The beauty of this vinyl asbestos tile lasts and lasts—because tile design flows through and through the entire thickness!

Architectural Marbles: a vinyl asbestos tile that's as practical as it's handsome. Because the marble design goes tile-deep, it can't wear away. Light and dark shadings, subtly blended into each tile, create a pleasing random effect...one sure to harmonize with any available décor. All this value—at no extra cost! Colors: 8. Thicknesses: 3/32” and 1/8”. Check your Kentile® Representative.
AMERICAN FURNITURE MART

WINTER 1966
INTERNATIONAL HOME FURNISHINGS MARKET

CHICAGO
SUNDAY THRU SATURDAY JANUARY 2-8

Consider these benefits available only here:

Selection:
72% of the major manufacturers (those selling more than $10 million annually)—8 of the top 10, 18 of the top 25. The names America knows, and likes best! That you sell most.
Wood, metal, upholstered, summer-casual, bedding, lamps, and accessories. The leading national advertisers.

Location:
A mere hop, skip or jump by plane from most of the nation. Ample, metropolitan accommodations for every taste, every purse.

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Five miles of styles under one roof! A few steps apart! Complete (not partial) showings! Your principal sources!

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Something doing every minute. Cosmopolitan attractions: Headline entertainment! Theater! Music! Pro Hockey!

For reservation forms listing scores of facilities of the price you desire at the price you require, write Box 4109, International Home Furnishings Market Hotel/Motel Bureau, Chicago, Illinois, today.
Terson Macedonian


All the simplicity and rough-hewn comfort of a Greek peasant weave, eloquently translated in Macedonian: a new, distinctively contemporary vinyl fabric from Athol. Ready for interpretation in fine commercial and consumer furniture. The Greeks have a word for it... but it's better said in Terson.

Circle No. 2 on product information card
The Cover
Examples turned out by the contract division of Altman's department store, which offers such services as commercial management contracting, as well as design. Cover by Bert Lester.

CONTRACT
THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING
VOL. VI, No. 11 NOVEMBER, 1965

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COMING IN CONTRACT
DECEMBER—Wallcoverings and Wallpaper, a review of trends and of new items in manufacturers' collections. Laminated Surfaces—an analysis of their applications to contract work.
JANUARY—Fourth Annual Directory issue, with complete classified listings of products, services, and manufacturing sources in the contract furnishings field. The editorial section of the Directory Issue will be devoted to an extensive review of outstanding contract installations, covering every type of contract job—hotels, offices, restaurants, showrooms, institutions, travel and resort facilities.

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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.

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.

Circle No. 3 on product information card
If you specify, purchase or handle tufted carpets, profit from the experience of this contract furnishings authority:

“Double Jute backing helped greatly in installing carpets in the Beverly Hillcrest Hotel”

—says Norris J. Goldman
Executive Vice-President, Albert Parvin & Co., Los Angeles — nationally known hotel and institutional interior designers and furnishers, whose staff completely furnished this sumptuous Beverly Hills, Calif. hotel.

Mr. Goldman says:

“The distinguished decor of this hotel deserved flawless carpet installation throughout. Double Jute Backing in the Philadelphia tufted carpets installed helped us achieve it with speed, economy and a splendid result. Tight power stretching was feasible, seams virtually invisible were a reality. The great dimensional stability and easy workability of double Jute backing made the difference.”

Make sure the tufted carpets for your next job are double Jute backed.

(Published by The Jute Carpet Backing Council, Inc.)
Circle No. 4 on product information card

This fabulous new hotel, 14 floors of towering luxury, choose carpets specially designed by Albert Parvin & Co. and made by Philadelphia Carpet Co. The Beverly Hillcrest sets new high standards in taste, comfort and ingenuity of interior design.

NOVEMBER 1965
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.

New, exclusive Double Cushion Plateau.® Combines the firmness of flat with the luxuriousness of ripple. Flat top fights high-heel damage. *patent applied for

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

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

It's easy to like Orinoka fabrics. They're soft to the touch... specially designed for office furniture use. Write for information & samples.

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L. ANTON MAIX, DIRECTOR OF SPECIAL FABRICS DIVISION
ONE PARK AVENUE, NEW YORK, NEW YORK 10016
Hardwick Carpets

different enough to
make a big
difference in your PROFITS

For over a century Hardwick — the compact carpet mill — has been a king size name in contract carpeting. Why so? Why not? With quality workmanship — unique ideas — and saleable carpets . . . what else?

Ridge Country Club, Chicago, chose Hardwick’s striking all wool tiger skin pattern. They knew they wanted a carpet that would last for years. They knew they wanted an easy to care for carpet. And they knew they wanted an attractive carpet. They looked around and compared.

Then they were sure they wanted a Hardwick carpet . . . installed by William Gray and Sons.

Hardwick is customer concerned. We concern ourselves with your contract carpeting problems . . . and solve them fast. Through streamlined operations. Through personal attention. Through a better edge on price. Through fast delivery. Through money making carpeting with unlimited sales potential.

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 Ave. at 7th St., Phila., Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

Gentlemen: Please send me your new “Carpet Selector” . . . the contract carpet guide prepared as a Hardwick professional service. Find $1.00 enclosed.

Name__________________________
Address________________________
City________________ Zone________ State________

Circle No. 7 on product information card
Serendipity unlimited!

Serendipity is like having something in mind and unexpectedly finding something a lot better. This is what you can expect to experience when you use The Merchandise Mart's Contract Center. As an architect, contract designer or contract furnisher, you'll find all the things you need—and many you don't expect—for hotels, motels, offices, hospitals, restaurants, dormitories or any other furnishings contracts you may have in mind. Your catalogs get out of date, but The Merchandise Mart's Contract Furnishings Center is always up to the minute. That's why you'll save time by starting here. 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!

There's no place like this Showplace!

THE MERCHANDISE MART
CHICAGO

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

Circle No. 8 on product information card
We’re in business.

Goodall Fabrics

A new department of Burlington Industries has created a line of quality woven fabrics particularly pleasing to the discriminating furniture manufacturer. Never before have so many high-style colors (over 25) and exciting two-tone color-coordinated effects been offered at such realistic prices.

Stain repellant with Scotchgard™ finish, lab-tested Goodall Woven Fabrics keep their stylish good looks. Conventional office interiors brighten up and stay bright with enduring Goodall colors.

And in reception rooms, buses, airlines; in institutions and auditoriums—seats stand up to sitting when Goodall Fabrics are there to help. For further information write or call: Goodall Fabrics, a Department of Burlington Industries, 1430 Broadway, New York, N.Y. 10018, 212 554-6228.
Gentlemen: Please send me the new Marden Contract catalog and data.

Beauty—efficiency—economy—convenience—quality—service gives you the best total gain:

MARDEN CONTRACT, your complete source for stock or custom contract interiors. Write now for the MARDEN CONTRACT CATALOG.

Circle No. 10 on product information card
If you go by initial cost alone get innersprings but—

If you figure mattress costs by the year—be sure your mattresses are made of B.F. Goodrich Texfoam®

A Texfoam mattress core is genuine latex foam. Consequently, no mattress made is more trouble-free than a mattress made with Texfoam. It won't sag, lump, or break down—won't lose its shape. The quality is guaranteed—in writing—and the compression is always exactly as ordered (medium, firm and extra firm). Texfoam is odorless, non-allergenic and bacteria can't live in it. Texfoam mattress cores never need turning and are easy to make up. There's less to lose and yet they hold the bedcovers neatly. They move easily from room to room, whenever required. You can be sure that a Texfoam mattress around any corner is what's more, every night, millions of sleepers find them superbly comfortable.


B.F. Goodrich Consumer Products Marketing Division

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

Circle No. 11 on product information card
We're linguists. When it comes to fashionable fabrics we speak fluent modern, traditional, colonial, contemporary or any of the other design languages. Do you have an interpretation problem? We'll translate it in any of our showrooms across the country. Come... let's talk shop.

paul kaiser associates, inc.
WHOLESAVERS • CONVERTERS • HAND PRINTERS AND IMPORTERS OF DECORATIVE AND CONTRACT TEXTILES

National Sales Office and Showroom, 4100 N. Miami Avenue, Miami, Florida, Area Code 305-754-8667 • Eason-Barr Co., 1271 Spring St. N.W., Atlanta, Ga. • Decorators Showroom Ltd., 3904 Broadway, Kansas City, Mo. • Decorators Showroom, 19420 West McNichols, Detroit, Mich. • Whitecraft of Puerto Rico Inc., Ponce de Leon 1907, Santo, Puerto Rico • George & Frances Davidson Inc., 420 Boylston St., Boston, Mass. • Mr. Steve Sellinger, 3713 Standhill Rd., Shaker Heights, Ohio • Mr. Ed Pellisier Jr., 4834 Charlene Dr., New Orleans, La. • Adornments Inc., 226 West Kinzie, Chicago, Ill. • Decorators Showroom, 1909 "M" St. N.W., Washington, D.C.

Circle No. 12 on product information card
General Tire Sponge Rubber Carpet Cushion Registers with Holiday Inn®

General Tire sponge rubber carpet cushion, now installed in many Holiday Inns across America, is part of the comfort and luxury which will attract 23,000,000 Americans to the Holiday Inns this year. The reason is evident once you inspect any one of the many quality grades of General Tire underlay. Each is manufactured to exacting specifications that give more quality per dollar than any other underlay made. If your requirements call for comfort, long-carpet life and trouble-free service, specify General Tire sponge rubber carpet cushion.

Guaranteed Unconditionally

All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement floors. Any General Tire Sponge Rubber Carpet Cushion which does not render satisfactory service will be replaced and reinstalled without charge to the customer.

Circle No. 13 on product information card
Remember the days when cloth was woven in the home with hand-dyed yarns by men and women who loved their trade? Herman Miller continues this tradition in the small Mexican village of Urawapan. The yarn is dyed in a bathtub and hung outdoors to dry. Then it is woven in the homes of many villagers.

The result is Mexicotton and Mexidot / designed by Alexander Girard

Sample portfolios by return mail

HERMAN MILLER TEXTILES
a division of HERMAN MILLER INC.
ZEELAND, MICHIGAN 49464
Circle No. 14 on product information card
There are 56 basic lighting units in the Miller High-Light line of incandescent fixtures. A single application for just 8 of them is suggested here. The other 48 units are in our catalog.

Among them are recessed and surface round downlights — accent lights, multipliers, baffled, louvered, and cone lights, wall washers and blending lights — you name it. Also, decorative white glass, aluminum cylinders, and swivel accent units. Recessed squares, too. Altogether, with wattage variations, mounting options, etc., we currently list a total of 220 fixtures. All are engineered for appropriate lighting function and are designed with appearance values that enable you to integrate them with your architectural and interior concepts.

Here, then, is the breadth, depth, and scope of selection to provide you with truly meaningful lighting design latitude.

Write, today, for our colorful, 32-page High-Light Catalog.

THE miller COMPANY
MERIDEN, CONNECTICUT • UTICA, OHIO
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.

Masland Duran®
WHERE BEAUTY IS MATERIAL
The Masland Duraleather Company, Philadelphia 19134

Now! See these patterns in color. Tear out this ad, send it to us, and we'll forward complete color swatch lines
Circle No. 16 on product information card
ROVANA FABRICS GO UP IN THE WORLD!

Rovana certified drapery fabrics are skyrocketing! Indisputable evidence: the dynamic Security Life Building in Denver, Colorado; designed by Sorey, Hill Sorey, Architects. Selected by these architects from top to bottom, the Rovana certified drapery fabric "Shamrock Linen" from Textura Ltd. Rovana certified fabrics are distinctive in design, contemporary in outlook and certified by Dow to meet their top standards of performance: 1. permanently flame resistant, 2. washable, dry cleanable, 3. dimensionally stable, 4. abrasion resistant, 5. colorfast.* Only first-quality fabrics that are constructed with Dow’s unique saran flat monofilament in the warp and pass Dow’s high standards of performance may display the Rovana certification mark. Excellent reasons why the outlook for Rovana is up-up-up into the future of high-rise living! *synthetic fabrics only

Circle No. 17 on product information card
Here's Early American at its “George Washington Slept Here” best!

Authentically styled in New England maple, its rich, warm luster is deceivingly practical. You see, it’s practically impossible to tell, but tops are covered and edge-banded with a high pressure laminated plastic called Melamine. It’s unbelievably resistant to the things that make life miserable for you. Alcohol, polish remover, milk, acetone all can be wiped away after check-out time without a trace!

Early American guest rooms appeal to everyone’s tastes, providing the cozy feeling of a home away from home. You can also take advantage of the New England tradition of thrift plus value in this competitively priced grouping.

Most important, Saratoga’s 100% Simmons! Simmons Value you get through competitive pricing without material and production shortcuts. Simmons Reputation backed by 40 years of honesty, quality and experience in institutional furnishings. Simmons Design Concepts that show how inherent good taste and practicality are compatible and desirable. Simmons Delivery policies that insure expedited shipment to meet your schedule.

And when you’re doing business with Simmons, you’re being helped by the only people in this industry capable of supplying a complete package of hotel-motel furniture including bedding, bed frames, chairs, sofas and dual-purpose equipment.

Frankly, if you have any reason for not buying Simmons, we’d like to hear about it. And remember, if financing is important to you, we offer the CFA Plan, and our own American Acceptance Program and our extended Terms Plan and Leasing Programs.

One more thing, we’ve got an incredibly handsome brochure showing all six lines of Simmons guest room furniture. Send in this coupon and we’ll rush one to you by return mail.
Fire-Away®
by Hathaway
new fabric
with built-in
flame-retardant
acetate yarn

Great news from Hathaway: the very first acetate fabric in which the fibre itself is flame-retardant.
Not just resistant. Retardant.
Not the finish. Not the process. The fibre itself.
We call our latest breakthrough Fire-Away. For obvious reasons. And recommend it unhesitatingly for contract use.

Fire-Away is fully warranted by California state fire marshals' offices to be completely fire-safe.
Fire-Away offers high dimensional stability and great drapability.
In addition, it is invulnerable to moths and shrugs off creases.

See Fire-Away soon at the Hathaway showroom, 261 Fifth Avenue in New York, or at the Hathaway distributor in your area.
Failing that, put in an emergency call to OR 9-8626 and we'll rush some over for your inspection.
Where's the fire? Nowhere in sight, Thanks to Fire-Away.

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

Circle No. 19 on product information card
Where the Action Stops… Comfort Begins!

Any break in the treadmill of daily routine welcomes the contour-conforming comfort of Krueger's New 3200 Upholstered Arm Chair. In any setting—office, institution, or residence—its molded fiberglass shell offers full foam-cushioned seat plus arm and back support areas. Smartly tailored coverings, smoothly fitted and sealed, are of deep-textured fabric or service-weight Naugahyde Chromata in outstanding color selections. The New Krueger 3200 Upholstered Arm Chair is available with chrome or black satin tubular steel legs, or brushed aluminum swivel/pedestal base, to meet every seating need with colorful new upholstered comfort.

No. 3205 U-UPHOLSTERED PEDESTAL ARM CHAIR

CHOICE OF COLORS—"Spot-Shed" treated Rayon fabric

Tiger Lily / Nugget / Olive / Spice / Laurel / Teal / Flag Blue / Black / Bronze Green / Opal White / Vermilion / Black / Azure Blue / Antique Gold

CHOICE OF COLORS—U.S. Naugahyde Chromata

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

More Fine Creations by—

KRUEGER

SIT OUR SHOWROOMS—
CHICAGO – 1184 Merchandise Mart / LOS ANGELES – 8815 Beverly Boulevard
Gracious Kahkwa Country Club
Erie, Pennsylvania

The place:

Gracious Kahkwa Country Club
Erie, Pennsylvania

The man:

Robert A. Adams, Designer

The carpets:

Bigelows. Custom Bigelows carved with border and crest adorn the entrance rotunda while a specially designed dual-shaded bronze Wilton carpet glamourizes the ballroom. The locker room, grille, lounge and dining room are also luxuriously carpeted in specially designed Wilton carpets.

