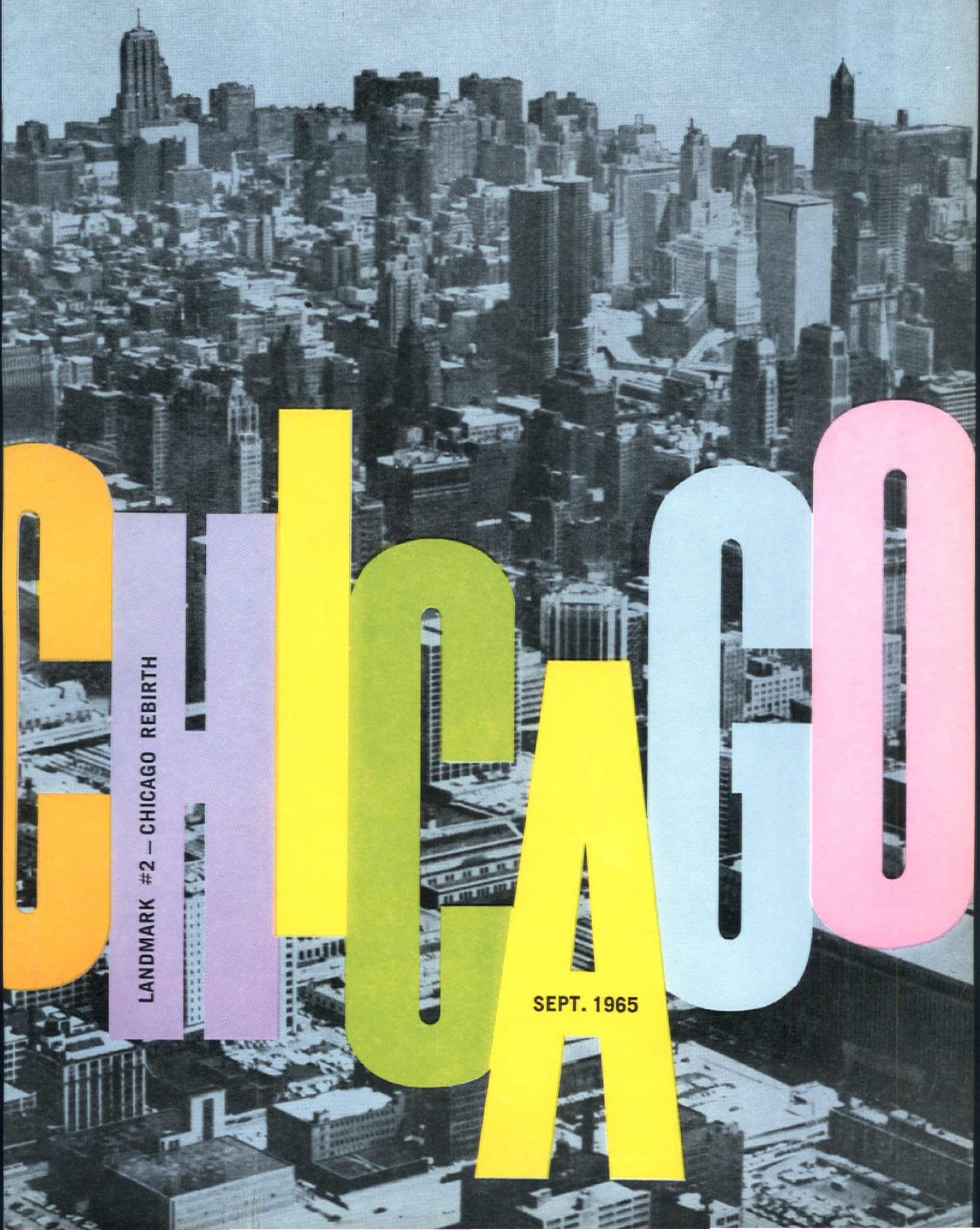
CONTRACT

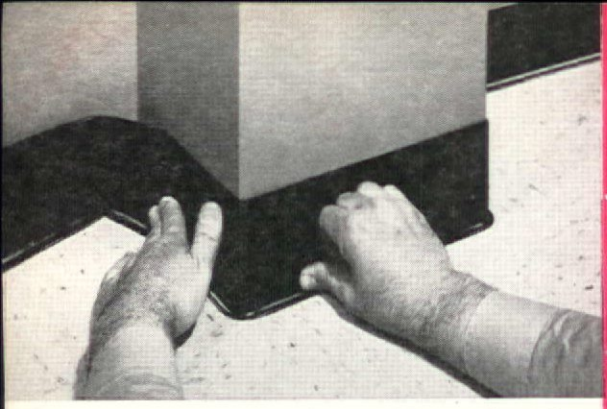
BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHIN



CHICAGO

LANDMARK #2 — CHICAGO REBIRTH

SEPT. 1965



KENCOVE

FULL-THICKNESS

VINYL WALL BASE

1. Forming corners right on the job with KenCove eliminates unsightly corner seams.

2. 1/8" thickness of KenCove Vinyl Wall Base hides wall irregularities . . . for a better-looking job.

3. No accidental kicking off of corners, because base and corners are one piece. KenCove Vinyl Wall Base colors: 10. Heights: 2½", 4", 6". Length: 48".

KENTILE FLOORS

KenCove® Vinyl Wall Base adds quality to any resilient floor. KenCove's accurate cut and uniform shading assure ends that meet together perfectly, quickly. No unsightly seams at corners either, because corners are easily formed right on the job . . . are part of the base itself, not separate pieces. No shrinkage problem. And 1/8" thickness hides wall irregularities. Samples? Call your Kentile® Representative.

IN THE CONTRACT GAME CHICAGO'S AMERICAN FURNITURE MART

HAS ALL THE ACES

(And Most of the Other Top Honors, Too!)

♠ Top Honors:
72 per cent of the 25 major furniture manufacturers selling more than $10 Million in furniture annually maintain displays at the American Furniture Mart in Chicago. (That's 18 out of the 25, eight of the top ten.)

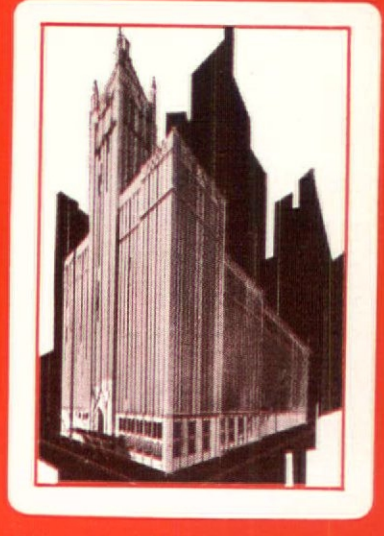
♥ Major Suites:
These include the largest producers of bedroom and dining furniture, upholstered furniture, tables, novelties and specialties. The principal displays of metal furniture, of bedding, of summer and casual furniture, of lamps and lighting equipment will be found in the American Furniture Mart. They include the leading national advertisers—"The Names America knows"—for institutional, commercial, contract *and* residential lines.

♦ An increasing number of the American Furniture Mart's 1,250 exhibitors are offering specialized services and facilities for the expanding contract field. Here you'll find thousands of standard items (with almost infinite selections of covers, finishes, trim, etc.) to fill every need for contract installations. Many exhibitors offer custom design and production service to meet the most demanding clients' specifications.

♣ The importance of the growing contract market has been recognized by the American Furniture Mart by the inauguration of a "Designer-Client Access Policy." Now accredited contract designers and specifiers may escort their clients to the displays of many leading exhibitors, from Monday through Thursday, each week. (Fridays are reserved for accredited buyers only—the retail store trade and design professionals. Friday, incidentally, is a good day for you to scout the spaces.) You are urged to make advance appointments with suppliers and prospective sources, since showroom hours and franchise policies vary from company to company.

♠ Interior designers, architectural firms and contract furnishers, buyers, purchasing agents and specifiers for institutional/commercial/contract installations—not already accredited for admittance and escort privileges—are urged to write the Mart's Registration Department for credentials.

♥ Grand Slam:
With a little finesse, you can make a grand slam by concentrating on American Furniture Mart exhibitors.



Shop the *Big* Market at the Nation's *Best* Location

AMERICAN FURNITURE MART

666 Lake Shore Drive
Chicago, Ill., 60611

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* It pays to specify Fabron® & Permon®

Over 700 exciting new colors, designs, textures, prints!

Certain to outlast other wallcoverings by years!

Acknowledged the best-made fabric-supported virgin vinyl wallcoverings in the industry!

No one else has the amazing 3-ply fabric base/color film center core/clear top film construction!

When you have a challenging project—whether it's an office building, country club, bank, hospital, motel or shopping center—you want to specify the best of everything the budget will allow. One mistake can spoil a great piece of work. For example, you don't want the wallcoverings to shrink, discolor, peel, crack or look old within a short time. That's why you should specify FABRON or PERMON—100% pure virgin super-tough vinyl. These high-quality wallcoverings are certain to stay like new five to 10 years after others have to be replaced. The secret is the exclusive three-ply *fabric base/color film center core/clear top film* laminating process. This unique process "locks in" any of the 700 new beautiful colors, designs and textures so that they are impervious to smoke, sun, scuffing, abrasion, damage, heavy wear. FABRON and PERMON are available in several different strengths to meet the damage-resistance demands of every project. Your client pays no more for FABRON or PERMON.

23 big advantages! Free design service, samples, estimates!

Send for your free copy of this exciting new booklet. It contains helpful information, and outlines the 23 big advantages of FABRON and PERMON.

Frederic Blank & Co., Inc.

Established in 1913

A STAUFFER COMPANY

P.O. BOX 388, PASSAIC, NEW JERSEY 07056

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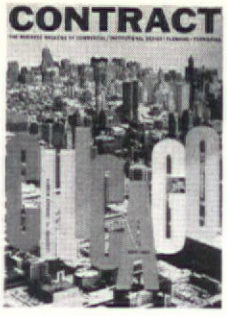

The Cover

Chicago Rebirth, Landmark #2 in our series of superdevelopments in the contract field, presents Chicago's Comprehensive Plan for its downtown area and a host of outstanding installations. Cover design by Bert Lester.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN · PLANNING · FURNISHING

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COMING IN CONTRACT

OCTOBER—National Hotel & Motel Exposition, N.Y.: product and idea review of convention, including Room of Tomorrow, Designs for Dining and exhibits of furniture-furnishings for commercial/institutional applications.

NOVEMBER—Fabrics and Fibers—a marketing report illustrated with new lines from leading contract sources.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43rd St., New York 17, N.Y. Phone MUrray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, $5.00; two years, $9.00; three years, $12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, $9.00 per year. All Canadian and foreign subscriptions, $15.00 per year. Single copy of this issue $1.00.

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A marvelous book for putting people to sleep.

Our new Harvard Frames Contract Catalog shows dozens of practical and economical answers to the problems of sleeping people. Problems like maintenance, space, housekeeping and budget. It will keep you wide-awake through all twenty picture-packed pages. And give you some marvelous ideas to sleep on. To help you select the right sleeping units for your installation, get a free copy of your very own. Write: Harvard Bed Frames, Division of Rusco Industries, Inc., 24300 Solon Road, Bedford Heights, Ohio.

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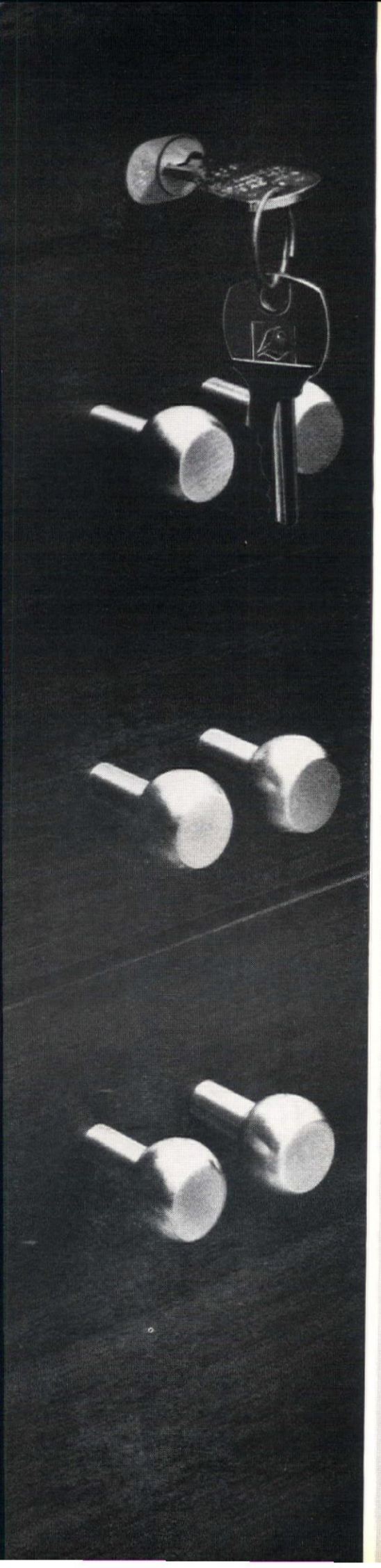

Leopold puts metal in its place...

. . . and only in places like the desk drawer suspension system (with nylon rollers to keep it hushed) . . . for drawer pulls and locks . . . and occasionally for desk legs to accent the natural beauty of American Black Walnut . . . walnut that's perfectly matched for grain and color . . . walnut that's glowing, vibrant, easy-to-care-for. Leopold Wood Desks can take it, too! That's because Leopold employs a special kiln drying technique that eliminates warping and swelling . . . and insures like-new operating quality as long as you own your desk. The baked-on, hand rubbed finish shrugs off spilled coffee and nail polish. The densified corner posts won't crack or splinter . . . no more snagged hose or trousers. Best of all, you can have a desk that won't chip, peel or rust . . . and at a price competitive to metal. Where metal is needed, Leopold uses it. Where high production machinery is needed, Leopold employs it. And where handcrafting is best, Leopold doesn't spare the man-power. But see for yourself. Just one of the many handsome pieces in the Template Group is shown below. Your Leopold dealer (he's probably the most successful office furniture man in town) will be pleased to show you the complete Template line. If you prefer conventional or traditional stylings, Leopold builds the finest. Ask to see them, too . . . or write for specific literature.

LEOPOLD

THE LEOPOLD COMPANY • A DIVISION OF LITTON INDUSTRIES • BURLINGTON, IOWA

New York City Showroom: 25 West 43rd Street, Suite 320

When he is old enough to join, the Burke furniture will still be a member in good standing. Burke is eternally young. Time will not change its tasteful design. Wear will not mar its nearly indestructible surface. Burke belongs in all the right places. Why not belong along, with Burke!

BURKE

DIVISION, BRUNSWICK CORPORATION

SEND FOR BURKE'S FULL-COLOR FURNITURE BROCHURE 5140 N. Westmoreland Road, Dallas, Texas 75247 MElrose 1-2880

All the lighting fixtures you'd ever require for light commercial work . . . all in a single easy-to-handle portfolio: the Progress Commercial Lighting Catalog 200. Recessed fixtures, exit lights, chandeliers, pendants, surface fluorescents . . . selections from every pertinent Progress category—plus some very special new ones. Included are exact dimensions and convenient Rapid Estimate Illumination Charts. Enough information to start preliminary planning even before contacting a Progress distributor. These light commercial fixtures and facts are right to the point. All are backed by America's leading lighting fixture manufacturer. As for prices—they're the kind only a company as big as Progress could offer. For details and a sample copy of the Catalog 200, see your Progress distributor, or write: PROGRESS MANUFACTURING COMPANY, INC., Philadelphia, Pa. 19134.

We gave our all

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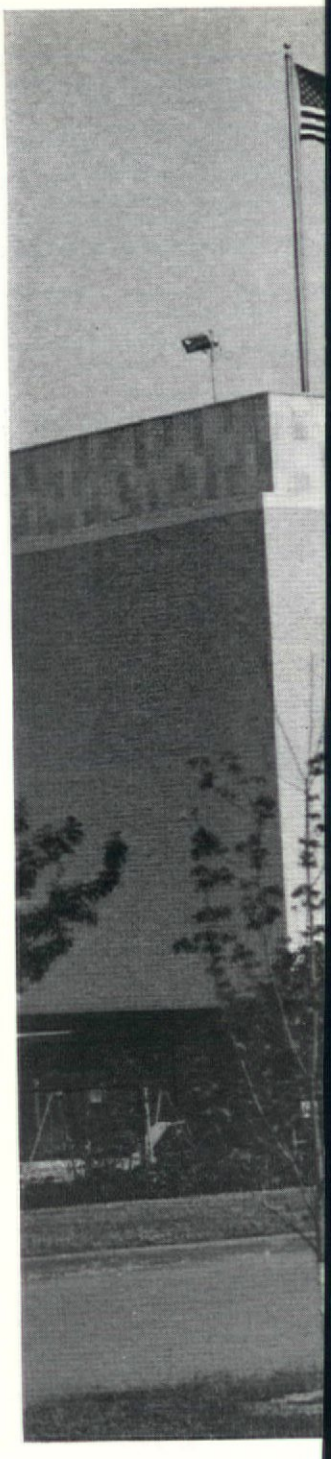
←Circle No. 5 on product information card

General Tire Sponge Rubber Carpet Cushion caters to customers at Shillito's



Durable, comfortable General Tire Sponge Rubber Carpet Cushion pampers the feet of Cincinnati shoppers at Shillito's Tri-County Department Store. Shillito's knows it's good business to provide underfoot comfort to induce the right buying mood. And they're just as sure that General Tire Underlay adds years of heavy duty service to carpet life . . . that it's made to rigid quality standards to deliver more real value per dollar than any other contract underlay. Why not profit from Shillito's example when planning *your* big carpet installation? Choose from General's nine quality grades. For customer comfort in any commercial installation, specify genuine 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.

NATIONAL AGENTS

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CROWN PRODUCTS CO
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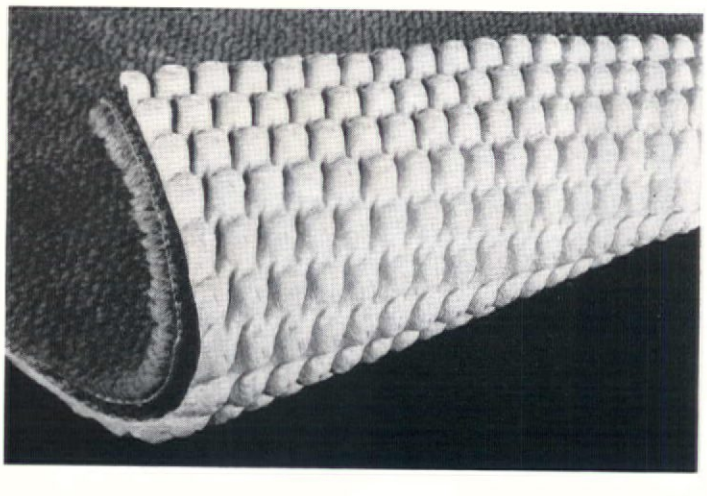
TOP QUALITY FOR 50 YEARS

GENERAL TIRE

CHEMICAL/PLASTICS DIVISION
Jeannette, Pa.



Circle No. 7 on product information card

Now you can subdue radiant heat at window areas with PPG Feneshield® fabrics

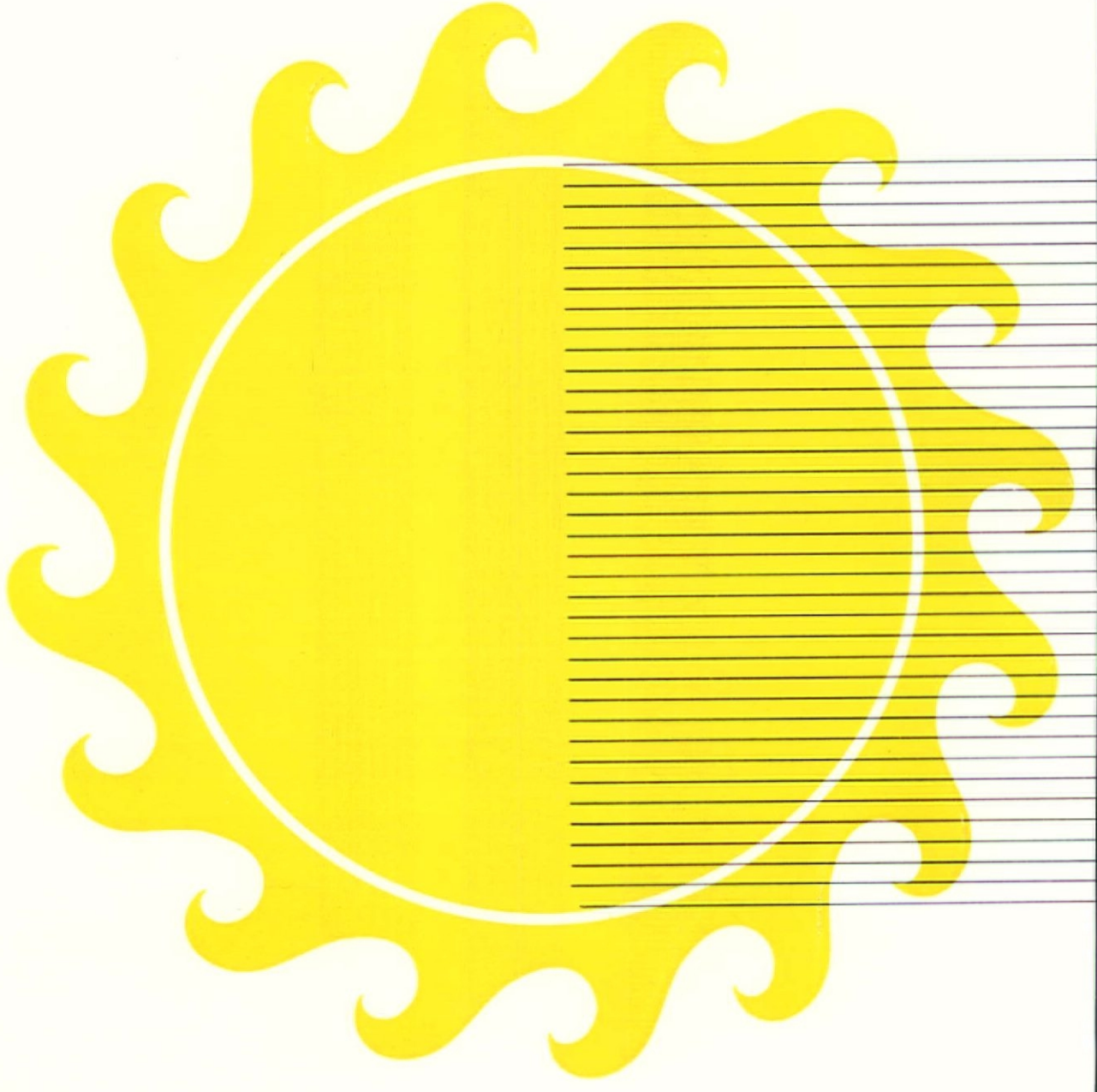
The sunny side of any building on a clear day presents the problem of controlling the amount of heat entering through vision areas. Building occupants working closest to window areas can be uncomfortably warm. If the air conditioning is increased to make them comfortable, people further back from the windows may be too chilly.

One way to handle this problem is to contain the heat at the window by means of Feneshield-fabric window treatment and heat-absorbing vision glass before heat can affect the interior climate.

Mechanical shading devices do limit transmittance of the sun's radiation by reflecting much of it back to the outdoor But they also tend to absorb the heat the intercept and reradiate it inward.

A practical and economical solutic to radiant heat control is the use of Fen shield fabrics, made of PPG Feneshield fiber glass yarns. Tests conducted by PP show that Feneshield fabrics produce a astounding reduction in solar heat.

A large percentage of radiant he from the sun is reflected back to the ou doors by the Feneshield treatment. He absorbed by the fabric is removed large by contact with conditioned air. Ve little heat is reradiated inward. Unifor interior comfort is maintained right



window. And, of course, air condition- loads are reduced.

Get technical facts. Results of PPG s on Feneshield fabrics and other ding devices are yours for the asking. is research has produced a new sys- , based on fabric characteristics, ich provides a scientific method for ecting fiber glass draperies to meet any en environmental control need. Through the Feneshield rating sys- , you can also choose Feneshield rics to control glare, improve acous- , enhance a good view or modify a one. Moreover, Feneshield fabrics r you substantial savings in maintenance over other types of shading devices.

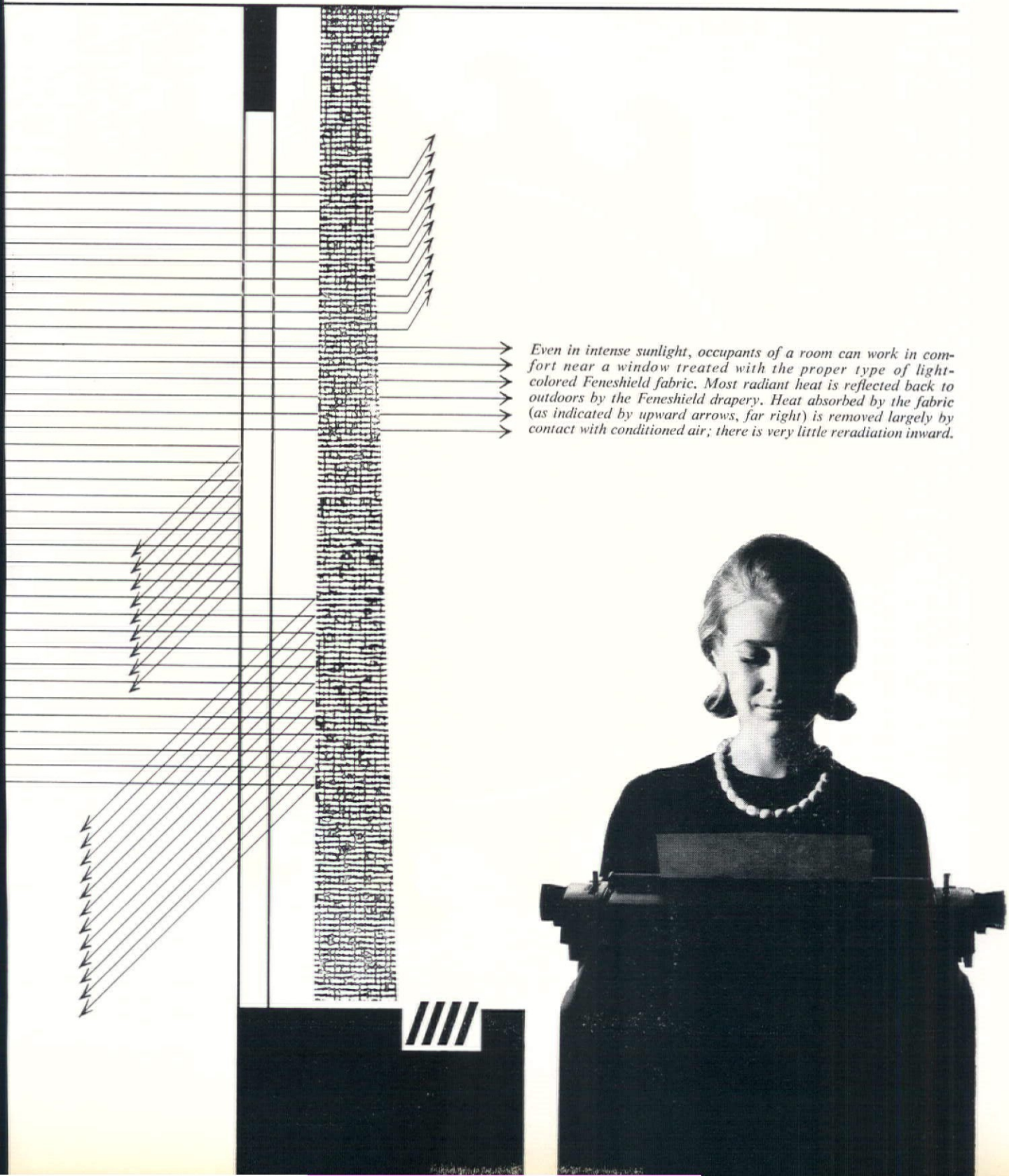
Personal help for you. Participating Feneshield fabric drapery converters have authorized drapery fabric presentations which show the wide range of fabric weaves and colors available. They can help you select fabrics for specific installations through the use of PPG technical data. Write PPG for names of converter representatives near you and for technical information. Use the coupon.

PPG® *fiber glass*
...the fiber glass for finer fabrics
PPG makes the Feneshield fiber glass yarns only, not the fabric.

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept. 203
One Gateway Center
Pittsburgh, Pennsylvania 15222

☐ Please send me technical information on Feneshield fabrics.
☐ Please send me names of authorized Feneshield converters.

Name_____
Title_____
Company_____
Address_____
City_____
State_____ Zip Code_____

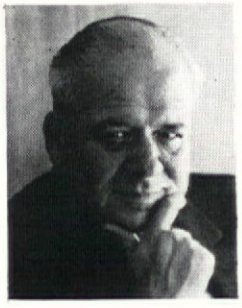


Even in intense sunlight, occupants of a room can work in comfort near a window treated with the proper type of light-colored Feneshield fabric. Most radiant heat is reflected back to outdoors by the Feneshield drapery. Heat absorbed by the fabric (as indicated by upward arrows, far right) is removed largely by contact with conditioned air; there is very little reradiation inward.

The place:

Florida's magnificent
Pompano Park Harness Raceway,
Pompano Beach

The man:



Homer A. Shrewsbury, Jr.,
Institutional Consultants & Designers,
Miami Springs, Florida

The carpets:

Bigelows. Bigelow's Illusion melds perfectly with the breathtaking interior Mr. Shrewsbury has designed for this magnificent harness raceway. Bigelows not only cover the floor, but selected wall space as well.

Why do people like Homer Shrewsbury specify Bigelow? Because they know that for every hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful free brochure on commercial carpets, write Dept. A, 140 Madison Avenue, New York, N.Y. 10016. Find out for yourself why

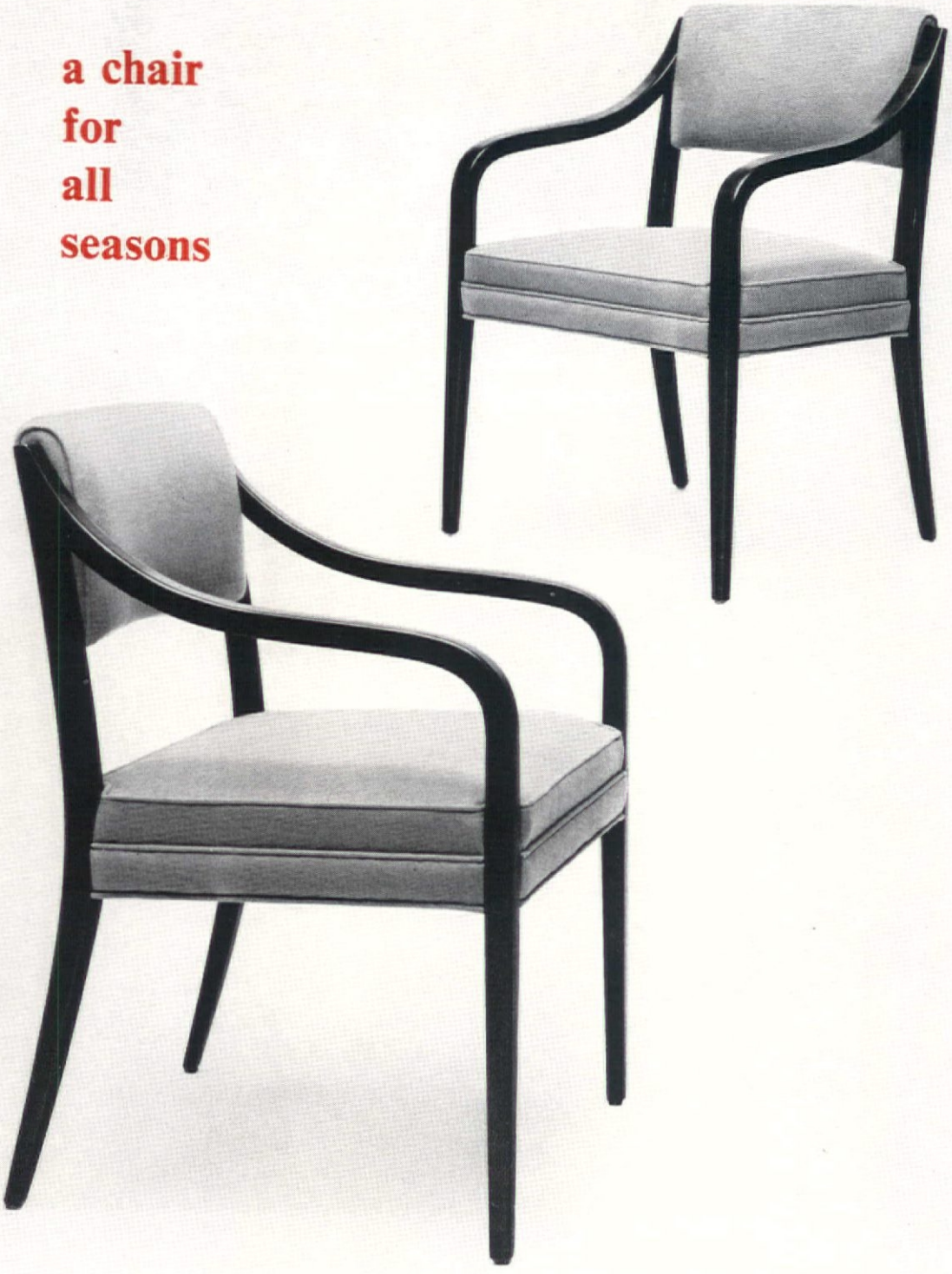
people who know buy Bigelow

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

Circle No. 8 on product information card

Circle No. 9 on product information card→

a chair for all seasons

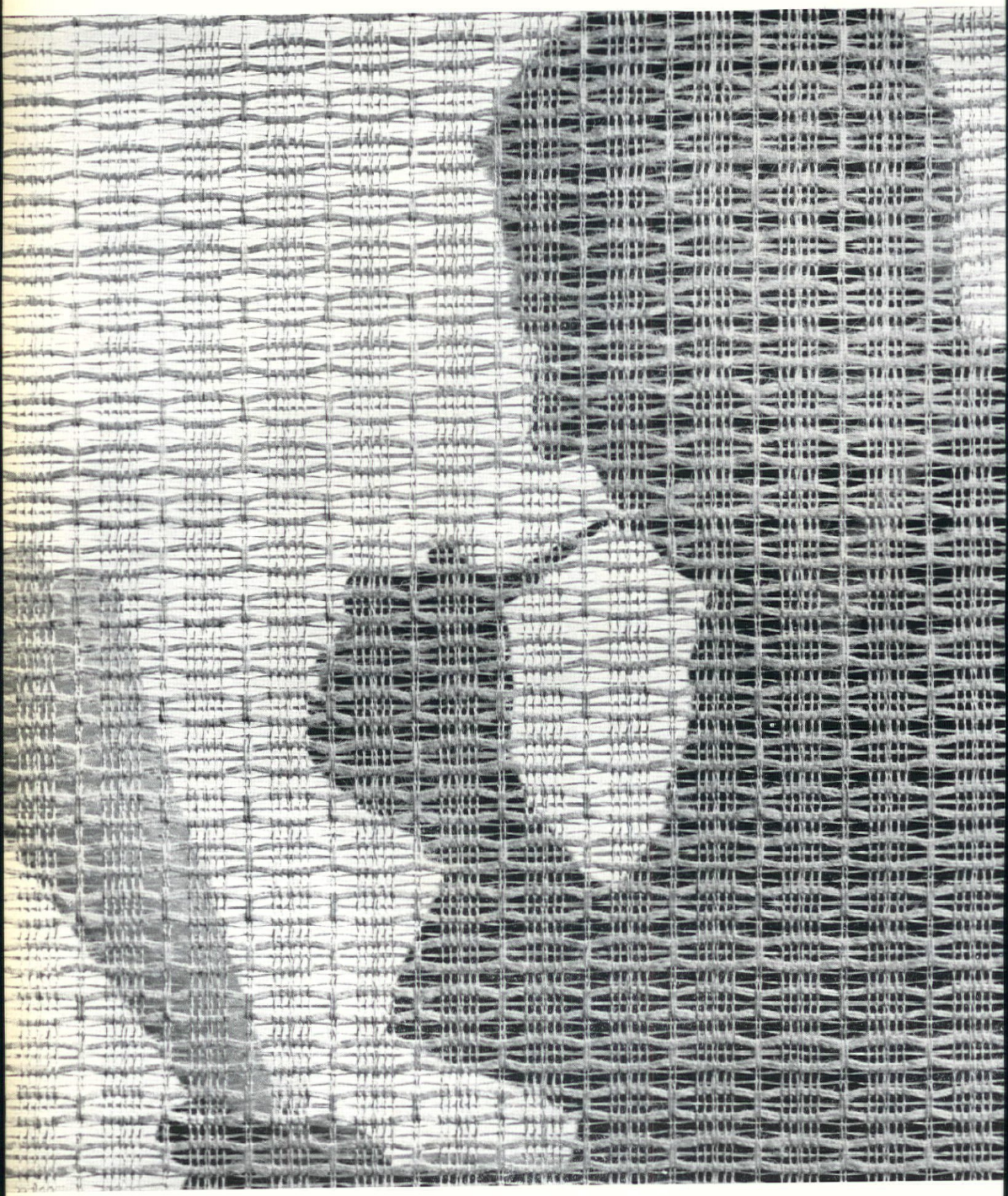


M-2200 chair specified for Northern Trust Co., Chicago

Clearly contemporary yet classic in form... superbly crafted of solid walnut or cherry. Another seating achievement at ➡ Directional

Write for Seating and Desk Catalog • Directional Contract Furniture Corp., 979 Third Ave., N.Y. • Chicago: Merchandise Mart
Los Angeles and San Francisco: Executive Office Interiors • Boston: Rapids Furniture Co. • Atlanta: Ivan Allen Company

CASEMENT BEAUTY : **CERTAINLY!**
FLAME RESISTANCE : **YES OF COURSE!**
DECISION : **CHICOPEE!**



Chicopee Manufacturing Company

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AN EXECUTIVE STYLED CHAIR... THAT STACKS

S117S - DELEGATE STACKING CHAIR
Oiled walnut with foam cushioned seat, back and arms. Available in fine leathers, quality fabrics or durable naugahyde.

DESIGN

QUALITY

For board rooms, conferences, sales meetings or any gathering place where seating requirements vary; Stanley presents the striking, new Delegate Series Stacking Chair. Styled and finished to belong with any fine furnishings or tasteful decors . . . yet, so miserly with valuable storage areas that a room full can be conveniently stacked in a few square feet. Write today for your complete catalog and price list.

STANLEY MANUFACTURING CO.
2310 NORTH MAIN FORT WORTH, TEXAS 76106

Stanley

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Sheer FANTASY

A marvelous menagerie depicting the fabulous family of HATHAWAY SHEERS

this is a Sheep

From the Sheep we get rich, luxurious wool for our wonderful

WOOLEN SHEERLINGS

this is a Boucle

From the Boucle we get intriguing texture for our exciting

BOUCLE SHEERS

this is a Parma Cotton

From the Parma Cotton we get economy and crease-resistance for our handsome

PARMA GAUZE SHEERS

this is a Slub

From the Slub we get fascinating woven patterns for our delightful

SLUB SHEERS

this is a Ninon

From the Ninon we get see-through delicacy for our exquisite

NINON SHEERS

this is a Batiste

From the Batiste we get natural-fiber character for our care-free

BATISTE SHEERS

this is a Marquisette

From the Marquisette we get warm traditional charm for our appealing

MARQUISETTE SHEERS

this is a Print

From the Print we get stripes, florals, scenics, et cetera, for our diversified

PRINT SHEERS

THE WHOLE MENAGERIE IS AT OUR SHOWROOM NOW. 261 FIFTH AVENUE, NEW YORK CITY.
OR CALL OR 9-8626 AND WE'LL BRING THEM AROUND FOR A VISIT. (They're all housebroken.)

HATHAWAY FABRICS

BERKSHIRE/HATHAWAY INC., HOME FABRICS DIVISION

HATHAWAY FABRICS AND BOURNE LININGS • NEW YORK / CHICAGO / LOS ANGELES / TORONTO / NEW BEDFORD, MASS.

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Circle No. 13 on product information card→

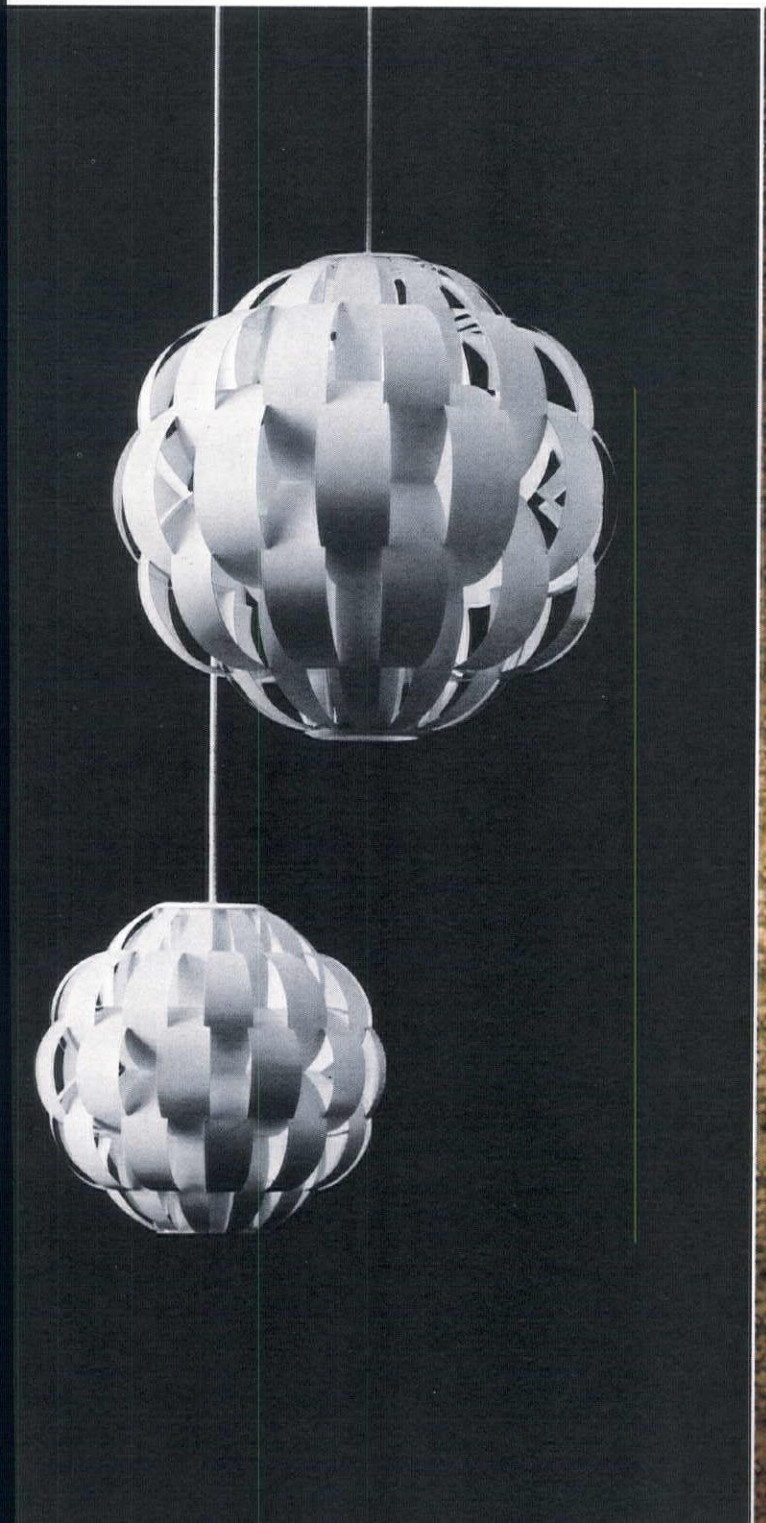
The custom look . . . without the usual custom-design expense. Two bright new additions to the Lightolier Portfolio Group. On the right, our unique spreader system—a design innovation that clusters pendants in chandelier forms with no cords showing. Choose any combination from 8 to 16-lights in a choice of 6 different spreaders and 60 truly unique pendant forms for close-to-ceiling or suspension application. Design freedom is yours. On the left, a dynamic interplay of light and shadow in sculptured metal forms ideally suited for imaginative, dramatic groupings. The "custom look." The unmistakably-Lightolier look. So right for so many of your assignments. By Lightolier—for over 60 years the most logical source for all your lighting needs, both fixed and portable. Do you have our latest catalog? Write us on your professional letterhead. And visit your nearest Lightolier distributor or Lightolier showroom soon.

LIGHTOLIER®

11 EAST 36TH ST., NEW YORK CITY
1267 MERCHANDISE MART, CHICAGO
1718 HI-LINE DRIVE, DALLAS
2515 SOUTH BROADWAY, LOS ANGELES

LEFT: Woven ribbons of metal in your choice of white or satin brass finish. Available in 16" and 22" diameter.

RIGHT: Three-tier, 12-light spreader finished in satin brass and black. Shown here with tinted glass pendants to form a colorful, custom chandelier. Also available in four-tier, 16-light.



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SEATING FOR
America's Finest
HOTELS, CLUBS,
RESTAURANTS AND HOMES

Representatives inquiries invited

3006

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Plant and Main Offices:
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Circle No. 15 on product information card

second helpers beat a path to the food... but not in the floor covering

Hardwick Carpets

A bit of the fancy . . . a touch of the unusual. Hardwick's 100% Acrilan broken glass pattern carpet.

Here is a reflection of elegance in a sales smashing quality. At And's Smorgasbord, Salt Lake City, there's tasty food across the table . . . tasteful carpeting across the floor, installed by Interior Design.

Hardwick is a master in the art of carpet-making. Over a century of carpeting craftsmanship and know-how go into all of our handsome qualities. And if you wish, we can design our carpeting to meet your specific needs.

Because Hardwick is a compact mill we offer you the little things that add up to big profit. You get a better edge on price through streamlined operations. And Hardwick's flexibility means added convenience to give you the contract carpeting you want when you want it.

All this from Hardwick — where our growing ideas mature into big-selling carpets.

Send $1.00 for 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, Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

HARDWICK & MAGEE CO.
Lehigh Ave. at 7th St., Phila., Pa. 19133
Gentlemen: Please send me your new "Carpet Selector" . . . the contract carpet guide prepared as a Hardwick professional service. Find $1.00 enclosed.

Name_____
Firm Name_____
Address_____
City_____ Zone_____ State_____ C

Circle No. 16 on product information card

It's about time somebody did it.

Created a truly versatile contract grouping. One that can be used in any kind of room. To make big rooms more lavish.

...small rooms look bigger.

...old rooms look new.

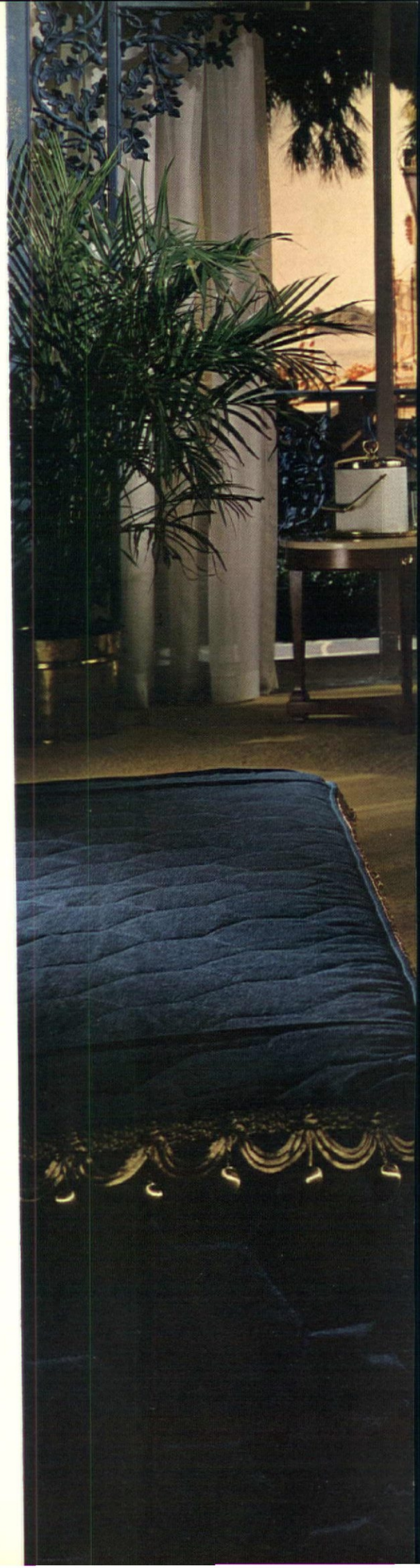
...in hotels

or motels.

So we created one. We call it La Via

AMERICAN OF MARTINSVILLE

See La Via in our showrooms in New York, Chicago, Los Angeles, Dallas, Atlanta and Martinsville. Or write for brochure. Dept. CD-65, American of Martinsville, Martinsville, Virginia.



The OMNI Office

OMNI® is the vertical furniture system designed especially for the creative space planner. Easily installed, it changes with changing needs . . . makes optimum use of normally wasted, floor-to-ceiling wall space. It brings quiet beauty, dignity and unmatched versatility to commercial, institutional and architectural interiors.

Write for complete information on OMNI vertical furniture.

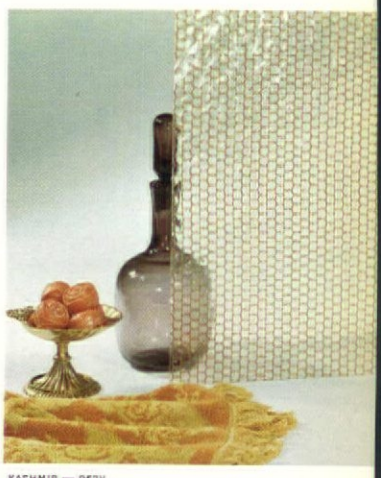
OMNI, 895 West Shepherd Street, Charlotte, Michigan.

Circle No. 18 on product information card

← Circle No. 17 on product information card

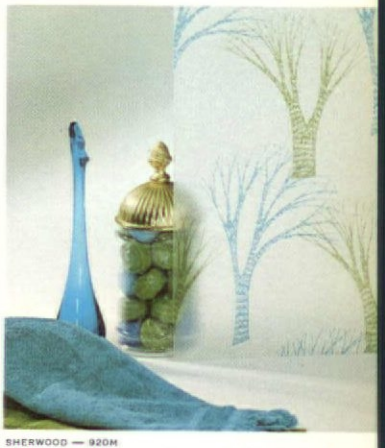
Circle No. 19 on product information

ACRYLITE PANELS IN MINT GREEN CANTERBURY PATTERN, 404V



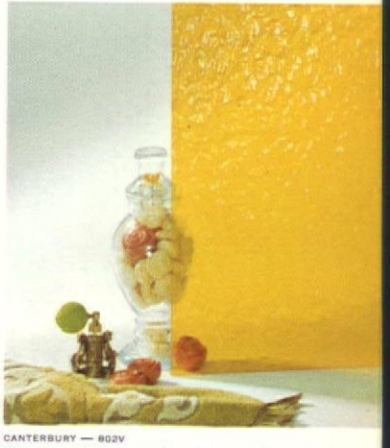
KASHMIR — 962V

Shimmering golden fabric, embedded in pure ACRYLITE, adds a rich decorative note to the most exotic theme.



