fortuny, Inc. (fabrics), 509 Madison Ave., New York, N.Y.
Frankel Plastics Corp. (accessories), 493 Seventh Ave., New York, N.Y.
I. Freeman & Son, Inc., (accessories), 12 E. 52 St., New York, N.Y.
Jeane Friedlander (accessories), 1113 A Second Ave., New York, N.Y.
H. Friedman & Son (kitchen equipment), 30 Cooper Sq., New York, N.Y.
Jacob Froelich Cabinet Works (cabinetry), 560 Bary, Bronx, N.Y.
Froelich Leather Craft Co., Inc. (accessories), 42 W. 16 St., New York, N.Y.
General Electric (kitchen equipment), Appliance Park, Louisville, Ky.
General Fireproofing Co. (furniture), 500 Fifth Ave., New York, N.Y.
M. Gerber & Sons (woodworking & glass), 56-01 Maspeth Ave., Maspeth 78, N.Y.
Giamboi Bros. (plastering), 2508 Coney Island Ave., Brooklyn, N.Y.
Gift Craft Leather Co. (accessories), 7 W. 22 St., New York, N.Y.
Gilford Leather Co. (leather upholstery), 387 Park Ave., New York, N.Y.
Ginori Fifth Ave. (accessories), 711 Fifth Ave., New York, N.Y.
Amman Goertz (architectural woodwork), 1357 Lafayette Ave., New York 59, N.Y.
B. F. Goodrich (vinyls), 300 Park Ave., New York 22, N.Y.
Gotham Lighting Corp. (lighting), 37-01 31 St., Long Island City, N.Y.
Great Bear Spring Co. (water coolers), 51 Madison Ave., New York, N.Y.
Charles B. Gracie (wallcovering), 148 E. 58 St., New York, N.Y.
Greeff Fabrics (fabrics), 155 E. 55 St., New York, N.Y.
Greenhouse (plantings), 254 E. 57 St., New York, N.Y.
Frederick Grote Clock Co. (accessories), 14 Edgewood Ave., Glen Head, L.I., N.Y.
Groszart Inc. (accessories), North Blvd. & 112 Pl., Corona, N.Y.
Guarino Marble Works (marble), 740 Washington Ave., Belleville, N.J.
Guild Furniture Co. (furniture), 43 E. 19 St., New York, N.Y.
Gulistan Carpets (carpeting), 295 Fifth Ave., New York, N.Y.
J. I. Haas Co. Inc. (painting contactors), 51 E. 42 St., New York, N.Y.
Haber & Henry (store fronts), 2568 Park Ave., New York, N.Y.
Habitat (furniture), 336 Third Ave., New York 10, N.Y.
Charles Hall (lighting), 1020 Madison Ave., New York 21, N.Y.
Hammacher & Schlemmer (accessories), 145 E. 57 St., New York, N.Y.
Fritz Hansen (furniture), 305 E. 63 St., New York, N.Y.
George Hansen Lamps (lighting), 260 E. 53 St., New York, N.Y.
James G. Hardy & Co. (napery), 11 E. 26 St., New York, N.Y.
Harris Interior Art (accessories), 361 E. 52 St., New York, N.Y.
Haywood-Berk Floor Co., Inc. (flooring), 414 W. Bway., New York 12, N.Y.
Heirloom Monograms & Embroideries (accessories), 35 W. 36 St., New York, N.Y.
Helikon (furniture), 315 E. 62 St., New York 21, N.Y.
Charles Hesselbach (draperies), 815 Broadway, New York, N.Y.
S. M. Hexter (carpeting), 2810 Superior Ave., Cleveland 14, Ohio
Hinzmann Co. Inc. (cabinetry), 80 Third Ave., Brooklyn, N.Y.
Holland Shade Co. (dividers), 999 Third Ave., New York, N.Y.
Archibald Holmes & Sons (carpeting), K St. & Erie Ave., Philadelphia 24, Pa.
Howe Folding Furniture (furniture), 360 Lexington Ave., New York, N.Y.
Howell Co. (seating), 436 S. 1 St., St. Charles, Ill.
IV Chair Co. (seating), 100 Jewel St., Brooklyn, N.Y.
Immig & Landis (furniture), 480 Madison Ave., New York, N.Y.
Imperial Craftsmen (furniture), 319 E. 53 St., New York, N.Y.
Imperial Desk Co. (furniture), 1312 W. Florida St., Evansville 7, Ind.
International Contract Furnishings, Inc. (furniture), 145 E. 57 St., New York 22, N.Y.
International Magnefonics Corp. (intercom), 1845 Broadway, New York, N.Y.
International Silver Co. (silverware), 500 S. Broad St., Meriden, Conn.
Irongate Products (accessories), 424 W. 54 St., New York, N.Y.
Itkin Bros. (furniture), 290 Madison Ave., New York, N.Y.
JG Furniture Co. (furniture), 160 E. 56 St., New York, N.Y.
Jaff Woodworks, Inc. (architectural woodwork), 41-43 37 St., Long Island City, N.Y.
Georg Jensen (furniture), 667 Fifth Ave., New York, N.Y.
Jofa Fabrics (fabrics), 45 E. 63 St., New York, N.Y.
Juno Woodworking (cabinet work), 58-86 58 Ave., Maspeth, N.Y.
Kalflex, Inc. (wallcovering), 101 Park Ave., New York 17, N.Y.
A. & M. Karagheusian Inc. (carpeting), 295 Fifth Ave., New York, N.Y.
Karastan Rug Mills (carpeting), 295 Fifth Ave., New York, N.Y.
George Karger (accessories), 1145½ Second Ave., New York, N.Y.
Katzenbach & Warren, Inc. (fabrics), 575 Madison Ave., New York, N.Y.
Frank Kay (accessories) 455 E. 53 St., New York 22, N.Y.
Kentile Inc. (resilient flooring), 58 Second Ave., Brooklyn, N.Y.
Warren Kessler (lamps), 7 E. 53 St., New York, N.Y.
C. Kind (accessories), 100 W. 28 St., New York, N.Y.
R. Kindell (accessories), 143 Lexington Ave., New York, N.Y.
King Refrigerator Co. (refrigerators), 7602 Woodhaven Blvd., Glendale 27, N.Y.
Kinnear Mfg. Co. (grilles & doors), Columbus, Ohio
Kittinger Co. (furniture), 1893 Elmwood Ave., Buffalo, N.Y.
Knoll Associates (furniture, fabrics), 320 Park Ave., New York 22, N.Y.
Michael J. Koderas (acoustical consultant), 38-31 Crescent St., Long Island City, N.Y.
Korngold Bros. (cabinetry), 149 E. 120 St., New York, N.Y.
Kneedler-Fauchere (wall covering), 451 Jackson Sq., San Francisco, Ca
Kravet Fabrics (fabrics), 104 E. 25 St., New York, N.Y.
Boris Kroll Fabrics (fabrics), 220 E. 51 St., New York, N.Y.
Kulicke Frames Inc. (accessories), 85 University Pl., New York, N.Y.
L & B Products Corp. (seating), 3247 Laconia Ave., P.O. Box 5 Bronx 69, N.Y.
Lackawanna Leather Co. (fabrics), 38 W. 32 St., New York, N.Y.
John Langenbacher Co. (architectural woodwork), 1290 Sixth Ave New York, N.Y.
Jack Lenor Larsen (fabrics), 677 Fifth Ave., New York, N.Y.
Laue Bros. (grasscloth), 979 Third Ave., New York, N.Y.
Laverne International Ltd. (furniture), 160 E. 57 St., New York, N.Y.
A. H. Lee (fabrics), 507 Madison Ave., New York, N.Y.
Stephen-Leedom Carpet Co. (carpeting), 295 Fifth Ave., New York, N
Lehigh Furniture Co. (furniture), 16 E. 53 St., New York, N.Y.
Robert F. Lehr Corp. (fabrics), 160 E. 56 St., New York, N.Y.
William Liddell & Co. (napery), 51-53 White St., New York 13, N.Y.
Lighting & Electronics (lighting), 81 Prospect Ave., Brooklyn, N.Y.
Lightolier (lighting), 346 Claremont Ave., Jersey City 5, N.J.
S. M. Lohweiser (draperies), 321 E. 64 St., New York, N.Y.
Long Sang Ti Co., Inc. (accessories), 24 E. 55 St., New York, N.Y.
Lord & Taylor (accessories), Fifth Ave. & 38 St., New York, N.Y.
Loumac Supply Corp. (accessories), 327 E. 103 St., New York, N.Y.
Frederik Lunning (lighting, furniture), 667 Fifth Ave., New York, N.Y.
Luten, Clarey, Stern (accessories), 50 E. 64 St., New York, N.Y.
James McCagney (carpeting), 139 E. 57 St., New York, N.Y.
Gene McDonald Inc. (wallcoverings), 509 Madison Ave., New York, N.Y.
McDonald Products Corp. (accessories), Duk-It Bldg., 721 Seneca St., Buffalo, N.Y.
McHale Co. (carpeting), 39 E. 21 St., New York, N.Y.
Macey-Fowler (furniture), 500 Park Ave., New York, N.Y.
Magee Carpet Co. (carpeting), 295 Fifth Ave., New York, N.Y.
Maharam Fabric Corp. (fabrics), 130 W. 46 St., New York, N.Y.
Anton Maix Fabrics (fabrics), 162 E. 59 St., New York, N.Y.