Why do designers like Robert Adams insist on specifying Bigelow? Because they know that for every hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. 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, 14 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. See Circle No. 21 on product information card
Stop telling me I'm beautiful. Love me for what's inside.

This is the new Robert John 1966 swatch book. People keep telling us it's great. Great looking. Great to use. (It's set up so you can see every color-coordinate at one glance.)

Glad you like it. But it's the contents that inspire the passion: the largest Robert John upholstery program ever. 150 newy fabrics, leathers and plastics.

There are some fresh looks at classics; some classic looks at Op. Solid, mixes and tweeds that pair up as naturally as Heloise and Abelard. Or ham and eggs.

And top drawer colors.

Stop worrying. We've woven every one in depth. You can count on us delivering your Robert John chairs, sofas and modular seating exactly as you specify.

After all, we wouldn't want you to be disappointed in love.
Meanwhile, back at the Plainfield Country Club—how's the carpeting of Creslan doing after 3 years?

"Simply great!" says Marty Holtz, manager of the Plainfield Country Club, Plainfield, N.J. "If ever carpeting has had rough duty—ours of Creslan acrylic fiber has. But, it's held up beautifully. Colors are as crisp and clear as ever. There's still the luxury look and feel we wanted. Maintenance has been remarkably low."

"We've tried carpeting of other fibers—but they haven't measured up to Creslan."

Repeat . . . . "they haven't measured up to Creslan." Seem that in the carpet fiber family, with acrylics the fastest growing in carpet contracting, there are differences. With Creslan there's the distinctive hand. Firm. Pleasing. For more loft. Clear. Rich. Lasting. In short, in Creslan there are all things that have made acrylic fiber the fiber in contract—and more. For your next carpeting installment take a long, hard look at all acrylics. And you'll agree the choice is obvious—Creslan acrylic fiber, product of AMERICAN CYANAMID CO., N.Y.
D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- HHFA gains cabinet status
- Standards set on GSA multiple awards
- FTC rules on promotional assistance plans

For the first time in its history the Federal government is taking Cabinet-level notice of the living arrangements of its citizenry. This comes about with the elevation of the Housing & Home Finance Agency to the Department of Housing & Urban Development, the eleventh post in the Cabinet, the tenth in size among the Departments.

What will it mean to you, in contract furniture and furnishings? The answer to a large extent may depend on what you will try to have it mean. Its effect on you can be divided into two parts—how impact on you from the trend in American living that the establishment of a Department signifies; and what the Department can do directly that will have consequences in your field.

The continuing urbanization of the United States is a central factor in the creation of the Department. People are coming to the cities, and are being born in them and staying—not in the same city; about 20 percent of the populace moves each year from its home of the year before, but in cities. While they may yearn just as much as ever for the home of their own away from the maddening crowd, the circumstances of life, land, and legal entities will play their role. Federal housing chiefs are increasingly multifamily oriented. They condemn single-family sprawl as wasteful of community facilities, such as sewer, water, and street network, and they're sensitive to the land time-curtain. They're not sure how far people will go to work, or to get away from it, but they think 90 minutes may be the outside ring.

What is happening today, without the encouragement of Federal policy or financial aid, is the growth of multifamily building in the suburbs. It is taking place under the pressures of the market—land owners and builders realizing that people will live in apartments in the suburbs; land prices going up so that the sites will take only apartments; and lo (and high), people moving into the new units.

The Department of Housing & Urban Development has a great untapped goal—Federal aid to

(Continued on page 29)
Do you always get the exact carpet you specify?

You might do better. It happens all the time at Lees. Nobody knows better than Lees how tricky it is to spec the best carpet you can get for exactly what you want to pay.

So we question specs. And if we can do better by you, we tell you.

We might warn you to get a tougher carpet if you don't want to be in trouble.
We might show you how we can give you more luxury for what you want to pay.
We might come up with a stock carpet so close to what you specified, you can't tell the difference. Except in price. (This happens often. We have more colors and fabrics than anyone else in the business. And more carpets in stock.)
Etcetera.

Now if you still want us to stick to your specs exactly, okay.
The choice is yours.
Except sometimes.
Sometimes we get specifications that we refuse to follow as they are.
If we did, we'd have to skimp. Or make up a "bargain" carpet. Or an unrealistic carpet. Or a carpet that will look good for a month and die on the floor in a year.
We won't.
We won't sacrifice quality. But it's not altruism.
If we gave you a second-rate carpet and you got stuck with it, would you come back for more?
For a lot of good, down-to-earth reasons, "those heavenly carpets by Lees."

Write to Commercial Carpet Department, James Lees and Sons Company, Bridgeport, Pennsylvania, and we'll send you more information.
New Communities. It would have these be, not the bedrooms slums of the past, but almost-complete towns, with much more multifamily construction, much more of a housing mix than many of the current developments that may lay claim to the fame and name but not the game of New Towns.

What this means, to the contract executive, is that there will be a growing market for his product in, at least, the public areas of the multifamily structures. And, at the most, a growing opportunity to make mass sales of such products as wall-coverings, carpeting, draperies, built-in cabinets and furniture to an apartment market that is growing in competitiveness as well as potential—a market where every competitive plus you can give the sponsor is a feather in his cap, and business in yours.

(More on how the Department can help you next month.)

Multimillions for new buildings
A Congressional compromise approves $132.3 million for construction of new Federal buildings for this fiscal year. The House had voted $105.6 million and the Senate had okayed $178.7 million, before their conference committee settled the difference.

Equal but more equal, says GSA
The Federal housekeeper, the General Services Administration, has just set rules for the Federal agencies on what to do when selecting items from multiple-award Federal Supply Schedules when the lowest delivered prices are identical.

Where two or more items at the same delivered price will meet the ordering agency's needs equally well, selection should be based on preference for the item of a labor surplus area concern or a small business concern. In making this selection, the information in the Federal Supply Schedule as to the business size, status or points of production of contractors may be used for preliminary but not conclusive determination as to whether small business or labor surplus area policies might be furthered through such a preferential award. This became effective November 1.

TC rules on third man in the plan
Where an intermediary approaches both suppliers and customers to interest them in a promotional assistance plan (such as in-store projection of advertising messages, in-store display, etc.), it remains the supplier's responsibility that each of his customers competing with one another in reselling its products is offered a chance to participate in the plan on proportionally equal terms or a suitable alternative, the Federal Trade Commission says.

Procurement possibilities
Preserving producers and other suppliers of contract items that might fill Federal needs can get the business—if they go after it. The invitations

(Continued on page 31)
Metropolitan Furniture unites nations to produce these remarkable works of art titled simply “9432″. Fine Italian hands produce the original tabletop etchings in burnished silver. America contributes the satin nickel steel legs tipped in walnut. Send for the complete, illustrated catalog of Metropolitan’s cosmopolitan contract collection. No charge when you write on your professional letterhead to Metropolitan Furniture Corporation, Dept. T, 950 Linden Avenue, So. San Francisco, California.
come out through the year. Awards follow in a few weeks. If you’re able to meet the Federal specifications, and the Federal ways of doing business, you might be able to get a contract on the order of some of the invitations set forth here. These are recent ones that have closed:

General Services Administration, Denver—School hardwood cabinets and benches. Vinyl-covered folding steel tables and chairs—281 tables, 2,550 chairs. Two-person flat-top steel desks, 218 units.

Naval Supply Center, Oakland, Calif.—Heavy-duty homogeneous vinyl floor covering, fire retardant equal to Goodyear Delux Tru (CQ) Vinyl, indefinite quantity through July 31, 1966.


Public Health Service, Atlanta, Ga.—Upholstered institutional chairs, 500 each.

Defense General Supply Center, Richmond, Va.—Lighting fixture, 1,250 each. Floor matting 8,000 each. Steel storage cabinets.

GSA, Seattle—Modular hospital lounge furniture—chairs, wall saver legs, tables, table accessories, planters.

GSA, Dallas—Tubular steel chairs, 336 each.

Awards after anxiety

Sometimes it takes a while, but always, or almost always, the Federal government follows through its invitation to completion, the award of contract, and then inevitably, the assurance of delivery. More rare than elsewhere it’s axiomatic, don’t start something you can’t finish. But if you can, and the Government thinks you can, you can land awards like these recent ones:

Defense General Supply Center, Richmond, Va.—Filing cabinets, 3,000 each, $42,480. Emco Porcelain Namel Co., Port Chester, N.Y.

General Services Administration, Washington—Attan living room, dining room and bedroom furniture, 1,309 each, $53,069. Rattan Specialties of P.R., Inc., San Juan, P.R.

You can make any building look better
ith PPG Feneshield fabrics

That scene on the left look familiar? It's typical of a building where low treatment has gotten out of hand. Result: an unfortunate mixture of screening devices, loss of clean architectural lines, compromise of building design, a generally unattractive impression. The exterior appearance of any building—new or old—can be improved through the specification of Feneshield fabrics, made of PPG shield fiber glass yarns, such as shown above.

Feneshield fabrics can be obtained in a variety of weaves, colors, and styles to complement any building design. These fabrics present a pleasing appearance at every window, permit a flow of line from street level to top, eliminate random vertical settings, and enhance the total architectural concept of any building.

But that's just one of Feneshield fabrics' advantages. These same fabrics can also control interior environment. Through PPG research, all Feneshield fabrics are performance-rated according to fabric characteristics. Through this Feneshield system, drapery fabrics can be chosen to subdue radiant heat, control glare, improve sound control, enhance a good view or modify a bad one.

What about costs? Over a five year period, total initial and maintenance costs for Feneshield fabrics are less than those for mechanical shading devices.

Get more facts. Participating drapery converters have authorized Feneshield presentations showing the wide range of beautiful fabrics now available.

Through the use of PPG technical data, they can help you select fabrics for specific installations. Write directly to PPG for names of converter representatives near you and for technical information. Use the coupon.

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept 503
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_____

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

Name________________________________________
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□ Please send me technical information on Feneshield fabrics.
□ Please send me names of authorized Feneshield converters.
Dear Sir: I have just finished reading the September issue of CONTRACT, and may I compliment you on a truly great issue. It is a tremendous undertaking to attempt to cover a subject of the scope, and I feel you have done an extraordinary job in hitting the highlights and balancing out the various categories. You seem to have covered past, present, and future, as well as displaying a comprehensive grasp of suppliers, designers, and market areas. I must also comment on the fine layout and organization of large-scale photographs.

I said some time ago that CONTRACT was becoming the finest magazine in its field; I now feel you have definitely reached this goal.

John T. Caruso, Director
Professional Planning Service
V. Mueller & Co.
Chicago

Dear Sir: The September Landmark issue of CONTRACT is truly outstanding from the point of view of coverage of such a vast subject as Chicago and the growth of the 11th floor of the Merchandise Mart. Naturally, we are flattered and appreciative of V. Mueller's inclusion in this issue. Apart from that, we feel that it is far superior to the coverage given New York City earlier this year.

John T. Caruso, Director
Professional Planning Service
V. Mueller & Co.
Chicago

Dear Sir: It is my pleasure to add my congratulations and thank you for the Chicago Landmark Issue of CONTRACT. You certainly chose a widespread selection of the strides Chicago is making in architecture and interiors. Moments come like this and I get rather excited to have had a part in the step-by-step advance.

I would appreciate your noting for your records the following facts, to supplement your section on Designer Profiles: I was with Mandel Bros contract division a brief nine months and with Marshall Field & Co. contract division five years from 1954 to 1959. In 1959, I became associated with Desks, Inc., as head of design—3 1/2 years. I have been on my own as an interior designer and consultant for 2 1/2 years.

Virginia Hawley, AIA
Chicago

Dear Sir: I would like to say thanks for the very fine article on Chicago in your September Landmark. We hope that you were as well satisfied with the Chicago issue as we were. I am ordering extra copies for distribution among some of the officers and directors of the Central Area Committee.

Randall H. Cooper
Executive Director
Chicago Central Area Committee
Chicago

Dear Sir: Congratulations on your September issue. The Landmark Series has certainly started off with a bang. All best wishes.

Timothy J. Tuomi
U. S. Gypsum Co.
Chicago

Dear Sir: I just finished reading the September issue of CONTRACT, and may I compliment you on a truly great issue. It is a tremendous undertaking to attempt to cover a subject of the scope, and I feel you have done an extraordinary job in hitting the highlights and balancing out the various categories. You seem to have covered past, present, and future, as well as displaying a comprehensive grasp of suppliers, designers, and market areas. I must also comment on the fine layout and organization of large-scale photographs.

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Roland Wm. Jutras
Boston, Mass.

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Roland Wm. Jutras
Boston, Mass.

ITALIAN PROVINCIAL... imaginatively interpreted... and crafted with the inimitable SCERBO touch... to bring Old World elegance to the office interior of today.

Frank Scerbo & Sons,
140 Plymouth Street, Brooklyn, N. Y. • U. S. Gypsum Co.
Visit Our New Chicago Showroom: 325 West Huron Circle No. 26 on product information card
North American flattens some old notions about shipping!
Hooray, it's our 5th birthday!

CONTRACT Magazine is five years old this month. We appeared fresh and dewy in November 1960 (see cut) under favorable auspices, convinced that we were in an industry which would experience unparalleled growth in the next few years. This expectation has proved correct; it took a while for the industry to realize that its growth and ours were inseparable, but they got the idea in a gratifyingly short time, recognizing that we had an essential role to fill as "The business magazine of commercial/institutional design, planning, and furnishing." Our first editorial page was headed "A good beginning will carry you the whole distance," a classy quote from Polybius, the ancient Greek historian. It hasn't been as easy as all that—it sometimes seems as if we're beginning all over again every month—but here we are, older, more relaxed, and still sanguine about the industry's future and our own.

Laminate marketing conference

Top executives from virtually every manufacturer of high-pressure laminates attended a conference last month conducted by Gralla Publications, which publishes Plastic Laminating and Kitchen Business magazines, in addition to CONTRACT. Among the companies represented were Consoweld, Formica, Melamite, Micarta, Nevamar, Pannelyte Parkwood, Pionite, Railite, Textolite, and Wilson Art. In addition to several technical and business speeches on the laminate market, the conference heard a critique of current offerings by Sid Klein, contract designer and specifier, of Saphier, Lenner, Schindler, Inc., and a talk on selling to the contract market by Ben Hellman, publisher of CONTRACT.

Architectural League issues Awards


IDCF comments on education

Our April 1965 issue devoted to interior design education has elicited numerous comments in this country from designers, educators, students and, we are pleased to note, it was the subject for an editorial in September 1965 issue of Interior Design & Contract Furnishing, our British counterpart. IDCF, which also recently ran a series of articles on the same subject, stated: "Interior designers in the U.S. have often expressed envy of the wider recognition of the States of interior designers as a professional group and of the numerous degree-courses in the subject available at American Universities. In the April 1965 issue, however, these courses are the subject of heavy criticism, and Lawrence Lenner paints a picture of the typical graduate as 'A brash, one dimensional youngster with a standard set of solutions, ... who is astonished to learn that there are mundane and unglamorous stages in interior design such as budgeting, detailing, and delivery, and who knows nothing of the business world or how a company operates, who can somehow sullied in encounters with clients, foreman or parallel professionals in other fields.' CONTRACT complains," the editorial continues, "'there is no systematized set of standards or objectives among schools ... '

It concludes on this dissenting note: "Much more in this special feature CONTRACT sounds exceedingly familiar to British ears, although the positive motive, which CONTRACT describes as the fundamental base of every effort in creating a contract interior,' indicates a somewhat different prior emphasis from that which is usually advocated in IDCF.'

New assignments...