SHERWOOD — 920M

The calm beauty of a woodland glade is captured in these deftly patterned trees permanently cast in ACRYLITE.



CANTERBURY — 802V

The cheerful warmth of a sun-drenched summer's day is reflected in this bright amber ACRYLITE panel.

The most beautiful bath enclosures are being glazed with ACRYLITE®

Add color, drama and excitement to any bath with enclosures made of ACRYLITE — the luxurious decorative panels with so much more to offer than other enclosure materials.

ACRYLITE enclosure panels are 100% pure acrylic plastic — and *100% safe*. Up to 17 times more impact-resistant than glass of equal thickness. Yet it weighs only half as much. Makes cleaning so much easier, so much quicker. And the beauty of ACRYLITE is permanent — never shows its age by fading, crazing or discoloring. Moreover, ACRYLITE can be cut and trimmed just like wood. And you can twist it, bend it, form it. For the most elegant custom designs, ACRYLITE panels can be heated and embossed . . . even personalized with initials or symbols.

Whatever your mood or motif, you'll find an ACRYLITE panel to enhance it beautifully. There are over 70 designs, colors and patterns in the distinguished ACRYLITE Compass and Palette Collections, including rich transparent, translucent and opaque colors with uniquely textured surfaces, plus 21 dramatic decorator patterns cast — not laminated — right inside the panels.

Insist on ACRYLITE safe, luxurious tub or shower enclosures . . . and for room dividers, wall panels, luminous ceilings or decorative partitions — design ideas are unlimited.

For more information and the name of the distributor nearest you, please write:

ACRYLITE®
BATH ENCLOSURE PANELS

If product or performance defective, replacement or refund to consumer
Good Housekeeping GUARANTEES

CYANAMID

American Cyanamid Co., Building Products Division, Dept. 1M, 595 North Avenue, Wakefield, Massachusetts 01881

We don't design, construct, decorate hotels motels, houses, institutions, etc. We make

vinyl wallcovering.

With so much flair and so much care that you can design, construct, decorate hotels, motels houses, institutions, etc.— magnificently.

GOLDEN 50 ANNIVERSARY

Masland Duran®

WHERE BEAUTY IS MATERIAL

The Masland Duraleather Company, Philadelphia 19134

That's Countess pattern you see above. Like it? Everybody does. Tear out this ad, send it to us—and we'll forward a complete line of color swatches.

Circle No. 20 on product information card

THE ARCHITECTURAL SERIES

The Architectural Series of John Savoy Furniture is a high style group of architectural seating which includes Lounge, Executive, Jr. Executive, Modular and Sofa units designed by Sheldon Keidan of Designers Fore Ltd.

Interiors are superbly constructed of choice hardwoods, with the exposed portions in walnut. Bar-stock steel bases are fully welded, in satin or polished chrome finishes.

Can be specified with a combination walnut and steel base with matching walnut arms. Available in a new line of decorator fabrics or material furnished.

john savoy furniture co.

Montoursville, Pa. (717) 368-2424

Inquiries also invited from qualified dealers and representatives. Chicago representation wanted.

Circle No. 21 on product information card

Are there secret agents behind elegant, exciting Alma 8000?

To all appearances, Alma 8000 is walnut and gleaming shafts of mirror chrome used with flair and farsighted imagination.

But don't let Alma's beauty deceive you. Many desk tops that look and feel like real wood are actually an amazing new Oil Suede plastic. Alma's clean simplicity of line and calm, spacious look artfully conceal an efficient work center. Brilliantly devised function and comfort – unseen but inseparable in Alma office design.

Send for Alma's intriguing 8000 Series catalog. The code words are: single source.

alma
DESK COMPANY
High Point, North Carolina

For 80 years a leading producer of fine furniture

Alma 8000 Series is also available in teak or rosewood with mirror brass or chrome.

SHOWROOMS AND WAREHOUSES: Dallas, 3720 La France; Denver, 1429 18th Street; High Point, 807 Ward Street; Los Angeles, 1427 E. 4th Street; New York, Pier 49, N. River; San Francisco, No. 2 Bryant Street; Seattle, 419 First Avenue, South.

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **Federal Urban renewal programs**
- **Recent Congressional action**
- **Partitions, fixtures figures for '63**

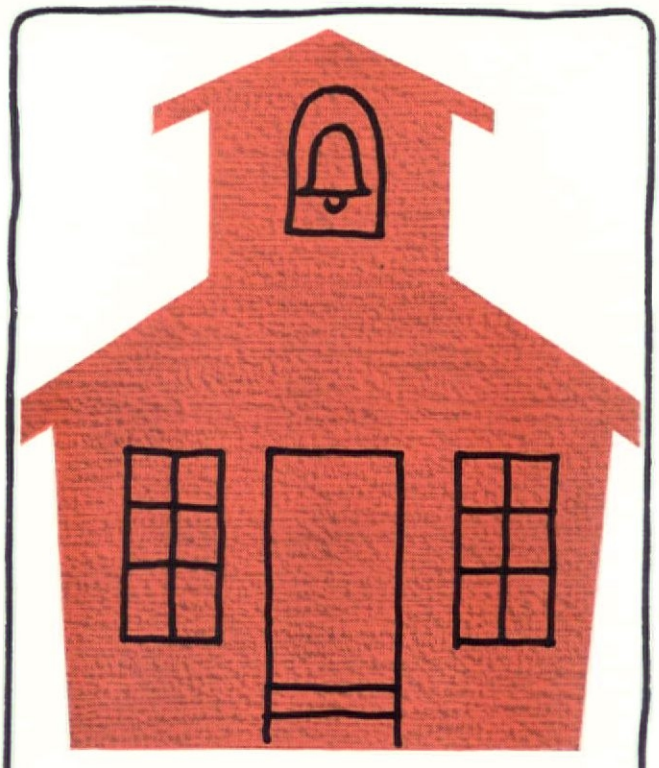
CHICAGO'S REBIRTH is one of the early chapters in a long and probably never-ending story about American cities, with profound and profitable consequences for the contract furniture and furnishings industry. The angel, if not the idea-man, for much of this serial is the Federal government. Chicago's story, like that of a number of other cities throughout the United States by now, illustrates how one program can have widening and sometimes unpredictable results. In this case, you can point to two programs. One is the ongoing spate of Federal office building construction, for the use of the Topsy-growing if not topsy-turvying United States Government bureaucracy. In Chicago, a giant new Federal building is going up where an ancient courthouse stood. In other cities, there are new postoffices, new Federal buildings, ranging currently to such mammoths as a new $33 million James Forrestal building for the Defense Department here in Washington.

The other program, of far greater significance, is urban renewal. Its importance as a seed-operation from which old cities can resprout extends even to the anti-bodies it has provoked—programs where some communities try to update themselves without Federal aid.

Supporters claim that $5 or $6 are spent for every Federal dollar in urban renewal; critics claim it is far less. But the proportion in every case varies, and it may be much too early to say what it is, for sure. Once an area starts to rebuild, where and when will it stop—and how measure what happens across the street, or down a couple of squares?

Executives in contract operations can note these new developments in Federal urban renewal, which will mean inevitably new business for them: Congress has just approved a four-year extension of urban renewal, for $2.9 billion, about three-fifths as much as has been authorized in the first sixteen years of the program. In addition, this is getting more and more of a nonresidential tinge. What began as a

(*Continued on page* 29)



Koroseal® vinyl wall covering is right for schools!

Koroseal is the decorative, durable vinyl wall covering that's easy to hang. You'll find it in hundreds of schools and colleges, including:

San Diego State College Business Adm. & Mathematics Building
San Diego, California

Northeastern University
Women's Dorm, Boston, Mass.

Johnson C. Smith University
Student Center, Charlotte, N.C.

Georgetown Visitation High School
Washington, D.C.

Franklin Marshall College
Lancaster, Pennsylvania

University of South Dakota
Vermillon, So. Dakota

Washington State University
Alan Rogers Hall and Orton Hall
Pullman, Washington

Texas Tech
Dormitories, Lubbock, Texas

University of Oregon
Dormitories 2, 3, 4, 5, 6 & 7
Eugene, Oregon

Jesuit High School
Sacramento, California

Grafton Junior High School
Grafton, Mass.

Mother Guevin High School
River Grove, Illinois

Mt. San Antonia College
Student Center Building
Walnut, California

Skyline High School
Salt Lake City, Utah

Koroseal vinyl wall covering comes in over 300 standard patterns and colors. Local inventories. For the name of your nearest distributor and sample swatches, write on your letterhead to: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N. Y. 10017. Or call New York—922-5100.

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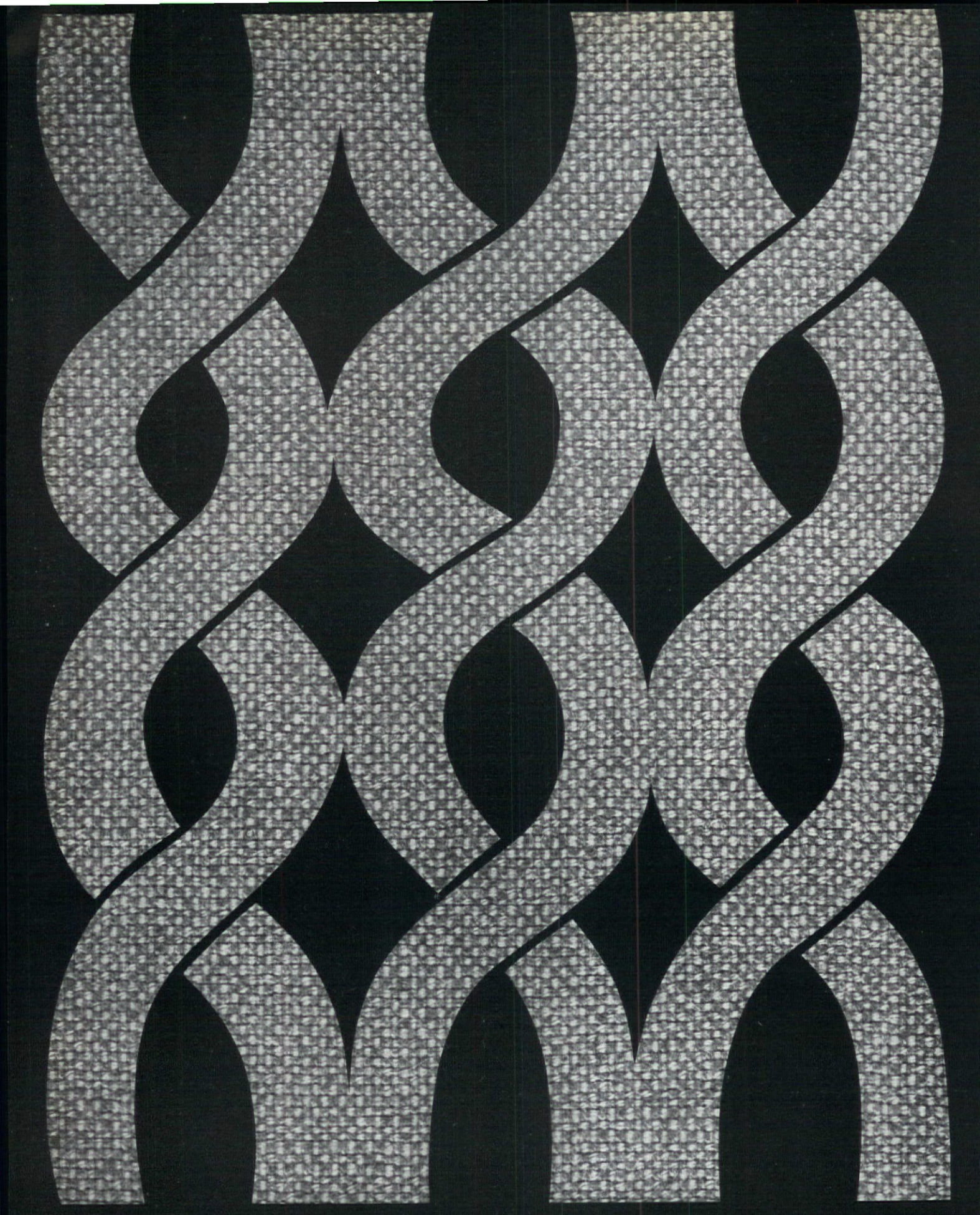
← Circle No. 22 on product information card



ORINOKA MILLS announces a new special fabrics division created to fill architectural specifications and executive office furniture requirements. Samples will be sent to you on request.

The Orinoka Mills, Director of Special Fabrics Division, L. Anton Maix, One Park Avenue, New York, New York 10016

OUR WASHINGTON REPORT

CONTINUED FROM P. 27

purely residential effort went up to a limit of thirty percent nonresidential in 1961, and has just been hiked up to thirty-five percent of the new funds authorized. In addition, Congressional subcommittees will be looking into the possibility of a new program specifically for downtown business districts. This might be on a basis of loans, rather than grants.

Federal actions affecting you

A number of Federal programs have implications of volume for contract furniture and furnishings. These include:

A new program of Federal grants for neighborhood recreational and health facilities. Congress has extended a program of direct loans for senior citizen housing projects, the college housing loan program, and the below-market rate middle-income housing program—all with a new, set interest rate of 3 percent. This should stimulate these activities considerably.

Congress is approving the construction of 9,500 military family housing units for this fiscal year. This does not mean the business it once did for the contract industry, however. There is an embargo on all but procurement of furniture for overseas posts, and even this policy is under review. At the moment, Defense Department officials believe the savings in household shipping expenditures offset the cost of providing the furniture. Domestically, the problem is being studied primarily from the effect upon retention of servicemen.

A somewhat comparable study has been made on washers and dryers, which offers a strong clue to the Department's position. For these items, the Department determined that the annual cost of transporting servicemen's appliances was about one-half the cost of providing the units themselves. This was arrived at by dividing average life of the appliances (six years) into the initial procurement cost plus maintenance and repair costs. This was compared with average annual cost of shipping the privately owned appliances. Figures were $40.50 versus $20.65.

Agency criticizes agency

Doing its part in the economy wave, the Congressional watchdog, the General Accounting Office, is nipping at the taxpayer's watchdog, the Internal Revenue Service. GAO claims IRS disposed of $121,000 worth of good serviceable furniture, to various state agencies without reimbursement, because it goofed. IRS was rather abject at this notice, and has promised to do better. GAO seems appeased.

Census of Manufactures reports

In 1963, manufacturers in the wood partitions and fixtures and metal partitions and fixtures industries shipped products valued at $755 million, an increase of 40 percent over 1958, the Census Bureau estimates. Manufacturers in the lighting fixtures industry had total shipments in 1963 of $1,169 million, a 41 percent increase over 1958. **(C)**

Koroseal® vinyl wall covering is right for hotels and motels!

Koroseal is decorative, durable and easy to hang. Spills wash right off and it resists scratches and scuffs. That's why you'll find it in hundreds of hotels, including:

Los Angeles Int'l Airport Hotel
Los Angeles, Calif.

South Shore View Hotel
Chicago, Illinois

Intercontinental Airpark Hotel
Silver Spring, Maryland

Mayagues Hilton Hotel
Puerto Rico

Mayfair Hotel
Los Angeles, California

Mapes Hotel
Reno, Nevada

The Inn
Ponte Vedra Beach, Florida

Cavalier Motel
Detroit, Michigan

Houston International Airport Hotel,
Houston, Texas

Connades Hotel
Riviera Beach, Florida

Mercury Motel
Dearborn, Michigan

Continental Lodge
Reno, Nevada

Monticello Motel and Restaurant
Framingham, Mass.

Koroseal vinyl wall covering comes in over 300 standard patterns and colors. Local inventories. For the name of your nearest distributor and sample swatches, write on your letterhead to: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or call New York—922-5100.

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If you're a carpet expert... you may not need Alexander Smith!

You'll have worked out all the facts:

Carpeting can give a bank the feeling of welcome, trust and stability— but what about the punishment it will have to take?

The best grade for the motel trade— but how long will it keep its good looks and how will it clean?

The pile depth needed to say luxury in a dress shop—but will it develop traffic lanes?

If you know all the answers about carpeting, just pick up the phone and arrange delivery with an Alexander Smith contract dealer. But if you need some guidance and a bit of advice you can become a carpet expert simply—and easily—by calling Alexander Smith.

We're ready to answer the call right now...

- To translate your ideas into finished carpeting.
- To make recommendation based on your color and style requirements and your project's budget for fiber content, construction, maintenance.
- To watch out for final details like on-time delivery, proper installation and cost.

Alexander Smith makes every kind of carpet, all fibers and weaves . . . and backing up our experts is the largest force of designers with access to the greatest manufacturing capacity in the industry.

Alexander Smith 1845®
CARPETS AND CUSHIONS

295 FIFTH AVENUE, NEW YORK, NEW YORK 10016

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CALENDAR

1965

September 14-17. International Association of Holiday Inns, 10th Annual Conference. Municipal Auditorium, Memphis, Tenn.

September 15-17. NAFM 37th Annual Convention. Sheraton Hotel, Chicago.

September 16-19. National Stationery & Office Equipment Association Convention. Merchandise Mart, Chicago.

September 20-24. National Hardware Show. Coliseum, New York.

September 30-October 2. Industrial Designers Society of America, First National Meeting. Chicago.

October 3-5. Western Bedding & Furniture Manufacturers Supplies & Equipment Show. Ambassador Hotel, Los Angeles.

October 8-17. National Decoration & Design Show. Seventh Regiment Armory, New York City.

October 10-15. Fall Furniture Market and Summer Casual Furniture Market. Merchandise Mart and American Furniture Mart, Chicago.

October 11-15. Market Week. Decoration & Design Building, 979 Third Avenue, New York City.

October 14-17. American Motor Hotel Association Mid-Year Conference. Billings, Montana.

October 15-24. Interior Design and Furniture Fashions Exposition. Los Angeles Sports Arena, Los Angeles.

October 22-29. Fall Furniture Market. High Point, N.C.

October 28-29. National Association of Store Fixture Manufacturers, Fall Meeting. Dunes Hotel, Las Vegas.

November 8-11. National Hotel & Motel Exposition. New York Coliseum, New York City.

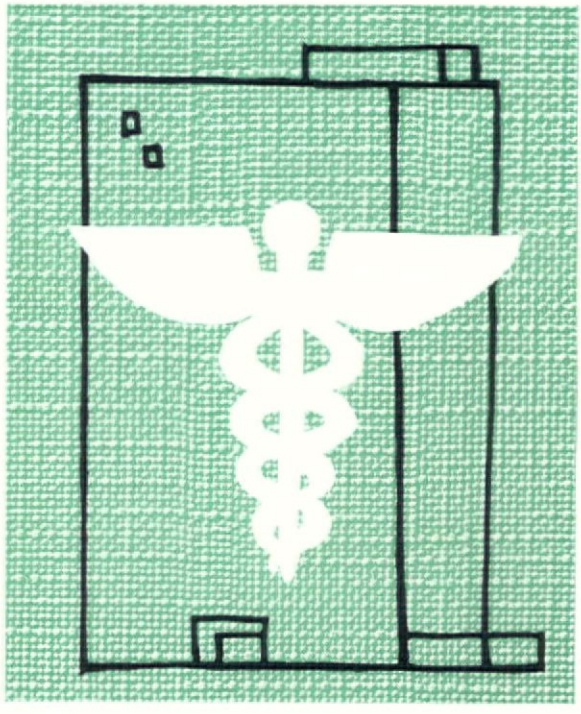
November 8-12. Outdoor & Casual Furniture Show. New York Furniture Exchange, One Park Ave., National Furniture Mart, and 196 Lexington Ave., New York City.

November 19-23. Hotel Sales Management Association & Convention. Roosevelt Hotel, New Orleans.

December 9-11. American Hotel & Motel Association 54th Annual Convention. Miami Beach, Fla.

1966

April 19-22. First annual National Contract Exposition, Americana Hotel, New York City. Management: Marketplace Associates, 475 Fifth Avenue, New York City.



Koroseal® vinyl wall covering is right for hospitals!

Koroseal reduces "out-of-service" rooms, because it eliminates painting. Stays clean longer, cleans easier. Resists bumps, scratches. Decorative, too. You'll find it in hundreds of hospitals, including:

Pomona Valley Hospital
Pomona, California
Belfort Medical and
Dental Clinic
Houston, Texas
Mt. Auburn Hospital
Cambridge, Mass.
South Carolina
Baptist Hospital
Columbia, South Carolina
Mercy Hospital
Anoka, Minnesota
Alaska State Mental Hospital
Anchorage, Alaska
Shriner's Hospital
Portland, Oregon
French Hospital
San Francisco, California
River Garden Hebrew Home
for the Aged
Jacksonville, Florida
Martin Place Hospital West
Detroit, Michigan
Community Hospital
Indianapolis, Indiana
Akron City Hospital
Akron, Ohio
Huron Road Hospital
Cleveland, Ohio
Adrian Infirmary
Sisters of St. Dominic
Adrian, Michigan
John Wesley County Hospital
Los Angeles, California
Doctors Hospital
San Jose, California

Koroseal vinyl wall covering comes in over 300 standard patterns and colors. Local inventories. For the name of your nearest distributor and sample swatches, write on your letterhead to: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or call New York—922-5100.

B.F.Goodrich

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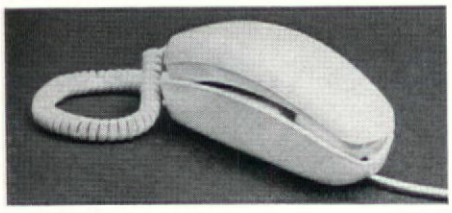
CONTRACT BUSINESS: NOTES & COMMENTS

Dial-in-handset telephone

For people who like to have things in the palm of their hands, here's a new telephone developed by the Bell



System and design consultant Henry Dreyfuss. It's called the Trimline, and the dial is built into the handset, eliminating the need to stretch for the base when dialing. The handset has a balanced, contoured shape so that it rests comfortably in the palm of the hand instead of being gripped like a standard handset. When not in use, it fits snugly into the base, hiding the dial, receiver, and transmitter. The phone has been selected for the Design Collection at New York's Museum of Modern Art. It is expected to be available to customers by mid-1967.

Brock Arms forms own firm

Brock Arms, AIA, NSID, has established an independent architectural-interior planning practice at 951 Sheridan Rd., Glenco, Ill. Mr. Arms was a partner of Perkins & Will for eight years and president of I.S.D. Inc. for four years.

La France shifts American Mart space

Moving to new quarters within the American Furniture Mart in Chicago, La France Industries, manufacturer of decorative fabrics, exhibits its extensive lines in a specially designed showroom (see cut). The space, one wall mirrored to enhance its appearance, is geared to serve the Chicago market with utmost efficiency.

Hotel-Motel show program planned

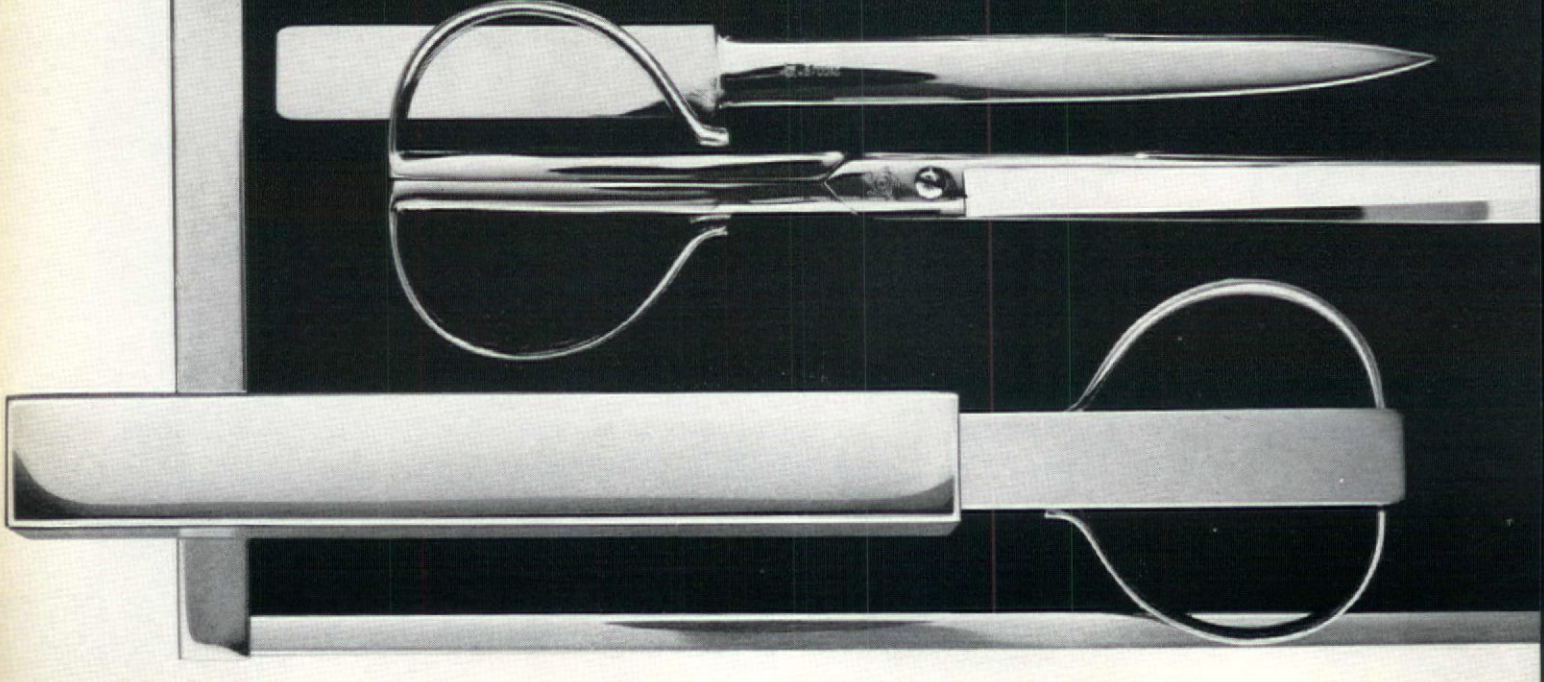
An honorary membership committee, to include leaders from the hotel and motel industries, will be formed in cooperation with the Motel Days Program at the National Hotel & Motel Exposition, November 8-11, New York Coliseum. The purpose of the committee is to assist in the development

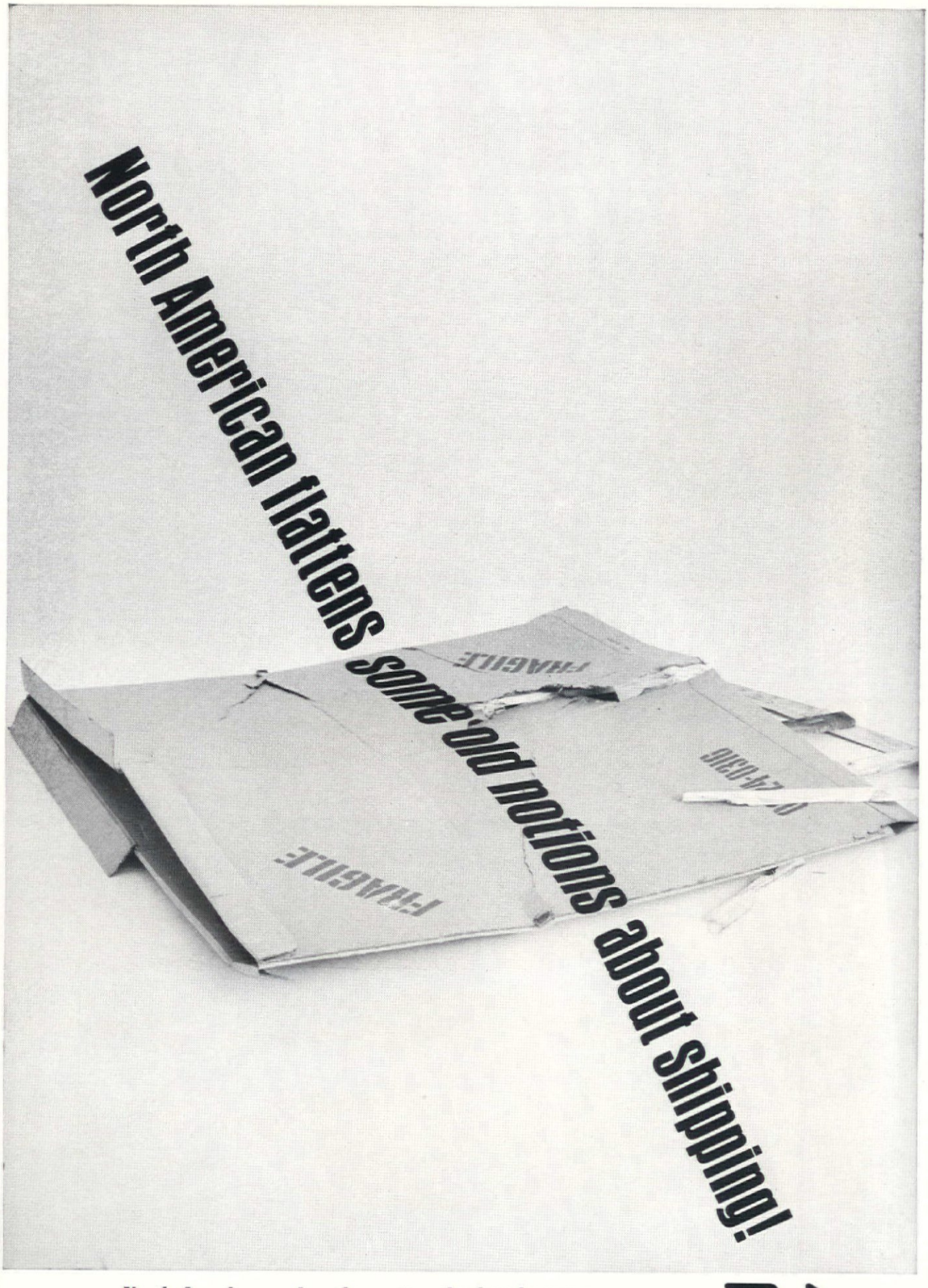
(Continued on page 34)

The finishing touch in your office is the clear, clean effect of metal desk appointments.

Choose mirror-finish aluminum, statuary bronze, or any other fine, hand-crafted metal from

smith metal arts
company, inc
1721 Elmwood Avenue Buffalo New York





North American makes the carton obsolete because . . . . . .

of the program, select the program's topic on a subject vital to the industry, and suggest key executives as speakers on the program. The 8th Annual Motel, Motor-Hotel Conference will be held on the afternoons of November 9 and 10, fourth floor meeting room at the Coliseum.

Kamola in new L.A. showroom

An attractive and functional decorator showroom has been opened at 154 N. Robertson Blvd., Los Angeles, by Cal-

ifornia Woven Fabrics Co. to display the comprehensive line of custom-woven Kamola Fabrics. Included are drapery panels, sheer casements, upholstery fabrics, plus an attractive collection of custom prints. All Kamola fabrics are custom-woven and custom-colored to exact specifications.

Complete package service

Stanley Chamberlain, formerly director of design at Cushing & Nevell, industrial designer, has joined forces with a group of specialists to form Creative Circle Inc. The practice will be all-inclusive, offering clients a complete package in graphic design, space planning and interior design, product design and development, package design, display and exhibit construction, and research and editorial services. Creative Circle has established offices at 300 Hamilton Avenue, White Plains, New York.

Census shows increase in synthetic finishing plant output

Value-added-by-manufacture in the synthetic fabric finishing industry for 1963 amounted to $179 million, some 56 percent over the value-added total for 1958, according to a preliminary report of the 1963 Census of Manufactures issued by the U.S. Department of Commerce, Bureau of the Census. "Value-added . . ." approximates the value of products shipped less the cost of materials used to manufacture the products. Finished man-made fiber broad woven fabric output in 1963 was 2.7 billion linear yards, 29 percent over the production during 1958, last previous year of the Census.

Competition committee selected

Judges have been selected for the Projections in Design competition, sponsored by Allied Chemical Corp. and Aluminum Co. of America with the cooperation of the Merchandise Mart, Chicago. Named were: Samuel L. Fahnestock, manager of design, Aluminum Co. of America; Helen D. Vincent, home furnishings stylist, Allied Chemical; Ausby E. Lee, NSID president; Inez Croom, AID educational chairman; Albert Christ-Janer, Dean of Art School, Pratt Institute. Projections in Design competition is directed toward young, practicing pro-

(*Continued on page* 36)

STACK CHAIRS
savings in time and space pay for
these comfortable chairs fast.

write for latest
illustrated catalog

carroll chair company, inc.
1508 west carroll street
Chicago 7, Illinois • TA 9-3396

where service &
quality count m

...this is all the cartoning a product needs to be shipped via North American!

North American's uncartoned service takes the waste out of shipping because . . .

Circle No. 28 on product information card

35

fessionals who have been in the design field no more than five years. Entrants are required to submit new designs for three pieces of furniture for use in living, bedroom, or family/dining room. Three first awards are of $1,500 each. Winners will be announced in January 1966 during the International Home Furnishings Market at the Merchandise Mart, Chicago.

Parvin/Dohrmann breaks ground

After elaborate ground-breaking ceremonies, during which actress Debbie Reynolds turned the first official shovel, the New Parvin/Dohrmann Plaza began its 18-month construction period this summer. Contract furnisher-designer, Albert Parvin & Co., a subsidiary of the hotel-restaurant furnishings and design firm, will occupy a three-story L-shaped building in the complex, which will also include a 10-story structure with 100,000 square feet of space for lease. Subterranean parking for 36 cars will be provided for tenants and clients. Architect for the multi-million dollar project is William Pereira & Associates. Address for the complex is 120 North Robertson Boulevard, Los Angeles.

New assignments . . .

Because of damage by the disastrous tidal wave in March 1964, Crescent City Redevelopment Agency has appointed Whisler/Patri Associates, San Francisco-Monterey architectural firm, to complete plans for the city's second redevelopment project. Labeled Tsunami, the Japanese word for tidal wave, the project will entail rebuilding commercial and recreational facilities over a 48-acre shoreside area.

. . . Design/Planning Inc., San Francisco, has been commissioned by Foremost Dairies Inc. to design four new floors, a total of 48,000 square feet in the firm's recently completed new building. . . . Integrated Design Associates, Beverly Hills, will design guestrooms, public areas, a restaurant and cocktail lounge for the new $ million Golden Sales motor hotel in Long Beach, Calif. . . . R. Young Associates, Bay Village, Ohio, has been commissioned to execute space planning and interior design of the 1966 Residential Center, which will house 1,400 students for Bowling Green State University. Nearing completion is a 100-bed geriatric home for Gerokomio, Inc., at Warren, Ohio also designed by Young Associates. . . . Recently completed by Ford & Earl Design Associates, Warren, Mich. is R. L. Polk Co.'s 8,500 square foot executive office in Downtown Detroit. The space planning and interior design program was under the direction of Harley H. Melzian, executive vice president of Ford & Earl. (C)

Scerbo CONTEMPORARY Grouping

Fine SCERBO craftsmanship, featuring simplicity of line and elegance of design . . . completely captures the modern Contemporary mood in fashionable, functional office furniture.

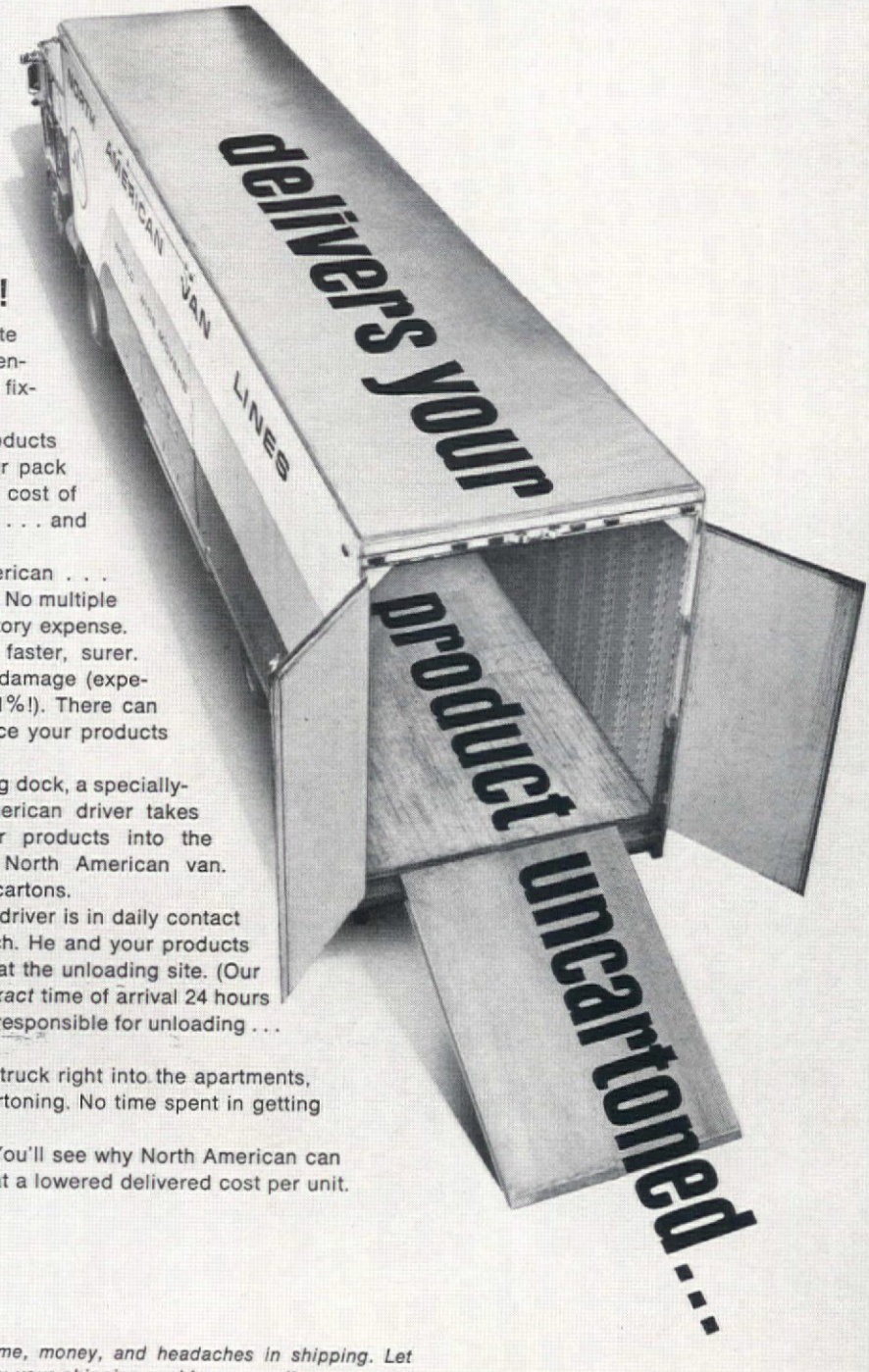
Catalog available upon request.

Frank Scerbo & Sons, Inc.

140 PLYMOUTH STREET, BROOKLYN, N. Y. ■ ULster 2-5959

Visit Our New Chicago Showroom: 325 West Huron Street

North American New Products Service



on time...at lower unit cost...with less damage!

Now North American takes the waste and the fat out of shipping new residential, institutional, and store furniture, fixtures and appliances! Here's why.

With North American's New Products Service, you don't have to carton or pack products for shipping. You save the cost of labor for cartoning and uncartoning . . . and the cost of cartoning materials.

Only one carrier . . . North American . . . handles your products. No interlining. No multiple handling. No warehousing. No inventory expense. No intermediate stops. Delivery is faster, surer.

And there's much less chance of damage (experience proves damage is less than 1%!). There can be no *concealed* damage either since your products travel uncartoned.

Here's how it works. At your loading dock, a specially-trained and experienced North American driver takes full responsibility for loading your products into the specially-equipped and capacious North American van. There are no heavy, space-wasting cartons.

On the road, your North American driver is in daily contact with North American Central Dispatch. He and your products arrive right on schedule. No waiting at the unloading site. (Our driver notifies the consignee of his *exact* time of arrival 24 hours in advance.) And he'll be completely responsible for unloading . . . even installation if you wish.

Now your product moves from the truck right into the apartments, school, or hotel. No delays. No uncartoning. No time spent in getting rid of cartons.

Think over what you've just read. You'll see why North American can deliver your products faster . . . and at a lowered delivered cost per unit.

Let him save you time, money, and headaches in shipping. Let North American study your shipping problems, see if you can ship more economically by North American. Just phone collect to . . . Del Lambert, V.P., New Products Service • Area code 219, ph. 742-5451.

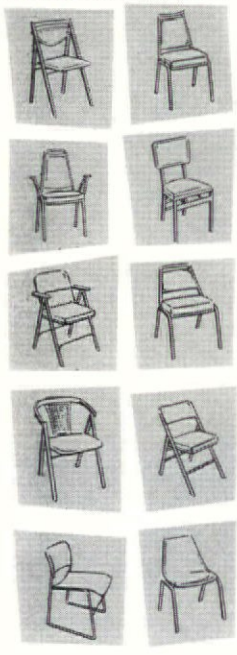
NORTH AMERICAN VAN LINES
Fort Wayne, Indiana

Circle No. 27 on product information card

e No. 29 on product information card

COMPARISON *Urged*

COMPARE all others with WONDERFOLD No. 240-A from NORQUIST



When mobility and flexibility of folding or stacking chairs are desirable or required, the RIGHT chair can be selected only through comparison.

- **STYLING:** Will the chair look right where it is to be used?
- **SIZE:** Is it sized for efficient use of space?
- **PERIPHERAL FEATURES:** Does it present hazardous obstructions?
- **FLEXIBILITY:** Can it be moved easily to various locations?
- **COMPACTABILITY:** Do they store in minimum space?
- **COMFORT:** Do they help achieve your objectives?
- **MATERIAL:** Compare the friendly warmth of wood with other materials.
- **COST:** Which chair offers more of the wanted features at lowest cost?

No. 240-A

NORQUIST PRODUCTS INC.
Jamestown, N. Y. (716) 485-1171

New York office and showroom
215 Lexington Ave. (212) 683-5220

Factory representatives in 50 States

Circle No. 30 on product information card

PEOPLE

BETTY CARPENTER and LOUIS RUSSI are rejoining James Seeman Studios, Inc. as special consultant and New York showroom manager respectively.

TED DAVIS has joined the contract division of Hunter Office Furniture Co.

Four divisional vice presidents at FMC Corp.'s American Viscose Div.: GEORGE W. LOW, JR., MALCOLM V. MACFARLAN, C. PERRY STREITHOF, and BEN E. WHITE.

ELIANE MARIE WYATT, NSID has been appointed director of design at Peter Pepper Products, Inc.

LILLIAN COLYER has joined Charles Bloom, Inc. as stylist of woven and printed fabrics.

PHILIP W. HUNT has been elected NL Corp.'s vice president of marketing.

LANSING J. BROWN has been promoted to general manager of marketing for Ozite Corp.'s floor covering division. He assumes full responsibility for all marketing functions in the U.S. and Canada.

GEORGE D. CARLOCK, JR. has been named executive director of the International Design Center in Miami and administrative assistant to Henry End Associates.

WILLIAM L. GRIMES has been appointed manager-consumer industry marketing at United States Steel.

DAN POWELL is the new vice president and director of interior design for Burke, Kober & Nicholas where he will supervise all interior design for stores, offices, and restaurants the firm designs.

L. PAUL BRAYTON has been appointed district manager for Indiana, Kentucky, and Michigan for the Leopold Co., a division of Litton Industries.

ANTON MAIX, president of Anton Maix Fabrics, has been appointed director of a new special fabrics division of Orinoka Mills and will direct merchandising, design, and sales of upholstery fabrics for this division.

Newly elected officers of the National Cotton Council for the following year: president, WILLIAM P. ROCKER, Southern Spring Bed Co.; vice president representing manufacturers, CARL H. MCCABE, Milwaukee Bedding Co.; vice president representing waste dealers, NATHAN BENNET, Green Textile Associates; vice president representing linters dealers, ROBERT M. LEE, Lee Swan & Co.; secretary, C. KENNETH MYERS, Wm. T. Burnett & Co.; treasurer, H. M. MAZUR, H. M. Mazur Inc.

Just Lunning

Just Lunning, 55, died on August 11 at home in his sleep. Mr. Lunning was general manager of Georg Jensen and Frederik Lunning.

How can a carpet cushion make contract carpet feel plushy and luxurious?

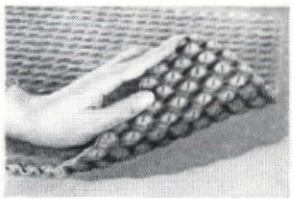
B.F.Goodrich does it with sponge rubber —the best there is. BFG carpet cushion not only makes contract carpet feel plushy and luxurious, it makes contract carpet last longer—even in the heaviest traffic areas. That's because the completely uniform cell structure of its high-grade rubber ingredients gives it a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit against defects in material and workmanship and it all has the exclusive Duraseal® finish that locks out dirt. And all BFG cushion is non-allergenic and vermin-proof. Costs can be reduced because you will not have to replace the cushion when new carpeting is installed. You'll find a BFG cushion to meet every client demand and price range. Several are shown below. For information about the others and samples, write: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or phone us. Our number is New York—922-5100.

B.F.Goodrich

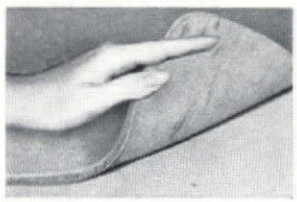
Consumer Products Marketing Division

Household products • Furniture products • Home furnishing products • Drug sundries

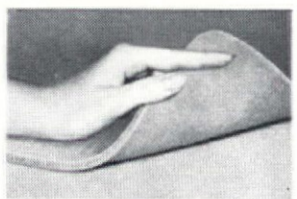
ew, exclusive Double Cushion
ateau.* Combines the firmess of flat with the luxurisness of ripple. Flat top ghts high-heel damage.
atent applied for



Aristocrat. Heavy-weight cushion designed for quiet elegance. The utmost in resiliency and bounce, to give a feeling of luxury.



Spongex.* All-purpose ¼-inch favorite for heavy traffic areas. Non-woven fiber backing makes the installation of carpeting easy.



Springlawn. Medium-priced with a built-in stabilizer for more wear and stability. Non-woven fiber backing for easy carpet installation.

Circle No. 31 on product information card

FABULOUS AND FLAMEPROOF!

ROVANA
VEREL

An amazing new synthetic in a variety of magnificent weaves and prints by Schumacher's. Ideal for homes or public buildings where safety from fire is essential. • Permanently fire-resistant . . . not just treated. • Won't splinter, crack or peel. • Dimensionally stable . . . won't sag, creep or stretch. • Soil-resistant . . . dry cleans or launders. • Fade resistant even in strong sunlight. • Resists moths, mildew, fungus. • Simple to sew . . . no slippage.

Schumacher's
FABRICS / CARPETS / WALLPAPERS

58 West 40th St., New York 18, N. Y. • SHOWROOMS: 939 Third Ave., N. Y.

Circle No. 32 on product information card

CONTRACT NEWS

C. H. MASLAND & SONS, rug and carpet manufacturer, has joined CONTRACT FURNISHERS OF AMERICA, INC., a national financing organization for hotel, motel, apartment house, and office furnishings. With KROEHLER MFG. CO., SIMMONS CO., and MAGNAVOX CO., Masland will participate in a program offering low interest financing up to five years to purchasers using any three of these companies' products. CFA, which handles financing and contracts, provides participating dealers with information and forms necessary to establish credit for purchasers.

SELIG MFG. CO. opened a new showroom in San Francisco's Western Merchandise Mart, Space 545, with JOEL BENNET in charge.

GILFORD, INC. is opening an additional display area adjacent to current space in Suite 802 in the D & D Building, New York City, to house a comprehensive group of upholstery vinyls and leathers.

Franciscan Fabrics has appointed CASTLEBURY & HELD as representative in Texas, Oklahoma, Louisiana, Arkansas, Western Mississippi, and Memphis, Tenn.; D&E SHOWROOM, Pennsylvania, Virginia, W. Virginia, New Jersey, Delaware, Maryland, North and South Carolina, Alabama, Georgia, Florida, Tennessee, and Washington, D.C.; JOHN STRAUSS, Illinois, Wisconsin, Indiana, Ohio, Nebraska, North and South Dakota, Minnesota, Kansas, Missouri, Kentucky, and Iowa; GEORGE & FRANCIS DAVISON, INC., New England and upper New York State.

GEORGE K. BIRGE CO. has moved its showroom and offices to the D&D Building, 979 Third Avenue, New York City. New factory facilities are located in East Rutherford, N.J.

HAEGER LAMP CO. and DAHLGREN ORIGINAL LAMPS, a division of Haeger Potteries, named R. N. PROVOST as sales representative in Colorado, Wyoming, Montana, and Utah.

ROXBURY CARPET CO. has appointed the newly formed Middle Atlantic Division of the JERSEY CARPET CORP., a wholly owned subsidiary, as independent distributor in Philadelphia, Southern New Jersey, and the Baltimore-Washington D.C. areas. Jersey Carpet will also distribute Crown Lining Products, New England Maid Braided Rugs, and Nyl-Puff Carpet.

DESIGN-TECHNICS has moved its New York showroom to 160 E. 56 St. to display its complete collection of lamps, decorative accessories, sculpture, and architectural wall surfacing.

By next summer, with the first phase of a three-year plant expansion program completed, FORD MOTOR CO.'s Mt. Clemens vinyl plant will be able to produce more than 141,000 lineal yards of vinyl material for automotive applications.

Circle No. 33 on product information

Change the rug to orange, yellow, red, green or purple and the tile still harmonizes. It's Mosaic.

We'll never give you a hard time.

Mosaic tile gets along in any kind of a setting. With us, the color compatibility is automatic.

Every Mosaic color is created to harmonize with any other Mosaic color. And with most any accessory or material colors you might come up with.

That picture is only the start of it.

Besides our Velvetone 164 ceramic mosaics (with accent touches of Faientex 1691 Autumn Haze) and our Greytone quarry tile floor, we could show you scores of equally compatible Mosaic color families.

But why sit here talking about it? To appreciate our product, you really ought to see it for yourself.

