CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING

G STORE CONTRACT DEPARTMENT

EW FABRICS AND FIBERS

NOVEMBER 1965

KENTILE

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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

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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.

TAILORABILITY: Superb. Cuts, tacks, shapes, sews easily; never splits. MAINTENANCE: Wipe with damp sponge. COLORS: Wide range of handsome stock or custom. PATTERNS: Dozens, to complement any design. FOR INFORMATION: Write or call Athol Manufacturing Company, Div. of Plymouth Cordage Industries, Inc. General Sales Office: Butner, N. C. Sales Offices: New York, Boston, Chicago, Detroit, St. Louis.

PLYMOUTH PCI

Circle No. 2 on product information card

The Cover
Examples of installations 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

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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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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:

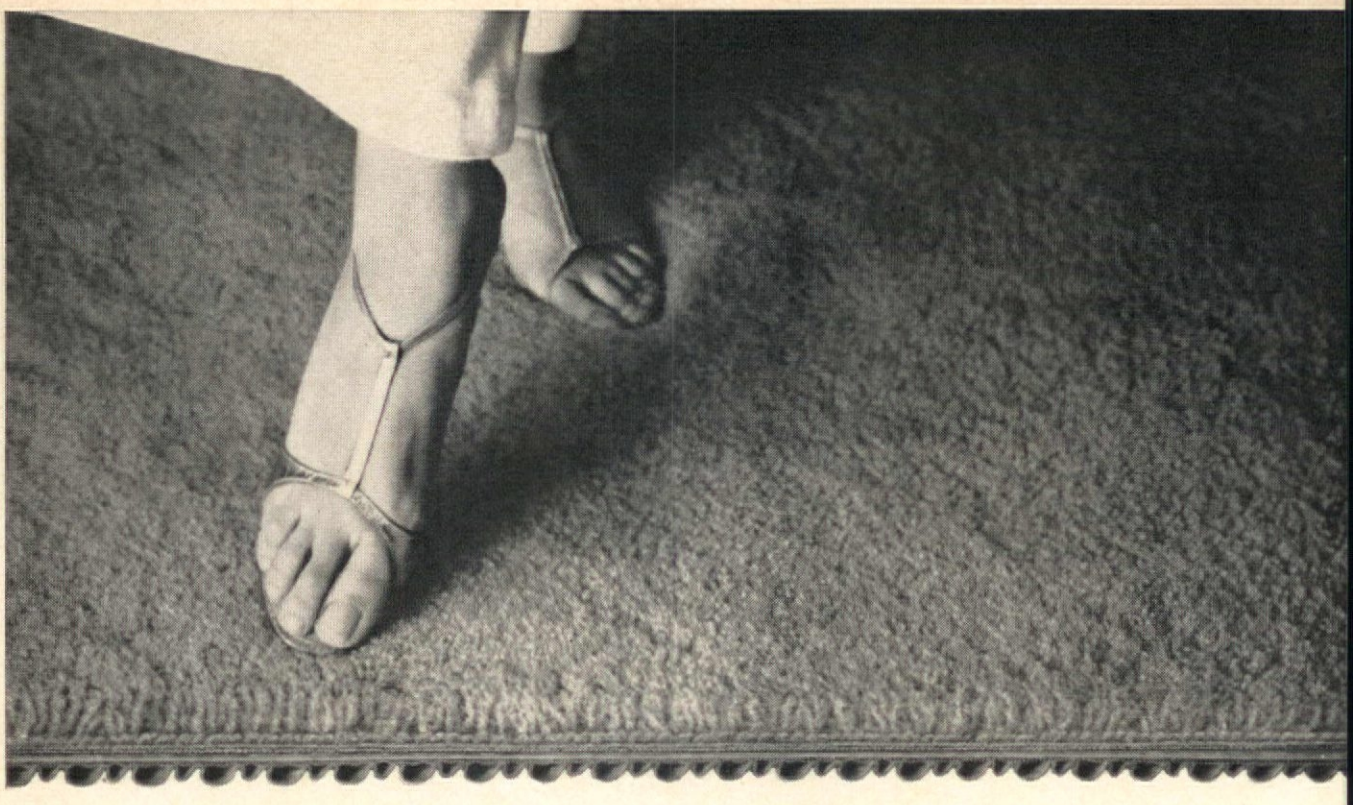
"The distinguished decor of this hotel deserved flawless carpet installation throughout. Double Jute Backing in the Philadelphia tufted carpets installed helped us achieve it with speed, economy and a splendid result. Tight power stretching was feasible, seams virtually invisible were a reality. The 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.

This fabulous new hotel, 14 floors of towering luxury, chose 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.

(Published by The Jute Carpet Backing Council, Inc.)

Circle No. 4 on product information card



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.

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Consumer Products Marketing Division

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

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

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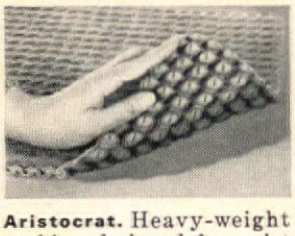

Aristocrat. Heavy-weight cushion designed for quiet elegance. The utmost in resiliency and bounce, to give a feeling of luxury.

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

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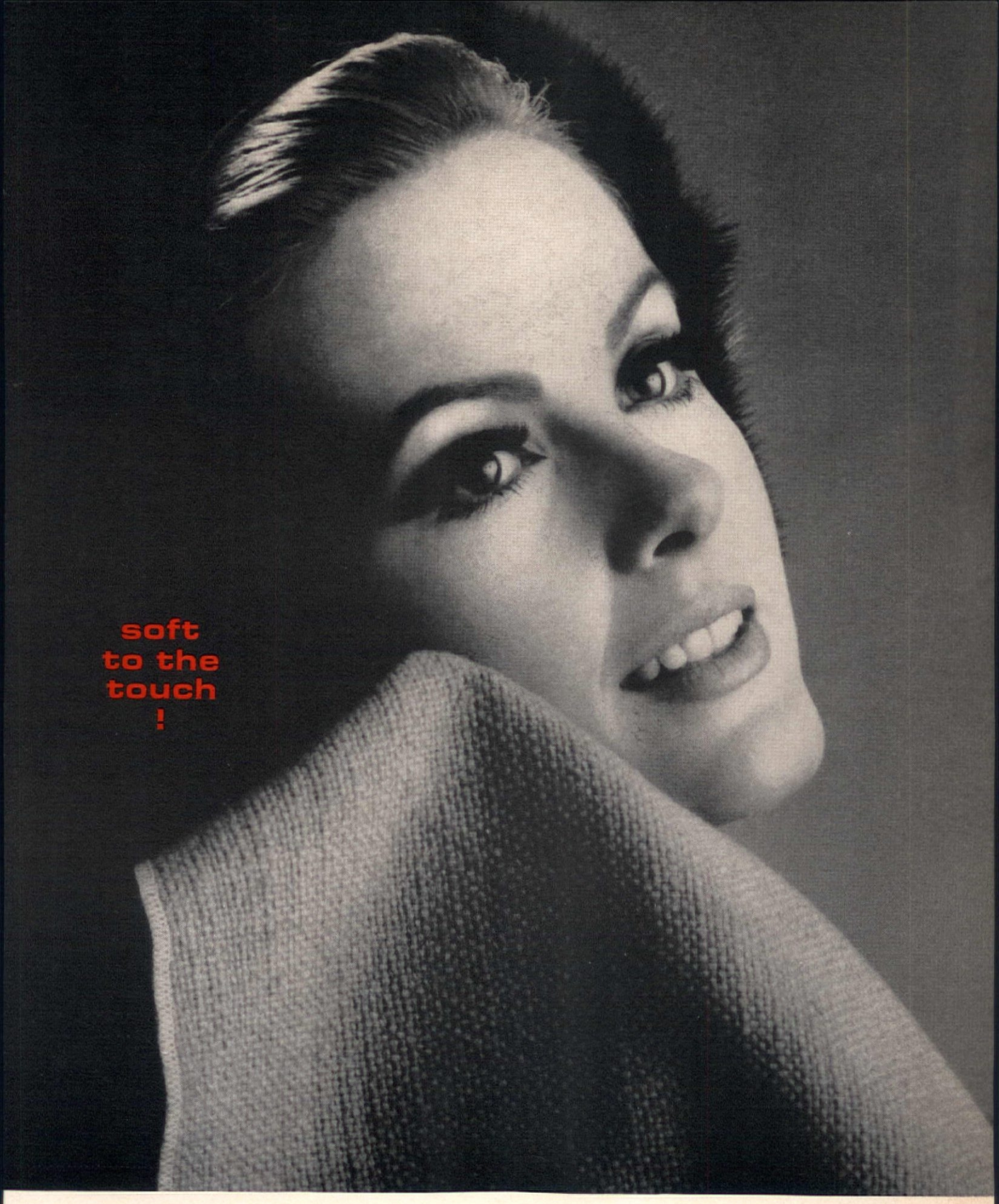

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There's no place • THE MERCHANDISE MART - CHICAGO • CONTRACT MANUFACTURERS CENTER • *like this Showplace!*

THE MERCHANDISE MART

CHICAGO

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We're in business.

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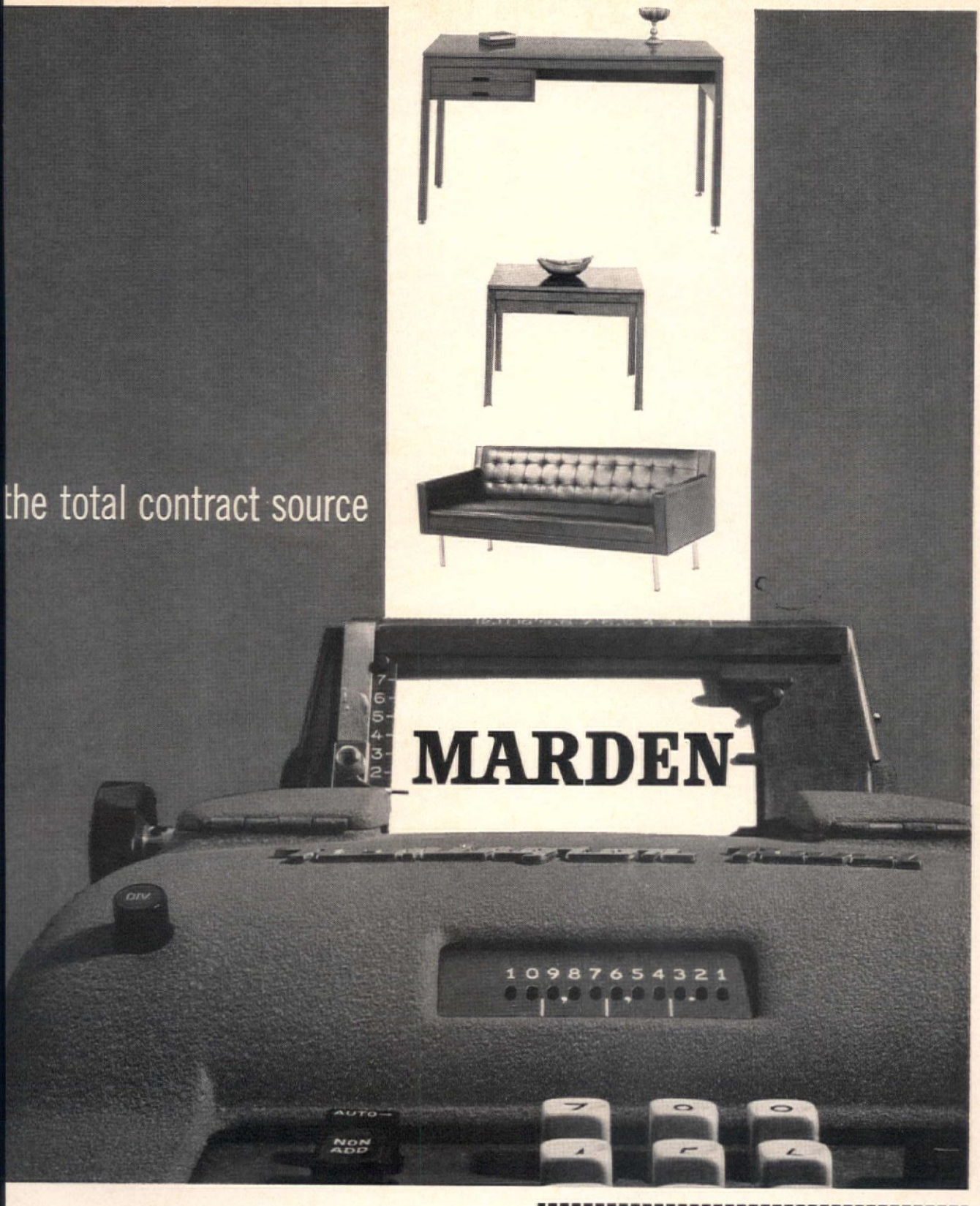
A new department of Burlington Industries has created a line of quality woven fabrics particularly pleasing to the discriminating furniture manufacturer. Never before have so many high-style colors (over 25) and exciting two-tone color-coordinated effects been offered at such realistic prices.

Stain repellent 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.

Burlington

*T. M. MINNESOTA MINING & MANUFACTURING



ne sum of these parts:

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Name_____
Company_____
Address_____
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No. 9 on product information card

If you go by initial cost alone get innersprings but—

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 l yet they hold the bedcovers neatly. They move eas from room to room, whenever required. You can be a Texfoam mattress around any corn What's more, every night, millions sleepers find them superbly comfortab

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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.

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TOP QUALITY FOR 50

GENERAL TIRE

CHEMICAL/PLASTICS D
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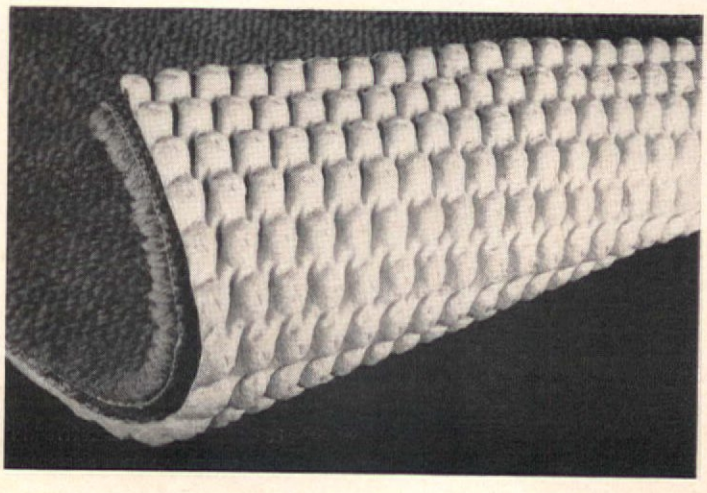
Guaranteed Unconditionally

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.

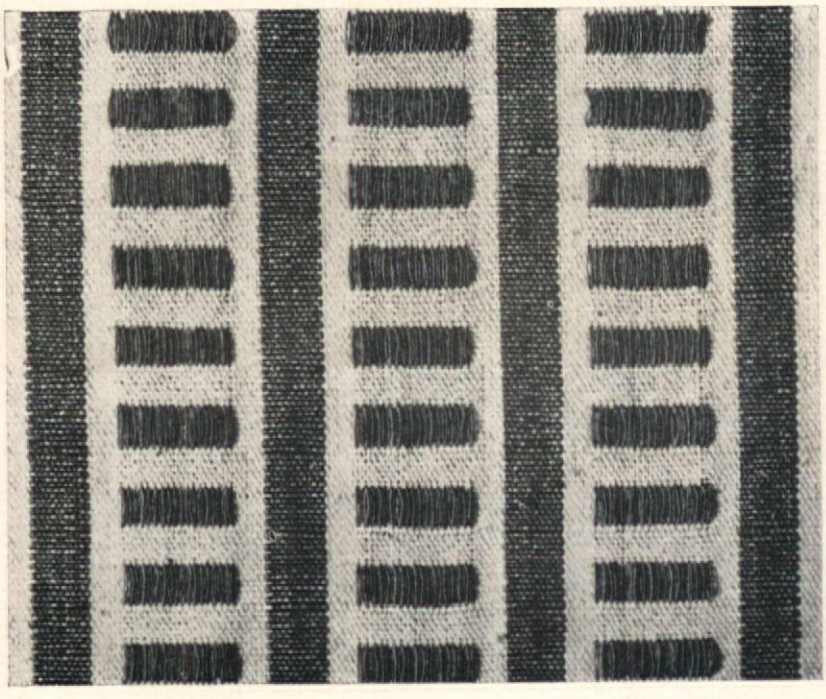
Circle No. 13 on product information card

Holiday Inn
OF AMERICA
WELCOME
BROWNING & FERRIS



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

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a division of HERMAN MILLER INC.
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Circle No. 15 on product information

Just 8 of 56

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.

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

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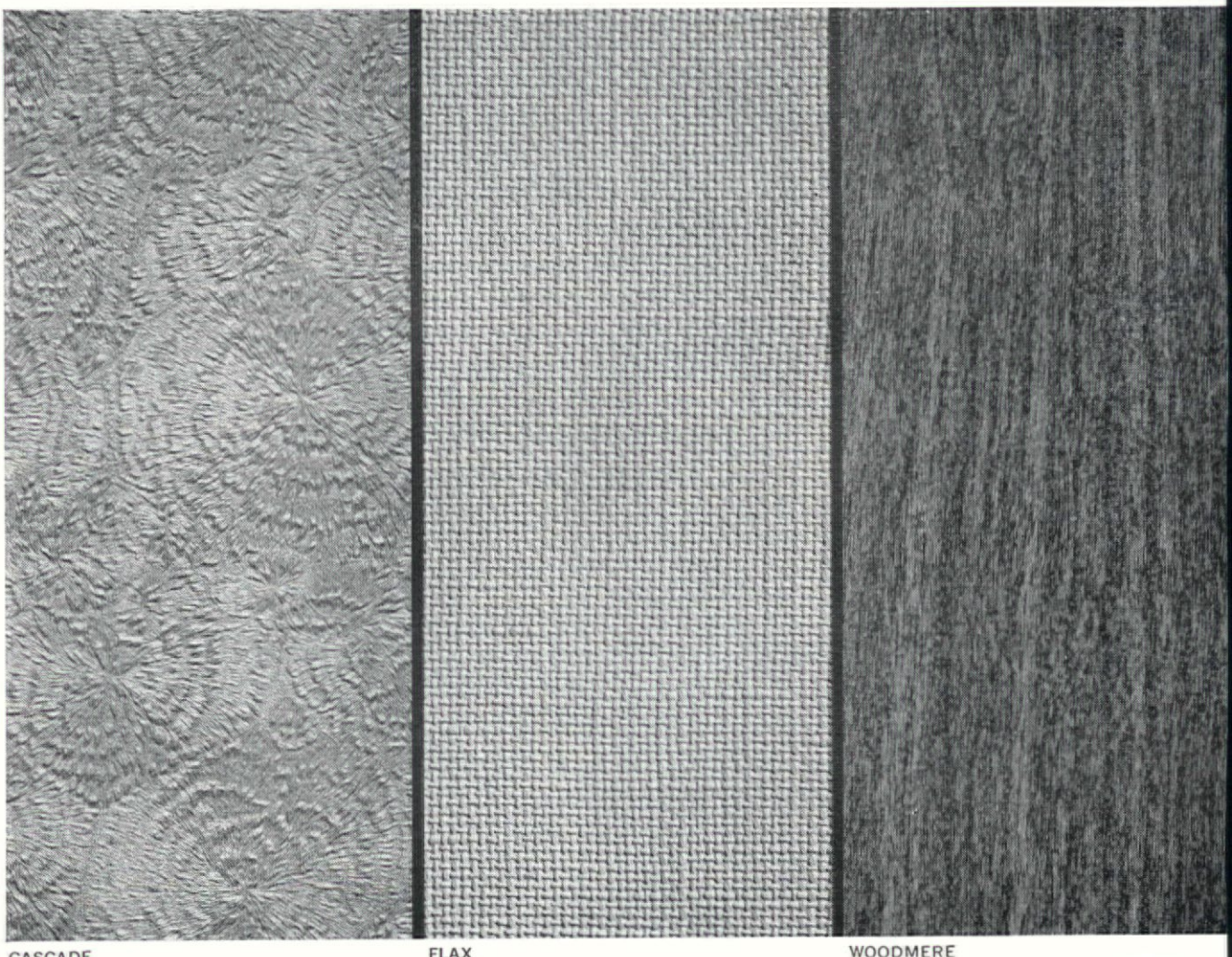
motels, houses, institutions, etc. We make



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houses, institutions, etc.— magnificently.

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Now! See these patterns in color. Tear out this ad, send it to us, and we'll forward complete color swatch lines

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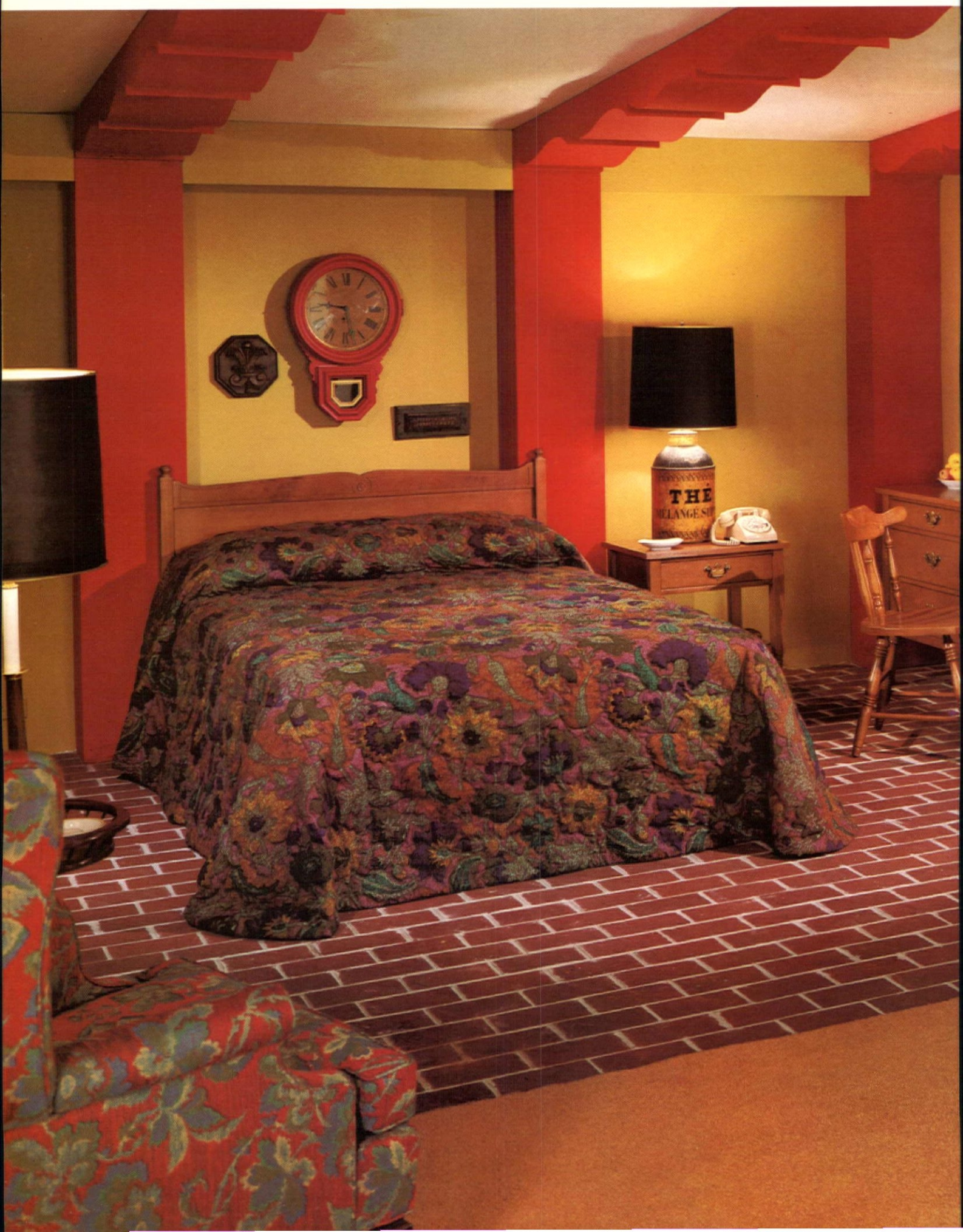
ROVANA THE DOW CHEMICAL COMPANY DOW

Circle No. 17 on product information card

Circle No. 18 on product information card →

SARATOGA...One o



four new lines from Simmons

Here's Early American at it's "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!