Ford & Earl Design Associates, Warren, Mich., has been named...
North American's uncartoned service takes the waste out of shipping because...
planning and interior design consultant for the 850-foot tapering First National Bank of Chicago skyscraper to be erected in the center of Chicago's Loop. Ford & Earl will be concerned with the lower 21 floors and four underground levels, just about half of the building's 2 million square feet that will be devoted to the bank's customer service departments and administrative offices. The 60-story, $80 million building, designed by C. F. Murphy Associates and Perkins & Will, is scheduled for completion early in 1969 . . . . Michael Lax Associates, New York City industrial design firm, has been retained as design consultant by Lightolier, Inc., and Airequip, Inc. For Airequip, the firm will redesign slide projectors, coordinate graphics for packaging and new development. Lax recently designed Lytegem, a miniature high intensity lamp, for Lightolier . . . . Fred Schmid Associates, Los Angeles-Chicago based food facilities planning, designing, engineering firm, will design the interiors of the new main building of the Pacific Empress Hotel at Kailua-Kona, Hawaii. The interior design motif will be patterned after the Polynesian architecture of the 24,000 square foot, two-story building, containing lobby, offices, shops, restaurants, and cocktail lounge . . . . Maxwell Co.'s Chicago branch is currently coordinating the design and furnishing of 30-On-The-Square, one of the largest office buildings built in Madison, Wisconsin. Part of the project involves designing the Conqueror Club, a private club in the building . . . . Zimmer & Associates, Toluca Lake, Calif., is planning, designing, and color coordinating both interior and exterior areas of the New Orleans Vieux Carri restaurant complex undergoing an extensive renovation program in Downey, Calif. Planned are an outdoor garden patio formal dining room, seafood bar and buffet, wine cellar, and a number of private banquet rooms opening onto the courtyard. Remodeling and designing includes the 25,000 square foot building shell with a new facade and roof, new interior structural and finished walls, re-planned electrical system. Architect for the project is Lee Hall, Memphis . . . . Swain & Myers Associates, Decatur, Ill., is currently working on twelve new Ramada Inns, based on its Planned Package Interiors for the chain. Selected for the more than 1,400 rooms in the inns is Kroehl Mfg. Co.'s French Provincial furniture. The Ramada chain now has 27 new inns under construction, and expects 500 in operation by 1969. . . . Opening next month in Washington, D.C., The Anthony House, a hotel planned around a home-away-from-home concept. Suites and rooms of each of the hotel's eight upper floors will be individually decorated; the various home-like motifs, selected by Rosmary Lawless, NSID, and executed by Vanleigh Furniture Showrooms, Bethesda, Md., are in styles that include Mediterranean, Country French, Italian Provincial, and Oriental. Carpeting throughout the 100 rooms and in hallways, also ordered and installed by Vanleigh, sets the color schemes of pale green, royal blue, and gold. Leo Kornblath Associates, Washington, D.C., was building architect. . . .
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. 742-5457.

NORTH AMERICAN VAN LINES
Fort Wayne, Indiana

Circle No. 27 on product information card
CONTRACT NEWS

George Jensen Inc., founded by the late Frederic Lunning in 1922, will continue to be operated by the Lunning family. Since 1952, the company was a part of the trust established by the founder's will. With the recent death of Mr. Just Lunning, a trust established by the founder's will assures the continuity of direction and operation. Mr. Carl Michaelsen, vice president, and Ben Bailey, vice president, currently involved in daily management of the retail specialty store in New York City, have been elected to the board of directors.

Designers, manufacturers, and distributors in the greater Miami area have banded together to form the Miami Interior Design Association, Inc., under the chairmanship of James Merrick Smith. The purpose of the association is to promote the design professions and related businesses, and develop a known and recognized design community in Miami, Florida. A source directory which is in the stages of compilation will be published by the association and will be circulated to more than 4,000 buyers and specifiers before the active winter season. Serving the association until the election of officers at the first annual meeting are Directors, Henry End, Richard B. Plumer and T.V. Moore, III.

Architectural Pottery will open a new showroom space 1166, at the Merchandise Mart in Chicago. The firm plans to introduce a new line of stoneware including new designs and glaze techniques, to coincide with the opening.

Eason-Barr Co., manufacturers representative, has opened a new contract furniture showroom in Atlanta, Ga., to feature products of the B. Brody Seating Co. The 1800 sq. ft. showroom will display standard and custom booths, tables, chairs, and lounge and lobby seating.

Shelby Williams Industries, Inc., will open a showroom in New York at 600 Madison Avenue. Interior design is being done by Dorothy Draper & Co.

William Hyman, Jr. has moved his commercial furnishing showroom to a new location in Philadelphia.

Ernest Treganowan Inc. will relocate to large quarters at the Interior Design Bldg. in New York City.

Guy Norman, design and planning consultant, opening new offices at 434 Hialeah Drive, Cherry Hill, N.J.

Vinyl-Royal Wall Cloth for Superior Interiors*

HAND PRINTS • FLOCKS • SPECIAL EFFECTS

Vinyl-Royal is a new dimension in decorating. Tasteful, versatile, elegant, enduring — these and other values the discerning truly appreciate. This new creation of chemists, engineers and artists was originated solely for use as wall decoration by The Birge Company, Inc., most experienced maker of wallcoverings.

*Ask about exceptional UL ratings.

Printed in Vinyl on DuPont Nylon-Dacron® Cloth

THE BIRGE COMPANY, INC., BUFFALO, NEW YORK 14210

Circle No. 30 on product information card
Southern California is . . .

and so is our new Showroom of Contract Furniture, now ready for your use. Just phone when to expect you, or ask your Los Angeles Period Furniture representative to arrange an appointment.

6000 SQUARE FEET OF THE WEST'S MOST ACCEPTED BEDROOM AND DINING ROOM FURNITURE
Contemporary - Colonial
French Provincial - Rural English
Mediterranean
BEDROOM - DINING ROOM OCCASIONAL TABLES

Before starting your next Apartment or Hotel job, let us show you how a visit to Southern California’s newest Contract Showroom can be a profitable—as well as pleasurable—experience. Our Contract Showroom is open only to recognized furniture dealers and contract buyers.

LOS ANGELES PERIOD FURNITURE
MANUFACTURING CO., 1755 EAST SANTA BARBARA AVE.
LOS ANGELES, CALIFORNIA 90058 • TELEPHONE 231-2111

CONTRACT NEWS

REXALL DRUG & CHEMICAL Co. has acquired the asset of SYRACUSE ORNAMENTAL CO., INC. in a stock transfer involving more than $14 million. Syroco’s assets were transferred to Rexall in exchange for 380,000 shares of Rexall stock, following approval by the shareholders and directors of both firms. Syroco’s merchandising and distribution will be unchanged by the move, it was announced. The 75-year-old company produces decorative wall accessories and components for the furniture industry.

ATHOL MFG. Co. announced the appointment of Hunter-McInnis, High Point, N.C., as exclusive southern sales agents for its Terson line of vinyl fabrics.

STEELCASE INC. has opened a sales office in Philadelphia, Pa., to serve office equipment dealers, architects and interior designers in the entire mid-Atlantic area. Regional manager Milton Hicks will supervise the operation located at 1420 Walnut Street.

A multi-million dollar expansion plan that will boost the production of vinyl materials by 25 percent planned by FORD MOTOR COMPANY. The project, due for completion in the summer of 1966, will add 33,000 square feet to the firm’s Mt. Clemens, Mich., vinyl plant. New manufacturing machinery and equipment planned for the plant expansion will make the manufacturing facility one of the largest in the world, capable of turning out 33 million linear yards of vinyl materials a year. Production of Ford fabric for the wallcovering and furniture covering market will be substantially increased by the move.

KRUEGER METAL PRODUCTS Co. has purchased the complete Burroughs line of all-steel garment racks, a natural complement to its institutional seating line. Burroughs was a division of American Metal Products Co., Kalamazoo, Mich. Krueger will expand its Tupelo, Mississippi, plant to accommodate the new manufacturing facilities. Expansion plans call for a 45,000 sq. ft. addition that will also produce components of its fiberglass chairs in addition to the Burroughs product lines.

WILLIAMS FURNITURE CORP. is relocating its New York showroom from the Furniture Exchange building to the 17th floor of the Home Furnishing Mart also on Lexington Avenue.

PETER PEPPER PRODUCTS, INC., manufacturer of contemporary accessories, has appointed Ed Johnson as representative in San Francisco and northern California.

MAXWELL Co. announced the opening of a branch of in San Juan, Puerto Rico, to service the grow Caribbean and Latin American market.

HENRY P. GLASS ASSOCIATES, industrial design firm has been retained to design and develop new merchandise lines for Jasper Desk Co.
The charm of 50 years ago... with today's beauty & practicality

**NAUGAHYDE™** THE FINEST
IN VINYL UPHOLSTERY

and **KOYLAN®** LATEX FOAM RUBBER
CUSHIONING

The color, the elegance, the relaxed pace of the past are beautifully blended with the quality and practicality of the present in this year's Designs for Dining. Created by Carleton B. Varney, I.D.I., Executive Vice-President Dorothy Draper & Company, Inc., these settings are meant for modern innkeeping. All the seating units are bolstered with luxurious Naugahyde—bright and beautiful, durable and care-free. And for guests' complete comfort, everything is cushioned with famous Koylon. Both these superior products are used on chairs, banquettes, barstools and benches by Chairmasters, Incorporated. All special hand-screened effects on Naugahyde all Coverings are from Facade by Paaul, Inc.

HE DRUMMER'S INN creates an atmosphere of gay and loral informalit}'. The bright, sun-shiny feel has been carried with cheery mimosa-yellow Decor 64 Naugahyde on the king benches and counter stools. Another imaginative use of Naugahyde—the curtains and valance of silk-screened black and hire checks trimmed with red.

THE RUGBY BAR offers the perfect setting for convivial get-togethers. The unusual, brass-studded tête-a-tête chairs are upholstered with citrus green Decor 64 Naugahyde. The same clear color is echoed in the wall panels of Naugahyde. Bar stools are rich emerald green Decor 64. And for guests' complete comfort, the bar has an armrest of black Naugahyde.

THE RUGBY RESTAURANT features a hearty, genial pub-like atmosphere that makes men feel comfortable and relaxed. The handsome Colonial wing banquette is upholstered with black Doe-Vin Naugahyde. The ample arm chairs are cardinal red Doe-Vin. And for long-lasting seating comfort, everything is cushioned with Koylon latex foam.

U BON CHEF is a distinguished dining room in the elegant tudorian manner. It features diamond-tufted baroque banquettes and Louis XIV chairs in cerulean blue Decor 64 Naugahyde. The damask-like walls are white-on-white silk-screened Naugahyde. And all this delicate beauty can be kept clean and clean with soup and water.

THE RUGBY RESTAURANT features a hearty, genial pub-like atmosphere that makes men feel comfortable and relaxed. The handsome Colonial wing banquette is upholstered with black Doe-Vin Naugahyde. The ample arm chairs are cardinal red Doe-Vin. And for long-lasting seating comfort, everything is cushioned with Koylon latex foam.

See these U.S. Rubber products at the Designs for Dining exhibit and at U.S. Rubber's Space #2190 at the National Hotel Exposition, New York Coliseum, November 5th through 11th.

Coated Fabrics and Koylon Seating Department, Mishawaka, Indiana
In Canada: Dominion Rubber Company, Ltd.

Circle No. 32 on product information card
PEOPLE

Mrs. Sarah Kaiserman has assumed the duties of president of Paul Kaiser Associates, Inc., Miami, Florida. The custom fabric firm specializing in handprinted designs, upholstery and drapery fabrics, currently maintains showrooms in Boston, Cleveland, and New Orleans. The new president announced that additional showrooms would be opened in six major cities including Puerto Rico. Named to display the Paul Kaiser line are Eason-Barr Co., Atlanta; Decorators Showroom Ltd., Kansas City; Decorators Showroom, Detroit; Whitcraft of Puerto Rico, Inc., Santurce; Adornments Inc., Chicago; and Decorators Showroom, Washington, D.C. Mrs. Kaiserman also stated that the firm is screening showrooms and territories west of the Mississippi in a move toward representation in major cities across the country by June 1966.

Herman Miller, Inc. has added two designers to its product planning and development group. Peter Mauch joins the department as a design draftsman, and Charles Kinsey will take on general industrial design duties.

Recent changes in the sales staff of Hardwick & Magee Co. include Howard Whiteaker, new sales representative in southern California; Herbert Nusbaum, representing the carpet line in Utah, and southern Idaho; and Western Carpet Sales, headquartered in the Western Merchandise Mart, will cover northern California and Reno, Nevada. The same firm, from its Portland branch, will represent Hardwick in Oregon, Washington, and Alaska.

Arthur W. Timmerman was appointed director of marketing services, a new position at Illinois shade division of Slick Industrial Co., manufacturer of window shades, woven wood blinds, and draperies.

Richard Lauer has been named vice president in charge of sales and national sales manager of Selig Mfg. Co.

Bernard P. Vissing is the newly appointed sales manager of Designer Originals Internationale division of Thomas Industries Inc., Louisville, Ky.

Personnel changes at Stendig, Inc. include David Weinstein, rejoining the firm as manager of the New York showroom; Robert Benjamin, Jr. appointed comptroller; and Karin Welles, new showroom manager for the Chicago office.

Henry C. Fuller has joined Design Council, Inc. as an associate member of the design firm, after a seventeen year association with Walter M. Ballard Corp.

Raymond A. Werbe and Dora B. Schaefer have formed a partnership to act as consultant in the fields of interior and industrial design.

Gerald Traister has been appointed executive vice president of Orsenigo Furniture Co., Inc.
over 5500 decorative fabrics for every rating need are stocked in Dayton drapery and furniture requirements. A sample service is available.

A broad selection representing hundreds of designs, textures and colors is emulated by our ability to supply an unlimited number of other non-stocked designs meeting exacting specifications.

Special designs, colors and cloths are regularly developed reflecting individuality and exclusivity. Designs of your own can be printed with no minimum order requirement.

A library of special designs already on screens is maintained for custom printing on any printable cloth in you may specify. Styling ranges traditional to most contemporary.

Dayne & COMPANY

SHOWROOMS:
3500 KETTERING BLVD., DAYTON • 810 DECORATIVE CENTER, DALLAS • 420 BOYLSTON ST., BOSTON
136 S. ROBERTSON BLVD., LOS ANGELES • 710 SANSOME ST., SAN FRANCISCO • 327 KAMAKEE ST., HONOLULU

Circle No. 37 on product information card
Just 3 basic extruded aluminum components give you design freedom far greater than any other method.

**Half Stud.**

Wall and ceiling channel; handrail for bank screen; finished opening or at two- and three-way conditions.

**Insert.**

Fits within Stud or Half Stud to accommodate glass.

**Stud.**

A cover or trim member for panel edges.
Ready-made space division.

This is Weldwood Designer Wall/6, the movable wall system that uses—and re-uses—materials readily available from stock.

Weldwood® Designer Wall/6™ offers architects, designers, and building owners fast, attractive solutions to the problems of space division in offices. And it does it at a price lower than any comparable system presently on the market.

Designer Wall/6 is a system of precision-engineered extruded aluminum components based on a space-saving 1¾" wall thickness. The components can accommodate virtually any panel material; panels that are usually readily available to you out of warehouse stock.

For instance: the rich, rare woods of Weldwood architectural paneling and 4" prefinished paneling used in conjunction with Novoply®, laserboard, or other material, to build up to 1¾" thickness. In addition, you can use 1¾" Weldwood architectural doors as panel inserts, or permanently colored Weldwood Glassweld®, paintable Duraply® (resin-fiber surfaced plywood) as well as glass, fiberglass, and many other materials of your own choosing.

Installation is extremely simple. Designer Wall/6 allows regular maintenance crews with no special training to erect office walls quickly. Panels are easily interchangeable, and they and all components can be moved and re-used again and again. In addition, compatible aluminum door frames are also available under the system.

For detailed information, including suggested specifications, and the name of a Designer Wall/6 distributor near you, just mail the coupon.