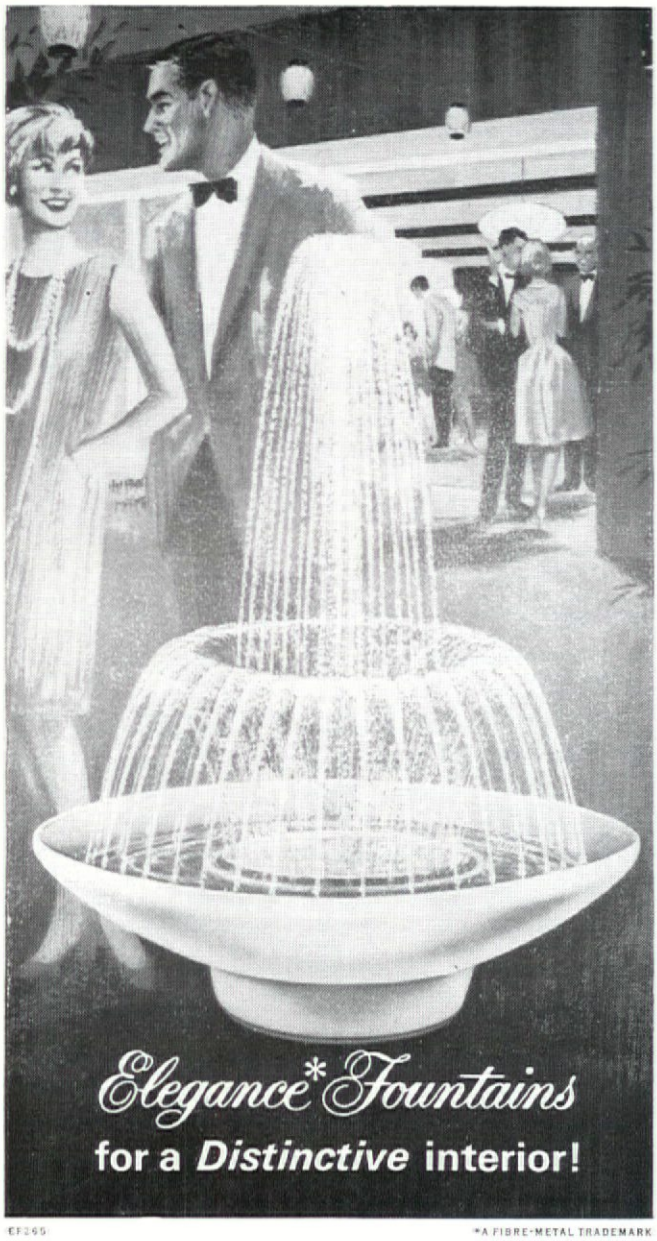
It's easily arranged, you know. Just check your Mosaic Representative, Service Center or Tile Contractor for colors, samples, prices and availability.

See Yellow Pages, "Tile Contractors-Ceramic". Or write: The Mosaic Tile Co., 55 Public Sq., Cleveland, Ohio 44113. For comparable colors in the western states: 909 Railroad St., Corona, Calif.

MOSAIC®

"Mosaic" is the trademark of The Mosaic Tile Company

Design for "*Dramatic*" Beauty...



EF295 *A FIBRE-METAL TRADEMARK

Elegance Fountains PRESENT a new concept in the delightful Sight and Sound of liquid beauty... the perfect answer in providing a point of dynamic, yet quiet and pleasing interest for Business Offices, Lobbies, Restaurants, Homes... wherever decor requires an unusual, enhancing and complementary focal point!

Select automatically changing combinations of color lighting and sparkling water patterns, or choose favorite water and light combinations... and change to others at will.

Write for our new color brochure. Design for Beauty with the new *Elegance Fountain*... a distinctive product of FIBRE-METAL.

Elegance Fountains Division
THE FIBRE-METAL PRODUCTS COMPANY
CHESTER, PA.

Fountain is self-contained (10 gallons) and operates on 110-v.a.c. Fiberglas bowl is 36" in diameter. WATER PATTERNS up to 4 feet. RED, BLUE and AMBER LIGHTS and water pattern combinations may be adjusted to individual preference.

Circle No. 34 on product information card

TROPITONE

CONTRACT

Low Maintenance
Long Life...and
Stacks
Easily!

CONTRACT LINE, SHOWN ABOVE, DESIGNED FOR QUANTITY SELLING TO HOTELS, MOTELS AND CLUBS.
ALSO AVAILABLE – BEAUTIFUL PAGODA, LANAI AND LEILANI LINES

DOLLAR VALUE — Where costs must be considered and where wear and tear is greater than in the average home—more and more hotels, motels and clubs are using TROPITONE—the furniture that doesn't have to be pampered. It's rust proof, made of heavy gauge tubular aluminum with baked enamel finish. Vinyl lacing. Guaranteed for one year against defects in workmanship and materials.

TROPITONE TOPS are available only from Tropitone. Especially recommended where freedom from breakage and injury is essential—as in hotels, motels and homes with active children.

WRITE FOR BROCHURE.

Showrooms: New York, 425 E. 53rd Street
Midwest Agent, 7-105 Merchandise Mart
Dallas, 390 Decorative Center

TROPITONE
SUMMER AND CASUAL FURNITURE

TROPITONE FURNITURE CO.
6030 GENERAL TINKER AVE. - P. O. BOX 3192
SARASOTA, FLORIDA

Circle No. 35 on product information card

Circle No. 36 on product information c

Have you explored Consoweld's new world of color?

CONSOWELD®
LAMINATED PLASTIC

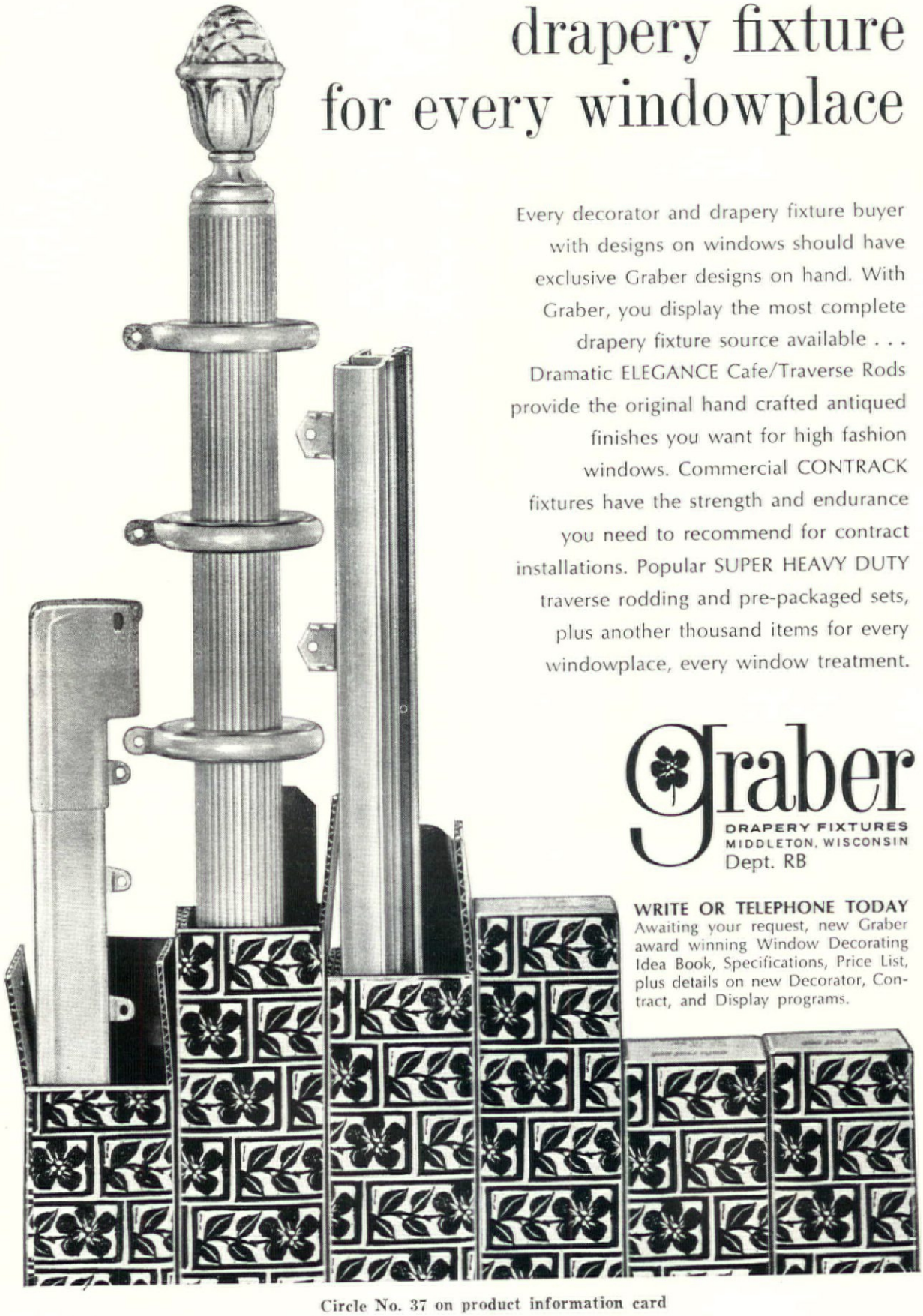
Here are 24 beautiful Decorator colors in Consoweld Laminated Plastic for surfacing wainscotting, walls, cabinet faces, toilet partitions, doors, desks, counters, table tops, fixtures, moveable partitions . . . anywhere you want exciting colors plus the durability of laminated plastic. Each color is designed to blend with the others for complete color harmony throughout the line.

Whether you visualize a dash or a roomful of color, in either vertical or horizontal applications, specify Consoweld Laminated Plastic . . . for offices, schools, airports, restaurants, and all other modern buildings.

Write today for a sample ring to Consoweld Corporation, Wisconsin Rapids, Wisconsin, (AIA File 35-C-12 and 23-L).

22-A

There's a Graber drapery fixture for every windowplace



Every decorator and drapery fixture buyer with designs on windows should have exclusive Graber designs on hand. With Graber, you display the most complete drapery fixture source available . . . Dramatic ELEGANCE Cafe/Traverse Rods provide the original hand crafted antiqued finishes you want for high fashion windows. Commercial CONTRACK fixtures have the strength and endurance you need to recommend for contract installations. Popular SUPER HEAVY DUTY traverse rodding and pre-packaged sets, plus another thousand items for every windowplace, every window treatment.

Graber
DRAPERY FIXTURES
MIDDLETON, WISCONSIN
Dept. RB

WRITE OR TELEPHONE TODAY
Awaiting your request, new Graber award winning Window Decorating Idea Book, Specifications, Price List, plus details on new Decorator, Contract, and Display programs.

4785

Circle No. 37 on product information card

55 floors high in the Chicago sky, and every floor carpeted

A huge carpet installation but: "The job went quickly, smoothly, without worry over restretching later, because

the carpet has Jute-on-Jute double backing"

—says Roy Merkling

President, Floor Covering Installations, Inc., Chicago—the firm installing the carpeting

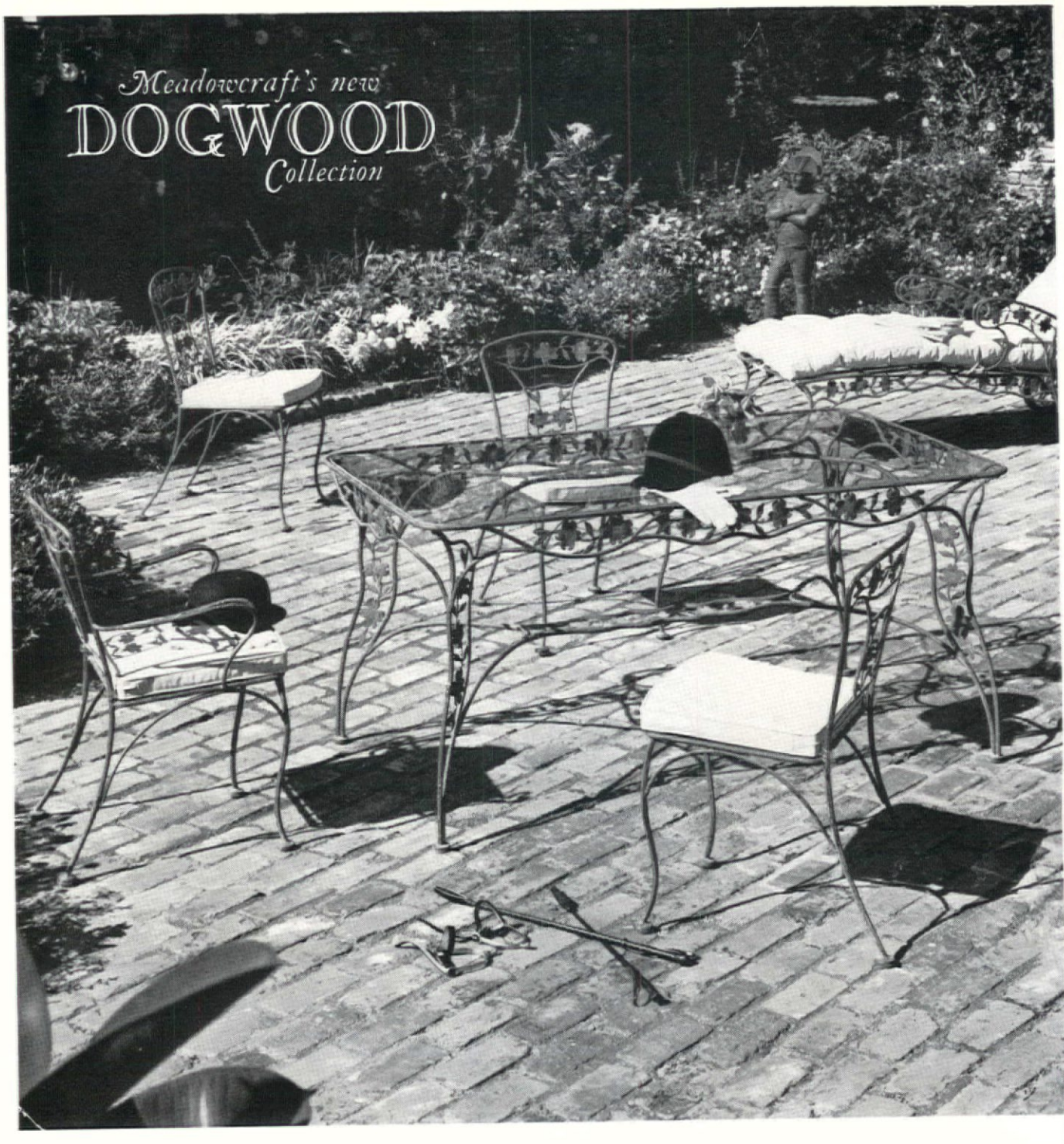
He adds: "Power stretching with tremendous tension is a 'must' in installations of this magnitude, where we carpeted all the corridors and lobby. Jute-on-Jute double backing in these Barwick carpets gave us the great strength and dimensional stability needed. With both backings in the carpet Jute, we had full assurance that they would perform similarly, and satisfactorily. This helped the carpeting to install perfectly."

The carpet selected:
Nylon pile SPARTACUS COLORSET
By E. T. BARWICK MILLS, Inc.

For 1000 Lake Shore Plaza, one of America's most luxurious apartment buildings:
Developer: Harold L. Perlman, Chicago
Architects: Sidney H. Morris and Associates, Chicago
Interior designer: Marie Nichols, New York

1000 Lake Shore Plaza, Chicago

Circle No. 38 on product information card



Excitingly new . . . dramatically different . . . Meadowcraft's new Dogwood Collection captures the breathtaking beauty of a flowering dogwood tree in dazzlingly realistic detail.

The use of a totally new kind of steel makes possible the graceful, branch-like beauty of the legs, arms, and frame — enchantingly realistic down to the last tiny groove and bud.

This new Collection also takes a richer, more beautiful antique finish than has ever before been possible in metal furniture.

TEMPERED GLASS STANDARD

AID Resources Council

Meadowcraft

BIRMINGHAM ORNAMENTAL IRON COMPANY, INC., 4363 FIRST AVENUE NORTH, BIRMINGHAM, ALABAMA

Visit Meadowcraft's new Decorator Showrooms at 979 Third Ave., New York, N. Y

Circle No. 39 on product information card

"What element is lacking, so that, with all our skill and all our knowledge, we still find ourselves in the dark valley of discord and enmity? What is it that inhibits us from going forward together to enjoy the fruits of human endeavor and to reap the harvest of human experience? Why is it that, for all of our professed ideals, our hopes, and our skill, peace on earth is still a distant objective, seen only dimly through the storms and turmoils of our present difficulties?"

PHOTO: U.S. ARMY DESIGN: GENE PAUL MUZIO

These words were spoken by U Thant, Secretary-General of the United Nations, one of 67 distinguished scholars and statesmen from 19 countries who came together in New York before an equally representative audience of 2500. They convened to talk about the requirements for peace—"peace sure, simple, and durable." Reports of the meeting were beamed around the world by more than 350 members of the press, radio, and television.

Thus, the Center for the Study of Democratic Institutions, sponsor of this unique Convocation, initiated a new international conversation on the most pressing problem of our time.

The Center organized the Convocation on Peace on the inspiration of Pope John's famous encyclical, *Pacem in Terris,* and in pursuit of its major purpose: to sort out the issues involved in maintaining a free and just society and get them understood and discussed. The Center depends on public contributions for its support.

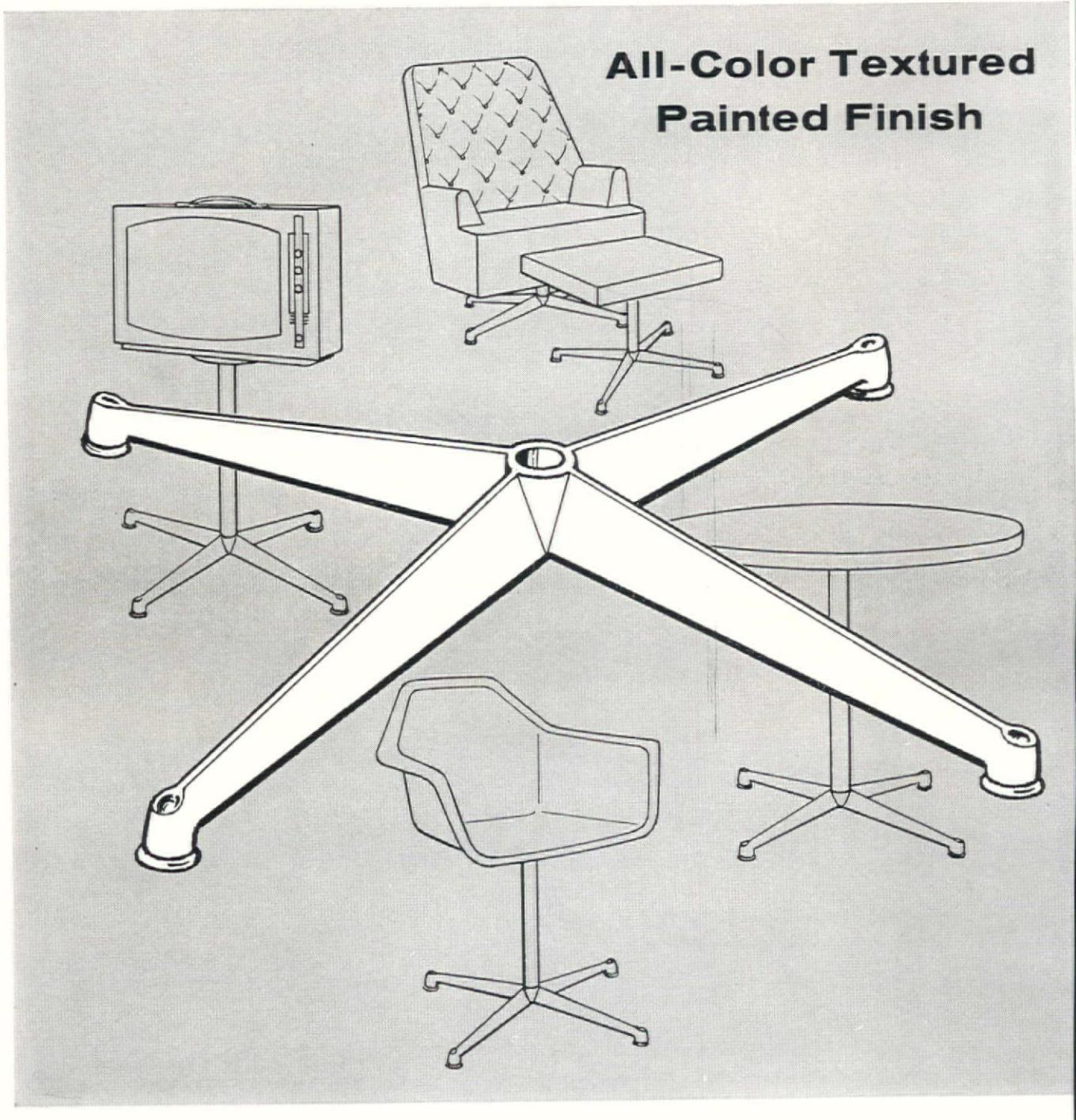
For information on memberships in the Center and on its many publications and tapes (including those of the Convocation), write to the Center, Box 4068f, Santa Barbara, California 93103.

THIS SPACE PAID FOR BY CONTRIBUTIONS FROM HERBERT M. ROTHSCHILD AND THE JOHN STUART FURNITURE COMPANIES.

Circle No. 40 on product information card

BIG M SENSATIONAL NEW DERBY BASES

ALL-PURPOSE FOUR POINT DIE-CAST ALUMINUM



Write for full information

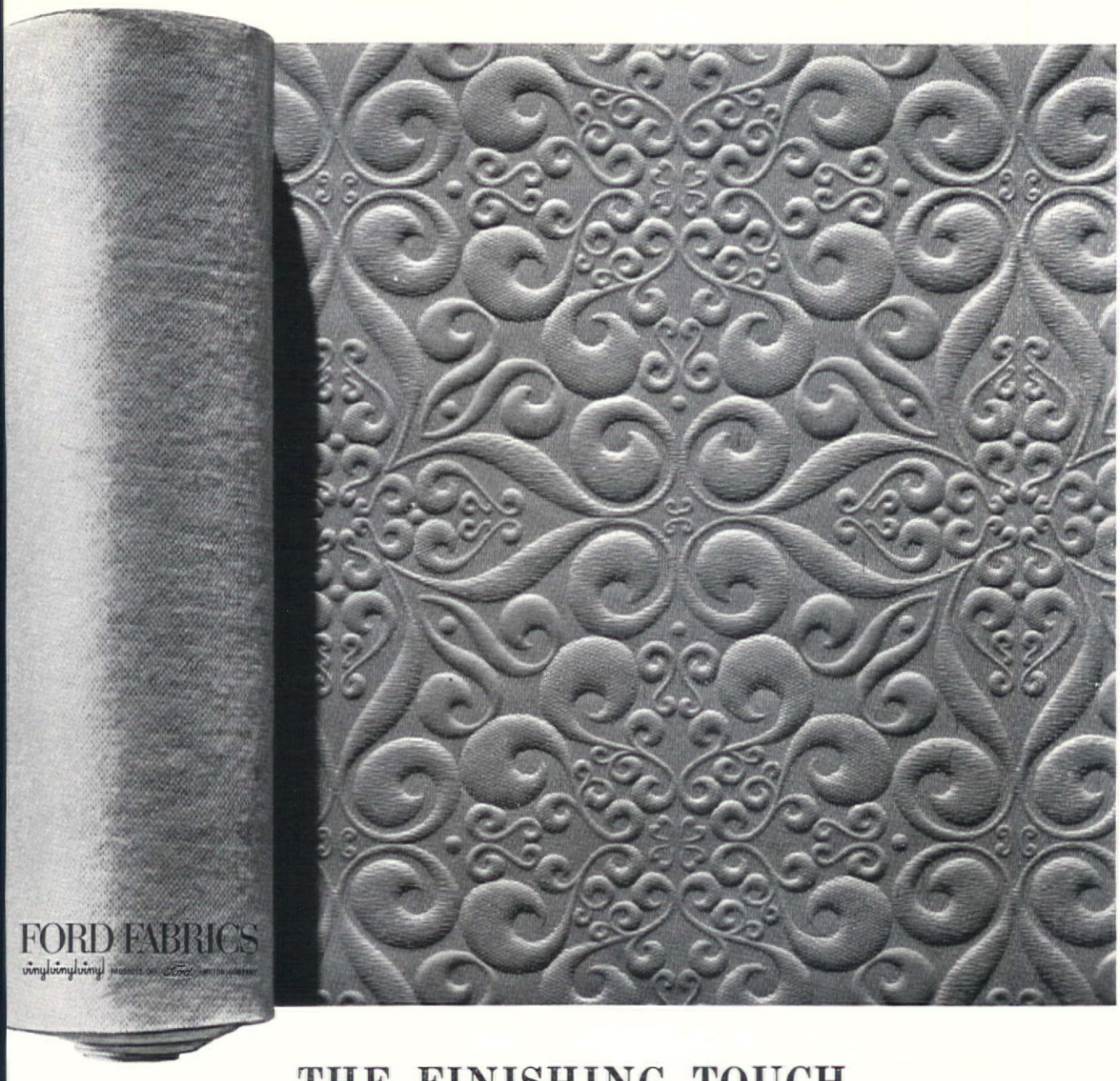
MIDDLETOWN MANUFACTURING COMPANY

Subsidiary, American Metal Products

515 MAIN STREET • MIDDLETOWN, KENTUCKY

WAREHOUSES: Dallas, Texas; Houston, Texas; Fitchburg, Mass.; Fort Smith, Ark,; Hickory, N. C.; High Point, N. C.; Los Angeles, Calif.; Miami, Fla.; Seattle, Wash.; Tupelo, Miss.; London, Ontario, Canada

Circle No. 41 on product information card



THE FINISHING TOUCH

nvesting your creation with the kind of significance hat can be understood and appreciated by those who ee it, is a problem common to the decorative arts. The ormal properties of unity, coherence, and emphasis nust be transformed into the properties of personality, nood, and color.

o enhance this transition, a "finishing touch"— that inal expression of your creative form must be present. o give significance to your upholstered product Ford abrics has mastercrafted an abundant selection of inyl fabrics of extraordinary beauty and durability.

he formal beauty and elegance in Ford Fabric's "Four easons" collection transcends the requirements for he most stately settings. Its handsomely embossed exture, subtly enriched with color, and the charm of ts neutral hues display the ingenuity of design and magination to bring distinction to your finishing touch.

Expand the dimensions of your creative insights with vinyl by Ford Fabrics. Fill out the following coupon for your free copy of "The Ford Fabric Story."

MAIL TO:
FORD FABRICS, P.O. BOX 100, WIXOM, MICHIGAN

Name PLEASE PRINT
Title
Firm
City
State Zip

FACTORY WAREHOUSE DISTRIBUTORS: Carolina Coated Fabrics, Inc., Charlotte, North Carolina • The Dehner Co., St. Louis, Missouri and Oak Park, Ill. • Georgia Coated Fabrics Co., Atlanta, Georgia • National Coated Fabrics, Inc., Brentwood, Md. • Perle-Youdene Co., Inc., Los Angeles, Calif. and Seattle, Wash. • Scott Vinyl, Inc., New York, N.Y. • Woolley Brothers, Inc., Jackson, Miss. • Textile Products, Inc., Miami and Tampa, Florida • Duratex Ltd., Toronto, Ontario, Canada

Circle No. 42 on product information card

Why did Virco even bother to make this a stacking chair?

At most of the convention centers, hotels, business offices, auditoriums and community centers where Virco stack chairs are in use, they're never stacked. That's because of Virco versatility, the kind that keeps Virco stack chairs busy almost around the clock.

Because of its decorator design, a Virco chair is equally at home in reception areas, dining halls, auditoriums and executive offices. And Virco builds 'em to take the worst kind of day-in-day-out punishment without showing it.

Maybe you've already noticed, but where you see one Virco stack chair, you'll see dozens, or hundreds, or even thousands. Virco is the chosen chair for some of the newest and most elegant public facilities around the country.

If you're interested in knowing more about the top value in quality stacking chairs, write: Virco Manufacturing Corporation, Dept. C-9, Box 44846, Hancock Station, Los Angeles 44, California or Dept. C-5, Box 911, Conway, Arkansas.

VIRCO
Mfg. Corporation

Circle No. 43 on product information card

Circle No. 44 on product information card →

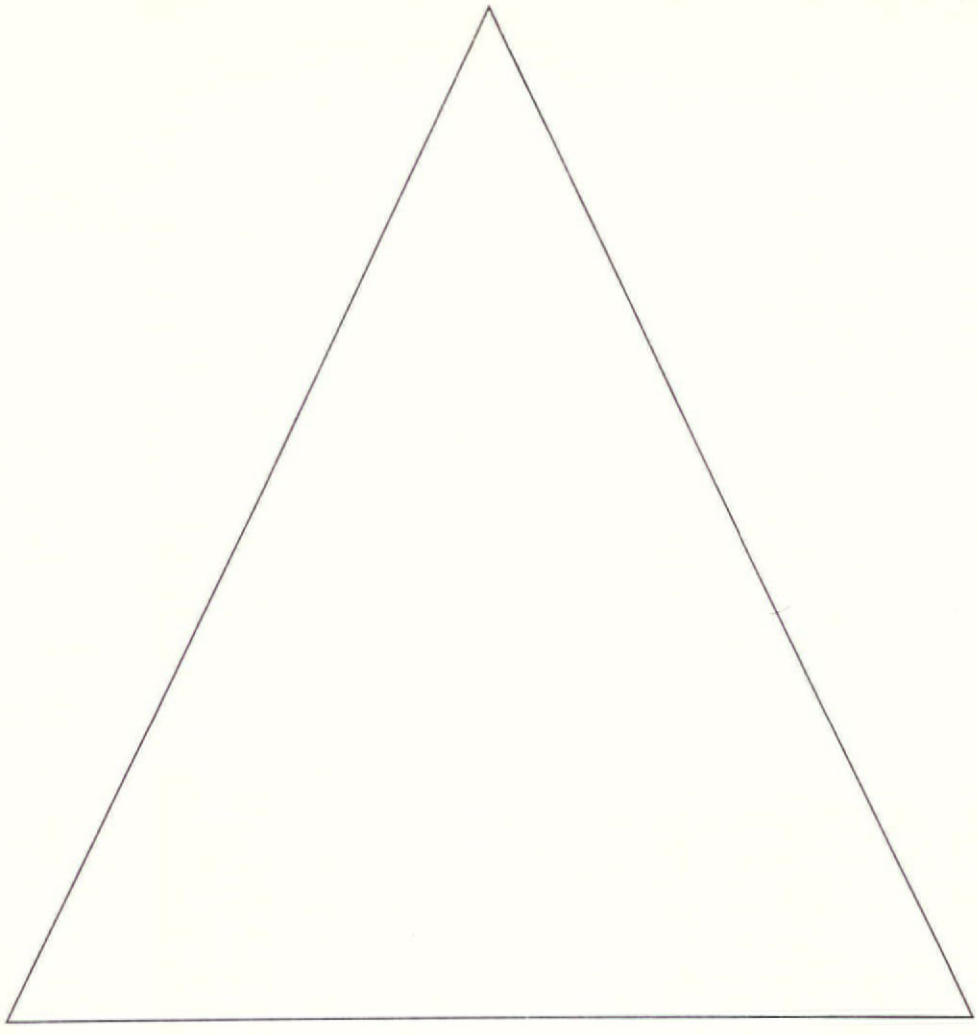
C-LINE PRODUCTS, INC. INTRODUCES THE *Tropica* 281 SERIES

Here are desk accessories with imaginative new styling that is as refreshing as a tropic breeze, as inspiring as a new idea on an executive's desk. Tropica is custom crafted in top grain cowhide that has been specially embossed to create the look of alligator. ■ This is just one of the daringly different lines of desk accessories available to you from C-Line Products. ■ Be sure to see our complete line at SPACE 639 at the Chicago N.S.O.E.A. Show, or write to our Contract Department for our complete new catalog!

C-Line Products INC.

FORMERLY THE CHICAGO DESK PAD CO., INC.

4640 NORTH OKETO, CHICAGO, ILLINOIS 60631



*P*lato found it ideal. We make it real.

Eternal design for mathematics and melodramas, the triangle maps all manner of relationships in nature, art and life. It even capsules the sprawling world of the contract industry—for isn't this, after all, a three-way connection between manufacturer, designer and consumer?

Ideally, yes. The reality's a little less tidy. When you look at communication in the industry, you find a whole network of lines running between manufacturer and designer—but the consumer is an unconnected point somewhere out in space.

Clearly, he belongs in the picture—but who has the means to put him there?

We do. Just as the National Design Center links manufacturer and designer directly, so we link both with the man who ultimately pays for their products and talents—the consumer.

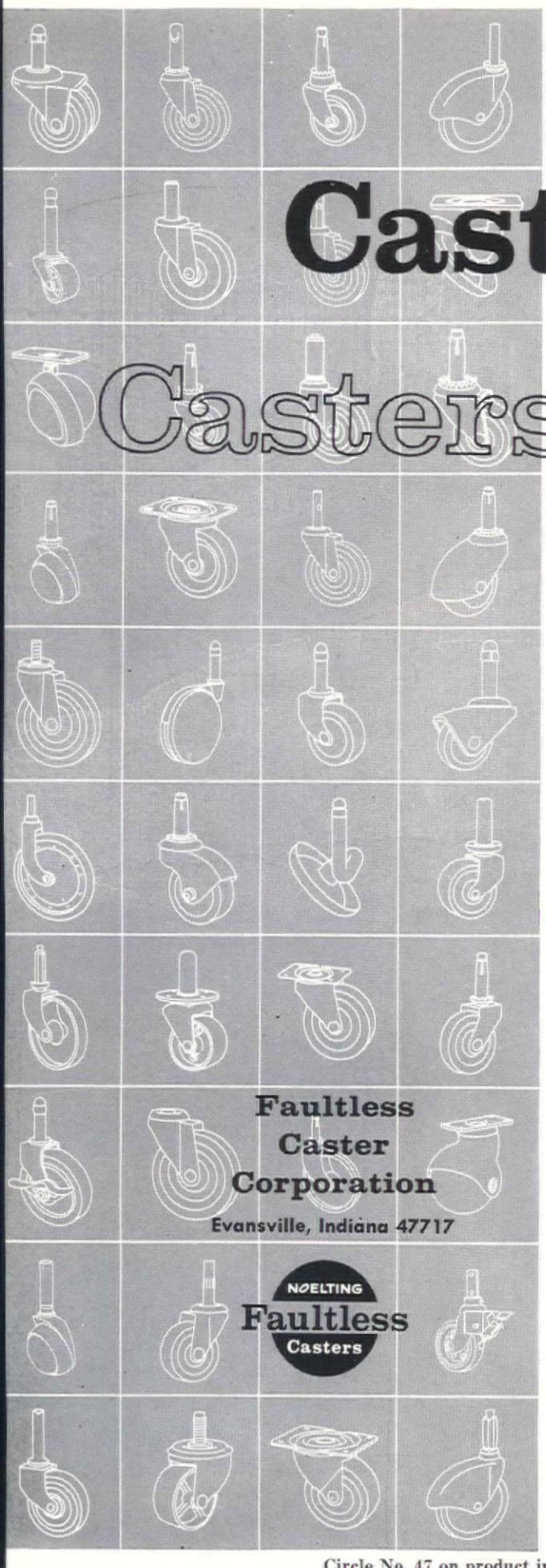
We've got a special advantage. Our consumer is a real live man, not a market statistic. He's got an office, or perhaps a store, a hotel, a restaurant in his charge. And whether he's thinking of re-design or just looking, he comes to the Center with a special readiness to be wooed and won and transformed from a potential consumer to an actual client.

So, bringing the consumer into the marketplace of design, we complete the triangle—and turn it into a pattern for action. P.S. Ever notice the triangle on our logo?

NATIONAL DESIGN CENTER
MARINA CITY, CHICAGO, ILLINOIS 415 EAST 53RD ST, NEW YORK, NEW YORK

Circle No. 45 on product information card

Circle No. 46 on product information card



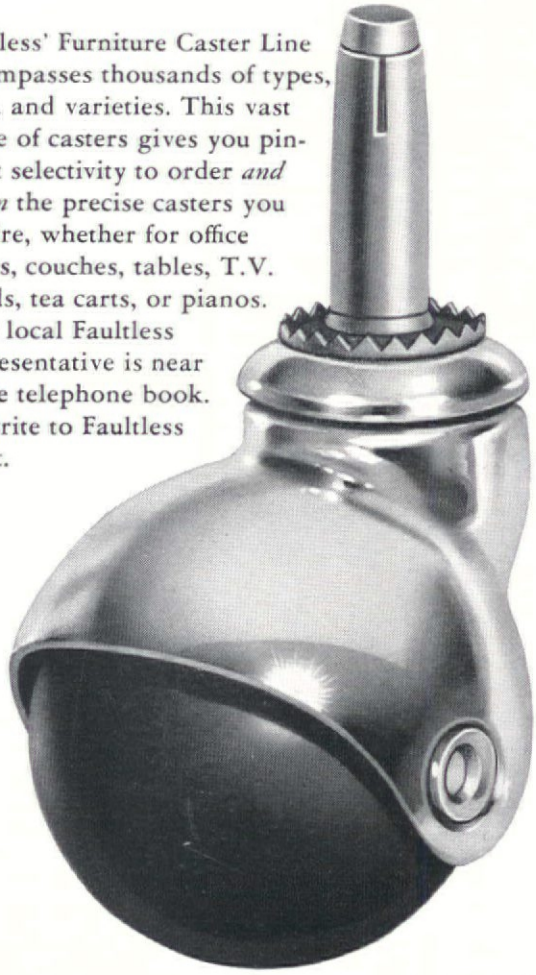
Casters

Casters

and more
Faultless
Furniture

Casters

Faultless' Furniture Caster Line encompasses thousands of types, sizes, and varieties. This vast range of casters gives you pin-point selectivity to order *and obtain* the precise casters you require, whether for office chairs, couches, tables, T.V. stands, tea carts, or pianos. Your local Faultless Representative is near as the telephone book. Or write to Faultless direct.



Faultless Caster Corporation
Evansville, Indiana 47717

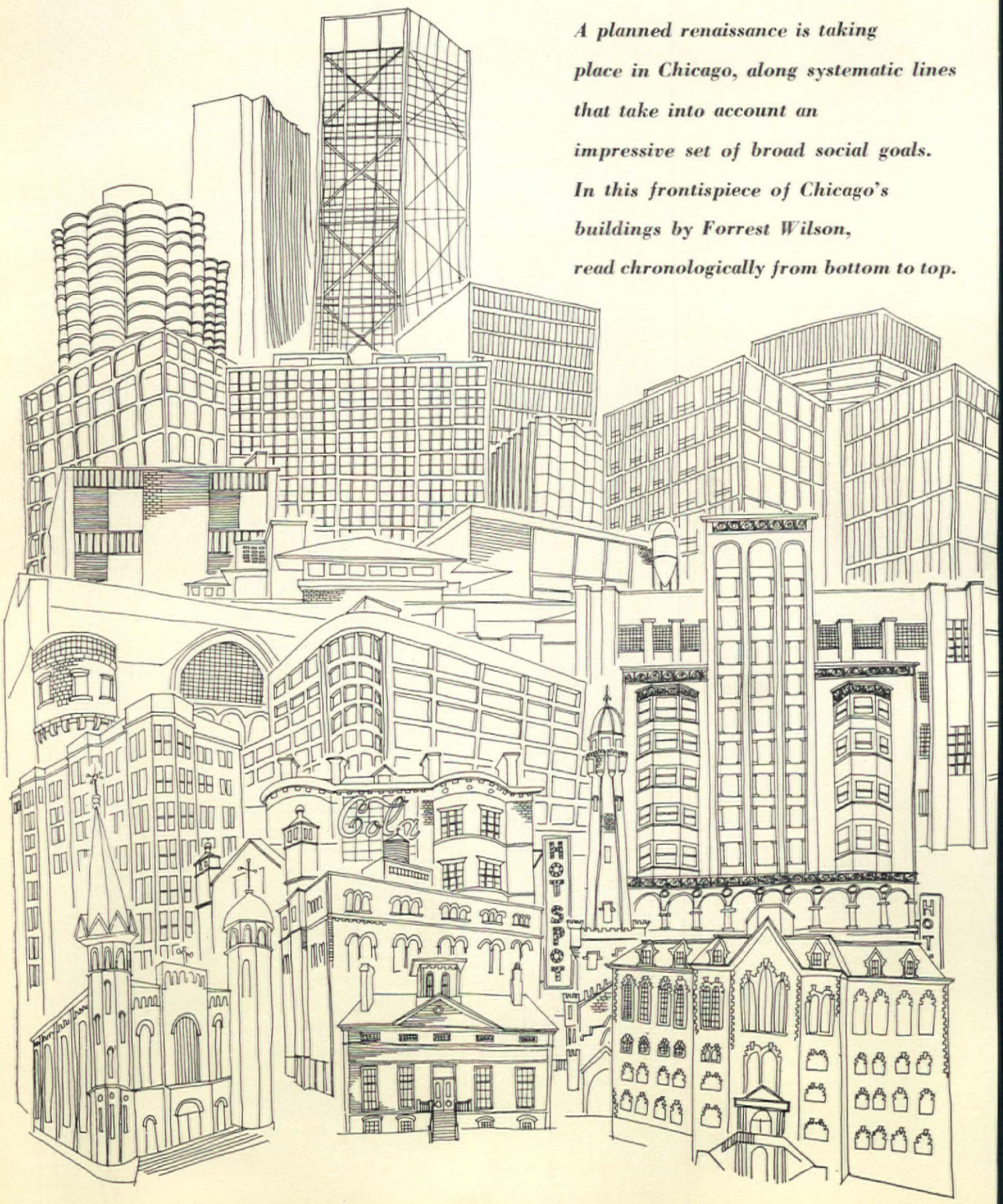
NOELTING Faultless Casters

Branch offices in principal cities of the U. S.
Canada: Faultless Casters Limited, Stratford, Ontario.

Circle No. 47 on product information card

CHICAGO

A planned renaissance is taking place in Chicago, along systematic lines that take into account an impressive set of broad social goals. In this frontispiece of Chicago's buildings by Forrest Wilson, read chronologically from bottom to top.



LANDMARK SERIES #2

In a period when planning is more observed in the preach than in the practice, the most striking thing about Chicago's current urban renaissance is that it is proceeding along systematic, well-conceived lines. It is a surprising and encouraging development that Chicago, not the least sprawling of American cities, decided very consciously a few years ago to give itself a better shape and more attractive architectural garments. Even more important is the fact that the Chicago Department of City Planning has concerned itself not merely with the physical character and extent of the urban renewal to be undertaken, but has subsumed these elements under a broad set of social goals, designed to produce a better working and living environment for its population. Thus, while other cities (compare New York) grow dramatically less alluring and more difficult to live in precisely because their enormous recent accretions of business and industrial facilities have been subject to so few social restraints, Chicago emerges as a pleasanter place than it was ten years ago, easier to live in, easier to do business in.

Although there is still a great deal to be accomplished in the downtown area (Chicago's center city was allowed to decay unchecked from the Thirties right into the Fifties), its Comprehensive Plan has been highly effective in developing new facilities for living, recreation, business, and communications. Travel conditions have been vastly improved with the opening of new airports, new expressways, and an unprecedented amount of off-the-street parking facilities. Commercial/institutional space is being added at record-breaking speed, but again in contrast to a number of other metropolises in this country the quality of construction has not been weakened nor the teeth drawn from the city's building code. Chicago's new office structures give one the impression of using four or five times as much construction material (and material of a higher quality) than those encountered elsewhere in the country.

The foregoing were among the considerations that led us to selecting the rebirth of Chicago as the theme for our Landmark Issue #2. This Landmark Issue is very different from its predecessor—far wider in scope, since the first number in this series (September, 1964) was devoted exclusively to the Pan Am Building in New York City. Our effort here has been to present a broad picture of the significant installations in the contract field in Chicago in the very recent past. We have tried as much as possible to orient them within their architectural framework, past and present, as well as within the city's place as one of the chief centers of supply and marketing for our industry.

Ben Hellman

CHICAGO REBORN: THE FOUNTAINHEAD OF MODERN COMMERCIAL ARCHITECTURE, IT HAS GIVEN SOME OF OUR GREATEST ARCHITECTS THEIR GREATEST OPPORTUNITIES AND HAS TACKLED THE JOB OF CITY PLANNING WITH IMAGINATION AND UNPARALLELED VIGOR

In any discussion of Chicago, and more especially of its central nucleus, the city's role as the great wellspring of modern commercial architecture, and more particularly of the skyscraper, must be given full emphasis. The styles and techniques evolved at the turn of the century by Louis Sullivan, Edward Bennett, Frank Lloyd Wright, Richard Schmidt, the firms of Burnham & Root, Guenzel & Drummond, among others, were to have a decisive influence on architecture throughout the world for several decades. Although much of the work of these Chicago architects has been altered through the years and although some of it has been razed, more than enough remains to justify Chicago's contention that besides being the principal birthplace of the modern style, it is also one of its great repositories.

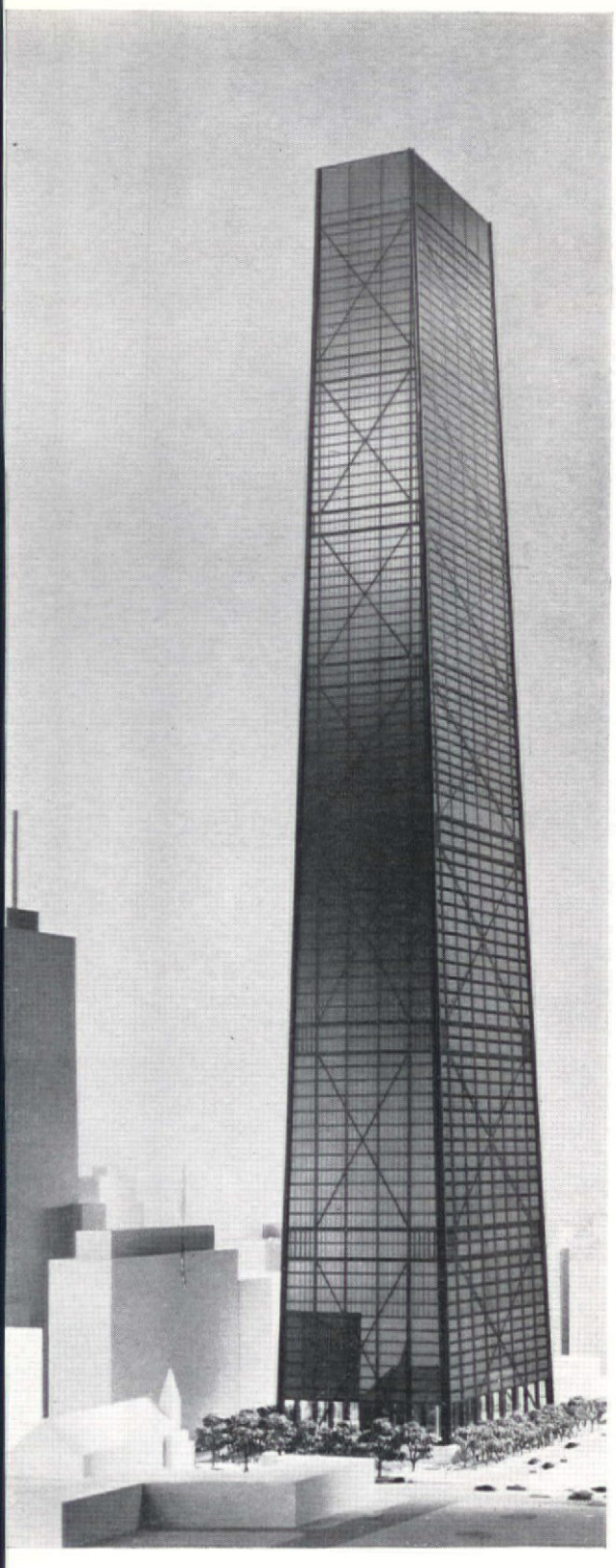
Unfortunately, there was a long period of demolition and renovation when the civic fathers evinced no pride of parenthood or awareness of their responsibilities as protectors of this architectural heritage. (An interesting sidelight to this neglect is the fact that until this year there was no book available devoted to Chicago's buildings and their history. Now there is one, an excellent paperback called "Chicago's Famous Buildings," published by the University of Chicago Press.) It was not until 1957 that Mayor Richard A. Daley set up the Commission on Architectural Landmarks, a body that selected, after deliberation, 39 structures to be preserved as milestones in the history of modern architecture. The list includes such distinctive buildings as Charnley House and the old Chicago Stock Exchange by Adler & Sullivan; the Robie House by Wright; the Rookery, Burnham & Root; the Carson Pirie Scott store, Sullivan; the Marquette Building, Holabird & Roche; and the South Plymouth Building, Howard V. Shaw.

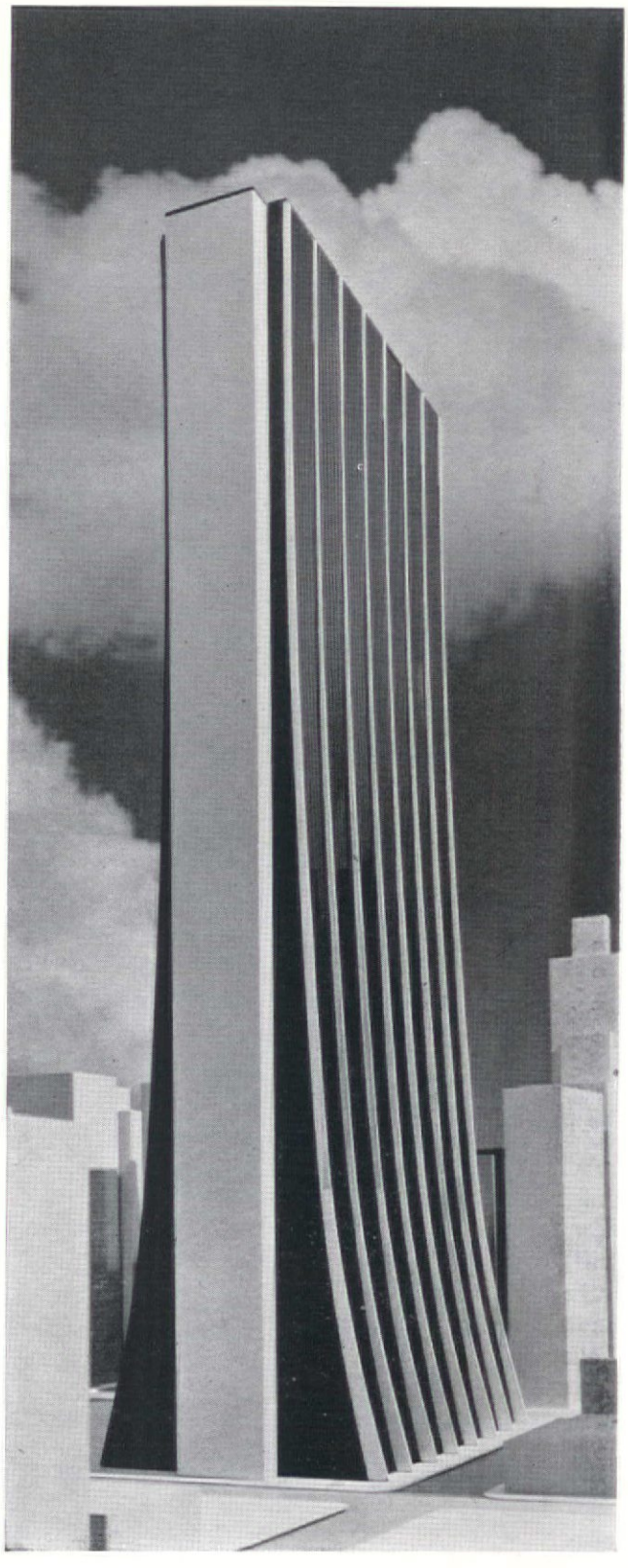
"Eventually," said Frank Lloyd Wright, during a period when the city was probably at its most unsightly, "Chicago will be the most beautiful great city in the world." There are two reasons why it is within reasonable possibility that Wright may turn out to be correct: one, Chicago has given some of our greatest architects their greatest opportunities, and two, although the effort has been fitful, it has tackled the business of city planning with imagination and vigor and has employed the talents of its best architects in developing these plans.