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Simmons Company
Contract Division
Merchandise Mart
Chicago, Illinois 60654

H I J

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Name of hotel, motel or company:_____

Address:_____

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SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO 54, ILLINOIS

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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

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

Circle No. 19 on product information card

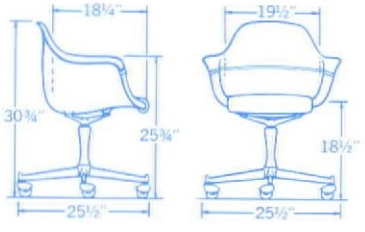
Circle No. 20 on product information

Where the Action Stops... Comfort Begins!

No. 3200-U – UPHOLSTERED ARM CHAIR

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.

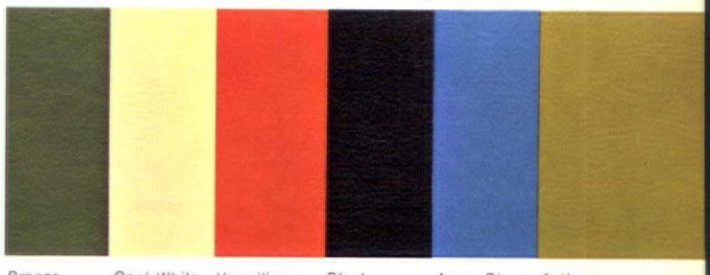
No. 3205-U – UPHOLSTERED PEDESTAL ARM CHAIR



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

Tiger Lily *Nugget* *Olive* *Spice* *Laurel* *Teal* *Flag Blue* *Black*

CHOICE OF COLORS – U.S. Naugahyde Chromata



Bronze Green *Opal White* *Vermilion* *Black* *Azure Blue* *Antique Gold*

VISIT OUR SHOWROOMS –
CHICAGO – 1184 Merchandise Mart / **LOS ANGELES** – 8815 Beverly Boulevard

More Fine Creations by –

KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

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 neare Bigelow sales office. Or for a colorful free br chure on commercial carpets, write Dept. A, 1 Madison Avenue, New York, N.Y. 10016. Fi 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, Sea

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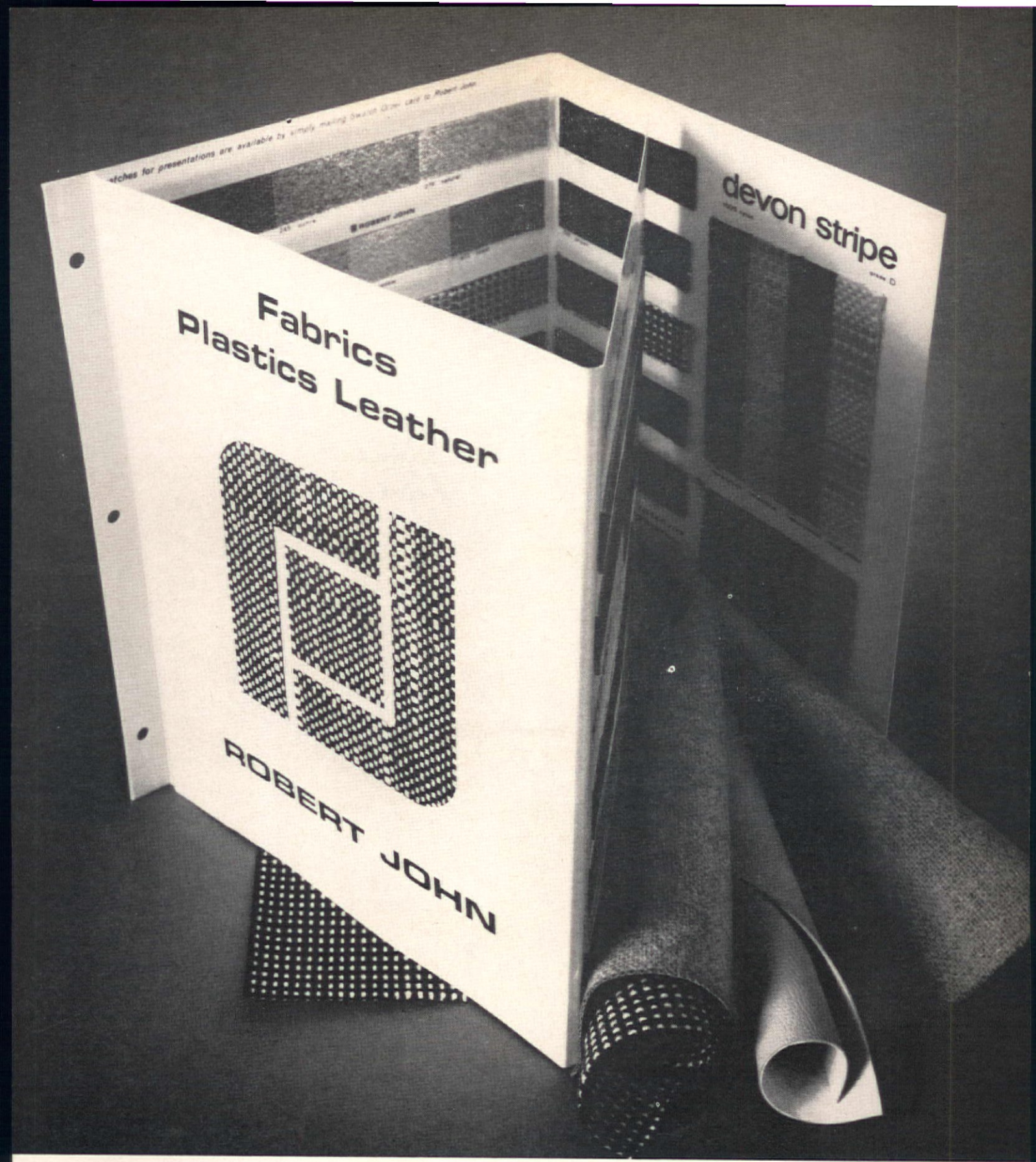


Stop telling me I'm beautiful. Love me for what's inside.

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

Glad you like it. But it's the contents that inspire the passion: he largest Robert John upholstery program ever. 150 newsy brics, 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.

ROBERT JOHN

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

Circle No. 88 on product information card

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 installati take a long, hard look at all acrylics. And you'll agree th choice is obvious—Creslan acrylic fiber, product of

AMERICAN CYANAMID CO., N.Y. CYANAMID

Creslan®

LUXURY ACRYLIC FIBER

Circle No. 23 on product information card

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**

OR 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.

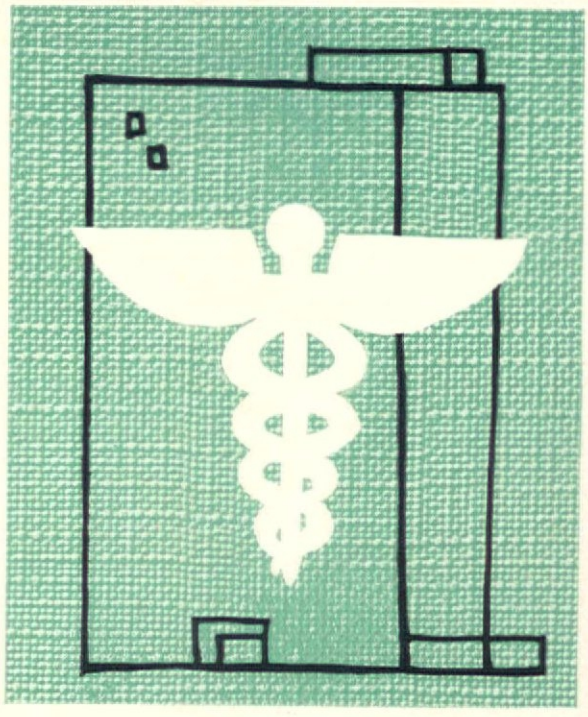
What will it mean to you, in contract furniture and furnishings? The answer to a large extent may depend on what you will try to have it mean. Its effect on you can be divided into two parts—the impact on you from the trend in American living that the establishment of a Department signifies; and what 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 realities will play their role. Federal housing chiefs are increasingly multifamily oriented. They consider 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 of 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. This 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)



Koroseal® vinyl wall covering is right for hospitals!

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

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

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

B.F.Goodrich

Consumer Products Marketing Division

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

Circle No. 24 on product information card

Do you always get the exact carpet you specify?

Pity.

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.

©JAMES LEES & SONS CO., BRIDGEPORT, PA., A DIV. OF BURLINGTON INDUSTRIES

OUR WASHINGTON REPORT

CONTINUED FROM P. 27

New Communities. It would have these be, not the bedrooms slurbs 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 the 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.

FTC 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 his 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

Persevering 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)

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

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

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

South Shore View Hotel
Chicago, Illinois

Intercontinental Airpark Hotel
Silver Spring, Maryland

Mayagues Hilton Hotel
Puerto Rico

Mayfair Hotel
Los Angeles, California

Mapes Hotel
Reno, Nevada

The Inn
Ponte Vedra Beach, Florida

Cavalier Motel
Detroit, Michigan

Houston International Airport Hotel,
Houston, Texas

Connades Hotel
Riviera Beach, Florida

Mercury Motel
Dearborn, Michigan

Continental Lodge
Reno, Nevada

Monticello Motel and Restaurant
Framingham, Mass.

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

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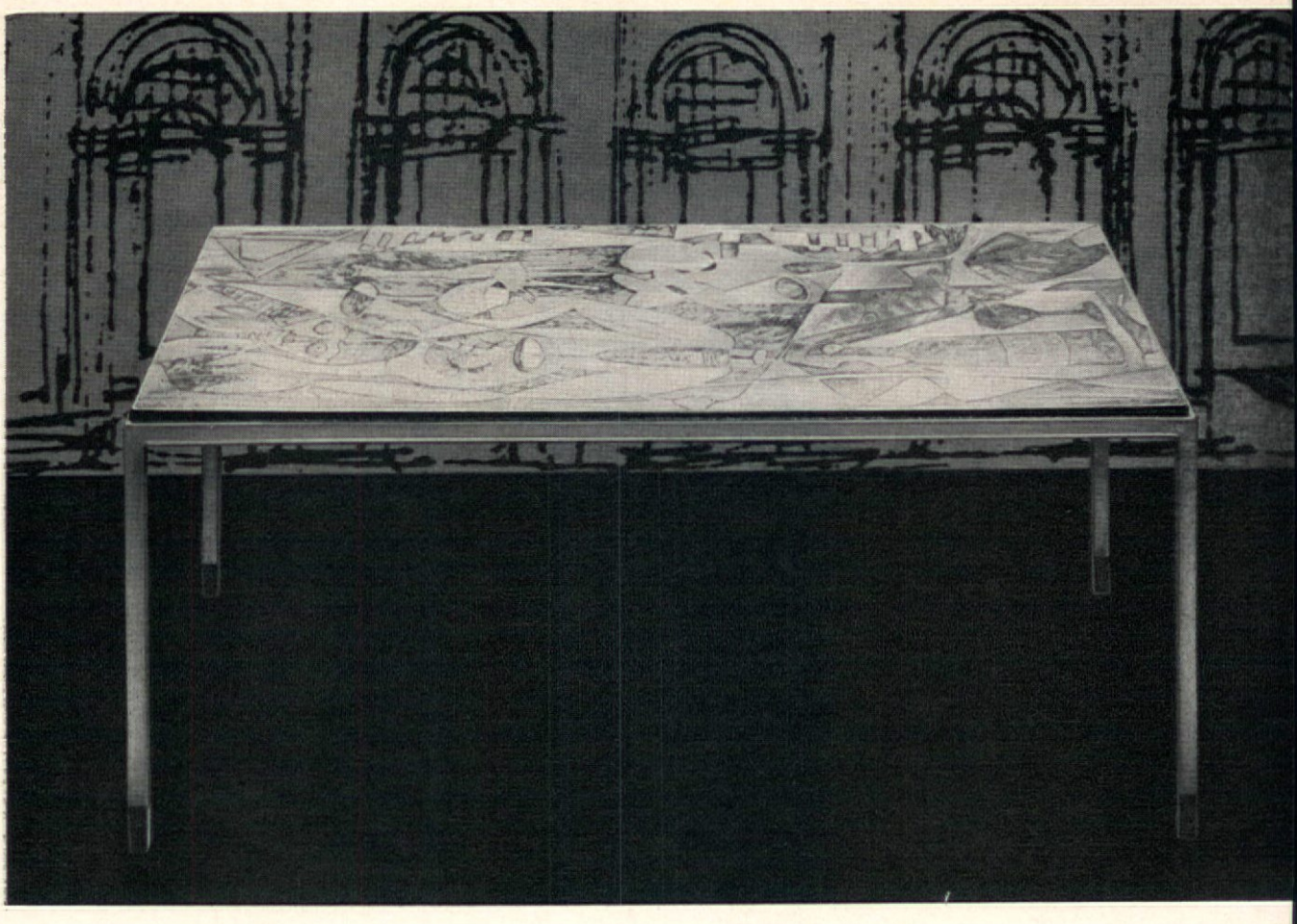
No. 25 on product information card



ITALIAN unprovincial

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.

METROPOLITAN

Showrooms: Dallas, 450 Decorative Cent
Chicago, 621 Merchandise Ma
New York (Trendage), 232 E. 59th S
Canada: Cyril G. Burch, Ltd., Vancouver, B.
Los Angeles, 724 Home Furnishings Ma
San Francisco, 838 Western Merchandise Mart
S. Christian of Copenhagen, 700 Sansome S

OUR WASHINGTON REPORT

CONTINUED FROM P. 29

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.

GSA, Washington—Danish modern style living room furniture, 2,227 each. Ranch style, acorn brown, wood lounge chairs, 605 each. Metal reception room furniture, 489 each. Modern design Danish walnut wood furniture, 1,416 each. Steel stepstool, Jan. 15, 1966 through Jan. 14, 1967, indefinite quantity. Ranch style living room and bedroom wood furniture, 3,355 each. Card-size steel filing cabinets, indefinite quantity, March 1, 1966 through Feb. 28, 1967. Dinette furniture, indefinite quantity, Feb. 1, 1966 through Jan. 31, 1967. Metal furniture, indefinite quantity, Feb. 1, 1966 through Jan. 31, 1967. Modern Danish-style wood furniture, 1,074 each. Composite metal and wood furniture, indefinite quantity, Feb. 1, 1966 through Jan. 31, 1967.

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.

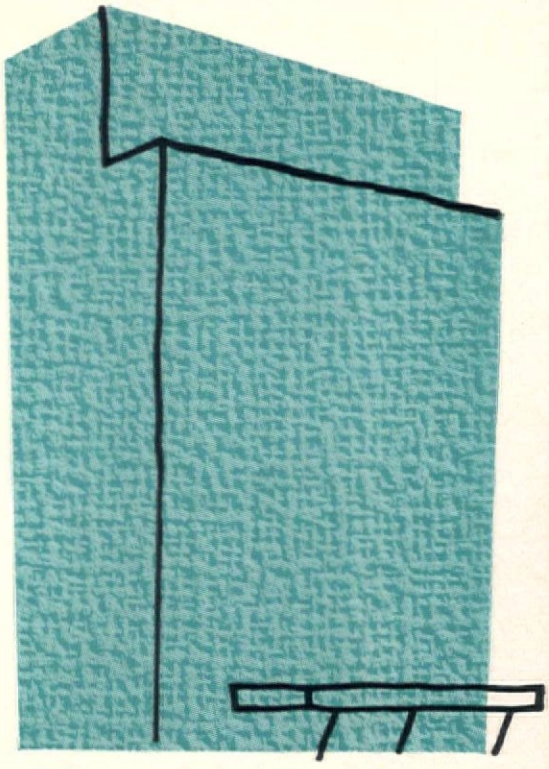
Awards after anxiety

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 here 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, 3,600 each, $42,480, Emco Porcelain Enamel Co., Port Chester, N.Y.

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

Executive type office furniture, through Aug. 1, 1966, estimated amount, $425,507, Dallas, Inc., div. of Clarendon, Ind., Inc., High Point, N.C.; Penny Mfg. Co., Inc., Gardner, Mass.; Heritage Furniture Co., div. of Drexel Enterprises, Inc., High Point, N.C. (C)



Koroseal® vinyl wall covering is right for any building

Koroseal is decorative and easy to hang. Durable, too, it resists scratches, scuffs and spills. That's why you see it in hundreds of buildings, including:

California Federal Plaza Building
Los Angeles, California

Oakland Airport Terminal Bldg.
Oakland, California

Tennessee Gas Building
Houston, Texas

University Baptist Church
Abilene, Texas

Edgecomb County Court House
Tarboro, North Carolina

American Red Cross Buildings
Oakland, California

CBS Building
New York, New York

The Chase Manhattan Bank
New York, New York

Northwestern National Bank
Minneapolis, Minnesota

U. S. Steel Co. Office Bldg.
Portland, Oregon

Lyric Theater
Salt Lake City, Utah

Ohrbach's Department Store
Los Angeles, Calif.

Stockton, Whatley, Davin & Co.
Jacksonville, Florida

Brunswick Building
Chicago, Illinois

I.G.A. Supermarkets
Chicago, Illinois

Philadelphia National Bank
Philadelphia, Pennsylvania

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

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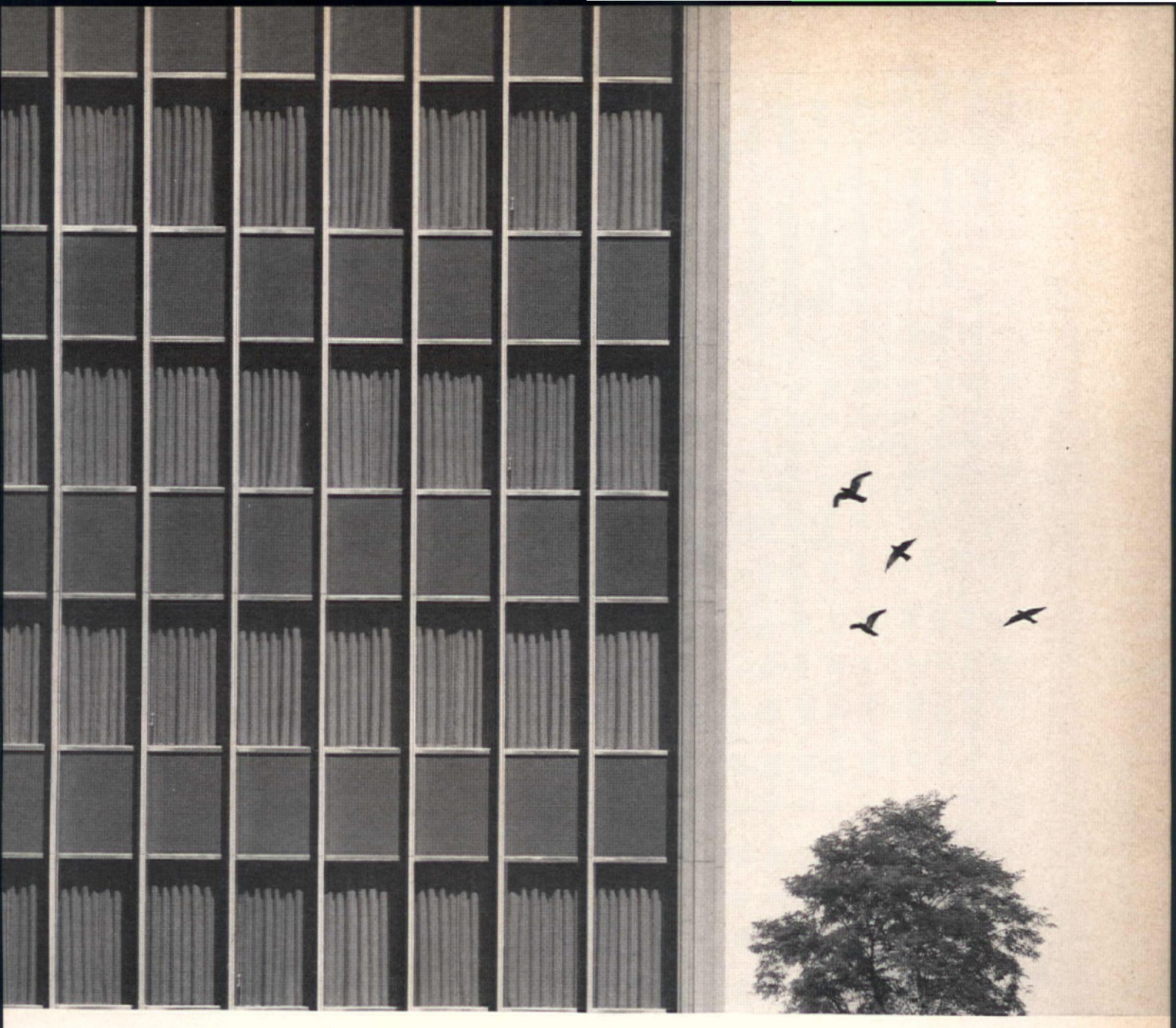
You can make any building look bette



ith PPG Feneshield® fabrics

s that scene on the left look familiar? ould. It's typical of a building where low treatment has gotten out of . Result: an unfortunate mixture of ng devices, loss of clean architec- lines, compromise of building de- a generally unattractive impression. e exterior appearance of any build- . . new or old . . . can be improved nsely through the specification of shield fabrics, made of PPG shield® fiber glass yarns, such as shown above.

neshield fabrics can be obtained in de variety of weaves, colors, and rns to complement any building de- These fabrics present a pleasing arance 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_____

PPG® *fiber glass*

...the fiber glass for finer fabrics

PPG makes the Feneshield fiber glass yarns only, not the fabric.

LETTERS

Comments on Chicago issue

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—3½ years. I have been on my own as an interior designer and consultant for 2½ years.

VIRGINIA HAWLEY, AID
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

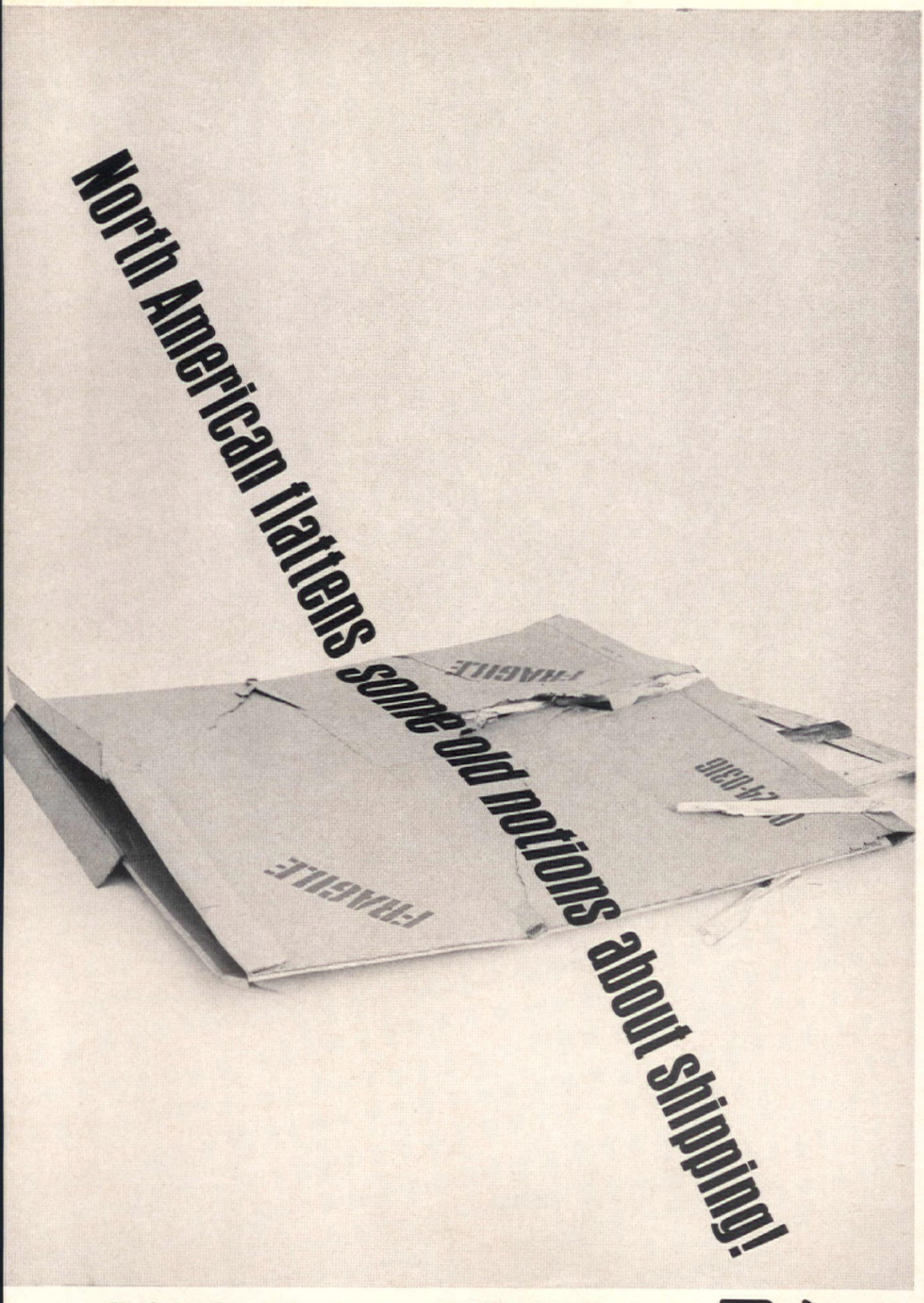
Dear Sir: I have just finished readi
the September issue of CONTRACT, a
may I compliment you on a truly gre
issue. It is a tremendous undertaki
to attempt to cover a subject of th
scope, and I feel you have done an e
traordinary job in hitting the hig
lights and balancing out the vario
categories. You seem to have cover
past, present, and future, as well
displaying a comprehensive grasp
suppliers, designers, and marketi
areas. I must also comment on the fi
layout and organization of large-sca
photographs.