United States Plywood, Dept. A C11-65
777 Third Avenue, New York, N.Y. 10017

Please send me details on new Weldwood Designer Wall/6 movable wall system. Also, give me the name of my nearest distributor.

ONLY UNITED STATES PLYWOOD MAKES WELDWOOD® DESIGNER WALL/6.

Circle No. 38 on product information card
If you're a carpet expert... you may not need Alexander Smith!

**You will have developed all the facts:**

**The elevators' peak load capacity... but what about the corridor carpet's ability to take the traffic?**

**The colors to flatter the food a restaurant serves... but how about spills?**

**The 'theme' for the newest resort hotel... but will custom designed carpet fit the budget?**

Each job can have peculiar carpet requirements — whether the contract is for office building, bank, or retail stores, libraries, hotels, motels, restaurants or rest rooms. Turning your ideas into a completed carpet contract is Alexander Smith's part of the job. By doing it well, we free you to do yours.

We will translate your thinking about color or style into carpeting, the quality that is right for your project. We concern ourselves with fiber content, construction, maintenance... watch details of on-time delivery and proper installation (over Alexander Smith carpet cushion, of course!) And we'll watch the budget, too.

Broad promises? It's easy when you have unsurpassed design facilities and the ability to make every carpet that can be made — like the carpet experts from Alexander Smith. Try us: a call or note will bring immediate service.

Alexander Smith
CARPETS AND CUSHIONS
295 FIFTH AVENUE, NEW YORK 16, NEW YORK

Circle No. 39 on product information card
Creative ideas in glass: Starlux table tops float in space

Two tables on one base. A work table and a coffee table are combined in this unusual design. Base is a continuous curve of stainless steel.

Trunk-like base of this small desk gives it a feeling of massiveness and authority in relation to its size. Transparent Starlux top shows off the full form of the unique pedestal.

A curved plane of wood, made perfectly stable by its intersection with the box-like storage unit, supports a free-form desk top of Starlux.

Airy planes of ASG's Starlux® polished plate glass offer plenty of work space, yet hardly seem to occupy space, in these imaginative designs for office furniture by Vladimir Kagan, A.I.D., of Kagan-Dreyfuss, Inc., New York.

To achieve the high degree of transparency and sparkling beauty which suit it so well to such creative applications, Starlux is twin-ground and carefully polished in the most modern plate glass plant in the United States. Its clarity, brilliance, and lustrously smooth surfaces make Starlux the perfect glass for dozens of commercial design applications: partitions, display windows and cases, shelving, etc.

See Starlux at your ASG distributor's. Or for more information about Starlux and the whole broad line of ASG decorator glasses, write: dept. X-11, American Saint Gobain Corporation, P.O. Box 929, Kingsport, Tennessee 37662.

American Saint Gobain 1965

Two pieces of 3/4" thick tempered Starlux have been combined to form the base of this T-shaped conference table. Round bucket-chairs are wood-veneered to match top of adjacent desk.

The complete glass line for contract interiors!

AMERICAN SAINT GOBAIN
Tops that look and feel astonishingly like wood. Or desks that turn into work stations at the drop of a stationery rack, hanging file, sliding tray or typewriter lift.

And you get more — much more — in service. Alma's wider distribution means we maintain not one, but seven warehouses linked from New York to Seattle. Plus a unique inventory system that allows us to store the furniture for your installation until you need it. You never have storage problems, delays or incomplete deliveries.

With a leader like Alma, you always get what you want, when you want it. That's why you'll want Alma for your next office project. But only if you want to get more than you bargain for.

Today's designer selects Alma for his finest offices.

He gets more than he bargains for.

And why not? A world leader in the manufacture of wood office desks can afford to give you more.

More in design, for one thing. Like our new 8000 Series, brilliantly executed in walnut, teak or rosewood, dramatically accented with mirror chrome or brass. And remarkably priced.

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Circle No. 51 on product information card

OCTOBER 1965
A, B Anton Maix's two prints from the Quadrangle II collection are Malo (A), shown just over half width with a 15-inch repeat and Makai (B), with a 32-inch repeat. The eight prints are 48-inches wide on a predominantly linen fabric. Circle No. 100.

G Herman Miller shows Palio, an Alexander Girard design inspired by the pageantry of the Northern Italian Renaissance. It is custom dyed in eight different colors or in one color, and can be printed with eight repeats of one of the stripe designs. Width is 48 inches. Circle No. 101.

D Chicopee's netting has a leno lock construction (found in all respectable open weaves). This one is a blend of Rovana, Verel (70 percent), and linen. Circle No. 102.

E Arthur H. Lee, now handling all of Jofa, has imported from England this handsome hand-blocked drapery. The Jacobean document has muted but exceedingly rich blues, yellows, greens, and reds. The base fabric is a cream worsted wool. It is 48 inches wide, has a 36-inch repeat. Circle No. 103.

F, G Jens Risom Textiles shows Abstract Tapestry (F), a very sturdy yet luxurious upholstery in over 10 colorings. Tussah (G), in natural only, blends silk with nylon, viscose, and linen. It is Scotchgard treated, is approximately 54 inches wide. Circle No. 104.

H Brunschwig & Fils' Montparnass Linen Print can be used for draperies and upholstery. Colors range from the traditional to a number of exciting pastel combinations. The repeat is 7 inches in both directions; width, 4 inches. Circle No. 105.

I Maharam's Vanguard is representative of the inherently flame-resistant Rovanal/Verel casements. This one is white with black and bronze and 59 inches wide. Circle No. 106.
"We just unloaded the 100,000 yards we were stuck with five years ago. The hotel purchaser only asked about the wear-test results and how it was cleaned. He never asked me what method..."

Perhaps this conversation overheard in the back room is fictitious. But one thing it's suggesting is this: too many jobbers feel once they get into "contract" selling, regardless of the suitability of the goods to the installation in question, the huge orders come rolling in. A misconception on the part of many potential suppliers is that the backbone of the reputable contract supplier's business is not the 10- to 200-yard order. Also overlooked is that goods purchased under such conditions sooner or later make a bad name for the jobber or converter. What is even more significant is that there are a sizable number of purchasers who don't ask the right questions before they buy.

To examine fabric selection in greater detail from the purchaser's point of view, one might first ask: who are the most informed buyers. And then: how do they select fabrics. In answer to the first part, these people in many cases appear to be the smaller design firms whose reputation depends upon the reliability of their work and the resulting referrals. As yet, their names have not reached status level, so their business must be supported with well-priced furnishings that will hold up after considerable wear and maintenance. To build a good reputation, they must understand the function a particular fabric has to serve and rely on reputable contract suppliers to augment their knowledge.

As a group, these smaller contract design firms usually have a staff member reasonably well versed in decorative fabrics for the commercial/institutional job. The designers know that such elements as sunscreens, glare-reducing..."
FABRICS

glass, and air-conditioning and heating ductwork will affect their choice of fabrics. They are in an excellent position to determine which fabric is most suited for a given need.

The choice of print design, color, and texture is mostly up to the individual's taste. How, then, does the smaller design firm get consistently good value for his client's money? Here are some of the questions asked:

1. Who is going to use the fabric (college students, business executives, convalescents)?
2. How much wear and abuse will it get?
3. What kind of soil can be expected (surface dust, grease)?
4. Are there excessive fading elements in the area (atmospheric gases, strong sunlight)?
5. Will a maintenance crew remove soil quickly or will spots remain unnoticed for days?
6. How should the fabric be cleaned? (Must a special dry-cleaning solution be used, and if so, are facilities locally available? If staff washed, are the on-site facilities capable of tender care if required?)
7. Is the additional expense of preshrinking necessary and justifiable?
8. If it will need frequent cleaning, should a different fiber or blend be chosen that can withstand less attention and less costly and inconvenient maintenance?
9. Should the fabrics be given special finishes to provide soil resistance?
10. If installation is being made in a public area, does the local fire code require flameproofing?
11. How much fading can be expected and how critical will it be? (A fadeometer rating of 40 hours is considered passing; many fabrics rate 200, and a few up to 1,500 hours)
12. Is sun rot or mildew likely?
13. If upholstery fabric, should it be acrylic- or latex-backed? (They are often backed when the weave is such that seam slippage might occur.)
14. If the fabric will be washed and is not preshrunk, has shrinkage been allowed for?
15. If a drapery fabric has been selected for a locale with brutal sunlight, has it been tested sufficiently for the degree of light (and heat) diffusion necessary for the prevailing working conditions?
16. How is dimensional stability being assured?
17. When a drapery needs lining for privacy or insulation, should a separate lining fabric be utilized, or should the drapery fabric itself be treated with a laminating or impregnation process?
18. If wool, is it mothproofed?

From these questions, it should be clear that the designer will have a difficult time selecting fabrics without the guidance of an able supplier. He can learn to heed the advice of the experienced salesman. By the same token, the contract supplier should be able to intelligently guide the designer after considering such variables as end-use and budget. It would seem there is a crying need for greater communication between designer and supplier. When prime conditions prevail, the finished job will have the best chance to completely satisfy the client and return a well-earned profit to both designer and supplier.

We have not attempted to include the test results, the fadeometer read-

A, B La France is expanding its solids with new prints and stripes—all are color coordinated with the solids. Varistripes (A) has five colorings. Iberia (B) is a hand-screened pattern colored in olives, sapphires, lichen, and cinnamon; a portion of the 18-inch repeat is shown. The velvets are water repellent and wrinkle and spot resistant; all are 100 percent cotton, 18 ounces. Circle No. 107.

C Bloomcraft. This cut velvet strip has 10 colorings; Venetian red and gold is shown. The fabric is 54 inches wide is 68 percent cotton, 16 percent rayon and 16 percent acetate; and is protected with a spot-resistant finish. Circle No. 108.

D Erbun Fabrics shows an imported striped velvet. No. 66060-6, with a almost crushed texture. There are seven color combinations (one is duffua and narrow claret stripe banded with ochre and ivory). The stripes repeat at 3 1/2 inches. Twenty three matching solids are Nos. 66030-9. All are 54 inches wide, and 70 percent cotton, 20 percent linen, and 10 percent rayon. Erbun has recently added 10 colors to its cotton velvets making a total of 177 colors. Circle No. 10
Upholstery: woven patterns

A Duralee Fabrics’ pattern No. 2966 is a three-color 54-inch-wide jacquard design with a four-inch repeat. It has nine colors: 67 percent rayon and 33 percent cotton. Circle No. 110.

B Burlington House Fabrics Co., a division of Burlington Industries, among others has added No. 94309 to the Charleston Museum Collection. The pocketweave has five colors, is 71 percent cotton and 29 percent rayon, and is reversible. Circle No. 111.

C Greeff Fabrics shows Briarose (C), a doubleweave Belgian import. It is 72 percent cotton, 28 percent rayon, is 54 inches wide, and comes in five lively color combinations. Approximate repeat is 8½ inches. Cambrai (D), a chenille stripe, is 54 inches wide, of 70 percent spun rayon and 30 percent cotton; seven colors. Circle No. 112.

E Arthur H. Lee imports from England a 100 percent cotton worsted with a brocade design: No. 651444. Without the brocade, the background stripe comes in four colors (No. 651474), and the coordinating plain in 13. All are satin weaves. Circle No. 103.

F Bloomcraft (Charles Bloom, Inc.) Santa Rosa is a richly textured doubleweave, 54 inches wide, with an 11½-inch repeat. Eight colors: 75 percent rayon and 25 percent cotton. Circle No. 108.

G, H Jack Lenor Larsen, Inc., is exclusive U.S. agent for ROHI Fabrics of Munich, a highly esteemed fabric group. The luxury jacquards such as Lyrika (G) is 50 inches wide, 63 percent wool and 27 percent rayon, has a 6-inch repeat. It comes in nine colors. Preziosa (H), also a jacquard, is shown in four rich multicolored ways. It is 81 percent cotton, 21 percent rayon, and 8 percent silk; it has an 11½-inch repeat. Both are designed by Marga Hielle-Vatter; they are specially loomed with a 10-yard minimum. Circle No. 112.

I, J Boris Kroll Fabrics’ Jacquard Linen Collection offers nearly 25 patterned and striped textures; all color-coordinated and designed for intermixing. Patterns include Clyde (I), a four-color stripe. Dundee (J), is a small-scaled, multicolor design. Circle No. 114.
FABRICS

ings, or what may be close to a comprehensive analysis of new fabrics; nor could such a survey be without bias. The fabrics selected, new to the market since spring and summer, show a wide range in style, design, scale, and texture, as well as price. Some of the larger collections are discussed below, along with several upholsteries which do not lend themselves to pictorial reproduction. The fabrics illustrated have descriptive captions which augment the text.

Maharam Fabric Corp. has added a comprehensive group of Rovana/Verel fabrics that are promotionally priced. There are predominately casements and embrace the full range of translucency. To fully service the designer, Maharam is equipped to offer custom weaves with these and many other of the firm’s fabrics. In this particular group, many weave patterns are shown for the first time in complete color ranges. A half dozen of these Rovana/Verels are also suitable as base print fabrics; these can be printed with any of the firm’s print designs and dyed to order. New linen casements and solids—all exclusives and imported—will shortly be available. More than 80 items will be shown, many in a full color range. Grand Prix (illustrated) is a Caprolan nylon upholstery fabric that has an excellent natural yarn look as well as a subtle pattern; its textured continuous fila-

ment yarns eliminate pilling and fuzzing. Two outstanding imported casements are Karina and Notre Dame. The first is a 59-inch Dralon with large diamond areas that are worked into a simple, large-scale plaid; these areas are done in clip dot; an extra beam has been introduced to define the shape. Notre Dame is a random vertical stripe 100 percent wool from Switzerland. It is 48-inches wide and comes in five handsome colorings.

Anton Maix is presenting Quadrangle II, a casement / drapery / upholstery group that is completely color-coordinated. Twenty wool casements, named Interplay, are striped in varying widths and gradations depending on the color intensities. These hues have been specially designed with red undertones so as to hold up under the office lighting and tinted glass that often drains a fabric of its brilliance. The dyes throughout are Indanthran; they are all washable, and fade resistance is claimed excellent. Eight prints range from a large-scale architectural grid to smaller geometric and floral patterns. The upholstery fabric is a wool (40 percent) and silk (60 percent) twill called Nubian. It comes in 21 colors.

Herman Miller Textiles is now exhibiting seven stunning casement prints designed and colored by Alexander Girard. They are available in custom colors in 15-yard minimums. The scale is small—the elements never seem larger than a few inches — yet they have a refreshing boldness. Casements include linens, a 100 percent acrylic in a simple open weave, and two striped, color-banded casements. A very bold print, Pal o, is illustrated. The newest striped casement is Maypole, also shown. A new upholstery, Supertweed, is a 100 percent wool

shown on Woodard’s outdoor furniture, is one of seven patterns coordinated with five solids. All are treated with DuPont’s ZePel stain repellent. Circle No. 114.

B Wall Trends’ Aliz is printed with transparent colors—to effect a hand painted watercolor on a pearlized polished cotton that intensifies the color transparency. Three colorways are on a 52-inch fabric. Wall Trends, in a move to increase correlation between wallpapers and fabrics, will shortly join Carnegie Fabrics for an extensive program. Circle No. 116.

A Carnegie Fabrics is showing four traditional upholstery damask patterns (a Louis XIV is illustrated), a small Empire wreath, and two stripes. These French imports are not silk, but a blend of Tergal (polyester) and Croylon (acrylic) yarns woven on silk looms. Four patterns have from 13 to 16 colors some with contrasting hues—71 fabrics in all. Oil and water stains are said to be removed with soap and water, and the fabric is dry-cleanable. Circle No. 115.

CONTRACT
Drapery and casement prints

A, B Ben Rose's Retro Panel (A) is a four-color design, 35½ inches across. It is shown on Ionia, a Beta Fiberglas, in blues and blacks. Antilopers (B) is from the Lollis-Ops series; it is a three-color print with a 37-inch repeat. All designs are silk screened; colors are chosen to order or from 60 in stock. Ground cloths include Beta Fiberglas, mixtures with 70 percent Verel, and a new Swiss wool chaliss. Circle No. 117.