Circle No. 102 on product information

Karl Mann Associates (grasscloth), 677 Fifth Ave., New York 22, N.Y.
Johns Manville (tile), 22 E. 40 St., New York, N.Y.
William L. Marshall Ltd. (wallcoverings), 450 Park Ave. S., New York 16, N.Y.
Maxine May (accessories), 228 E. 51 St., New York, N.Y.
Mayfair Industries (furniture), 230 Park Ave., New York, N.Y.
John Melen (lathing), 150 W. 54 St., New York, N.Y.
Metalab Equipment Co. (laboratory equipment), Hicksville, L.I., N.Y.
Metro-lite (lighting), 200 N. 14, Brooklyn, N.Y.
Metropolitan Furniture Adjusters (maintenance), 1400 Edward L. Grant Highway, Bronx 52, N.Y.
Metwood Office Equipment Co. (furniture), 64 W. 23 St., New York, N.Y.
Meyer-Gunther-Martini (furniture), 511 E. 72 St., New York, N.Y.
Herman Miller Co. (furniture), McKinley St., Zeeland, Mich.
Minic Display (custom cabinetwork), 503 E. 72 St., New York, N.Y.
Minners & Co. (china), 131 University Pl., New York 3, N.Y.
Mitsui & Co. (accessories), 530 Fifth Ave., New York, N.Y.
Mohawk Carpet (carpeting), 295 Fifth Ave., New York, N.Y.
Mosaic Tile Mfg. Co. (tile), 55 Public Square, Cleveland 13, Ohio
Mottahedah (fabrics), 225 Fifth Ave., New York, N.Y.
Murphy Bed & Kitchens Inc. (kitchens), 4 E. 44 St., New York, N.Y.
Nahon Co. (furniture), 423 E. 56 St., New York, N.Y.
P. Nathan (furniture), 303 E. 103 St., New York, N.Y.
Nessen Lamps (lighting), 317 E. 34 St., New York, N.Y.
New York Graphic Society (accessories), 95 E. Putnam Ave., Greenwich, Conn.
Nielsen Flowers (accessories), 15 E. 28 St., New York 16, N.Y.
Norbar Fabrics (draperies), 48 W. 25 St., New York, N.Y.
Old Print Shop (accessories), 150 Lexington Ave., New York, N.Y.
Old Versailles (accessories), 152 E. 53 St., New York 22, N.Y.
Olean Tile Co. (tile), 101 Park Ave., New York, N.Y.
Orsenigo Co., Inc. (furniture), 1059 Third Ave., New York, N.Y.
PHD Products Inc. (accessories), 327 E. 103 St., New York, N.Y.
Pace/Jil Associates (furniture), 315 E. 62 St., New York, N.Y.
Natalie Parry Associates (public relations), 9 E. 46 St., New York, N.Y.
P. G. Passman (carpentry), 145 W. 18 St., New York, N.Y.
P. N. Paster (carpeting), 714 Madison Ave., New York, N.Y.
Perma Dry Co. (fabrics finishing), 3 W. 17 St., New York 11, N.Y.
Photomammoth Murals (photographs), 4400 Victory Blvd., Burbank, Cal.
Hyman Piston (accessories), 1093 Second Ave., New York, N.Y.
Pittsburgh Plate Glass (doors), 1 Gateway Center, Pittsburgh, Pa.
Plymouth Cordage Industries (vinyl), Boston, Mass.
Pomona Tile Mfg. Co. (tile), 621-633 N. LaBrea Ave., Los Angeles 36, Cal.
Port Morris Tile & Terrazzo Corp. (tile), 1285 Oak Pt. Ave., New York, N.Y.
Preco Chemicals (acoustical materials), 489 Main St., Westbury, L.I., N.Y.
Harvey Probber (furniture), 155 E. 56 St., New York, N.Y.
Radel Leather Co. (fabrics), 9 St. Francis St., Newark, N.J.
Rambusch (lighting), 40 W. 13 St., New York, N.Y.
Ramsona (fabrics), 7 E. 53 St., New York, N.Y.
Rancocas (fabrics), N.J. Avenue at Fairview St., Riverside, N.J.
Numa Resnick (table tops), 403 E. 62 St., New York, N.Y
Jens Risom Design (furniture), 444 Madison Ave., New York, N.Y.
Robbins Bros. (floor tile), 281 Fifth Ave., New York, N.Y.
Rochette & Parzini (ornamental plaster work), 218 E. 25 St., New York, N.Y.
Julius Roehrs (accessories), Rutherford, N.J.
Edward Axel Roffman Associates (furniture), 160 E. 56 St., New York, N.Y.
Rondo Antel Fabrics Corp. (fabrics), 7 W. 22 St., New York, N.Y.
Ben Rose (fabrics), 1129 W. Sheridan Rd., Chicago, Ill.
Jack Rosen (accessories), 33 Lexington Ave., New York, N.Y.
Rowen Inc. (fabrics), 127 W. 25 St., New York, N.Y.
Royalmetal Mfg. Co. (furniture), 1 Park Ave., New York, N.Y.
Ruberoid Co. (resilient tile), 733 Third Ave., New York, N.Y.
Rugcrofters, Inc. (carpeting), 295 Fifth Ave., New York, N.Y.
Alfred Rummler (draperies), 166 E. 96 St., New York, N.Y.
Don Ruseau (furniture), 413 E. 53 St., New York, N.Y.
Russell & Erwin, Div. American Hardware Corp. (hardware), 285 Madison Ave., New York, N.Y.
Walter P. Sauer & Sons (furniture), 30-28 Starr Ave., Long Island City, N.Y.
Saybolt & Cleland (furniture), 326 N. 17 St., Philadelphia 3, Pa.
Scalamandre Silks (fabrics), 63 E. 52 St., New York, N.Y.

(Continued on page 130)

TENDIG 48 Park Avenue, New York City 10022 / More Swiss Design by Robert Haussmann of Zurich. #910 SUISSE barrel chair and #911 SUISSE divan

PAN AM Suppliers

John Scalia-Schmieg & Kotzian (fabrics), 521 E. 72 St., New York, N.Y.
Scandix Furniture (furniture), 432 Park Ave. S., New York, N.Y.
Burton Scherer (floor coverings), 515 Madison Ave., New York, N.Y.
Schlage Lock Co. (hardware), 350 Fifth Ave., New York, N.Y.
Peter Schneider Sons (upholstery), 160 E. 56 St., New York, N.Y.
F. Schumacher (fabrics, wallcovering), 939 Third Ave., New York, N.Y.
Isabel Scott Fabrics (fabrics), 979 Third Ave., New York, N.Y.
Seminole Furniture Inc. (furniture), 300 E. 54 St., New York, N.Y.
Shaw-Walker (office furniture), Muskegon, Mich.
Hugh L. Sloane (accessories), RFD, Bernardstown, Mass.
W. J. Sloane, Inc. (furniture), 414 Fifth Ave., New York, N.Y.
Lewis Smith & Co. (lighting), 101 Park Ave., New York, N.Y.
Smith Metal Arts (accessories), 1721 Elmwood Ave., Buffalo 7, N.Y.
Smith-Miller (napery), 4-6 N. Pearl St., Port Chester, N.Y.
Souveran (fabrics), 509 Madison Ave., New York, N.Y.
Spanjer Sign Co. (signs), 189 Chrystie St., New York, N.Y.
Spinning Wheel (carpeting), 295 Fifth Ave., New York, N.Y.
Springer-Penguin Co. (refrigeration), 9-07 34 Ave., Long Island City, N.Y.
Steelcase, Inc. (furniture), 1120 36 St. SE, Grand Rapids, Mich.
Chester B. Stem Co. (wood veneers), 120 E. 56 St., New York, N.Y.
Stendig Inc. (furniture), 487 Park Ave., New York, N.Y.
David Stockwell (accessories), 3701 Bennet Pike, Wilmington, Del.
Stow & Davis (furniture), 25 Summer NW, Grand Rapids, Mich.
Straus-Duparquet (kitchen equipment), 33 E. 17 St., New York 3, N.Y.
Stroheim & Romann (draperies), 155 E. 56 St., New York, N.Y.
John Stuart (furniture), 32 St. & Park Ave., New York, N.Y.
Sunroc Corp. (water coolers), 114 E. 32 St., New York, N.Y.
Superior Electric Co. (controls), 383 Middle St., Bristol, Conn.
Supreme Steel Equip. Corp. (filing system), 50 & 2 Ave., Brooklyn, N.Y.
Sutton Glass & Mirror Co. (glass & mirrors), 891 Third Ave., New York, N.Y.
Sylvan Carpet Co. (carpeting), 184-42 Avon Rd., Jamaica, N.Y.
George Tanier (furniture), 305 E. 63 St., New York, N.Y.
Sylvia Tearston (accessories), 1019 Third Ave., New York, N.Y.
Technoply Corp., Architectural Div. (partitions), 182-20 Liberty Ave., Jamaica, N.Y.
Teleprompter Corp. (communications), 50 W. 44 St., New York, N.Y.
Texas Shellstone (marble), Tex.
Thaibok Fabrics (fabrics), 17 E. 52 St., New York, N.Y.
Thonet Industries (furniture), 1 Park Ave., New York, N.Y.
J. H. Thorp (fabrics), 425 E. 53 St., New York, N.Y.
Thortel Fireproof Fabrics (fabrics), 51 Madison Ave., New York 10, N.Y.
Timbertone Decorative Co., Inc. (wallcovering), 4 E. 53 St., New York, N.Y.
Unika-Vaev (upholstery), 305 E. 63 St., New York, N.Y.
U. S. Gypsum (acoustical tile), 415 Madison Ave., New York, N.Y.
U. S. Plywood Corp. (doors), 777 Third Ave., New York, N.Y.
U. S. Rubber Co. (Naugahyde), 1230 Sixth Ave., New York 20, N.Y.
U. S. Tile Co. (tile), 217 Fourth St. NE, Canton 2, Ohio
Vanderlaan Tile Co. (tile), 103 Park Ave., New York, N.Y.
Venini (lighting), 377 Park Ave. S., New York, N.Y.
Kurt Versen (lighting), 4 Slocum Ave., Englewood, N.J.
Vertical Blinds Corp. (blinds) 1710 22 St., Santa Monica, Cal.
Verticals Inc. (vertical blinds), 621 E. 132 St., New York, N.Y.
Vicrtex Sales Corp. (wallcoverings), 49 E. 53 St., New York, N.Y.
Vogel Peterson (accessories), P.O. Box 90, Elmhurst, Ill.
V'Soske (carpeting), 155 E. 56 St., New York, N.Y.
Charles Wagner Mfg. Co. (lamps), 131 Middleton, Brooklyn, N.Y.
Sherle Wagner (bathroom fixtures), 125 E. 57 St., New York, N.Y.
Waldvogel Bros. (tile), 202 E. 44 St., New York, N.Y.
Walls Today, Inc. (wallcoverings), 9 E. 53 St., New York, N.Y.
Walter Sign Co. (signs), 47-00 76 St., Elmhurst, L.I., N.Y.
Henry Weis Mfg. Co. (partitions), 56-31 Metropolitan Ave., Maspeth, L.I., N.Y.
David Weiss Imports Inc. (accessories), 967 Third Ave., New York, N.Y.
Westinghouse (kitchen equipment), 353 Park Ave. S., New York 10, N.Y. (Micarta), Hampton, S.C.
Wheel Garon (lighting designers), 673 Fifth Ave., New York, N.Y.
Whitehall-Hoffman (lighting), 27 E. 56 St., New York, N.Y.
Wilburt Inc. (accessories), 261 Third Ave., New York, N.Y.
Tom & Connie Williams (pewter), Litchfield, Conn.
Wood & Hogan (furniture), 425 E. 53 St., New York, N.Y.
Yawman & Erbe (furniture), 1099 Jay St., Rochester 3, N.Y.

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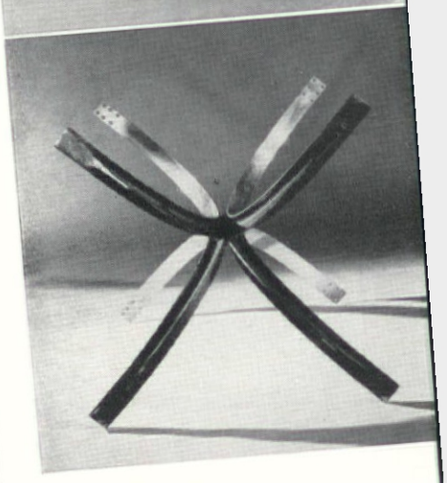
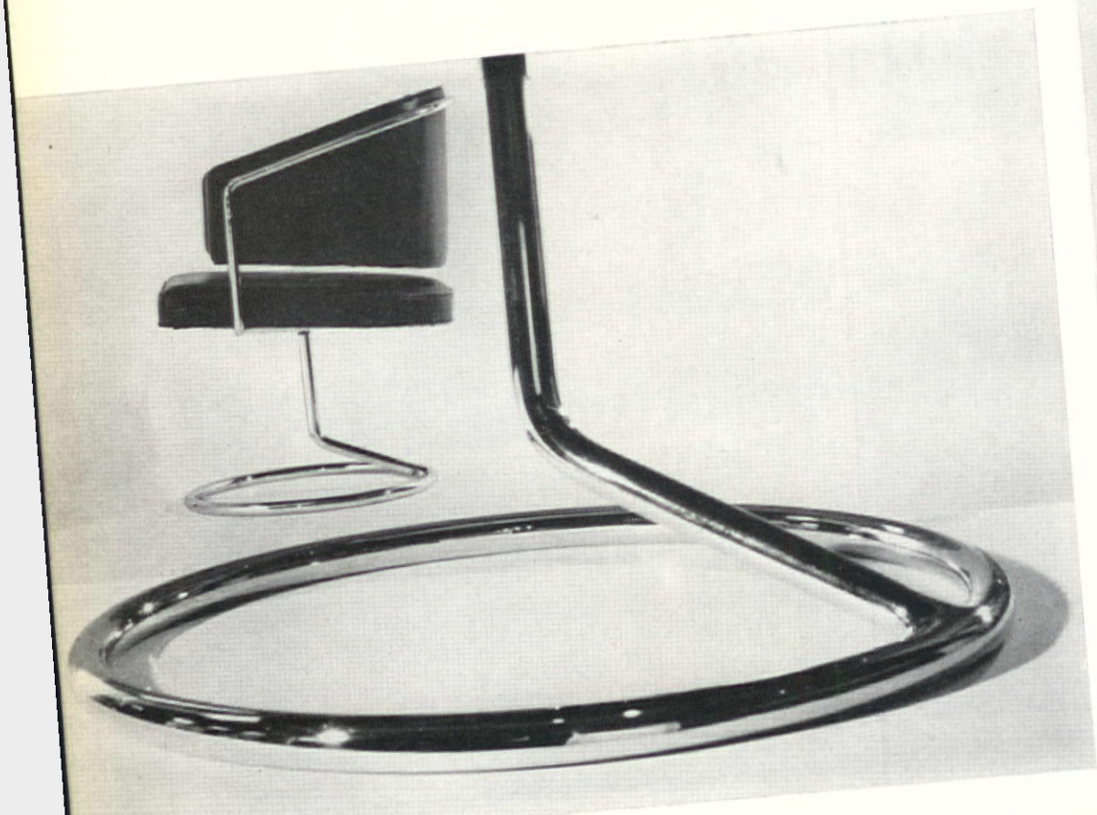
CONTRACT PRODUCTS AND SERVICES