Burnham's famous Plan for Chicago, 1909, laid the groundwork by making an evaluation of the city's potential so thorough that it is among the most far-reaching plans ever conceived. Burnham's proposals for reshaping the city have been carried out to a surprising extent. Where his plan was lacking was in its failure to foresee the city as a hub of a network of small communities; no provision was made for differentiation of the suburbs, which now stretch endlessly until they hit the lake or some other natural obstacle.

In the new era of the Comprehensive Plan, 1958, the work of planning, building, restoring and renovating has surged ahead with a furious energy remarkable even for Chicago. As though making up for lost time—between 1947 and 1955 the city added only one million square feet of new office space, while New York added 10.7 million square feet—Chicago has pushed ahead with innumerable major projects. Led off by the 41-story Prudential Building in 1955, the construction parade since then includes all the buildings covered in this issue, plus many

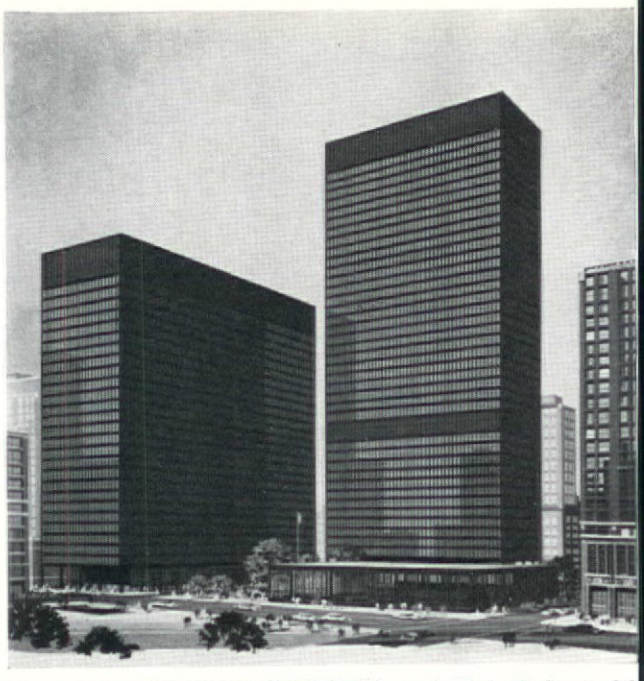
EQUITABLE Life Assurance Building is a 35-story steel and concrete structure by Skidmore, Owings & Merrill.





CHICAGO'S FUTURE SKYLINE will be dominated by these two imposing structures. The world's tallest residential-commercial building, John Hancock Center (left), will soar 100 stories high, dwarfing the Prudential building (far left of photo). The Center will contain 49 floors of high-rise apartments, 34 floors of office space. Designed by Skidmore, Owings & Merrill, the building is scheduled for completion in 1968, at a cost of about $95 million. Another skyscraper expressing a unique architectural concept is First National Bank of Chicago Building (right), an 800-foot office structure estimated at $60 million. Present plans call for its completion in 1969. Architects: C. F. Murphy Associates and Perkins & Will Partnership.

MARINA CITY, its circular towers etched against a clear sky, has become the architectural symbol of Chicago. Designed by C. F. Murphy, the complex is flanked by the Chicago Sun-Times building (right of photo) and by the Wrigley Tower and United of America Building (in foreground) on the opposite bank of the Chicago River.



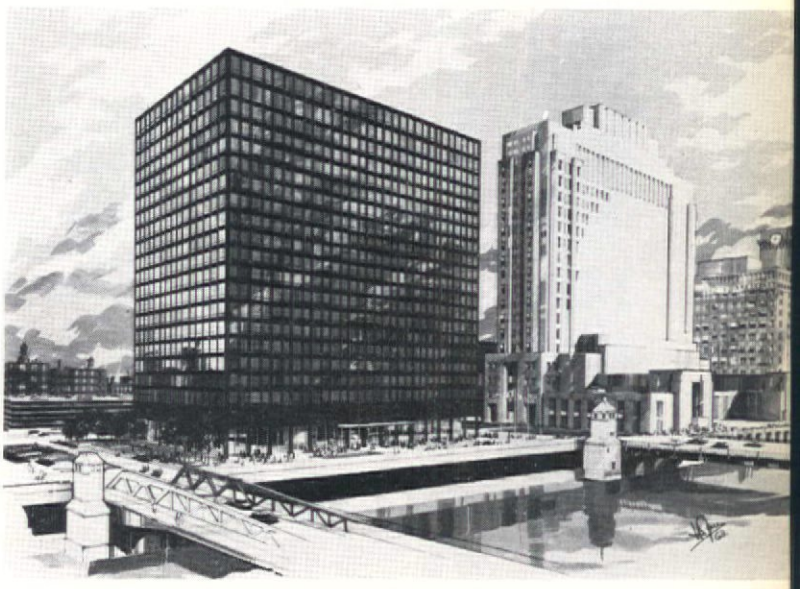
U. S. COURTHOUSE BUILDING and U.S. Federal Office Building are nearing completion as part of Chicago's Federal Center Complex, planned as the heart of governmental activities in Metropolitan Chicago. Chicago Federal Center Architects include the firms of Schmidt Garden & Erickson; Ludwig Mies van der Rohe; C. F Murphy Associates; A. Epstein & Sons.

others that have been completed or are still under construction. Among some of the notable new projects whose completion or occupancy will come too late for this issue are the huge 34-acre campus of the University of Illinois, the Brunswick and Equitable buildings, the Federal Office Building, the Chicago Civic Center, and the vast Gateway Center.

In this latest phase of Chicago's resurgence as a major metropolitan area, the human resources that are being drawn upon are far wider than they were in the earlier periods of growth and creativity. Not only is there an important new wave of architectural talent—Bertrand Goldberg, Harry Weese, C. F. Murphy Associates, Perkins & Will—but there has inevitably been a much closer coordination between the architectural container and what takes place inside. In some cases, the architect, e.g., C. F. Murphy or Skidmore, Owings & Merrill, is responsible for the interiors and the furnishings, in others, firms like Maria Bergson; Saphier, Lerner, Schindler; Business Interiors; Griswold Heckel & Kelly; the Interior Space design division of Perkins & Will, or Idea Associates, have executed the premises for tenants in commercia buildings or for institutional users. In almos every instance, however, following the tren that was described in CONTRACT's Pan Am issu last September, the contract planning of th interiors has gone hand in hand with the origi nal architectural blueprints.

Like its counterpart in other metropolita centers, the contract planning-designing firm i Chicago today is a complex organism that in cludes skills ranging from engineering and ar chitecture to expertness in the complexities o leases to the complex logistics of settling a clien into spaces that are often measured in hundred of thousands of square feet. Together wit the building architect, with company manage ment which is the end-user of contract planning services, and with an army of manufacturers an service firms, they have developed extremel sophisticated techniques for planning the vas working areas demanded by today's business op erations. These relationships, the way they com together, and the variety of forms that the take are what this Landmark Issue seeks t reflect. (**C**)

AMERICAN DENTAL ASSOCIATION BUILDING, in final construction stages, contains 22 stories of office space. Designed by architect-engineer Graham, Anderson, Probst & White, Inc., the building is faced with gleaming white columns of quartz-filled sculptured concrete.



PART OF THE GATEWAY CENTER COMPLEX by Skidmore, Owings & Merrill, this 20-story office building is surrounded by a landscaped plaza occupying more ground than the building itself.

HOLIDAY INNS, viewed from Lake Michigan, shows tower under construction. The 33-story 600-room Inn will be topped by Chicago's first revolving restaurant.

Chicago

IMPLEMENTING THE COMPREHENSIVE PLAN

AN ACCOUNT OF THE WORK OF T

FOR the third time in a little less than one hundred years Chicago is rebuilding its Central Area —and Carl Sandburg's "city of the big shoulders" is flexing its muscles as never before.

The first rebuilding was forced upon Chicago by the great fire of 1871. The second, in the early 1900's, was a planned development of the lake shore and broad avenues under the far-sighted direction of Daniel H. Burnham, pioneer city planner (so far-sighted, in fact, that some of the expressways he laid out have only recently been completed).

Today's renaissance dates back to 1958, when the City of Chicago adopted its first Development Plan for the Central Area, forerunner of the 1965 revised and expanded Development Plan.

Since 1958 projects totaling more than $318 million have been completed, $215 million more are in the works, and $235 million have been announced for construction in the near future. And even these figures don't include the gigantic Prudential Building or several other structures completed a few years earlier. And most of this has gone into the square-mile area familiarly known as the Loop.

But here's the most amazing part of the Chicago story: Not one cent of the financing came from Federal Urban Renewal funds. Unlike other cities (New York, Philadelphia, San Francisco, to name a few) currently engaged in renovating their central cities, Chicago is relying almost entirely on private capital to turn its downtown into the showplace of the world. Only exceptions are the two new governmental centers, city and federal, which of course are tax-financed.

Chicago does use urban renewal funds, of course, and in large amounts. But the city prefers to erase its residential slums with the government money, rather than use the funds for office buildings.

Rebuilding has been "piecemeal" with one towering structure going up here, another there, and no ugly expanses of leveled ground awaiting development. Herein lay the danger that private developers would go their separate ways unconcerned with the effect their work might have on the total area. It was to ensure orderly redevelopment and the highest standards of urban beauty and efficiency that the city adopted its 1958 plan and then updated it this year.

The plan sets forth principles to be followed in regard to such factors as land use, pedestrian movement, public and private transportation, parking, expressways, and esthetics. Working quietly behind the scenes is the Chicago Central Area Committee (CCAC), a volunteer group of some 100 business and civic leaders intensely concerned with the over-all strengthening of Chicago's downtown.

Organized in 1956, CCAC fills the gap between governmental planning agencies and private organizations such as the State Street Council, Michigan Boulevard Association, Wabash Avenue Association, and Chicago Association of Commerce and Industry. Interests of the first three are primarily limited to their own areas while the fourth takes the entire Chicago Metropolitan Area as its province.

During the years, CCAC has partially or entirely financed research studies on development needs ranging from parking to the creation of river front gardens and improvements to the lake front's Grand Park. It even induced some commercial rose growers to plant a mammoth rose

ICAGO CENTRAL AREA COMMITTEE BY ITS EXECUTIVE DIRECTOR, RANDALL H. COOPER

garden around famed Buckingham Fountain in the Park.

The CCAC's "Planning Principles" became the framework for the City's official 1958 Plan. A 1964 "Re-Statement of Planning Principles" bears the same relation to the new 1965 Plan.

We of CCAC see our function as that of helping other private and governmental agencies work out the Central Area's problems. The studies we make are for the use of anyone who can profit from them and we take no pride in authorship. Our purpose is to stimulate broader interest in the Central Area development and improvement programs. We want to help private investors with sound future growth on location, with design and use of new buildings, with expansion or modernization of existing useful facilities, and with replacement of obsolete structures.

One CCAC study spelled out the need for good "downtown" residential facilities and showed that people should move downtown if possible. Occupancy rates in the luxurious and dramatic circular Marina City Towers and Outer Drive East proved the study right.

Another of our studies proposed what is called the Ring Road System surrounding the area. This system would permit motorists to by-pass the Central Area and at the same time funnel cars into the area from expressways and major streets. Part of the system has been constructed; the balance is under way.

Our Central Area's over-all plan sets forth three physical requirements for functional efficiency and for the comfort and convenience of those coming to the area. These are:

1. Compactness and compatibility in the use of land. This requirement calls for keeping those who do business with each other inside the one-square-mile Central Area. After all, compactness is one of our biggest advantages, making the Central Area a pedestrain city. When businesses go outside the area, they lose this convenience.

2. Maximum accessibility, including pedestrian and vehicular movement within the area as well as movement to and from the area. One goal here is to separate pedestrians from automobiles, and a number of underground walkways are already in existence. Improved public transportation, including a new subway, is another goal.

3. An attractive environment. The spacious plaza at the new Civic Center is one result of this requirement. Measuring 345 by 200 feet, it is one of the largest in the world. The new Federal Courts Building and Equitable Building also have impressive plazas. Other new buildings are set off by smaller courtyards or gardens. As redevelopment continues, the Central Area will "open up" in a way undreamed of when earlier skyscrapers were built right up to the sidewalk.

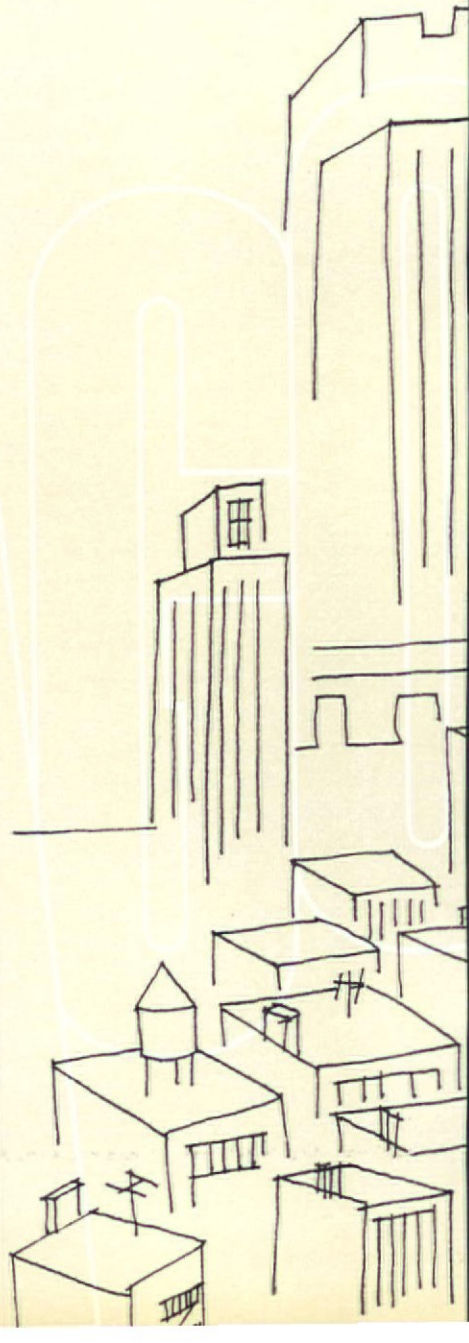
When Chicagoans talk about what's going on in the city, they like to quote the author of the original Burnham Plan: "Make no little plans; they have no magic to stir men's souls and probably in themselves will not be realized. Make big plans; aim high in hope and work, remembering that a noble, logical diagram once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing intensity. Remember that our sons and grandsons are going to do things that would stagger us. Let your watchword be order, and your beacon beauty."

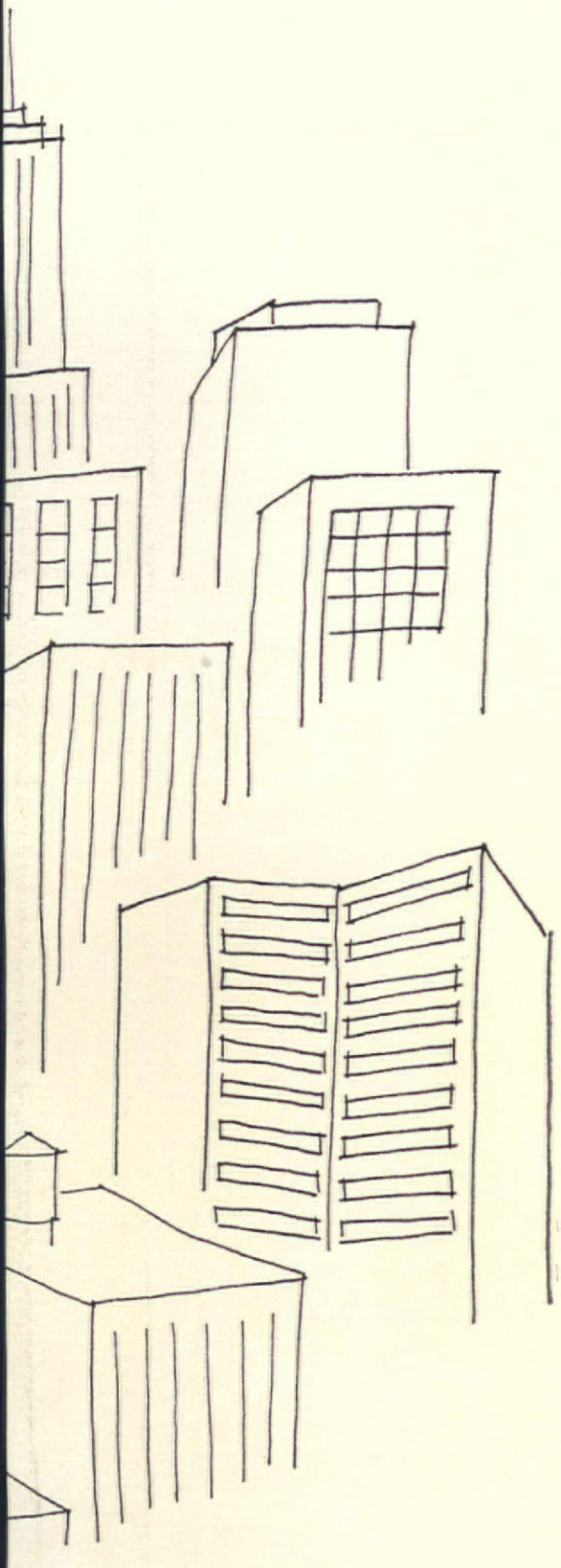
Burnham would indeed have been staggered by Chicago 1965, its order and its beauty. **(C)**

THE INSIDE STORY

A LOOK AT THE RESURGENCE OF BUSINESS AND INSTITUTIONAL SPACES IN CHICAGO, COVERING SOME 20 STRUCTURES THAT HOUSE OFFICES, HOTELS, RESTAURANTS, SCHOOLS, MEDICAL CENTERS

The ways in which contract planning and designing firms have reacted to what has been called Chicago's third renaissance are just as significant as the architectural departures it has provoked. A sophisticated use of space prevails in the installations shown here, combined with sureness in the selection and design of furnishings. Even more important, space and physical appurtenances are employed to create commercial/institutional areas that are at once more congenial and more efficient than their predecessors. The cliches of modernism no longer predominate, as they might have a few years ago, and period styles have been combined in some cases with modern in a pleasantly uninhibited manner. The designers represented here are by no means all Chicagoans, but somehow the ambience of the city seems to have penetrated the work of almost all the firms that have participated in Chicago's newest rebirth.





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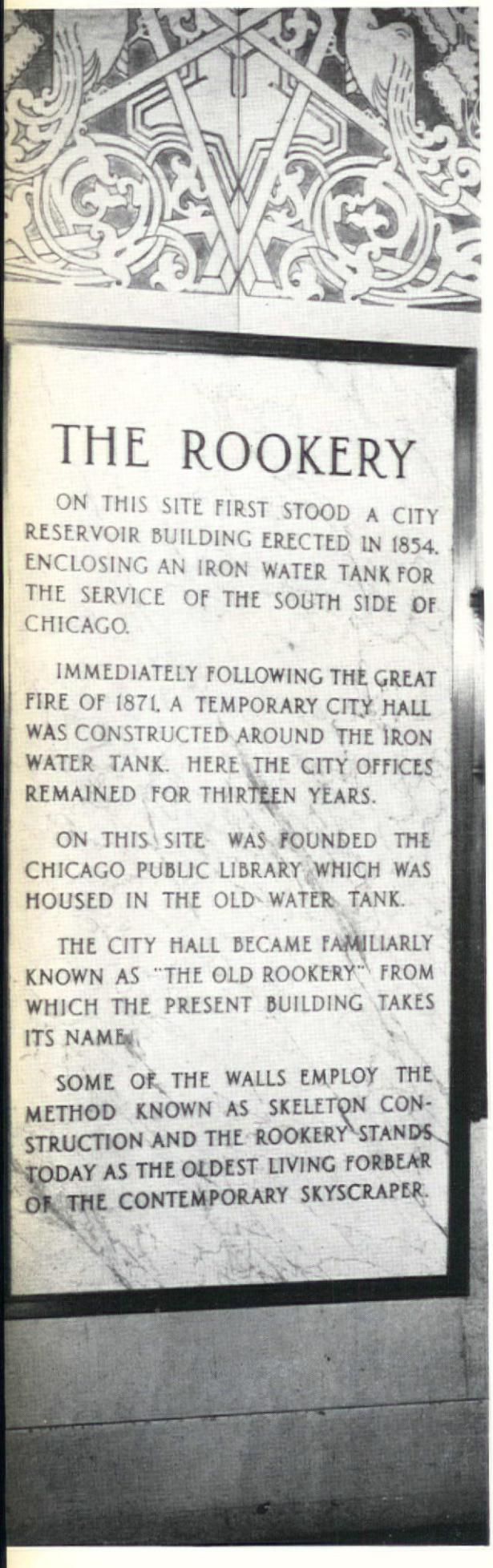


North American Co.

Griswold, Heckel & Kelly Associates, Space Planner-Designer

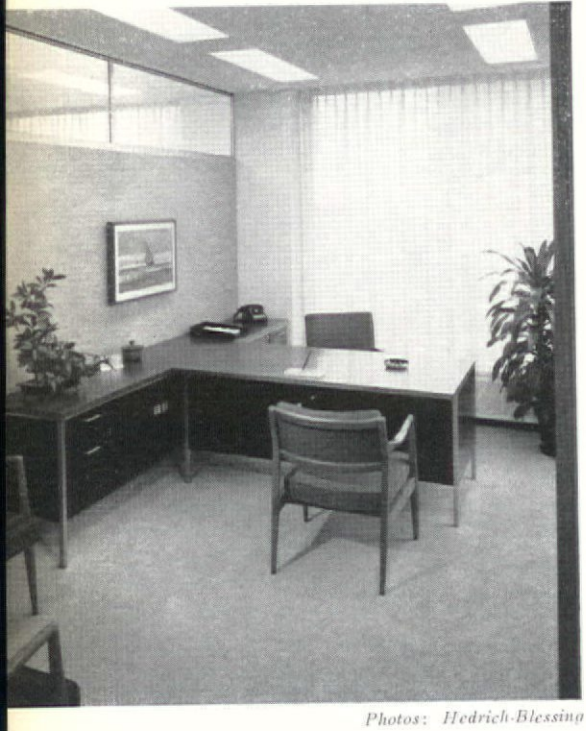
The Rookery, designed by Burnham & Root in 1886, stands today as one of the oldest forebears of the contemporary skyscraper, its widely acclaimed historic significance given recognition in a decorative plaque (left) in the lobby of the newly renovated building. One of the first tenants in the original building in 1887, North American Co. for Life, Accident & Health Insurance, rose out of its old, badly lighted, outdated space and now runs its operation in new, modern, functional offices. Prior to the renovation, North American, not wanting to leave the financial district, consulted with Griswold, Heckel & Kelly, New York-based firm which concluded that a move to newer quarters would be economically unfeasible. When the building management agreed to undertake basic improvements at its own cost, GHK took over the space planning, stressing coordination of work flow patterns and integration of functions formerly widely separated. Bucking confined, crowded, and poorly organized work areas, antiquated air conditioning, and inadequate lighting, GHK nevertheless managed, by precisely scheduling and coordinating all phases of the renovation, to complete the job without disturbing any of the company's operations. Employees now work in uncrowded areas, amid carefully selected color schemes, new furnishings, and refurbished existing equipment. A modern lunch room and lounge replace a makeshift lounge that once existed in the attic. Executive offices have been resized for functional use and completely redecorated, including as well a new board room with full visual-aid facilities, additional meeting rooms, and an attractive reception area. North American profited by retaining offices in a highly vital location, achieving a new look in record time at economical cost.

Suppliers: Furniture—Peerless, Steelcase. Cabinetwork—Woodworking Corp. of America. Movable partitions—E. F. Hauserman. Ceilings — Johns-Manville Flooring—Flintkote.

Photos: Terry's Photography

U.S. Gypsum Co.

Maria Bergson Associates, Interior Designer



Photos: Hedrich-Blessing

Angled on its site to create a spacious approach, this unusual U. S. Gypsum Building is the work of Perkins & Will, architect. Its four sides gain dynamic interest from diamond-faceted spandrels, whose forms reappear in the lobby elevator housing. Close cooperation between owner, architect, and interior designer (Maria Bergson Associates) is apparent in the correlation of exterior and interior materials and forms, with striking use of gypsum, marble, and wood. The U.S. Gypsum offices were conceived by Maria Bergson Associates as an extension of features inherent in the building, an open-space concept that was facilitated by the absence of columns inside the building. Among the advantages of this plan is that every individual has some view of the outdoors. Necessary space divisions were effected with a new type of movable partition, a U.S. Gypsum product. In some cases, filing cabinets act as partitions too. Four basic color schemes were developed by Maria Bergson Associates for the U.S. Gypsum floors, with accents of gold, green, brown, and turquoise. Accent colors and complementary colors are used on upholstery materials throughout the offices and on one wall of each private office. All core walls, except for one feature wall, are in one of two neutral colors, white or beige. Neutral hues are used for flooring, too—beige and warm gray. Wood paneling is natural butternut, and furniture surfaces. in walnut or teak, are coordinated with butternut.

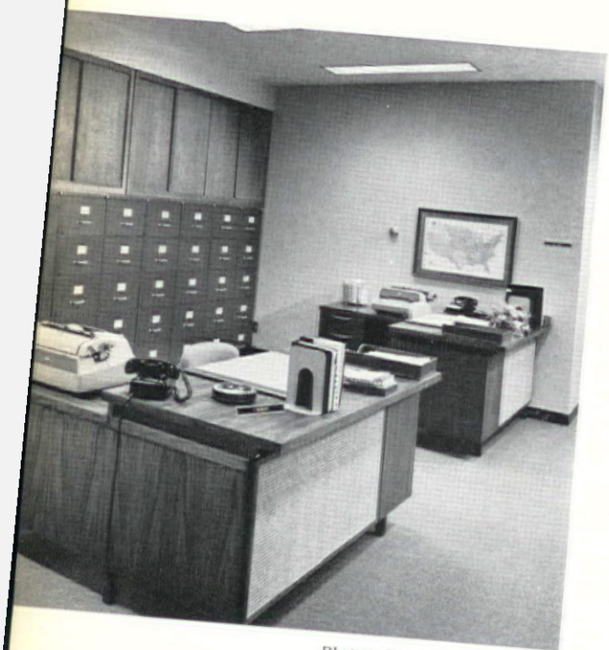
Suppliers: Furniture—John Scalia, Moselle Meals, Jens Risom, General Fireproofing, Brower, Harry Nadler Furniture Co., Design Previews, Art Metal. Carpeting—Edward Fields, Templeton, Archibald Holmes, Magee. Draperies—Far Eastern, Isabel Scott. Upholstery fabrics—Rancocas, Boris Kroll, Kravet, Jack Lenor Larsen. Vinyl Wall covering — Gilford. Partitions — Vaughan Movable Walls. Planters and plantings—Maria Bergson Associates, Homer Lange.

Weyerhaeuser Co.

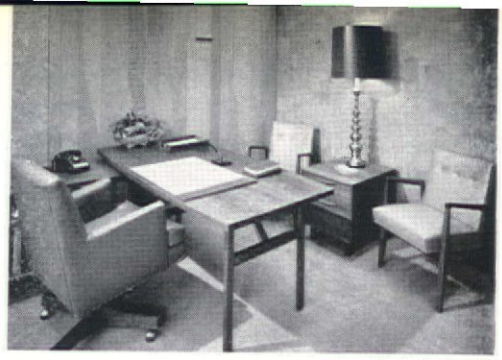
Frank S. Otway, Space Planner-Designer

A recent addition to Chicago's skyline, the Hartford Building designed by architect Skidmore, Owings & Merrill houses the Chicago branch of Weyerhaeuser Co. on two of the building's 20 floors. Designed by Frank S. Otway, the offices meet two objectives: efficient use of space taking into account the interrelationships among the divisions and people working in them, and a pervading outdoor atmosphere symbolizing Weyerhaeuser's forestland. The resulting design is a practically unbroken rectangle with a row of offices around the floor's perimeter, and compact inner offices running the length of the building. To avoid long corridors, the designer planned the inside offices as bays, separating them from the corridor by chair-high walnut partitions to give the effect of width. Space saving devices are used throughout as, for example, in the storage areas over each bank of files. The outdoor atmosphere is immediately apparent in the reception room which has a slatted ceiling of fir beams with concealed lighting that illuminates an autumn green carpet. The inner offices have wood furniture with forest green and rust carpeting, and are decorated with paintings of forest scenes and views of old Chicago, and living plants. Some offices combine wood with grass cloth woven of natural materials and are decorated and furnished according to the executive's individual tastes, from traditional to contemporary. Weyerhaeuser's own products, including Craftwall in eight varieties of wood, provide a showcase for the company's products.

Suppliers: Furniture—Frank Scerbo, Decore, Dunbar, Herman Miller, General Fireproofing. Floor coverings—Robbins, Gundolt Carpet Workroom. Wallcoverings—Weyerhaeuser, Laue Bros. Draperies—Cohn Hall-Marx. Lamps & Lighting—Lightolier, Norman Perry. Leathers—Middletown Leather. Desk accessories—Froelich Leather Craft. Upholstery fabrics—Boris Kroll.



Photos: Harr, Hedrich-Blessing

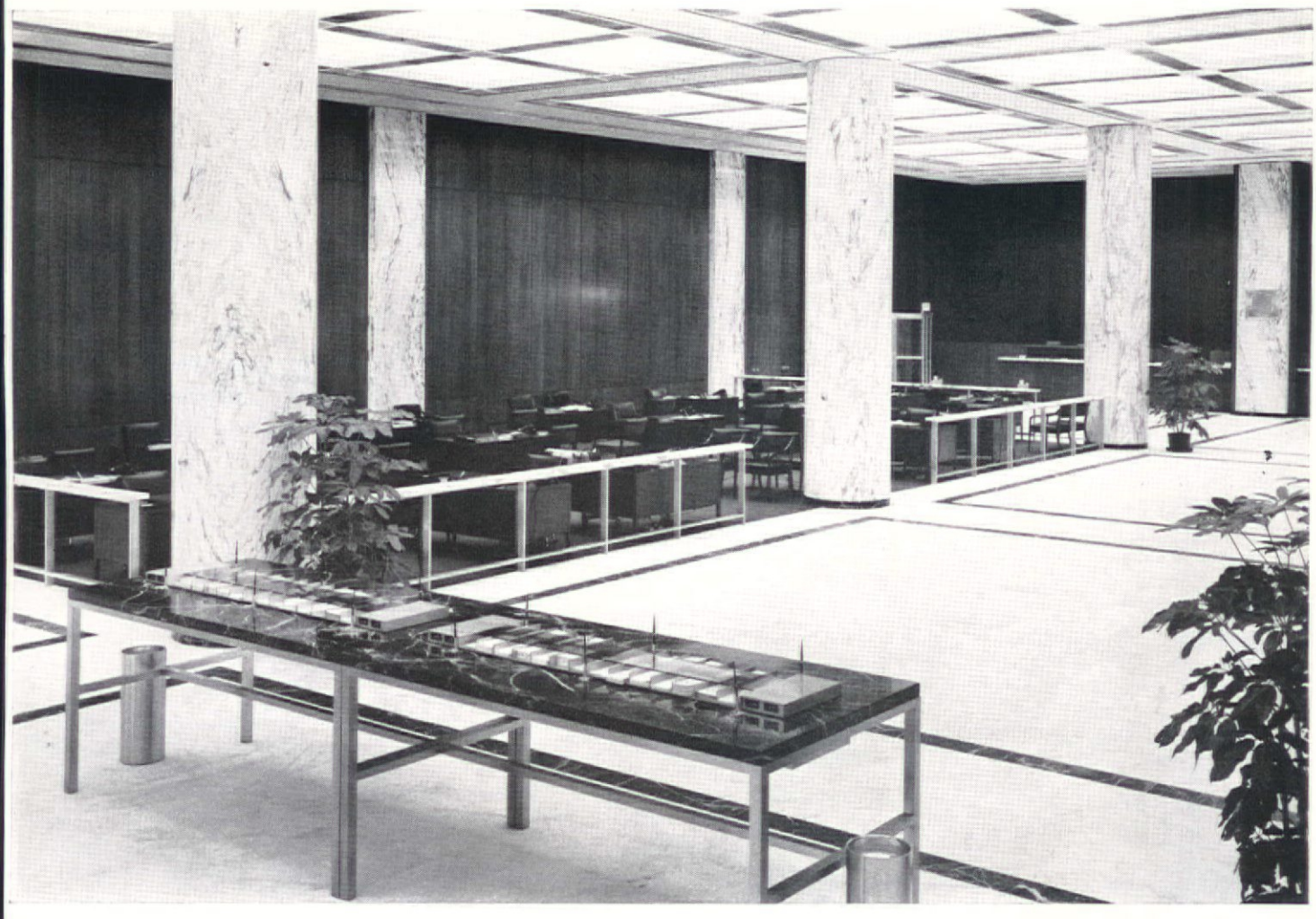


Northern Trust Co.

Frazier, Raftery, Orr & Fairbank, Space Planner-Designer

Transitional furnishings and accents bridge the gap between the desires of Northern Trust Co.'s officials to modernize their building and yet retain a traditional look consistent with the bank's long heritage of conservatism and "old family" image. Providing the basis for this merger of old and new, the 14-story addition itself includes, in its first six floors, the original bank building floors, which date back to 1906. Marble, used on the first floor, helps create a harmony with the banking department of the original bank, but also strikes a contemporary note by a simple design that does away with the flutings and complex patterns of the older section's marble accents. The board room, too, achieves the contemporary look through a mixture of clean lines. The specially designed 23-foot mahogany table, built in four sections for expansion and contraction, is in traditional styling as are the chairs, which are replicas of those used by the bank's founders. Conservatism is again stressed in the use of warm colors: crimson draperies and sofa, brown carpeting, tan leather-upholstered chairs. The huge, hand-cut crystal chandelier, made by Baccarat around 1840 and originally ownd by an Indian prince, is the one elaborate fixture in the room, and provides its focal point. To heighten the conservative atmosphere the designers used wood paneling throughout the rest of the building with each floor paneled in a different wood. The wood paneling is most extensive on the upper floors where the bank's more important business functions are carried out. Desk and pull-up chairs of clean design are among the more modern aspects of the building and are interchangeable throughout the first four floors. Made of dark walnut, they do, however, reflect the warmth of the various wood panelings. Still another example of the merger is the simple wall grouping of scenes from life in old Chicago in modern frames. Architect of Northern Trust Building, C. F. Murphy.

Suppliers: Furniture — Lehigh, Dunmore, All-Steel Equipment Co., Directional, Stembridge, John D. Williams, Stow & Davis, Lakeside Furniture. Carpeting—Magee, V'Soske. Drapery — Thaibok, Ben Rose.



Photos: Mayo Studios

Chicago

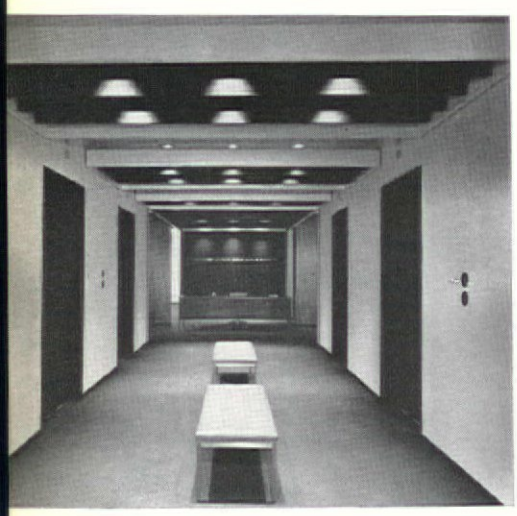
Sonnenschein, Levinson, Carlin, Nath & Rosenthal

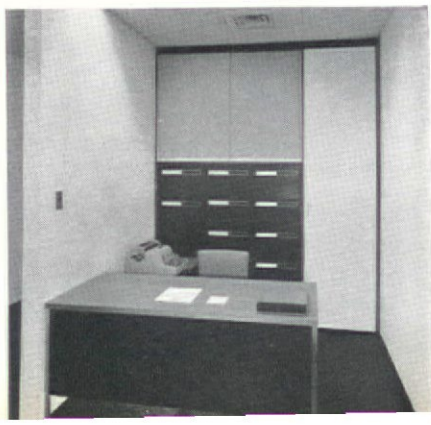
Saphier, Lerner, Schindler, Inc., Space Planner-Designer

Photos: Louis Reens

Breaking away from the traditional styling of the lawyer's usual surroundings, Saphier, Lerner, Schindler Inc. has designed modern office space for Sonnenschein, Levinson, Carlin, Nath & Rosenthal, very much in keeping with the contemporary lines of the new Brunswick Building that houses it. The over-all monochromatic color scheme is relieved only by occasional bright accents, such as the Chinese red double doors of the conference room (top left), and uncluttered space divisions that give some privacy to those working in the secretarial pool (center bottom). Here, floor-to-ceiling partitions frame and define work areas while file cabinets connecting partitions to desks lend a custom look to standard office equipment. The executive secretary's area (below) doubles as a foyer to the law partner's office with the rear wall containing individual files and supplies. The elevator corridor, an extension of the reception room, is still separated from it, providing benches for errand boys. Framed groups of ceiling battens create a play of levels at ceiling height, while vertical wood beams serve as warm lighting reflectors. The ribbon patterns of lighting continue on the conference room ceiling.

Suppliers: Furniture—Dux, Directional, Des Pres, Art Metal, Jens Risom, J.D. Williams, Robert John, Milwaukee Chair, Westin-Neilsen, Roffman. Carpeting—Commercial Carpet. Draperies—Rowen, Boris Kroll. Flooring — Vinco, Gilford, Laminating Service. Paint—Pratt & Lambert. Lighting—Lightolier, Koch & Lowy.





Photos: Mayo Studios Inc.

Zenith Radio Corp.

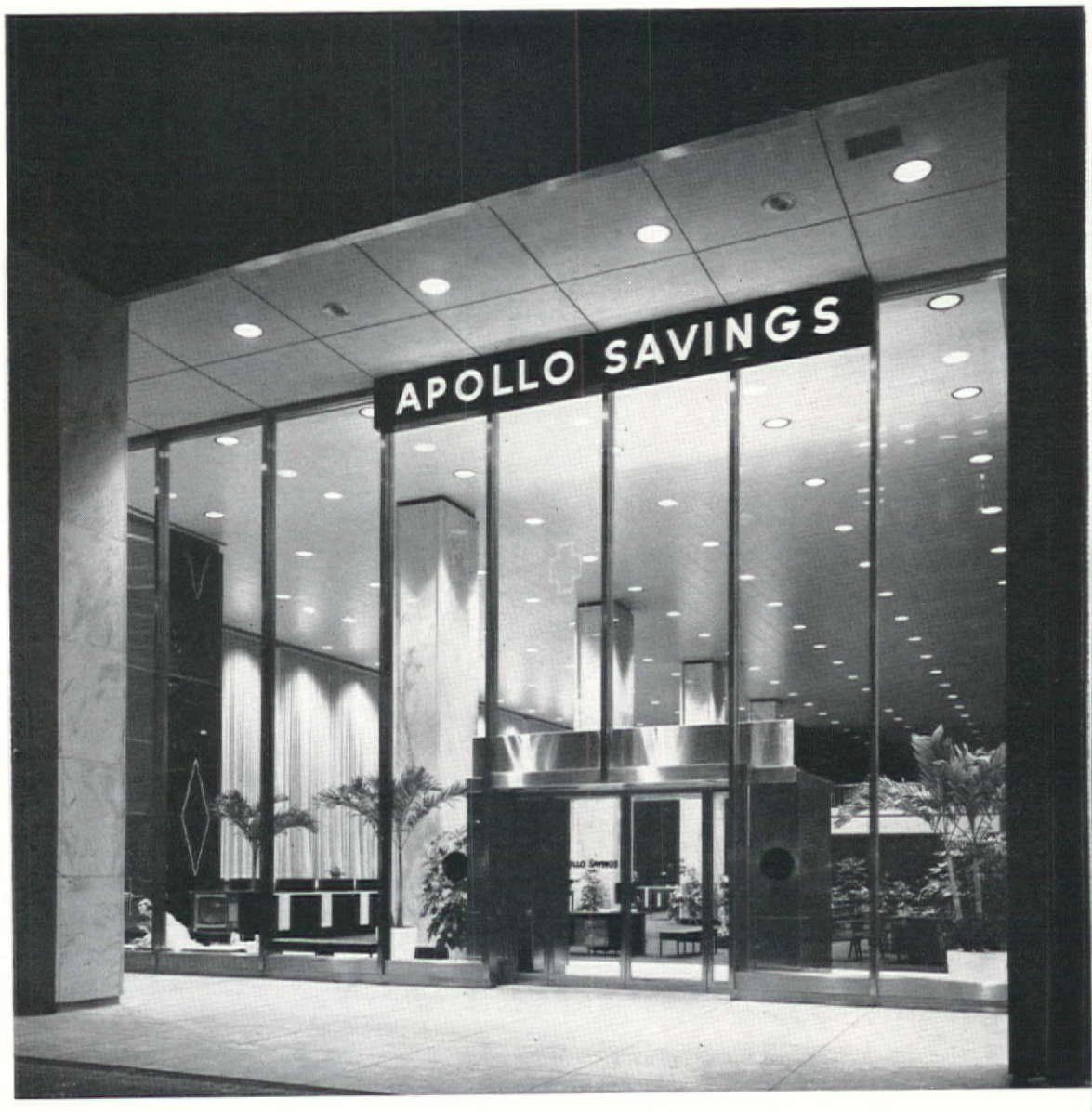
Harper Richards Associates Ltd., Interior Designer

In designing these spaces, as well as the cafeterias and color schemes for the entire building, Harper Richards has achieved a unified scheme through a coordinated palette of colors, plastics, carpeting, and furniture. The first three floors of the building, which was done by Shaw Metz & Associates, architect, are devoted to the corporation's general offices, the main reception lobby (top) providing seating for these various areas. Executive offices, the board room, connecting dining rooms, and associated facilities are on the fourth floor. The board room is built largely of paneling and details from the previous private office of Commander McDonald and have been added to and enlarged to accommodate the space needed to house the present directors. The executive dining room, which is directly off the board room, is used by the corporation's officials only, and both rooms are done mainly in old French walnut. The executive offices (bottom right) incorporate good use of recessed storage, and the tops of the credenzas can be closed for privacy. All desks in the offices were built to accommodate the executives' individual needs. Furniture is by Directional Contract Furniture Corp.

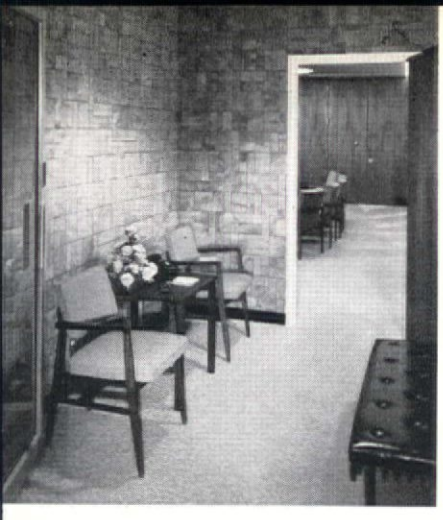
Apollo Building

Fred H. Prather, Architect, Space Planner

The ten-story Apollo Building is distinctively faced with a curtain wall of gray Thermopane windows and highly polished black glass panels, accented by towering white marble-faced exposed columns. With a prestige address (430 North Michigan) on Chicago's "magnificent mile," Apollo offered tenant spaces on its upper eight floors, eagerly snatched, for the building was fully rented and occupied within a matter of months after its completion. Fred H. Prather, the building's architect, was also responsible for the space planning of all interior spaces—the public areas and tenant spaces, as well as Apollo Savings & Loan's banking facilities and offices—as a landlord service to lessees, thus establishing elegant simplicity adaptable to a variety of functions and tastes. Tenants, some of whom are illustrated on the next four pages, include such diverse firms as MacManus, John & Adams and Batten, Barton, Durstine & Osborn, both advertising agencies; Better Business Bureau; regional offices of United Press International; the IBM division of Armour & Co. Uniformity of design is achieved through the use of gray vertical blinds, specially designed Bigelow carpeting, plus standard surfacing materials and lighting fixtures, planned around the requirements of the tenants and in conjunction with the interior designers commissioned by each tenant.

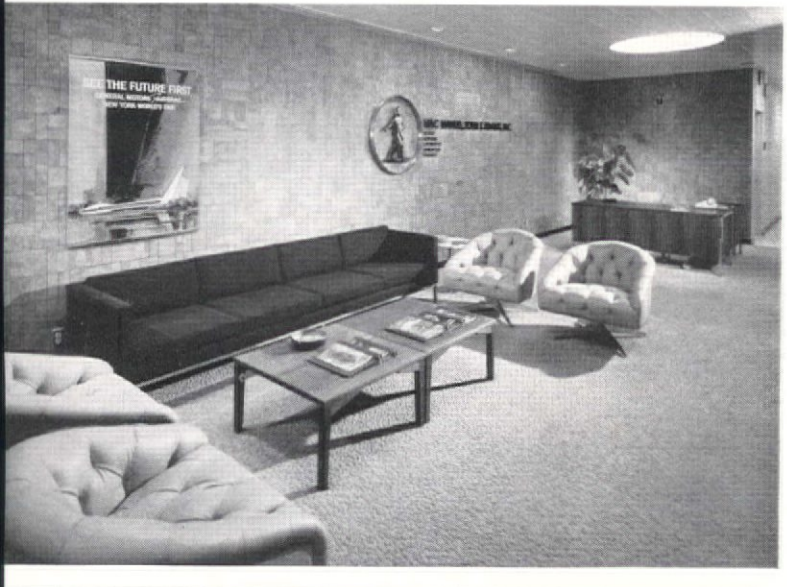


Photos: Hedrich-Blessing



MacManus, John & Adams, Inc.

Business Interiors, Inc., Contract Furnisher-Designer



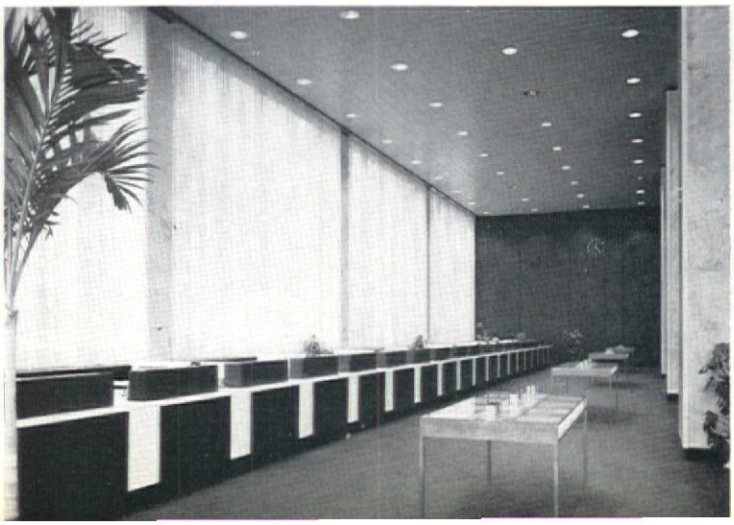
Photos: Bill Engdahl, Hedrich-Blessing

One of several advertising agencies located in the Apollo Building, the regional offices of MacManus, John & Adams are furnished in a straightforward contemporary style. One of the most flexible spaces is the conference room (two views above), scene of client presentations. Sliding oiled-walnut panels sheathe the room, and since each panel operates separately, presentations are set up in advance of meetings and later unveiled individually in logical progression. At one end of the room, panels enclose such equipment as slide and movie projectors and a television set. The conference room has its own compact reception area (above, far left) that echoes the design of the main reception room, both lined with Spanish cork. The regional director's office (left) is spacious enough to accommodate fairly large staff and client meetings, in a congenial setting that includes upholstered seating and a custom-designed desk. Andrew S. Bicsok of Business Interiors, which supplied most of the furnishings, worked closely with architect Fred Prather in planning the spaces.

Supply sources: Furniture—Dunbar, B. L. Marble, Knoll, J. D. Williams, Lehigh. Fabrics—Kroll, Rowen, Designtex. Cork wallcovering—Katzenbach & Warren. Lighting—Lightolier.

Apollo Savings & Loan

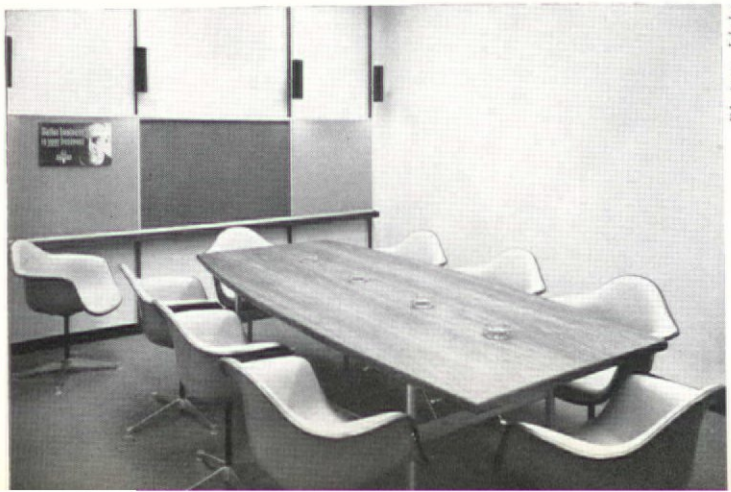
Business Interiors, Inc., Contract Furnisher-Designer



The planning approach of banking spaces and offices was governed for the most part by the head of Apollo Savings & Loan, who had decided ideas on the type of physical layout that would best serve the work-a-day needs of both staff and customers. In stipulating the requirements for the furnishings, Apollo officials agreed on a contemporary look, but preferred furniture with a soft appearance, to avoid what they envisioned as a stark modern atmosphere. In line with this concept, warm wood paneling was used on many walls, contrasting with the marble columns that echo the building's facade. Somewhat of a departure from the contemporary theme is the president's office, which contains an enormous traditional desk, combined, however, with more contemporary seating pieces. A paneled wall in the office slides open almost its entire length to connect with the adjoining conference room. The primary function of Business Interiors, which also supplied the furnishings, was to coordinate all phases of the project according to the dictates of architect Fred Prather, responsible for the basic planning, and the Apollo officials, who, understandably, voiced strong preferences as to the over-all appearance and function of the new facility.

Among the sources of supply: Furniture—Jasper Desk, B. L. Marble, Dunbar, Valley Upholstery, Kittinger, Steelcase. Carpeting—Karastan. Draperies—Isabel Scott fabric made by Dahlfors Draperies. Lighting—Lightolier. Plants—Lange Florist.