C, D Contract Fabrics Inc. has two new designs, both on white Fiberglas. Appliqué (C), shown almost full width, is on an open fabric, Orlando. Aboretum (D) is on Donner, a bouclè. Circle No. 118.

E, F Burlington House. Autumn is one of several new handprints added to the Bur.licrest Department. It comes in three colorways, and has a 24-inch repeat; it is shown on 100 percent linen. A new documentary, No. 94318 (F), in the Charleston Museum Collection comes in four colorings; each stripe is about eight inches wide. Circle No. 111.

G, H Cohama's new drapery prints include Tangiers (G), shown at not quite half width. The three-color print has very clear green and blue hues; it is 47-48 inches wide; on 100 percent cotton. Janine (H), a five-color multiscree, is a bold print that repeats at 27 inches; 48-49 inches wide, on 66 percent rayon and 34 percent cotton. Both fabrics are treated with a Tri-Set finish that repels oil and water-borne stains. All are pre-shrunk. Circle No. 119.

I, J Rowen has three luscious designs of Sara Provan. Tao (I), Lotus (J), and Oriole are each stocked on three fabrics — Dacron polyester, a combed cotton sateen, and a cotton suede — each in a distinct color. Circle No. 120.
A. Souveran’s newest stripe print is made up to the designer’s specifications. Verticals is printed with five colors; the width shown is approximately 12 inches across. Circle No. 121.

B. Payne & Co. introduces Part II of the Cocagne Collection. The group has six reversible woven designs, each in several shades of one color. Building Blocks (B), a small pattern, comes in seven colors. This exclusive Dutch import includes six “architectural” patterns, from five to eight colors each. The fabric is washable, preshrunk to minimal residual shrinkage, and is 45 percent cotton and 55 percent spun rayon. Circle No. 122.

C. Brunschwig & Fils’ Pique-Nique is a hand-print design on an off-white, drapery weight linen. The two-color stripe design is small in scale; it is 30 inches wide and comes in 19 colorings. Circle No. 123.

D. Gene McDonald’s Colorado is one of seven new hand-screened custom-colored fabrics with matching papers. The fabric is 48 inches wide; the repeat, 72 inches. Its character varies enormously when printed over striped grounds. Circle No. 124.

E. Schumacher and Waverly Fabrics have introduced a line of plain and printed Rowana/Verel fabrics that are approved by the New York fire laws for flame resistance. Plumb Tree, shown full width, is a mixture of Rowaln, Verel, Rowena, rayon, and linen; five colorings. Circle No. 125.

F. Herman Miller Textiles’ Jogs is one of six geometric prints (with the exception of one small floral and a leaf print) designed by Alexander Girard. Their nifty titles includes Splinters, Broken Lines, Firecrackers. All are 48 inches wide and are custom printed on linen, cotton, polyester, etc. Circle No. 101.

G. H. Win Anderson Fabrics, a division of Jack Lenor Larsen, is just introducing a handsome group of screen prints suitable for drapery and upholstery. Roulette (G) is on 100 percent linen and has five colorings; Saraband, (H), in four colorways, is on a heavy textured cotton. The width of this fabric breaks up into nine subtle stripes of varying dimension and color intensities. Circle No. 125.

I. A. L. Diament’s Persian Flower is a multicolored print featured in seven color combinations. It is 100 percent cotton; 48 inches wide. Circle No. 126.

J. Gurian’s Syracuse is one of several new print designs that are custom colored and printed on a variety of base fabrics. It is 48 inches wide. Circle No. 127. This one has been printed on Roc-Ion drapery lining—a fabric with a special impregnation that insulates and protects against fading. Circle No. 128.
weave, produced in Scotland in 7 colors; it is Scotchgard treated and mothproofed. The white linen, looking almost like gauze, is woven to give a very subtle but marked texture. It is 50 inches wide and woven in Scotland. Although maybe a bit “campy” for most contract installations, Pet is an exotic upholstery (75% wool and 25% cotton) whose texture greatly resembles a thick, sheared wool felt.

The most unusual new development from Boris Kroll is Island Cloth, the first 100 percent Orlon acrylic fabric designed particularly for outdoor furniture upholstery: for patios, for seaside resorts, as well as on boats. Five solids (piece dyed) color-correlate exactly with the eight designs. The fabric and dyes are claimed to have excellent sun resistance. The patterns are very decorative and brilliantly colored. Kroll’s Jacquard Linen Collection is a thoroughly worked-out group of almost 100 interrelated fabrics. Inspired mainly from traditional patterns, the upholstery fabrics (the bulk of the collection) include two stripes, nine patterned weaves, a striae and a twill and two chenilles. The weaves are blends of cotton, linen, and rayon, all having textural interest without being bulky (they take well to fine tailoring).

In each major color—there are more than 15—patterns and textures related by scale of design as well as color; the correlation between color areas is also assured.

Jens Risom Textiles has recently added several outstanding upholstery fabrics. Tussah is a well-balanced combination of silk, nylon, viscose, and linen, making it highly durable and at the same time giving a luxurious, heavy texture. Their newest wool, Braw, is shown in natural as well as 14 piece-dyed colors. A combination of Scottish wools was selected for their strength, hand, and varying color acceptance. Abstract Tapestry is Risom’s answer for a fabric with the luxuriousness of tapestry without a distracting pattern. Also showing is an exclusive import: a full top-grain leather in natural and black called Down Leather—about the softest (yet sturdy) to be found.

Arthur H. Lee, which is now handling all of Jofa’s fabrics, has an all-encompassing selection of imported and domestic fabrics for contract use, and all are not priced to grace the rich embassies. Complete lines of upholstery, prints, and casements are
FABRICS

styled for contemporary interiors. The Danish wool upholsteries are particularly noteworthy.

Isabel Scott has just brought out a beautiful, 100 percent Irish worsted wool upholstery called Donegal. The yarn is a long-staple that has an exceptionally soft hand. Eighteen clear yarn colors are made up into two- and three-color weaves. The colors must be seen to be appreciated: combinations include teal blue, orange, and red; almond green, red, and capri blue; dark brown, graphite, and black. Isabel Scott is now the exclusive U.S. distributor of L. F. Foght Co., a Danish firm that makes casements and stretch fabrics, as well as tweed, plain and plaid upholstery; in all, more than 100 fabrics.

Also included among the new upholstery fabrics is Matterhorn, from Souveran Fabrics Corp. It is a medium-textured nylon/wool/rayon upholstery. In each color, accent yarns of a brighter luster enliven what is basically a one-color plain construction. Stroheim & Romann has three new tweeds. One, No. 14050, is a hefty nylon; it is acrylic backed and colored in five tweeds and seven solids. Another, No. 12054, is a modified basket weave with a bulky look; it is 65 percent rayon and 35 percent acetate and is also acrylic backed. There are nine colors. A third, No. 11275, is 55 percent spun rayon and 45 percent acetate, with six tweeds. It is water repellent and spot resistant. All are 54 inches wide.

In casements, Dazian’s is showing a new group of Creslan acrylic sheers that are handsomely colored. Both are basically plain weaves that contrast fill and warp yarn colors. A second group includes drapery and casement-weight Rovana, Verel, and rayon mixtures (and some have small portions of flax). Most of the fabrics are whites and off-whites; many show a slub which is accentuated by the natural flax. One each is stocked with a silver and a white opaque laminate, and others can be laminated for 100-yard minimums. Also shown are a new selection of Feneshield Fabrics (that’s Pittsburgh Plate Glass)—53 in all—having seven patterns of varying translucency values with a color range from white to royal blue.

Of the prints, one of the most striking and different groups will be on view shortly at Henrose. The designer, Rowland Carter, feels that many contemporary drapery prints are overdone, trying almost to be paintings, and so draw too much attention to the drapery. Each print is made up of one, small (none larger than two inches) geometric block (one resembling the outline of an ice cream cone, another a triangle). Some completely fill the width; others are contained in well proportioned stripe areas. Sample yardage will show white-on-white sheer, beige-on-beige, and one in kelly green on white; and orders will be custom printed. A most unusual feature, which has probably never been attempted, uses the casement patterns as a main spring for sculptures (most in woods beautifully finished and executed). The ones completed reach to over a foot high, and each has its own integrity and individuality. (C)
Creative Looms’ Linen Manila is a Belgian import. It is white and comes inches wide. Circle No. 124.

Berkshire Hathaway’s Sheerling Collection is represented by Salem. This 80 percent wool comes in 19 colors; 47-8 inches wide. Circle No. 135.

Mahanam’s Karina is a Dralon import; the diamond areas are worked in clip dot. It is 60 inches wide and comes in five colors. Circle No. 106.

Scalamandre’s casement No. 99199-1 shown in 70 percent Verel, 16 percent rayon, and 14 percent linen (the darker fill). This weave is also carried a heavier and slightly denser construction with wool instead of linen. Third, lighter weight one is Verel and linen. Circle No. 132.

Schumacher’s 115 inch Casement is a imported Dialen. It has a 16½-inch repeat. Another design features large rectangles. Circle No. 124.

Chicopee’s all-Rayon open netting has a black warp and a striped fill. Lamite (G) uses a newly developed Verel yarn called Velgar: eler is specially spun to give it a loft similar to wool. Circle No. 102.

Bloomcraft shows the most recent of Dorothy Liebes’ drapery weaves: lythe. Here, in light sand tones; other colors include apricots, yellow and tans, with pinks with Kelly green. It is 54 percent cotton; 48 inches wide. A companion drapery has five-inch bands of the multicolored stripes. Circle No. 108.

Carnegie Fabrics’ bold texture is offered in 14 colorways. It is 17 percent cotton (warp), 68 percent rayon, and 15 percent acetate; 48 inches wide. Circle No. 115.

Craig-Walker shows Contempora Net with Savalux dyes. Net (M) has 11 colors, and Net (N) has 10. Circle No. 137.
The business interior is becoming stereotyped and inhuman because most designers don’t concern themselves with design problems but merely with selling furniture in volume, according to Harry H. Neesham, manager of B. Altman's contract division in New York City. Mr. Neesham feels that if the business community could be educated about what is available in style and design for commercial interiors, it would demand more than the steel-desk-orange-wall-green-plant formula so pervasive in business offices today. It is entirely unacceptable to him that the only sign of graciousness in an office must come solely from a green plant.

Although many businessmen are wary of such terms as “design” and “style,” for fear that the result will be unsuitable for business functions, there are indications that both employers and employees are reaching the point of surfet with the formularized office for which they are paying large sums today. The designer who takes the trouble can, with only a small extra expenditure of time, inform his client as to the whole range of available furnishing, fabrics, wall surfaces, and floor coverings to meet his budget requirements and can convince him that good design and individual styling are not necessarily more expensive.

If the business community can learn to look to the design profession to achieve pleasant surroundings conducive to good relations for staff and customers, the profession can only profit from any investment of effort.

An excellent example of Altman’s recent work are the offices of Coleman Co., factors at 40 Park Avenue, New York City. The client wanted an informal library-drawing room atmosphere for its executive offices, which consisted of 12 seats.

General Cable Corp. board room was designed with its primary function uppermost—to serve the corporate directors. Its reserved treatment incorporates tones of brown and tan, grasscloth wallcovering, and walnut panel at the far end to enclose special-equipment. The huge table is of crocodile walnut, by Frank Scerbo. Chairs, J.G. Furniture Co., are covered in leather on the outside back and arm with E.P. Timme gros point on the seat and inside back.
P.A.T Radio Station reception room is originally modern with no distinguishing architectural features. Completely revamping the two-story space, Altman designer Hugh LaCroix furnished the room with a traditional flavor, according to the dictate of the client. In keeping with the warm, intimate decor, soft colors include gold upholstery (Boss Carpet Mill), white gold wallpaper (Philip Graff), gold draperies (Isabel Scott fabric and canvas workroom), and dark walnutors to accent the gold woodwork. Lighting includes blue and gold wing chairs (Century Furniture with Schuster upholstery). The built-in desk is gold with a black Formica top. Other furniture was supplied by H. H. B. Upholsterer, including the gold velvet fa, upholstered with Isabel Scott fabric. Greene Bros. supplied the chandelier.
arate areas. Considering the preferences of the client and this objective, Altman's selected Georgian style as best for the purposes and used for the most part Kittinger Furniture Co. of Albany as its source.

Almost from its inception seven years ago, B. Altman's contract division has consisted of two distinctly separate operations: A) the design and decorating section, which offers a complete service in layouts, space studies, estimating, rendering, and all the other components which make up a contract decorating service; B) the management contracting section.

Mr. Neesham maintains that Altman's was the first contract design firm to undertake commercial management contracting, working with Skidmore, Owings & Merrill. Like many architectural firms, SOM has its own design department, but the specialized knowledge and additional staff required to supervise bidding, deal with manufacturers, oversee deliveries and installation, handle billing and collections constitute a large area outside its design department's facilities. This is especially true as larger and larger jobs are being called for in today's new office installations.

SOM subsequently designed Chase Manhattan's 34-floor main office downtown at Chase Manhattan Plaza, and when Altman's was asked to take on the contracting job again, it was on its way to becoming a specialist in this type of operation.

Although SOM, as interior and exterior architect, was responsible for furniture, wallcoverings and floor coverings, draperies, and blinds, Altman's had to oversee the very complicated operation of coordinating installations with true planning and use of available entrance and elevators.

Canoe Brook Country Club includes in its vast facilities a ladies' sitting room (above) that recreates a traditional century room to appeal to grass-widows as well as golfers themselves, for bridge, cocktails, and conversation. The scheme was built around a colorful wallpaper called Vista Verdure (not shown), by Wall Trends. Suppliers include: Commercial Carpet Corp.; Baker Furniture; Upholstered furniture; Reale and Milch mirrors; Wilmar Mario Mfg. lamps; Cohn-Hall-Marx curtains. Carpet was by Eastern Floors; drapery workroom, Contine Craftsmen. At left is a general lounge opened to the view of the countryside.
facilities during the process of the building's construction. All operations had to meet a deadline that would allow the Chase staff to begin full-scale functioning on the Monday after moving day. Time extensions were out of the question, since Chase's old space was to be occupied immediately by its new tenant.

This presented severe problems, but some flexibility was possible. Old furniture was used in spaces for which new furniture had not arrived, or new pieces borrowed from other spaces. Furniture that arrived for spaces not yet completed by the builder, or where carpets or flooring had not yet been installed, was stored in other areas.

According to Mr. Neesham, the prime prerequisites for a successful commercial management contracting operation are that the architect and contractor work well together and that the contractor know his sources' ability to handle volume and meet deadlines. The contract furnisher can work on a flat fee basis or bid against other contractors; he must also have available some fluidity of funds to cover the lapse between payment to manufacturer and collection from client.

Altman's management contract clients have also

Harry H. Neesham, manager of B. Altman's contract division.
included Bankers Trust, Henry Dreyfus, the Lincoln Center Library in New York City, and American Republic Insurance of Des Moines.

Clients for whom Altman's has completed interior design jobs are diverse: financial firms, country clubs, banks, hospitals, offices. Among completed jobs are: the Ridgewood, New Jersey, Country Club, where dining and sitting areas were created in one room by means of screens to divide them and noise control achieved by effective placement of draperies; an all-Georgian lounge for the Greenwich, Connecticut, Country Club, in which a pure white Irish crystal chandelier fits admirably into the decor and provides that distinctive touch Altman's tries for; and the Women's Pavilion of St. Luke's Hospital in New York City. Here Altman's did complete interior designs and specified walls, floors, and all furnishings. In order to achieve a non-institutional atmosphere, Altman's used, among other things, walnut furniture and hospital beds in wood-grained laminated plastic. In the lounge rooms, brightly painted bamboo furniture was upholstered in striking prints of vinyl.