Helikon conference line



New Krieks designs for Helikon

An outstanding new collection of business furniture has been designed by Hans Krieks, AID, Boston, for Helikon Furniture Co. The designs incorporate original elements in office furniture, a field where innovations are difficult to create and where only a handful sporadically appear over long periods. Mr. Krieks' new forms have been articulated into the exceptional conference table and conference chair shown here. The table may be called a highly successful modern interpretation of Duncan-Phyffe—successful because its graceful bent T-bar base is joined and curved in such a way that there is no interference with chair legs. In addition, the ends are tapered so that they settle flush with the carpeting, leaving an even larger floor area free and clear. Measuring 29 inches high, the table is available with solid walnut, teak, or rosewood tops in sizes from 42 inches to 72 inches in diameter. The base is brushed chrome steel. The deceptively simple design of the conference chair is based upon a ring, from which rises a single pedestal, deftly cantilevered to provide the user with a certain amount of "give," yet at the same time engineered for great stability and comfort. The circle base conference chair measures 27 inches wide, 23½ inches deep, 30½ inches high, fabricated of polished chrome steel base and frame, foam rubber seat and back, and may be upholstered in a wide choice of fabrics.

Circle No. 91 on product information card

B. F. Goodrich stippled vinyl

Korsair, a new stippled vinyl wall-covering material from B. F. Goodrich, features an embossed neutral design. With a non-reflective surface, Korsair is available in 20 basic colors. The material meets or exceeds most federal, state and local fire-resistance requirements.

Circle No. 156 on product information card

Lightolier jeweled chandeliers

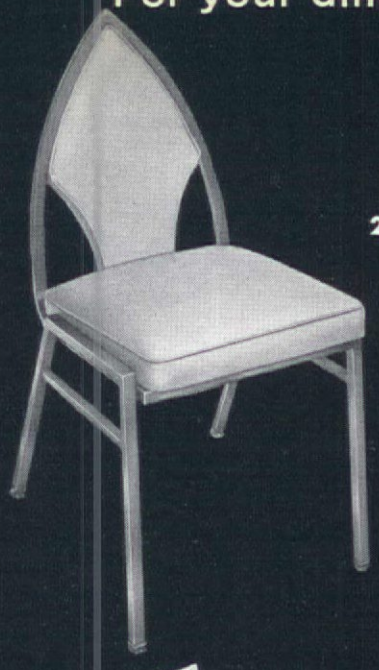
Cut crystal gems in settings of finely chased gold metalwork give the jewelry look to new chandeliers from Lightolier. The "gems" are diamond-shaped baguettes, cabochon-cut champagne crystals, peardrops, and spheres. Model 48898, fifteen lights and two tiers of golden champagne crystals and polished gold, is compactly scaled for modern interiors. The cabochon-cut crystals are hung on chains, gently draped around an open framework of scrolls.

Circle No. 48 on product information card

Circle No. 95 on product information card→

"For your dining pleasure"

STACK CHAIRS



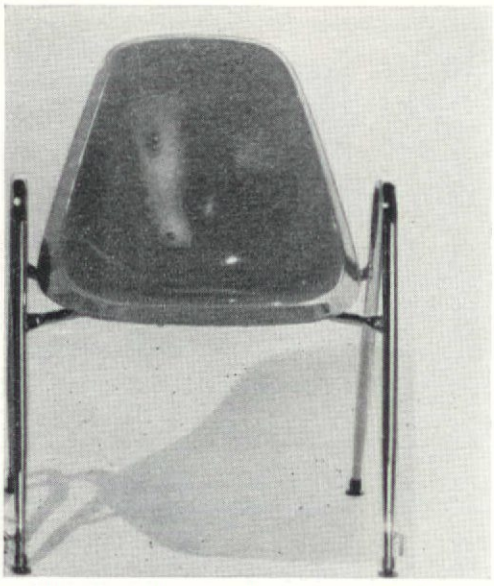
Write for latest illustrated catalog.

carroll chair co., inc
1508 west carroll stree
CHICAGO 7, ILLINOIS • TA 9-339

PRODUCTS & SERVICES

CONTINUED

Fibermold indoor-outdoor furniture

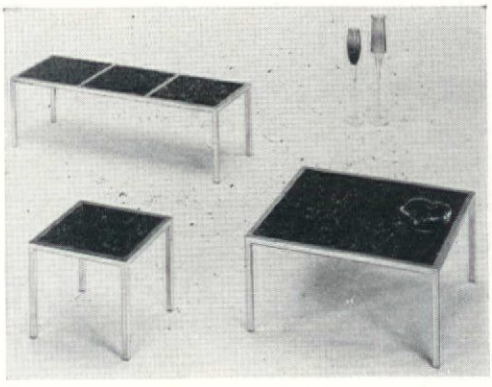


Fibermold furniture from Borg-Warner is made of a special combination of cured thermoset resin, reinforced with a dense network of interlocking fibers. Formed under extreme pressure and heat, Fibermold becomes a non-porous, easy to clean material which is colored consistently throughout by pigments from Pittsburgh Plate Glass Co. Furniture of Fibermold, with understructures of high-grade steel covered with baked enamel finish, resists weather, heat, cold, salt spray corrosion, abrasives, fungus and vermin, and stains. Fibermold chairs are contoured for comfort.

Circle No. 98 on product information card

Tri-Mark's new slate-and-chrome tables

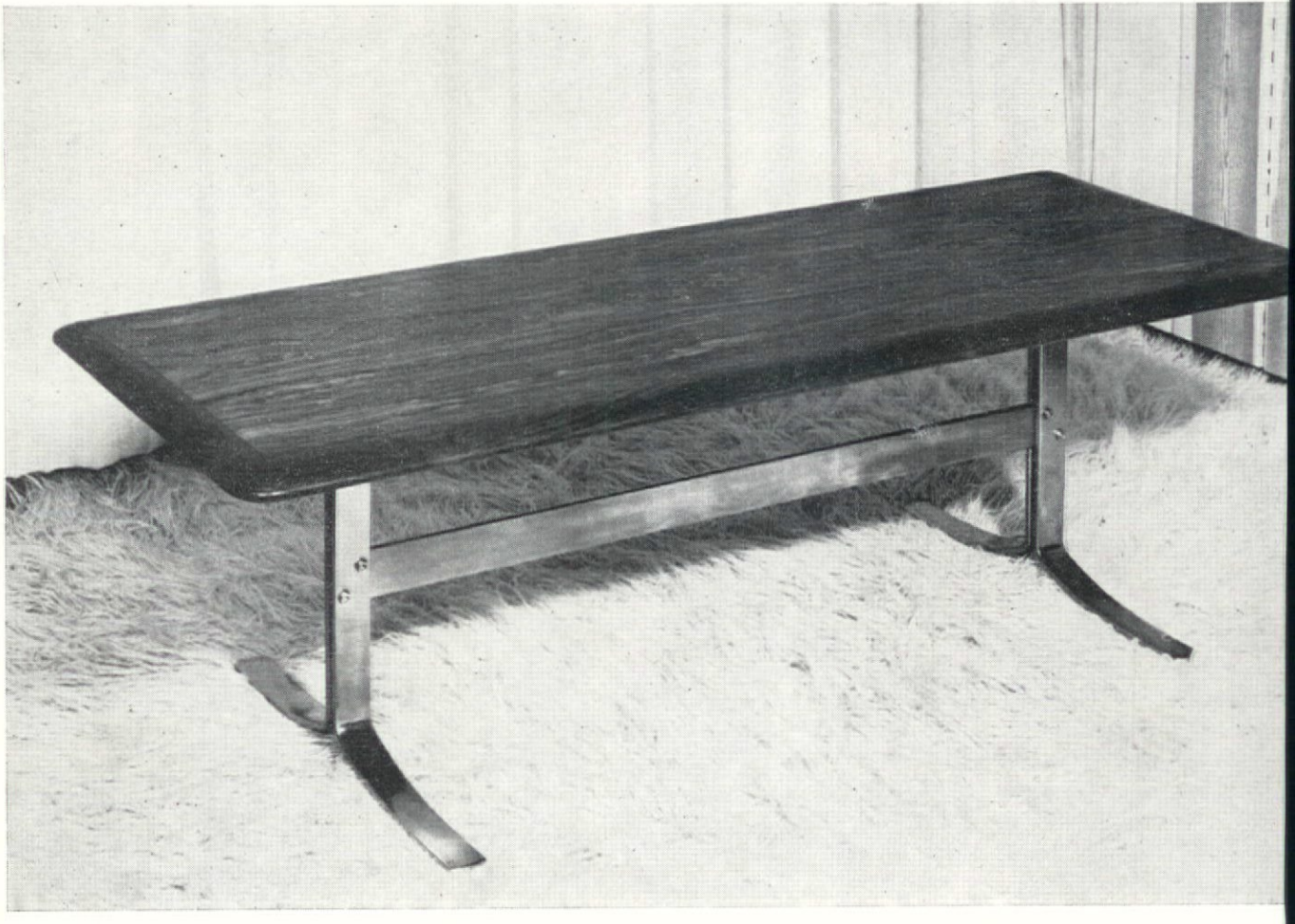
Cocktail tables in slate and chrome from Tri-Mark Designs are made in 18 or 30 inch squares, or in 18 by 52 inch oblongs. Any melamine plastic laminate may be substituted



for the charcoal para-slate inserts. Frames are 1 inch steel tubing with chrome finish, or any of Tri-Mark's regular finishes, including architectural bronze.