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

ROLAND WM. JUTR
Boston, Ma

Dear Sir: Congratulations on yo
September issue. The Landmark Seri
has certainly started off with a ban
All best wishes.

TIMOTHY J. TUOM
U. S. Gypsum C
Chica



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

Circle No. 27 on product information card

CONTRACT BUSINESS: NOTES & COMMENTS

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, Panelyte 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, Lerner, Schindler, Inc., and a talk on selling to the contract market by Ben Hellman, publisher of CONTRACT.

Architectural League issues Awards

The Architectural League of New York issued its 63rd National Gold Medal Awards for recent progress made in t interrelated arts of architecture and i terior design. Collaborative Medal Honor, highest award, went to Dee & Co. executive office building Moline, Ill., designed by Eero Saarin & Assoc. with structural engineer Ar man & Whitney, mechanical engine Burns & McDonnell, landscape arch tect Sasaki, Dawson, DeMay Asso and muralist Alexander Girard.

IDCF comments on education

Our April 1965 issue devoted to i terior design education has elicit numerous comments in this count from designers, educators, studen And, we are pleased to note, it was t subject for an editorial in Septemb 1965 issue of *Interior Design & Co tract Furnishing*, our British counte part. IDCF, which also recently ran series of articles on the same subje stated: "Interior designers in the U have often expressed envy of t wider recognition in the States of i terior designers as a professional gro and of the numerous degree-cours in the subject available at Americ Universities. In the April 1965 iss however, these courses are the subj of heavy criticism, and Lawrence Le ner paints a picture of the typi graduate as 'A brash, one dimensio youngster with a standard set of s utions. . . , who is astonished to lea that there are mundane and unpoe stages in interior design such as bu geting, detailing, and delivery, and w knows nothing of the business wo or how a company operates, who fe somehow sullied in encounters w clients, foreman or parallel professio als in other fields.' CONTRACT co plains," the editorial continues, "t 'there is no systematized set standards or objectives among schools. . . . ' "

It concludes on this dissenting no "Much more in this special feature CONTRACT sounds exceedingly famil to British ears, although the pr motive, which CONTRACT describes 'the fundamental base of every eff in creating a contract interior,' in cates a somewhat different prio of emphasis from that which is usua advocated in IDCF."

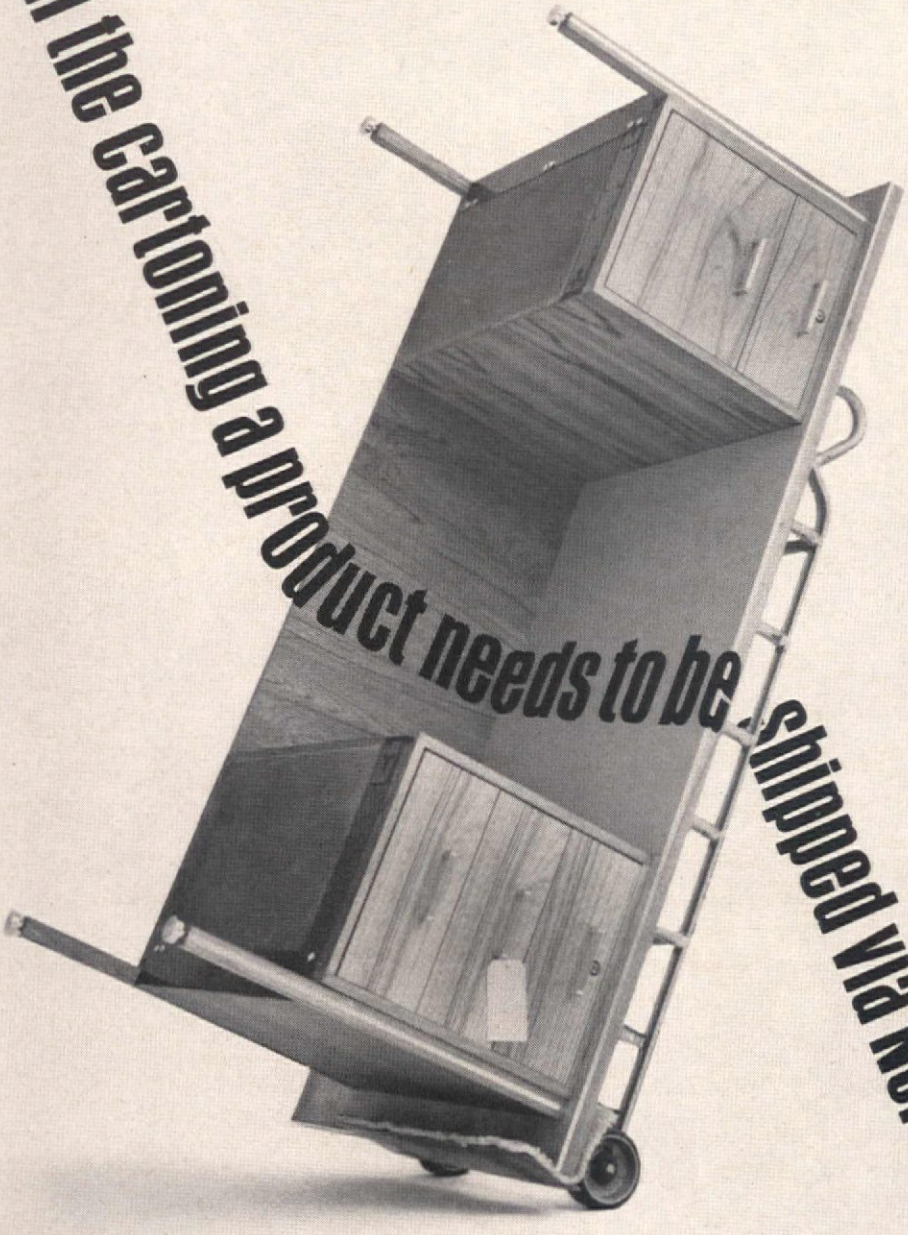
New assignments . . .

Ford & Earl Design Associates, W ren, Mich., has been named sp

(*Continued on page*

New showroom of Johnson Chair Co., Space 11-114 in the Merchandise Mart, Chicago, presents a wide selection of business furniture in settings that have been planned to aid the designers, architect, and client.

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



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

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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 Airequipt, Inc. For Airequipt, 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, replanned electrical system. Architect for the project is Lee Hall, Memph . . . . Swain & Myers Associate Decatur, Ill., is currently working twelve new Ramada Inns, based its Planned Package Interiors for t chain. Selected for the more than 400 rooms in the inns is Kroehl Mfg. Co.'s French Provincial furnitu The Ramada chain now has 27 ne inns under construction, and expec 500 in operation by 1969 . . . . Openi next month in Washington, D.C., The Anthony House, a hotel plann around a home-away-from-home co cept. Suites and rooms of each of t hotel's eight upper floors will be i dividually decorated; the vario home-like motifs, selected by Ros mary Lawless, NSID, and executed Vanleigh Furniture Showrooms Bethesda, Md., are in styles that i clude Mediterranean, Country Fren Italian Provincial, and Orient Carpeting throughout the 100 roo and in hallways, also ordered and i stalled by Vanleigh, sets the col schemes of pale green, royal blue, a gold. Leo Kornblath Associates, Was ington, D.C., was building architect. (

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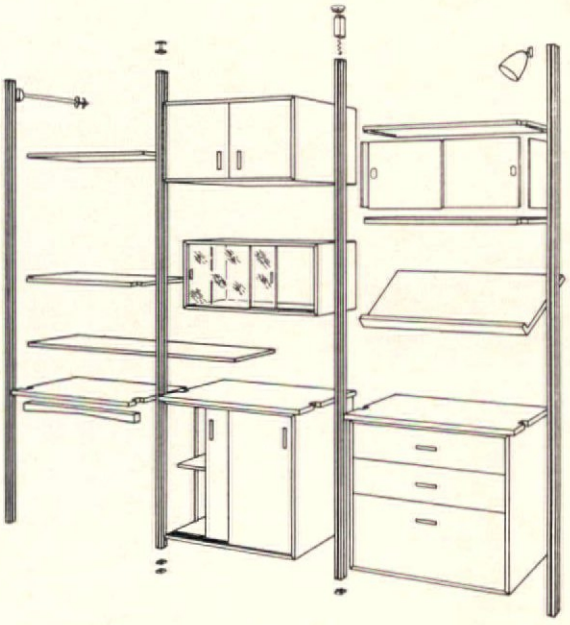

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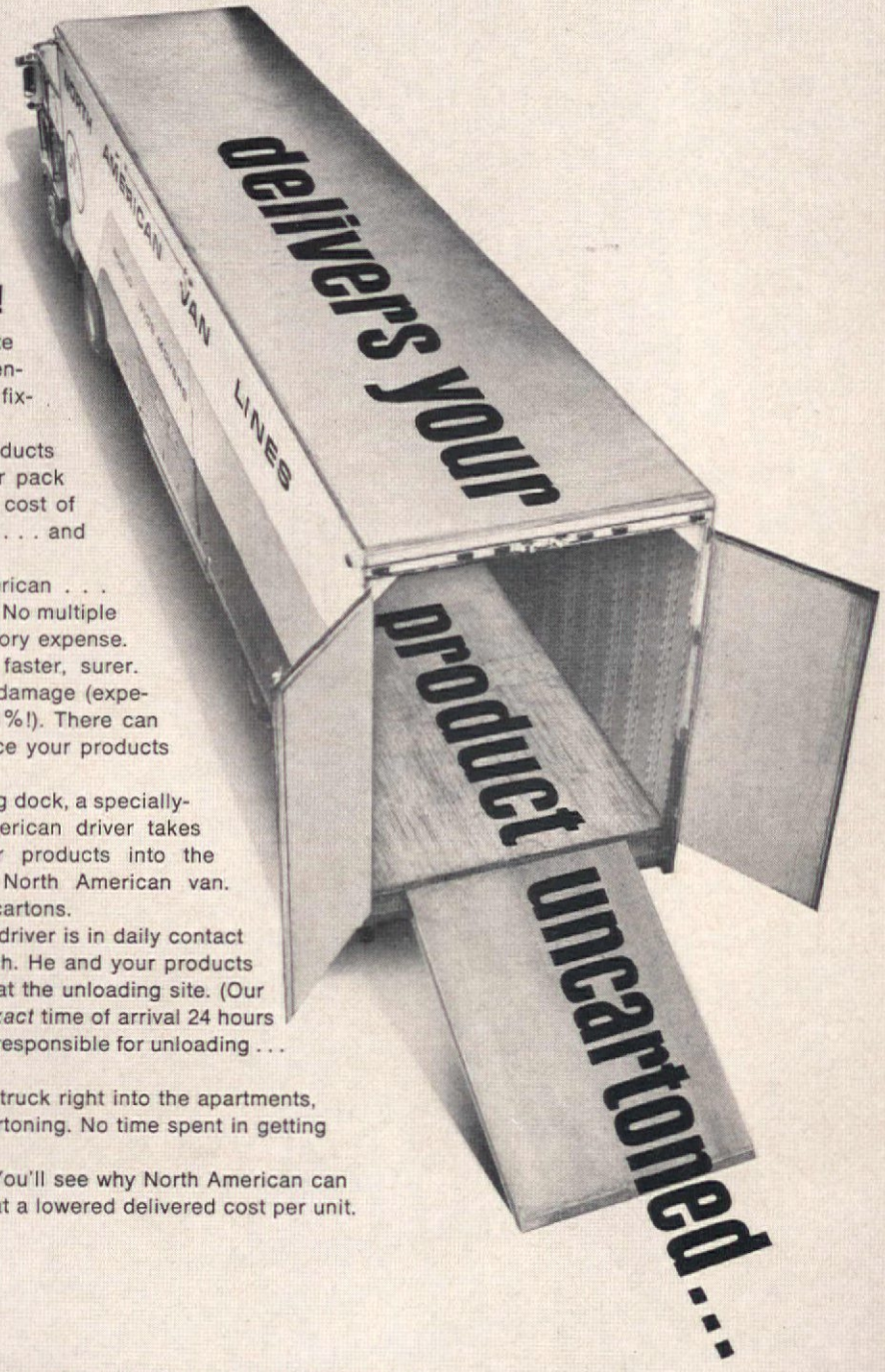

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Now North American takes the waste and the fat out of shipping new residential, institutional, and store furniture, fixtures and appliances! Here's why.

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.

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FRITZHANSEN-FURNITURE

CONTRACT NEWS

GEORGE JENSEN INC. founded by the late Frederic Lunning in 1922, will continue to be operated by th Lunning family. Since 1952, the company was a par of the trust established by the founder's will. Wit the recent death of Mr. Just Lunning, a truste George Jensen Inc. remains under family ownershi assuring the continuity of direction and operatio Mr. Carl Michaelsen, vice president, and Ben Baile vice president, currently involved in daily managemen of the retail specialty store in New York City, hav been elected to the board of directors.

Designers, manufacturers, and distributors in th greater Miami area have banded together to for the MIAMI INTERIOR DESIGN ASSOCIATION, INC. unde the chairmanship of James Merrick Smith. The pur pose of the association is to promote the design pr fessions and related businesses, and develop a know and recognized design community in Miami, Florid A source directory which is in the stages of compil tion will be published by the association and will b circulated to more than 4,000 buyers and specifie before the active winter season. Serving the associ tion until the election of offcers at the first annu meeting are Directors, Henry End, Richard B. Plume and T. V. Moore, III.

ARCHITECTURAL POTTFRY will open a new showroo space 1166, at the Merchandise Mart in Chicago. Th firm plans to introduce a new line of stonewar including new designs and glaze techniques, to coinci with the opening.

EASON-BARR CO., manufacturers representative, h opened a new contract furniture showroom in Atlant Ga., to feature products of the B. Brody Seating C The 1800 sq. ft. showroom will display standard an custom booths, tables, chairs, and lounge and lob seating.

SHELBY WILLIAMS INDUSTRIES, INC. will open a sho room in New York at 600 Madison Avenue. Interi design is being done by Dorothy Draper & Co.

WILLIAM HYMAN, JR. has moved his commercial fu nishing showroom to a new location in Philadelphi

ERNEST TREGANOWAN INC. will relocate to larg quarters at the Interior Design Bldg. in New Yo City.

GUY NORMAN, design and planning consultant, opening new offices at 434 Hialeah Drive, Cher Hill, N.J.

ADAMS VINYLS has named seven distributors for V ume 1, the Arthur Lee Adams collection of vin wallcoverings: Dehner Co., Oak Park, Ill.; Brewst Wallpaper Co., Boston; A. B. Boyd Co., Los Angele Washington Wallpaper Co., New York City; A Paint & Wallpaper Co., Detroit; and Allied Wallco ering Corp., Hollywood, Florida.

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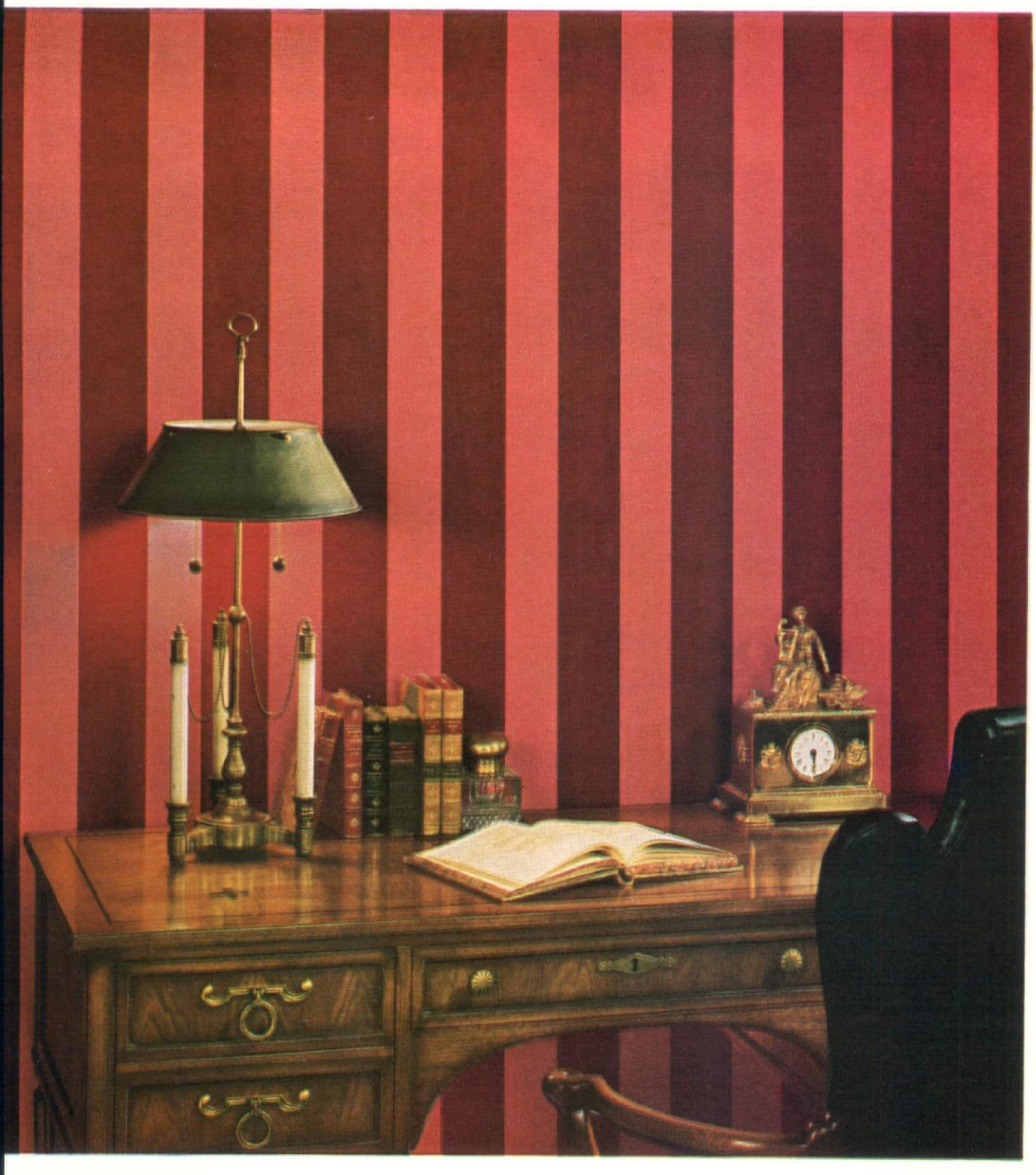

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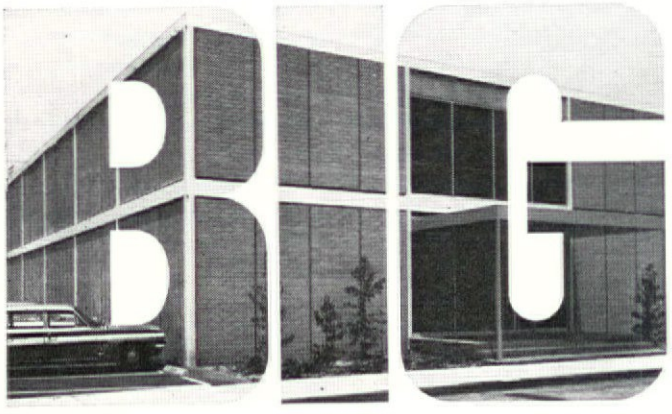

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CONTRACT NEWS

REXALL DRUG & CHEMICAL CO. has acquired the asset of SYRACUSE ORNAMENTAL CO., INC. in a stock transfe involving more than $14 million. Syroco's assets wer transferred to Rexall in exchange for 380,000 share of Rexall stock, following approval by the shareholder and directors of both firms. Syroco's managemen merchandising and distribution will be unchanged b the move, it was announced. The 75-year-old compan produces decorative wall accessories and componen accessories for the furniture industry.

ATHOL MFG. CO. announced the appointment of Hur ter-McInnis, High Point, N.C., as exclusive southeas sales agents for its Terson line of vinyl fabrics.

STEELCASE INC. has opened a sales office in Philade phia, Pa., to serve office equipment dealers, arch tects and interior designers in the entire mid-Atlant area. Regional manager Milton Hicks will supervis the operation located at 1420 Walnut Street.

A multi-million dollar expansion plan that will boo the production of vinyl materials by 25 percent planned by FORD MOTOR COMPANY. The project, d for completion in the summer of 1966, will add 33,0 square feet to the firm's Mt. Clemens, Mich., vin plant. New manufacturing machinery and equipme planned for the plant expansion will make the man facturing facility one of the largest of its kind in t world, capable of turning out 33 million lineal yar of vinyl materials a year. Production of Ford fabri for the wallcovering and furniture covering marke will be substantially increased by the move.

KRUEGER METAL PRODUCTS CO. has purchased the co plete Borroughs line of all-steel garment racks, a n tural complement to its institutional seating line. Bo roughs was a division of American Metal Products C Kalamazoo, Mich. Krueger will expand its Tupe Mississippi, plant to accommodate the new manuf turing facilities. Expansion plans call for a 45,0 sq. ft. addition that will also produce components f its fiberglass chairs in addition to the Borroug product lines.

WILLIAMS FURNITURE CORP. is relocating its N York showroom from the Furniture Exchange bui ing to the 17th floor of the Home Furnishing Ma also on Lexington Avenue.

PETER PEPPER PRODUCTS, INC., manufacturer of c temporary accessories, has appointed Ed Johnson sociates as representative in San Francisco and nor ern 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 fi has been retained to design and develop new m chandise lines for Jasper Desk Co.

The charm of 50 years ago...with today's beauty & practicality

NAUGAHYDE® THE FINEST IN VINYL UPHOLSTERY and KOYLON® LATEX FOAM RUBBER CUSHIONING

ue color, the elegance, the relaxed pace of the past are beautifully blended with the quality and practicality of e 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 holstered with luxurious Naugahyde—bright and beautiful, durable and care-free. And for guests' complete mfort, everything is cushioned with famous Koylon. Both these superior products are used on chairs, banettes, barstools and benches by Chairmasters, Incorporated. All special hand-screened effects on Naugahyde all Coverings are from Facade by Paaul, Inc.

Royal Naugahyde

Koylon Latex Foam Rubber CUSHIONING

HE DRUMMER'S INN creates an atmosphere of gay and lorful informality. The bright, sun-shiny feel has been carried t with cheery mimosa-yellow Decor 64 Naugahyde on the cing benches and counter stools. Another imaginative use of augahyde—the curtains and valance of silk-screened black and hite checks trimmed with red.

THE RUGBY BAR offers the perfect setting for convivial get-togethers. The unusual, brass-studded tête-à-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.

U BON CHEF is a distinguished dining room in the elegant dwardian manner. It features diamond-tufted baroque banettes and Louis XIV chairs in cerulean blue Decor 64 augahyde. The damask-like walls are white-on-white silkreened Naugahyde. And all this delicate beauty can be kept esh and clean with soap 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 8th through 11th.

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

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CONTRACT DIVISION

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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; Whitecraft 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.