With a staff of eleven, including five decorators and a carpet expert and linen expert, Altman's feels it can handle any type of problem of any size. It rarely finds it necessary to design special pieces; since the furniture market is so highly organized today it is possible to specify desired changes on stock pieces from most manufacturers.

James J. Masterson, who became director of the contract division when it was formed seven years ago, has been with Altman's for 40 years, having started as an apprentice in the upholster shop. Manager Harry H. Neesham attended Parsons School of Design and has had varied experience in the field, notably with the Waldorf-Astoria Hotel, for which he did public rooms, suites, and individual rooms. He came to the contract department seven years ago, soon after it was organized. (C)

Seymour Jasper law office is another example of Altman's treatment of traditional themes. Private office (left) is elegant English 18th century style, planned around built-in bookcases and cabinets (not shown) for the ardent collector-attorney. The reception room (above) reflects the same style. Furnishings notes: sofa, Shaw Mfg.; coffee table, Old Colony; all other furniture, Kittinger; lamps, Sm & Watson, Chapman; fabrics, A. Lee & Sons; carpet, L & paneling and cabinetwork, Kalflex. Office color scheme: olive green for rugs, draperies, sofa; burgundy on chair. Reception room colors: olive, green, beige, burgan...
Oman's Hospital of St. Luke's was planned entirely around feminine tastes, yet without overlooking the stringent requirements demanded of hospital function and maintenance. Typical patient room (above) of the 115-bed, $8 million hospital is bright and cheery. Here and in corridors, nurseries, and ward lobby, walls are covered with Ford fabric vinyls in gay, colorful patterns. The gaily colored apertures can be washed and sterilized without impairing appearance. Chairs of oiled walnut match headboards. Lobby trance sitting room (top right) in the aluminum-and-flocked-covered structure contains furnishings by Jens Risom, Ill-Rom, and Willow & Reed; the lamps are by Hanson. nito-style furniture groupings, by Willow & Reed and holster in Ford's blue-and-green screen print vinyl, like bright and cheerful notes in two of the hospital's dayrooms (right). Responsible for the design treatment, in cooperation with Mrs. C. M. Clark of St. Luke's Hospital, is Hugh LaCroix (below) of Altman's contract division.
SHELBY WILLIAMS

INDUSTRIES, INC., has moved fast since it was formed ten years ago. Started originally to produce contract seating, it showed gross sales of $300,000 in its first year of business, will chalk up $10 million in sales this year. To its original lines, it has added tables, accent pieces, and most recently, with the acquisition of Duo-Bed Corp., dual-purpose bedding.

Much of its success, in the opinion of Shelby Williams president Manfred Steinfeld, is attributable to production know-how and to its policy of “giving the customer what he wants and needs when he needs it.” In living up to this policy, Steinfeld and his colleagues have performed the impossible frequently, by enabling hotels and restaurants to open on schedule even though the order for chairs had been placed a mere four or six weeks before the debut date. Indeed, the company’s success (in a highly competitive industry) has been so remarkable that when it made a public stock offering recently the issue was quickly oversubscribed.

Aside from its production techniques and its eagerness to heed what customers want, Shelby Williams’ growth has been accelerated by the dynamics of the contract industry itself, according to Steinfeld. Ten years ago, when the company was first established, the bulk of the business came from restaurant equipment dealers and other so-called food business outlets. With the ascendancy of the contract designer, the architect, the contract furnisher and other commercial/institutional professionals, the industry has changed enormously, at the same time that it has experienced an unprecedented expansion. Shelby Williams spotted this development early in the game, shaping its styles and designs to service the designer and enabling him to use its products as an integrated and functional element in planning the commercial installation.

As a chair manufacturer, Shelby Williams demonstrated the necessary versatility, flexibility, and originality for the contract market. With its wood chair production facilities, it was (and is) capable of almost instant design improvements and/or changes to meet specifications. Within five years of its entry into the contract market, the company’s Chicago facilities were overtaxed and expansion was necessary. Recognizing the vast market that was burgeoning to the west of the Rocky Mountains, Shelby Williams opened a California plant with the optimistic hope that it would be operating profitably within a year. The plant obviously filled a long-standing need in that area because within three months it was “in the black” and it has been that way ever since. Saul Ramer, Shelby Williams vice president in charge of the California operation says, “We knew the Chicago plant had developed a formula for success, so it was easy for us. All we had to do was to follow the same formula.”

Ramer, of course, is only one member of the aggressive young team that has propelled Shelby Williams to the forefront of the industry. Morris Goldberg who, like most Shelby Williams executives, has more than one responsibility, has supervised purchasing activities for the company and has also created many of the company’s leading chair designs, particularly those chairs in the cast aluminum styles that have recently become so popular. Financial details, including all of the company’s bookkeeping and cost control functions, have been directed by Sam Hofman.

SHELBY WILLIAMS

KNOW-HOW IN CONTRACT WORK, PLUS GIVING THE CUSTOMER WHAT HE WANTS, HAS BROUGHT THIS MANUFACTURING FIRM TO THE FOREFRONT OF THE INDUSTRY IN A MERE TEN YEARS
1. Executive officers preview a new Shelby Williams catalog, currently running to more than 160 pages of the firm's extensive product lines. Left to right are A. D. Hofman, assistant secretary and treasurer; Herbert L. Roth, executive vice president; Manfred Steinfeld, president; and Morris Goldberg, vice president. 2. Vice President Joe Gomberg inspects a new design from American of Chicago, part of a new program of design and distribution that has doubled American's sales since the Shelby Williams merge. 3. New bending equipment at the Chicago plant molds the frame for a modern bentwood chair. 4. Frames receive a final check before moving on to the upholstery line (5) at the Morristown, Tennessee, plant. Though originally a producer of bentwood chairs only, the company today produces many other types of wood chairs as well as aluminum and steel seating.
SHELBY WILLIAMS

while Ken Watt doubled as sales manager and field salesman in the key midwest territory.

The last five years have seen the greatest change in the company, Steinfeld points out. Most important has been the expansion of the product line. Originally a producer of bentwood chairs only, the company has now broadened its scope to include other types of wood chairs, as well as cast aluminum chairs and tubular steel or aluminum multiple seating. Additionally, the company has improved the exposure of its products in many areas with showrooms in Chicago, Atlanta, Los Angeles, Dallas, and New York. In its showrooms, too, Shelby Williams has followed its policy of providing customers with a maximum of service. Designed to provide designers with a complete range of information and help, each showroom is equipped with comprehensive assortments of upholstery fabrics, wood finishes, and plastic laminates, as well as with catalogs of competitive and complementary lines.

Early in 1961, Shelby Williams reversed the usual procedure of retail furniture manufacturers who add contract furniture lines by purchasing American of Chicago, a 52-year old manufacturer of top-quality occasional tables, cabinets, and accent pieces. Headed by vice president Joe Gomberg, American has started a hard-hitting new program of design and distribution that has doubled its sales since its acquisition by Shelby. American maintains its own showrooms in Chicago, New York, and Dallas, and now manufactures a group of tables, chests, and permanent card table sets for contract use. With the combination of Shelby Williams seating and American of Chicago's case goods line, the company began its "total concept" approach to the contract industry. Typical "total" jobs were the Sheraton O'Hare in Chicago, the Hilton Inn in Milwaukee, and the Fenway Motor Hotel in Waterville, Maine.

No sooner had it acquired American of Chicago than Shelby again found itself hard-pressed to keep up with the demand for its product line. To ease the load on its Chicago facilities and to improve service to the east coast and southern areas, it decided to build a new manufacturing operation in Morristown, Tennessee. In 1963, a 33,000 square foot plant was opened in Morristown. It went into maximum production immediately. Response was so rapid that within six months a new 30,000 square foot addition was under way. Since that time, an additional 15,000 square feet of storage area has been added, making Shelby's Morristown plant one of the foremost chair producing centers in the country. Les Guyette, vice president in charge of the Tennessee plant, attributes the Morristown record to a high standard of craftsmanship combined with excellent delivery.

Early in 1965, the company decided to issue stock to the public. At the same time, the company's financial consultant, Chicago certified public accountant Herbert L. Roth, was appointed executive vice president and charged with the responsibility of supervising the long-term growth plans and acquisition program for Shelby Williams. Within just a few short months, Roth selected and accomplished the first major objective, the purchase of Duo-Bed Corporation in Wichita, Kansas. This actually marked the second step in the company's "total concept" approach. With Duo-Bed in the corporate family, Shelby is now in a position to supply bedding and dual-purpose studio-room type furniture as well as a greatly expanded line of casegoods. Gerald Frankel, former president of Duo-Bed, is now in charge of the subsidiary. Addition of Duo-Bed gives Shelby Williams manufacturing resources in each of the four major marketing areas of the United States, enabling the company to ship into each area promptly, and at lowest cost, according to Kurt Keller, Duo-Bed sales manager.

During the past year, the company launched a desk line with companion office pieces to go along with its executive seating line. To promote this its sales force is calling upon architects and office furniture dealers. Designs in this line have been so enthusiastically received that the company predicts substantial volume in this new area almost immediately.

In its recent statement to stockholders, Shelby Williams reported an increase in sales of 25 percent over a year ago, while profits increased from 44 cents per share to 58 cents per share in the same period, a strong testimonial for the alert, aggressive management of the company. (C)
1. Serving the eleven western states is Shelby Williams' modern manufacturing facility in Los Angeles built five years ago. Within the first three months of operation, the West Coast plant was operating in the black. 2. With the acquisition of the 200,000 square foot plant of the Duo-Bed Co. in Wichita, Kansas, Shelby Williams now has manufacturing resources in each of the four major marketing areas of the United States. This newest member of the corporate family is expected to boost volume sales by several million dollars. 3. Seated on the product, officers Manfred Steinfeld, Herbert Roth, and Gerald Frankel of the Duo-Bed division discuss the new line at the Chicago Showroom in the Merchandise Mart. 4. With the addition of the Duo-Bed line, shown here installed at the Writers' Manor in Denver, Shelby Williams is close to realizing its “total concept” approach to the contract industry. The firm can now supply bedding, dual-purpose studio-room furniture as well as an expanded line of case-goods.
NEW LIBRARY FOR METROPOLITAN MUSEUM

The best in library facilities, a modern structure to house them, and an authentic Spanish patio are combined in the new Thomas J. Watson Library of the Metropolitan Museum of Art, New York City. Long-needed, the library, three years in the making opened officially earlier this year. It houses the Museum's art references, one of the most comprehensive collection of books on art and archeology in the Western Hemisphere for the use of staff and scholars.

The principal entrance to the building is through the Blumenthal Patio on the Museum's main floor. Purchased years ago from an old Spanish castle by a former Museum director (whose name it bears) and willed to the library, it was re-installed exactly as it stood in its original site. The doorway (above) is part of the centuries-old architecture.

Designed by the architectural firm of Brown, Lawford & Forbes in close consultation with Museum officials, the library incorporates within its modern facade of glass and anodized aluminum a number of features and innovations related to its specific use as a library. Each room has been equipped with a large desk area to accommodate over-size books and folios, soundproof ceiling, and device to call readers to the circulation desk.

The main reading rooms and offices are situated on the first floor. Serving as a spacious entrance to the public sections are the reference area, browsing area, and exhibition space for display of rare books and manuscripts. Since natural daylight is ideal for study of illustrated material, the south wall of every carrel (there are 36 in all) is glass and faces Central Park. Vertical blinds and ceiling lights can be individually adjusted in each carrel to suit the occupant.

Two tiers of stacks on the ground level have a capacity for 300,000 volumes to allow for the future growth of the collection. The entire building is air conditioned, with levels of humidity and temperature based on the special requirements for the preservation of paper. Containing a total floor area of more than 77,000 square feet, the library also houses a laboratory for the conservation of paper, plus offices and galleries for the Museum's prints and drawings departments.

In addition to the architectural design, Brown, Lawford & Forbes was responsible for the layout and space planning of interior spaces. In many instances, it recommended furnishings, but the final decision rested with the Museum staff. The Hans Wegner chairs from Lunning at the study tables are indicative of the careful consideration given to all furnishings. (C)
It appears that the carpet manufacturers, after having proved the need for carpeting to practically everyone, are getting their taste of what it is like to run into a brick wall.

The wall, as odd as it may seem, is the school house, or more precisely the School Board, normally one of the more forward thinking groups in the country. Educational administrators have generally resisted carpeting their schools, even though they have long been acquainted with the economic, acoustic, thermal, esthetic, and psychological advantages of carpeting the school floor. The carpet manufacturer is so thrown by this unexplained resistance that at this highest point of frustration he comforts himself to think that the School Board's block must surely be rooted in some strange obligation to get less and pay more.

This statement is not as overstated as one may think. To begin with, there has been a wealth of material published showing clearly that school carpeting is neither an educational frill nor the sudden madness of an eccentric architect or specifier.

The simple truth is that carpeting controls noise and psychologically puts students in a better frame of mind, both of which help provide an optimum climate for learning, the responsibility of all educational administrators. And, equally important, carpeting is more economical to maintain and offers thermal advantages. Schools that have been carpeted—and there are scores, by the way—consistently report on their satisfaction and savings.

How does it happen that educational administrators, always pressed for funds, can still cast an unseeing eye at figures that prove how maintenance dollars can be saved through carpeting? The answer must be found in something other than the normal reluctance to changing the thing that is in familiar and continued use. The resistance, as carpeting people analyze it, undoubtedly has to do with the fact that educational administrators seem to limit themselves to considering only the original cost of a material, rather than the long-range cost, or cost when amortized. Added to this is the fact that the public would resoundingly reject carpeted schools as impractical, schools already carpeted parents themselves were in favor of the results carpeting.

**COMFORT, QUIET, CONVENIENCE**

A recent study of carpeted schools in the Columbus, Ohio, area, undertaken by Ohio State University's Bureau of Educational Research & Service, showed that parents, after expressing some apprehension when the idea was proposed, overwhelmingly favored carpeted classrooms. "By the time the study was completed," the report stated, "the percentage of parents definitely favoring carpeted classrooms had increased to 75 percent, while those deriding the idea as silly an impractical diminished to 2 percent.

Pupils and teachers were enthusiastic about carpeted classrooms because of the "comfort, quiet, and convenience of the report concluded.

But, as clear-cut as the enthusiasm for carpeting is, the carpet manufacturer is still faced with the obstacle of trying to overcome the image of carpeting as a luxury item. This is especially ironic when you stop to consider that the carpeting manufacturer is responsible for creating the image he is now, in part, trying to undo.

The closest analogy to it in carpeting history occurred when man-made fibers appeared on the scene and architects, brainwashed with the glories of wool, had to be convinced to use synthetic carpets. They were wary of the new laboratory materials. Why replace something, they reasoned, that has served the world well for thousands of years? But change, as Samuel Johnson once quoted Richard Hooker, "is not made without inconvenience, even from worse to better."

**ADVANTAGES OF SYNTHETICS**

Wool was the status symbol and the manufacturer of synthetic carpets was obliged to prove his case. Once he showed that man-made carpets had...
A prominent manufacturer argues the case for soft-surface materials, in terms of appearance, acoustical advantages, and cost of upkeep

superb wearing properties and retained a better appearance than wool, the resistance gradually gave way. One of the key elements in changing the thinking was the fact that man-made carpets had a substantially lower moisture regain than other fibers. In terms of wear, it meant that stains had far less chance of being absorbed by the fiber, thereby minimizing staining and, of course, maintenance. The same factor comes into action when a carpet has to be shampooed, dried, and brought back to its original shape. Acrylics do the job more rapidly than other fibers. Today, acrylics are the fastest growing fibers in broadloom consumption. Sales doubled in 1964, the American Carpet Institute reports, reaching about 40 million pounds. Last year, Chemical & Engineering News estimated that by 1970 acrylics would reach 205 million pounds and nylon 170 million pounds. Wool, on the other hand, is expected to hover around 120 million pounds, its present consumption.