Circle No. 50 on product information card

ONE OF MANY FINE UNNING DESIGNS IN THE PAN AM UILDING



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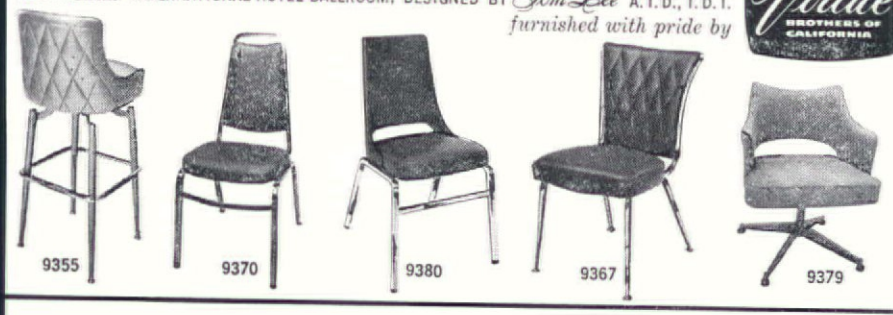

Prestige-minded Sky Host Hotels typify the increasing number of restaurants and hotels that specify "Contract Furniture by Virtue Bros." Virtue's wide range of custom designs, quality materials and finishes helps the Interior Designer achieve beautiful, profitable decor at realistic cost...Virtue Bros.'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

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Commercial Furniture Division
5701 West Century Boulevard
Los Angeles 45, California

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HANDSOME and HARDY
INDOORS — OUTDOORS

Hospitality by GOSHEN

Goshen, leader in the field of fine, leisure furniture for 73 years, presents the Hospitality Collection. Four of the ten pieces, in Cinnamon Spice, are illustrated here. All are also available in striking enamels for indoor and outdoor settings.

Write for new full-color catalog illustrating Goshen's complete offering of leisure furniture.

CONTRACT DIVISION

GOSHEN MANUFACTURING COMPANY, GOSHEN, INDIANA 46526

Circle No. 94 on product information card

Circle No. 103 on product information card

Circle No. 96 on product information card

focus design, inc.

533 South Los Angeles Street / Los Angeles, California 90013

Scope tables are made of molded Thermowood, a refined wood celulose blended with phenolic resins. Thermowood is fused under high pressure and temperature which produces a tremendously strong, durable and rugged product. Thermowood and the surface finish is molded at one time which thereby assures its physical properties. The bases are coated with an acrylic paint and the entire table has high weather resistance. They may be used indoors or outdoors with complete assurance of durability.

All tables are shipped K.D., one to a carton and are assembled with one bolt. Prices shown here are list, F.O.B. Los Angeles.

commercial interior wall displays for reception rooms, office lobbies projecting corporate identities dimensionally in all materials.

design / construction / installation

DISPLAYCRAFT

56 West 45th Street / New York, N. Y. 10036 / YU 6-4955

Circle No. 97 on product information card

PRODUCTS & SERVICES

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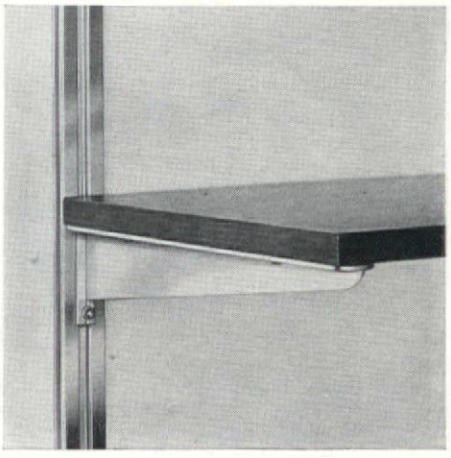
Omni wall rail design

A new Omni wall rail designed to mount directly on any rigidly supported wall surface by conventional means is provided with an Omni pole slot, enabling it to utilize standard Omni brac-



kets, shelving, and hardware. The new rails, in natural matte finish, are available in lengths up to 13 feet, for use with 9 or 12 inch deep shelving.

Circle No. 175 on product information card

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- **STYLISH**
- **COLORFUL**
- **VALUE**

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BRASS ALUMINUM

TABLES

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FURNITURE ACCENTS INC.

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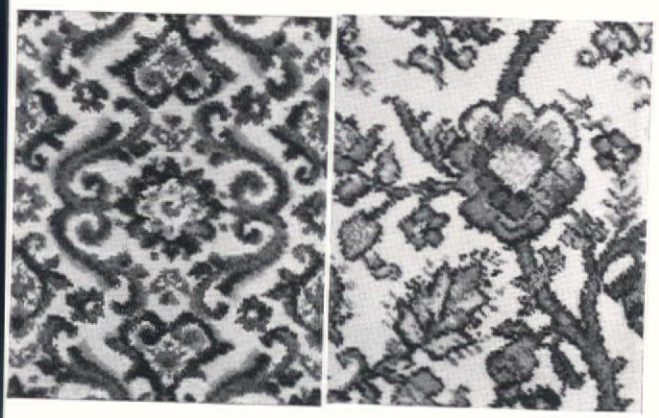
Circle No. 100 on product information ca

Bigelow-Sanford's new embellished look

The new embellished look in floors has been introduced by Bigelow-Sanford, with its new carpets in a wide variety of colors and patterns. Designs available include a Jacobean crewel design (right), in turquoise, olive, yellow, and celadon color combinations, from the Beau Grande collection of 100 percent nylon Echo-Weave, and a

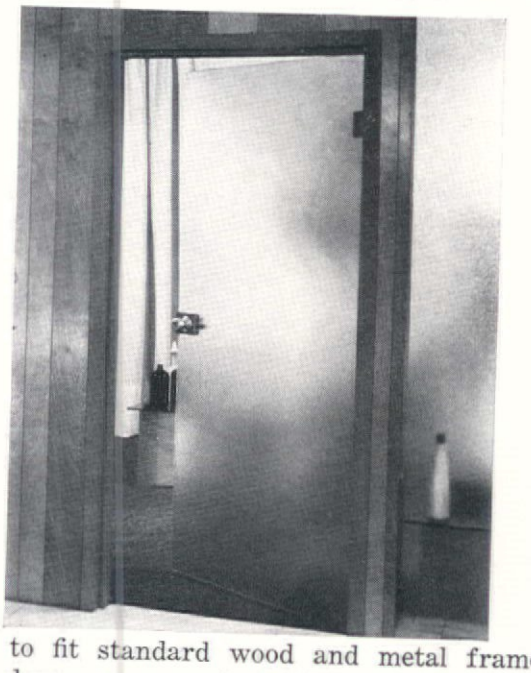


Mediterranean scroll design (left) from the same collection in brass golds or ocean blue-greens. Bigelow will also add three new colors, Spanish tile, regal blue, and empire green to the Richleigh line; five tweed colors to the Royal Glentwist line, and an avocado tweed to the Gropoint Director line.

Circle No. 6 on product information card

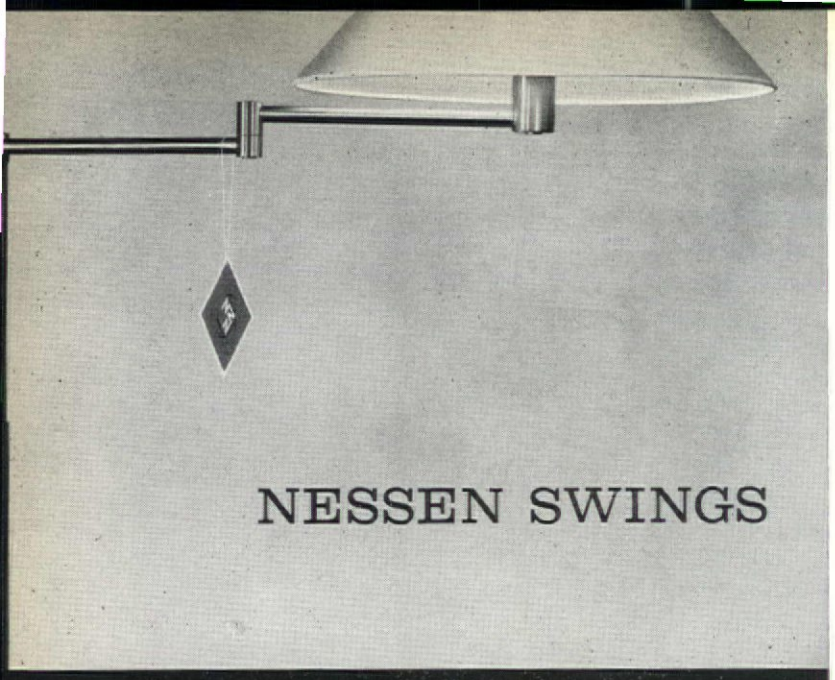
New low-cost glass door

A new patterned glass-door from American Saint Gobain is fully tempered for safety. Called the Series 1000 door, it is the newest addition to the ASG Security line and is available in three



sizes, to fit standard wood and metal frames. Each door comes ready to be installed with a cylindrical lock housing and newly designed hinges.

Circle No. 8 on product information card



NESSEN SWINGS

he famous swing arm lamp—originated by Walter von Nessen more than 7 years ago—has gained a special reputation among architects, designrs, even museums. This versatile lamp is available in nine different tandard models for residential and commercial applications.

These lamps are also available with modifications to meet specific udget or job requirements. Quality of craftsmanship remains the same.

Nessen lamps are made of solid brass, with standard finishes availble in brushed or polished brass or satin chrome over brass.

Write for our latest catalog and reference file.

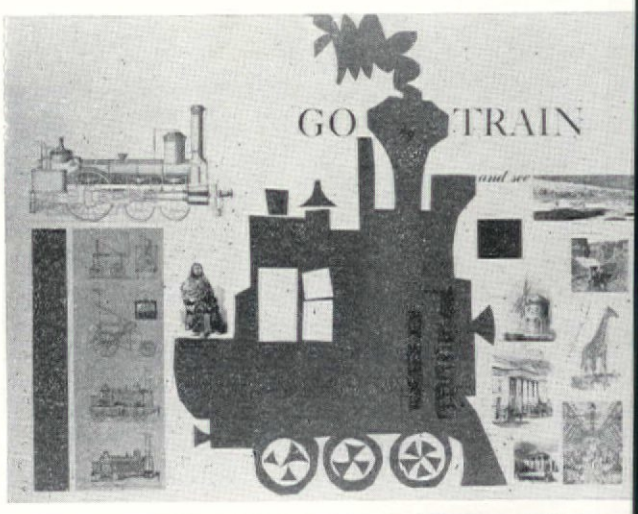
NESSEN LAMPS INC. 317 East 34th St., New York, N.Y. 10016

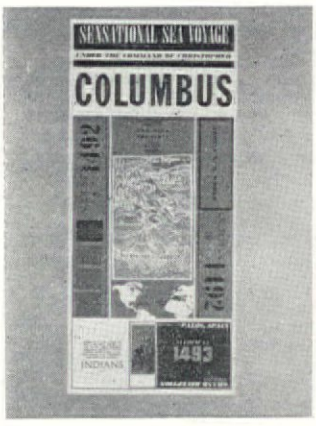
PRODUCTS & SERVICES

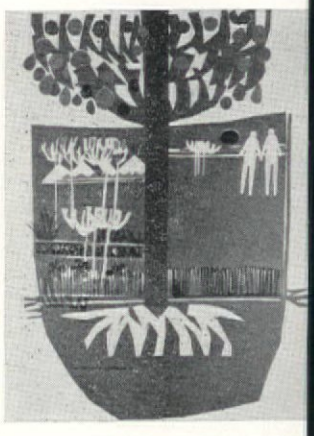
CONTINUED

Decorative poster series

Decorative posters, present-day counterparts of inexpensive Currier & Ives prints, are now being produced by Poster Makers, providing a high quality of fresh contemporary graphics at very low prices. The wide range of subjects in the first group of posters includes Exploration Series, Seas and Oceans Series, The Plant World,







Travel Series, Old Testament Series, and Historical Series. Single posters retail at $1.75. A were designed by Charles F. Woods and Davi Osborn, graphic designers. Technically, the de signers approach the offset lithography tech nique as directly as possible, within commercia limitations. Inks and paper were specially pre pared and manufactured for the project.