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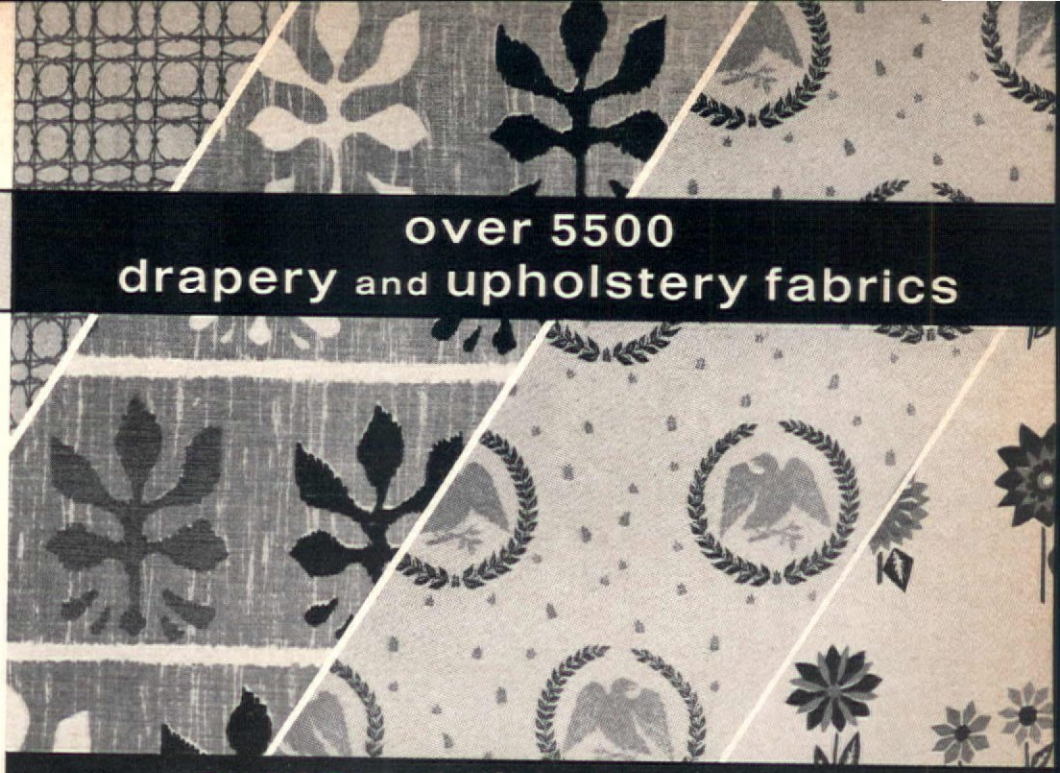

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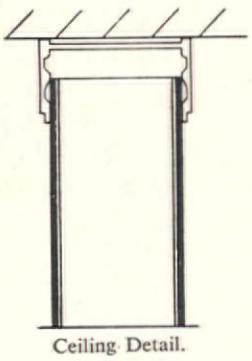
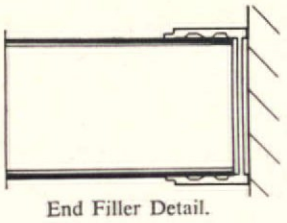
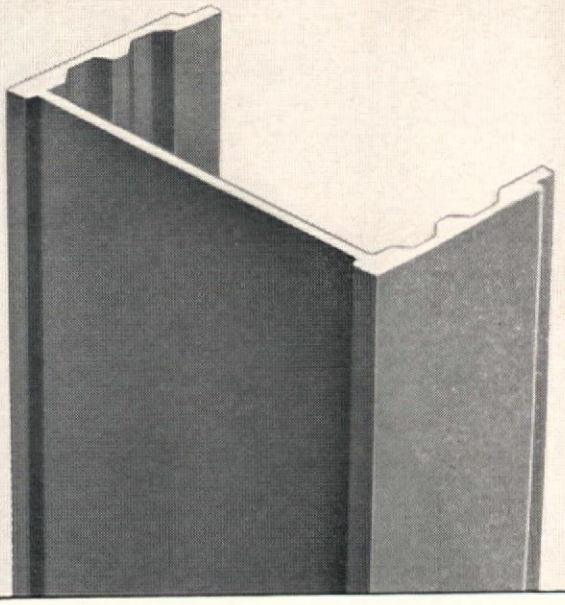


Ceiling Detail.

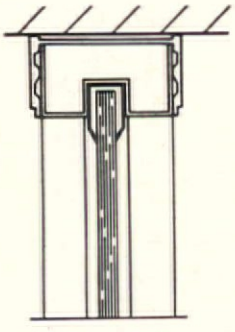


End Filler Detail.

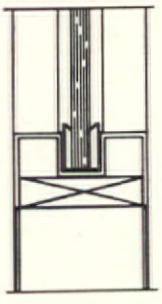


Half Stud.

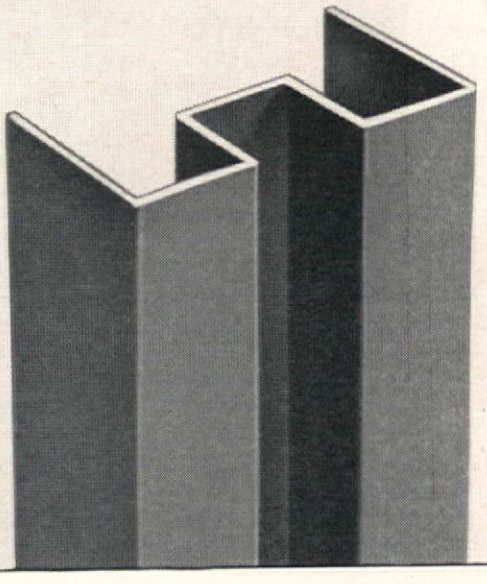
Wall and ceiling channel; handrail for bank screen; finished opening or at two- and three-way conditions.



Ceiling Detail.

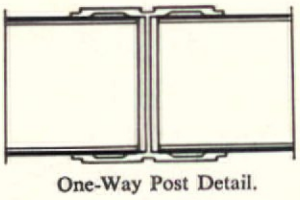


Chair Rail Detail.

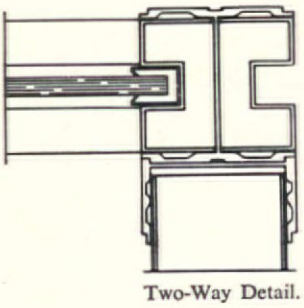


Insert.

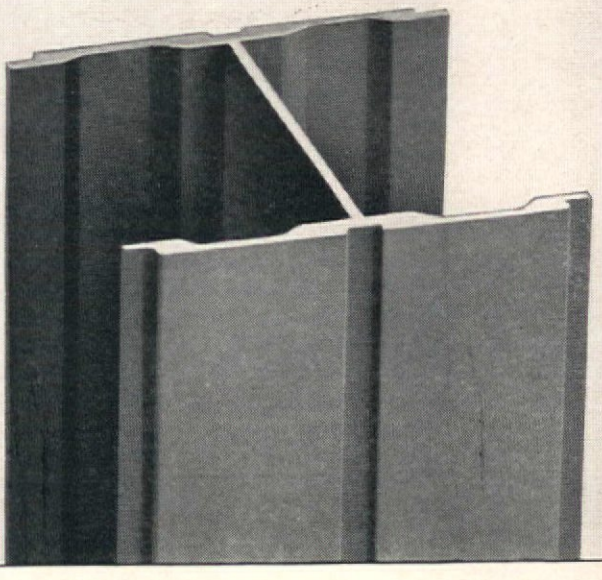
Fits within Stud or Half Stud to accommodate glass.



One-Way Post Detail.



Two-Way Detail.

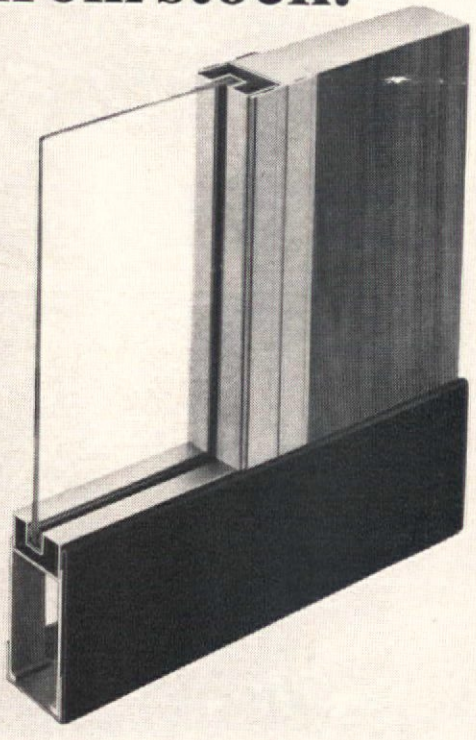


Stud.

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.

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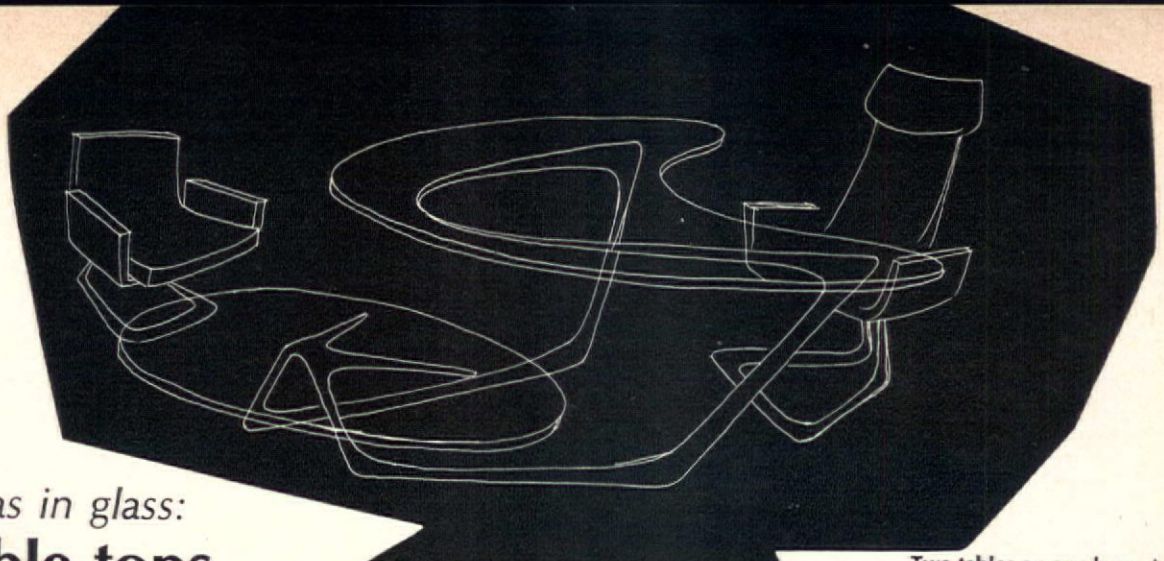
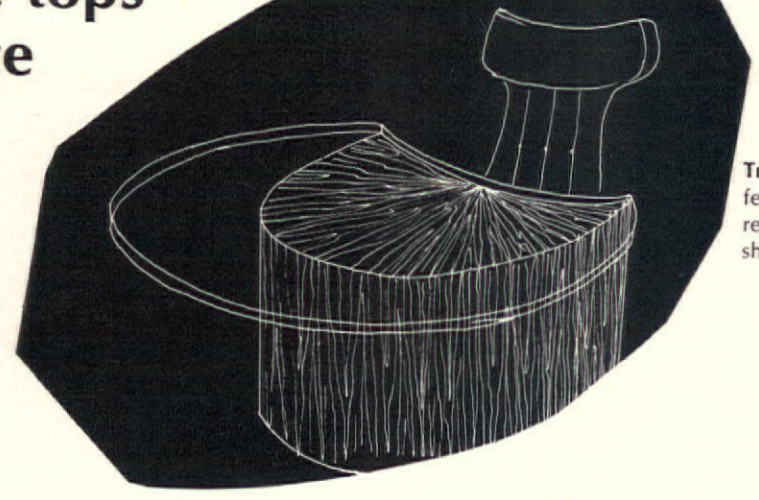


Creative ideas in glass:

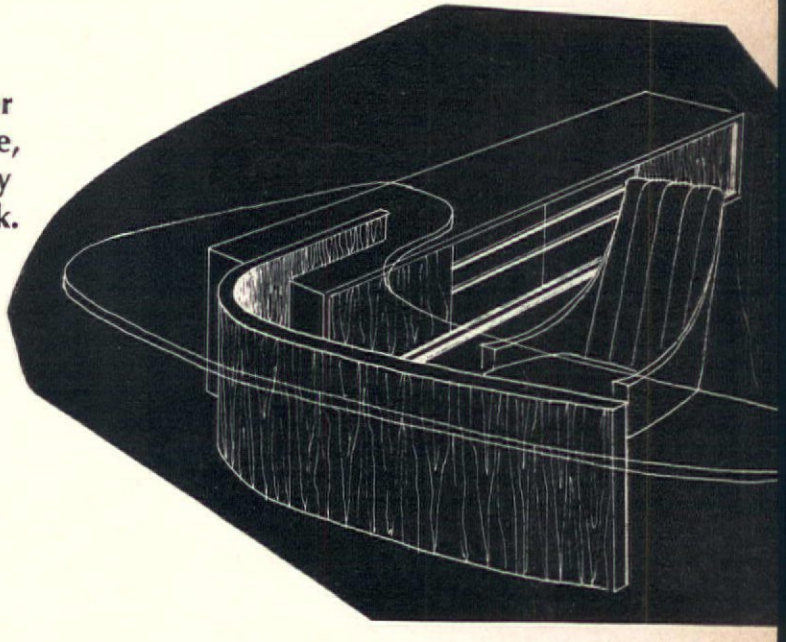
Starlux table tops float in space

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.

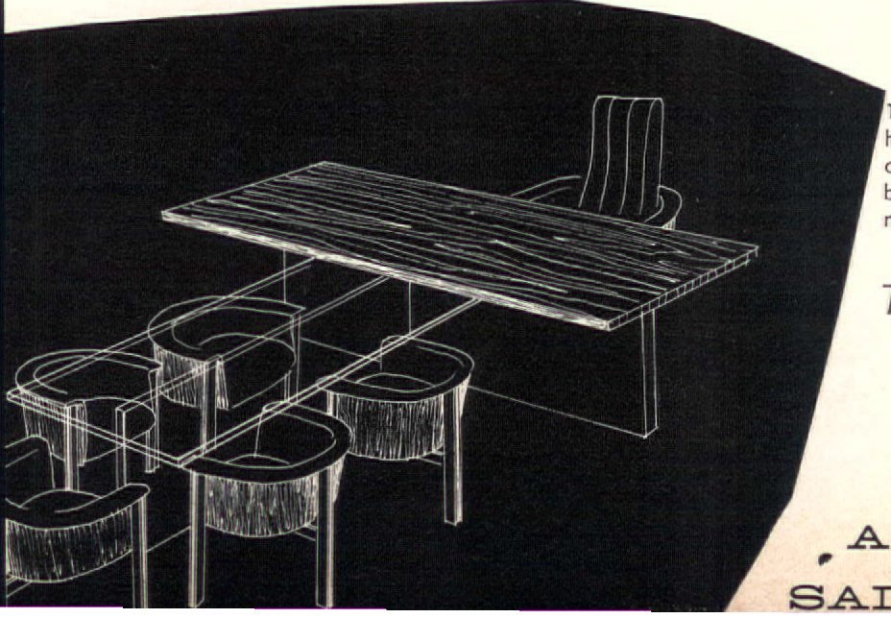
A curved plane of wood, made perfectly stable by its intersection with the box-like storage unit, supports a free-form desk top of Starlux.



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.

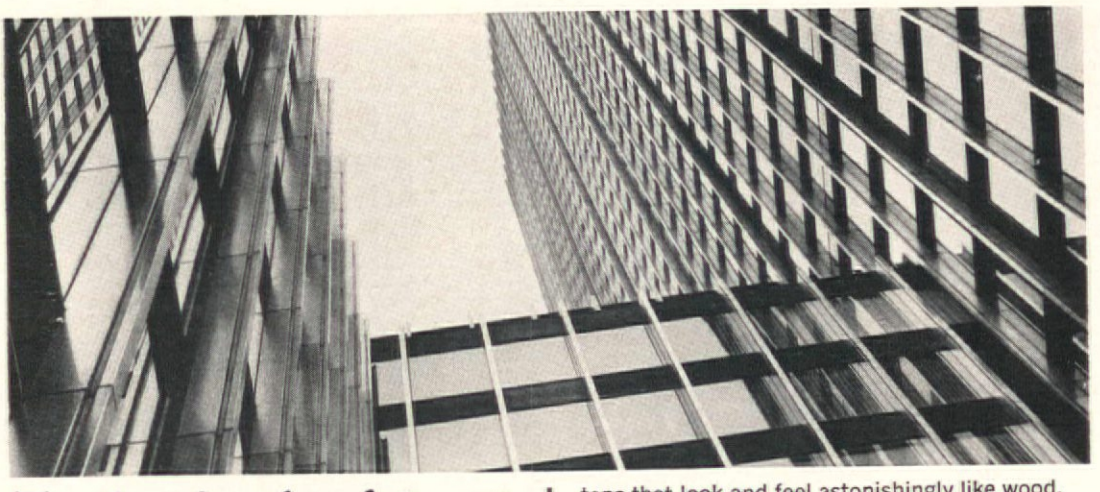
American Saint Gobain 1965



Two pieces of ¾" 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 ASG



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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Big little differences, such as Oil Suede plastic 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.

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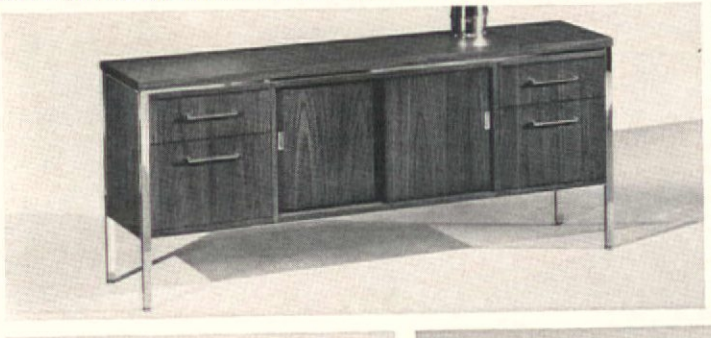
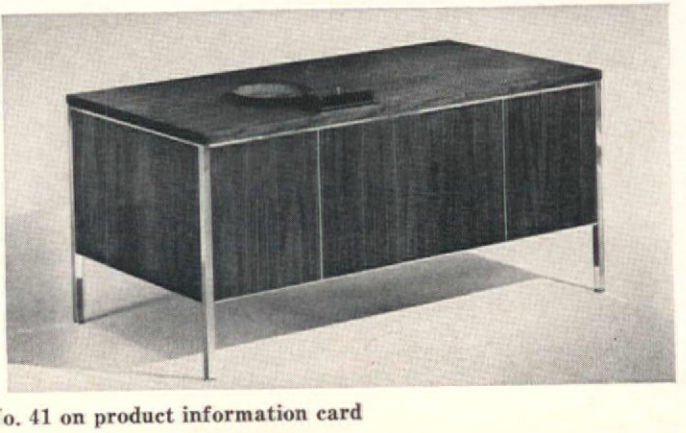
With a leader like Alma, you always get *what* you want, *when* you want it.

That's why you'll want Alma for your next office project. But only if you want to get more than you bargain for.

alma
DESK COMPANY
High Point, North Carolina

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





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Roxbury Carpet Reads You

oxbury knows your needs and knows what to do about em in commercial carpeting. Here you see "Tweed Lok," 100% Creslan acrylic fiber. This fine carpet is right for e research library, the school library, executive offices, re-eption areas, classrooms, and other heavy traffic installa-ons. The subtle colorings of "Tweed Lok" readily mplement traditional or contemporary settings. In any cation Creslan gives that extra stamina needed to main-in high appearance level with low maintenance. Most ains sponge right off while vacuuming does the rest. What-er your carpeting requirements, "Tweed Lok" can meet em in great style with an outstanding range of colors. reslan acrylic fiber is a product of AMERICAN CYANAMID CO. N.Y.

CYANAMID

Roxbury Carpet Co.
Contract Division
295 Fifth Avenue, New York 10016

☐ Send me my FREE swatch of Tweed Lok
☐ Have your representative get in touch with me

Name_____

Title_____

Firm Name_____

Address_____

C-11

Creslan®
LUXURY ACRYLIC FIBER

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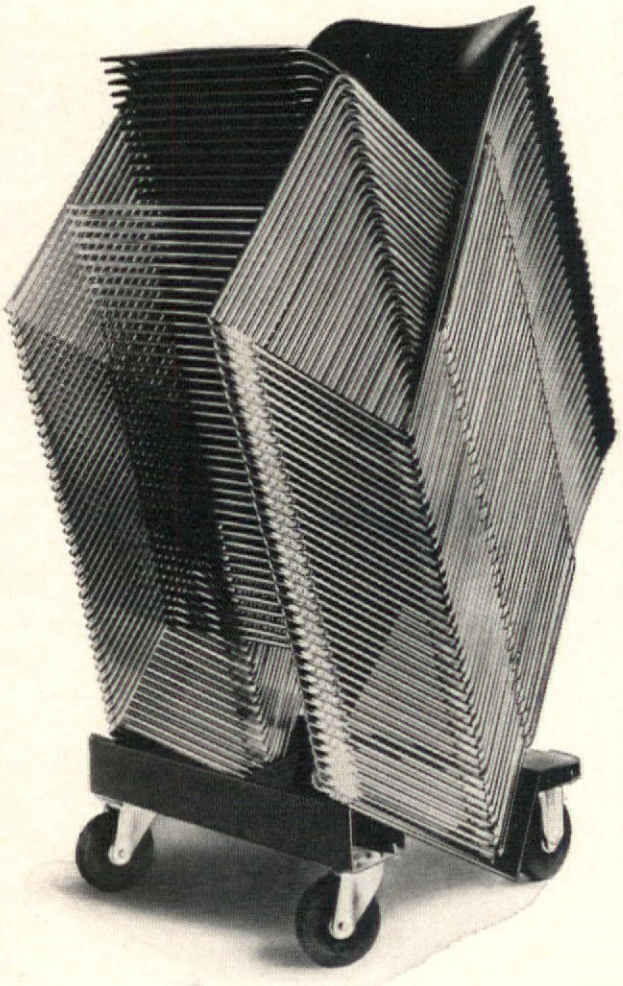

You can't fit 40 chairs in less space...

. . . unless you melt them! No other stacking chairs store away in less space—forty stack just four feet high. The name is obvious—the GF 40/4 chair.

David Rowland's design for mass seating offers a whole new concept in seating with exclusive features no other chair can offer. Its comfort is unequalled. They gang solidly, and rigid rows of four can be stacked without unganging. Their attractive styling fits anywhere: in dining and meeting rooms, hotels, motels, cafeterias, classrooms, libraries, waiting rooms, lounges and lobbies.

For complete information, contact your nearby GF dealer or branch showroom or write for descriptive literature to Dept. CN-14, The General Fireproofing Company, Youngstown, Ohio 44501.

GF 40/4 CHAIR

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idea book

A breathtaking collection of vinyl fabrics in rich patterns and vibrant colors . . . a reference for interior designers, designer-decorators and the design staffs of America's foremost furniture makers.

It's Airco's sample book . . . a treasure-house of ideas . . . a beacon for creative minds that gives sure guidance toward designs for increased sales.

If your business is creating quality furniture, stop in at one of the addresses listed below for a look at our sample book. Or write Airco Plastics Products, a division of Air Reduction Co., Inc., 681 Main St., Belleville, N. J. Call 201-PLymouth 9-3800.

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ACME UPHOLSTERY SUPPLY CO., 1401 Blake St., Denver 2, Colorado · ALBRIGHT'S SUPPLIES, P.O. Box 565, Highway 72 East, Corinth, Miss. · CRESCENT TEXTILES INC., 748 Lee St., SW., Atlanta 10, Georgia · FEDERAL DISTRIBUTING CO., INC., East 11th St., Erie, Pa. · LEATHERGUILD INC., 52 East 21st St., New York, N. Y. · MacPHERSON BROS., 730 Mission St., San Francisco, Calif. · REESE B. DAVIS & CO., INC. · GEN. OFFICES: 800 Forest Blvd., Ft. Worth, Texas · SHOWROOMS in: Atlanta · Cleveland · Dallas · Houston · Kansas City, Mo. · Los Angeles · Minneapolis · Philadelphia · San Francisco · Washington, D. C. · REINER FABRICS, INC., 33 Greene St., New York 13, N. Y. · STAN RUSHIN UPHOLSTERY SUPPLY INC., 912-914 W. Markham St., Little Rock, Arkansas · VBT SUPPLY CO., 1964 Manheim Rd., Des Plaines, Ill.