While this cannot prove the case to the School Board, it does indicate that when and if the educational administrators get over their resistance to carpeting, carpets made of synthetic materials will probably serve the schools most economically.

This is essentially what T. A. Roach, Superintendent of Schools, Andrews, Texas, told a recent meeting of the American Association of School Administrators. Mr. Roach was one of the first educational administrators to try carpeting for schools. He estimated that within the next five years synthetic fiber carpeting will be used in the schools replacing wool carpeting, he fiber now used more often.

Aside from the lower price, synthetics are on the climb because they have proven superior in most situations—even unusual and emergency ones. A good case in point occurred at Old Dominion College in Norfolk, Virginia, when a hurricane poured rain on 5,000 square yards of newly installed contract grade synthetic carpet, just hours before the students, arriving for classes, tramped mud on it. School administrators feared the worst: a major loss of carpet, or a massive cleaning bill at the very least. Surprisingly, neither was the outcome. Acrylic carpet resists water, and the clean-up job was relatively minor. Most of the mud-tracked, saturated carpet was able to be cleaned right on the college floor with suction vacuum cleaners.

CARPET VS. VINYL

But now we've put the cart before the horse. Moving the horse where it belongs, it is meaningful to point out that under normal situations it costs half as much to clean a carpeted floor as a vinyl tile one. At the same time, it takes only half as long to clean a carpeted floor. The figures found for floors at Shaker High School in Newtonville, New York, where a five-year study was made, show that the cost for maintaining carpeting was $176.61 a year per 1,000 square feet and for tile it was $350.75 per 1,000 square feet. The maintenance time was 34.0 minutes a day for 1,000 square feet of carpeted floors and 64.5 minutes for tile floors.

Carpeting placed in one of Superintendent Roach's high schools in Texas three years ago has not needed shampooing yet. "Even oil and spots are removed so cleanly that two days later one can't tell the difference," Mr. Roach said. "Custodians are happier with carpeting. We figure that 25 percent of man hours is saved. Those who install carpeting will find that it pays for itself."

ACOUSTICAL PROPERTIES

Aside from paying for itself and creating a superior environment for learning, school officials have found that carpeting indirectly pays for a lot of things. Architect Reid, Rockwell, Banwell & Tarics, who planned Andrews High School in Andrews, Texas, estimated that carpeting saved almost one quarter of the cost of acoustical work. The acoustical properties of carpeting actually freed the architects from having to use the ceiling for sound treatment, making it possible to use the entire ceiling for a lighting system.

Since carpeting was first proposed for schools, extensive tests on its acoustical advantages have been made and written about, covering reverberation of sound, distribution of sound, and absorption of sound. But the true meaning of the research is probably best defined in terms of effect on the school environment, rather than the science of noise, which sort of gets us to the psychological aspects of carpeting. Superintendent Roach put it this way to school administrators: "We find that students study better and teachers teach more effectively where rooms are carpeted. We find, too, that the students take greater pride in the carpeted classroom and regard it more as a place to be kept as nice as they would keep a home."

A rich nylon carpet installed in the library at Syosset High School in Long Island, New York, offers a similar benefit. Reactions to it have been favorable. Its very presence seems to create a decorous environment. While one normally thinks of libraries as quiet rooms, Syosset High School's library is a hub of activity, one of the spots where students congregate, especially after school hours. Administrators have found that the carpet has helped to tone down the room by actually dampening noises acoustically. And equally important, the students themselves responded to the homelike environment with calmer, quieter behavior.

The experience would seem to be overwhelming: schools that have tried carpeting have found it very much to their liking. But at the same time, we mustgrant that contentment is an elusive and individual thing. What seems to work for the majority does not necessarily work for everyone. Still, resistance can never be proof of failure. The most useful and economically designed schoolhouse will only be found through exploration. In the face of this, inflexible resistance must be considered the enemy of education's hope.
Quartite Creative’s recently opened showroom in New York City epitomizes its “total concept” of merchandising, planned to provide designers with a well-coordinated, broad-base line of related items, including lamps, lighting fixtures, tables, mirrors and a wide assortment of decorative accessories—all “style” products at reasonable prices. The showroom employs settings and vignettes to reflect this total merchandising policy, grouping style-related products as an idea showcase for customers. It is not unusual, in fact, to find the same item displayed several times, for it is part of the display technique not merely to expose as many items as possible, but rather to demonstrate various alternative combinations.

Arthur Umanoff has created a well-ordered, contemporary setting, whose understated simplicity enhances the numerous products shown. The main floor has a high ceiling, creating, in effect, a center well, around which are display alcoves on ground level and a mezzanine above. All settings proceed in a sequence of styles, an enormous range that runs the gamut from Mediterranean to Provincial, from traditional to contemporary. Currently on display are many long-time standards, as well as new materials: Spanish bubble-glass fixtures, in both contemporary and traditional styles with wide color choice; tables featuring new simulated-slate tops; “captured” glass, blown in a cage of metal, for table and floor lamps; Porium, a new and inexpensive material that captures the look of wood for mirrors and wall decorations; new ceramic colors and finishes, many in antique tones, for lamp bases. (C)
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DECEMBER 1965 91
NEW RISOM GROUP FEATURES EXPOSED WOODS

The crisp, contemporary line that has become the hallmark of all furniture by Jens Risom Design, Inc., is visible in the versatile new “60” series of seating units, recently introduced to the market. Designed by the Risom design department, the new group is distinguished by exposed back legs, which gracefully curve upward to just about the full height of the chair. The sculptured legs stand slightly apart from the chair and are connected to the back by walnut spacers, making the carefully articulated design as handsome from all viewpoints as it is comfortable to sit in. The sculptured look of the rear legs is obtained by steam bending, rather than by cutting, to insure strength and durability. All legs are of select, solid American black walnut, with upholstered framework of solid white ash. The “60” series consists of three basic pieces—low chair, two-seater sofa, and three-seater sofa—made even more versatile by its availability with wood or upholstered arms, with or without arms, with one arm only, either left or right. Topping latex foam padding over No-Sag springs are a variety of upholstery fabrics and leather. The coverings can be specified tufted with buttons and seams, or with buttons only. Circle No. 138.
The "Taber Abraser."

Spinning.

Spinning.

Spinning.

2,000 times on a Monarch nylon carpet.

2,000 times on a natural fiber carpet.

Why?

Just to prove that when up against it, Monarch carpet gives superior wear.

A recent laboratory test conducted for Monarch by an outside source,***two comparable commercial carpet samples were subjected to strenuous testing on the Taber Abraser machine (an established means for assuring abrasion-resistance). After 2,000 revolutions under pressure, the natural fiber carpet pile was worn through to the backing. Yet Monarch nylon carpet pile withstood identical abrasion with no loss of wear...proof that the Monarch carpet offers the greatest resistance to scuffing and traffic.

Why does Monarch Carpet Mills go to the trouble of testing the performance features of carpet? Because we want to prove to you that Monarch carpet, with dense, deep pile of rugged man-made fibers, offers superior wear-life, cleanability and service.

Let us tell you other factors (such as the rich color, style, texture and pattern line) that have influenced people to choose Monarch carpet for commercial installations.

Monarch Carpet Mills

Chamblee, Georgia

Circle No. 53 on product information card

*Monarch Veltron carpet made by an exclusive electronic process.

**Heavy weight commercial wool carpet.

***Test data available on request.
**Pennwood office collection**

The Pennwood collection from Robert John Co. is a medium-priced line that represents craftsmanship and materials of high quality for the economically minded. Simple and comfortable in design, the group's features include desks with secret compartments for handbags and other personal effects, drawers adapting to ledger or legal-sized files; touch latches on credenza doors; Densedge fibre stripping to protect areas exposed to high wear, and steel truck nylon roller suspension drawers. Desks and chairs come in many styles and finishes designed with matching credenzas. An upholstery selection covers a broad spectrum of 150 colors in woven fabrics, leathers, and vinyls—all Scotchgard treated. A comprehensive catalog and upholstery selection fold-out card describes this versatile line.

Circle No. 93 on product information card

**Prints for the contract market**

Signature III announces a new line of decorative prints, the Renaissance Collection, for the contract market. In subject matter ranging from early German woodcuts to 18th Century Palladian architectural designs there are also Spanish, Italian, French, and English prints from which to choose. Handscreened at Signature III, the collection brings to the market custom work at contract prices and offers limitless possibilities for custom coloration to specific jobs. Many of the prints are silkscreened on antiqued paper or, in the case of unglassed prints, a mellow touch of age is given with a protective overprint. For guests who find the traditional scale and coloring of the prints too attractive to resist, Signature III issues the collection in stock sizes just a trifle too large to fit into a suitcase.

Circle No. 94 on product information card

**Desk accessories in contemporary styling**

A new line of contemporary desk accessories from Stempel comprises 17 items: desk blotter, calendar stand, paper tray, pen and clock holder to name a few. Stempel offers these items in a choice of oiled walnut, teak, or cherry woods to complement the modern executive office.

Circle No. 95 on product information card

**Recirculating fountain**

An attractive contemporary fountain from the Madeira Fountain Co. provides an accent or focal point for lobbies and reception areas. There is a choice of five differing spray configurations and a built-in lifetime electric pump recirculates the water continuously. Constructed entirely of copper in a choice of natural or Italian burnt black finish, the fountain is 28 inches in diameter, 14 1/2 inches high.

Circle No. 96 on product information card

**Parquetry and planking in 40 designs**

Designed Wood Flooring Center Inc. expands its parquet flooring line and adds panels and parquet tables for a total of 40 parquetry patterns. The woods are genuine imported teak. The cocktail table of Thai-teak shows one of the newest items, has heavy wrought-iron legs and can be made to custom sizes.

Circle No. 97 on product information card
A TIGHT BUDGET???

GREEFF'S
CONTRACT DIVISION
can be of valuable assistance to you!!!

OUTSTANDING
design
color
weaves
in
FABRICS
WALLPAPERS
CARPETS

One of a kind or off the line

HAEGER has the answer to volume sales.

Far apart as these lamps are in price, they have one thing in common.

They're both part of the long, strong Haeger line. Carefully designed to give you easy-to-sell elegance in every price range.

If you're as interested in volume selling as we are, check your nearest Haeger display room. You'll find the long, strong, line has gotten even longer. And stronger.

Left: Contemporary 40' high in Old World Ivory with solid Walnut base. Hand thrown one-at-a-time to retail at $70.00*

Right: Traditional Bottle design, 45' high in Cotton White/Gold Spray. Volume-produced with care, for volume selling at $22.00* retail.

*Prices slightly higher where transportation costs necessitate.

FABRICS, INC.
155 E. 56th ST., NEW YORK, N. Y. 10022
Tel. 212 PLaza 1-0200

Circle No. 54 on product information card

Circle No. 55 on product information card

155 E. 56th ST., NEW YORK, N. Y. 10022
Tel. 212 PLaza 1-0200

Circle No. 54 on product information card

Circle No. 55 on product information card
Comfortable sofa line

A collection of plush sofas and chairs is introduced by Monarch Furniture Co. in the new Tower Group. With stylings suited for inter-executive offices and reception or lounge areas, the foam-filled seat and back cushions afford especially soft office seating. A walnut finished sleigh base is standard though Shephard casters may be specified. Monarch offers an extensive selection of fabrics for the new Tower Group sofas that range in length through 54, 66, 78, 84, 96, and 104 inches.

Circle No. 98 on product information card

FLUOR-O-SIGNS, MANUFACTURERS OF THE MOST COMPLETE LINE OF FLUORESCENT ILLUMINATED SIGNS, PRESENTS ITS DESIGNER SERIES.

STYLED TO HARMONIZE WITH THE FINEST APPOINTMENTS, THESE ARE THE FIRST SIGNS EVER DESIGNED THAT COMBINE ALUMINUM WITH WOOD-TONE VENEERS—CREATING A NEW DECORATOR LINE THAT ENHANCES THE MOST LUXURIOUS INTERIORS.

SPECIALISTS IN THE DESIGN & MANUFACTURE OF FINE FLUORESCENT ILLUMINATED INTERIOR SIGNS, WE OFFER A SELECTION OF OVER 100 STANDARD QUALITY SIGNS FOR THE MOST DISCRIMINATING DESIGNER & ARCHITECT. WRITE FOR OUR FREE CATALOG—TODAY.

EEE CO., INC. 44 E. OLD COUNTRY ROAD
MICKSVILLE, L.I.
NEW YORK, 11801

Circle No. 99 on product information card
Traffic Lights

Some arresting reasons why Lightolier is the logical choice for contract lamp installations. Beauty? Flexibility? Diversity? Of course. But to us, the magic is also in performance. And the Lightolier contract line is a combination of all of them. If it bears the Lightolier name, it's been designed and produced to take the traffic—day in, day out. Hotel, motel, lobby or you-name-it, wherever the traffic's heavy, chances are you'll find lighting by Lightolier.

That's because we really research the contract market... then design and produce according to its ever-changing needs.

Coordinated style combinations.
Wide choice of stoneware, veneer, brass, chrome, Formica, travertine accents and finishes to blend with the latest furnishing trends. Durable easy-care shades. The stability of extra-weighted bases. And each unit always precisely scaled and light-engineered for maximum efficiency and performance. Six new groups, each with “custom effects” you select to fit each particular project.

Your Lightolier representative will gladly show you how you stop worrying about heavy traffic performance when you go with Lightolier. Write today for our new Contract lamp catalog and the details of our complete contract design service. All—as you might expect from Lightolier... for over 60 years the symbol of craftsmanship and creative design in both decorative and architectural lighting.
PRODUCTS & SERVICES

Table lamps in distressed finishes

New contract table lamps from Pieri Creations feature distressed finishes in designs to blend with today’s popular motifs. The hydrocal table lamps are approximately 38 inches high and finishes include distressed yellow, rust, avocado, and fruitwood, may be specially colored if ordered in reasonable quantities.

Circle No. 140 on product information card

KNIGHT custom metal letters. speak with distinction.

WHEN YOU CREATE distinctive custom letters and numbers for your clients' buildings and offices ... have them cast in solid three-dimensional metal by Knight. Every detail of your original design will be faithfully reproduced by Knight’s master craftsmen ... in the size, style and finish to meet your requirements perfectly.

YOU CAN ALSO CHOOSE from a wide variety of designs currently available, to match any architectural style, any decorati

plan. Keep a copy of our latest Knight Catalog in your files. Write for it today.

Circle No. 198 on product information card
A world of fabric selections...

but only 1 choice!

CENTURY FABRICS—the logical choice to meet every fabric requirement.

Century has over 5,000 fabrics to show you... available by the bolt or by the yard. Whatever your taste, needs, or budget... Century goes all-out to make fabric buying simpler, easier, most convenient. And to serve you better, Century has two of the most completely modern plant and warehousing facilities in the world... one in Los Angeles, one in Chicago.

upholstery fabrics: everything you would want in the way of textures, colors, patterns, in cloth and the newest synthetics.

bedspreads: the fabulous Charles Bloom, Inc., collection... dramatically distinctive, impressively superb in workmanship.

draperies: unlimited selection plus a complete custom fabrication service featuring Roc-Lon insulated linings.

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SAN FRANCISCO  ST. LOUIS

Circle No. 60 on product information card

Two distinctive seating systems so versatile their applications are almost without limit. Anchored, free standing or wall hung, these truly magnificent Madison systems offer the architect/designer complete freedom of expression. May we send you a catalog?

MADISON FURNITURE INDUSTRIES
Canton, Mississippi

lexington seating system!

martignoli seating system!

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

Circle No. 61 on product information card
Columbus Coated Fabrics Co. introduces the Open House collection of highly styled Wall-Tex vinyl wallcoverings. From 180 sheets, the collection has 65 patterns that include 53 new designs. The colorways are vivid and clear: oranges, yellows, and hot pinks balanced by bright blues and greens. The scale of the patterns is large and other features are interesting new textures, one representing a raised printing process innovated by Columbus Coated. Designs are varied and range from damasks, linen, silk, simula...
tions of masonry and wood, and an unusual Mother-of-Pearl pattern that reproduces the delicate colors of the inside of a shell. Shown from the Open House collection are String-O-Beads, a striped bead pattern of fabric backed vinyl in pink/red, gold/green, and blue/turquoise colorways, and Valencia, a rich damask deeply embossed with gold in tangerine, off-white, and soft green.