Circle No. 158 on product information card

New Honey Mist Textolite

A new pattern and color of General Electric Textolite decorative laminated plastic, Hone Gold Mist, combines a soft honey-gold color wit the modified spatter of the mist pattern. Th new laminate, one of 11 mist solids, comes i satin or textured finish, and may be used fo walls and paneling as well as horizontal applica tions for vanity countertops.

Circle No. 159 on product information card

←Circle No. 101 on product information card

Rare wood flooring by Bangkok

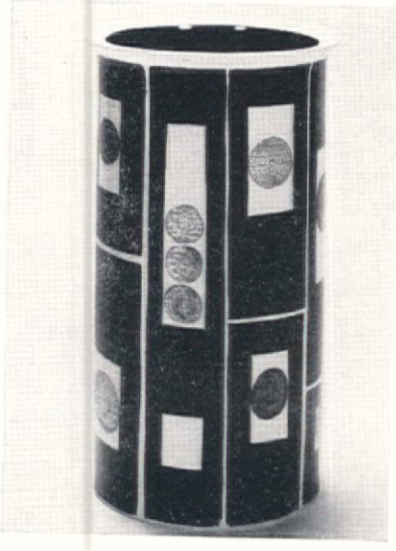
Elegant parquetry flooring, composed of natural rare woods imported from Thailand by Bangkok Industries, adds a distinctive note to the Gallery Reese Palley, on the boardwalk in Atlantic City, N.J. Bangkok worked closely with

the gallery in selecting the rare woods to create a proper mood. The total design, combining beauty, originality, and durability, complements and unifies the decor, yet does not detract from the original paintings on exhibit, among which are Renoirs and Monets.

Circle No. 29 on product information card

New Danish faience at Georg Jensen

Tenera Faience, from Royal Copenhagen Porcelain factory of Denmark, comes in such forms as this vase, hand-painted in a geometric design of deep blue, with yellow and medium



blue accents. The 13 inch tall vase was designed by Inge-List Koefoed at the Tenera workshop, an experimental studio founded at the Royal Copenhagen porcelain factory in 1958.

Circle No. 160 on product information card

Often what you don't see is more important than what you do see. Not so, with Metropolitan's new sofa. Boldly exposed, solid walnut arms and legs create a new furniture fashion. Designed by A.I.D. Award-winner Jules Heumann, the new 968-7 sofa is available in 7, 8 and 9 foot lengths, or as a chair. Foam seats, Pirelli web base, loose pillow back. Hundreds of fabrics, leather, vinyl. Write on your professional letterhead for complete 86-page catalog — free for the asking. Dept. T, Metropolitan Furniture, 950 Linden Ave., So. San Francisco, Calif. Showrooms: San Francisco — 838 Western Merchandise Mart; Los Angeles — 724 Home Furnishings Mart; Dallas — 350 Decorative Center; Chicago — 621 Merchandise Mart; New York (Trendage) — 232 E. 59th St.; Boston — 44 Harvard Rd. (Brookline).

METROPOLITAN

PRODUCTS & SERVICES

CONTINUED

Stoneware planters

Stoneware Techniques makes this planter in two sizes, one 15 inches high, the other 18 inches high. The second stands 23 inches high on a wrought-iron stand. Stoneware Techniques offers a complete range of choice of colors, including the new

Saxony blue, burnt sienna, cannon black, quince, golden poppy, and sandstone. Many of the twelve basic shapes offered by the firm come in a variety of sizes.

Circle No. 161 on product information card

Two new Textolite patterns

Two additions to General Electric Co.'s Designer Collection of Textolite laminates are Tortoise Royale and Slate Royale. Tortoise Royale features American walnut tones combined with an abstract marble-like design. Slate Royale adds the marble-like design to a soft charcoal gray tone, for an effect suggesting real slate.

Circle No. 159 on product information card

Safety ashtray from Dale

Anholt safety ashtrays are now available in unbreakable melamine by Dale Chemical Co., division of Irwin-Willert Co. The ashtrays, which are said to prevent cigarette burns on furniture, are available in flamingo red, turquoise, cloud white, or charcoal. They are recommended in round or free-form shapes for club, lounge, pool, or patio.

Circle No. 162 on product information card

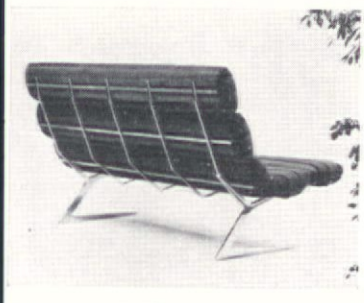
New Royal Naugahyde pattern

Zodiac, a new pattern of self-expanded Royal Naugahyde vinyl fabric by U.S. Rubber Co. combines a festive appearance and a softness that allows flexible tailoring. The backing is a stretchable knitted fabric for extra strength and durability. Fade-resistant colors of the new pattern are cascade, blue, gold, green, burgundy, beige, silver, charcoal, white, black, and red.

Circle No. 86 on product information card

Hugh Acton's new comfort seating

Hugh Acton's new seating pieces, in sizes from 30 to 96 inches long, are scientifically designed for seating comfort. Engineered to give support while the occupant moves, yet not to transmit



movement from one part of the chair to another, the chair's cushion sections work individually as a mechanical torsion bar, adjusting to the shape of each individual.

Circle No. 100 on product information card

AMV solid-steel based table group

A new table group from AMV, Inc., has solid steel base with precision finished chrome plated mirror surface. The tops are available in marble,

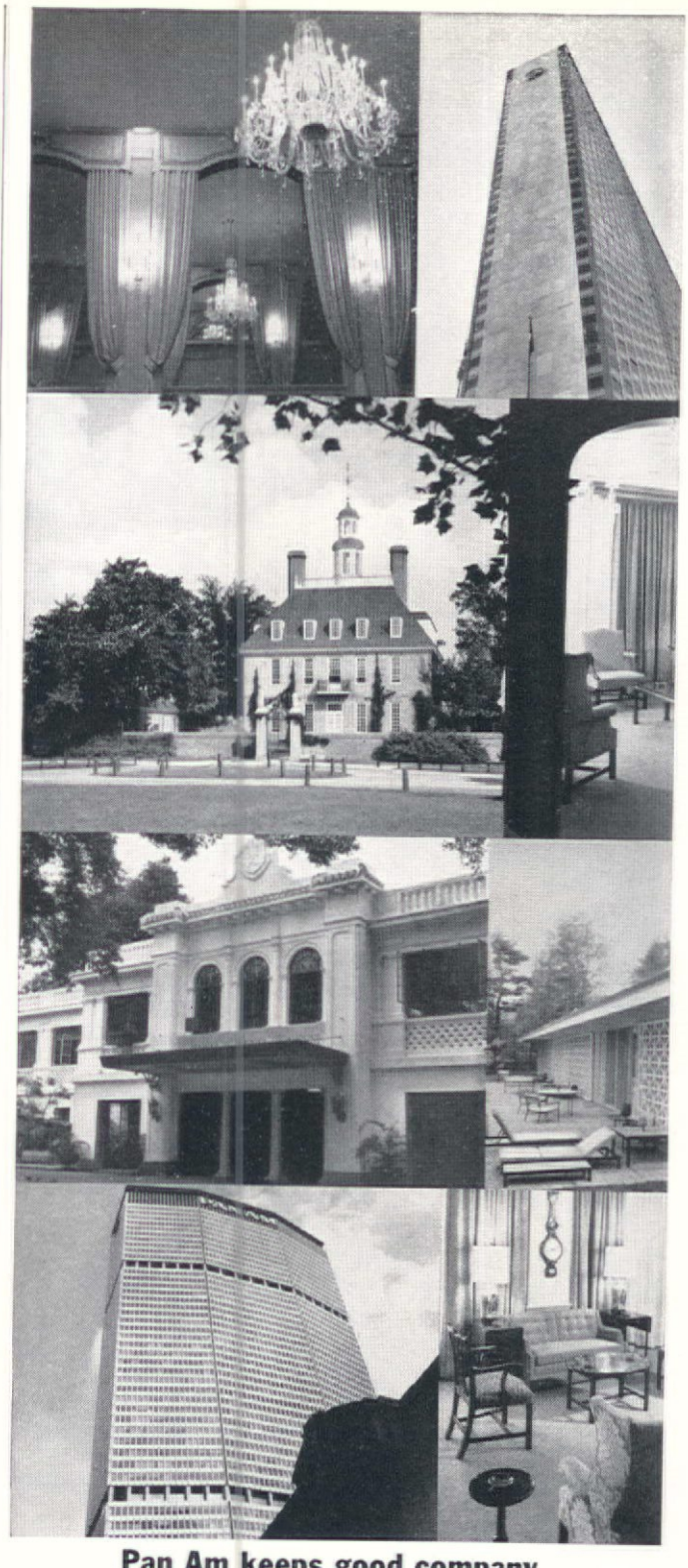
walnut, walnut laminate, or white laminate. Tables come in a wide variety of height and sizes.

Circle No. 163 on product information card

Efficient General lamp

The new Reflecta-lamp by General Lamp Co. is said to raise lighting efficiency up to 100 percent while lowering lighting costs 33 percent. The device is a specular reflector permanently mounted on the envelope of the lamp, on the spot where it will utilize the filament to the highest degree. As a result, the lamp is said to project a cleaner, whiter, color-corrected light of twice the intensity of conventional spots and floods of the same wattage. The Reflecta-Lamp produces the same illumination with far less heat, and less electricity. Wattages of 75, 100, and 150 in spot or flood lights are available. The device screws into existing sockets of fixtures with no rewiring.

Circle No. 164 on product information card



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Circle No. 104 on product information card

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Circle No. 106 on product information card

PRODUCTS & SERVICES

CONTINUED

New Fritz Hansen Danish Swan sofa

The new Swan sofa, now included in the Fritz Hansen line of furniture, was originally designed by professor-architect Arne Jacobsen for the

Royal Hotel, Copenhagen. Measuring 57 inches long, 30 inches high, and 29 inches wide, the sofa is available in a variety of fabrics and leathers.

Circle No. 41 on product information card

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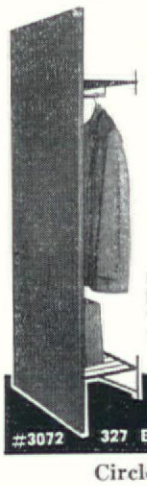

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Circle No. 108 on product information card

Madison hardwood side chair

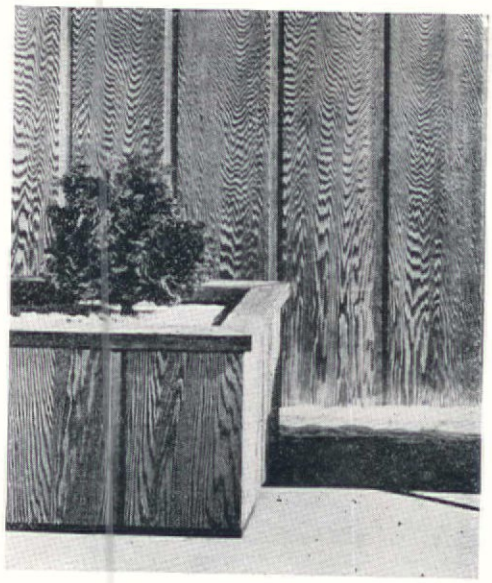
A new side chair by Madison Furniture Industries has hardwood construction with gunstock walnut finish. The upholstered polyfoam

padded seat is 18 inches high. Wall-savers on the rear of the smart modern legs add to the practicality of the new chair.