Photos: Hedrich-Blessing



Photos: Idaka

Better Business Bureau

Carson Pirie Scott Contract Div., Furnisher-Designer

Because of its status as a non-profit organization, the Better Business Bureau sought to reflect a conservative image in the design of its new quarters in the Apollo Building. It wanted offices that were comfortable but not ostentatious, yet also realized its responsibility in setting a good example in the selection of top-quality products. The areas illustrated were designed and furnished by Carson Pirie Scott, which worked closely with architect Fred Prather in planning the spaces. Both executive and lower echelon offices are furnished with back credenzas to hold confidential material from Bureau investigations with some degree of privacy. This also allows the desk to remain comparatively free for conference use. Examination of advertisements and commercials take place in the conference room, outfitted with a tack-chalk board so designed as not to take up valuable space.

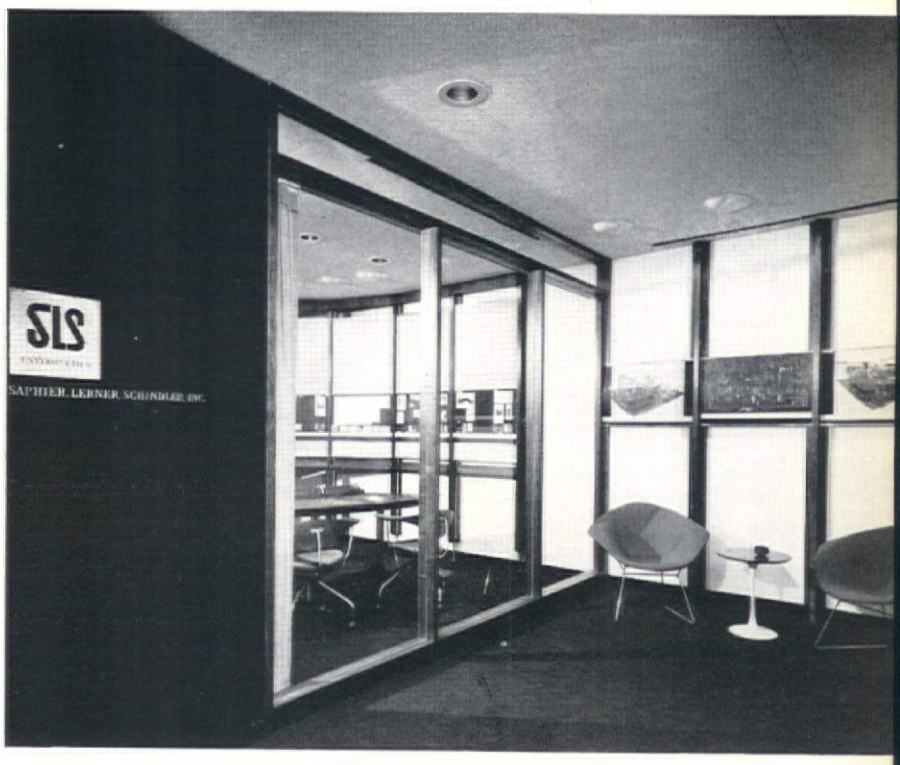
Suppliers: Furniture—B. L. Marble, Directional, Herman Miller. Lamps—Marshall Studios. Lighting fixtures—Lightolier.

Saphier, Lerner, Schindler branch office

Saphier, Lerner, Schindler, Inc., Space Planner-Designer

In planning its own Chicago branch office in a new building at 11 East Adams Street, Saphier, Lerner, Schindler, New York-based space planning and design firm, was confronted with only one major problem — a welcome one at that: to make the office space sufficiently flexible to accommodate the frequent additions to personnel necessitated by a constantly increasing volume of Chicago business. Throughout the office, a sampling of many materials, finishes, and design techniques are deployed in a cohesive fashion to act as three-dimensional, in-use illustrations for clients. A prime example of its custom-designed furniture, specifically planned with function foremost, is the semi-circular table in the presentation room (lower right), around which clients sit facing a specially designed presentation board. The room is adjacent to the reception area (upper right) separated by a glass wall divider that is screened off by draperies when privacy is required. Heading the Chicago branch is Larry Wallach, shown seated (below) in a glass enclosed office overlooking the open drafting department.

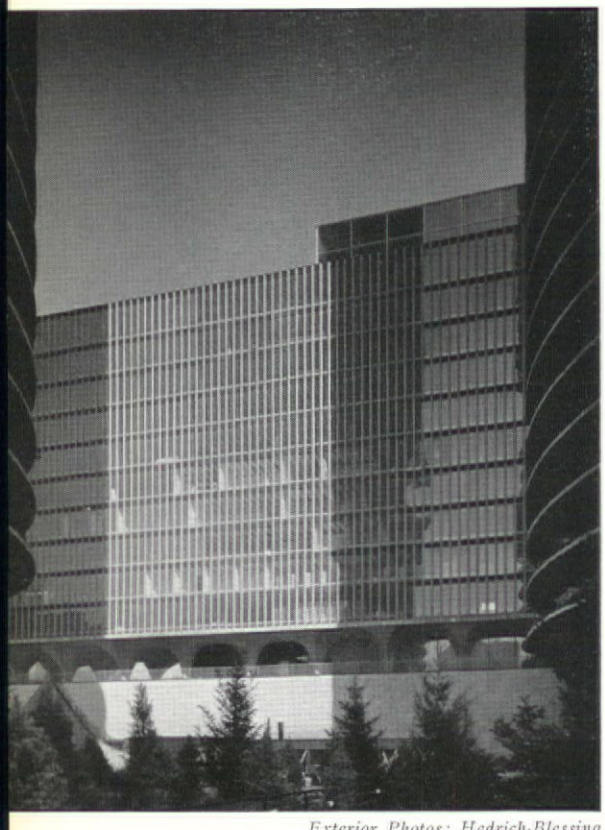
Suppliers: Furniture—Stow & Davis, Burke, Metal Stand, Stacor, Steelcase, Knoll. Drafting equipment—Plan Hold Corp., Cole Steel. Drapery—Boris Kroll. Carpeting—Rugcrofters. Wallcoverings —Gilford. Vertical blinds — Louver Drape. Partitions—Hauserman. Accessories — McDonald Products, Secticon, Amlings.



Photos: Suter, Hedrich-Blessing

Marina City

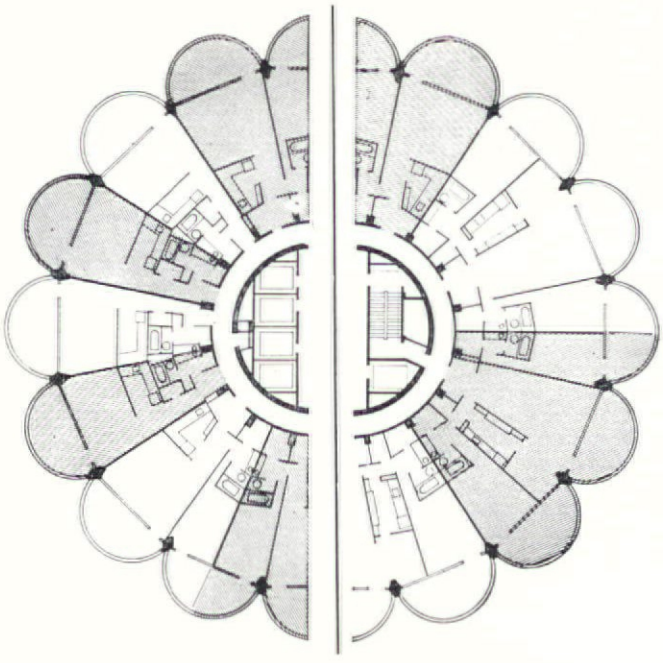
Bertrand Goldberg Associates, Architect-Engineer



Exterior Photos: Hedrich-Blessing

Barely three years old, Marina City is already *the* shorthand symbol for Chicago, used more often in illustration and advertising than any other structure, primarily because of the arresting shape of its twin circular towers. Marina started out as a revitalization program for the downtown area, a city-within-a-city, where 1,300 persons would be able to live, shop, and entertain themselves. The design, by Bertrand Goldberg Associates, architect-engineer, includes five buildings—the two 65-story residential towers, a 16-story commercial and office building (left), a theater and auditorium, and a two-story service building covering almost the entire area. Adjoining Marina is the Design Center, which is described and illustrated on pages 86-87. Total cost of Marina City was $40 million. The twin towers are built around central circular cores which went up first and which contain all service facilities—elevators, plumbing, garbage disposal, air conditioning, etc. Garage space for 900 cars (exactly equivalent to the number of apartments in the towers) occupies the first stories, which are an enormous spir ramp. Shops, restaurants, bank, a skating rink are located in the bas ment and on the ground floor. Typic residential floor plans of the towe are illustrated below, the right portio depicting floors 21 through 52, the le floors 53 to 60. Centrally located, Mari City looms above the Chicago River a site that occupies 3.1 acres.

The offices of Bertrand Goldber Marina's architect, are located in t Marina office building. Pictured belo is the firm's drafting room, shield from direct sunlight by vertical venetia blinds. Main light source is supplied overhead fluorescent fixtures arrang in a module between the grid beam Panels at the right are bright bl magnetic boards on which drawin are placed for display and study. Blu prints of current projects are stor behind them. At the far end is a refe ence library. Designers sit at the le of the photo, in Plexiglass divid spaces.



Marina Plaza Restaurants

Idea Associates, Inc., Designer

Because of Marina City's river-front location, a basic nautical motif for its restaurants was a logical choice, one that would appeal not only to the Marina residents, but also to businessmen during luncheon and to Chicago's night-life set. Idea Associates created several related restaurants, each sharing a centralized food service (illustrated top to bottom): main dining room, Viennese coffee shop, Grill Room, and the Grill's bar. The main dining room, the most luxurious of the restaurants, is built with three separate sections, called "parlours." The Viennese Coffee Shop, departing from the main motif, is designed as a sidewalk cafe in the building's lobby. The Grill Room is a less expensive room, catering to Marina and near-by residents, while its adjoining Grill Bar is highly popular with the businessmen. With minor and major variations of the nautical theme and a panoramic view of the Chicago River common to most, the restaurants are also tied together by a rope railing that stretches across the expansive window walls. In addition, teak and oiled walnut panelings are used throughout, and table candle holders and water goblets are standardized for each room's table setting.

Suppliers include: Wood paneling, spindles, turnings, buffets, bars, kitchen and bar equipment—Equipment Mfg. Co. Tables—Lee Woodard, Chicago Hardware Foundry, Bellamar Cultured Marble, Equipment Mfg. Co. Seating—Gallo Original Iron Works, Boling Chair, Shelby Williams, Equipment Mfg. Upholstery fabrics—Ford Vinyl, Piedmont, Masland Duraleather, U.S. Naugahyde, Jack Lenor Larsen, Dupont Fabrilite. Carpeting—Bigelow. Resilient flooring —Amtico. Drapery fabrics — John Strauss, Henry Cassen, Ben Rose, Larsen. Wallcoverings—Larsen, Katzenbach & Warren, Masland. Lighting — New Metal Crafts, Backgaard & Butler, Feldman. Plastic laminates—Parkwood. Accessories—Kaufmann & Fabry, Jo Mead, Antique Ltd., Bern C. Ritchie.

Photos: Jon's Studio

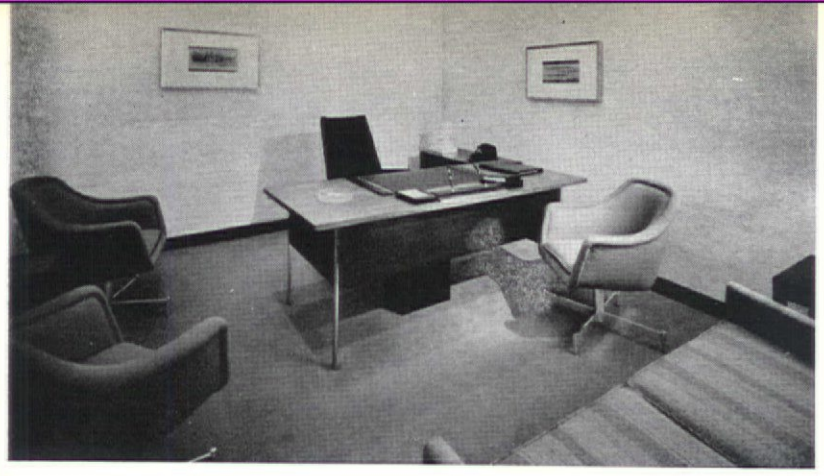
Photos: Orlando R. Cabanban

Marina City Bank

Virginia Hawley, Interior Designer

The dignity and elegance that denotes the substantial atmosphere of a banking institution were Virginia Hawley's aim in the Marina City Bank. To this end, the designer created many of the interior furnishings. For example, the high walls behind the tellers' cages (top left) are made of 12-foot panels of East Indian Rosewood, a wood repeated in the specially designed tables and shelf in the officers' area (lower left) and in the wall shelves, again specially designed, in the president's office (lower right). A rich bronze-gold wool carpet in the officers' area continues into the offices of the president and the chairman of the board (upper right) creating a continuity and echoing the color of the guest chairs in the officers' area and the tilt-swivel chairs in the board of directors' room (center right). Serving a dual purpose, the directors' room is both a meeting room for the 16 members, seating all of them around the large oval table, and a conference area created by hidden folding doors that separate the room. The table splits in the center with each section supported on its own base.

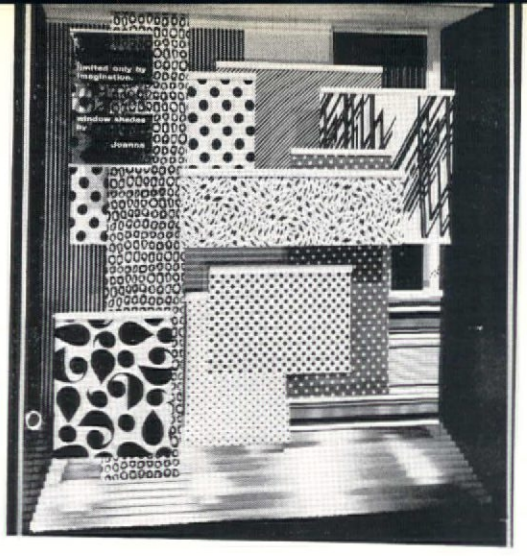
Suppliers: Furniture—Oster Woodworking, Harvey Probber, Dunbar Furniture, Jens Risom Designs. Carpeting—Roxbury, Holmes. Draperies—Boris Kroll. Wallcoverings—Louis W. Bowen, Laverne. Upholstery fabrics—Jack Lenor Larsen, Kroll. Wood panel—William Marshall. Laminates—Parkwood. Vinyl flooring—Robbins Floor. Desk Accessories — Giftcraft, Chicago Desk, McDonald Products.



National Design Center

Brenner-Danforth-Rockwell, Architect

A Midwest showcase for home furnishings, interiors, building and architectural products, the National Design Center occupies three floors in the Marina City office building. Clean architectural lines distinguish both interior and exterior, and a three-story well opens the space visually, unifying all levels. Following the round concept of the Marina Towers, a dramatic free-standing circular stair, shielded with clear Lucite railing, connects all floors, giving the impression of total space within the well. A vertical Travertine wall at the elevator core in the well further aids in tying together all levels. The Center offers more than 40,000 square feet of exhibit space. The top floor, which has the same flexibility as the exhibition floors, was specifically designed to accommodate seminars, workshops, meetings, and conferences, is equipped with visual and sound aids, refreshment facilities, and has a seating capacity for 500. Exhibits are divided into several types. There are complete room settings, vignettes, and product displays. Basic materials and colors throughout are neutral to prevent visual conflict with displays. To coordinate the varying exhibits, a standard type booth name panel was developed and is used by all. A brief sampling of exhibits on these pages illustrates the flexibility of the display spaces.



Joanna Western Mills: op art window shades.

Masonite Corp.: surfacing materials.

Three photos, from left to right:
Owens-Illinois: textured and colored glass blocks.
U.S. Steel: collection of steel sheets.
Chicago Tile Institute: mosaic tile samples.

Astor Tower Hotel

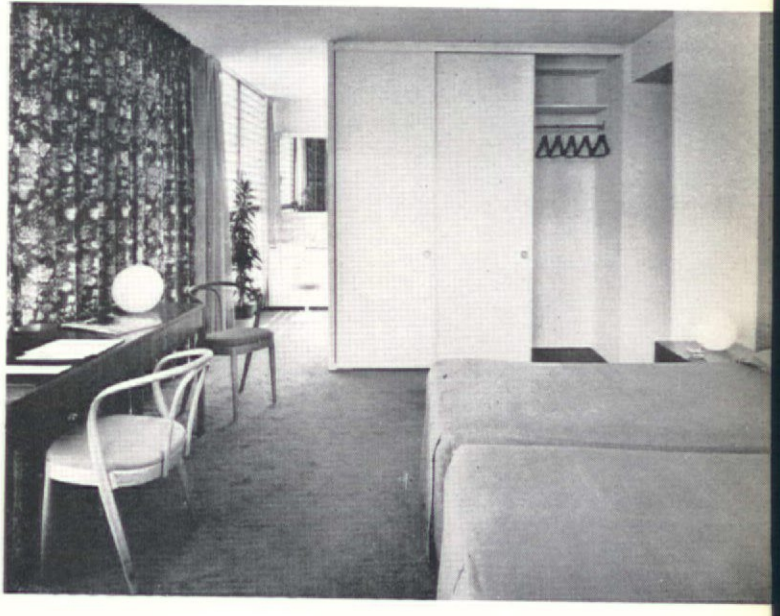
Ann Henderson Youngren, Interior Designer

Photos: Orlando R. Cabanban

A spectacular shaft of steel, glass, and concrete, the Astor Tower Hotel rises 30 floors high on steel columns, providing a magnificent panorama of the city and lake. The $4,000,000 international hotel was designed by architect Bertrand Goldberg, and in concept is the prototype of Marina City, also Goldberg-designed. The round form of the Marina towers was originally explored for the hotel, but it was decided ultimately that the square was more compatible with the neighborhood of traditional, elegant mansions. Astor Tower is a showcase for French art and activity, complete with its own exhibit gallery. Visible everywhere, in public areas and guestrooms alike, is a fine expression of the cultural heritage of France—Aubusson tapestries, paintings, furniture. A hallmark of the hotel is a faithful reproduction of Paris' most famous restaurant, Maxim's, illustrated on the following two pages. A handsome landscaped plaza at street level provides light and air through the luxurious use of space. Only 1,500 square feet of ground area, and the concrete core connects the lobby with the first guestroom floor, suspended 50 feet in the air, well above the sounds of the

city. Consisting solely of suites, the hotel is sheathed in glass from floor to ceiling and protected on the outside by steel louvers, which are adjusted on the interior by occupants. As a result, the Astor Tower's facade undergoes a constant flux of changing patterns. All suites are corner suites with two exposures, and each consists of an entrance foyer, living-dining room, one or two bedrooms, dressing room, tile bathrooms and kitchen. Guests are offered a charming choice of suites: one group borrows from France 1900, another combines the modern with traditional, and a third group is keyed to contemporary tastes. Interiors were created by Ann Henderson Youngren, of the Goldberg design department, in conjunction with Maurice Carrere and Henri Samuel, Paris designers-architects. All purchasing and installation of furnishings was handled by Polk Bros.

Suppliers: Furniture—Interior Crafts, J.D. Williams, Burke, J.G. Furniture, Interior Imports, Ello, Wells, Knoll, Lee Ltd. Fabrics—Greeff, Bruce Rodgers, Begamo, Lee Behrens, Thaibok, Calvin, Jack Lenor Larsen, Lighting—Ruby, Hanseatic, Nessen, Koch & Lowy, Habitat, Orrefors.



Maxim's de Paris

Arne Bronton, Interior Designer

Maxim's de Paris, one of the world's most renowned restaurants, now has an American address at the Hotel Astor Tower in Chicago. The new Maxim's is a faithful reproduction of the original, which the French Government has declared a Monument Historique, thereby forbidding the slightest change in its decor. Even the table settings, with hand-painted gold plates, blown lead crystal glass, and table lamp, duplicate the original in precise line, color, and design. Historic in another sense, Maxim's is a classic example of Art Nouveau, which was lavished freely in decorative panels, scrollwork, lighting fixtures, and ornate cove. The main dining room (left and opposite page) has an intimate stage for orchestra. During luncheon, a mirror panel slides in place to close off the stage, and portable banquettes, matching the permanently installed ones, are easily shifted into place. Walls are covered in silk damask, in the same claret of the tufted velvet banquettes. The bar (below), again following the original line for line, contains Toulouse-Lautrec drawings, not reproductions this time but originals, hung on French green suede. Lighting fixtures throughout were imported from France.

Sources for the American-made furnishings: Tables, Chairs—Shelby Williams. Banquettes—Victory Upholstery Co. Wallcoverings—Lehman - Connor Brass insignia—Frederick Boger. Brass leaf scroll, side panel—New Metal Crafts. Carpeting-Gulistan. Bar chair—Charlotte Chair Co.

Photos: Fred Kuehn Studios

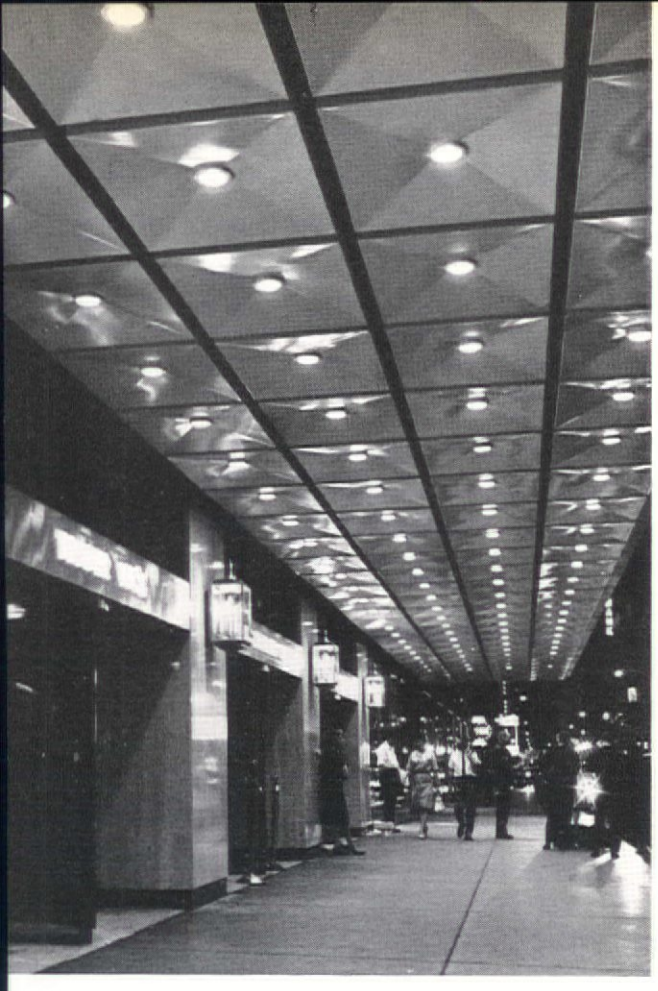
EXIT

Palmer House Towers

David T. Williams, Interior Designer

As part of its $10 million modernization program, the stately Palmer House converted its two top floors into the Palmer House Towers, an elegant addition to one of Chicago's landmark hotels. The Towers, which offers guests personalized services including those of a concierge, contains 260 rooms, including 60 suite combinations, all designed by David T. Williams. Cost came to an estimated $1.5 million, $800,000 of which went into furnishings alone. Traditional elegance pervades, with Corinthian and Contemporary Italian keynoting the design motifs throughout. Both groupings, manufactured specifically for the Towers, have high-pressure laminated plastic tops. Wallcoverings are fabric-backed vinyls which have been hand-screened or embossed, and many of the patterns are repeated in the carpet designs. More than 1,000 pictures were selected with frames, mat styles, and colors to enhance the fifteen different color schemes of suites and rooms. The luxurious use of space and decor is illustrated in two views (below) of a typical deluxe parlor, complete with game table, bar, and more than ample seating groups. The Towers also includes a lounge (above), designed by Idea Associates, for the exclusive use of guests.

Guestroom suppliers: Furniture—American of Martinsville, Baker, Charlotte, Drexel, Englander, Fine Arts, Mt. Airy, Lakeside, R-Way, Schoonbeck, Simmons. Fabrics — Charles Bloom, Cohn-Hall-Marx, Collins & Aikman, Schumacher, Jack Lenor Larsen, J. H. Thorp, Leatherguild, Stroheim & Romann, Trend of the Times, U.S. Rubber Naugahyde. Carpeting — Bigelow-Sanford, Roxbury. Lamps—Anne Allen, Fred Chambers, Hotel Enterprises, Norman Perry, Warren Kessler. Mirrors—Hamilton, Henredon, Interiors Import, R-Way. Wallcoverings — Verde. Plastic Laminates — Parkwood. Accessories—J. Pocker, Vilas-Mages, Oriental Grasscloth.



Palmer House Arcade recently underwent an elaborate facelifting by architect Ralph Myers of Kivett & Myers as part of the hotel's modernization program. By unifying storefronts, painting ceiling vaults, adding brass lanterns against new pilasters, and installing new fixtures for dramatic lighting, what was once a dingy, uninviting area has been attractively transformed by minimum of structural change. The entrance and marquee to the arcade (top) was also rejuvenated. Lighting consultant, Wheel-Garon.

Palmer's Pub, designed by Idea Associates, embodies an English Victorian theme in deep red, black, and gold. With its own street entrance, the Pub is on two floors. The main level has a self-service bar almost the length of the room and was designed with quick service for shoppers and businessmen in mind. Offering complete table service, the second floor has a plush Gaslight Era setting, with gold brocade covered booths, burlap flocked wallcoverings, and crystal gaslight chandeliers. Suppliers: Furniture—Equipment Mfg. Co., Chicago Hardware Foundry, Shelby Williams. Fabrics—Schumacher, DuPont, Isabel Scott, U.S. Rubber Naugahyde. Lamps lighting—New Metal Crafts, Atlas Electric. Wallcoverings—Louis W. Bowen. Carpeting—C. H. Masland. Plastic Laminates—Parkwood. Accessories—Jo Mead, Samuel Dinkelspiel, Catalda, Three Mountaineers.

Hotel Continental Plaza

Albert Parvin & Co., Contract Furnisher-Designer

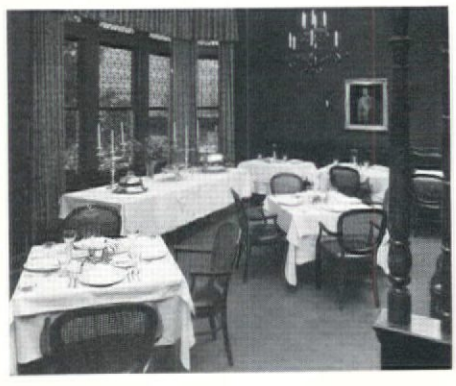
The Hotel Continental Plaza is a modern 16-story building housing 379 guestrooms, two lavish restaurants, Cafe Lautrec and Chateau Continental, enormous banquet and convention facilities, and several other services and conveniences for guests. Albert Parvin & Co. was responsible for all the planning, design, coordination, and supervision, creating an opulent setting of English and Spanish influences. The marble-walled lobby sets the stage for the building's interior with grille-patterned carpeting, smoked mirrors, a two-story circular stairway finished in white marble with a 20-foot long chandelier hanging through its center over a three-level fountain. The Spanish-styled executive studios and most of the regular level guestrooms, done in the striking color schemes of either red and gold or blue and green, are decorated with grille partitions, Spanish game tables with antique silver wrought-iron pedestal bases, and high-back game chairs in fruitwood (top right). Vinyl wallcoverings and upholstery fabrics continue the color schemes and are embossed with typical Spanish designs Candelabra lamps and five-light ceiling fixtures with red shades heighten the Spanish flavor, as do the distressed antique tables in front of the studio units. Done in apple green and rust, the English Regency-styled rooms (middle left) also feature antiqued and distressed fruitwood furniture, but instead of the Mediterranean wrought iron, the hardware, lighting, and accessories are of brass, crystal, and marble. Mirrors are large and ornately framed in gold leaf, in contrast to the Spanish type, fruitwood framed with silver liners.

Suppliers: Furniture—Emeco Corp., Howe Folding Furniture, Hibriten Chair, S. J. Campbell, White Furniture, Morganton Furniture (Division of Heritage), Serta. Carpeting—Roxbury Carpet, Archibald Holmes. Lamps & lighting — Luminaires Ltd., New Metal Crafts, Frederick Cooper. Ceiling fixtures—Quartite Creative Corp. Vinyl Wallcovering—Columbus Coated. Wall partitions—Air Wall. Paneling—Great Lakes Store Furniture. Murals—Donald Clouse, Leroy Niemann. Urns—Quartite Creative.

Chicago

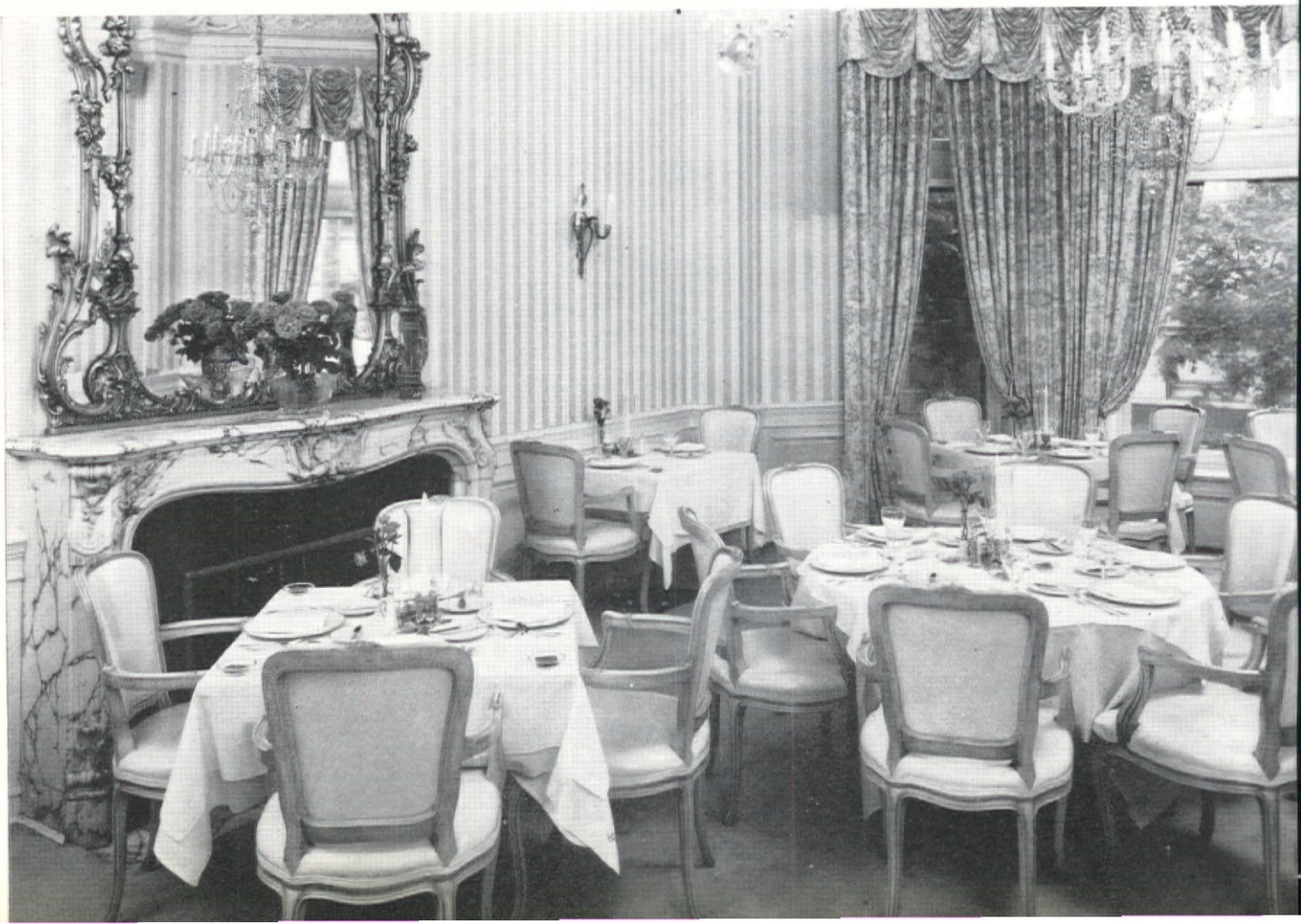
Chez Paul

Don Mowat, Marshall Field & Co.,
Interior Designer



A well-known dining spot for many years, Chez Paul faced several problems when it moved recently to the spacious and charming 3½ story Robert Hall McCormick Mansion. The restaurant's owner wanted to retain as much of the original Chez Paul intimacy and French atmosphere while also recapturing the elegance of the original home—and still adapt the building to the needs of a well-run restaurant. After months of research and planning emerged the new Chez Paul, carefully incorporating the original mansion's layout and retaining many of its interior architectural features. Behind a weathered gold facade, accented with white and charcoal, are housed various dining rooms. The Louis Room (below), originally the McCormick mansion's front parlor, has been elegantly decorated in the mood of the French Chateau country. Marble fireplace and gold framed mirror, gifts to the McCormicks from the King of Italy, were restored during the refurbishing. The Wine Cellar, or La Cave (top row, left) features a breakfront wall storing a fine assortment of wines.

Red and white tablecloths and cafe curtains create a casual dining atmosphere. Following the charcoal and wine red decor of the original the new Chez Paul Room (second row, left) capitalizes on an existing leaded glass bay window retained during remodeling. The Pub (second row, right) is a men-only luncheon room, the strong masculine flavor warmed by glazed brick, pegged flooring, 18th century chairs, and an antique walnu bar. For Mesdames, the ladies powd room (top photo, above) contains gil framed mirrors seven feet tall, hun above a vanity shelf copied after French console table. Designer Do Mowat, of Marshall Field's Decoratin Galleries, worked closely with Field Contract Division in specifying pra tical and durable furnishings.



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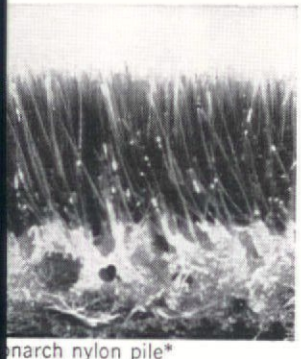
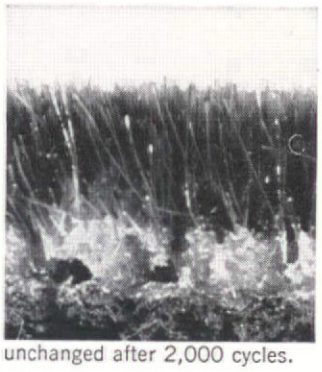


narch nylon pile*



unchanged after 2,000 cycles.

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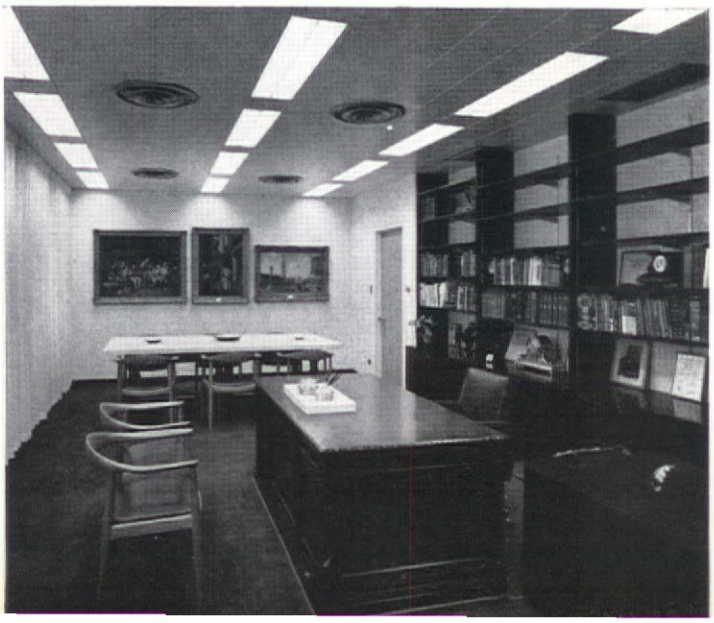
Chicago

Hektoen Institute

C. F. Murphy Associates, Architect, Interior Designer

A forthright simplicity characterizes the design of the new laboratory building for the Hektoen Institute of Cook County Hospital. Concrete, brick, and glass are the basic construction materials, and these, along with cement block, were effectively and economically integrated into the interior design. Brick, for instance, lines the chapel walls, and block proved highly functional in the laboratories. Since the building was planned around a core, laboratories and offices take full advantage of the extensive window areas by placement around the full perimeter, and a generous corridor loops around each floor for maximum flexibility in circulation. The ground floor of the 10-story structure is occupied by the lobby and a glass-walled auditorium, both simply but handsomely furnished. The second floor houses library and administrative offices, including the director's office, which combines a massive traditional desk with more contemporary pieces. Other floors are devoted almost exclusively to the numerous laboratories and research and testing facilities that have made Hektoen one of the country's foremost centers of medical research. Completely air co ditioned, the building, which totals 12 000 square feet, was designed by C. Murphy Associates, architect-enginee and all interiors were planned and d signed by Murphy's interior desig staff, also responsible for a numb of custom-designed furnishings, such steel counters and cases.

Suppliers: Furniture—Steelcase, A steel, Art Metal, Royalmetal, Herm Miller. Carpeting — McGee. Resilie Flooring — Amtico. Upholstery — U. Rubber Naugahyde. Auditorium—Ca Seating, with Isabel Scott upholstery.



Field Clinic

V. Mueller Professional Planning Service, Interior Designer

The new four-story addition to the Field Clinic, a group practice of 32 physicians, was controlled by a specially elected equipment committee, which worked directly with the designers in planning and furnishing all interior spaces. The committee, setting forth its requirements, wanted to achieve a "plush look" within a limited budget; the main lobby had to provide comfortable seating for about 50 patients; thirteen consultation rooms, to be used as private offices, had to appeal to each physician—and everything was subject to the stamp of approval by a majority of members. Together with staff designers William Langan and Kay Klose, John Caruso, director of Mueller's Professional Planning Service, design arr of the surgical instrument and hospita equipment firm, developed what prove a workable program. The designers, i creating the main lobby (bottom left and upper-floor waiting areas (fa left), selected Jack Cartwright's mod ular seating group on the basis of it construction and flexibility in arrange ment. A presentation was set up o special boards in the doctors' lounge and after unanimous approval wa reached, the president of the grou signed the proposal and returned it t Mueller for purchasing. A minor prob lem arose in furnishing the consulta tion rooms when each physician pre ferred to express his own individua taste. The committee then judiciousl ruled that all offices be standardized permitting, however, each occupant t select his own lamp and by offering choice of two Sligh Lowry desks—on rounded, the other square (top left), bot in traditional styles. Little difficulty wa encountered in furnishing the examinin rooms, primarily because Mueller spe cializes in medical equipment and th designers' knowledge of available line is quite extensive. The designers se lected, for instance, Valtronic's compac wall-hung desk units and cabinet (below) for their functional and eas maintenance qualities, as well as ap pearance.

Other suppliers for the clinic, designe by architect Albert Eiseman, Jr., in clude: Chairs — Charlotte, Carolina Hickory, Royalmetal. Fabrics — U.S Naugahyde, Decor '64, Hexter. Carpet ing—Commercial Carpet. Counter sur faces—Parkwood Laminates. Lamps— Westwood, Design Galleries, Phil-Mar Vinyl wall mural—Ellenhank. Accesso ries—N.S. Gustin, American Artificia Flower Co.

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Chicago

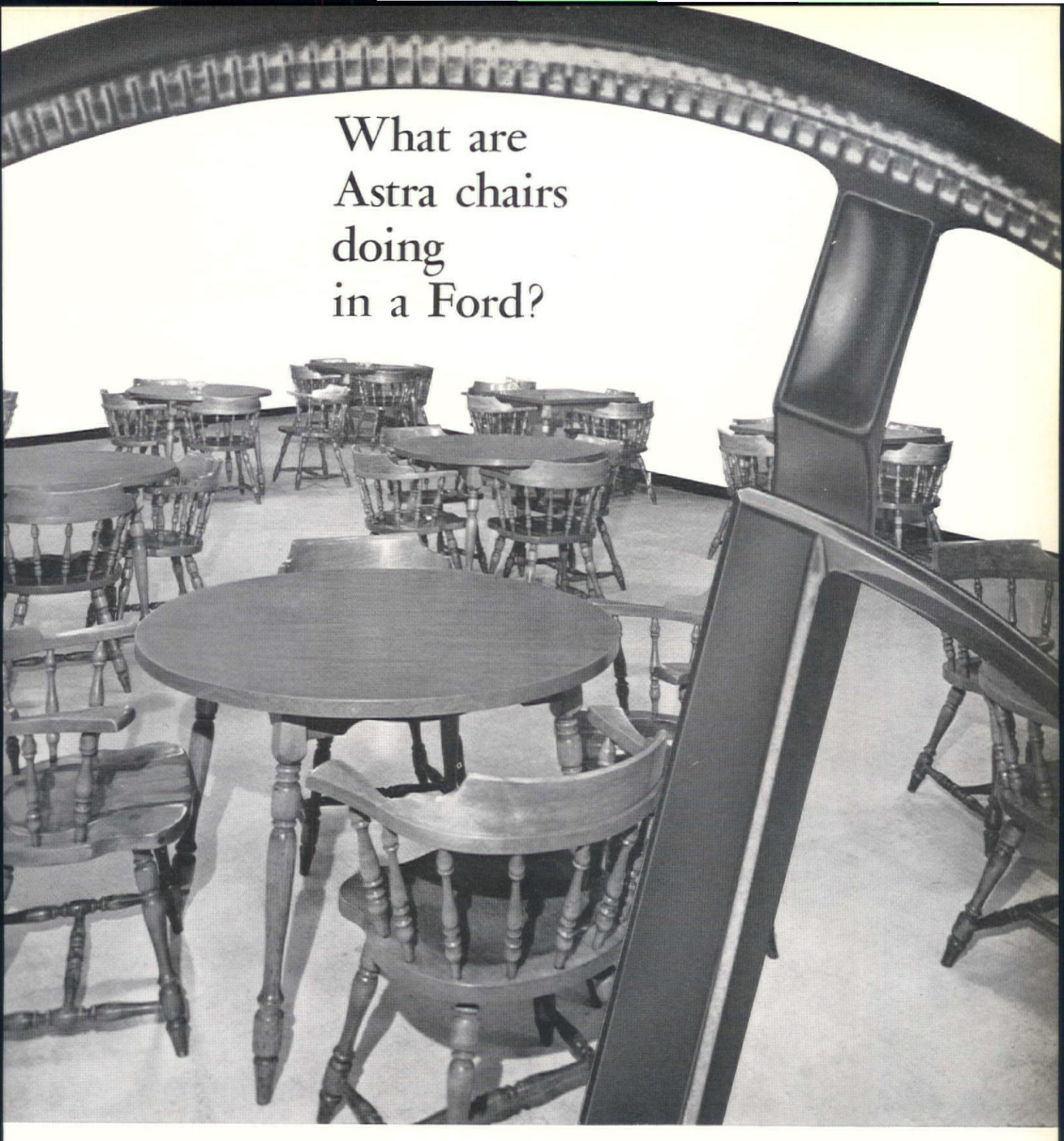
Exterior: Hedrich-Blessi

St. Joseph Hospital

Douglas Speer, Marshall Field Contract Division, Designer

Interiors: A & B Photography

Although other hospitals are equipp with special ambulatory facilities, t new 500-bed, $21 million St. Jose Hospital is probably the first to i corporate these facilities in its origin plans. The ambulatory suite, which h 22 private patient rooms, is specifical geared to the physical and psychologic requirements of patients able to ca for themselves with a minimum of sta supervision. In this area, patient roo and corridors are carpeted, custom-col quilted bedspreads brighten the roon a special private dining room overloo Lake Michigan, and colors are in chee ful shades of orange and red. All patie rooms throughout the hospital have t latest equipment for both patient a staff convenience. At each bed is pillow-speaker with built-in TV a radio control that also permits t patient to converse with his nurse, w answers from phones strategically plac on the floor. To execute the over- interior plans of the 12-story buildin considerable effort was spent to combi pleasant surroundings as well as pra tical conveniences for patient maneuve ability and comfort. Color schem were planned to harmonize with wall colors, so that draperies and be spreads can be interchanged for hous keeping simplicity. Each of the eig patient lounges is designed in differe treatments in furniture style and color from wrought-iron in maternity loun in shades of blue and turquoise, rattan in gold and olive in one the surgical lounges. Ease of mai tenance was another major consider tion in the planning stages. For t most part, all draperies are washab and can be maintained with hospit facilities, and vinyl upholsteries we used wherever possible. An easily ide tified structure with a bright blue facad St. Joseph was designed by architectur firm of Belli & Belli in a Y-shap affording almost all patient rooms wi a view of Lake Michigan and the harbo



. . . The Ford Exhibit at the World's Fair

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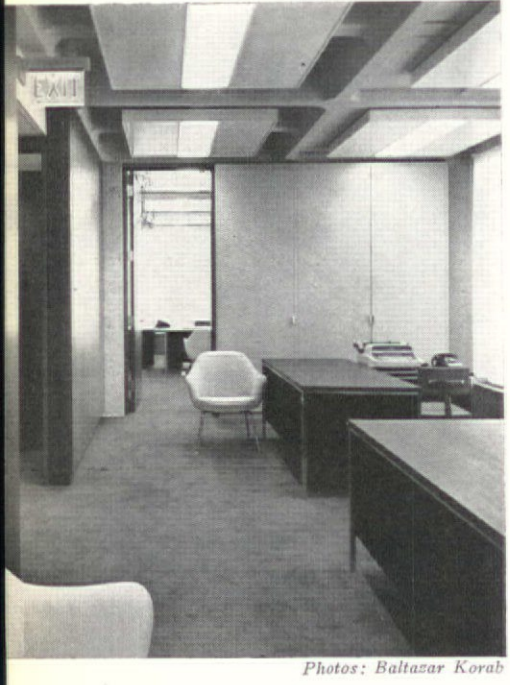
American College of Surgeons

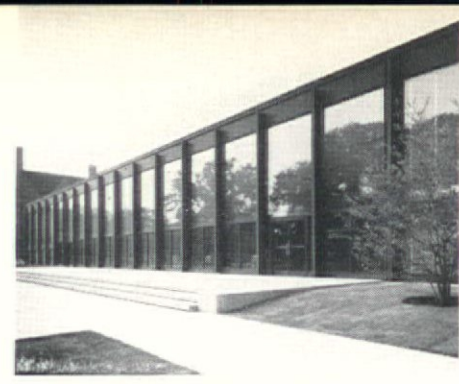
Skidmore, Owings & Merrill, Architect, Interior Designer

Reflecting the uniqueness of the group it houses, the American College of Surgeons building contains many specially designed interior furnishings that incorporate unusual and varied materials, effectively contrasted. For example, the dining room's round tables with cremo marble tops are accented by myrtle burl rectangular tables and ebony chairs. An antique desk in the executive director's office stands out from its contemporary setting and becomes the room's focal point. The Board of Regents has specially designed separate desks and swivels chairs in its meeting room, and the library's tables are topped with "floating" granite. Despite its marked individual qualities, a flow of continuity characterizes the building: parts of the interior walls are paneled with an exposed sand-blasted finish integrating it with the exterior. Terrazzo flooring links the outdoor plaza and first floor. SOM's interior design department planned all interiors.

Suppliers: Furniture—John Scalia, Woodwork Corp. of America, Jerry Griffith, Dunbar, J.G. Furniture, J.D. Williams, Chicago Hardware Foundry, Wells Furniture, Lehigh, Royalmetal, Remington Rand, Steelcase, Yawman & Erbe, Corry Jamestown, Pittsburgh Plate, Cold Springs Granite, Baker. Carpeting—Magee, Roxbury, Spinning Wheel. Draperies—Ben Rose. Fabrics—Unika-Vaev, Jack Lenor Larson, Scalamandre, Alice Parrott Designs, Knoll Textiles. Leather—American Leather. Flooring—Flintkote. Track & Hardware—Silent Gliss. Desk accessories — Loumac, Froelich Leathercraft, Knoll Associates, Stembridge.



Photos: Baltazar Korab

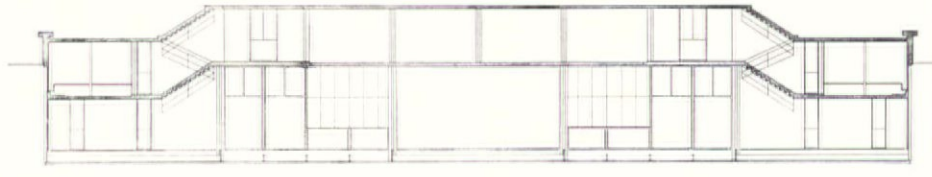


School of Social Service Administration, University of Chicago

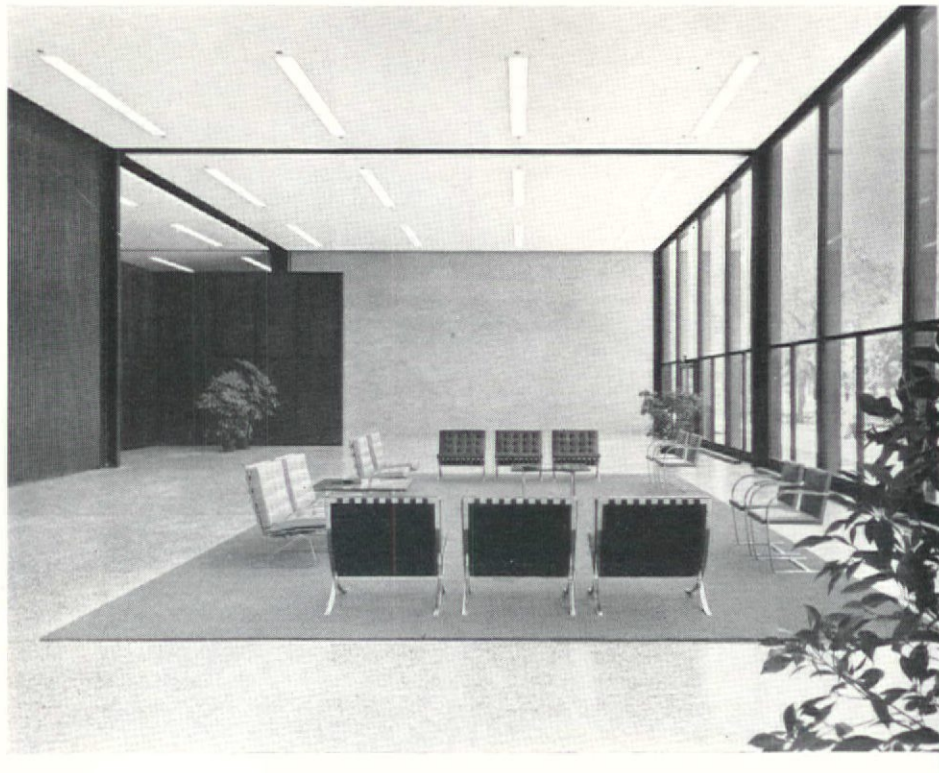
Mies van der Rohe, Architect
J. Lee Jones, Associate Architect

The new building for the School of Social Service Administration of the University of Chicago was designed by the world-famous architect, Mies van der Rohe, who has in recent years become identified with Chicago architecture. A one-story building with full basement, it is long and low in profile and is fronted by a plaza approximately 30 feet deep. Exterior walls consist simply of the steel structure of the building, painted a flat black and glazed with huge sheets of clear plate glass. The building itself is an arrangement of fifteen 40-foot-square bays, five bays wide and three bays deep. Inside the entrance is a large high-ceilinged hall, where the building's frame is exposed and exploited as part of the interior architectural design (see cuts). All other segments of the school—library, classrooms, offices—are interconnected to the central hall and interact with it. Interiors were planned, in conjunction with the Mies office, by J. Lee Jones, associate architect for the project, and staff architect for the University.