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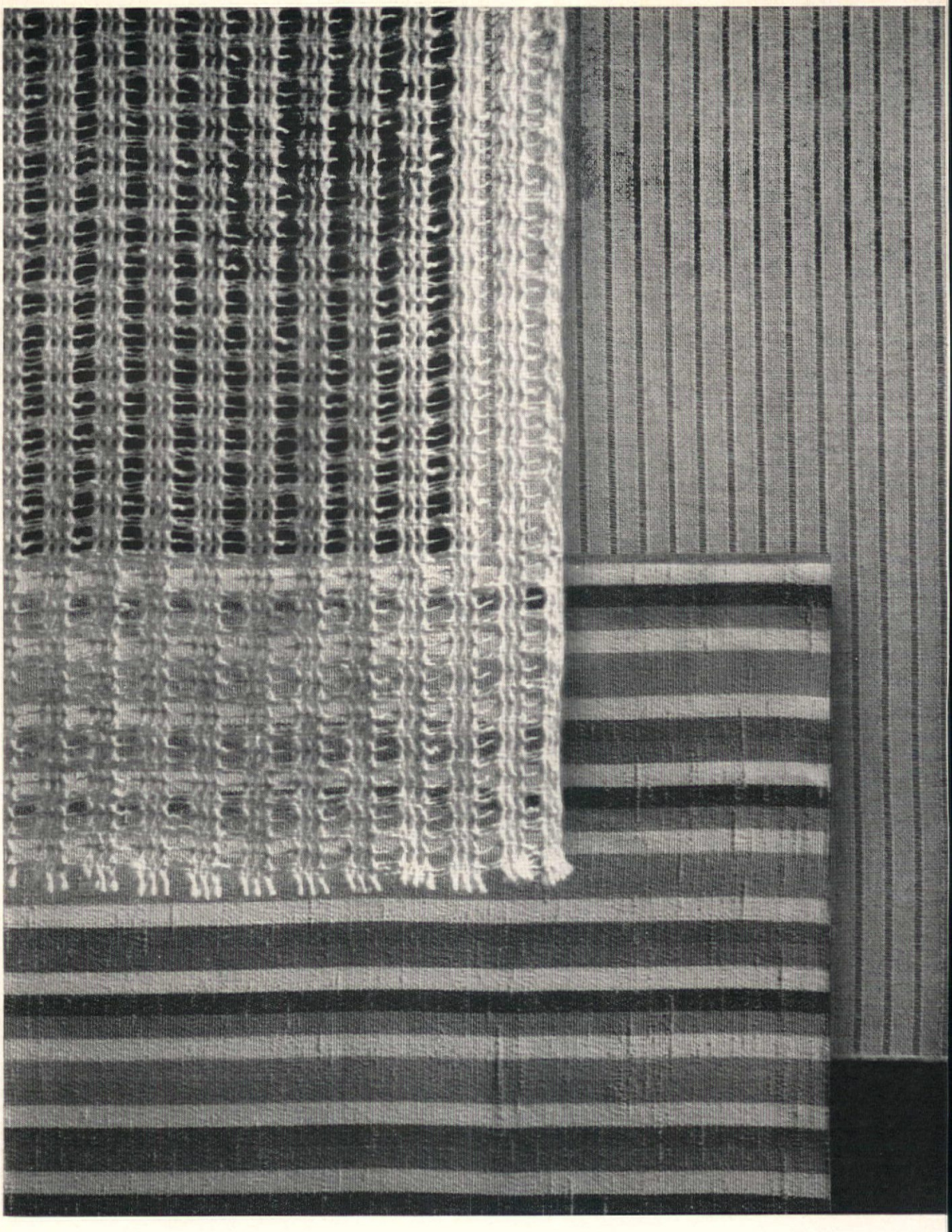

A NEW, DRAMATIC LINE OF CASEMENT FABRICS WITH WOVEN-IN FLAME RESISTANCE BY

Chicopee Manufacturing Company

YOU ARE INVITED TO WRITE FOR INFORMATION AND SAMPLES. CHICOPEE MANUFACTURING CO., CORNELIA, GEORGIA.

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

We gave our all

Circle No. 46 on product information card

Daydreaming encouraged here!

The right kind, of course. The kind Woodrow Wilson had in mind when he said, "We grow great by dreams. All big men are dreamers."

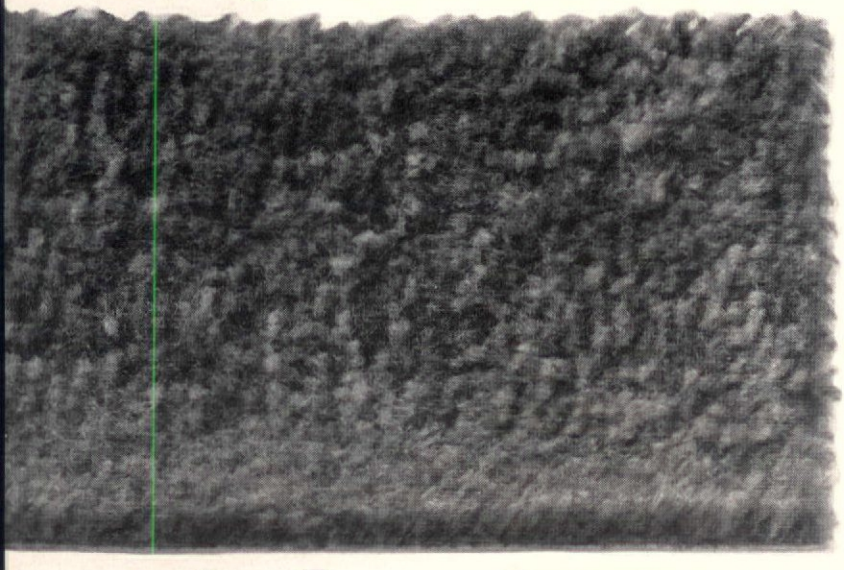
Making this kind of daydreaming both practical and profitable long has been an attribute of Steelcase office furniture... comfortable chairs conducive to creativity, desks designed for direct decisions, files to help ferret facts and figures... and all completely coordinated in style and color to produce maximum esthetic appeal.

Steelcase furniture can help you create office environments for your clients that encourage productive thought and efficient action. You'll find our showrooms staffed by knowledgeable people who have worked with your colleagues on major office projects, for major companies for many years. Write Department K for informative literature. Steelcase Inc., Grand Rapids, Michigan; Los Angeles, California; Canadian Steelcase Co., Ltd., Don Mills, Ontario.

STEELCASE / SHOWROOMS AND OFFICES: NEW YORK • PHILADELPHIA • ATLANTA • CHICAGO • GRAND RAPIDS • LOS ANGELES • DALLAS • PORTLAND, OREGON • TORONTO • MONTREAL

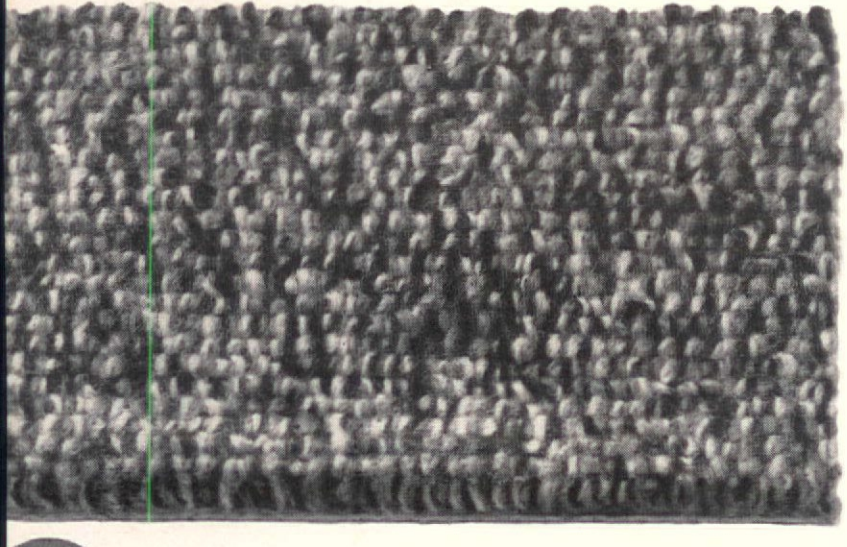
Circle No. 47 on product information card

totally new



"Spice Islands." For the first time ever in contract carpet—the look, the luxury, the lavish multi-color combinations usually found only in costly custom carpets. This new elegance is achieved through *space dyeing*, a unique process that utilizes the complete color freedom of hand tufting. Any color, in any amount, can be placed anywhere in the deep, rich pile of 100% Creslan acrylic fiber. "Spice Islands" is a dramatic departure for commercial carpeting. See this true breakthrough, a combination of beauty, long wear, easy care.

or tried and true



"Pikes Peak" has proved one of the most successful types of contract carpet. It is tightly constructed in a low three-ply level loop for extra strength and stamina. The heaviest, most rugged traffic is taken in stride. In construction and concept, "Pikes Peak" surpasses the specifications of traditional carpets. The important differential is Creslan. This luxury acrylic fiber gives greater clarity of color. Color that stays fresh and true. Care is minimal. A simple sponging removes all but the most difficult stains. Vacuuming does the rest. See "Pikes Peak" in a choice of 10 three-color tweed combinations.

modern has the contract carpeting for you.

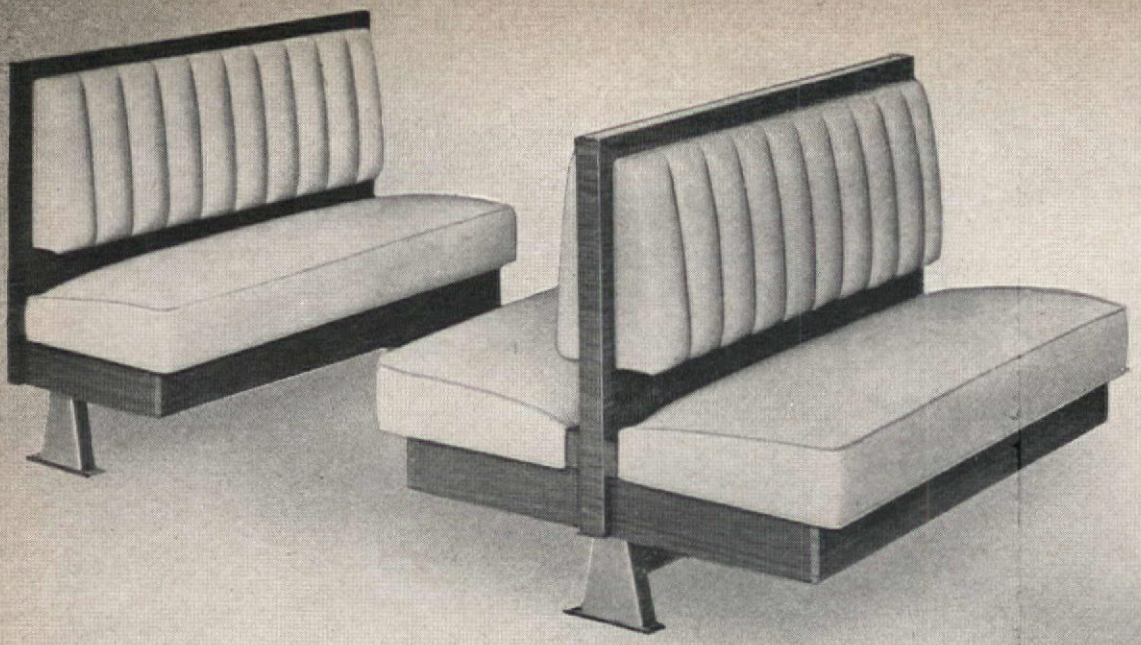
Creslan acrylic fiber is a product of AMERICAN CYANAMID CO., N.Y.

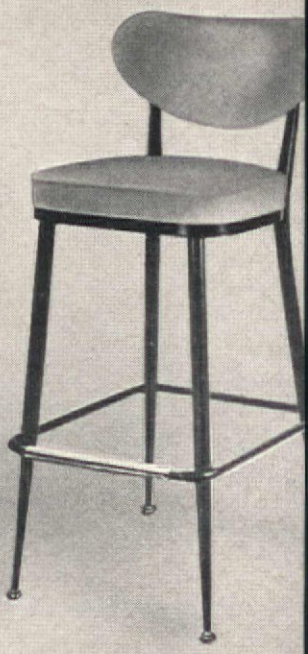
CYANAMID

Creslan®

LUXURY ACRYLIC FIBER

Circle No. 48 on product information card





TO INSURE DURABILITY, good looks and comfort of constantly-used furniture, insist on BURKAIRE cushioning

Upholstered furniture cushioned with Burkaire lasts far longer than expected, keeps its attractive appearance and luxurious seating qualities indefinitely.

The reason is an exclusive method of impregnating new cotton with a plastic binder to produce Burkaire. Downy soft, it yields gently and slowly to body weight but recovers quickly to original thickness when pressure is removed. It will never take a permanent set. Dust-free and vermin-proof, Burkaire won't break down, crumble or otherwise deteriorate. It holds upholstery coverings firmly in place; prevents them from becoming loose, excessively worn and prematurely shabby.

Specify Burkaire with confidence. It costs no more than ordinary padding but is used in the industry's most expensive custom made furniture as well as the lowest priced metal chairs.

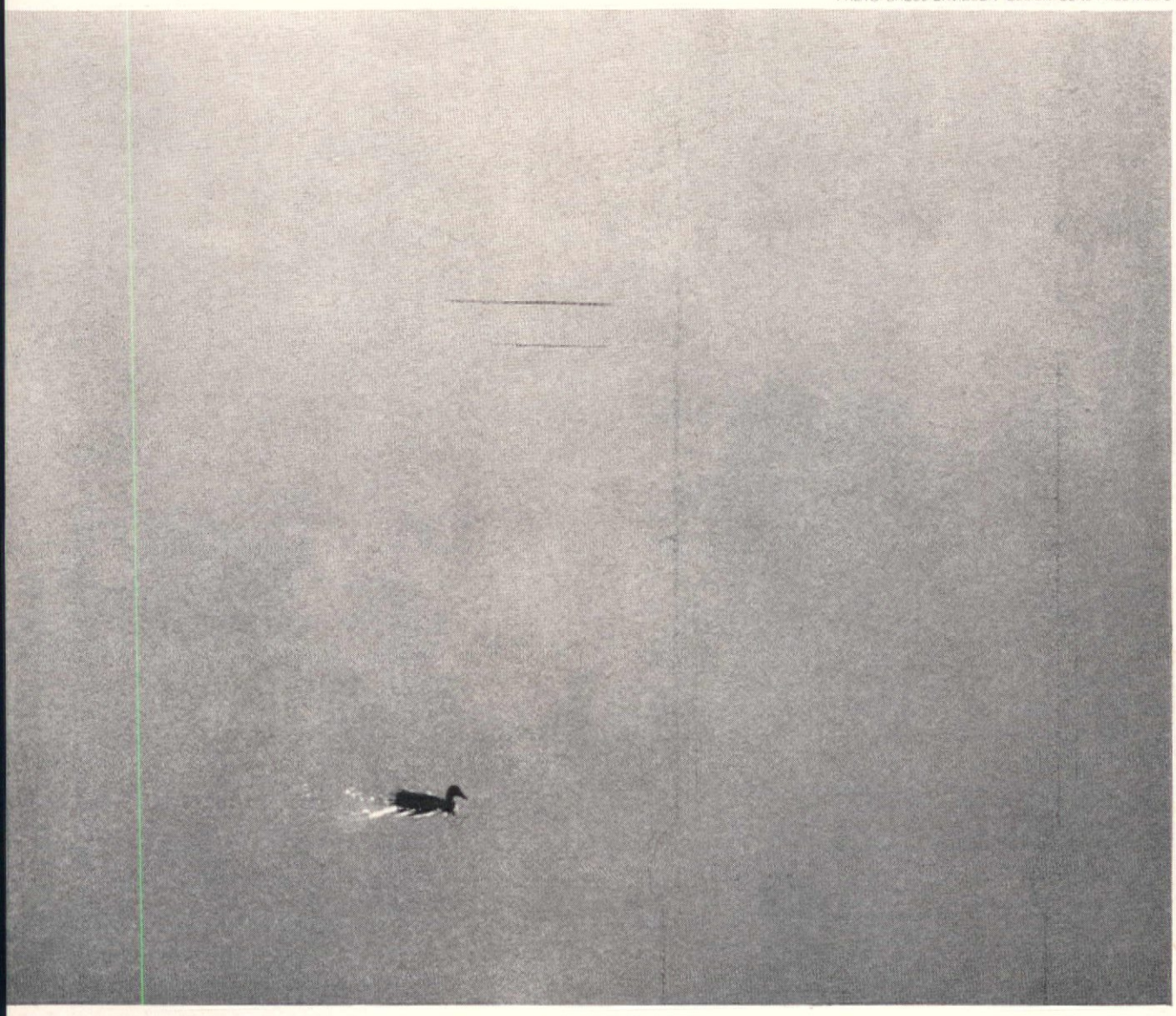
BURKART A textron COMPANY

4900 N. SECOND ST. • ST. LOUIS, MO. 6314

Photos: Courtesy of B. Brody Seating Co., Chic

"It is time to open a new conversation about the requirements of peace on a level somewhere between apathy and panic – and this side of the irrelevance of propaganda." □ "Peace is not something to be inherited by aspiration alone. It will be attained, if at all, by action in its service." □ "It is our deep conviction that prevention of a new world war and the elimination of war from the lives of men represent a real, feasible task."

PHOTO: BRUCE DAVIDSON DESIGN: GENE PAUL MUZIO



These words were spoken by an American, an Israeli, and a Russian – Robert M. Hutchins, Abba Eban, and N. N. Inozemtsev. They were three of 67 distinguished scholars and statesmen from 19 countries who came together in New York before an equally representative audience of 2500. They convened to talk about the requirements for peace–"peace pure, simple, and durable." Reports of the four-day meeting were beamed around the world by more than 350 working members of the press, radio, and television.

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

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

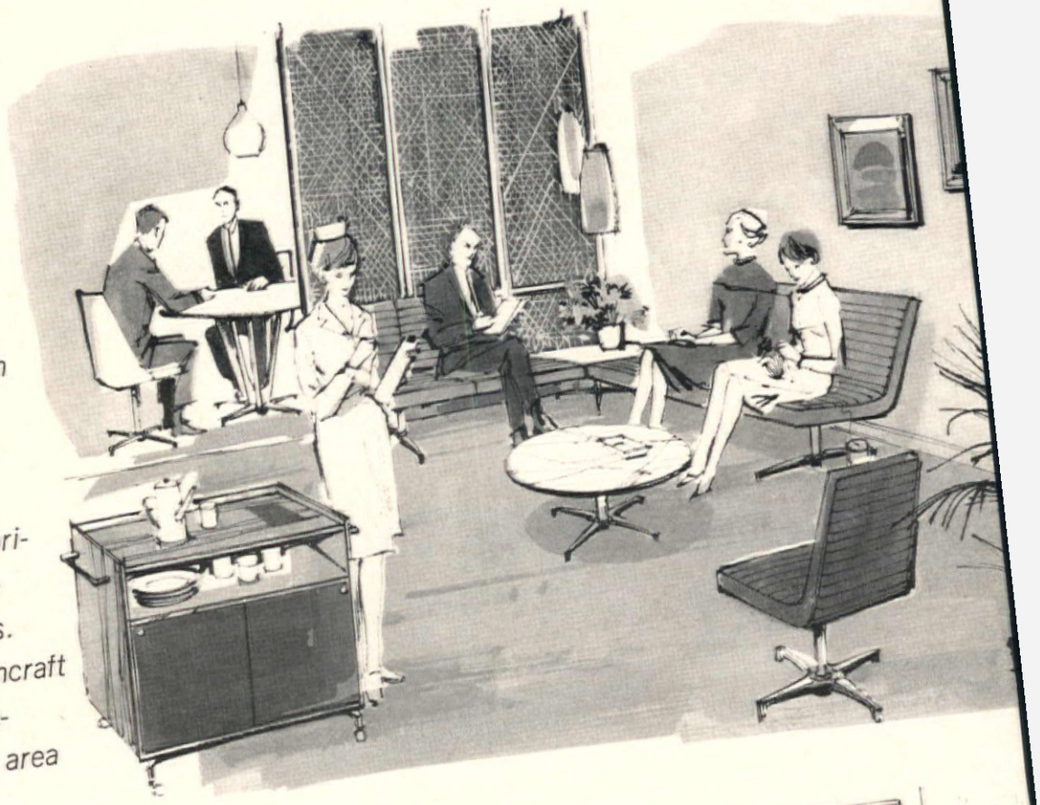
The Center, a nonprofit educational organization, depends on public contributions for its support.

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

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

Circle No. 50 on product information card

Plan your custom lay-outs with furniture to fi



Lounge in a major rest home. Chromcraft Commander furniture is used to unify and control space large enough to accommodate 140 patients and their visitors, while providing privacy for intimate family groupings. Note how Chromcraft seating arrangements serve as area dividers.

An outer-office space is made both inviting and efficient by coordinating Chromcraft desk and office chair with Chromcraft lounges, and end tables.

CHROMCRAFT Commander any space...

for far less than you expect to pay for commercially constructed, modular furniture of this fine quality and appearance)

1. This is the basic unit of Chromcraft Commander: a chair—elegant, uncluttered, clean. With it you can multiply and vary seating arrangements infinitely. You may add arms at right, left, or at both sides for greater comfort.

2. You can double and triple the basic chair to make a lounge. Metal base and parts are completely care-free. So is Chromcraft Commander's luxuriously soft vinyl upholstery.

3. Divide lounges with handy, integral tables. Beautiful melamine tops in wood or marble finishes keep their new appearance permanently.

4. Turn a corner... Chromcraft Commander is that flexible. Lets you divide, define, actually increase space by using every square foot more efficiently.

5. Vary your arrangements with desks, ottomans, end or cocktail tables, even a server or refreshment bar.

When comfort, appearance, efficient use of space, minimum maintenance and low cost are your requirements, Chromcraft Commander Series furniture is your solution. May we demonstrate how easily you can design your own room with Chromcraft's 34 basic units and their hundreds of variations?