Circle No. 110 on product information card

Evans cedar siding

A new knotty cedar siding that combines board and batten effect with a textured surface is now available from Evans Products Co. The pattern is a reverse board and batten with ¼ inch grooves,



1½ inches wide, on 12 or 16 inch centers. Long ends are shiplapped for concealed joints. The surface is etched to accent natural graining. The new siding, ⅝ inch thick, is available in 4 by 8, 4 by 9, and 4 by 10 foot panels.

Circle No. 165 on product information card

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Circle No. 111 on product information card

PRODUCTS & SERVICES

CONTINUED

Burton-Dixie ottoman-bed

The Hassa Bed, new from Burton-Dixie Corp., serves as a decorative ottoman by day and simply slides open for sleeping at night. Available with either early American or contemporary frames

and a variety of fabric coverings including vinyls, the Hassa Bed is ideal as an extra bed or lounge for motel-hotel guestrooms, with comfort provided by a four-inch foam mattress.

Circle No. 166 on product information card

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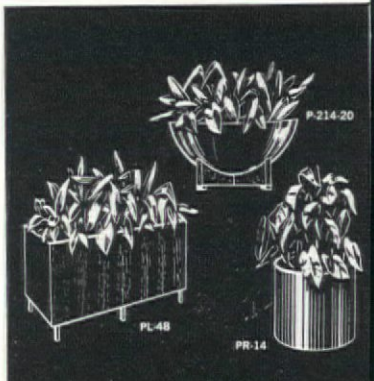

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Circle No. 113 on product information card

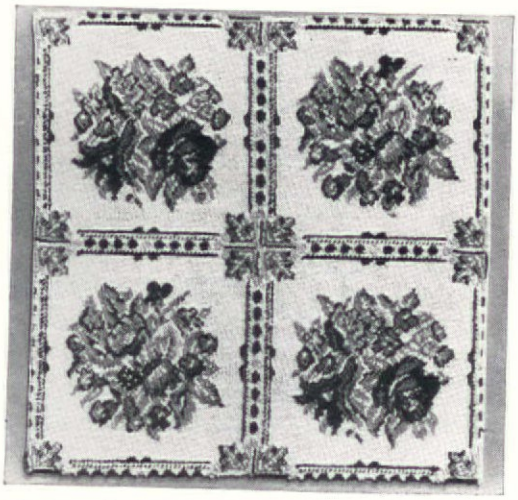
Hand-made Mexican ceramic tiles

Hand-made, hand-painted ceramic tiles from Mexico, imported by Elon Imports, feature designs in only one or two colors, a factor which is said to make them suitable for contemporary design. The tiles may also be ordered in almost any custom design. Plain tiles and floor tiles are also available.

Circle No. 176 on product information card

New Hardwick & Magee area rugs

Two area rugs, the first in Hardwick & Magee's new line, include Colonial Block (as shown) and Leopard Skin. Both are all-wool. Colonial Block features an Early American, multi-colored floral



design on a beige background. Color scheme in the needlepoint-style rug is red, blue, avocado and gold. Leopard Skin is woven in two shades of gold and black.

Circle No. 21 on product information card

Eclipse dual-purpose sleep unit

A new contemporary Innerbed Sofa by Eclipse Sleep Products conceals a bed for two. The 69-inch long sofa is styled with hand-rubbed oiled

walnut finish on arms, legs, and front rail. Relaxabed, special feature from Eclipse, provides comfort and eliminates the need for moving the sofa when cleaning underneath. The convertible unit is at normal bed height.

Circle No. 177 on product information card

Circle No. 83 on product information card→

James Seeman Studios has created th magnificent fifty-two inch wide, seven inch repeat design, specificed by To Lee of Tom Lee Ltd., for the Grand Ba room, Shoreham Hotel, Washingto D.C. This fireproof, vinyl suede fabric one of many superb wallcovering created for the Contract Trade by Jame Seeman Studios.

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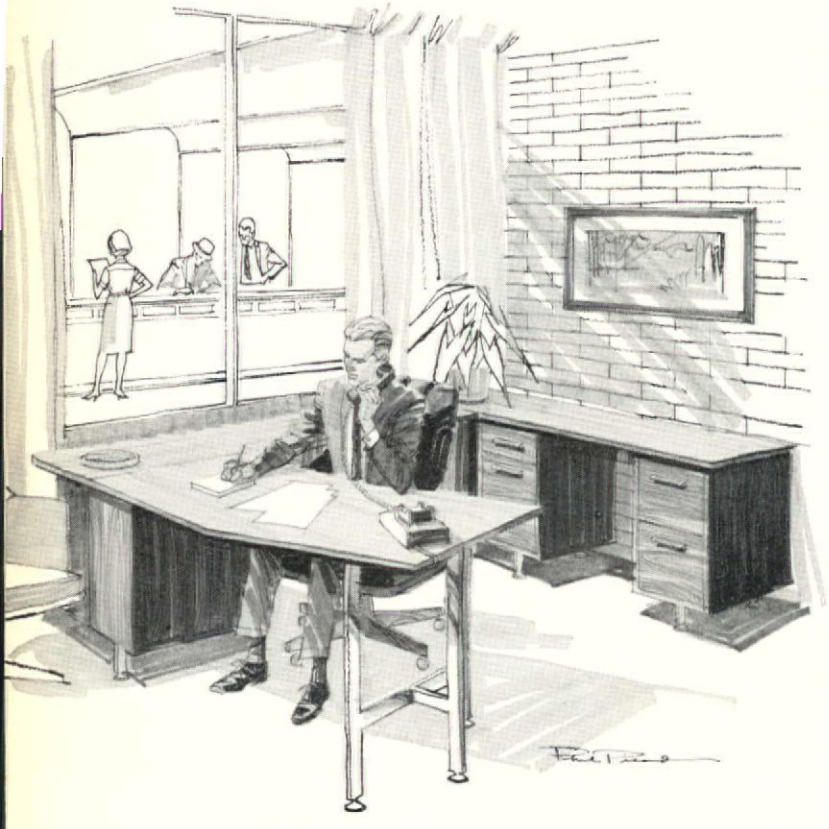

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MYRTLE DESK!

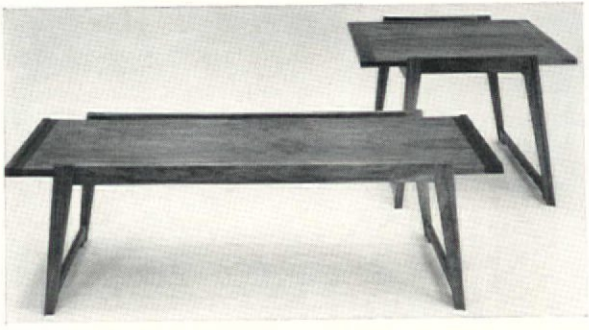
Circle No. 115 on product information card

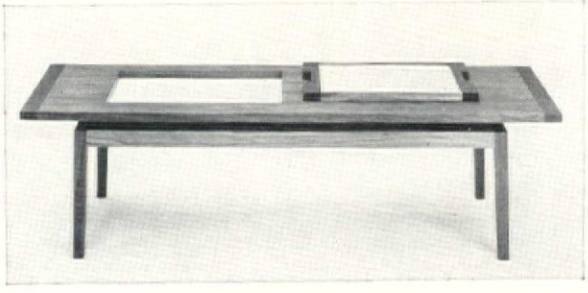
PRODUCTS & SERVICES

CONTINUED

New Hardwood House occasional tables

Delicately grained woods are combined with a new leg design in a series of occasional tables recently introduced by Hardwood House, Inc. The leg features a sculptured portion down the outside, accenting its taper; the bottom stretcher is optional. Included in the new line in various



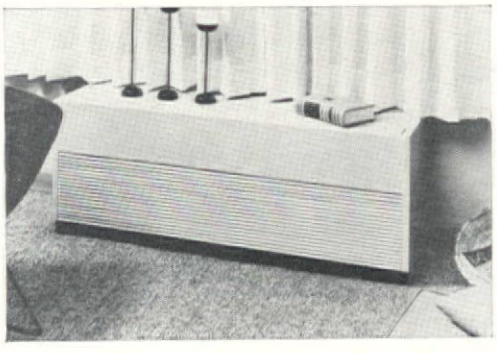


sizes are end, corner, round, and cocktail tables. Also in the collection is a unique tray table. Its reversible tray is recessed in the table, the wood side matched and set in flush with the table top. When removed, it may be used with its plastic side up.

Circle No. 168 on product information card

Westinghouse year-round temperature control

Year-round temperature control, manufactured by Westinghouse especially for the hotel-motel market, features flexible and integrated heating and cooling, in a system which can heat one



guestroom while cooling another. Built-in thermostats control heating, cooling, dehumidification and ventilation. The Y-system is said to be economical and have a low noise level.

Circle No. 169 on product information card

Bar-level Blisscraft Living Chair

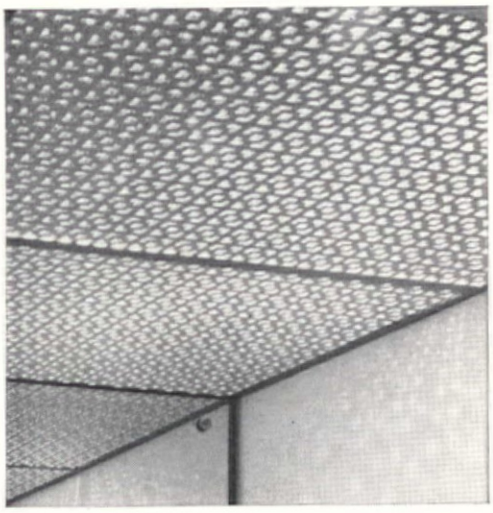
A bar-level version of Blisscraft of Hollywood's Living Chair, with one-piece seamless contour and spring-action back, is mounted to a high-rise pedestal with a pressed steel plate, precision ball bearings, and a chrome-plated ring foot rest. The

Living Chair is made of Flexene polyolefin, which is resistant to most normal acids and alcohol. Stock colors of champagne white, tangerine, turquoise, avocado green, charcoal and antique gold, and special colors, are fadeproof.

Circle No. 170 on product information card

Panelaire ceiling grillework

Panelaire ceiling grillework, a double-thick version of Panelboard's decorative hardboard grillework, combines natural light diffusing and venting qualities. While the new grillework is said to have acoustical properties, added quiet can



be attained by providing the ceiling grilles with fiberglas blankets. Fire-resistant coating of the grillework comes in a smooth white finish, which can be cleaned easily, or which can be painted. Panels are available in 2 by 4 foot modules.

Circle No. 171 on product information card

Circle No. 116 on product information card →

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Circle No. 118 on product information card

PRODUCTS & SERVICES

CONTINUE

Murphy-Miller Executive 500 seating

Executive 500, a new seating group by Murphy Miller Inc., features six basic pieces, which com bine to form a wide variety of office furnitur in architectural style. Upholstery on the ne group is available in Scotchgarded wool or nylo with leather upholstery as a standard optio Solid walnut and polished chrome accents ad to up-to-date styling of the pieces. Executive 50 is the first collection produced by Murphy-Mille since the firm became a subsidiary of Kroehle Inc. The collection also marks the introduction Kroehler into the office furniture field.

Circle No. 172 on product information card

Scotch-tred non-slip strips for shower

New color and new shape are features of safe strips of Scotch-tred resilient non-slip surfaci material. The strips, in white, pink, blue, beig and gray, are pre-cut and individually back with pressure-sensitive adhesive for easy app cation. Strips cover nearly 15 square inches the area used for showering or entering a leaving the shower area.