Circle No. 141 on product information card

Panel mural from George K. Birge
Stepping Stones, a mural panel from George K. Birge Co., takes inspiration from the fragile brush strokes of a Japanese rice paper print. Each panel is 10 feet long and, when trimmed, 28 inches wide. The highest point of the design is 54 1/2 inches. The design shown consists of three panels; one triple roll of matching ground is included with additional ground available as needed. Stepping Stones is stocked in four colorways.

Circle No. 142 on product information card

Traditional spindle lamp
A classic spindle lamp from Warren Kessler Inc. is a complement to furnishings with a traditional flavor. The Flemish brass bouillotte has a spike finial and the shade is available in a choice of colors. Overall height is 47 inches.

Circle No. 143 on product information card

Twirl 177 colors on Erbun’s Velvet Carousel. Keep it on your desk or worktable and you will have the largest assortment of 100% cotton velvet colors available...and they are water repellent, spot and crease resistant. Of solidly constructed black metal, our Carousel is 15” tall x 18” diam., $15.

Flip the pages of our convenient easeled Velvet Workbook when you want to take our 177 colors out to your clients and other resources. 14 1/2” tall x 15” wide, $5.

Order your Erbun Velvet Carousel and/or the Velvet Workbook today.
Stacking patio furniture

Century, Brown-Jordan’s newest outdoor line, is comfortably designed with resilient vinyl straps and tilted aluminum frames that encourage stacking. Chairs, chaises, and small tables, stack each with its own kind for patio or deck cleaning and winter storage. The two-inch straps offer a varied range of color combinations and ease of strap replacement. Tables feature Perma-Top, a stain-resistant, colorfast table top for exterior use in colors of white or cactus. Baked enamel frame colors are sage, honey, turquoise and white.

Circle No. 144 on product information card

New carpet backing yarn

Polykor is a new backing yarn for woven carpet recently developed by Patchogue Plymouth Co. The yarn is made of polypropylene and kraftcord yarns plied together, thereby combining the advantages of both. The smoothness, uniform texture and solid hand of kraftcord is coupled with polypropylene which being virtually nonabsorbent, is unaffected by adverse conditions of heat and humidity. Polykor also gives inherent dimensional stability, resisting stretching and shrinking even after repeated shampooing. Loom efficiency is also reported increased since Polykor gives off no lint or fly to slow the looms. Carpets woven with Polykor will make their debut at winter markets by a number of major carpet weavers.

Circle No. 145 on product information card

Custom Woven & Custom Dyed

to your individual specifications

Leading interior designers everywhere have discovered the luxurious beauty and individuality of Kamola’s drapery panels, sheer casements, upholstery fabrics and exciting prints. Complete mill facilities assure prompt delivery on all orders regardless of size.

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Representatives in major cities

Circle No. 65 on product information card
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?

**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. Fiberglass 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.
New laminate simulates leather

A three-dimensional leather finish that simulates both the appearance and feel of genuine leather is the newest in the Nevamar series of high-pressure decorative laminates. The leather pattern has all of the desirable wear characteristics, durability, and stain resistance, of other patterns in the Nevamar series, and, in fact, tests of the new finish have shown that the leather graining develops a richer luster and deeper sheen with wear. Stocked in three colors: black, white, and palomino, the leather pattern can be used in applications from furniture surfacing to such uses as elevator cabs and wallcoverings.

SOLVED: THE UPS & DOWNS OF EXPANDED WINDOW BLINDS

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

Fabrics from Win Anderson

Three new prints form the newest edition of the Winter Garden collection from Win Anderson Fabrics, the contract arm of Jack Lenor Larsen. The new prints feature a background fabric, Cross-...
from the Winter Garden collection is Rosalee, with full blown peonies reminiscent of Art Nouveau. The other new designs are Regatta, an all-over pattern of flag like shapes in freely drawn squares, and Nugget, rough cut gem shapes on an unbroken background. All prints are 54-inches wide and can be used in either direction for drapery and upholstery.

Circle No. 148 on product information card

New Manufacturers-Hanover Trust Co.
Finds “American” Draperies a Beautiful Investment

When Manufacturers-Hanover built their new showcase of banking they demanded the best of everything. And when it came to draperies, they came to American Drapery. As conscientious craftsmen, we welcomed the opportunity to create and install special fibre glass draperies 33 feet high to be operated electronically. Working with their interior designer consultant, Eleanor Le Maire for color, unity and visibility...these special draperies shield out sunlight but allow excellent visibility from the outside; which permits passersby's full view of the interior.

When only the finest will do for you, call American Drapery. We'll welcome the opportunity of serving you. And you can be SURE, like Manufacturers-Hanover, you'll find our work a beautiful investment.

American Drapery & Carpet Co.

for INDOORS and OUTDOORS

RIBBED NYLON on Heavy NON-SKID Rubber

Protects interiors • Reduces maintenance cost in lobbies, hospitals, theatres, hotels, churches, schools, homes, etc.
EASY TO CLEAN • WASHABLE

In rolls and mats in 6 beautiful colors.

IMMEDIATE DELIVERY FROM STOCK.

FLOTEX CORP.
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Circle No. 149 on product information card

Circle No. 69 on product information card
Check this dimension for yourself... You see here an actual size profile view of our Silent Gliss S1030 flange-mounted, solid extruded aluminum cord traversing track. It measures exactly ¼”. No more.

Compare this dimension with our competition and consider. If you really want the trimmest, slimmest, best looking ceiling-mounted track—that’s also the smoothest, most silent running, and in all respects best for the job—is there really any choice?

PRODUCTS & SERVICES

Circle sun lounger
A new circular sun lounge from Tropitone Furniture Co. is at home at hotels, motels, clubs, or wherever swimming and sun bathing are enjoyed. The lounge is ample six feet in diameter and stands 12 inches high. The straps remove singly for replacement and come in white, blue mist, and flame. The 1-inch tubular frame is available in many popular colors.

Circle No. 150 on product information card

Institutional tables
A folding table from Midwest Folding Products is designed to increase seating capacity. The open legs are set far enough under the top to permit comfortable seating at the ends and sides of the table. The leg also permits fast floor maintenance with a minimum obstruction for brooms and mops. Structural reinforcing and folding hardware are backed with an unconditional 10-year guarantee.

Midwest also makes an institutional table that can be adjusted to heights from 29½ inches to 21¼ inches with a positive locking device. Unlike the friction devices, the chance of accidental raising or lowering is virtually eliminated. The table adjusts in seconds; one hand compresses the levers while the other adjusts the top. On release of the lever, two pins lock firmly in place at one inch increments.

Circle No. 151 on product information card

← Circle No. 70 on product information card
Circle No. 71 on product information card

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QUALITY • SERVICE • STYLE
LEADERSHIP
Custom Draperies -
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STYLED FOR TODAY’S
FURNITURE FASHION

Fire-Resistant Fiberglas Beta® and Rovana-Verel — Scotchgard® Cottons - Linens - Satins - Brocades . . . in Solids, Prints, and Patterns! Over 1,000 fabrics from which to choose! Workmanship without equal and a delivery schedule second to none. For samples and detailed information, write today!

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ATLANTA        HIGH POINT        LOS ANGELES        DALLAS

Seating for
AMERICA’S FINEST
Restaurants, Clubs, Hotels, and Homes

Our new
Contract Catalog
available
upon request.

1123 NORTH McCADEN PLACE, LOS ANGELES 38, CALIFORNIA

Circle No. 72 on product information card
New wood-based tables
A new line of tables and wood bases is available through Mercury Wood Specialties, Inc. in stylings of modern, Spanish, and Provincial. The bases are crafted in a variety of woods with marble, glass, ceramic, or plastic tops. Mercury also manufactures a selection of floor or table lecterns of wood, and a raffle drum in a hand-rubbed oil or lacquer finish with a wood and steel base.

Wide assortment of chairs and tables. See your dealer or write us for our distributor’s name.

AMERICAN CHAIR COMPANY
Manufacturers of Contract Furniture
Sheboygan, Wisconsin

Wide assortment of chairs and tables. See your dealer or write us for our distributor’s name.

WASTE BASKETS
ATTUNED TO OFFICE DECOR
Make the convenient waste basket a part of interior design, matching or contrasting with the office accessories, furniture and planters. Duk-It rectangular and cylindrical baskets are available in walnut, metal, formica and covered in leather or Naugahyde.

Write for catalog of colorful matching desk accessories, floor stands and planters.

Metwood
QUALITY BANDED
Hanover
FOLDING TABLES • BENCHES • STAGE UNITS
Spruce St., Hanover, Pa.

Write for catalog.
YOUR BEST BUY IN UPHOLSTERY FABRICS!

velvets, plaids, textures, stripes... all ruggedly made to withstand the abuse of commercial use.

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

design / construction / installation

WAVERLY’S ‘VALUE LINE’

Probably the most outstandingly designed, most value-ful line of upholstery fabrics ever produced for the contract market. 15 exclusive 54” weaves, including damasks, velvets, plaids, textures, stripes... all ruggedly made to withstand the abuse of commercial use.

Sample book of 27” squares with full color lines, $15.

WAVERLY FABRICS

DIVISION OF F. SCHUMACHER & CO.

58 WEST 40TH STREET, N.Y. • SHOWROOMS, 939 THIRD AVENUE, N.Y.

Circle No. 76 on product information card

Circle No. 77 on product information card
The Crest series of office chairs is reviewed in a new booklet from Milwaukee Chair Co. Designed to complement metal or wood furniture, the line features crisp contemporary lines in models that range from executive seating through typist chairs and lounges. Occasional tables that coordinate with the lounge seating are a part of the wood group.

"Sound Conditioning with Carpet" is an acoustical study prepared by American Carpet Institute. The 12-page brochure is a guide to the acoustical properties of carpets and rugs, how the tests were conducted, the results, and their significance.

The Adlore collection of contract furniture is the topic of a recently issued catalog from Weinberg Corp. The catalog is crisp and concise, stating dimensions, finishes, and model numbers on the very complete line of contemporary seating and table items. Weinberg Corp.'s wood and chrome tandem chair is one of the many features of the 52-page catalog.

Activity of N. Y. State Hotel & Motel Assn., Inc. and Hotel Assn. of NYC, Inc.

ALPHONSE W. SALOMONE, CHAIRMAN

NOVEMBER 8–11, 1965/NEW YORK COLISEUM

For free admission badges (to the trade only), contact: W. K. Seeley, General Manager, National Hotel & Motel Exposition, 141 West 51st Street, New York, N. Y. 10019, (212) Circle 7-0800.

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Circle No. 79 on product information card

MANUFACTURERS'

LITERATURE

Circle No. 155 on product information card

“Sound Conditioning with Carpet” is an acoustical study prepared by American Carpet Institute. The 12-page brochure is a guide to the acoustical properties of carpets and rugs, how the tests were conducted, the results, and their significance.

Circle No. 156 on product information card

The Adlore collection of contract furniture is the topic of a recently issued catalog from Weinberg Corp. The catalog is crisp and concise, stating dimensions, finishes, and model numbers on the very complete line of contemporary seating and table items. Weinberg Corp.'s wood and chrome tandem chair is one of the many features of the 52-page catalog.

Circle No. 157 on product information card

CHESTER B. STEM, INC.

1000 GRANT LINE ROAD • NEW ALBANY, INDIANA, U.S.A.
A two-page flyer introduces an attractive line of furniture hardware from Faultless Caster Co. The theme of the series is Country French and the provincial styling is derived from museum pieces from the French Provinces. There are drawer pulls, lock plates, and accent hardware to blend with provincial furniture.

Circle No. 158 on product information card

"New Dimensions in Design" depicts a handsome selection of both free-standing screens and spring-loaded, floor-to-ceiling dividers in designs to complement almost any period. Finely crafted of select materials by B-C Mfg. Co., three major groups include: Beau-Craft Collection ranging from Early American to Oriental; Continental Series, many of which incorporate cabinets and bars; Bel Chateau line, with gridwork of translucent vinyl inserts.

Circle No. 159 on product information card

A 40-page color catalog of Early American decorative accessories shows every item that Yorkcraft makes. Complete with prices, the booklet contains many fine examples of Early Americana, including wall plaques, carved figures and letters, posters, documents, and prints.

Circle No. 160 on product information card

Quartette, a complete-environment modular ceiling, is thoroughly detailed in a 4-color brochure from Luminous Ceilings, Inc. Comprehensive coverage is given the ceiling system and its adaptability to new construction and remodeling. The ceiling system integrates the four basic requirements of indoor environment: light, air, sound, and partitioning flexibility. Modules are issued in various dimensions.

Circle No. 161 on product information card

The AMV Inc. has individual flyers in convenient binder form to illustrate its modern line of accessory items, Le Group. Included in the series are spherical planters on bright chrome-plated circular bases, long tube ash urns, pedestal tables with marble or walnut laminated tops, and unusual chrome coat racks in wall and table models.

Circle No. 162 on product information card

May we make YOUR mark?

Small or massive, contemporary or traditional, interior or exterior...your designs faithfully reproduced in all metals and plastics.

Ask for specific quotations and Designer Catalog of Door Numbers, Letters, Nameplates and Corporate Emblems, Bronze and Aluminum Plaques.

UNITED STATES BRONZE Sign Co., Inc.
Dept. C, 101 W. 31st St., New York, N. Y. 10001

Serving America's Leading Decorators for 40 Years

Circle No. 80 on product information card

"BUYERS' GUIDE FOR CHAIRS"

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

No Obligation! — Write Today!

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Title ____________________________
Firm Name _______________________
Address _________________________
City _____________________________
State ____________________________
Phone No. ________________________

Circle No. 82 on product information card
#1852-A. A luxurious version of the famous Captain's Chair, featuring an attractively carved wood frame. Comfort is stressed in the upholstered spring seat, arms and backrest. Stylishly finished with brass nail heads on arms and back. Seat is removable for easy cleaning or recovering. Chair is available in a variety of wood finishes and upholstery coverings.

**chaimasters**
200 E. 14th Street, New York 5, N.Y. • Cypress 2-0600
CHAIRS • STOOLS • TABLES • BASES • BANQUETTES • BARS

This is only one of 200 styles featured in our catalog. Write for your copy.

Circle No. 83 on product information card

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**CLASSIFIED ADVERTISEMENTS**

Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 15th of preceding month.

**REPRESENTATIVES WANTED:** By top, long-established designers, manufacturers and importers of chandeliers, sconces, etc. For contract sales. All territories open except New York and Florida areas. Write: Box #2386, Sarasota, Florida.

**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-265, CONTRACT

**FURNITURE REPRESENTATIVES WANTED:** Representative wanted for Southeast and New England territories for top line of imported Danish furniture and also top domestic line of executive office furniture. Applicants should be experienced selling architects and contract buyers as well as developing retail outlets. Write fully concerning past and present employment. Applications will be held in strictest confidence. Address: Robert Rothschild, John Stuart Inc., 205 East 58th Street, New York City.

**SALES REPRESENTATIVES WANTED:** Sales Representative calling on chain store fixture and equipment buyers, architects—to sell complete line of quality store interior illuminated directional signs. Substantial commission. Protected territory. Uncommon opportunity with growing company. Inquire: E.E.E. Co., Inc. 44 East Old Country Rd., Hicksville, New York, 11801.

We put the left one into the Duke and Duchess of Windsor at Waldorf Towers. We imported just a few of these classic from Italy, marbleized in the Firenze tradition, ivory beige, gold veins.

**THE SCULPTURE STUDIO INC.**
202 E. 77th St., New York 10021 • UN 1-8480

Circle No. 84 on product information card

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