Suppliers: Furniture — General Fireproofing, Knoll Associates, Hartmann-Sanders, Thonet, Steelcase, Barrick. Rugs — Boss Co. Flooring — Renner Terrazzo Mosaic Co., Johns-Manville. Walls — Hanley Co., Woodwork Corp. of America. Ceiling — Armstrong Cork Co. Lighting — Benjamin Products-Thomas Industries.



Photos: Hube Henry, Hedrich-Blessing



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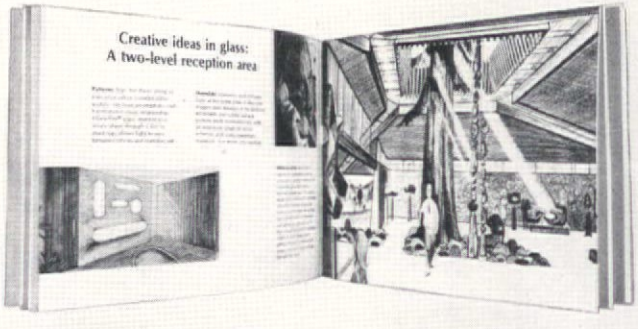

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DESIGNER PROFILES

Frazier, Raftery, Orr & Fairbank

Northern Trust Company Bank

The Illinois firm of Frazier, Raftery, Orr & Fairbank was organized as Frazier & Raftery in 1926 in Chi-

cago, and built its own offices in 1946 in Geneva, Ill. In 1957 the name was changed to include new partners Montgomery Orr and Edward Fairbank. The firm's architectural background is diverse, including churches, civic centers, hospitals, hotels, schools, and private residences. Prior to the Northern Trust Co. project, small interior design assignments were completed by the late Walter S. Frazier. However, the extensiveness of the bank's interiors required the establishment of a permanent interior design department. Project head of Northern Trust interior design is Miss Jody Costan, a vigorous young woman whose youthful appearance belies her experience and talents. Miss Costan graduated from the Rhode Island School of Design with a major in interior architecture and first worked as a designer in the commercial contract division of Orchard & Willhelm in Omaha, Neb. After a trip to Europe, she was associated with two other Chicago architecture and design firms before joining Frazier, Raftery, Orr & Fairbank in 1963.

Saphier, Lerner, Schindler, Inc.

Brunswick Building public spaces
Gateway Center public spaces
SLS branch office
Sonnenschein, Levinson, Carlin, Nath & Rosenthal

When Saphier, Lerner, Schindler, Inc. shifted its midwest office from Cleveland to Chicago in 1961, it transformed the operation from a skeleton force to a full-scale effort. Key personnel from its New York and Los Angeles offices were moved to the new midwest post, including vice presidents Larry Wallach and Robert Schaefer as well as veteran employees Ralph Russo, Bert Richmond, John Sarver and Dick Marsh. The Chicago office has grown fourfold in four years, and business volume has doubled each year until now the current in-work footage handled by SLS Chicago never falls below half a million square feet. Many commissions of the Chicago office come from firms that SLS has

worked for in other cities; Witco Chemical and Sabena Belgian World Airlines are prominent examples. The chain reaction of commissions also works in reverse: the SLS assignment to design the Chicago headquarters of McCann - Erickson, Inc. has led to a contract to create new offices in New York for the giant advertising agency.

David T. Williams, Inc.

Palmer House Towers Guestrooms

David T. Williams, one of the country's most famous designers of hotel interiors, was from 1949 to 1959 vice president and director of the design studios of Hilton Hotels Corp. Since forming his own firm, David T. Williams, Inc., in May 1959, he has continued to design new Hilton hotels in San Francisco, Portland, Tarrytown, N.Y., Seattle, Aurora, Ill., Kansas City, Honolulu, and London. Despite his concentration on work for a single client, Williams strives for a sense of individuality in each new hotel, with emphasis on themes inherent in the locale. Through his years of experience with "heavy-duty" furnishings and materials required for hotels, he has been instrumental in assisting manufacturers to develop new materials in plastics and synthetics that are at once practical, hard-wearing, and esthetically interesting.

Idea Associates, Inc.

Marina City Restaurants
Palmer's Pub

Idea Associates is an interior design office, founded in 1955, which caters to restaurants, food services, hotels, theaters, and other commercial installations throughout the world. Though its main office is in Chicago, IA projects are frequently as far away as Germany, London, and Amsterdam. These distances have required opening a new office in Los Angeles and plans are under way for a European branch office as well. Idea Associates was

founded by Sam Horwitz, now president of the corporation, and Milton Zic, vice president. Both men collaborate on all design projects and work in close affiliation with the other 10 designers in the office.

Maria Bergson

U. S. Gypsum Co.

Maria Bergson entered the field of design in 1945. Major assignments for Time, Inc. and Container Corp. of America led to the establishment of her own firm in 1948, under the name of Maria Bergson Associates—familiarly known as MBA. It has grow

into a well-rounded interior architectural design organization with headquarters in New York, a branch in Los Angeles, and an affiliate in Great Britain. MBA has been credited with innovations and improvements in the hospital, hotel and motel, private club, and restaurant fields. The organization was among the pioneers of flexible and interchangeable work tations in offices and open area planning, thereby achieving the most ef-

ficient use of available square footage. Miss Bergson has participated in the architectural renaissance of downtown Chicago. Working in close collaboration with the respective architects, she has left her distinctive mark on such major buildings projects as the Prudential Insurance Co. of America building, United States Gypsum and Equitable Life Assurance Society buildings. Among other firms whose Chicago quarters MBA has planned and designed are Aluminum Co. of America, Artnell Co., American Airlines, Admiral Club at O'Hare Field, Leo Burnett Co., Inc., Container Corp. of America, Corn Products Co., International Harvester Co., and Mid-America Club.

Bertrand Goldberg Associates

Astor Tower
Marina City

Contributor of the most spectacular silhouettes in the Chicago skyline, the twin Marina towers, Bertrand Goldberg is one of the leaders in Chicago's new architectural wave, although his organization is only a few years old. Since its completion two years ago, Marina City has become a landmark by which Chicago is very frequently identified. Goldberg's radical treatment of architectural forms is also apparent in the Astor Tower, which has been called a "square Marina." His firm operates a complete interior design facility headed by Ann Youngren. Miss Youngren, born in England and educated at Oxford and Cambridge, joined Goldberg in 1963 after employment with Morton Textiles & Furniture, well-known Chicago contract furnishing firm, and Skidmore Owings & Merrill.

Albert Parvin & Co.

Hotel Continental Plaza

Designing the interiors for Hotel Continental Plaza in Chicago was a case of coming home again for Albert Parvin & Co. The giant Los Angeles contract design and furnishings firm actually was founded in Chicago in 1911 as furniture supplier and jobber. It moved to Los Angeles in 1946 and began to offer design services there, with such continuous success that the contract design staff now numbers more than 85. Albert Parvin & Co. became a household word among hotelmen and restaurateurs in the West, and enjoys a virtual monopoly on Las

Vegas hotels (the Sahara, Sands, Dunes, Riviera, and Tropicana all are Parvin jobs). But aside from a few remodeling jobs such as guestrooms for the Sherman Hotel, the Parvin company had lost touch with Chicago until it landed the Continental Plaza commission. Another recent Parvin job in the East is the Playboy Club in New York. Directed by board chairman A. B. Parvin, the design team for the Continental Plaza included James Irwin "Bill" Yates, vice president in charge of design, Harry McCague, design director, and Norris Goldman, executive vice president.

Fred H. Prather

Apollo Building

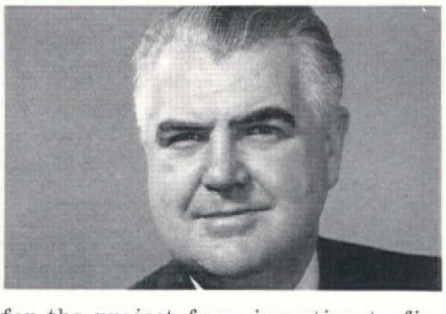
Fred H. Prather has practiced architecture since 1940. While at Armour Institute of Technology, he was a student of Mies van der Rohe. He established his own firm in 1952 nd

has enjoyed a wide range of assignments since that time. The firm prides itself on the close personal attention it brings to both small and large projects and in its ability to find surehanded, practical solutions to design problems. In addition to Apollo Savings, Mr. Prather has recently completed work on buildings for Amco Corp., Automatic Canteen Corp., Sherman-Reynolds Co., Wahl Clipper Co., and Neptune Meter Co.

Griswold, Heckel & Kelly Associates, Inc.

North American Insurance Co.

Griswold, Heckel & Kelly Associates, Inc., A. J. Heckel, president, is a firm specializing in space planning and office interior design. It has developed its own method of coping with the complexities of present-day projects: instead of the project being broken down into multiple components for assignment to various departments, GHK assigns an account manager to each project, who is then responsible



for the project from inception to finish. GHK services include area analysis, lease negotiations, space allocation, layout, budget, engineering, moving, design, and decoration, project supervision, etc. The firm has completed such various projects as the coordination of nine floors of the headquarters offices of the Episcopal Church Center in New York City, an

over-all project for Burroughs Corp., and is currently engaged in a major project for United Fruit Co. at the new Prudential Center in Boston.

Business Interiors, Inc.

Apollo Savings & Loan
McManus, John & Adams

Business Interiors, established in Forest Park, Illinois, in 1954 by James Hickey, came under its present ownership in 1962, with Robert C. Warner as president. A combination interior design and office furniture firm, it stresses the importance of professional design guidance as essential in deriving the fullest benefit from office interiors and furniture. Servicing of equipment is a basic part of the firm's policy. Andrew S. Bicsok is Business Interiors' director of design. He is also director of the Chicago School of Art Design. Margeret Ann Dennis, vice president of Business Interiors, worked closely with Mr. Bicsok on the various interiors that the firm designed in the Apollo Savings & Loan Building.

Skidmore, Owings & Merrill

American College of Surgeons
Brunswick Building
Hartford Building

The firm of Skidmore, Owings & Merrill was founded in 1936. Eighteen general partners direct the work in four principal cities—New York, Chicago, San Francisco, and Portland, Ore. A staff of approxi-

mately 750 architects, engineers, and technicians enables the firm to furnish complete services in the fields of planning, designing, engineering, and supervising construction of building projects. In Chicago, the general partner in charge of design is Walter A. Netsch, Jr. SOM has done projects in all parts of the United States and in 25 foreign countries. A fully staffed office is established at the site of the work if the scope of the project requires it. In recent years, such offices have operated in Oak Ridge, Casablanca, Bonn, Istanbul, Los Alamos, Colorado Springs, and Okinawa.

Virginia Hawley

Marina City Bank

Virginia Hawley, AID, has been practicing interior design since 1954, when she was associated with Mandel Bros. contract division. At Mandel's, she rose to the post of director of design. She has also been associated with the contract division of Marshall Field and Desks, Inc., Chicago, specializing in the design of offices, hotels, and country clubs. Self-employed as designer and consultant since 1963, Miss Hawley had done a substantial amount of work for large corporations, in-

cluding Uhlemann Optical Co., Avondale Savings, Merchants National Bank, and Security Federal Savings (all in the Chicago area), Rehabilitation Center for Crippled Children, Hammond, Ind., Goss Co., Chicago, and Burns Memorial Chapel, Gary, Ind. Miss Hawley is a member of the board of governors of the Illinois Chapter of AID.

Carson Pirie Scott & Co. Contract Division

Better Business Bureau

Begun nearly 85 years ago as a commercial supply function to volume consumers such as hotel and institutions, Carson's Contract is today one of four divisions of the booming CPS operation. Under the direction of vice-president Paul Bischoff, the division operates as an entity entirely removed from the retail and wholesale divisions, maintaining its own offices and showrooms in Chicago's Merchandise Mart, and since 1962, a branch office and showroom in Peoria, Ill. The division's design function is the hub around which all other activities revolve; the correct design solution in conjunction with the mechanical and economic requirements of the individual job dictates the merchandising solution. Carson's Contract accounts fall roughly into

four categories: project or package job encompassing design, merchandising, and installation; service and bid which includes merchandising consultation but not design; trade sale to architects and interior designers; supply to the commercial consumer.

V. Mueller & Co.

Field Clinic

V. Mueller & Co., vendors of medical equipment for about 70 years, entered the interior design field eight years ago. Concerning itself exclusively with the medical profession Mueller terms its interior design activity a "Professional Planning Service." From a small beginning in its home offices in Chicago, the interior design department has developed into a national effort, with full-time designers in the Dallas, Atlanta, and Anaheim, Calif. offices as well as the Chicago headquarters. John Caruso heads the Professional Planning Service. Staff designers William Langan and Kay Klose collaborated with him on the Field Clinic

Mies van der Rohe

School of Social Service Administration Building, University of Chicago

The first architect to receive the Medal of Freedom, the highest civilian honor the President can confer for service in peacetime, Mies van der Rohe is considered one of the founders of contemporary architecture. His work is characterized by the purity of its design as expressed

in skeletal structures of steel, glass, and concrete, and along with Frank Lloyd Wright and LeCorbusier he has defined architecture for the technological age. In 1938 he emigrated to the United States from Germany where he had been director of the Bauhaus, the famous school of technology and design. Arriving in Chicago he organized the Department of Architecture for Illinois Institute of Technology. Here he designed the Master Plan of IIT, and remained as Director of the Department until he retired from teaching in 1958 to devote all of his time to his architectural practice. Among the most well-known of his buildings in Chicago are Lake Shore Drive Apartments, Esplanade buildings, Crown Hall at IIT, and the Federal Center which he designed in association with A. Epstein & Sons, Inc., C. F. Murphy Associates, and Schmidt, Garden & Erikson. Mies also designed the Seagram Building in New York City in association with Philip Johnson.

Arne Bronton
Maxim's of Paris

Arne Bronton, president of Crown Custom Designs, Inc., was born in

Denmark and educated at Esbjerg Technical College in that country, winning the school's bronze medal for furniture design. He came to the United States in 1952 and founded his own business in the following year. In addition to Maxim's, Bronton is responsible for the Gate of Horn Restaurant, Chicago, as well as for clubs and residences in the area. He is also design consultant to Geneva Industries, Geneva, Ill., manufacturers of quality casegoods for hospitals, dormitories and schools, and has just designed a new dorm line for that firm.

Marshall Field & Co.
Contract Division

Chez Paul
St. Joseph Hospital

Marshall Field's contract and office furniture division has a long history, dating back to its beginning in 1891. The division, located in the Merchandise Mart, includes a wide range of services and furnishings, evident in its Mart display area. Undertaking a variety of furnishing projects, the contract division serves such diversified institutions as hotels, motels, schools, banks, offices, clubs, hospitals and restaurants. Among the division's contracts in the Chicago area are First National Bank, U.S. Gypsum Co., Loyola University, Continental Illinois National Bank, Harris Trust & Savings, Central National Bank. Other projects span the country, from a golf club in Tucson, Arizona, to an apartment house for physicians' families in New York City. Abroad, the division has furnished a hotel in Puerto Rico, offices for a petroleum company in Venezuela, and a hotel in Turkey.

To Go Where The Client Is

Quality for quality's sake without the high cost of custom? Happily, yes! Milo Baughman designs and TCI executions allow you to stand out from the mass in every way except cost. View a showroom sample of TCI's extensive and comprehensive collection soon.

THAYER COGGIN
INSTITUTIONAL
High Point, North Carolina

Showrooms: High Point Dallas Chicago San Francisco Los Angeles Atlanta

Circle No. 53 on product information card

THE MERCHANDISE MART PURSUES
ITS OBJECTIVE OF BECOMING
THE CONTRACT CENTER OF THE U.S.

CHICAGO AS A MARKETING CENTER

CHICAGO'S current building boom has brought with it a mammoth movement of contract furniture and furnishings. The whole complicated process, from specifications to installation, of getting all those buildings equipped and furnished has proceeded with remarkable efficiency. One important factor in the well-oiled and streamlined process of accomplishing contract jobs in Chicago is the mere presence of the Merchandise Mart. For in that vast and famous building can be found the greatest concentration and the greatest variety of furniture and interior furnishings under one roof in the world today. Not only is it possible—it is customary—for a contract designer to select and specify every item for a Chicago job, from floor covering to ceiling lighting, from the manifold showrooms of the Merchandise Mart.

The Merchandise Mart, traditional headquarters for serving the nation's retailers, especially during its semi-annual Market Weeks, has in recent years dramatically expanded its efforts to serve the quite different contract market. The contract market, operating as it does on the basis of special orders for particular interiors, is best served by a different sort of showroom than the usual "wholesale" showroom, and by a different sort of salesman to serve the different sort of customer involved in furnishing commercial and institutional buildings.

Recognizing these differences, the Merchandise Mart several years ago established a Contract Manufacturers Center on the eleventh floor, to be tenanted only by qualifying contract specialists. From this emerged the Contract Manufacturers Center Association, now in its second year, formed by members of the eleventh floor Center. The idea of the Center was to concentrate on one floor a complete variety of contract furniture and furnishings, in order to serve the contract customer most efficiently, to create a conspicuous showcase for contract merchandise, and to become a sort of spiritual headquarters for the industry. The eventual objective is nothing less than, in the words of James Bidwill, current president of the Contract Manufacturers Center Association, "to establish Chicago as *the* contract center of the United States—just as it already is the furniture center."

The Contract Manufacturers Center Association has continued to add new members since its founding. Today more than 50 manufacturers of contract products are represented on the eleventh floor, and CMCA has all but achieved its goal of taking over the entire floor; a few appliance showrooms still remain, but they are slated to relocate in the near future. The full breadth of contract merchandise, in type, price, and design, is well represented (photographs and capsule profiles of most CMC showrooms on these pages present

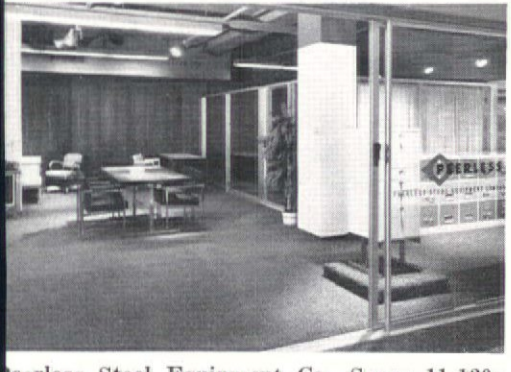
The enormous Merchandise Mart (left), with one of the greatest concentrations of interior furnishings, has acknowledged the importance of the contract market by the formation of the Contract Manufacturers Center, devoting its entire 11th floor to contract exhibits, most of which are shown in this section. Two other important sources for interior designers are American Furniture Mart (above) and Exhibitor's Building (right).

Merchandise Mart Exhibits

Brown-Jordan and California Wrought Iron, Space 11-112-A: Casual indoor-outdoor furniture, in bronze, aluminum, wrought-iron.

Vicrtex Sales Corp. of Illinois and L. E. Carpenter, Space 1189: Vinyl wall-coverings, upholstery fabrics.

Adanlock-Jamestown Corp., Space 1167: Institutional furniture, Thinwall partitions.



Peerless Steel Equipment Co., Space 11-120: Office furnishings, from filing equipment to executive furniture.

Albert Van Luit & Co., Space 11-123: Specialized vinyl wallcoverings and scenics for large-scale installations.

Johnson Chair Co.: Space 11-114. Seating and furniture groupings.

Merchandise Mart Exhibits

Buckstaff Co., Space 1119: Chairs and tables.

Hard Mfg. Co., Space 1135-37: Hospital, dormitory furnishings, public seating.

Steelcase, Inc., Space 1118: Office furniture, filing cabinets, data processing units.

Milwaukee Chair Co., Sikes Co., Space 11-111B: Furniture.

Yawman & Erbe Mfg. Co., Space 1148: Furniture lines from dorms to offices.

Imperial Desk Co., Space 11-124: Office furniture, with I. V. Chair Co. single and multiple seating.

Globe-Wernicke Co., Space 11-111: Extensive office furniture.

Whitecraft, Inc., Scroll, Inc., Space 1111: Outdoor, casual furniture.

Adornments, Inc., Space 1176: Fabrics and accessories from ten firms—Bead Decor, Paul-Kaiser Associates, Gallery Handprints, International Arts & Antiques, Merwitz Textiles, Ferguson & Upright, Robert Allen Fabrics, Stylume, Thomas Designs, Tressard Fabrics.

pecialized Contract Interiors Ltd., pace 11-122: Includes lines from Mid-est Folding, Virtue Bros., Thayer-oggin, Empire State Chair, Johnson lastic Tops, Charlotte Chair, Bliss-raft Furniture.

Lee L. Woodard Sons, Inc., Space 628: Outdoor-casual furniture, and upholstered chairs and sofas.

Shelby Williams Industries, Inc., Space 1131-34: Institutional seating—chairs, banquettes, stools.

merican Chair Co., Thonet Industries, c., Space 11-100: Chairs, seating, rniture.

Howell Co., Div. of Interlake Steel Corp., Space 1187. Modern metal institutional furniture.

B. L. Marble Furniture, Inc., Space 11-113A: Upholstered seating and office furniture.

graphic picture of extent and variety of con-act products available).

All Association showrooms are specifically gear-d to serve the contract customer: the designer, rchitect, space planner, contract purchaser. The ssential objectives of display are not to get the hole line exposed, but to portray alternatives ossible within a line, and to emphasize new de-elopments in function and performance as well as ppearance. Showroom personnel are chosen for heir experience and knowledge of the unique eeds of the contract designer and specifier.

The Contract Manufacturers Center Associa-on has developed a program of communication nd education geared to establish the Center as a significant cog in the contract industry. "Contract Eleven" advertisements in a variety of trade magazines promulgate the existence of the Center. The Center encourages orientation visits by hotelmen and restaurateurs, university and hospital administrators, purchasing agents, executives from major corporations, and similar officials who are the ultimate powers in the selection of contract merchandise.

In the field of education, the Association inaugurated last winter a series of eight seminars dealing with many aspects of contract design, in collaboration with the Institute of Design of the Illinois Institute of Technology. In an allied program, on-the-job training was provided to IIT

John D. Williams, Space 1185: Furniture, with Nessen Lamps, Anton Maix Fabrics, C. I. Designs furniture, Dearborn Glass.

Robert John Co., Space 1120: Contemporary office furniture, including desks, chairs, tables.

Kenneth R. Baker & Associates, Space 1109. Includes Taylor Chair Co., Jasper Office Furniture, Moselle Meals, Duraloom Carpet Mills, Hardwood House, among 14 lines displayed.

Simmons Co., Space 1870: Beautyrest beds, guestroom and lounge groupings.

Myrtle Desk Co., Inc., Space 1162-63: Complete office furniture lines.

Stendig Furniture Co., Inc., Space 1158: Contemporary office furniture

O. Ames Co., Space 1174: Outdoor-indoor casual furniture.

R-Way Furniture Co., Space 1100 Guestroom, upholstered furniture.

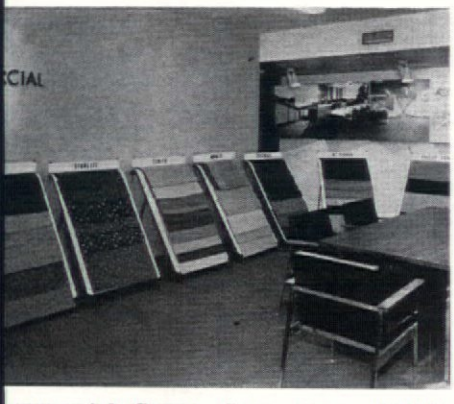
Lehigh Furniture Corp., Space 1147: Contemporary office furniture.

Harter Corp., Space 1197: Offic chairs and multiple seating.

ichard Winter Associates, Space 1149: epresentative lines from Bela, Chicago lardware Foundry, Tri-Par Mfg., Interior rafts, Amtab, Edelman-Jankow Co.

Souther Distributors, Space 1188: Represented are McCordi Co. (vinyls), National Products Co., Laminating Services, Flexible Wood Co., Wall Covering Center, Business Interiors Inc.

American of Martinsville Contract Div., Space 1146: Specialized hotel-motel guestroom furniture.



ommercial Carpet Corp., Space 1119A: tock and custom contract-grade carpet-ng for commercial-institutional use ex-usively.

James Seeman Studios, Inc., Space 1156: Wallcoverings and stone sculpture from Murals & Wallcoverings and Arts for Architecture divisions; Helikon furniture.

Drexel Enterprises, Inc., Space 11-116: Guestroom (Robey Dept.) and office furniture, with Heritage Furniture and Southern Desk Co.

tudents by a number of Association members his summer.

Current officers of the Contract Manufacturers enter Association are: president, James Bidwill, ommercial Carpet Corp.; vice president-program nd special events, Manfred Steinfeld, Shelby Villiams Industries; vice president-advertising, ed Mathews, Steelcase Inc.; secretary, William . Riddle, Buckstaff Co.; treasurer, Paul Hay, ficrtex Sales Corp.

There are many other manufacturers' show-ooms in the Merchandise Mart with contract nes besides those on the 11th floor. The 6th oor—the "prestige" floor of high fashion and esign leadership—houses such renowned furniture makers (all with important contract lines) as Herman Miller, Knoll (soon to move to the 11th), Jens Risom, Directional, Metropolitan Furniture, Lee L. Woodard Sons, Dux, Ficks-Reed, Dunbar, and Kittinger; fabrics by Jack Lenor Larsen, Scalamandre, Schumacher, Jack Denst Designs, Ben Rose, and Webb Textiles; and V'Soske's famous rugs. All Steel Equipment this month opened its 11th floor display in Space 1177, and Stow-Davis is planning its move to the 11th by the end of the year.

The 18th floor is carpeting headquarters, with Bigelow-Sanford, Callaway Mills, Downs, Hardwick & Magee, Gulistan, James Lees, and Alexander Smith all there. Simmons Co. also has a

J. G. Furniture Co., Inc., Quaker Furniture Co., Space 11-118: Extensive office furniture, from desks to chairs.

Krueger Metal Products Co., Space 1184: Metal-framed office, school, folding, swivel chairs.

Weinberg Corp., Space 11-115: Furniture for offices, schools, libraries.

Corry-Jamestown Corp., Space 1126: Contemporary office furniture and related equipment.

Superior Sleeprite Corp., Space 1112: Sleep equipment, dorm lines, with Spring Air of Chicago collections.

Troy Sunshade Co., Space 1124-25: Lounge seating and outdoor furniture, with related lines from Kitchenmaid and Da Vinci Inc.

Lightolier, Inc., Space 1267: Complete range of portable lamps and lighting fixtures, plus architectural lighting units.

large space on the 18th for the display of it large selection of mattresses, beds, sofas, an contract furniture.

The 17th floor concentrates on furniture an bedding. Important contract lines here includ Englander & Co. (hotel-motel bedding and furni ture) and Meadowcraft Wrought Iron Furniture Globe Furniture shows its upholstered lines o the 16th floor.

The 15th floor specializes in giftwares, glass wares, china, pottery, wall decor, lamps, and suc accessories. Howard Miller Clock Co. and Haege Potteries, Inc., are of special interest to contrac users.

Floor coverings and fabrics are featured on th 13th floor, where such firms as Aldon Rug Mill Broadloom Imports, B. F. Goodrich, and Nett Creek Industries are located. The 12th floor spo lights lamps and lighting fixtures, with Lightolie

(*Continued on page* 12

On the eleventh floor of The Merchandise Mart, Chicago, you will find the world's largest concentration of contract furnishings, established especially for the use of contract designers, architects, dealers and their clients. *What could be more convenient and efficient?*

Adanlock-Jamestown Corp.
O. Ames Company
Kenneth R. Baker & Associates
B. Brody Seating Company
The Buckstaff Company
Charlotte Chair Company
Chicago Hardware Foundry Co.
Commercial Carpet Corp.
Condi Division,
Pacific Furn. Mfg. Co.
De Luxe Metal Products
Paul L. Dodds Company
Empire State Chair Company
R. J. Fuller Associates
The Globe Wernicke Company
The Howell Company
Imperial Desk Co., Inc.
The Johnson Chair Company
Johnson Plastic Tops, Inc.
Krueger Metal Products
M. R. M. Showrooms
Madison Furniture Ind.
Jo Mead Designs

Milwaukee Chair Company
Molla, Inc.
Myrtle Desk Co., Inc.
Peerless Steel Equipment Co.
Peter Pepper Products
R-Way Furniture Co.
Robert John Company
Royalmetal Corporation
Rubee Furniture Mfg. Corp.
Shelby Williams Industries, Inc.
Specialized Contract
Interiors, Ltd.
Steelcase Inc.
Superior Sleeprite Corp.
Taylor Chair Company
Tri-Par Manufacturing Co.
Troy Sunshade Company
Albert Van Luit & Company
Vicrtex Sales Corp. of Illinois
Victory Uphostered Seating Co.
Virtue Bros. Manufacturing Co.
Watson Manufacturing Co.
Richard Winter Associates
Yawman & Erbe

11th FLOOR

CONTRACT MANUFACTURERS CENTER ASSOCIATION
THE MERCHANDISE MART

Circle No. 54 on product information card

Molla Inc., Space 1110: Aluminum, wrought-iron furniture; screens.

Madison Furniture Industries, Space 1166: Extensive chair, seating unit groups, with furniture lines from Condi Div., plus Peter Pepper accessories, Architectural Pottery.

Isabel Scott Fabrics Corp., Space 1180: Drapery, upholstery fabrics, with furniture from Ward Bennett Designs, Brickel-Eppinger, Cranbrook, Inc.

Mutschler Brothers Co., Space 1144: Kitchen units and institutional furniture.

Domore Chair Co., Inc., Space 1194-95: Upholstered chairs, desks, tables.

Schlage Lock Co., Space 1142: Wide assortment of locks, doorknobs, decorative hardware, with Peabody Co. products.

Merchandise Mart Exhibits

Royalmetal Corp., Space 1123: Comprehensive furniture lines, from dormitory to office applications, with related furnishings from Arnot Furniture Div., and DeLuxe Metal Products Co. Div.

B. Brody Seating Co., Space 1175: Banquettes, bar stools, and a wide range of chairs.

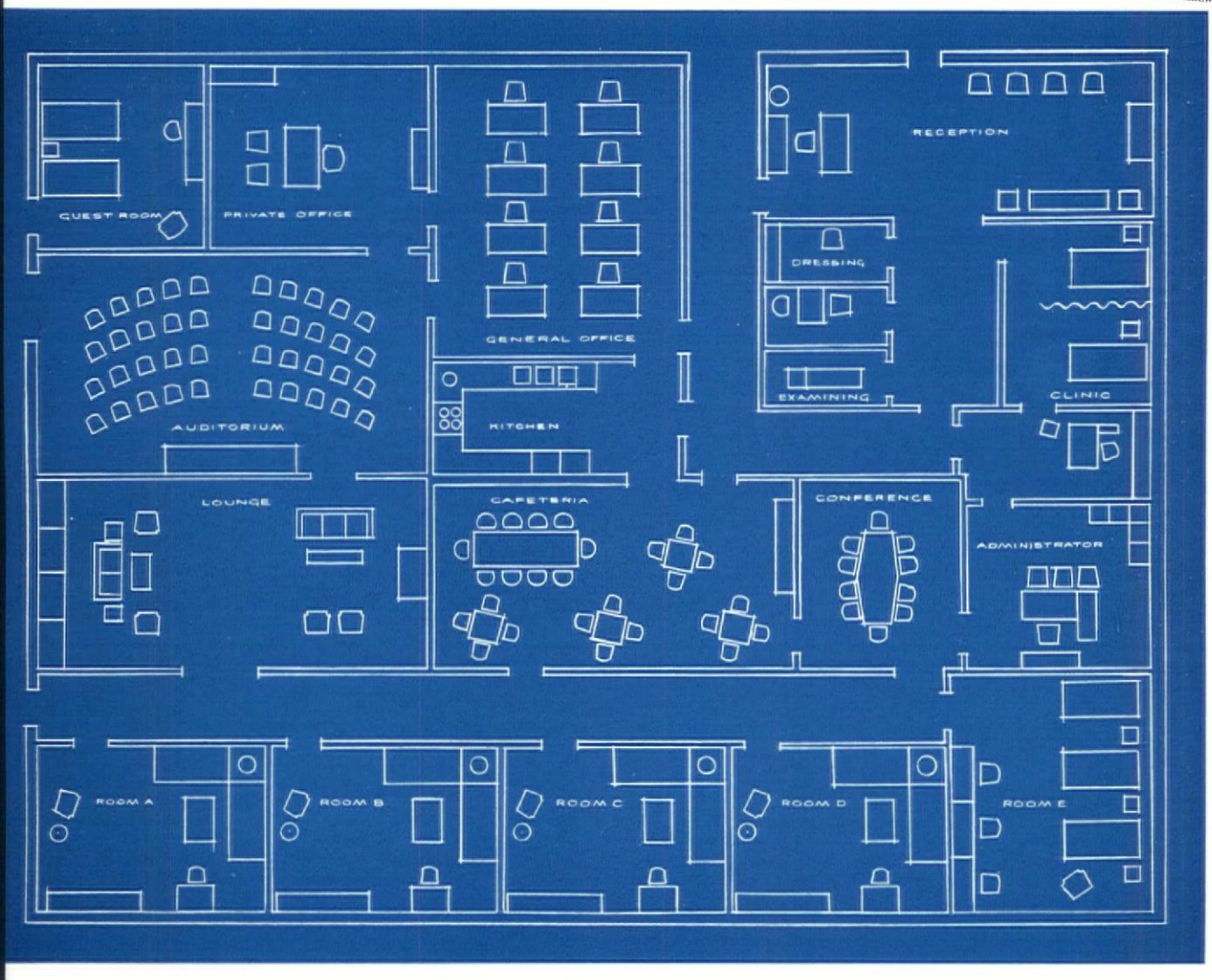
Chapman Mfg., and Quartite Creative Corp among the contract lines.

Barwick Mills and Chicopee Mills are both o the 10th floor, while L & B Products (contrac chairs) has a spot on the 9th.

The American Furniture Mart, another gian mart in Chicago, is largely devoted to residenti furniture, but a few important contract lines ma be seen here, including Baumritter, Kroehle Selig, Broyhill, Kent-Coffey, Middletown Mf (metal bases, swivel and rocker mechanisms, etc. Phil-Mar lamps, U.S. Rubber Co., and La Franc Industries.

The Exhibitors Building across the street fro the Merchandise Mart includes Hugh Acton an Marden furniture among its sprinkling of contrac lines.

Among the trade showrooms in Chicago ser icing the contract market is John Strauss, 16 East Erie Street, which displays comprehensiv lines of furniture, fabrics, wallcoverings, flo coverings, and decorative accessories. The N tional Design Center in Marina City is illustrate on pages 86-87. **(C)**



Ready? Go!

Ready for contract furnishings? Now's the time to go where you can accomplish the most with the least effort. That means The Merchandise Mart's Contract Center . . . where you'll find the best sources and most dependable counsel available.

Here, as an architect, designer or contract furnisher, you can find everything you need to furnish completely any size or type of commercial installation—office, hotel, motel, hospital, college dorm or you name it! In all, we have more than 2,000 top contract lines. Nothing in the world compares with The Merchandise Mart's Contract Manufacturers Center. We'll be happy to send you a copy of The Merchandise Mart Directory and more information on our Contract Center. Why not write for it today!

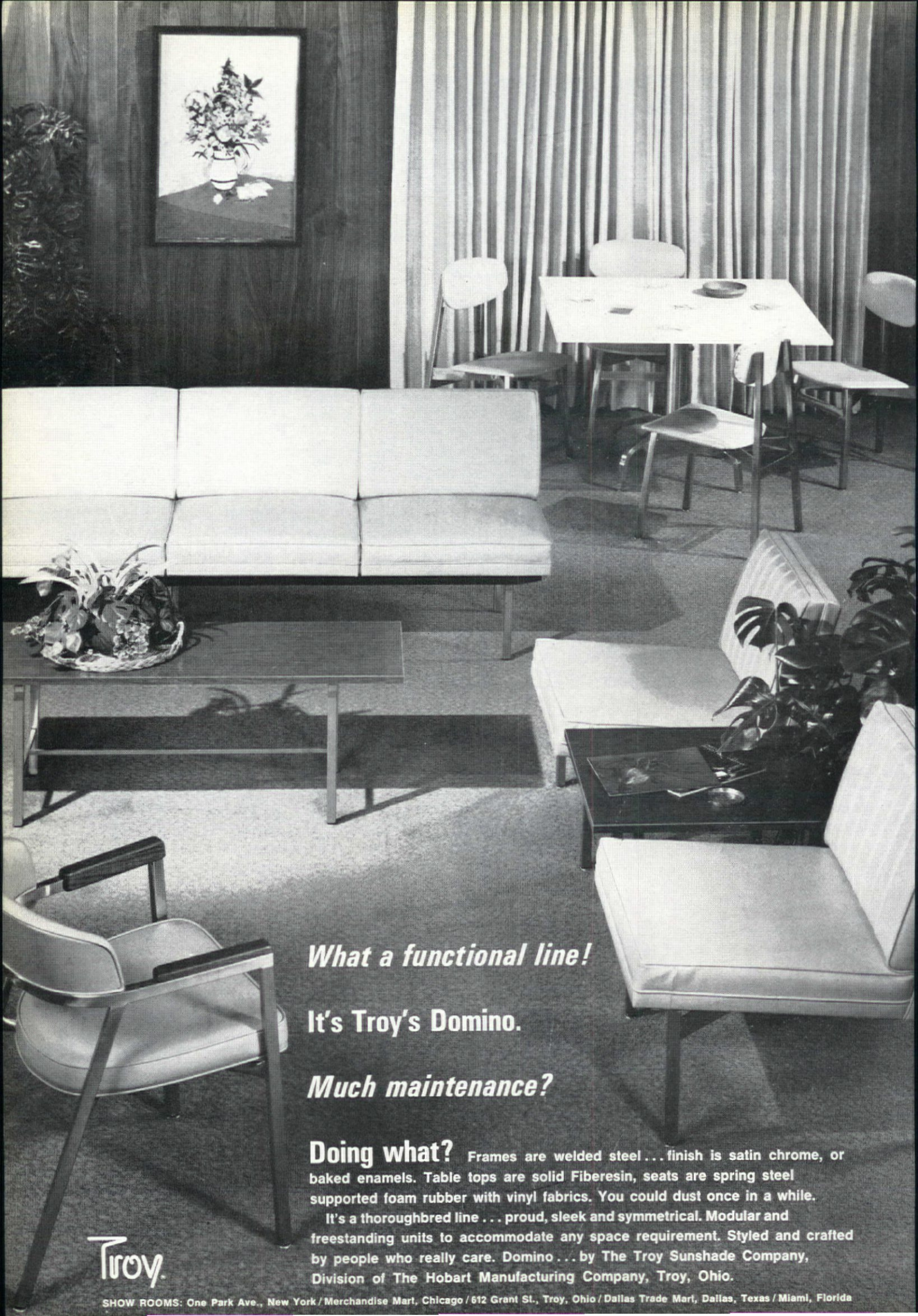
THE MERCHANDISE MART - CHICAGO • CONTRACT MANUFACTURERS CENTER •

THE MERCHANDISE MART
CHICAGO

HEADQUARTERS FOR FURNITURE • BEDDING • DRAPERIES • FABRICS • TEXTILES • LIGHTING AND FIXTURES
FLOOR COVERINGS • ACCESSORIES • INSTITUTIONAL MERCHANDISE • KITCHEN MACHINES AND EQUIPMENT

Circle No. 85 on product information card

Circle No. 55 on product information card →



What a functional line!

It's Troy's Domino.

Much maintenance?

Doing what? Frames are welded steel . . . finish is satin chrome, or baked enamels. Table tops are solid Fiberesin, seats are spring steel supported foam rubber with vinyl fabrics. You could dust once in a while.

It's a thoroughbred line . . . proud, sleek and symmetrical. Modular and freestanding units to accommodate any space requirement. Styled and crafted by people who really care. Domino . . . by The Troy Sunshade Company, Division of The Hobart Manufacturing Company, Troy, Ohio.

Troy.

SHOW ROOMS: One Park Ave., New York / Merchandise Mart, Chicago / 612 Grant St., Troy, Ohio / Dallas Trade Mart, Dallas, Texas / Miami, Florida

An exciting new look for a popular classic

Early American . . . true to the traditions of a proud and delightful era, Troy's Early American authentically interprets the character that has made this style a popular classic. The wrought and welded frames, now combined with warm Ranch Plank Maple Fiberesin table tops, are practically indestructible . . . perfect for contract use. New upholstered seats and back pads, and new frame finishes and fabrics for tastefully dramatic settings. Early American by Troy. A great line for classic decor. Write for illustrated catalog. **The Troy Sunshade Company,** Division of the Hobart Manufacturing Company, Troy, Ohio.

Troy®

Show Rooms: One Park Ave., New York / Merchandise Mart, Chicago / 612 Grant St., Troy, Ohio / Dallas Trade Mart, Dallas, Texas / Miami, Florida

innovate!

Brody takes a stack and innovates! Our ability to custom design can provide an interesting and appealing change of pace. Let us work with you on your next contract seating problem. We have a knack for coming up with the right answers. And delivering!

Or, you may find that one of our standard stacks suits your needs.

Many designers have.

Stack Chair Installations: Holiday Inns / Fred Harvey / Parliment House Motor Hotels Statler Hilton, Cleveland / Grace Cathedral, San Francisco / Northwestern University Pheasant Run, St. Charles / Motorola Corp. / Southwestern Bell Telephone

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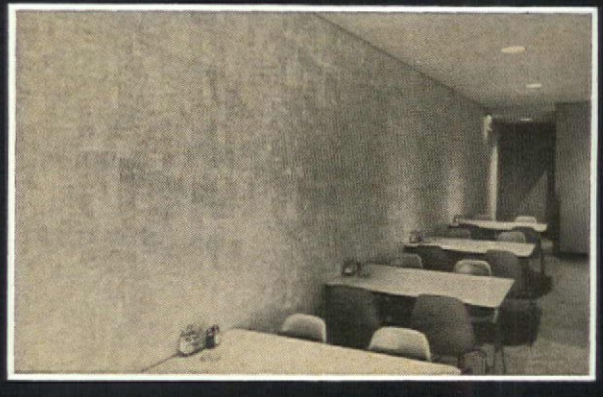
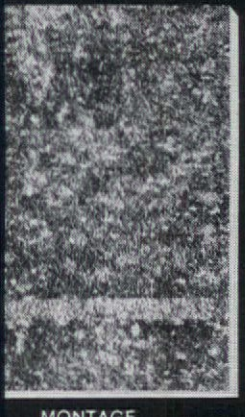
ANOTHER L. E. CARPENTER ORIGINAL

VICRTEX DESIGN

You don't have to look very far to see what VICRTEX® V.E.F. Vinyl Wallcoverings can do for a room, a corridor or a building.



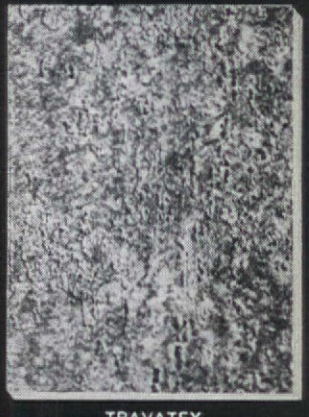


MONTAGE

TAIWAN

ATHENA

"BARCELONA"
example of "handprint" pattern.



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From border to border (and beyond) Vicrtex V.E.F. Wallcoverings are added decorating excitement and low maintenance economy to every kind of installation you can name: banks, homes, hospitals, offices. What's your wall problem? Chances are Vicrtex has the answer: over 60 patterns in hundreds of colors. Write today for "Walls of Fame" Color brochure and sample swatches.

Illustrated above, our CHICAGO SHOWROOM:
1189 MERCHANDISE MART

•

A few of the many Chicago "Landmarks" which enjoy VICRTEX V.E.F. Vinyl Wallcoverings:

- Equitable Life Assurance Society Building
- Gateway Center Building
- U. S. Gypsum Building
- Northern Trust Company Building—Bank Space
- First National Bank Building
- The Palmer House

ectronically-fused.

see our catalog in Sweet's

L. E. CARPENTER & COMPANY

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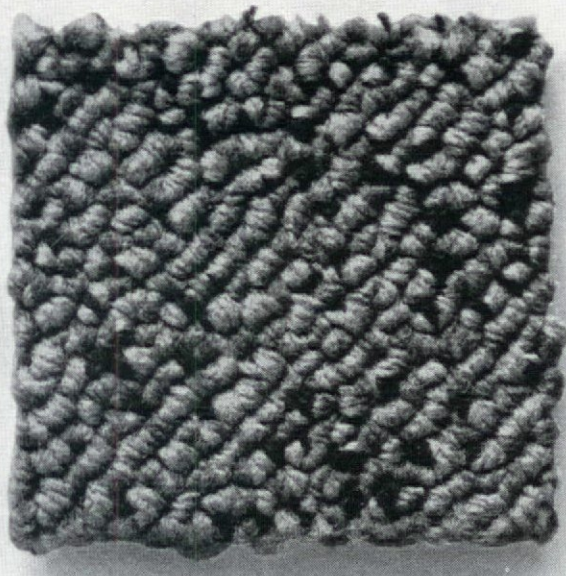
Until today there were only two ways to cover an office floor.



The hard way.

The soft way.

And the designer*, executives, secretaries and maintenance people of the Jewel Tea Company love it.

The secretaries love it because it makes the "pool" such an attractive, efficient, warm place to work in. And quiet! It has the feel, the look, the hush of beautiful carpet. Not hard and skiddy and noisy like those high polished floors. And not so sinking soft that your chair won't roll over it easily (that's because Densylon has a tough, dense, smooth Caprolan® nylon pile bonded to a cushiony 3/16" slab of B. F. Goodrich sponge rubber).

The executives love it because the secretaries love it. And it's a godsend not to hear high heels clickity, clacking down the halls.

The maintenance people love it because it costs only about half as much to maintain as hard floors**. One man, one vacuum, once a day, and that's it. For 50,000 square feet! Spills—even permanent ink, carbon paper—sponge right off. Washes easy as tile too, but only needs it about once a year to keep it in showcase condition.

The comptroller loves it because it holds down insurance costs. Heating too. There's far less danger of lawsuits from people skidding, like on hard waxed floors. Densylon sponge rubber backing not only cushions falls should they occur, but is one of the best insulative materials available.

The designer loves it because it performs as promised. Doesn't get that drab, tired, worn look. Doesn't show traffic lanes. Or crush marks—from chairs, tables, high heels. Or spots and stains. Maintains its fresh lively appearance with remarkably little care. Aesthetic and utilitarian. Eliminates the frustrating restrictions of the "practical" vs. "luxurious" areas—and offer unprecedented opportunity for more freedom of design...more unity of expression. What's more, Densylon maintains a staff of specialists to supervise installations from start to finish.

The management loves it because it cost nothing. Pays for itself with savings in maintenance alone. Creates a fine image too. Less institutional. Good business.

Bruce Posey, Jewel Tea's Office Service Manager must love it or he wouldn't have approved it. For the entire building. After a one year trial run in the employees' entrance, cafeteria corridor, freight elevator and loading dock.

Densylon doesn't do things the soft way, like carpet. Or the hard way, like tile. It does things the right way, like Densylon. That's why you'll find Densylon in thousands of offices, department stores, restaurants, hotels, motels, apartments, houses, churches, temples, theaters, banks. And thousands of unexpected places! The Pope Cafeterias in St. Louis (all seven of them); the new Brady High School in West St. Paul, Minn.; The Empire Lincoln Mercury, Inc. automobile showrooms in New York City; The Red Owl Supermarkets in suburban Minneapolis and Denver; The Whittier Hospital, Whittier, Calif.; The Bow & Manor Restaurant kitchen in West Orange, New Jersey; The Waterside Pharmacy in East Northport, New York; General Electric Pavilion at the World's Fair; Pan Am's outdoor passenger loading ramps at Kennedy International Airport.

Densylon won't crush, pill, fuzz, lint, buckle, ripple or shrink

Now there's the right way.

Densylon.

like carpet... never needs restretching... never shows those worn down traffic lanes. And Densylon doesn't need the constant washing, waxing, stripping, like tile. Just vacuum. Spots like oil, grease, paint, ink, mayonnaise, mustard, coffee, tea, milk, lipstick sponge right off. Why not? Allied Chemical's high density continuous filament Caprolan® nylon yarn is the toughest, strongest, dirt and stain resistant known to man!

**Robert Warner; president of Business Interiors of Forest Park, Illinois.*
***From actual cost figures supplied by the Chicago Floor Maintenance Company—one of the two largest contract maintenance firms in the world.*

Densylon

Caprolan nylon by Allied Chemical | manufactured by CCC

Commercial Carpet Corporation
New York City, Chicago, Los Angeles
Canadian Affiliate: C.C. Carpet Co. Ltd., Ontario

To get the whole exciting story, send for our Fact Book—"DENSYLON—A Breakthrough In Flooring Technology!"
You'll love Densylon too.

Commercial Carpet Corporation
10 West 33rd St., Dept. C-9, New York, N. Y. 10001

Attention: Mr. Oliver A. Wyman

Check Here

Please send me your Fact Book, "DENSYLON—A Breakthrough In Flooring Technology!" ☐

Please send your representative to give us cost estimates on approximately _____ square yards of DENSYLON. ☐

NAME _____

FIRM _____

ADDRESS _____

CITY _____ **STATE** _____

Circle No. 59 on product information card

INTRODUCING THE

Sabre SERIES

The complete line of stainless steel chairs...

Stainless stands the test of time better than any other metal. Stainless SABRE stands that test, too, on the basis of materials, intelligent design, superior construction.

SABRE also offers workable size in a practical series of 18 chairs. All types of offices, waiting rooms and executive meeting rooms can be unified with the light but durable designs of the stainless SABRE series. Coverings that blend and contrast can be so chosen that any chair can be moved away from its normal place, without ever looking out of place.

Also available in chrome, or baked-on enamel finish in colors matched to any desk or to upholstery.

Upholstery for the SABRE series is as flexible and durable as the line itself.