Circle No. 173 on product information card

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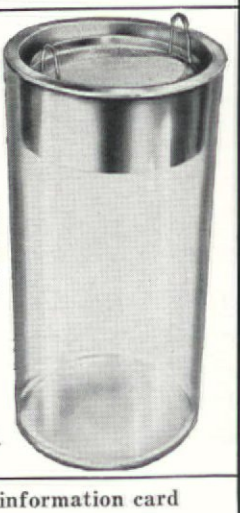

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MANUFACTURERS AND DISTRIBUTORS
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ATwater 9-5374

Circle No. 119 on product information card

Haeger lamp and accessories

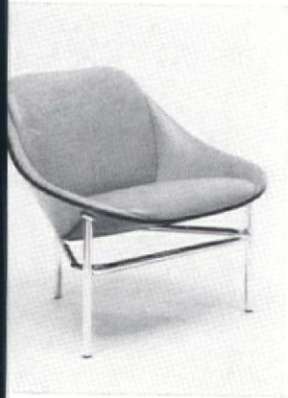
A Roman urn amp from Royal Haeger Lamp Co. is coordinated with a group of accessories, including a flower vase, cigarette holder, and

shtray. The 41 inch high lamp, with a reeded notif, is available in flaming sand or sagebrush; he accessories in contrasting golden maple or ger lily, with incised design.

Circle No. 131 on product information card

irectional's new modern chairs

wo new chairs from Directional Furniture's llection are this conference and dining chair, signed by Milo Baughman in solid walnut, ith upholstered seat and back, with or with- t arms; and a molded walnut lounge chair,



signed by George Mulhauser, with heavy- rome plated steel triangulated base. The Mul- user chair features foam-filled shaped up- lstery. Chair is available with or without ms.

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Some orders are marked Rush. And they are treated as emergencies. Many orders are not marked anything, and we treat them as urgent. We assume that if you order Winfield Foil, you want it because the job is in hand, or about to be. So we fill your order at once. ❀ ❀ The only reason we mention this at all is that most of the virtues of Winfield Foils are apparent just from looking at the sample books and the order sheet. But you only find out about the prompt delivery when you get around to ordering Winfield Foils themselves. ❀ ❀ The courtesy is commonsense: if you can be specific enough to order Winfield, we can be specific enough to make sure you get it on time. And we do.

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PAN AM BULDNG

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7 series — beautiful hand rubbed walnut desks with matching tables, bookcases and cabinets. Available in a wide range of sizes for executive or general office installations.

Literature on Request

JASPER DESK CO., JASPER, INDIANA

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MANUFACTURERS'

LITERATURE

Two booklets from U.S. Rubber explain ways of dealing with Naugahyde vinyl fabric and Naugahyde wallcovering. How to Hang Naugahyde Wallcovering includes a list of tools needed to apply the wallcovering, and an explanation of the ways it differs from ordinary wallpaper. Upholstering with Naugahyde diagrams methods of upholstering and includes a yardage chart which shows the amount of Naugahyde necessary to upholster different pieces of furniture.

Circle No. 86 on product information card

Sculpsmith, maker of contemporary metal sculpture for the contract trade, has made available a brochure illustrating and describing a wide number of new products.

Circle No. 178 on product information card

The Path to Professional Interiors, an outline of the procedure of professional interior design work, and Check List for Interior Furnishing Specifications Writers, which includes 22 points to consider in specifying contract furnishings are available from Products for Professionals.

Circle No. 179 on product information card

Throughout the Pan-Am Building many of the top offices have been furnished with draperies and carpets by

Serving Architects and
Designers for over 20 years

American
DRAPERY & CARPET CO. INC.
184 Fifth Ave., New York 10, N.Y.

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Caribbean Pavilion
N.Y. World's Fair

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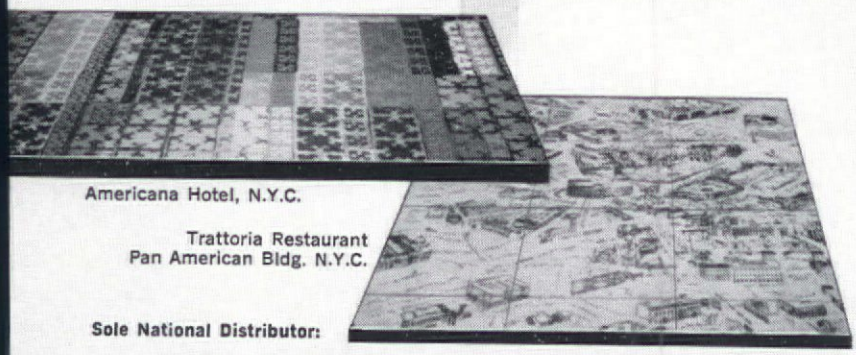
NUMAPLAST is ideal for: table tops, bars, counters, partitions, fronts and tops of furniture case goods . . .

express your own creativeness for the utmost in luxurious decorative table tops— specify NUMAPLAST* FABRIC-LAMINATES



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NUMAPLAST eliminates the costly use and maintenance of linen on your tables . . .

Resists cigarette burns, alcohol, boiling water, coffee and fruit juice stains, etc.

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MANUFACTURERS' LITERATURE

CONTINUED

Chandeliers for Public Areas are described in a booklet by William Cook Lighting, Inc. The chandeliers illustrated in the brochure can be made to any required size, and custom designs are available, since all products are made by hand and specially built. A variety of finishes is suggested, including satin brass, gold leaf antique wrought iron, and painted colors.

Circle No. 180 on product information card

Ultrilon, Gilford Mills Caprolan-nylon-faced stretch upholstery fabric, is illustrated in a new booklet, which shows actual samples of the fabric's 19 colors.

Circle No. 181 on product information card

A brochure from Numa Plastics includes a sample of Numaplast laminate, as used at the Caribbean Pavilion of the New York World's Fair.

Circle No. 182 on product information card

Bathroom cabinets and accessories are illustrated in a catalog from Miami-Carey Div., Philip Carey Mfg. Co.

Circle No. 183 on product information card

A portfolio of James Seeman Studios latest collection of hand-printed wallpapers and murals Volume 14, has been issued and is available in miniature form for $17.50. Themes shown include 17th and 18th century European architecture and landscaping, interpretations of Oriental art, and early American scenes. Among the latter, American Heritage is said to be printed with 11 screens. Miniatures of the murals in all available colorways, prices numbers of strips and dimensions of each pattern, and actual swatches of background paper or vinyl are included in the catalog.

Circle No. 186 on product information card

Columbia 800 series of office furniture is presented in a new catalog from Columbia/SPS which shows arrangements of desks, tables, and chairs in the series.

Circle No. 187 on product information card

The 1964 edition of the Azrock Floor Product catalog contains information on the full line of Azrock asphalt tile and vinyl asbestos tile abridged specifications, light reflectance values and other technical data. The 12-page, full-color catalog illustrates each tile in the 14 series, with information on gauges, sizes, and recommended uses.

Circle No. 17 on product information card

Kittinger Furniture and Williamsburg Reproductions are illustrated and described in a new catalog from Kittinger Co. Kittinger is the exclusive manufacturer of Williamsburg Furniture reproductions.

Circle No. 54 on product information card

Terrafini epoxy terrazzo tile is fully described in a 4-page pamphlet published by Terrafino Corp. The new tiles combine the flexibility and installation ease of resilient tile with the appearance and wearability of hard surface floors. Real marble chips form 80 percent of the tile surface; the matrix is epoxy resins and fine fillers.

Circle No. 184 on product information card

Colorful photographs of Kroehler's contract line are a feature of a new 32-page booklet from Kroehler, which illustrates such furniture groups as Ming, an oriental group; Riviera, with Italian and French overtones; Classic, an Italian group with pumice or fruitwood finish; Deauville, a French provincial group; Continental, contemporary, with Vintage turrae finish; Traveler II, modern guestroom furniture finished in fawn walnut; Concord, early American group in brown maple; Crossroads, modern pieces with patina walnut finish; and Guest Room pieces, which fits a studio arrangement.

Circle No. 185 on product information card

Lehigh Furniture Corp. is distributing a new brochure, "Open the door to a new way of life," describing its cabinet series. Units shown include single units, units sized for high-fidelity equipment, and double units. Legs are available in stainless steel or wood. The units are available with walnut, teak, rosewood, or black oil finish.

Circle No. 188 on product information card

A new brochure from Whitecraft Rattan illustrates and describes the complete Whitecraft line of contract furniture. One of the newest items is an adjustable table, with Formica tops in teak or walnut matte finishes, or an all tile top. The table locks at any height between 19 and 29 inches high. Other items include lounge furniture, headboards, and case goods.

Circle No. 189 on product information card

A new design layout kit for planning vertical use of Omni modular furniture wall systems is now available at nominal cost (25c) from Omni Division of Aluminum Extrusions, Inc. The kit consists of a planning sheet plus two sheets of adhesive-backed cut-out elevation view silhouettes of components—cabinets, shelves, lamps, drawers, and tables. Dimensions and product information are listed.

Circle No. 190 on product information card

The bright new look. Vital theme for Haeger '64: Function—modeled exquisitely in ceramics, woods and metals by a group of the world's most distinguished designers. Shop the bright new look—soon.

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HAEGER—*The Great Name in American Ceramics*

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Chairs
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folding and stacking

in folding sections

with folding arms

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with more COMFORT and FLEXIBILITY than other wood folding chairs

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Circle No. 134 on product information card

CLASSIFIED ADVERTISEMENTS

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

LINE WANTED: Wholesale fabric showroom—58th St. & 3rd Ave., NYC desires to represent fine line of rugs, furniture, wallpapers, lamps or accessories. Write: Box 180, 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 181, CONTRACT.

LINE WANTED: Lamp, furniture, wallpaper or accessory line wanted by representative with established wholesale fabric showroom—6th Floor Merchandise Mart, Chicago. Write: Box 182, CONTRACT.

REPRESENTATIVE AVAILABLE: Manufacturers' representative—First Division New York through Virginia—Second Division Carolinas through Florida. Direct on dealer, military installations to be contacted. Literature, non-returnable samples (if practical) and suggested financial arrangement in first reply. Please, no get rich quick associations. Write: Box 183, CONTRACT.

SALESMAN AND MFG. REPS WANTED: with following among architects, designers, etc., wanted for key open territories. Write Mr. Traister, HARVEY PROBBER, INC., 155 E. 56 St., N. Y. 22. TE 8-8040.

REPRESENTATIVES WANTED: by Convertor/Jobber of Drapery, Casement, Upholstery Fabrics, Hand Prints, for Chicago and Mid-West; Dallas and South-West; Washington-Baltimore-Philadelphia. Line designed for commercial and residential interiors. Include details of lines carried and territory covered. Write Box 184, CONTRACT.

SALESMAN WANTED: Distributor/Jobber seeks Contract Salesman for Wallcoverings, Textiles, Wash., Md., Virginia Area. Write: Box 185, CONTRACT.

REPRESENTATIVES WANTED: Lehigh Furniture Corporation desires established representation. Only those presently allied with architects, designers, national accounts and contract departments are requested to submit their applications. Please forward personal history, lines carried, territory and expected probabilities. This is a national request and will appreciate replies from all major trade areas and cities. Our present representatives know of this message. Reply to Lehigh Furniture Corporation, 16 East 53rd Street, New York, N. Y. 10022.

ATTENTION: REPS
REGISTER WITH US!

Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers on request, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 7 East 43rd St., New York, N.Y. 10017

Circle No. 128 on product information card

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HT. 44"

CENTURY LAMPS

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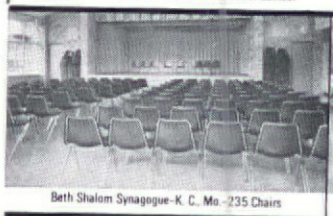

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versatile

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Jewish Community Center	Kansas City, Mo.	250 Chairs
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ADVERTISERS' DIRECTORY

	Page
Aaron Brothers (paintings & mirrors)	95
Hugh Acton (accessories)	**137**
Adams Vinyl, Div. of Adams Leather, Inc. (upholstery & wallcoverings)	2nd Cover
Allied Chemical Corp. (Caprolan nylon)	**7**
Allied Chemical Corp. (National Aniline)	3rd Cover
American Chair Co. (chairs)	**131**
American Cyanamid Co. (Creslan acrylic fiber)	**4**
American Drapery & Carpet Co. (draperies & carpets)	150
American-Saint Gobain Corp. (glass doors, partitions)	8
Win Anderson Fabrics, Div. of Jack Lenor Larsen (fabrics)	27
Architectural/Designers Furniture, Inc. (furniture)	**29**
Armet Architectural Products Corp. (metal doors)	**131**
Armstrong Furniture Co. (furniture)	152
Astra Bent Wood Furniture Co. (chairs)	13
Athol Mfg. Co. (vinyl coated fabrics)	2
Austin Productions, Inc. (sculpture)	29
Authentic Furniture Products (chairs)	142
Avard, Inc. (furniture)	**87**
Azrock Floor Products (flooring)	17
Bangkok Industries, Inc. (parquetry flooring)	30
E. T. Barwick Mills, Inc. (carpeting)	41
Bigelow Sanford Carpet Co. (carpeting)	6
Louis W. Bowen, Inc. (wallcoverings)	**40**
Brunschwig & Fils (fabrics)	113
Brunswick Corp. (chairs)	**95**
Buckstaff Co. (chairs)	122
Burke Div., Brunswick Corp. (chairs)	91, 92
Carpet Distributors, Inc. (carpeting)	**123**
Carpet Salesmen, Inc. (carpeting)	142
Carroll Chair Co., Inc. (chairs)	**133**
Century Lamp Co. (lamps)	**155**
Chairmasters, Inc. (chairs)	11
Circle Floor Co., Inc. (flooring)	**12**
G. M. Crocetti, Inc. (tiles)	154
Danker & Sellew, Inc. (office furniture)	111
Jack Denst Designs (wallcoverings)	**131**
Desks, Inc. (desks)	117
Displaycraft (displays)	136
Dux, Inc. (furniture)	**101**
Dwyer Products, Inc. (kitchens)	9
Fibermold Corp. (furniture)	136
Fixtures Mfg. Corp. (chairs)	155
Focus Designs, Inc. (tables)	**136**
Froelich Leather Craft, Inc. (leather products)	125
Furniture Accents, Inc. (furniture)	136
General Tire & Rubber Co. (vinyls)	24-25
M. Gerber & Sons, Inc. (architectural woodwork)	115
Goshen Mfg. Co. (furniture)	**135**
Gotham Lighting Corp. (lighting)	**113**
Graber Drapery Fixtures (drapery fixtures)	69
Grant Pulley & Hardware (drapery hardware)	34, 35
Greeff, Inc. (fabrics & wallcoverings)	**59**
The Greenhouse (plantings)	**131**
Gurian Fabrics, Inc. (fabrics)	147
Haeger Potteries, Inc. (lamps)	153
Fritz Hansen Inc. (furniture)	56
Hardwick & Magee Co. (carpeting)	21
Haywood-Berk Floor Co. (flooring)	148
Helikon Furniture Co., Inc. (furniture)	**140**
Hinzmann & Co. (architectural woodwork)	**121**
Hooker Furniture Co. (furniture)	111
Howe Folding Furniture Inc. (furniture)	32
Howell Co. (chairs)	28
Jaff Bros. Woodworks, Inc. (architectural woodwork)	29
Jasper Desk Co. (desks)	150
Kalflex, Inc. (wallcoverings)	111
Kiesling-Hess Finishing Co., Inc. (fabrics finishing)	77
King Refrigerator Corp. (refrigerators)	142
Kirsch Co. (drapery hardware)	10

	Page
Kittinger Co., Inc. (furniture)	99
Korngold Brothers (architectural woodwork)	**37**
Kroehler Mfg. Co. (furniture)	38, 39
Krueger Metal Products (chairs)	33
L. & B. Products Corp. (table tops)	151
La France Industries, Inc. (fabrics)	125
James Lees & Son Co. (carpeting)	58
Lightolier Inc. (lighting)	88, 89
Loumac Supply Corp. (ash receivers)	148
Frederik Lunning (furniture)	134
Madison Furniture Industries (furniture)	144
Mallin Co. (outdoor furniture)	87
Marden Mfg., Inc. (furniture)	20
William Marshall, Ltd. (wallcoverings)	23
McCordi Corp. (vinyl wallcovering)	117
McDonald Products Corp. (office accessories)	144
McInnis & Co. (lamps)	154
Merchandise Mart	16
Metropolitan Furniture (furniture)	139
Metropolitan Furniture Adjusters (furniture maintenance)	144
Metwood Hanover (tables)	122
Molla, Inc. (outdoor furniture)	36
Mueller Furniture Co. (furniture)	99
Myrtle Desk Co. (desks)	146
Nessen Lamps Inc. (lighting)	138
Nettle Creek Industries (fabrics)	109
Norquist Products, Inc. (folding chairs)	154
No-Sag Spring Co. (springs)	15
PHD Products Inc. (accessories)	142
Pace/Jil Associates (furniture)	126
Natalie Parry Associates (public relations)	124
Patrician Furniture Co. (furniture)	22
Photomammoth Murals (photographs)	119
Quartite Creative Corp. (lamps & accessories)	18
Richter Artcraft (wall accessories)	144
Robey Dept., Drexel Enterprises, Inc. (furniture)	19
Julius Roehrs Co. (plantings)	148
Edward Axel Roffman Associates, Inc. (chairs)	107
Rugcrofters, Inc. (carpeting)	31
Scalamandré Silks (fabrics)	1
Frank Scerbo & Sons, Inc. (furniture)	143
Schafer Bros., Inc. (furniture)	151
F. Schumacher (fabrics, wallcoverings)	141
Scroll, Inc. (aluminum furniture)	119
James Seeman Studios, Inc. (wallcoverings)	145
Shelby Williams Mfg., Inc. (chairs)	42
Lewis Smith & Co. (chandeliers)	150
Spanjer Sign Co. (signs)	121
Stendig, Inc. (furniture)	12
Russ Stonier Designs (bead art)	121
Synthetics Finishing Corp. (fabrics finishing)	4th Cove
Technoply Corp. (architectural panels)	130
Tri Mark Designs (furniture)	9
Tri-Par Mfg. Co. (chairs)	12
Troy Sunshade Co. (outdoor furniture)	7
U. S. Rubber Co. (Naugahyde)	121
V'Soske, Inc. (carpeting)	10
Albert Van Luit Co. (wallcoverings)	4
Virco Mfg. Co. (chairs)	1
Virtue Bros. Mfg. Co. (chairs)	13
Vogel Peterson (accessories)	12
Webb Textile Inc. (window blinds)	14
Weis-Fricker Mahogany Co. of Pensacola (mahogany)	
Western Merchandise Mart	2
Westmoreland Metal Mfg. Corp. (chairs)	5
Thomas D. & Constance R. Williams (pewter)	2
Winfield Design Associates (wallcoverings)	14

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Guests at the Pen & Quill in Manhattan Beach, California, have many reasons to register their satisfaction. Rooms are spacious and luxuriously furnished, the cuisine is outstanding and among the more spectacular added features is a large heated pool.

The beds are exceptionally comfortable, thanks to urethane foam. They're also more durable. Dual purpose units throughout the Hotel are equipped with urethane core mattresses. Full cores are preferred for this application because of their ability to withstand the extra wear of double sleeping-and-seating use.

On the regular beds innerspring units were used. But the usual padding was replaced by urethane foam. Urethane makes the surface softer and retains its buoyancy longer without matting.

If you're interested in the advantages of urethane foam in bedding and furniture, ask your contract dealer for additional facts or write National Aniline for where-to-buy information.

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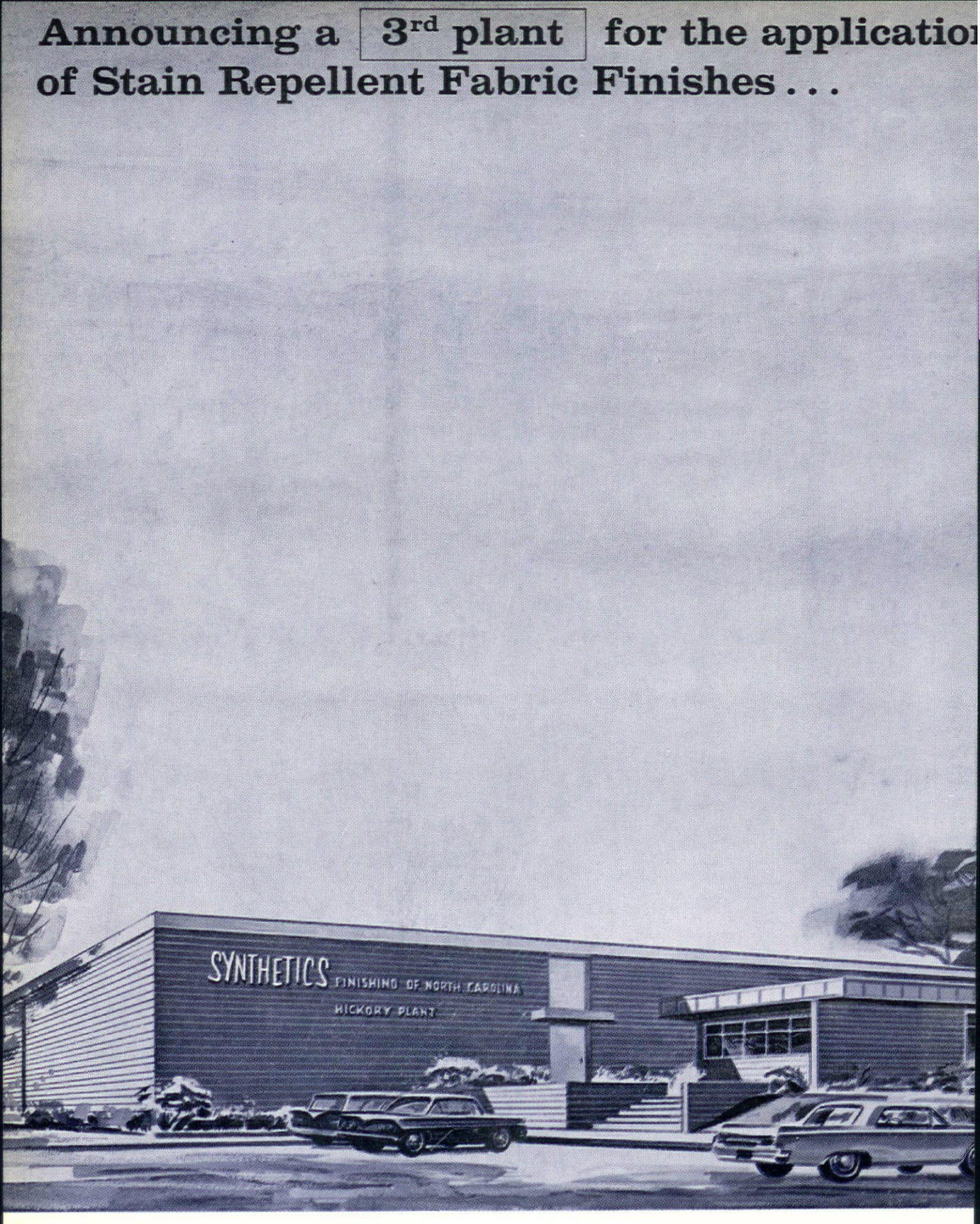

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