COMMANDER BY CHROMCRAFT

CHROMCRAFT Inc.
Contract Division, Senatobia, Miss.
☐ Send full-color Chromcraft Portfolio of Commander Furniture. Complete with table top chips and vinyl upholstery swatches.
☐ Have a Chromcraft Contract Representative call me.

name_____

firm_____

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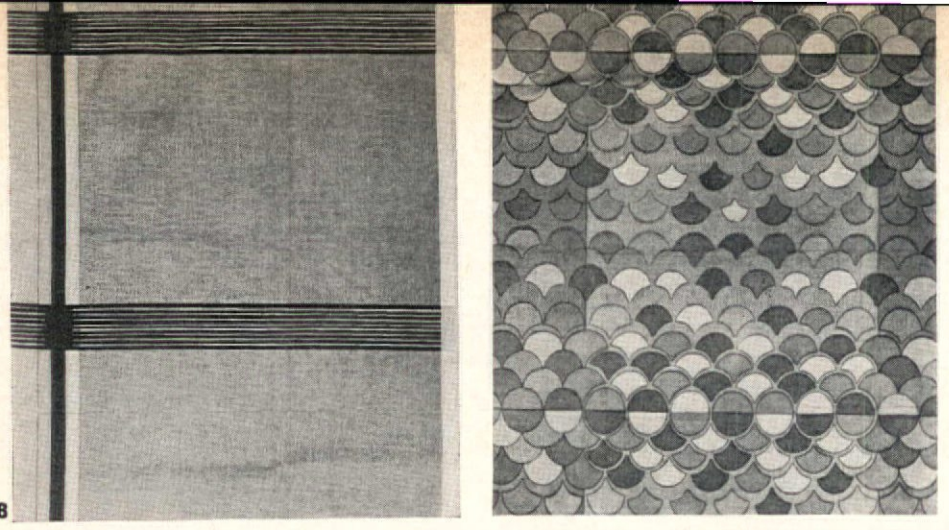
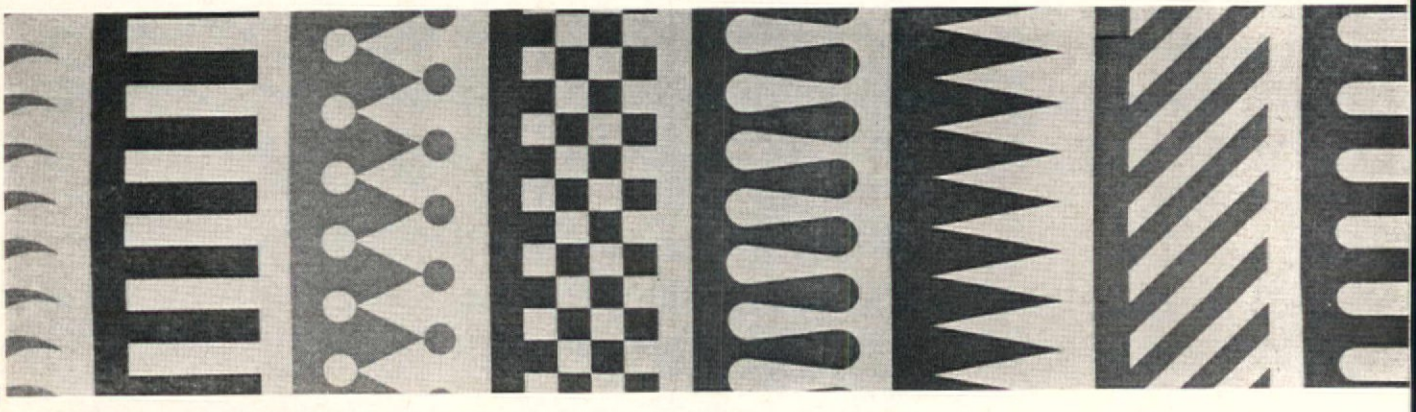


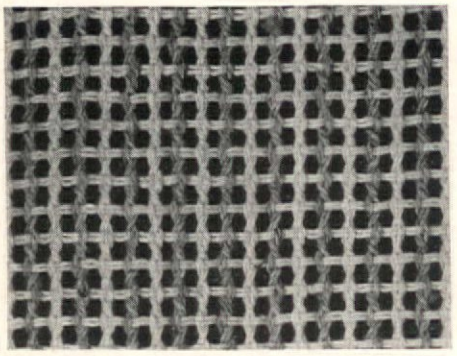
A, B

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.*



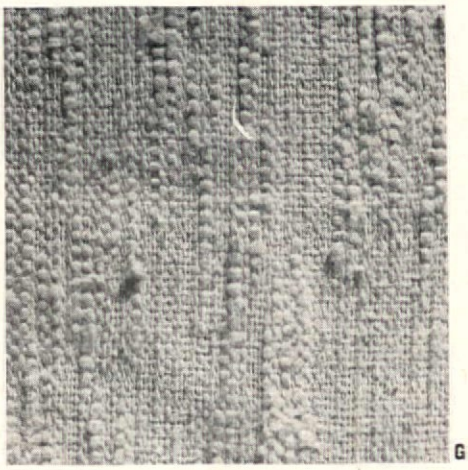
C

C *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

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.*

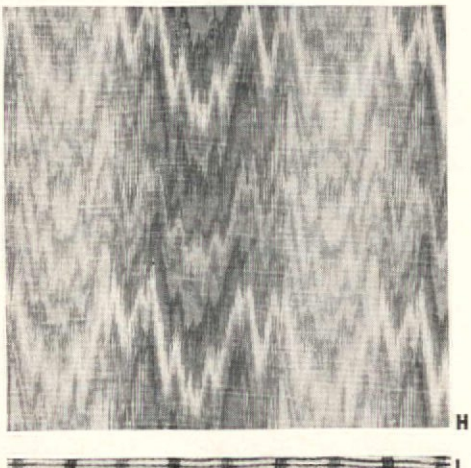


G

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 creamy worsted wool. It is 48-inches wide, has a 36-inch repeat. Circle No. 103.*

E

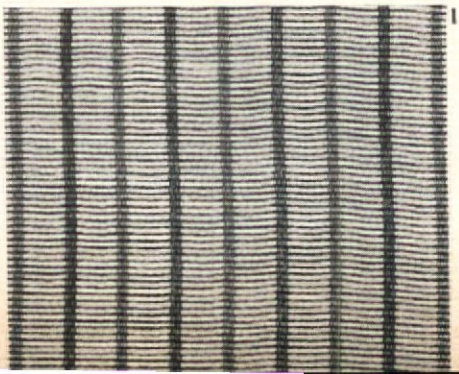
F, G *Jens Risom Textiles shows Abstract Tapestry (F), a very sturdy yet luxurious upholstery in over 10 colorings. Tussah (G), in natural only, blends silk with nylon, viscose, and linen. It is Scotchgard treated, is approximately 54-inches wide. Circle No. 104.*



H

H *Brunschwig & Fils' Montparnasse Linen Print can be used for drapery and upholstery. Colors range from the traditionals to a number of exciting pastel combinations. The repeat is [illegible] inches in both directions; width, [illegible] inches. Circle No. 105.*

F



I

I *Maharam's Vanguard is representative of the inherently flame-resistant Rovana/Verel casements. This one is white with black and bronze and is 59-inches wide. Circle No. 106.*

FABRICS

WHO ARE THE MOST INFORMED BUYERS OF CONTRACT FABRICS? WHAT DO THEY LOOK FOR, WHAT DO THEY AVOID? WHICH FABRIC IS BEST SUITED FOR A GIVEN NEED? **BY ANN DOUGLASS**

"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

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?

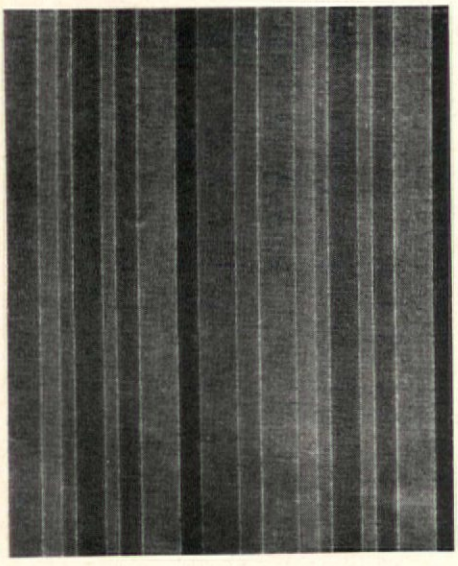
10. If installation is being made in a public area, does the local fire code require flameproofing? 11. How much fading can be expected and how critical will it be? (A fadeometer rating of 40 hours is considered passing; many fabrics rate 200, and a few up to 1,500 hours). 12. Is sun rot or mildew likely?

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) diffussion 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-



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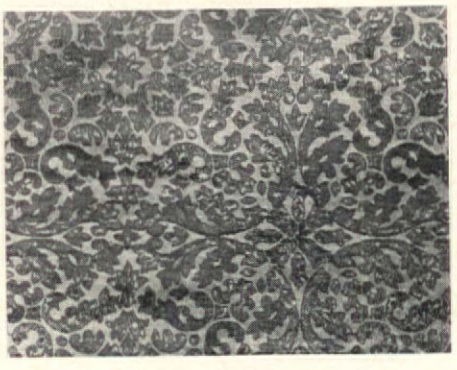
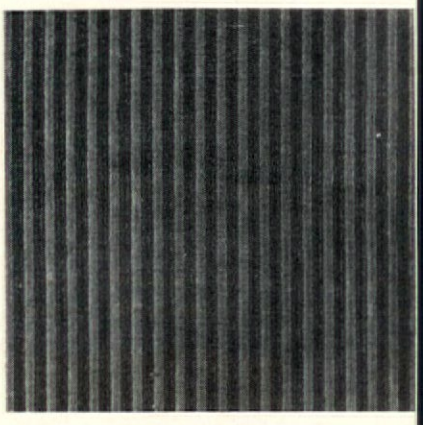


B

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.*

Velvet upholstery



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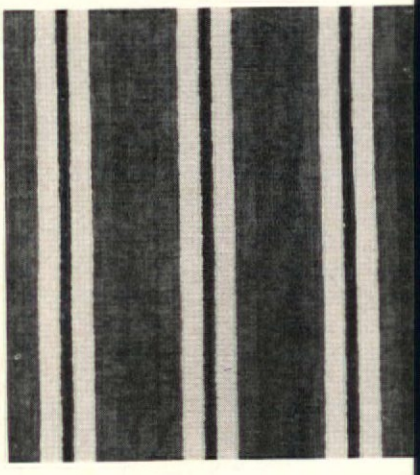


D

C *Bloomcraft. This cut velvet strip has 10 colorings; Venetian red and gol is shown. The fabric is 54 inches wid is 68 percent cotton, 16 percent rayo and 16 percent acetate; and is protecte with a spot-resistant finish. Circle N* 108.

D *Erbun Fabrics shows an importe striped velvet, No. 66060-6, with a almost crushed texture. There ar seven color combinations (one is dar fuscia and narrower claret stripe banded with ochre and ivory). Th stripes repeat at 3½ inches. Twenty three matching solids are Nos. 66030-5 All are 54 inches wide, and 70 percen cotton, 20 percent linen, and 10 per cent rayon. Erbun has recently adde 10 colors to its cotton velvets makin 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; is 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.*

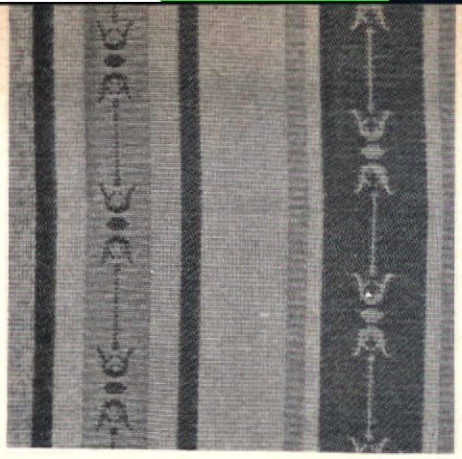
C, D *Greeff Fabrics shows Briarose (C), a doubleweave Belgian import. It is 72 percent cotton, 28 percent rayon, is 54 inches wide, and comes in five lively color combinations. Approximate repeat is 8½ inches. Cambrai (D), a chenille stripe, is 54 inches wide, of 70 percent spun rayon and 30 percent 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 11¾-inch repeat. Eight colors; 75 percent rayon and 27 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 61 percent cotton, 21 percent rayon, and 18 percent silk; it has an 11½-inch repeat. Both are designed by Marga Hielle-Vatter; they are specially woven with a 10-yard minimum. Circle No. 113.*

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.*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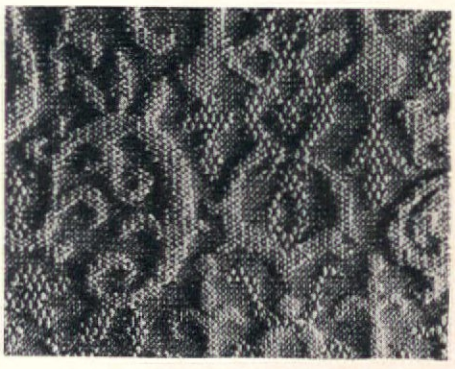
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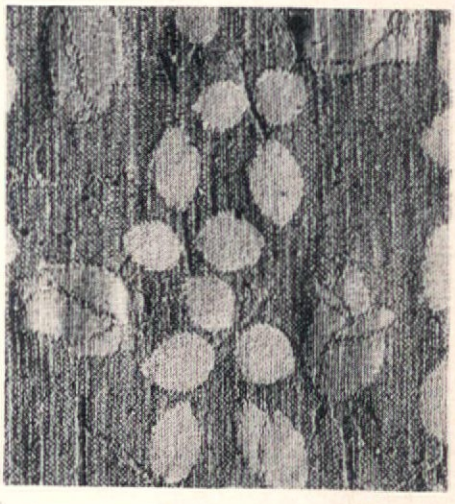
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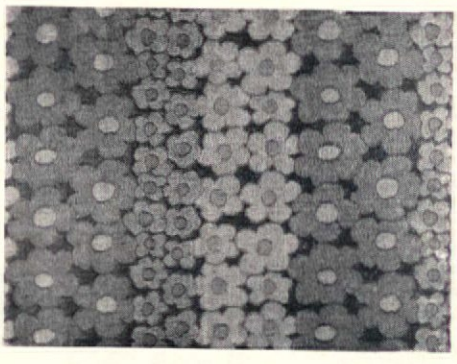
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ings, or what may be close to a comprehensive analysis of new fabrics; nor could such a survey be without bias. The fabrics selected, new to the market since spring and summer, show a wide range in style, design, scale, and texture, as well as price. 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 and 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 filament 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.

Boris Kroll's new Island cloth of 100 percent Orlon acrylic claims an excellent resistance to sun, mildew, and abrasion, and cleans easily, dries quickly. Sandpiper,

Anton Maix is presenting Quadrangle II, a casement / drapery / upholstery group that is completely color-co-ordinated. 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.

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.

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

A

B

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 Crylor (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.*

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

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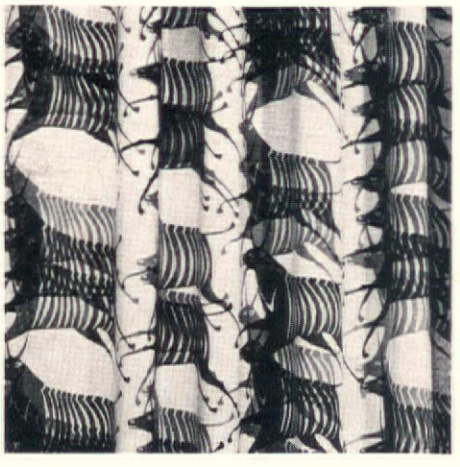

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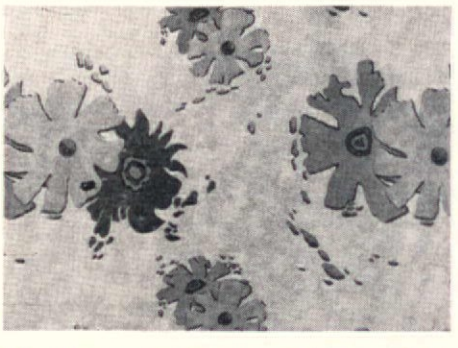

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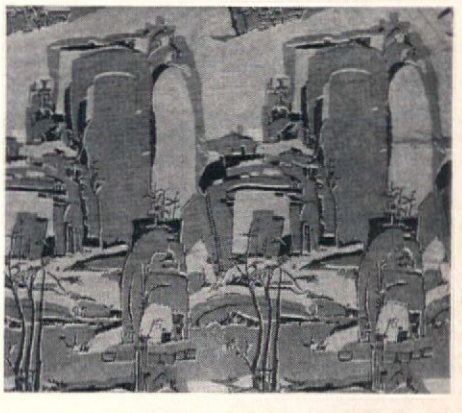

I

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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 Lolli-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 challis. 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 bouclé. Circle No. 118.*

E, F *Burlington House. Autumn is one of several new handprints added to the BurlCrest 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 multi-screen, 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 repells 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 —a Dacron polyester, a combed cotton sateen, and a cotton suede—each in a distinct color. Circle No. 120.*

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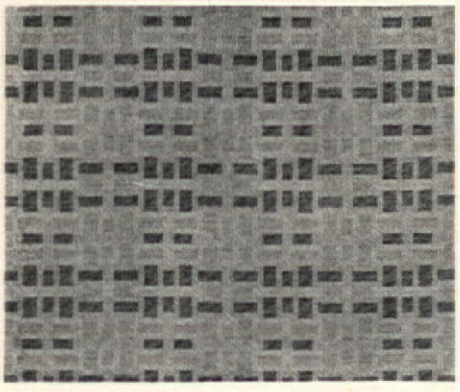

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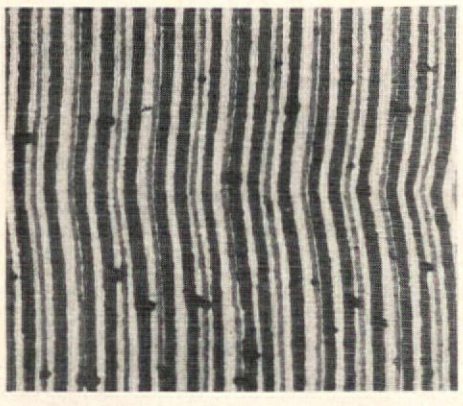

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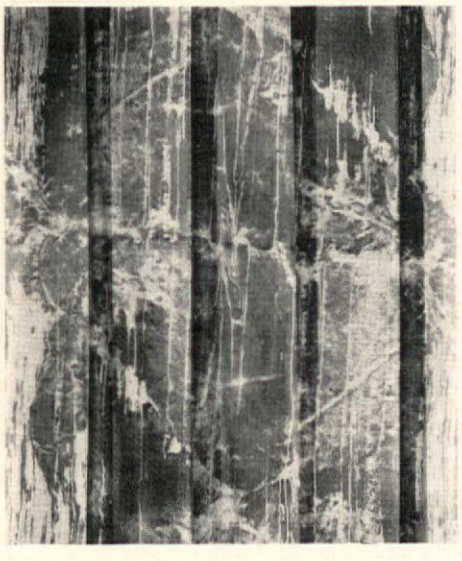

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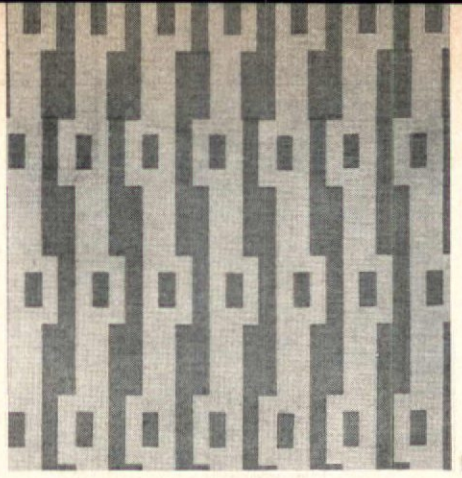

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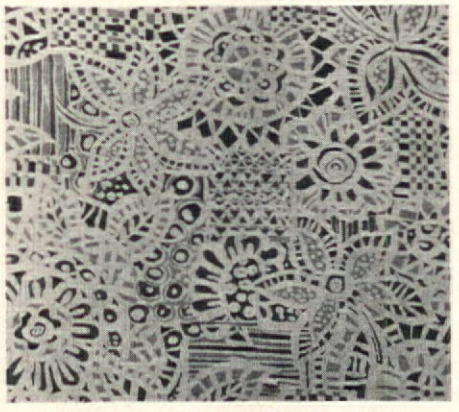

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A *Souveran's newest stripe print is made up to the designer's specifications. Verticals is printed with five colors; the width shown is approximately 12 inches across. Circle No. 121.*

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 50 inches wide and comes in 19 colorings. Circle No. 105.*

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. 123.*

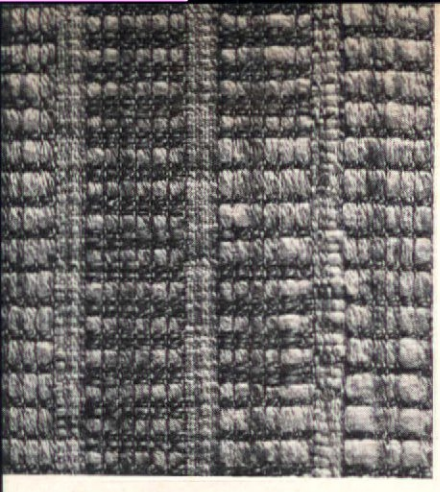
E *Schumacher and Waverly Fabrics have introduced a line of plain and printed Rovana/Verel fabrics that are approved by the New York fire laws for flame resistance. Plumb Tree, shown full width, is a mixture of Rovalin, Verel, Rovana, rayon, and linen; five colorings. Circle No. 124.*

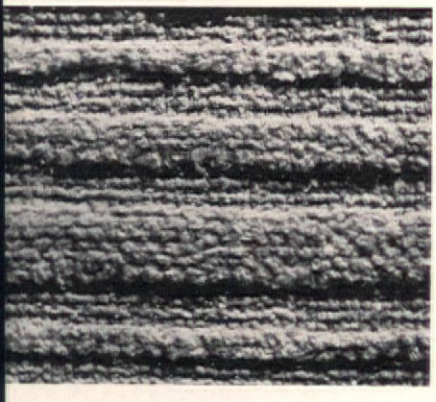
F *Herman Miller Textiles' Jogs is one of six geometric prints (with the exception of one small floral and a leaf print) designed by Alexander Girard. Their nifty titles includes Splinters, Broken Lines, Firecrackers. All are 48 inches wide and are custom printed on linen, cotton, polyester, etc. Circle 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-lon drapery lining—a fabric with a special impregnation that insulates and protects against fading. Circle No. 128.*





pholstery textures

Rowan's Rajah is 17 percent wool, percent rayon, 4 percent cotton, and percent nylon: 54 inches wide. Ten lors range from oriental lushness to e subtle and restrained. Circle No. 120.

California Woven Fabrics shows amola. In varying combinations of tton and rayon (this one is 6:4) are e multi-level stripe textures. Special es are available; minimum order is n yards. Circle No. 129.

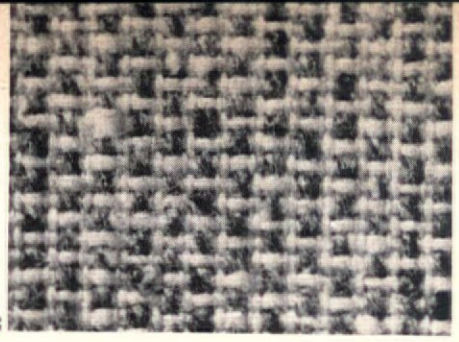
Jens Risom's Braw is 100 percent ool. Scotchgarded, mothproofed. own in natural, the other 14 colors e piece dyed. About 50 inches wide d backed. Circle No. 104.

Knoll's York, a 100 percent wool undstooth, can be used in any dir- tion. This Danish import has 16 color mbinations, ranging from sharp con- sts to subtle gradations. All are lor coordinated with Knoll's line. The bric is Scotchgarded, acrylic backed, d 51 inches wide. Circle No. 130.

F *Thaibok's jacquard weave Flor- e (E) comes in six colors, is 53 ches wide. Carribean (F), a Haitian tton, is 50 inches wide, with six nat- al-dyed colors. Circle No. 131.*

Maharam's 100 percent Caprolan ny- , named Grand Prix, is woven in 24 lors. It is 54 inches wide and is ac- lic backed. A subtle herringbone ap- rs in the lighter shades. Circle No. .

Scalamandré's nubbly wool (No. 207) is stocked in nine colors. The bric is 50 inches wide, and available custom colors. Circle No. 132.



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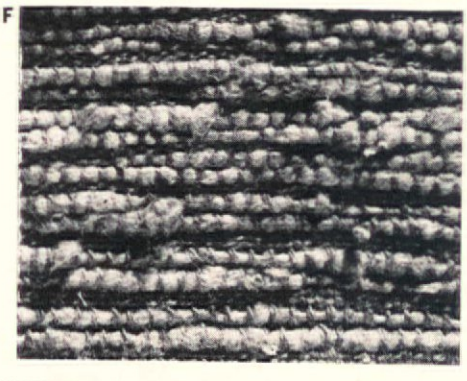

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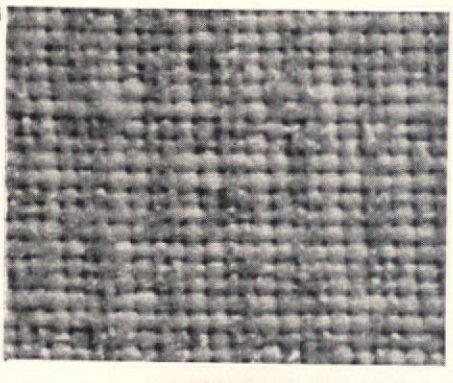

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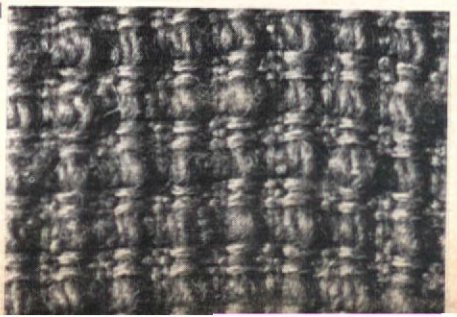


H

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 pelt.

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 are 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-encompasing selection of imported and domestic fabrics for contract use, and all are not priced to grace the rich embassies. Complete lines of upholsteries, prints, and casements are

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

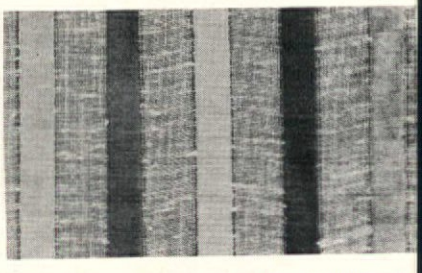
Isabel Scott has just brought out a beautiful, 100 percent Irish worsted wool upholstery called Donegal. The yarn is a long-staple that has an exceptionally soft hand. Eighteen clear yarn colors are made up into two- and three-color weaves. The colors must be seen to be appreciated: combinations include teal blue, orange, and red; almond green, red, and capri blue; dark brown, graphite, and black. Isabel Scott is now the excusive 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.