MANUFACTURED BY MILWAUKEE CHAIR COMPANY

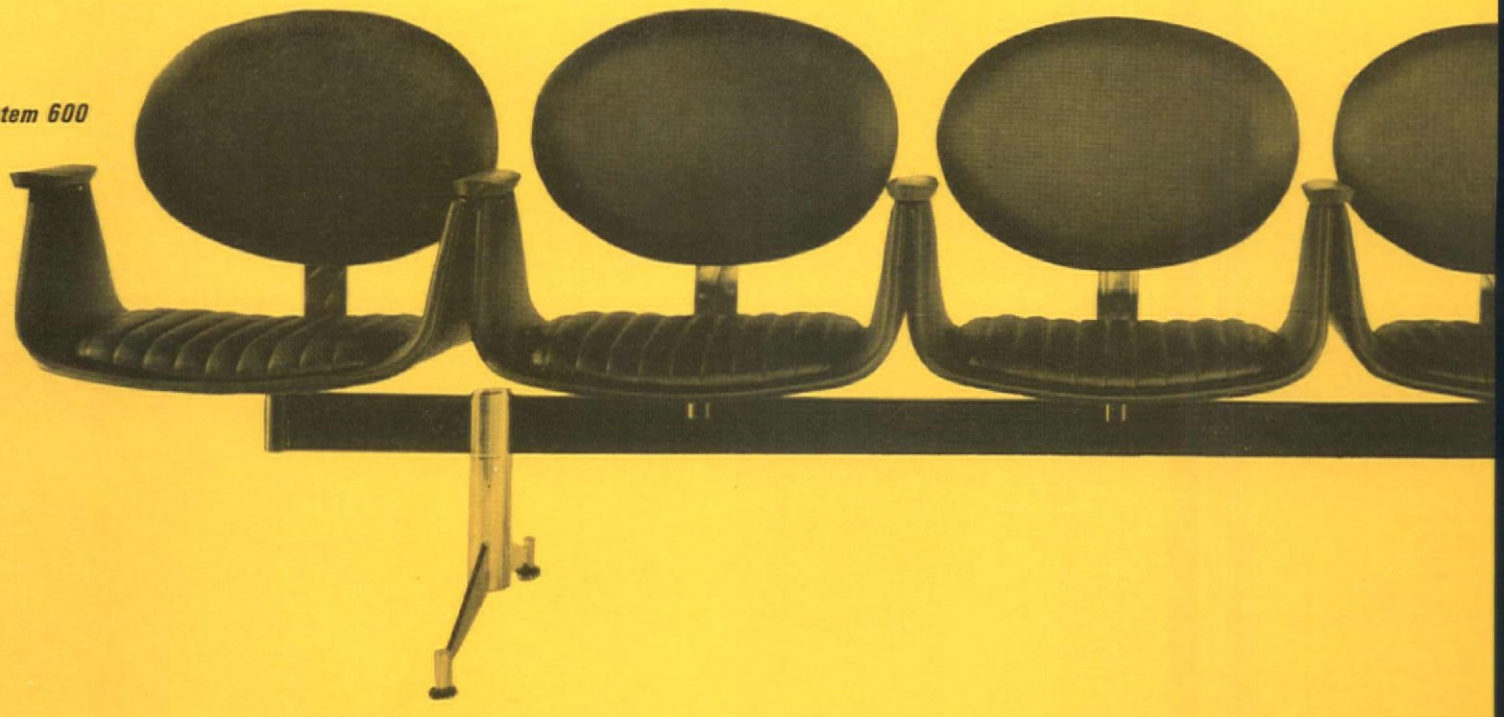
Distributed by MILWAUKEE METAL FURNITURE CO. (not inc.)

Showrooms: CHICAGO, LOS ANGELES

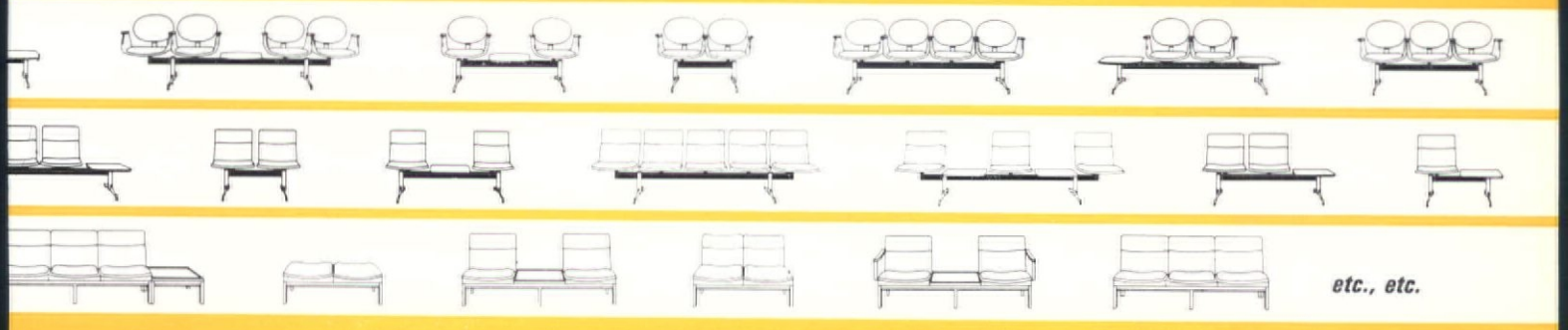
Circle No. 60 on product information card

Circle No. 61 on product information card →

Contract Seating Systems



System 600



etc., etc.

Dimension 24

MADISON
FURNITURE INDUSTRIES
Canton, Mississippi

Showrooms: Chicago, Dallas, Los Angeles, San Francisco, Seattle, Minneapolis & Miami

NEW. The handsome flush-line design 4200 Series desk; and the versatile 440 modular seating that includes one-, two-, three- and four-cushion units as well as add-on table

What's new for you in office furniture?

Plenty—from Steelcase! And for every area. New ideas . . . new lines . . . new ways to improve the beauty, comfort and efficiency of your clients' offices. In the established Steelcase tradition, emphasis is on quality, engineering and construction. Nature-perfect wood-grained laminates, super-hard acrylic finishes and flawless nickel chrome plating are some of the features that create a custom-designed look at production line prices. See for yourself at one of our conveniently located showrooms. Or, write Dept. K for full-color literature. Steelcase Inc., Grand Rapids, Mich.; Los Angeles, Calif.; Canadian Steelcase Co., Ltd., Don Mills, Ont.

NEW. The 4200 table—used effectively here as a desk; the fixed cushion 2200 line sofa; and the 1392 executive posture chair with high-back styling; fluted upholstery.

NEW. The 4900 table, with its attractive pedestal is ideal for an executive office conference corner. The flush-line credenza is from our 4200 Series.

NEW. Gracefully styled 2900 table, in four sizes fr 96″ to 180″! Chair upholstery is new Nyron—the lat Steelcase combination of beauty and durability.

STEELCASE

SHOWROOMS AND OFFICES: NEW YORK • PHILADEL ATLANTA • CHICAGO • GRAND RAPIDS • LOS ANGE DALLAS • PORTLAND, OREGON • TORONTO • MONTRE

Circle No. 62 on product information card

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Chicago Be Seated!

And Chicago's choice is Shelby Williams

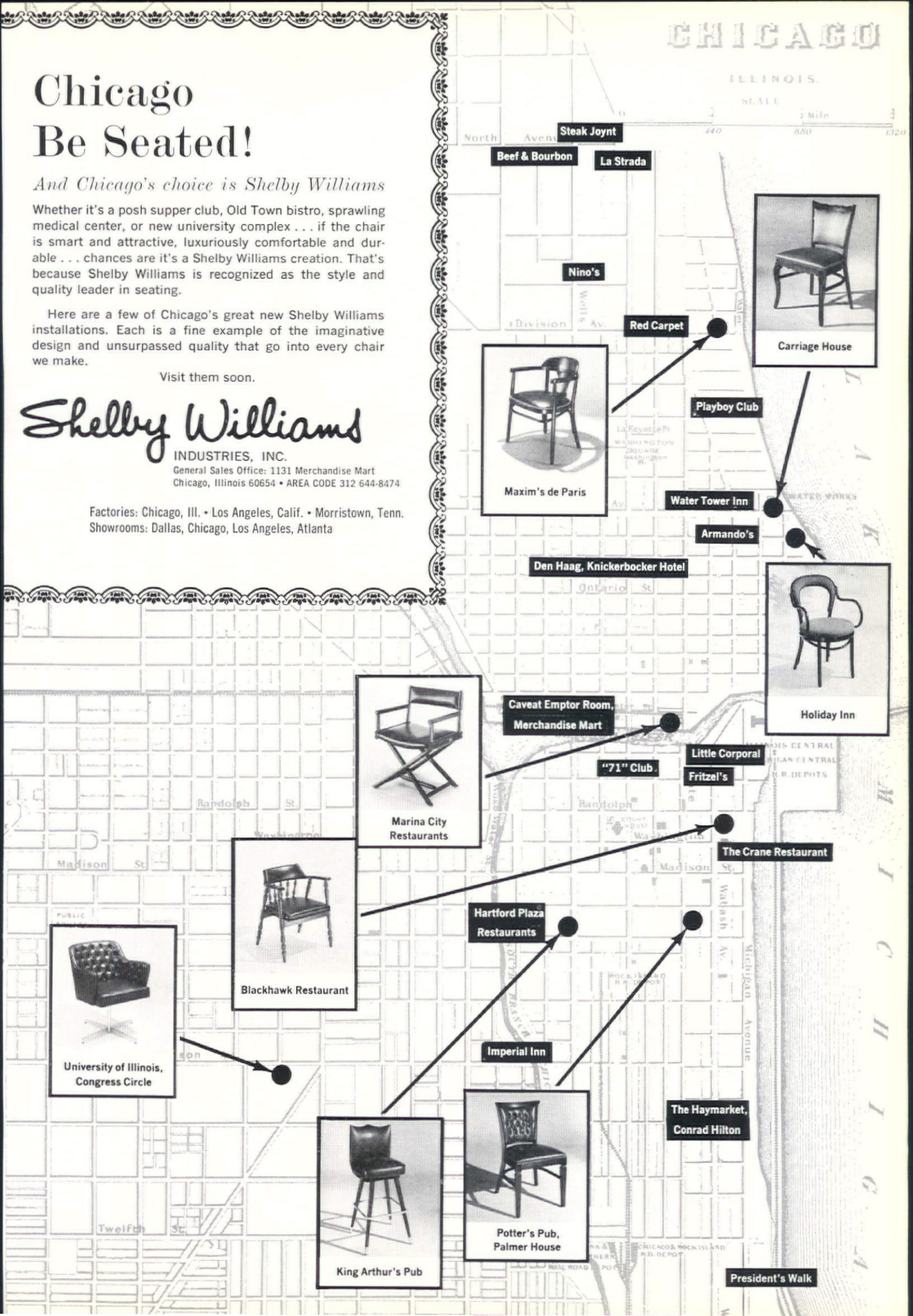
Whether it's a posh supper club, Old Town bistro, sprawling medical center, or new university complex . . . if the chair is smart and attractive, luxuriously comfortable and durable . . . chances are it's a Shelby Williams creation. That's because Shelby Williams is recognized as the style and quality leader in seating.

Here are a few of Chicago's great new Shelby Williams installations. Each is a fine example of the imaginative design and unsurpassed quality that go into every chair we make.

Visit them soon.

Shelby Williams
INDUSTRIES, INC.
General Sales Office: 1131 Merchandise Mart
Chicago, Illinois 60654 • AREA CODE 312 644-8474

Factories: Chicago, Ill. • Los Angeles, Calif. • Morristown, Tenn.
Showrooms: Dallas, Chicago, Los Angeles, Atlanta



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OUT OF THE MANY MOODS OF **MOLLA**

XLIV . . . to set a high fashion tone in fine millinery departments . . . or, for that matter, anywhere that elegance is wanted. In XLIV, you'll find classic simplicity of design. In America's prestige stores and fine motels, hotels, or restaurants, its the group that's crafted to please and win praise. All of lovely lacquered cast aluminum. Write for illustrated catalogue. Molla Contract Company, Inc., 425 East 53 Street, New York 10022. (212) PL 1-3788.

molla
FURNITURE

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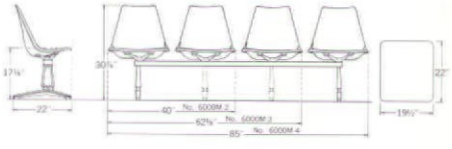
SERIES 6000 MODULAR

Highlight waiting and reception rooms, display areas and retail stores with the contemporary colors of Krueger's popular 6000 Series fiberglass shells. For luxury comfort, 6000 shells are also available foam-cushioned and fully upholstered in colorful Naugahyde Chromata or Spot-Shed treated, textured fabrics.



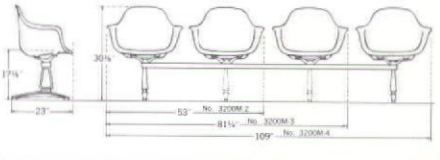
Conquer Inner Space
with new Krueger

MODULAR SEATING

Explore new worlds of flexible seating arrangements with Krueger's versatile new selection of Modular Seating components. Custom-styled cast iron bases join colorful, comfortable, carefree fiberglass and upholstered shells, with plastic-surfaced tables, in choice of two, three and four unit variations. Special ganging devices adapt units in-line or back-to-back to meet any interior space requirement. Krueger Modular Seating's custom components are your practical, comfortable solution to space and arrangement problems . . . wherever people sit and wait.

SERIES 3200 MODULAR

Maintenance-free durability.
Heavy-duty cast iron bases, channel mounting frame, wipe-clean armchair shell and table units.



More Fine Creations by–

KRUEGER

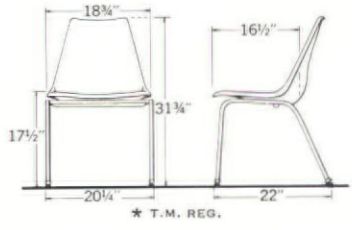
METAL PRODUCTS COMPANY / GREEN BAY, WIS • 54306

SHOWROOMS — Chicago / 1184 Merchandise Mart — **Los Angeles** / 8815 Beverly Boulevard

Versatile new selections . . .
Smart new upholstered styling

KRUEGER 6000 SERIES FIBERGLASS CHAIRS

The popular contemporary contours of Krueger 6000 Series shells now come in a choice of functional bases, and also offered fully upholstered over foam cushioning. Colorful covers of Naugahyde Chromata or Spot-Shed treated, textured fabrics are form-fitted, and sealed to shell. No. 6000 "Stackables"* Chair (above), features wide-stance square tubular legs and row-ganging device.



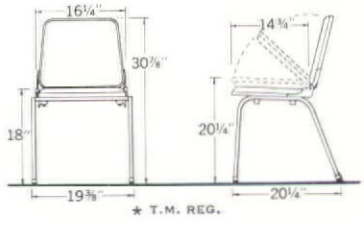
★ T.M. REG.

No. 6005 — PEDESTAL SIDE CHAIR
Rugged, resilient fiberglass or upholstered shell, on brushed aluminum swivel/pedestal base.

No. 6100 — SIDE CHAIR
Fiberglass or upholstered shell, contoured for posture-correct seating, is mounted on slim-line tubular steel legs.

HOSTESS Folding Back / Stack Chair

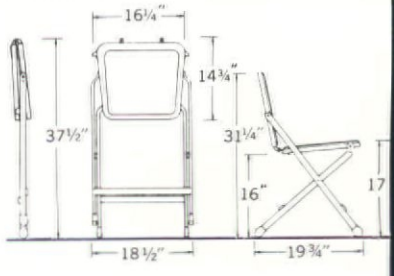
Unique "Stackables"* design features fully upholstered seat and folding backrest with special hinge design that protects upholstery — stacks to new compact highs. Nylon bumpers on wide-stance square tubular legs align stack, protect Brushed Satin Brass or Chrome frame finishes.



★ T.M. REG.

HOSTESS "Decorator" Chair

Fashionable design featuring the "hidde strength" of slim-line oval tubular steel X-frame; legs capped with non-marring Super-Dylan feet. Full-curled seat and back-rest panels secure interchangeable, foam-cushioned upholstered pads in beautiful selection of mix-or-match colors.



Auxiliary Seating...with upholstered comfort, durability and decorator flexibility.

KRUEGER *Hostess* FOLDING CHAIRS

The right combination of fashion and function in portable seating designs. Hostess Chairs feature the inherent strength of oval tubular steel frames, the comfort of foam-cushioned upholstered seats and backrests, and the convenience of compact storage. Mix or match upholstery colors of Scotchgarded textured fabric and/or Naugahyde Chromata — with any of 5 color-correlated frame finishes. Hostess seat and back panels are interchangeable for added decorator versatility. Similar styles in economy priced "Contract" Series.

Write for Krueger's New Complete Line Catalog — **on your letterhead, please.**

More Fine Creations by—

KRUEGER

METAL PRODUCTS COMPANY / GREEN BAY, WIS • 54

SHOWROOMS — **Chicago** / 1184 Merchandise Mart — **Los Angeles** / 8815 Beverly Boulevard

All-Steel Equipment Inc.

the widest choice in contemporary design

For a distinctive and appealing approach to practical problems of office planning, choose the crisp, forward styling of All-Steel's 2500 furniture. The line is complete and color selection is extensive. See, compare and specify All-Steel. Catalog available on request.

Circle No. 66 on product information card

Circle No. 65 on product information card

ridiculous

This is Pennwood. It is Robert John's lowest priced line of office furniture. And people tell us we're being ridiculous to put so much effort into something that costs so little.

They can't understand why we pay so much attention to design, structure, and detailing. These desks, they say, are for secretaries, young executives and general offices. So why bother making them in teak as well as walnut? And why experiment with oak when everybody knows it won't be fashionable for at least another year? And why protect key wear spots with Densedge fibre stripping? And why, for crying out loud, do we put all that work into the finish? Other mass-use furniture gets away with a lot less than Pennwood.

So why have drawers that adapt to either letter or legal sized files? And isn't the steel track, nylon roller suspension drawer only for expensive furniture? And why have secret compartments in desks for handbags and galoshes? And why put touch latches on credenza doors when pulls are cheaper? And why bother engineering a chair for support and just the right amount of comfort? Why design it to win design awards? Why? Why? Why?

Other people don't design their budget lines to look new twenty years from now. They don't even waste time putting their famous labels on it. So why do we bother?

Don't be ridiculous. Why do you think Pennwood sells so well?

ROBERT JOHN

ROBERT JOHN COMPANY ■ 821 NORTH SECOND ST., PHILADELPHIA, PA. ■ MERCHANDISE MART 1120, CHICAGO, ILL.

SELL ATMOSPHERE! SPECIFY BUCKSTAFF

select
the style
to fit your
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CHICAGO, ILLINOIS

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OSHKOSH • WISCONSIN

SINCE 1850

GOING TO CHICAGO? VISIT OUR PERMANENT MIDWEST SHOWROOM IN THE MERCHANDSE MART-SUITE 1119 ON THE FABULOUS ELEVENTH FLOOR.

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e No. 67 on product information card

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Elmont Institutional Group

French Provincial & luggage carrier

Patented R-more metal chassis

...does business your way in fine wood and plastic laminated furniture.

R-Way does business your way. And only your way. Elegant enough for the most tastefully appointed home, R-Way is exclusively contract. Hotels, motels and institutional trade is our only business.

R-Way furniture is styled for durability as well as beauty. Tough plastic surfaces, a patented steel R-more chassis beneath, assure long wear and maintenance free care.

You save money, time and effort with R-Way. Furniture is shipped uncrated and ready for immediate use. Our own fleet of trucks deliver your order safely and speedily.

If you are looking for furniture with elegant styling and functional design . . . look R-Way!

Write for free color brochure:
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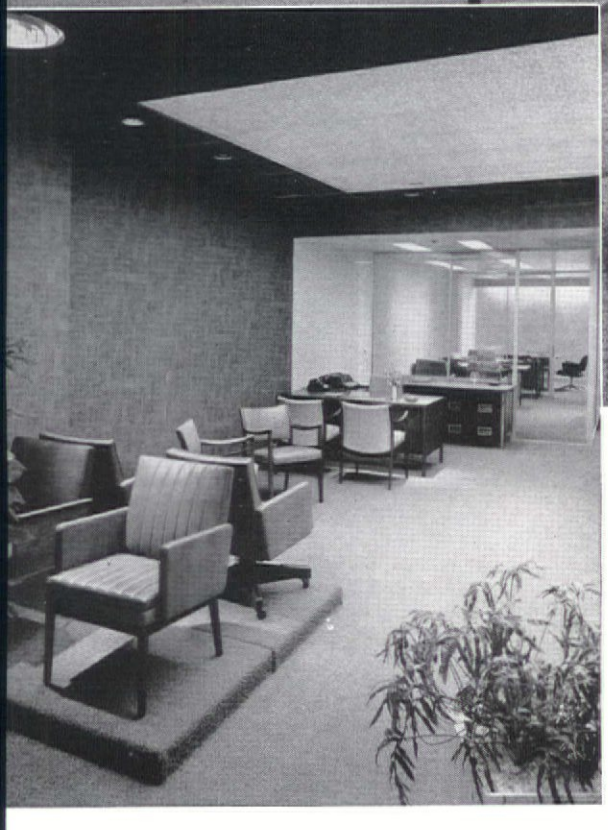
414/457-4833



You're invited. . . .

. . . to visit Johnson's new sales showroom on the 11th floor of the Merchandise Mart.

In the relaxing atmosphere of our beautiful new surroundings, we'd like you to see some of the exciting things we've been doing with the Johnson Line of Business Furniture. We'll have ideas galore for you . . . profitable ones that you can take back with you.

Plan to stop in soon . . . it's Suite 11-114 Merchandise Mart.

JOHNSON CHAIR COMPANY

11-114 MERCHANDISE MART CHICAGO, ILLINOIS 60654

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Imperial *Predicta* ... *design freedom within a budget!*

Need new ideas ... new designs when budgets stifle free thinking? Practical PREDICTA loosens the reins, yet keeps costs down. Get the PREDICTA story. Write for Catalog.

Imperial desk company, inc. / evansville, 7, indiana

Showrooms: 320 Park Avenue, New York — Merchandise Mart, Chicago

Let your imagination go...

There's no limit to what you can do with Johnson Plastic Table Tops, Johnson Bases and a little imagination.

Match the base design to the top for just the RIGHT combination to fit *your* specifications. Unlimited choice of top designs and base styles to work with.

And you discover what a Johnson Table can do for any dining area. As a starter, may we send you our new portfolio of table ideas.

Representatives in All Major Cities

JOHNSON plastic tops, inc.

374 Summit Street, Elgin, Illinois 60120 Dept C

Circle No. 73 on product information card

KNOWN BY THE *COMPANY* IT KEEPS...

at the Palm Springs Spa, the Greenbrier, the Homestead, the Americana, the Cloisters, Holiday Inns, Hilton Inns and many, many more . . . wherever seating comfort adds to the pleasure of guests. In motels, hotels, resorts and clubs throughout the country Ames Aire offers a competitive advantage in comfort, durability and styling.

SPACE 1174

MERCHANDISE MART CHICAGO
MEMBER
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MART 11

Ames Aire... America's leading indoor / outdoor casual furniture

Ames Aire blends magnificently into any decor — around pools, on verandas, porches and patios. Indoors, Ames Aire contributes the same superb style and design. The comfort it offers is unmatched. The open weave of the resilient vinyl cord over sturdy, graceful frames captivates an "aire" of relaxed elegance. The vinyl cord comes in a variety of decorator colors. The craftsmanship and materials used in Ames Aire are of such high quality that the furniture carries a five year warranty against defective material and workmanship. Write for a descriptive, color catalog and brochure. O. AMES CO., Box 1774, Parkersburg, West Virginia.

AMES FURNITURE all around your home —

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Those chair people are at it again...

. . . or is it still. Charlotte has been "at it" for more than fifty years. Turning out designs and chairs that have met the exacting eye and approval of decorators has been second nature with Charlotte. Designs come and go, but the fine art and highly specialized skill of making chairs have been perpetuated and improved upon . . . until today Charlotte can build almost any chair you need for a particular setting or effect.

Charlotte Chairs, while giving the impression of "very expensive" and "luxurious," are surprisingly reasonable . . . very probably within the budget you are looking for. Write us today.

charlotte chair company
CHARLOTTE, MICHIGAN

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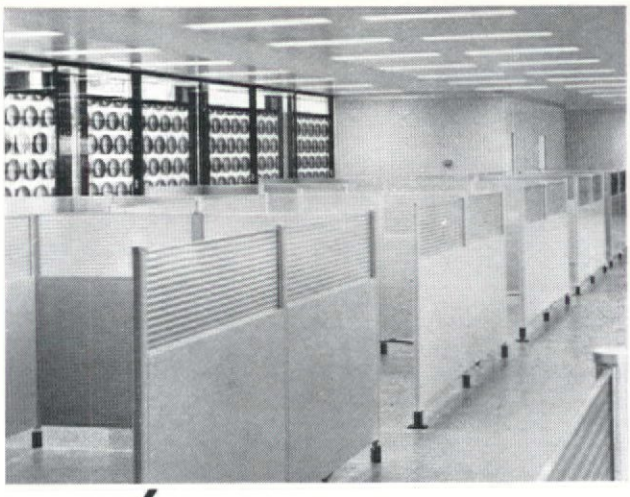

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A MYRTLE DESK MAKES AN OFFICE

a complete selection of desks, seating pieces and accessories that make an office distinctively different...

MART 11

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MYRTLE DESK!

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All-Steel Equipment, Inc. (furniture), Aurora, Ill.
Anne Allen Studios Ltd. (lamps), 1323 S. Michigan, Chicago, Ill.
American Artificial Flower Co. (artificial flower plants), Merchandise Mart Plaza, Chicago, Ill.
American Biltrite Rubber Co., Amtico Flooring Div. (flooring), Trenton, N.J.
American Leather Mfg. Co. (leather), 250 Passaic St., Newark, N.J.
American of Martinsville (furniture), Martinsville, Va.
Armstrong Cork Co. (acoustical tile), Liberty & Mary St., Lancaster, Pa.
Art Drapery Studios (drapery), 2760 N. Lincoln, Chicago, Ill.
Art Metal, Inc. (furniture), Jamestown, N.Y.
Baker Furniture Inc. (furniture), 35 Milling Rd., Holland, Mich.
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Bellamar Cultured Marble Co. (table tops), Calacatta, Ore.
Bigelow-Sanford Carpet Co. (carpeting), 140 Madison Ave., New York, N.Y.
Charles Bloom Inc. (fabrics), 15 W. 26 St., New York, N.Y.
Frederick Boger (brass insignia), 4943 N. Kostner, Chicago, Ill.
Boling Chair Co. (chairs), Box 312, Siler City, N.C.
Boss Co. (rugs), 295 Fifth Ave., New York, N.Y.
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Brookline Industries, Inc. (cabinet door hardware), 6800 S. South Chicago, Chicago, Ill.
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Burke Div. Brunswick Corp. (furniture), 5140 N. Westmoreland, Dallas, Tex.
Samuel Butera & Sons, Inc. (bench cushions), 3328 N. Clark, Chicago, Ill.
Henry Calvin Fabrics (fabrics), 412 Jackson, San Francisco 11, Calif.
S. J. Campbell Co. (seating), 1750 Wrightwood Ave., Chicago, Ill.
Capitol Store Fixture Co. (fixture work), 925 W. Chicago, Chicago, Ill.
Carolina Seating (chairs), 101 Liberty Drive, Thomasville, N.C.
Carroll Chair Co. (auditorium seating), 1508 W. Carroll, Chicago, Ill.
Carter Bros., Inc., (bath rugs), Chattanooga, Tenn.
Jack Cartwright, Inc. (furniture), Chattanooga, Tenn.
Henry Cassen (draperies), 979 Third Ave., New York, N.Y.
Fred Chambers, Inc. (lamps), Merchandise Mart Plaza, Chicago, Ill.
Charlotte Chair Co. (furniture), Pearl & Lovett, Charlotte, Mich.
Chicago Desk Pad Co. (desk accessories), 464 N. Oketo, Chicago, Ill.
Chicago Hardware Foundry Co. (furniture), 2500 Commonwealth Ave., N. Chicago, Ill.
Cohn-Hall-Marx Co. (fabrics), 214 Madison Ave., New York, N.Y.
Collins & Aikman (fabrics), 210 Madison Ave., New York, N.Y.
Colonial Bronze Co. (door hardware), Torrington, Conn.
Columbus Coated Fabrics Corp. (wall vinyl), 7th & Grant Ave., Columbus 16, Ohio
Commercial Carpet Corp. (carpeting), 10 W. 33 St., New York, N.Y.
Frederick Cooper Lamps (lamps), 466 W. Superior St., Chicago, Ill.
Corry Jamestown Corp. (furniture), E. Columbus Ave., Corry, Pa.
Ted Dahlfors & Associates (drapery installer), 1247 W. Belmont, Chicago, Ill.
Dempsey-Price Corp. (light fixtures), Batavia, Ill.
Des Pres Bros., 440-36 St. S.W., Grand Rapids, Mich.
Design Galleries Inc. (lamps), 325 N. Wells, Chicago, Ill.
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Dux, Inc. (furniture), 1633 Adrian Rd., Burlingame, Calif.
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Equipment Mfg. Co. (furniture), 205 W. Wacker Dr., Chicago, Ill.
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Feldman Co. (light fixtures), 612 S. Wall St., Los Angeles, Calif.
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Fine Arts Furniture Co. (furniture), Grand Rapids 2, Mich.
Flintkote Co. (tile flooring), 30 Rockefeller Pl., New York, N.Y.
Floor Covering Installation Co. (carpet installer), 4610 W. VanBuren Chicago, Ill.
Ford Vinyl (upholstery), P.O. Box 128, Mt. Clemens, Mich.
Froelich Leathercraft Co. (desk accessories), 43 W. 16 St., New York N.Y.
Herman Gallas & Co. (awning), 2853 N. Lincoln, Chicago, Ill.
Gallo Original Iron Works (furniture), 401 Park Ave., Brooklyn 5, N.Y
General Fireproofing Co. (furniture, files), Youngstown, Ohio
Gilford, Inc. (wallcoverings), 387 Park Ave., New York 16, N.Y.
Gotham Materials, Inc. (tackboards), 91 Weyman Ave., New Rochelle N.Y.
Charles Gracie & Sons Inc. (wallcovering), 148 E. 58 St., New York 22 N.Y.
Grand Rapids Upholstering Co. (furniture), 425 E. 53 St., New York N.Y.
Great Lakes Store Fixture Co. (paneling), 2401 W. Ohio, Chicago, Il
G. R. Griffith (furniture), 1155 N. Howe, Chicago 10, Ill.
Gulistan Carpet Co. (carpeting), 295 Fifth Ave., New York, N.Y.
W. H. Gunlocke Chair Co. (library furniture), Wayland, N.Y.
N. S. Gustin (ashtrays), Merchandise Mart Plaza, Chicago, Ill.
Hamilton of Indiana, Inc. (mirrors), 2519 N. Elston, Chicago, Ill.
Hanley Co. (walls), Summerville, Pa.
Hanseatic Furniture Co. (chairs), 161 W. Huron St., Chicago, Ill.
George Hansen Lamps (lamps), 260 E. 53 St., New York, N.Y.
Hartmann-Sanders Co. (tables), Elk Grove Village, Ill.
Henredon Furniture Co. (mirrors), Morganton, N.C.
S. M. Hexter Co. (fabrics), 2800 Superior Ave., Cleveland, Ohio
Hibriten Chair Co. (chairs), Merchandise Mart Plaza, Chicago, Ill.
Hickory Mfg. Co. (chairs), Hickory, N.C.
Archibald Holmes (carpeting), K St. & Erie Ave., Philadelphia 24, P
Howe Folding Furniture (tables), 360 Lexington Ave., New York 1 N.Y.
Imperial Desk Co. Inc. (furniture), 1312 W. Florida St., Evansville Ind.
Interior Crafts (furniture), 1321 S. 55 Ct., Cicero, Ill.
Interiors Import Co. (mirrors), 208 E. 52 St., New York 22, N.Y.
International Bead & Novelty Co. (divider screens), 17 N. State, Chicago, Ill.
International Contract Furnishings (furniture), 145 E. 57 St., New Yo 22, N.Y.
J. G. Furniture Co. (furniture), 160 E. 56 St., New York, N.Y.
Jasper Desk Co. (executive desk), Jasper, Ind.
Robert John Co. (furniture), 821 N. Second St., Philadelphia, Pa.
Johns-Manville (floors), 22 E. 40 St., New York, N.Y.
Karastan Rug Mill (carpeting), 295 Fifth Ave., New York, N.Y.
Katzenbach & Warren (wallcoverings), 575 Madison Ave., New Yo 22, N.Y.
Kaufman & Fabry (photo mural), 425 S. Wabash, Chicago, Ill.
Warren Kessler Inc. (lamps), 225 E. 57 St., New York 22, N.Y.
Kittinger Co. Inc. (furniture), 1893 Elmwood Ave., Buffalo, N.Y.
Kliegl Bros. (lighting), 32-32 48 Ave., Long Island City, N.Y.

Knoll Associates, Inc. (fabrics, furniture), 320 Park Ave., New York 22, N.Y.
Koch & Lowy, Inc. (lighting), 201 E. 34 St., New York 16, N.Y.
Kraden Electronics, Inc. (intercom), 5817 Dempster, Morton Grove, Ill.
Kravet Fabrics Inc. (fabrics), 201 E. 56 St., New York 22, N.Y.
Boris Kroll (fabrics), 220 E. 51 St., New York, N.Y.
Morris Kurtzon,, Inc. (lighting), 1430 S. Talman, Chicago, Ill.
Lakeside Furniture Mfg. Co. (furniture), 1218 N. Wells, Chicago, Ill.
Laminating Services, Inc. (walls), 4700 Robards Ln., Louisville 1, Ky.
Homer Lange (planting), 64 E. Monroe, Chicago, Ill.
Jack Lenor Larsen Inc. (fabrics), 677 Fifth Ave., New York, N.Y.
Laverne International Ltd. (wallcoverings), 979 Third Ave., New York 22, N.Y.
LaSalle Glass & Mirror Co. (mirrors), 144 W. Superior, Chicago, Ill.
Leatherguild Inc. (fabrics), 1 E. 53 St., New York 22, N.Y.
Lehigh Furniture Co. (furniture), 16 E. 53 St., New York, N.Y.
Lehman-Connor Co. (wallcoverings), 104 E. 25 St., New York, N.Y.
Lightolier Inc. (lighting), 346 Claremont Ave., Jersey City 5, N.J.
Loma Loom (carpeting), 1 Park Ave., New York, N.Y.
Loumac Supply Co. (desk accessories), 327 E. 103 St., New York 29, N.Y.
Luminaires Ltd. (lighting), 154 W. Erie, Chicago, Ill.
Luxo Lamp Co. (lamps), Dock St., Port Chester, 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.
L. Anton Maix Inc. (fabrics-unholstery), 162 E. 59 St., New York, N.Y.
B. L. Marble Chair Co. (furniture), 89 Willis St, Bedford, Ohio
William L. Marshall Ltd. (paneling), 450 Park Ave. S., New York 16, N.Y.
Marshall Studio Inc. (lamps), Veedersburg, Ind.
Masland Duraleather Co. (vinyl fabrics), Amber & Willard Sts., Philadelphia, Pa.
McGee Chemical Co. Inc. (carpeting), 8000 West Chester Pike, Upper Darby, Pa.
Jo Mead Designs (accessories), 17 N. Elizabeth St., Chicago, Ill.
Moselle Meals (sofas, chairs), Bedford, Ohio
Metalstand Co. (furniture), 11200 Roosevelt Blvd., Philadelphia 15, Pa.
Metropolitan Furniture Mfg. Co. (tables), 950 Linden Ave., S. San Francisco, Calif.
Herman Miller, Inc. (furniture), McKinely St., Zeeland, Mich.
Milwaukee Chair Co. (furniture), 3022 W. Center St., Milwaukee 45, Wis.
Minnesota Mining & Mfg. Co. (Scotchgard, paint), 2500 Hudson Rd., St. Paul 6, Minn.
Monarch Furniture Co. (furniture), 667-667 W. Ward Ave., High Point, N.C.
Morganton Furniture Co. (furniture-case pieces), Div. of Heritage, Merchandise Mart Plaza, Chicago, Ill.
Motorola Consumer Products, Inc. (television), 9401 W. Grand Ave., Franklin Park, Ill.
Mount Airy Furniture Co. (furniture), Mount Airy, N.C.
Mueller Ornamental Iron Co. (wrought iron fence, gate & signs), 3647 N. Kedzie, Chicago, Ill.
Myrtle Desk Co. (furniture), P.O.B. 1750, High Point, N.C.
Nahon Furniture Corp. (chairs), 305 E. 63 St., New York, N.Y.
National Vulcanized Fibre Co. (wastebaskets), Wilmington, Del.
New Metal Crafts (light fixtures, scrolls, panels), 812 N. Wells, Chicago, Ill.
Omni Div. Aluminum Extrusions Inc. (furniture), Charlotte, Mich.
Oriental Grasscloth & Wallpaper Co. (pictures), San Francisco, Calif.
Oster Woodworking Co. Inc. (furniture, special design), 517 N. Halsted, Chicago, Ill.
Para Mfg. Co. (shower curtains), 29 E. Madison, Chicago, Ill.
Parkwood Laminates, Inc. (plastic laminates), 134 Water St., Wakefield, Mass.
Norman Perry Lamps, Inc. (lamps), Plymouth, New Hampshire.
Pocker (pictures), 824 Lexington Ave., New York, N.Y.
Harvey Probber Inc. (furniture), 155 E. 56 St., New York, N.Y.
Quartite Creative Corp. (ceiling fixtures), 230 Fifth Ave., New York 1, N.Y.
Rancocas Fabrics, (fabrics, upholstery), Fairview St., Riverside, N.J.
Rens Risom Design Inc. (furniture), 444 Madison Ave., New York 22, N.Y.
Kern C. Ritchie (accessories), 105 S. LaSalle St., Chicago, Ill.
Robbins Floor Products, Inc. (resilient tiles), Tuscumbia, Ala.
Edward Axel Roffman Assoc. (furniture), 160 E. 56 St., New York 22, N.Y.

(*Continued on page* 148)

Circle No. 79 on product information card →

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Chairs stack compactly on metal brackets

Westmoreland

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Yes, you and your customers *can* buy on price without sacrificing quality, comfort or appearance. Here's proof! This sturdy one-piece chair, with welded chrome-plated tubular steel frame, is perfect for lecture halls, auditoriums, meeting rooms, offices—wherever there is group seating. Coral, yellow, charcoal, aquamarine and white. Low cost initially, low cost in the long run because it's engineered for long life.

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Mail Coupon for Prices, Specifications

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Please send prices and specifications on ST-M-350 Stack-Gang Chair.

Name _____ Title _____

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Rondo Antel Fabrics Corp. (drapery fabrics), 7 W. 22 St., New York 10, N.Y.
Ben Rose Textiles (draperies), 1129 W. Sheridan Rd., Chicago, Ill.
Rowen, Inc. (fabrics), 127 W. 25 St., New York, N.Y.
Roxbury Carpet Co. (carpeting) 295 Fifth Ave., New York 16, N.Y.
Royalmetal Corp. (furniture), 1 Park Ave., New York 16, N.Y.
R-Way Furniture Co. (furniture), Sheboygan, Wis.
Scalamandre Silks Inc. (fabrics), 977 Third Ave., New York, N.Y.
John Scalia (furniture), 521 E. 7 St., New York 21, N.Y.
Schick-Johnson (wood paneling, desk tops), 1737 N. Paulina, Chicago, Ill.
Schoonbeck Furniture Co. (furniture), Grand Rapids, Mich.
F. Schumacher & Co. (fabrics), 939 Third Ave., New York 22, N.Y.
Isabel Scott Fabrics Corp. (fabrics), 979 Third Ave., New York, N.Y.
Sensenich Corp. (back counter), Lancaster, Pa.
Serta Associates Inc. (bedding), 666 Lake Shore Dr., Chicago 11, Ill.
Shelby Williams Industries, Inc., 2500 W. Ogden Ave., Chicago 8, Ill.
Sico, Inc. (stage), 5215 Eden Ave., So. Minneapolis, Minn.
Silent Gliss Inc. (tracks, hardware), 916 S. Arcade Ave., Freeport, Ill.
Simmons Co. (furniture), 1870 Merchandise Mart, Chicago 54, Ill.
Sligh-Lowry Contract Furnture (funiture, desks), 174 E. 11 St., Holland Mich.
Spinning Wheel Rugs (carpeting), 295 Fifth Ave., New York 16, N.Y.
Steelcase Inc. (furniture), 1120 36 St. S.E., Grand Rapds, Mich.
Stendig Inc. (table base), 487 Park Ave., New York, N.Y.
Stow Davis Furniture (furniture), 25 Summer N.W., Grand Rapids, Mich.
John Strauss (draperies), 160 E. Erie St., Chicago, Ill.
Stroheim & Romann, Inc. (fabrics), 155 E. 56 St., New York, N.Y.
Frank Sullivan & Co. (table tops), 4919 W. Armitage, Chicago, Ill.
Rennen Terrazzo Mosaic Co. (floors), 1929 N. California, Chicago, Ill.
Thaibok Fabrics Ltd. (drapery), 16 East 52 St., New York 22, N.Y.
Thomas Industries Benjamin Div., (light fixtures) 207 E. Broadway Louisville, Ky.
Thonet Industries, Inc. (table, chairs), 1 Park Ave., New York 16, N.Y.

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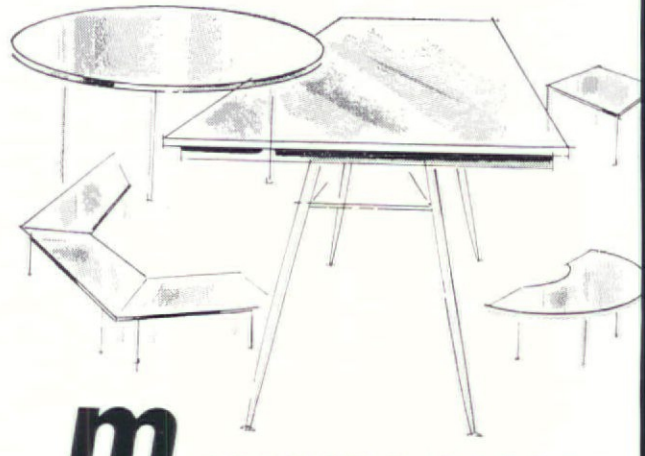

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Rectangular—square—trapezoidal—circular—half-round folding tables for banquets, meetings, classrooms, offices or homes, are built by Metwood/Hanover. Handsome in appearance, superior in construction, and economical to use, M/H Folding Tables are easy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

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J. H. Thorp & Co. Inc. (fabrics), 425 E. 53 St., New York, N.Y.
Trend of the Times Fabrics, Inc. (fabrics), Los Angeles, Calif.
Tri-Mark designs (furniture), 1006 Arch St., Philadelphia 7, Pa.
Tropical Plant Rentals, Inc. (plantings), 1316 Oakton, Evanston, Ill.
Turner Mfg. Co. (pictures), 2309 S. Keeler, Chicago, Ill. 60623.
Union Cabinet Co. (fixture work), 400 N. Hermitage, Chicago, Ill.
Unika-Vaev (fabrics), 305 E. 63 St., New York, N.Y.
U.S. Gypsum Co. (acoustic tile), 300 W. Adams St., Chicago 6, Ill.
U. S. Plywood Corp. (walls), 777 Third Ave., New York, N.Y.
U. S. Rubber Naugahyde Div. (vinyl fabrics), Mishawaka, Ind.
V-Soske Inc. (area rugs), 155 E. 56 St., New York, N.Y.
Valley Upholstery Corp. (custom chair), 232 E. 59 St., New York, N.Y.
Albert Van Luit Co. (wallcoverings), 4000 Chevy Chase Drive, Los Angeles, Calif.
Vaughan Movable Walls Corp. (partitions), 5374 N. Elston, Chicago, Ill.
Verde Wallpapers, Inc. (wallcoverings), 979 Third Ave., New York, N.Y.
Vicrtex Sales Corp. (wallcoverings), 40 E. 53 St., New York 22, N.Y.
Victory Upholstery Co. (upholstery, curtains), 2332 N. California, Chicago, Ill.
Vilas-Mages Co. (pictures), 2000 W. Carol, Chicago, Ill.
Warner Co. (wallcoverings), 106 W. DesPlaines Ave., Chicago, Ill.
Josiah Wedgwood & Sons, Inc. (china), 24 E. 54 St., New York, N.Y.
Wells Furniture Makers, Inc. (furniture), 300 W. Hubbard, Chicago, Ill.
Westin-Nielsen Corp. (furniture), 149 S. Wabasha St., St. Paul 7, Minn.
Westwood Industries (lamps), 177 Genesee Ave., Paterson, N.J.
White Furniture Co. (furniture), Mebane, N.C.
William's Mfg. Co. Inc. (desk accessories), 2511 W. Moffat, Chicago, Ill.
J. D. Williams Co. (furniture), 1185 Merchandise Mart, Chicago, Ill.
Ralph Wilson Plastics (plastic laminates), 600 General Bruce Dr., Temple, Tex.
Wood Mosaic Corp. (gothic oak), 5000 Crittenden Dr., Louisville, Ky.
Lee L. Woodard Sons Inc. (furniture), Owosso, Mich.
Woodwork Corp. of America (furniture, special design), 1432 W. 21 St., Chicago, Ill.
Yawman & Erbe Mfg. Co. (furniture), 1099 Jay St., Rochester 3, N.Y.

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Circle No. 84 on product information card

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☐ **WINDOW MECHANISM** . . . an exclusive Webb installation for raising & lowering flat weave blinds of any size with ease and hairline precision . . . takes just fingertip pressure! Typical installation: Interstate Hosts, L.A. International Airport.

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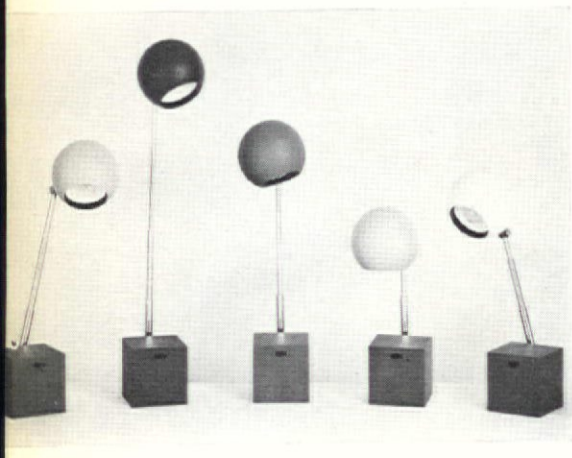
Circle No. 83 on product information card

CONTRACT PRODUCTS AND SERVICES



High intensity lamp

Simple sphere and cube shapes combine to form a high intensity lamp from Lightolier of geometric simplicity, whether in compact or fully extended position. Available in seven decorator finishes, Lytegem is equipped with a hi-lo switch and can be used as a table spot, surface, or night light. Snugly fitting into small places, the lamp has a mobile spherical shade, with a black anti-glare band inside it, to provide flexibility in directing the light beam. Extended height is 14¾ inches retracting to six inches.

Circle 127 on product information card

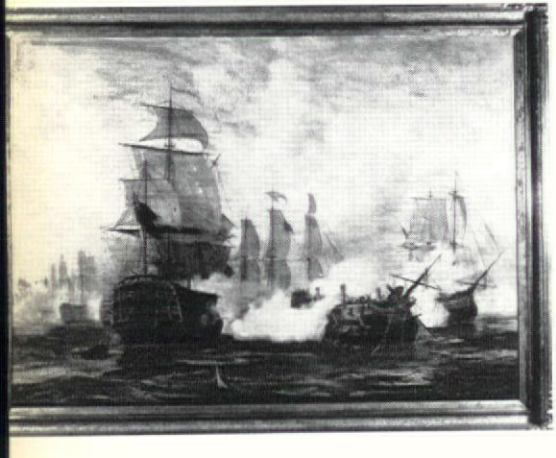
Interstate new desk line

Featuring genuine walnut pedestals equipped with full length, fully extending drawers, the new Wall Street desk line from Interstate Industries, Inc. offers six-way filing convenience for standard and legal size folders. With sizes ranging from 30 by 45 inches to 36 by 74 inches, the desks are finished in walnut, ivory or black leather plastic laminate, while the leg frames are available in either black or chrome finished structural steel. Typing height and desk height returns, credenzas with pedestals and sliding doors for extra storage space, and conference tables complete the line.

Circle 128 on product information card

Old Masters revisited

For art collectors who can't afford an original Rembrandt, Shirley Tattersfield, AID, can deliver paintings in any style from the old masters through the impressionists to Picasso, in authenic or simulated antique frames. Sizes vary from six inches to seven or eight feet long. Often, when an antique frame is used, the painting is fitted to the frame, but a simulated frame is created when a specific dimension is requested. One painting available is in the tondo shape, depicting a girl in the Watteau or Fragonard style. Though it looks several hundred years old, it is in brighter colors and done in a gayer style. Another, in an ornate frame, shows a ship battle a la Turner. A brilliantly colored Flemish floral grouping against a black backdrop is also available. Standard delivery time is a month.



Circle 129 on product information card

New wall fixtures

Two wall sconces by Quartite Creative Corp.: One (right) features an antique gold finish with an ivory silk shantung on vinyl shade. It measures 25 inches high, 19 inches wide and 11 inches deep. The other (left), also a one-light fixture, is finished in fruit-

wood and pewter and has a shade made of the same materials. It measures 26 inches high, 9 inches wide and 11 inches deep. These two are among several items specified by Albert Parvin Co. for the Hotel Continental Plaza featured in this issue.

Circle 130 on product information card

Vinyl matting protects floors

B. F. Goodrich Industrial Products Co. has introduced a flexible, transparent vinyl matting for floor and carpet protection. Perfectly clear so that designs, textures, and colors in the flooring retain their originality the vinyl, called Koroseal, is also oil grease, and chemical resistant. It cleans easily with soap and water and resists damage from cuts, gouges scrapes, and other hazards. Round rib corrugations run lengthwise down the matting, spaced wide apart for easy maintenance, and produce interesting light patterns on the floor ing. It is available in 36 inch widths 3/32 inches thick, but both can be changed to specification.

Circle 131 on product information card

ENDED!

YOUR QUEST FOR THE JUST-FOR-YOU CREST

A Jackson Crest is a vivid example of the finest in American heraldic art, as exemplified on our institutional china . . . because Jackson persists in working with heart, mind and hand, all the way . . . never to compromise — because Jackson will always have more faith in the handiwork of the dedicated artist and artisan than in machines alone . . . because Jackson believes in crested creations that delight the beholder's eye and exalt the image of your establishment . . . reasons enough for your quest for a crest to begin and end in total satisfaction here at Jackson.
NOW! . . . have you any other choice but the best in crests?

Featured above is the Jackson designed crest of "The Cloister", Sea Island, Georgia

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C-95

Circle No. 90 on product information card

Circle No. 86 on product information card

PRODUCTS & SERVICES

CONTINUED

Space saving utility table

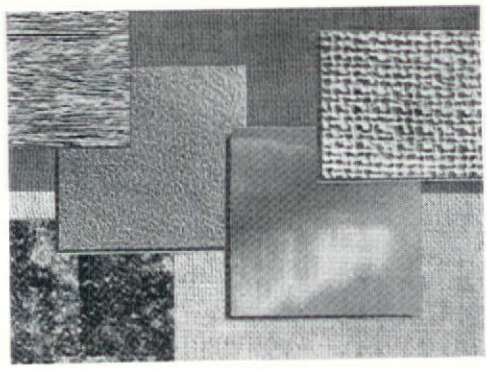
An adaptable utility table from Midwest Folding Products Corp. folds down to a minimal size and rolls easily to storage place. The simplicity of its design reduces weight while a torsion bar action provides

easy opening and closing. Rectangular and square models are available in the same space saving design.