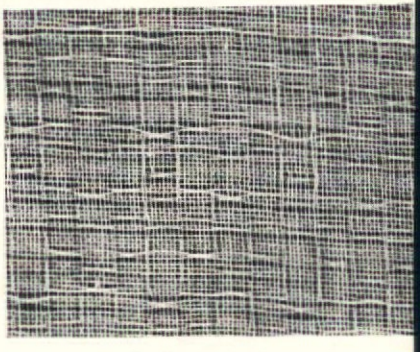
Also included among the new upholstery fabrics is Matterhorn, from Souveran Fabrics Corp. It is a medium-textured nylon/wool/rayon upholstery. In each color, accent yarns of a brighter luster enliven what is basically a one-color plain construction. Stroheim & Romann has three new tweeds. One, No. 14050, 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 accented 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 mainspring 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)

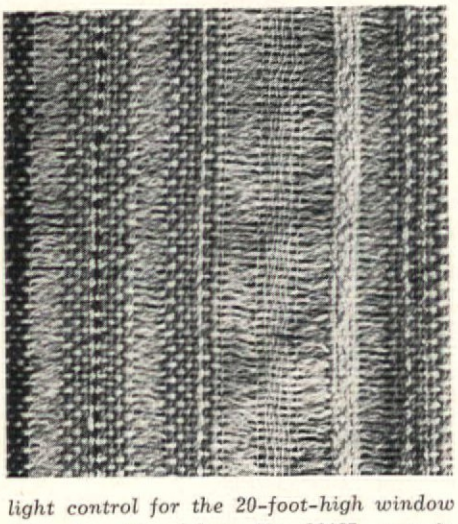
Casement weaves

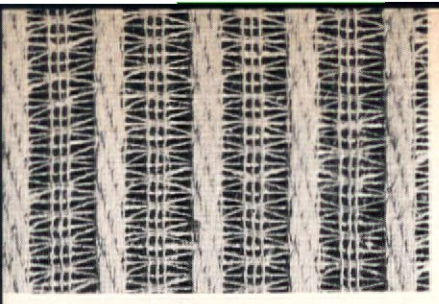


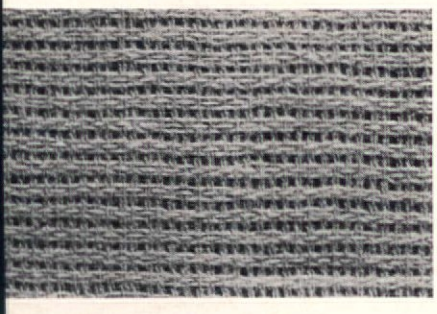


Herman Miller's newest casements by Alexander Girard are Maypole and Linen Guaze. Maypole, half spun rayon and half linen and 48 inches wide comes stocked as shown with rayon stripes in six rioting colors and also in a much quieter combination of ochre and greys. Two narrower versions have monochrome stripes, each in four and three colors. Linen Gauze is a 100 percent linen woven in Scotland; its fine texture gives a slight horizontal emphasis. It is 50 inches wide. Circle No. 101.

Webb Textiles recently completed this custom casement for the Belmont Savings & Loan Assoc., Glendale, Calif. Gerald Jerome, A I D, and Ladd & Kelsey, A I A, asked for a specific scale, texture, and light control for the 20-foot-high window draperies. The fabric, No. 20187, now in Webb's line, is a combination of linen, cotton, and wool (4:3:2:1) and is 66-68 inches wide. Circle No. 133.







Creative Looms' Linen Manila is a elgian import. It is white and comes inches wide. Circle No. 134.

Berkshire Hathaway's Sheerling Col- ction is represented by Salem. This 0 percent wool comes in 19 colors; 47-8 inches wide. Circle No. 135.

Maharam's Karina is a Dralon im- ort; the diamond areas are worked clip dot. It is 60 inches wide and mes in five colors. Circle No. 106.

Scalamandré's casement No. 99199-1 shown in 70 percent Verel, 16 per- nt rayon, and 14 percent linen (the rker fill). This weave is also carried a heavier and slightly denser con- ruction with wool instead of linen. third, lighter weight one is Verel and yon. Circle No. 132.

Schumacher's 115 inch Casement is imported Dialen. It has a 16½-inch peat. Another design features large ctangles. Circle No. 124.

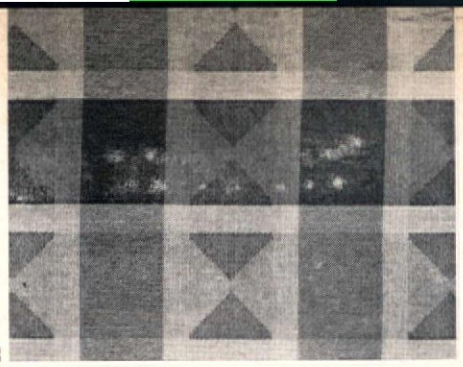
G *Chicopee's all-Rovana open net- ng has a black warp and a straw- lored fill. Lumite (G) uses a newly veloped Verel yarn called Velgar: erel is specially spun to give it a ft similar to wool. Circle No. 102.*

Bloomcraft shows the most recent of orothy Liebes' drapery weaves: lythe. Here, in light sand tones; other lors include apricots, yellow and tans, t pinks with kelly green. It is 54 per- nt cotton; 48 inches wide. A compan- n drapery has five-inch bands of the ulticolored stripes. Circle No. 108.

Carnegie Fabrics' bold texture is off- ed in 14 colorways. It is 17 percent tton (warp), 68 percent rayon, and percent acetate; 48 inches wide. rcle No. 115.

K, L *S.M. Hexter's linens include o. 60232 (J), in white and blue from elgium. No. 60193 (K), a beautifully lored stripe in linen and 26 percent tton is Swiss. No. 60201 (L) has two ades of linen. All are 48 inches wide. rcle No. 136.*

N *Craig-Walker shows Contempora , featuring Orlon with Savalux dyes. mita Stripe (M) has 11 colors, and mita Net (N) has 10. Circle No. 137.*



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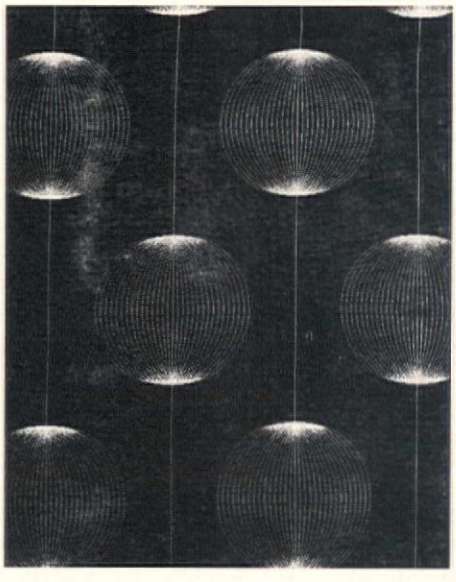

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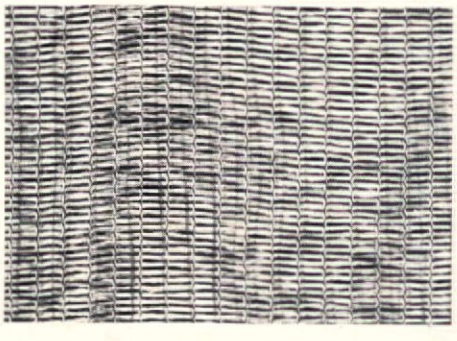

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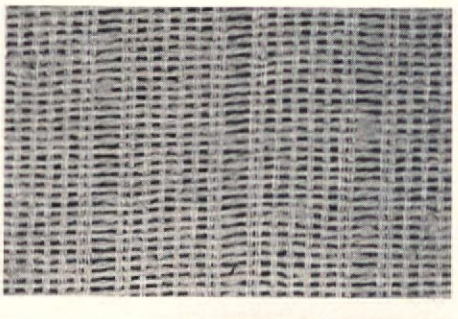

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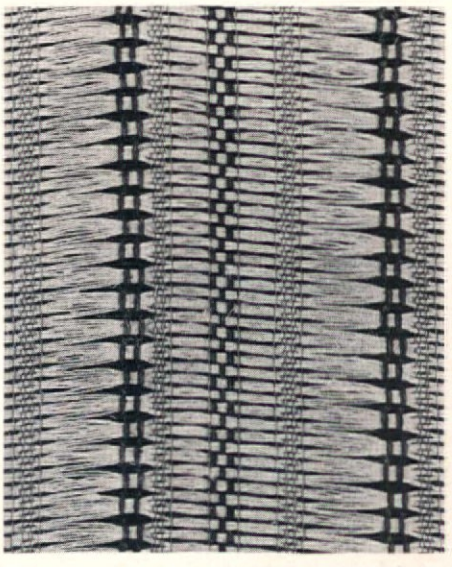

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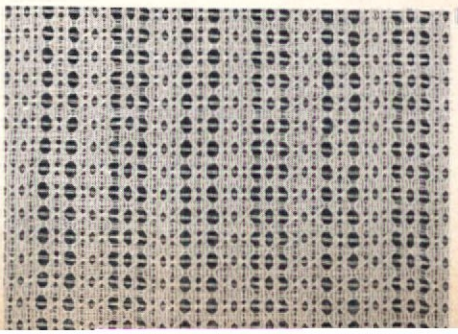

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BIG STORE CONTRACT DIVISION

ALTMAN'S, NEW YORK, EMPHASIZES TWO DISTINCT SERVICES — COMMERCIAL MANAGEMEN CONTRACTING, AND A DESIGN, DECORATING, AND PLANNING OPERATION. BY LEE ROSENTHA

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 surfeit with the formularized office for which they are pa ing large sums today. The designer who tak the trouble can, with only a small extra expend ture of time, inform his client as to the wi range of available furnishing, fabrics, wall su faces, and floor coverings to meet his budg requirements and can convince him that goo design and individual styling are not necessari more expensive.

If the business community can learn to loo to the design profession to achieve pleasant su roundings conducive to good relations for sta and customers, the profession can only pro from any investment of effort.

An excellent example of Altman's recent wo are the offices of Coleman Co., factors at 4 Park Avenue, New York City. The client want an informal library-drawing room atmosphere its executive offices, which consisted of 12 se

General Cable Corp. board room w designed with its primary functi uppermost—to serve the corporate rectors. Its reserved treatment inco porates tones of brown and tan, gra cloth wallcovering, and walnut paneli at the far end to enclose special-u equipment. The huge table is of cro walnut, by Frank Scerbo. Chairs, J.G. Furniture Co., are covered in leather on the outside back and ar with E.F. Timme grospoint on the s and inside back.

.P.A.T Radio Station reception room as originally modern with no distinguishing architectural features. ompletely revamping the two-story ace, Altman designer Hugh LaCroix ftened the room with a traditional avor, according to the dictate of the ent. In keeping with the warm, innate decor, soft colors include gold rpeting (Boss Carpet Mill), white d gold wallpaper (Philip Graff), ld draperies (Isabel Scott fabric and an workroom), and dark walnut ors to accent the gold woodwork. ating includes blue and gold wing airs (Century Furniture with Schucher upholstery). The built-in desk in gold with a black Formica top. l other furniture was supplied by ttinger, including the gold velvet fa, upholstered with Isabel Scott ric. Greene Bros. supplied the chanlier.

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 man facturers, oversee deliveries and installation, a handle billing and collections constitute a lar area outside its design department's faciliti This is especially true as larger and larger jo are being called for in today's new office stallations.

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

Although SOM, as interior and exterior chitect, was responsible for furniture, wallcov ings and floor coverings, draperies, and blin Altman's had to oversee the very complicat operation of coordinating installations with tru ing and use of available entrance and eleva

Canoe Brook Country Club includes in its vast faciliti ladies' sitting room (above) that recreates a traditional century room to appeal to grass-widows as well as golfers themselves, for bridge, cocktails, and conversat The scheme was built around a colorful wallpaper m Vista Verdure (not shown), by Wall Trends. Suppliers clude: Commercial Carpet Corp.; Baker Furniture; S upholstered furniture; Reale and Milch mirrors; Wilmar Mario Mfg. lamps; Cohn-Hall-Marx curtains. Carpet w room, Eastern Floors; drapery workroom, Contine Craftsmen. At left is a general lounge opened to the v of the countryside.

acilities during the process of the building's onstruction. All operations had to meet a deadine that would allow the Chase staff to begin ull-scale functioning on the Monday after movng day. Time extensions were out of the quesion, since Chase's old space was to be occupied mmediately by its new tenant.

This presented severe problems, but some lexibility was possible. Old furniture was used n spaces for which new furniture had not arived, or new pieces borrowed from other spaces. urniture that arrived for spaces not yet comleted by the builder, or where carpets or floorng had not yet been installed, was stored in ther areas.

According to Mr. Neesham, the prime prequisites for a successful commercial managenent contracting operation are that the architect nd contractor work well together and that the

Harry H. Neesham, manager
of B. Altman's contract division.

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

oleman & Co.: Achieving a lounge/living room look for usiness conferences in line with the client's request, the xecutive office (right) uses a Kittenger hunt table as a esk, with an easy-to-reach cabinet behind it for storage. olor scheme includes beige floor and walls, black leather pholstery. Other fabrics are beige tweed and red. Fabrics re by J.H. Thorpe; chandelier is by Greene Bros. Conferce room (above) employs the living-room technique in is confortable grouping. Sofa is covered in multi-colored rint crewel; chairs in grey tweed and green and beige stripe. urniture by Hickory Chair, Globe; fabrics by Thorpe; mps by Paul Hanson.

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 wa upholstered in striking prints of vinyl.

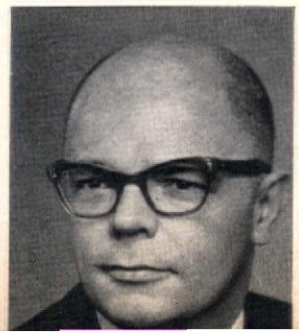
With a staff of eleven, including five decora tors and a carpet expert and linen expert, Alt man's feels it can handle any type of proble of any size. It rarely finds it necessary to de sign special pieces; since the furniture marke is so highly organized today it is possible t specify desired changes on stock pieces from mos manufacturers.

James J. Masterson, who became director o the contract division when it was formed seve years ago, has been with Altman's for 40 year having started as an apprentice in the upholster shop.

Manager Harry H. Neesham attended Parson School of Design and has had varied experienc in the field, notably with the Waldorf-Astori Hotel, for which he did public rooms, suites, an individual rooms. He came to the contract de partment seven years ago, soon after it was o ganized. **(C)**

Seymour Jasper law office is another example of Altma treatment of traditional themes. Private office (left) is elegant English 18th century style, planned around bui in bookcases and cabinets (not shown) for the ardent bo collector-attorney. The reception room (above) reflects same style. Furnishings notes: sofa, Shaw Mfg.; coffee tab Old Colony; all other furniture, Kittinger; lamps, Sm & Watson, Chapman; fabrics, A. Lee & Sons; carpet, L paneling and cabinetwork, Kalflex. Office color schen olive green for rugs, draperies, sofa; burgandy on cl chair. Reception room colors: olive, green, beige, burgan

Woman'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 draperies can be washed and sterilized without impairing appearance. Chairs of oiled walnut match headboards. Lobby entrance sitting room (top right) in the aluminum-and brick-covered structure contains furnishings by Jens Risom, Knoll-Rom, and Willow & Reed; the lamps are by Hanson. Patio-style furniture groupings, by Willow & Reed and upholstered in Ford's blue-and-green screen print vinyl, strike bright and cheerful notes in two of the hospital's day-rooms (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

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

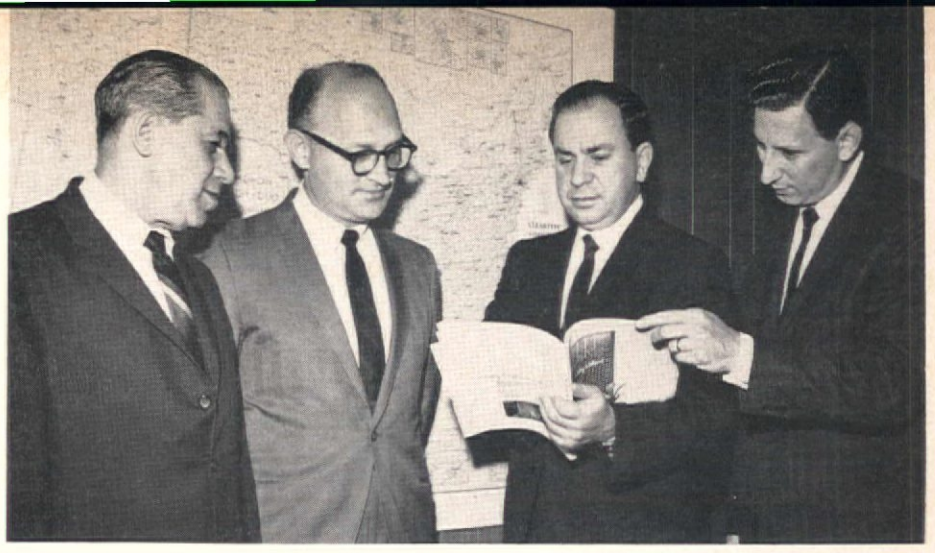
SHELBY WILLIAMS Industries, Inc., has moved fast since it was formed ten years ago. Started originally to produce contract seating, it showed gross sales of $300,000 in its first year of business, will chalk up $10 million in sales this year. To its original lines, it has added tables, accent pieces, 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 product 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,



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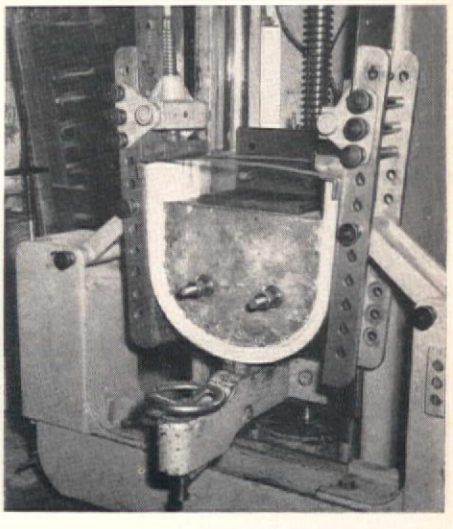

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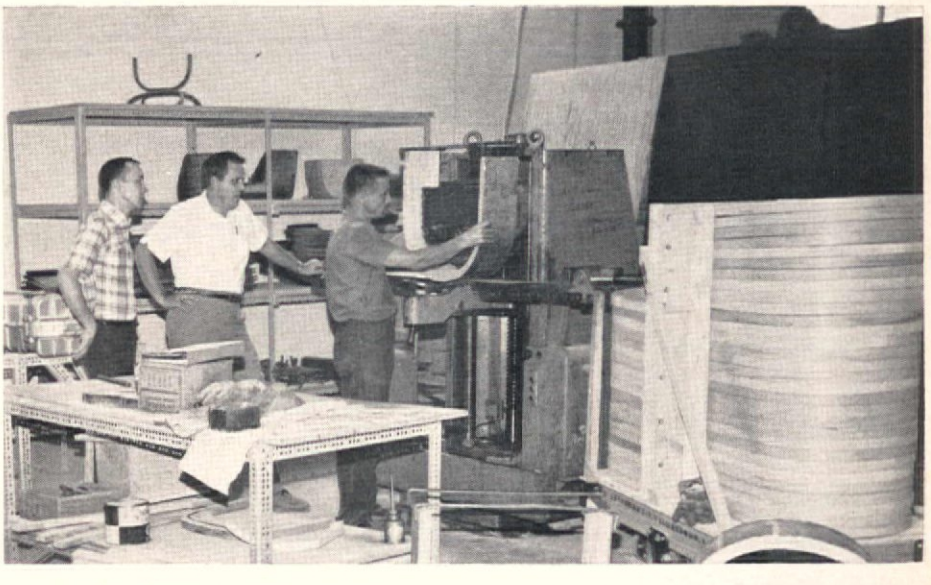

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1. Executive officers preview a new Shelby Williams catalog, currently running to more than 160 pages of the firm's extensive product lines. Left to right are A. D. Hofman, assistant secretary and treasurer; Herbert L. Roth, executive vice president; 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.

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 funiture 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)**

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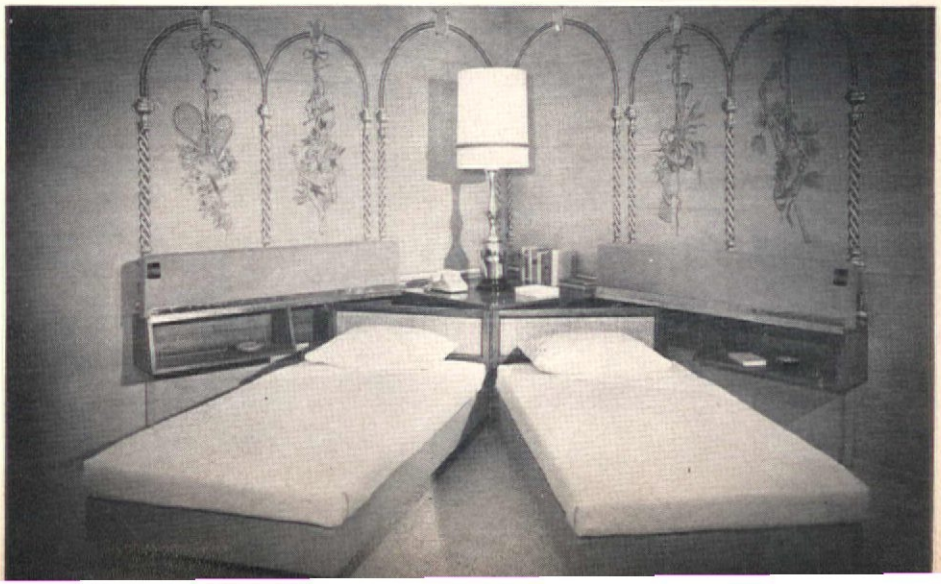


1. Serving the eleven western states is Shelby Williams' modern manufacturing facility in Los Angeles built five years ago. Within the first three months of operation, the West Coast plant was operating in the black. 2. With the acquisition of the 200,000 square foot plant of the Duo-Bed Co. in Wichita, 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.

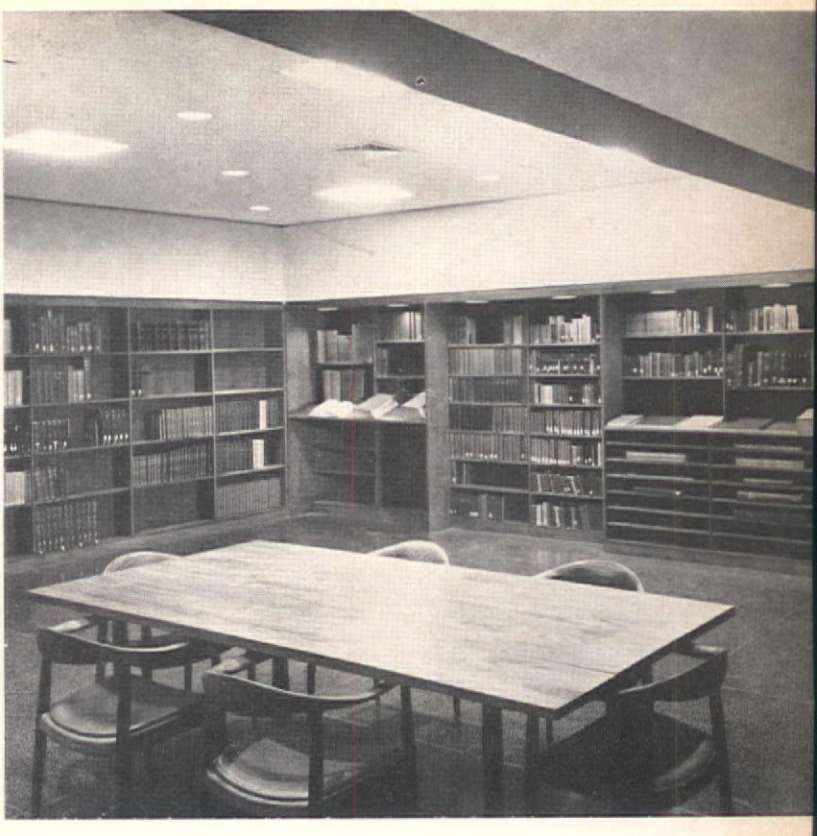
The principal entrance to the building is through the Blumenthal Patio on the Museum's main floor. Purchased years ago from an old Spanish castle by a former Museum director (whose name it bears) and willed to the library, it was re-installed exactly as it stood in its original site. The doorway (above)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



CARPETING OUR SCHOOLS

By Eugene T. Barwick

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 wh amortized. Added to this is the fe that the public would resoundingly r ject carpeted schools as impractical. schools already carpeted parents ther selves were in favor of the results carpeting.