Circle No. 132 on product information card

Stain-resistant wallcovering is easy to clean

A line of 20 textured vinyl wallcoverings from L. E. Carpenter & Co. is surfaced with DuPont's Tedlar, a polyvinyl flouride film that provides lasting protection against stains. Called Vicrtex-T, the wallcoverings



are available in 42 colors suitable for use in schools, hospitals, hotels and motels, and other institutional buildings subject to heavy traffic. Tar, lipstick, coffee, iodine and other stains wipe off without a trace and powerful cleaning agents cause no harm.

Circle No. 133 on product information card

Fiber glass chairs for classroom

Specifically designed for the growing college market, fiber glass chairs from Brunswick Corp. are scientifically proportioned and contoured and come in three models. Called Chancellor series, the chairs feature permanent built-in color and tubular steel legs. The series includes a stack chair, a desk chair with a working arm space of 240 square inches, and a tab-lette chair with a fold-away arm.

Circle No. 134 on product information card

Circle No. 87 on product information ca

Kroehler presents a versatile new collection, designed by Herschel Lowe, A.I.D.

Country Oak, in 18 pieces, shares its warmth and strength of style with a rural European home grouping recently introduced by Kroehler dealers across the country. The basic finish is in Brittany Oak. Key accent pieces (writing desk, mirror, game table, side table and desk chair) are also available in Satin Gloss Ebony, and hand-brushed Venetian Red and Olive. For more information on this and other collections, please send in the coupon today.

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

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Circle No. 88 on product information card

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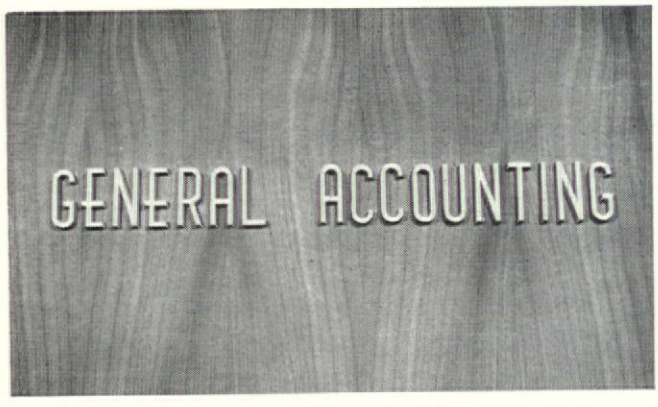

Distinctive accent for prestige interiors . . .
METAL LETTERS BY KNIGHT

ANY OFFICE or building puts its "best face forward" . . . at low cost . . . when you use Knight Metal Letters and Numbers. Designed by master craftsmen, these distinctive three-dimensional letters are cast in solid bronze or aluminum. There are sizes for every need, styles for any decor . . . in oxidized, polished or satin finishes. All are easily applied to doors and walls without drilling . . . actually cost less than painted lettering.

ANOTHER LUXURY TOUCH: Personalized desk name plates in solid bronze with polished Moderne letters.

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H.W. knight & son inc.
METAL LETTERS & FIGURES
70 LANE ST., SENECA FALLS, N.Y.

Circle No. 89 on product information card

PRODUCTS & SERVICES

CONTINUED

New contract lines announced

Basic-Witz Furniture Industries, Inc. has added a contract line to its Concerto 75 series, and a short contract line to its Young Family series, which includes occasional tables and a chest for hard-to-furnish halls and foyers. Basicanna, Beautique, Bonwitz, and Basicourte are also being extended, as well as

the new collection, Bona·Nova (photo), a contemporary bedroom and dining room collection in earth brown walnut.

Circle No. 135 on product information card

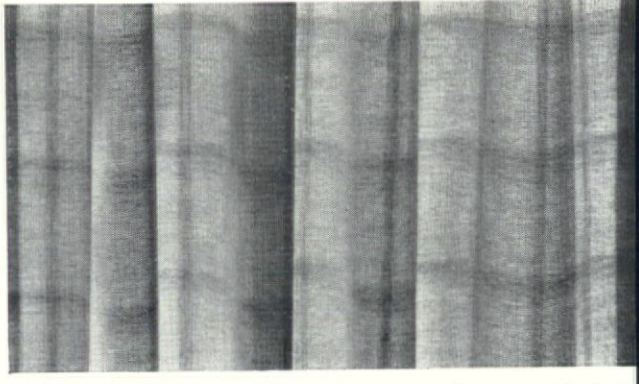
Heavy duty wallcovering

Columbus Coated Fabrics Co. will introduce a line of extra heavy duty vinyl wallcoverings especially designed for hospitals and other installations that require high stain resistance. Called Knight Guard, the wallcoverings utilize a Tedlar lamination, and feature patterns that include wood grains, leatherettes, travertines, and a print.

Circle No. 136 on product information card

Risom introduces new drapery fabrics

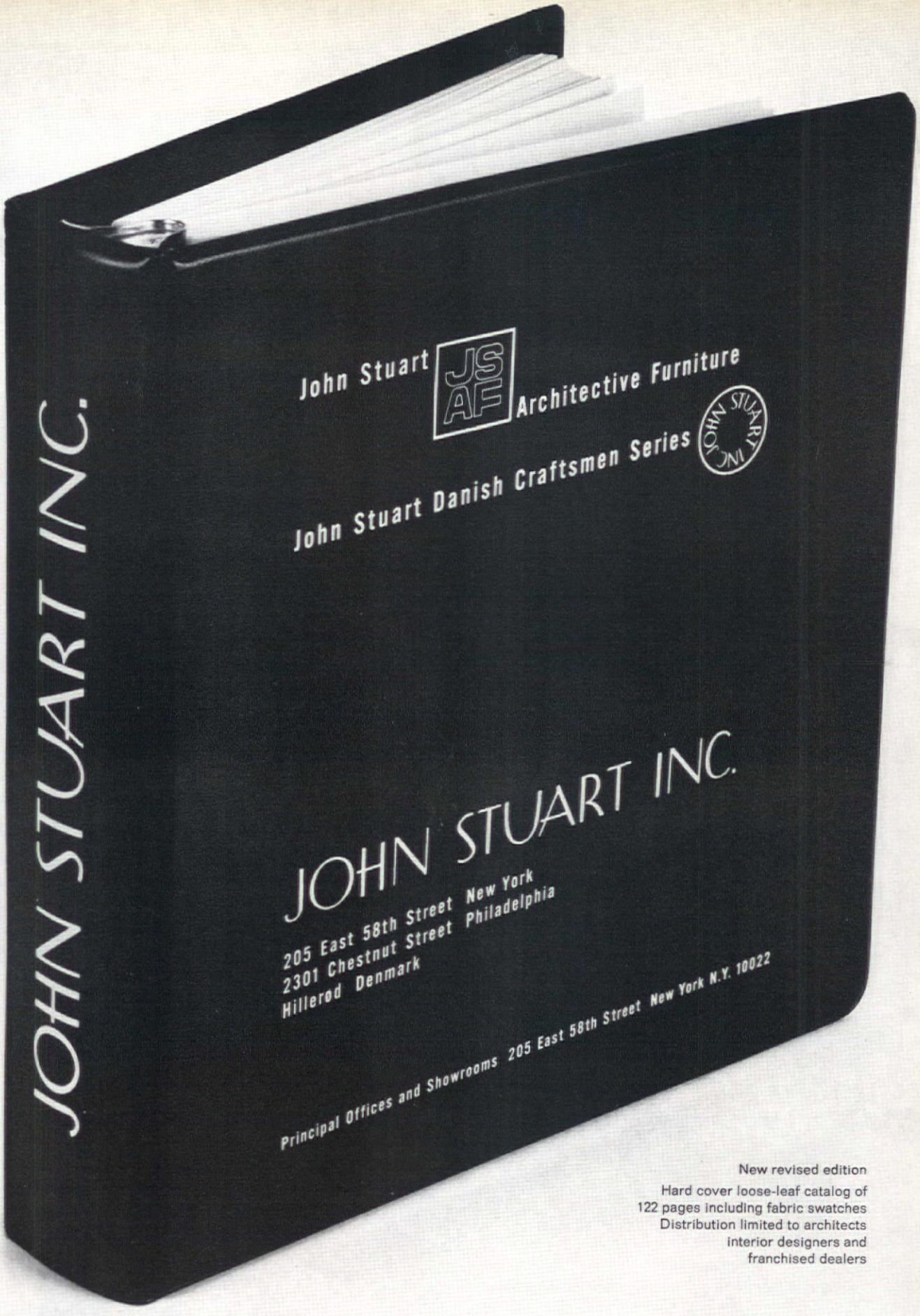
Jens Risom Textiles has introduced a collection of drapery materials with Greenland, a pattern woven



in Denmark of three different shades of fade resistant natural wool. Available in four variations one with a stripe, one with a random plaid, and two plain, the fabric is mothproofed and comes approximately 51 inches wide.

Circle No. 137 on product information card

Circle No. 180 on product information card →



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122 pages including fabric swatches
Distribution limited to architects
interior designers and
franchised dealers

Planned to be a permanent addition to your library with provision for supplying replacement pages when requested, new pages and price lists whenever changes occur.
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Circle No. 91 on product information card

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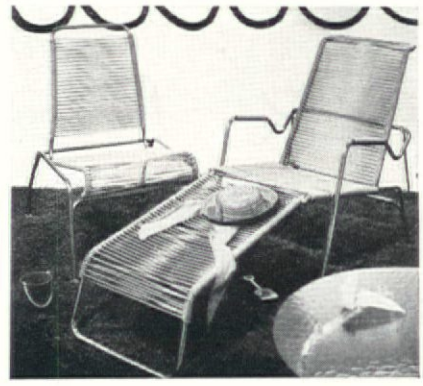
Circle No. 92 on product information card

PRODUCTS & SERVICES

CONTINUED

Stainless Steel Outdoor furniture

Wall Tube & Metal Products Co. is producing a line of stainless steel outdoor casual furniture for hotel, motel, and ship, at moderate prices. Called SurfLine, the furniture, which incorporates decorative stainless steel tubing from Allegheny, will last almost for-

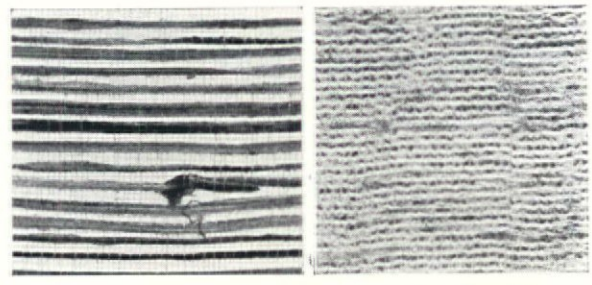


ever and carries a ten-year guarantee. An occasional chair, armchair, chaise or rocker lounge, ottoman, two tables both with safety glass, and a coffee table are included in the line.

Circle No. 138 on product information card

Vinyl wallcoverings in textured patterns

Medea (right) and Bali are the two new patterns of textured fabrics added to Polyplastic United, Inc.'s Royaltex vinyl wallcovering line. Both come in a wide



range of colored backgrounds, and, like the patterns already in the line, they combine the naturalness of a genuine fabric with durability.

Circle No. 139 on product information card

Vel-strips serve variety of applications

Velcro Corp. has a new development, called Vel-Strips that mount Velcro hook and pile tape on rigid vinyl strips, for use in areas where adhesive bonding or sewing is not practical. Mounted on light weight high impact vinyl extrusion, the tapes cut easily and attach to most surfaces by stapling, tacking, or riveting. They can be used for carpet, furniture and drapery installations, door and wall panels, sifting and filtering frames.

Circle No. 140 on product information card

Bumper strips for furniture protection

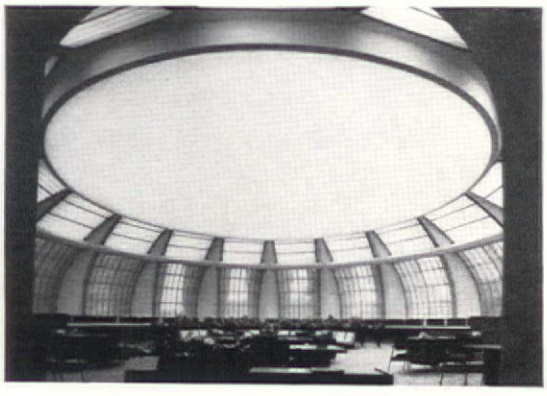
Applied instantly to almost any surface, self-adhering

wall bumpers and bumper strips protect against impact of doors, chairs, and other objects. The bumpers, an addition to 3M Co.'s molded line, include round ones for walls behind door knobs and slender strips that affix to the backs of chairs or walls.

Circle No. 141 on product information card

A new wrinkle in ceiling systems

Squiggle, an aptly named ceiling system design from Luminous Ceilings, Inc., is made up of identically injected molded elements that fit together forming an amorphous pattern of light (photo). Though each separate element looks very much like a puzzle piece, it creates an overall, continuous luminous ceiling unbroken by the crosshatch of dividing strips, hanging tracks, joints or seams. Quartette, another system, is



the Company's first fully integrated ceiling system made up of elements that will fit any size building module.

Circle No. 142 on product information card

Modular seating units with posture control

Krueger Metal Products Co. has a newly designed line of modular seating units in fiberglass and upholstered shell styles with optional plastic topped tables. They

are mounted on cast iron bases in two, three, or four unit variations for flexibility needed for various room sizes or space requirements. Providing posture-contoured comfort as well as durability, the seating components are joined in-line or back-to-back with special hanging devices for added versatility.

Circle No. 143 on product information card

How to succeed in your next chair sale without really trying

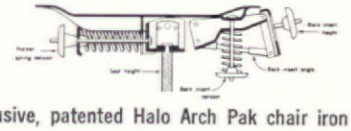
If the client's a real stickler, show him this new Halo Arch Pak Executive Chair.

Massive and masculine, complete with pillow headrest, it's the kind of chair that flatters a man's ego while it rests his weary bones.

Built around the personal-adjustment Halo Arch Pak chair iron, finished in rugged leather and genuine walnut, it's a man's chair all the way.

Complete details on request.

On display:
Exhibit Space 765
NSOEA Convention
Chicago, September 1965



The exclusive, patented Halo Arch Pak chair iron offers five adjustments: rocker spring tension, seat height, back insert height, back insert angle, back insert tension.

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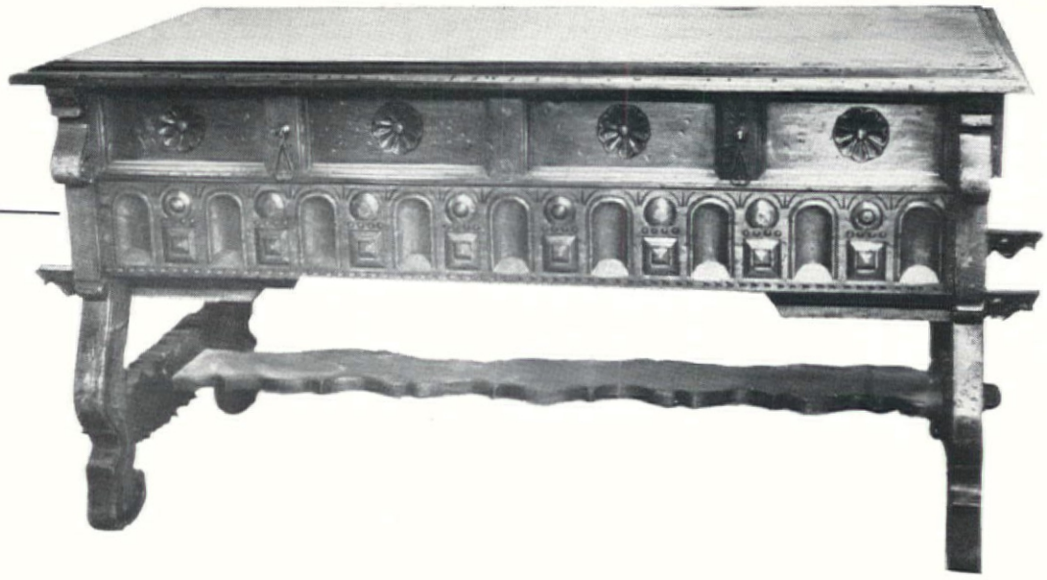
Circle No. 93 on product information card

Circle No. 94 on product information card



WALK INTO SPANISH COLONIAL MEXICO . . .

. . . at the exciting new showroom of Artes de Mexico Internacionales, Inc., 230 W. Kinzie St., Chicago. Opening date is tentatively scheduled for September 15 under the auspices of Rees and Orr, Inc.

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KWIK-WALL COMPANY SPRINGFIELD, ILLINOIS

Circle No. 95 on product information card

PRODUCTS & SERVICES

CONTINUED

Continental-styled room dividers

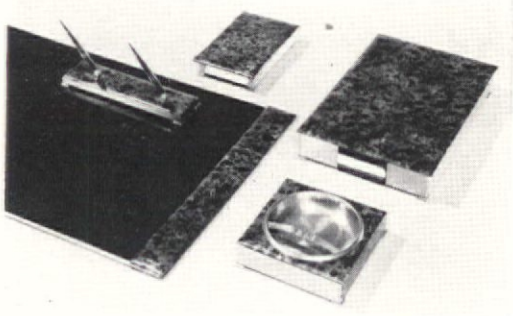
Part of a large collection of decorator screens, dividers, and cabinet units from B-C Manufacturing Corp., this self-supporting accent panel, called Testa Rosa, is styled of durable hand-worked hardwoods and comes in a variety of finishes from Spanish chestnut to

American walnut. Nylon-capped levelers adjust to provide a snug floor-to-ceiling fit. Standard size is 32½ inches wide by 96 inches, but extended panels accommodate nine and ten foot ceilings.

Circle No. 144 on product information card

Bronze and leather desk accessories

To complement period office furniture, the 3700 Tradi-



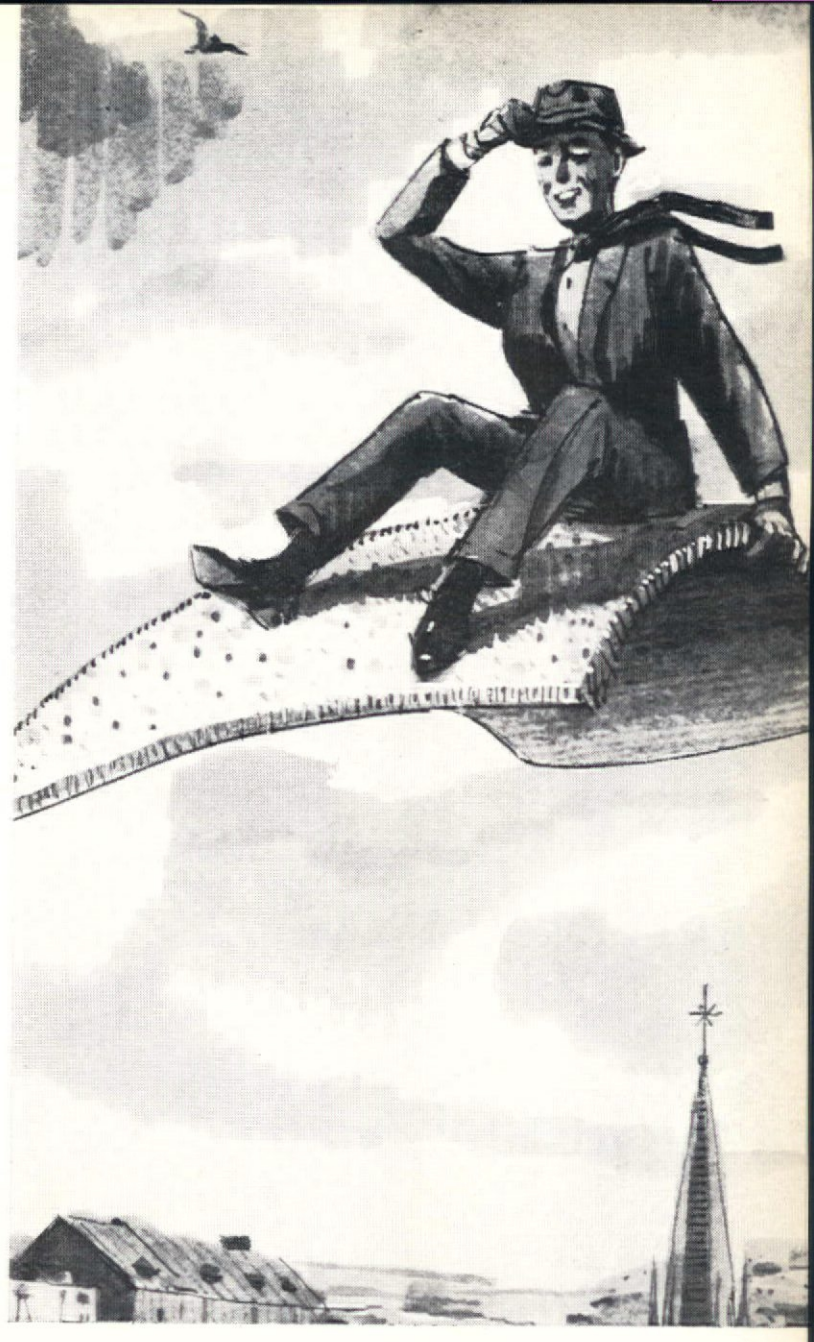
tional series desk accessories are fashioned of leather and antique bronze by McDonald Products Corp. The line includes two desk pads, ash trays, calendar and memo pads, a double pen holder, and letter tray with cover.

Circle No. 145 on product information card

New glass protects windows

A new laminated glass product from Pittsburgh Plate Glass Co. is designed to protect show windows that display valuable merchandise. Called H6 Duplate, the glass consists of two lights of ⅛ inch plate glass with an interlayer of high-impact super-tough aircraft type vinyl capable of withstanding considerable beating. Slightly over ¼ inch thick, it comes in sizes up to 66 by 120 inches. Larger sizes are available on special order.

Circle No. 146 on product information card



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And our service is quite extraordinary. Our floor covering engineers work with decorators and designers to determine the most durable type of carpet for each particular job . . . and the proper way to install it. Then it is installed just that way. *Promptly.*

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Circle No. 96 on product information card

PRODUCTS & SERVICES

CONTINUED

Resilient tile for pedestal floors

Particularly suited for the pedestal floor industry for use in computer rooms, Armstrong Cork Co.'s Linotile is a resilient material with a composition much like linoleum but with greater density and resistance to abrasion and identation. It supports up to 200 pounds per square inch without permanent indentation, and is said to be easier to maintain than higher priced materials. It comes in 12 by 12 inch sizes in white, beige, cream, gold, green, brown and gray.

Circle No. 147 on product information card

Sculptured paintings

A new group of decorative art pieces particularly suited to contract furnishing, is a recent development at Richter Artcraft Inc. The full-color range and graduation of tone in oil paintings is reproduced in high relief with a deep sculptural effect. The material used is reinforced plastics which provides a completely washable surface since the colors are an integral part of the material itself. The result is a dimensional effect that is virtually maintenance free.

The sculptured paintings, as Richter calls them, now comprise a group of eight designs. Custom colors and designs are available in quantity; present sizes are

20 by 32 inches and 24 by 36 inches. The variety of standard subject matter ranges from classic to contemporary.

Circle No. 148 on product information card

Circle No. 97 on product information card

Stretch nylon for sofas

It looks homey, but it's made of 100% stain- and soil-resistant Caprolan nylon, produced by Allied Chemical Corp.'s Fibers Division. Called Tivoli, this stretch laminated upholstery print is one of six new Utrilion prints by Guilford Mills, and comes in a brown-brick-

old combination or in blue-purp'e-green. Henrose Co. arries the print, calling it Copenhagen, as well as thers in the Ultrilon group.

Circle No. 149 on product information card

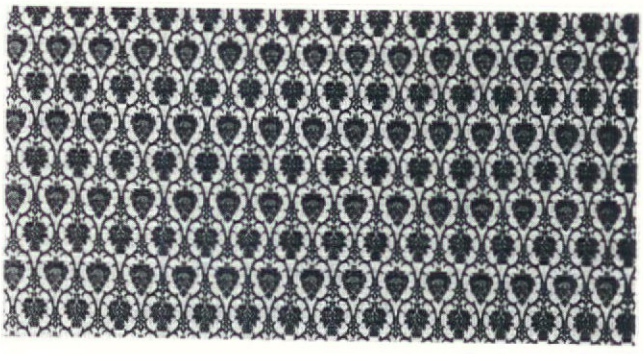
ervice weight vinyl tread

vailable in sandalwood, brown, or grey, a new easy-o-clean stair tread from Johnson Rubber Co.'s Floor-ng Accessories Division comes in standard lengths rom 36 to 96 inches. An option of square or round nosing to assure stair fit is also offered. A companion accessory is matching, cove-design six inch risers that come in 48 inch lengths or 50 foot coils.

Circle No. 150 on product information card

Vinyl on fabric wallcoverings

Fabricale, produced by United Wallpaper Co., is an extremely pliable wallcovering printed through a rotogravure process on solid vinyl film fused to a cotton fabric backing under pressure. Easy to apply, the covering is highly durable and will not chip, crack, or peel. It also removes easily from the wall when redecorating is desired. Several textures and patterns are available including three wood grain simulations.



One pattern is Heraldic in black and white, gold and white, and shades of crimson.

Circle No. 151 on product information card

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Circle No. 98 on product information card

Circle No. 99 on product information card

PRODUCTS & SERVICES

CONTINUED

Match-mates

Matching wallpaper and fabrics in new designs have been added to the collection of A. L. Diament & Co. Balloon de Nemours is one, a roccoco-flavored design of pastoral scenes accented with striped balloons. Produced in five colorways, the fabric is 53 inches wide with 28½ inch repeat and there is wallpaper to

match. Chappelle, another traditional design, is striped vertical in seven colorways, 36 inches wide with 9½ inch repeat.

Circle No. 152 on product information card

neo-Georgian

"Time for a renaissance," declared George Schwartz, high-rising Manhattan architect, when he spotted this sofa in Metropolitan's new catalog. So he sold his rattan furniture to Trader Vic's, his Tiffany lamp to a wax museum, then filled his flat with Metropolitan, the furniture imported from San Francisco. "Greatest architectural feat since the Golden Gate Bridge," said George of the sofa that sparked the Schwartz Renaissance. Its foam cushion and buttonless tufted back are suspended breathtakingly between slender arms and legs of solid walnut. There's no charge for the complete, illustrated catalog of Metropolitan's contract collection when you write on your professional letterhead to: Metropolitan Furniture Corporation, Dept. T, 950 Linden Avenue, So. San Francisco, California.

Showrooms:
San Francisco, 700 Sansome Street
Los Angeles, 144 N. Robertson Blvd.
Dallas, 450 Decorative Center
Chicago, 621 Merchandise Mart
New York, 232 E. 59th Street
Paris, Tel. Poincaré 9495

METROPOLITAN

New cast-aluminum furniture

Comfortable, weather-resistant cast aluminum furni-

ture in a new design called Atrium, is available from Brown-Jordan, who originated the method of using flat-vinyl lacing gripped with an aluminum extrusion set within the contoured frame of the piece.

Circle No. 153 on product information card

Carpet immune to golf spikes

Seamloc Loma-Loom Carpet Co. has developed a 100% wool pile carpet permanently attached by vulcanization to form a built-in sponge rubber cushion. Designed specifically for use under golf spikes, the carpet, called Golftrend, is cemented to the floor without buckling or stretching. The cut pile is ½ inch high and there are no loops to pull. It comes in 28 colors.

Circle No. 154 on product information card

HAT and COAT RACKS

The ultimate in coat rack design, quality workmanship and materials, the OV 1000 was made to complement today's beautiful interiors. It has brushed chrome standards and hanger rail with walnut inlays over black sculptured aluminum shelf brackets and modern base sections. Shelves are of heavy gauge ribbed and perforated black enamel steel. Sculptured umbrella holder and solid walnut hangers are some of the features of this beautiful rack.

For complete information on this and other racks in our design series write for Catalog OV-855

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Circle No. 100 on product information card

Handsomely Styled Functional Seating For the Moderate Budget Contract

The Gregson 600 Series is a brilliant combination of modern high styled beauty, fine materials and inbuilt structural strength. While fully functional, it is also seating to please the eye and comfort the body. Priced to fit nicely into the modest contract budget.

Gregson MANUFACTURING CO. LIBERTY, NORTH CAROLINA — A Half Century of Fine Chairs

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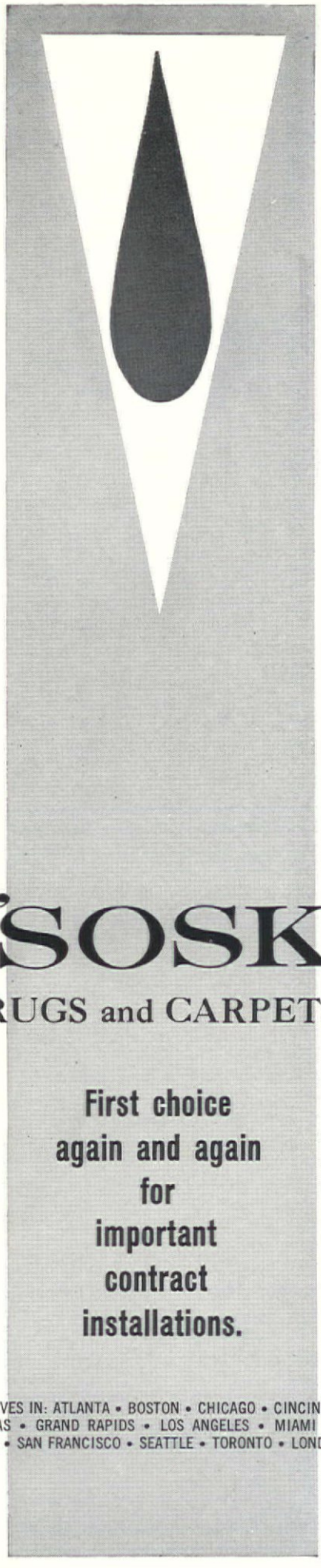

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Circle No. 102 on product information card

PRODUCTS & SERVICES

CONTINUED

Upholstery in two new patterns

Masland Duraleather Co. has introduced two new patterns to its line of vinyl upholstery. Impala (right), has a leather-effect with high glaze finish and comes in ten colors in two elastic fabric-backed qualities. Designed for modern and traditional periods, it comes in standard 54 inch widths. Tempest (left),

is a floral with extreme reflectivity offered in fabric-backed Zephyr and unsupported. In eight colors, the pattern is suitable for provincial, traditional, or modern applications.

Circle No. 155 on product information card

Circle No. 103 on product information card

High-styled refrigerator

Featuring a textured walnut finish, a portable re-

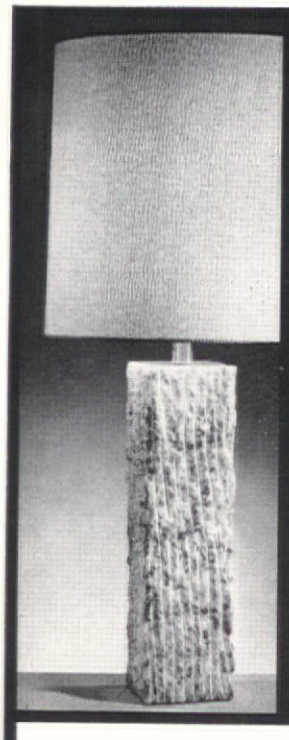
frigerator from Goodwin of California provides 5.8 cubic feet of storage space with two large ice cube trays and adjustable stainless steel rack. The stylish unit operates on 110 volts 60 cycles, and rolls easily on Bassick ball bearing casters with ball swivels.

Circle No. 156 on product information card

Vinyl wall base in two new colors

Clay beige and oyster white have been added to Kentile Floors, Inc.'s line of Kencove vinyl wall base. Sealing the joint where the floor meets the wall, Kencove is available in 2½, four, and six inch heights for residential and commercial installations. Both new colors are available in 48 and 96 inch rolls except in the six inch height size.

Circle No. 157 on product information card



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. . . now he can see the office furniture you're recommending right in our showroom. **Desks, Inc.** offers a vast selection of fine office furniture from America's leading manufacturers, set in a comfortable atmosphere. **Desks, Inc.** assures you and your clients all the specialized services that smart interior designers, decorators and architects look for to produce a "trouble-free" installation. We're proud of our custom craftsmanship, warehousing facilities and "off the street" delivery that sets your furniture right in place. All this, plus a knowledgeable staff to attend to every detail, are the ingredients that guarantee a "turn key" job. Make sure your clients' "package" is delivered to him in perfect condition — by people who've handled it with care. Visit our showroom at 71 Fifth Ave., N. Y. C. (Cor. of 15th St.) or call 212-AL 5-5454.

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Circle No. 106 on product information card

Custom made divider?

Nope. Just looks like it!

Fact is, we make more than 40 models, equally as handsome, to excite your imagination. Like to see them? Send us the coupon below. We'll forward your personal copy of our 28-page color catalog and confidential price list.

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C-9

PRODUCTS & SERVICES

CONTINUED

Italian wall decor in metal designs

Onyx Resources Co. has introduced a line of Italian imported wall plaques, called Laminart, in a variety of traditional, impressionistic, and abstract designs. A three-dimensional metal material, Laminart is

sized from 13 by 6 inches up to seven foot panels that are permanently cemented to the wall, becoming an integral part of the structure, or hung like plaques. Suitable for exterior installations as well, the wall treatments enhance the richness of doorways, entrances, and lobbies.

Circle No. 158 on product information card

СВОБОДНАЯ КОММЕРЦИЯ ОБЕСПЕЧИТ МИР!

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We were one of the first American firms to act out this policy of Sir Winston Churchill and to trade with Russia.

Also hand inlaid Balalaikas. Certainly unusual these days. Real for playing and fine for decor. 28" long.

Also fine signed casts of famed Moscow sculptor, fit for a Wall St. broker's desk, as the symbolic bull and bear. 14" and 22" high.

We just imported some of traditional Imperial Russia's collections of vitrine eggs of Malachite and assorted Ural mountain semi precious stones with 24 karat gold-plated hand crafted stands in the true Carl Fabergé tradition. (1846—1920).

Collection of assorted semi precious stone eggs: Snake stone, Lachma, Nephrite, Lapis Lazuli, Rhodonite, Porfirate, Fluorite Quartz, Leaf Stone, Hibinite, Onyx, Obsidian. Solid Malachite eggs.

We are the only ones in U.S.A. to have real Russian Samovars. 18½" high.

We are direct self-importers: furniture, marble, bathrooms complete. We are contractors, marble and tile setters.

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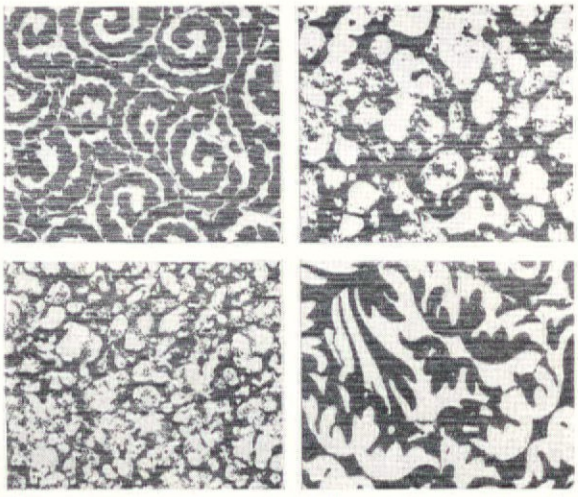
Circle No. 107 on product information card

Gold-on-white vinyl

Specially designed for the dinette furniture field, four



newly created patterns in U.S. Rubber's Naugahyde vinyl upholstery material are available in a series of gold-on-white prints on special order.

Circle No. 159 on product information card

Wallcovering provides sound control

Hushalon II is a new acoustic wallcovering from American Felt Co. combining the luxury of felt with sound absorption properties and rated with a noise reduction coefficient of .40. Available in many colors, the material, a thick laminate of wood felt and foam, is treated for flame, stain, and mildew resistance.

Circle No. 160 on product information card

Circle No. 109 on product information card

"BUYERS' GUIDE FOR CHAIRS"

FREE

20 Fact-Filled Illustrated Pages Giving Valuable Information on Essential Features to Consider When Buying Chairs.

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tables
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Current Catalog 1-65

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cost less than you think

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PRICED 25% to 50% LESS

and made of the finest materials.

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Circle No. 110 on product information card

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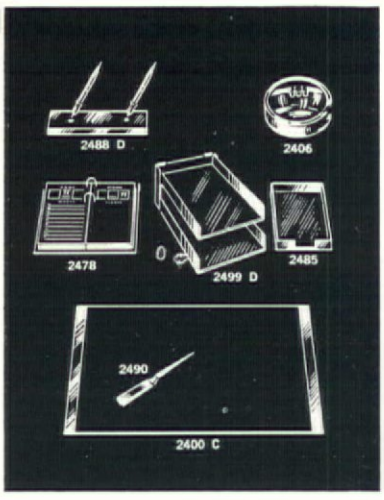
2400 line



Lasting metal, satin aluminum or brass finish in a wide range of pieces.

Letter trays, waste baskets, ash trays and memo pads to match.

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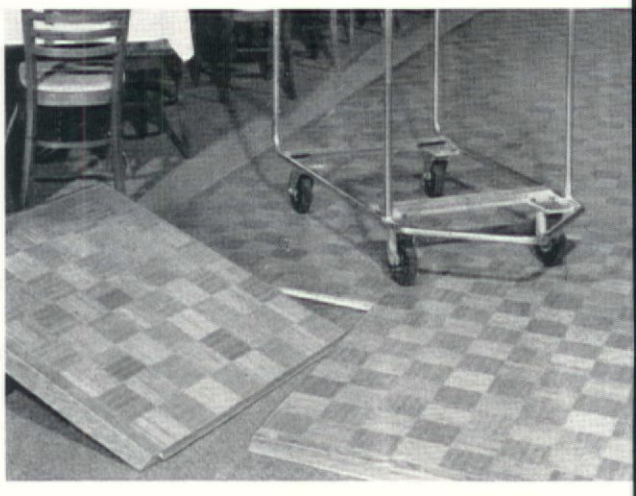
PRODUCTS & SERVICES

CONTINUED

Portable dance floor by Sico

Sico Inc. has developed a portable dance floor tha stores easily and is designed for over-carpet use



Made in parquet units that can be laid for an size wanted, each is 12 or 18 inches square permit ting modules of 24 to 54 inches. The sub-flooring i exterior gray fir bonded and topped by finished oak Metal tongues couple the units firmly.

Circle No. 161 on product information card

master·wall

unlimited variations for functional or decorative use

the Elite of wall units . . .

by Tassell

TASSELL HARDWARE COMPANY
4135 LAKE MICHIGAN DRIVE N. E., GRAND RAPIDS, MICHIGAN 49504

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Circle No. 111 on product information card

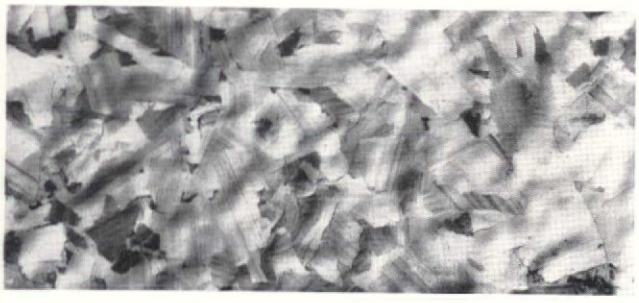
Temedge glass in larger sizes

Temedge patterned glass, a product combining higher strength with chip-resistant edges, is available in two types for jalousies, counter dividers, shelving, display cases, and similar applications. Temedge Finetex has an over-all pattern on one side with the other side smooth in sizes that range from 3 to 7 inches wide and to 48 inches long. Wide Temedge has a shallow geometric pattern and is produced in widths from 8 to 20 inches and lengths from 12 to 48 inches.

Circle No. 162 on product information card

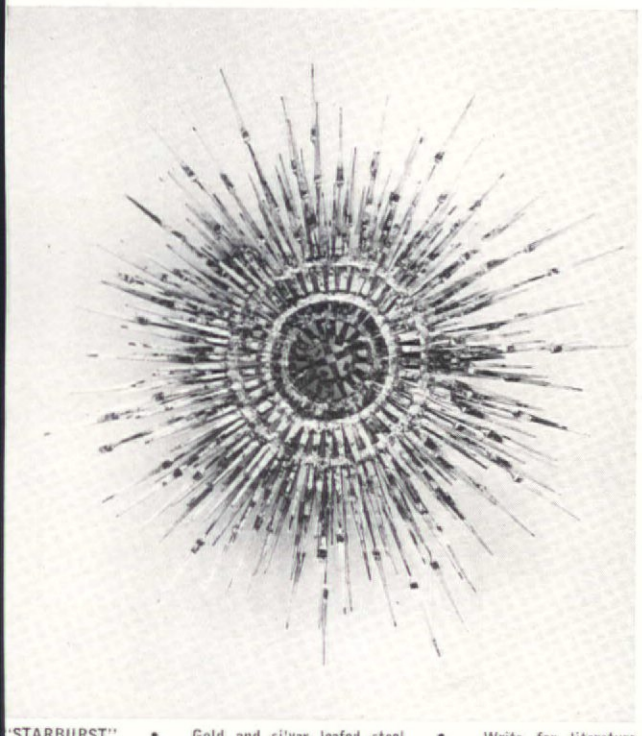
Island-inspired floorcovering

Torginal of America, Inc. has introduced a new seamless floor covering called Variegated Duresque in seven pastel shades with Hawaiian names. Neutral but



attractive, the resilient flooring utilizes a large chip design, each containing its own individual pattern embedded in glaze.

Circle No. 163 on product information card



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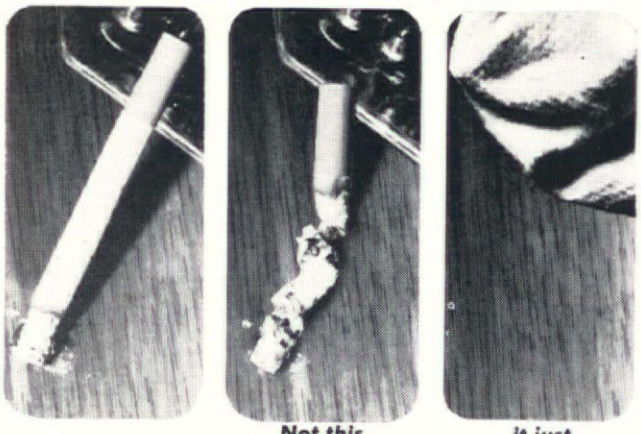

Ruined? Not this wood surface It just wipes off!

New DURA-BOND Foil Underlay protects scarring and charring of *real* wood.

Dura-Bond combined with a suitable finish will protect the beauty of real wood surfaces against damage from lighted cigars, cigarettes, hot soup plates, coffee pots – even spilled boiling foods. It can be laminated directly underneath the veneer by conventional processing techniques. Dura-Bond makes wood more warp-resistant, split-resistant, and buckle-resistant.

Dura-Bond really works! It has passed extensive tests made by the Hardwood Plywood Manufacturers Association and is approved by the Fine Hardwoods Association.

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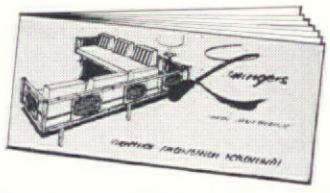

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N. Y. SHOWROOM: CASUAL Furniture Inc. One Park Avenue, New York 16, N. Y.

Circle No. 113 on product information card

Circle No. 115 on product information card

Marie Antoinette pattern used in N. Y. Showroom of Stark Carpet Co.

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Moderate Price?
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Only genuine teakwood flooring imported from Thailand (authentic "Tectona Grandis") gives elegance plus practicality that today's hotels, motels and institutions demand! And now, you can get immediate delivery at prices that are competitive with other fine floorings and coverings. Nothing beats genuine teakwood for its ability to stand up to heavy traffic, for low maintenance cost, for resistance to rot and decay. And once you install teakwood . . . it's there for the life of the building. So specify genuine teakwood for beauty, practicality, durability. Send today for **Bulletin 600** on Thai-teak teakwood flooring

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*approximately 20 stock colors available

FOR INFORMATION: Athol Manufacturing Co., a division of Plymouth Cordage Industries, Inc. General Sales Office: Butner, North Carolina. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.

Circle No. 116 on product information card

PRODUCTS & SERVICES

CONTINUED

Semi-circular desk comes in two sizes

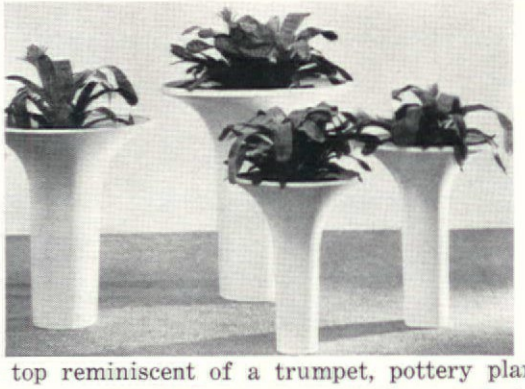
Arthur Gordon Associates has introduced a new semi-circular shaped desk in two sizes, 43 by 86 inches

and 48 by 96 inches, with four different leg treatments, including two octagon wood shapes and two chrome rectangular leg shapes. The semi-circular top has a special wood inlay, and the desk has several other features, such as full suspension on file drawers.

Circle No. 164 on product information card

New Planter shape

Flaring from a slender column to an exaggerated



wide top reminiscent of a trumpet, pottery planters from Architectural Pottery are both practical and

we love heavyweights

The bigger they are, the harder they fall for Fibermold chairs . . . they're durable, solid—comfortable, too. Good styling makes them equally "at home" in the factory, cafeteria or the most fashionable shop. Good construction makes them practically indestructible. To see them, write, wire or phone:

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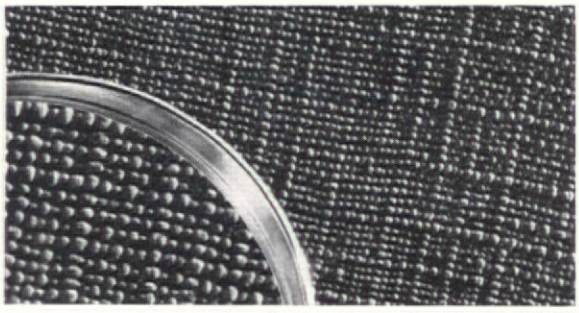
Circle No. 117 on product information card

dramatic. The wide top allows ample rooting for a plant or allows vines to spill over it in a fountain-like effect. Available in four proportioned heights from 25 to 35 inches tall, the planters come in a natural unglazed off-white clay or in eight glaze colors.

Circle No. 165 on product information card

Textured hardboard panel material

Homespun, a panel material made of hardboard by Edward Hines Lumber Co., captures the appearance and texture of homespun fabric, and is midway between grass cloth and burlap in texture with a knobbiness not characteristic of either. Used in its natural

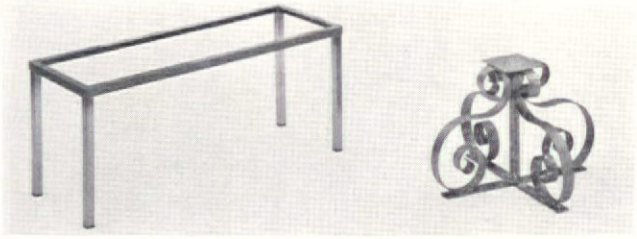


light wood color, painted, or stained, the hardboard comes in four by eight-foot sheets in ⅛ and ¼ inch thicknesses.

Circle No. 166 on product information card

Table bases in various designs

Angelus Consolidated Industries is offering a series of table bases in modern and Spanish designs to complement ceramic, wood, marble, glass, and plastic



tops. The modern bases have angle iron tops and one inch square legs, brass plated or black finish. The Spanish bases come in 14 and 28 inch heights.

Circle No. 167 on product information card

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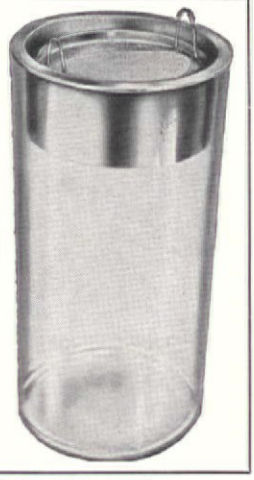

Circle No. 118 on product information card

Circle No. 119 on product information card

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- CHROME STEEL BASES
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Circle No. 121 on product information card

MANUFACTURERS'

LITERATURE

Tub and shower safety devices from Slip-X Safety Treads are described and illustrated in a folder that comes with a sample. The treads are soft, resilient strips with a grip-tight adhesive backing, and come in five colors.

Circle No. 168 on product information card

Ceramic tile in many designs, colors, and combinations are described and illustrated in a full-color booklet from Amsterdam Corp.

Circle No. 169 on product information card

More than 60 sample custom swatches of Royalite ABS plastic are available in a six-part folder from United States Rubber Co. Various grain surface finishes result from press-laminated or roll-embossed methods.

Circle No. 170 on product information card

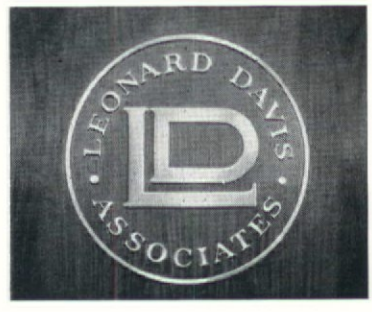
A technical publication from General Electric called Light and Interior Finishes emphasizes the importance of considering the colors and reflectances of sidewalls, ceilings, and floors in planning a lighting system. Its key feature is a two-page Reflectance Value Chart in full color.

Circle No. 171 on product information card

To introduce its commercial collection of lighting fixtures, Progress Mfg. Co. has issued a catalog that

includes more than 224 items for public areas such as executive offices, hotels and motels, dormitories, and outdoor lighting. Tables give dimensions, specs, and rapid illumination estimates, with fixtures separated by function and type. The diversified series includes recessed fixtures, ceiling squares and opal spheres, downlights with all-aluminum construction, plus ceiling pendants, chandeliers, and a variety of well-designed utility fixtures.

Circle No. 172 on product information card



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LINES WANTED: Quality accessory lines wanted for representation by New York contemporary furniture showroom selling to Decorators, Designers, Architects, Specifiers and Office Furniture dealers. Write: Box A-250, CONTRACT.

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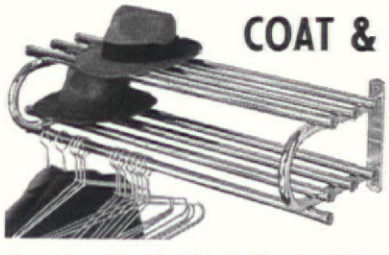
LINES WANTED: Contemporary furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential applications. Write: Box A-253, CONTRACT.

MEN WANTED: Contemporary furniture manufacturer wants road men currently calling on architects, designers and specifiers with non-competing products. Strong additional quality line. All territories available East of Mississippi river except Metropolitan New York area. Write, stating experience and present lines carried Commission only. Box A-254, CONTRACT.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-255, CONTRACT.



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(Azrock, back cover)