Mr. Barwick is president of E. T. Barwick Mills, Inc., which includes Barwick Mills, Monarch Carpet Mills.

COMFORT, QUIET, CONVENIENCE

A recent study of carpeted schoo in the Columbus, Ohio, area, unde taken by Ohio State University's Bu reau of Educational Research & Serv ice, showed that parents, after expres ing some apprehension when the ide was proposed, overwhelmingly favore carpeted classrooms. "By the time th study was completed," the repo stated, "the percentage of parents de initely favoring carpeted classroom had increased to 57 percent, whil those deriding the idea as silly an impractical diminished to 2 percent Pupils and teachers were enthusiast about carpeted classrooms because o the "comfort, quiet, and convenience the report concluded.

But, as clear-cut as the enthusiasm for carpeting is, the carpet manufac turer is still faced with the obstacl of trying to overcome the image o carpeting as a luxury item. This i especially ironic when you stop to con sider that the carpeting manufacture is responsible for creating the imag he is now, in part, trying to undo.

The closest analogy to it in carpet ing history occurred when man-mad fibers appeared on the scene and archi tects, brainwashed with the glories o wool, had to be convinced to use syn thetic carpets. They were wary of th new laboratory materials. Why replac something, they reasoned, that ha served the world well for thousand of years? But change, as Samuel John son once quoted Richard Hooker, "i not made without inconvenience, eve from worse to better."

ADVANTAGES OF SYNTHETICS

Wool was the status symbol and th manufacturer of synthetic carpets wa obliged to prove his case. Once h showed that man-made carpets ha

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, Andres, 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, the 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 must grant 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. (**C**)

QUARTITE CREATIVE SHOWROOM

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**)

Photos: Herbert Bennett

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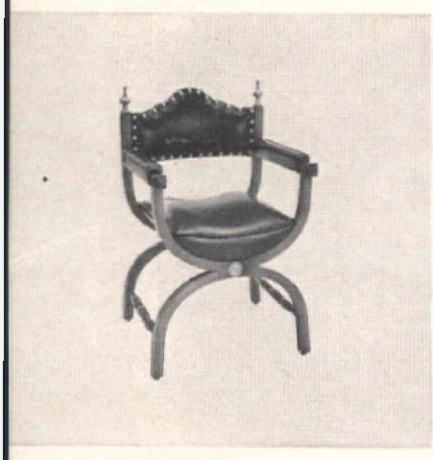

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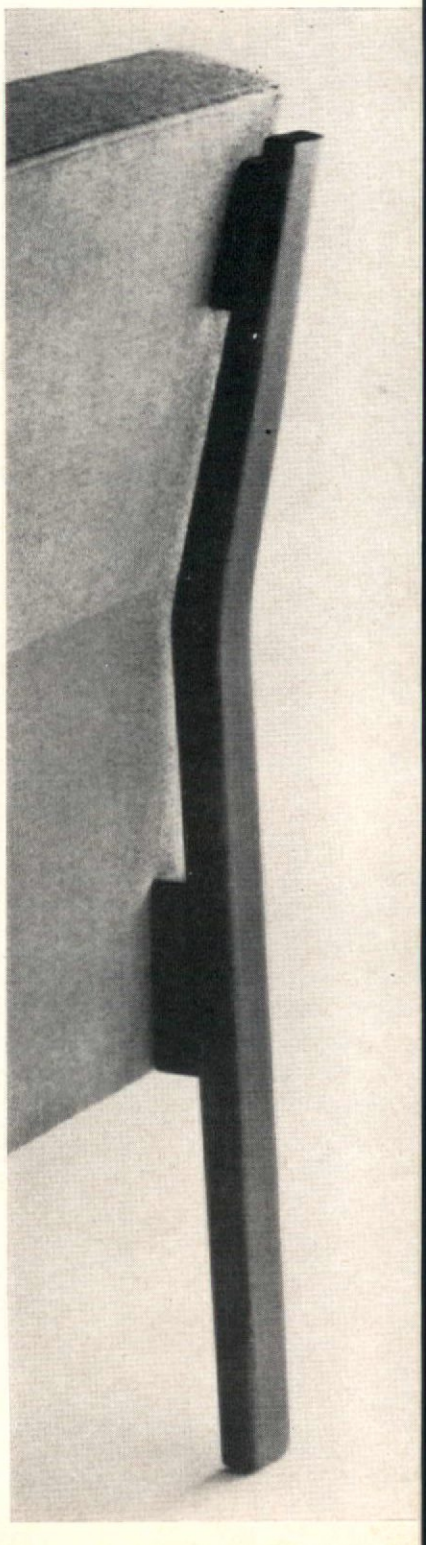
NEW RISOM GROUP FEATURES EXPOSED WOODS

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."
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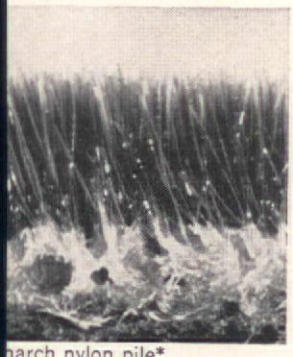
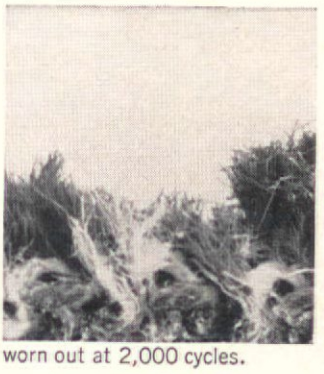
2,000 times on a Monarch nylon carpet.
2,000 times on a natural fiber carpet.
Why?



narch nylon pile*

unchanged after 2,000 cycles.

Natural fiber pile**



worn out at 2,000 cycles.

ust 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 rpet samples were subjected to strenuous testing on the Taber Abraser machine (an established means for asuring abrasion-resistance). After 2,000 revolutions under pressure, the natural fiber carpet pile was rn through to the backing. Yet Monarch nylon carpet pile withstood identical abrasion with no n 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? Be- use we want to prove to you that Monarch carpet, with dense, deep pile of rugged man-made fibers, es superior wear-life, cleanability and service.

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**Heavy weight commercial wool carpet.
***Test data available on request.

Monarch carpet mills CHAMBLEE, GEORGIA

Circle No. 53 on product information card

CONTRACT PRODUCTS AND SERVICES

Pennwood office collection

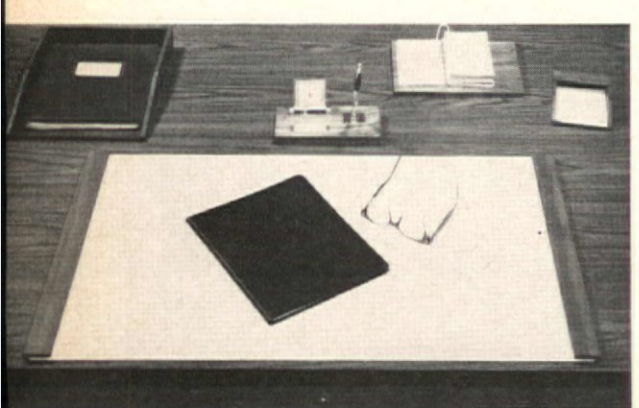
The Pennwood collection from Robert John Co. is a medium-priced line that represents craftmanship and materials of high quality for the economically minded. Simple and comfortable in design, the group's features include desks with secret compartments for handbags and other personal effects, drawers adapting to ledger or legal-sized files; touch latches on credenza doors; Densedge fibre stripping to protect areas exposed to high wear, and steel track 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 chose. 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



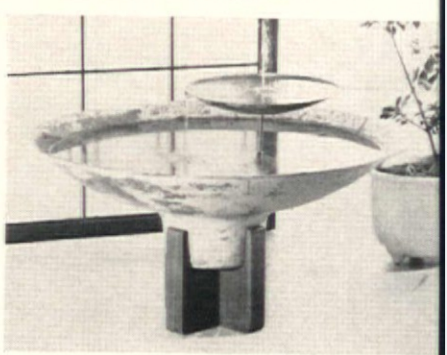
Desk accessories in contemporary styling

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 the 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, 14½ 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 shown, one of the newest items, has heavy wrought-iron legs and can be made to custom sizes.

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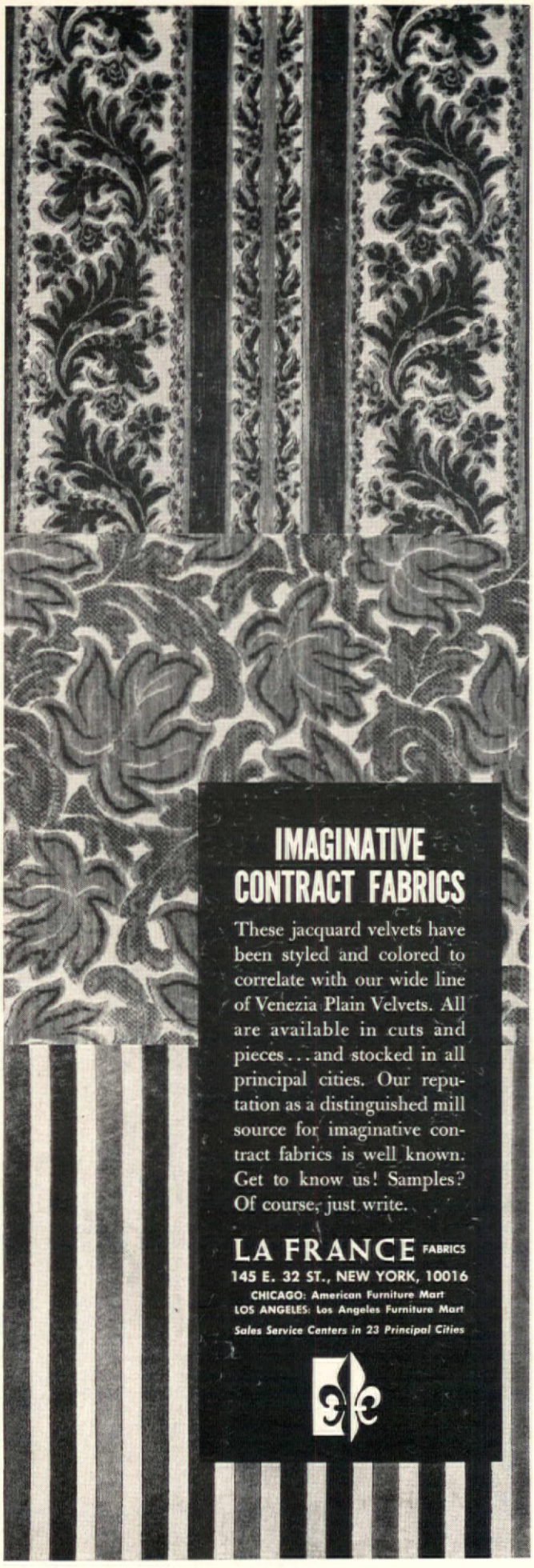

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PRODUCTS & SERVICES

CONTINUED

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.

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PRODUCTS & SERVICES

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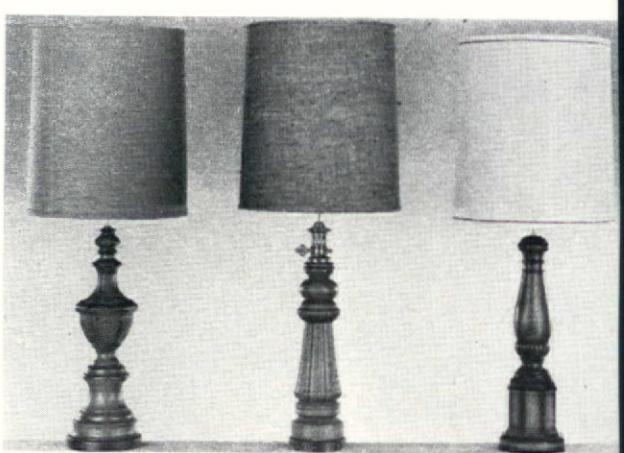
Table lamps in distressed finishes

New contract table lamps from Pieri Creations In feature distressed finishes in designs to blend with t day's popular motifs. The hydrocal table lam



are approximately 38 inches high and finishes inclu distressed yellow, rust, avocado, and fruitwood, may be specially colored if ordered in reasonab quantities.

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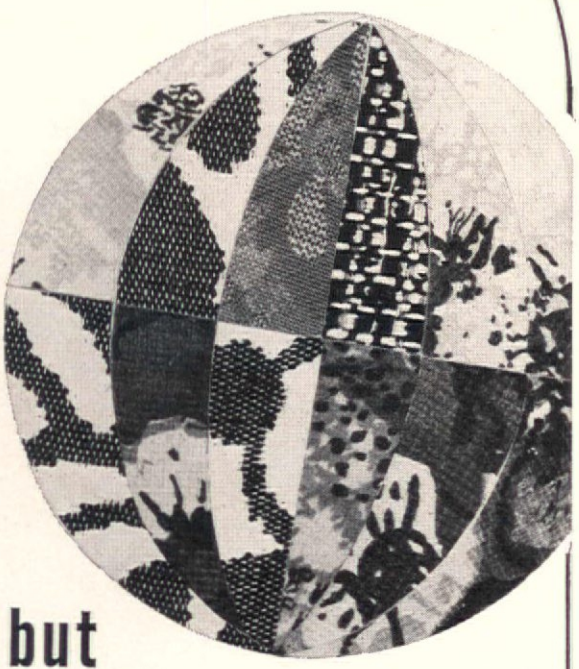

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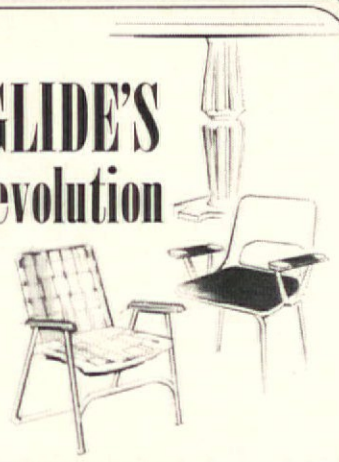

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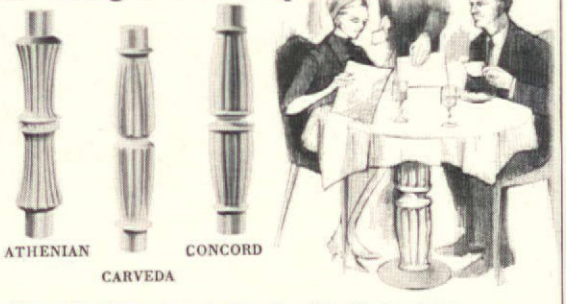

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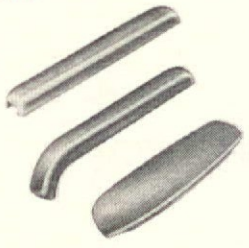

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1757 Stanford St., Santa Monica, Calif. 90404
87 Sharon Road, Waterbury, Conn. 06701

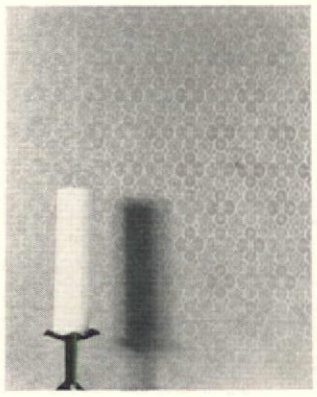
Circle No. 62 on product information card

PRODUCTS & SERVICES

CONTINUED

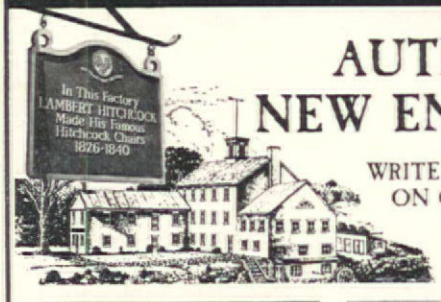
High-styled vinyl wallcoverings

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-

Each piece bears this signature — our registered trade mark.
L. HITCHCOCK. HITCHCOCKS-VILLE. CONN. WARRANTED.



AUTHENTIC NEW ENGLAND

WRITE FOR BROCHURE ON CHAIRS, CHESTS, BEDS, TABLES, MIRRORS.

"Fanback"

"Mates"

CONTRACT DIVISION:
THE HITCHCOCK CHAIR COMPANY
Riverton (Hitchcocks-ville) Connecticut

SHOWROOMS: Merchandise Mart, Chicago; Home Furnishings Mart, N. Y. C.; Hickory Home Furnishings Mart, N. C.

Circle No. 63 on product information card

Circle No. 64 on product information ca

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 54½ 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

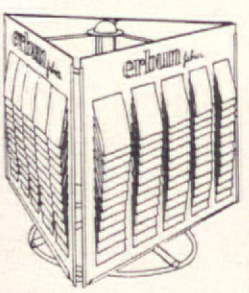
A classic spindle lamp from Warren Kessler Inc. is a complement to furnishings with a traditional

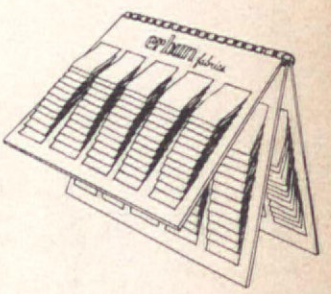
flavor. The Flemish brass bouillotte has a spike finial and the shade is available in a choice of colors. Overall height is 47 inches.

Circle No. 143 on product information card

twirl or flip

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. 14¼" tall x 15" wide, $5.

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

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Fabrics
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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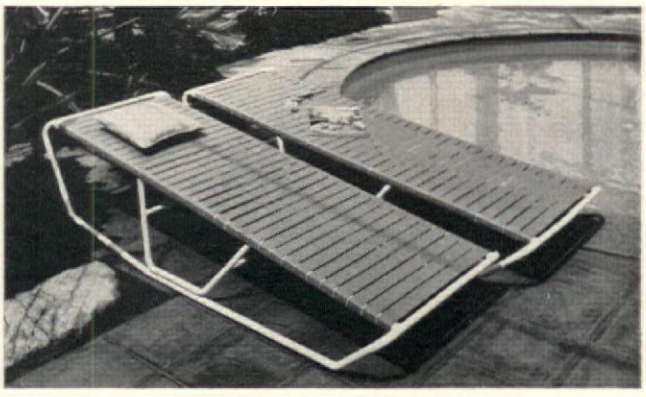
154 N. ROBERTSON BLVD., LOS ANGELES 90048
Representatives in major cities

PRODUCTS & SERVICES

CONTINUED

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 re-



placement. 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

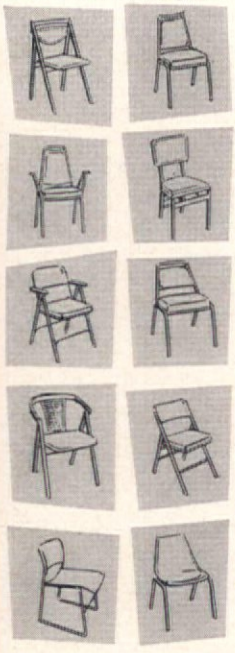
Polykor is a new backing yarn for woven carpet recently developed by Patchogue Plymouth Co. The yarn is made of polypropylene and kraftcord yarns plied together, thereby combining the advantages of both. The smoothness, uniform texture and solid hand of kraftcord is coupled with polypropylene which being 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

← **Circle No. 65 on product information card**

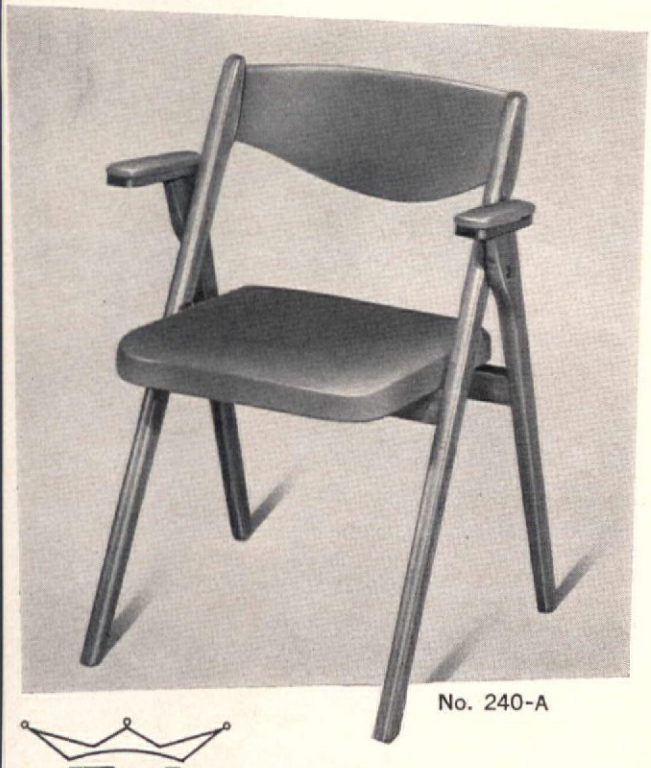
COMPARISON *Urged*

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



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

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



No. 240-A

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

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

Factory representatives in 50 States

Circle No. 66 on product information card

Design for "*Dramatic*" Beauty...

EF265

*A FIBRE-METAL TRADEMARK

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

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

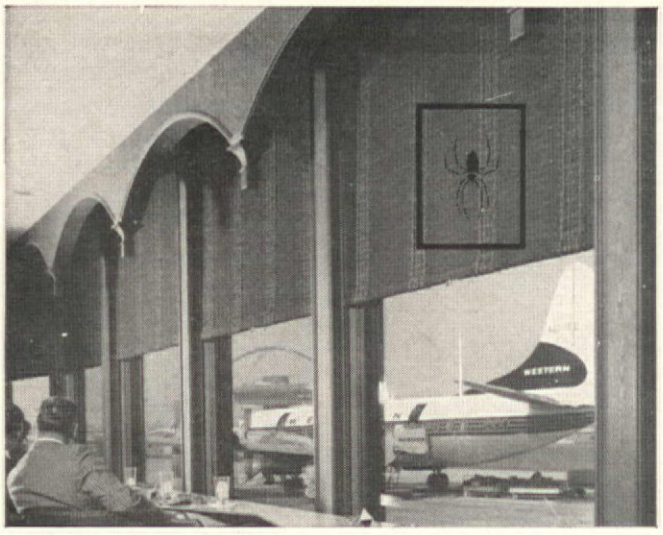
Write for our new color brochure. Design for Beauty with the new *Elegance Fountain*... a distinctive product of FIBRE-METAL.

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

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

Circle No. 67 on product information card

Circle No. 146 on product information card



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

WINDOW MECHANISM, A.I.D. International Design Award 1963

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2010 NORTH LINCOLN, PASADENA, CALIFORNIA

PRODUCTS & SERVICES

CONTINUED

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.

Circle No. 147 on product information card

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-

second to none . . .

Like all Jansko furniture this handsome executive chair is in a class by itself.

- 28″ width, 27″ depth, 32″ height
- Walnut and U. S. Naugahyde
- Sturdy Aluminum base
- Available with swivel, swivel tilt, caster

No. 6200 EX List $115.00

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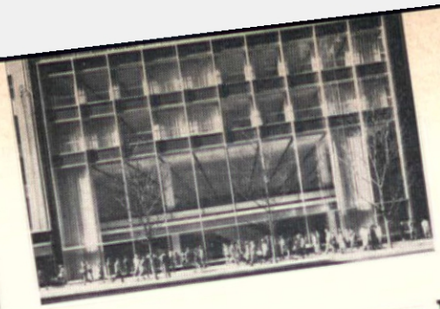
dealerships available.

Circle No. 68 on product information card

rows, the heaviest cloth developed yet by the Larsen studio. The background material is a lustrous cotton rep, with a supple sheen that complements choice woods and subdues color. Colorways were inspired by the rich tones of baked enamel, aged lacquer, and Oriental carpets, resulting in a palette of jade greens, copper browns, lacquer and ochre. Shown

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 passersbys 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.

AD

DRAPERIES • UPHOLSTERING
CARPETS • RESILIENT FLOORS
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Showcase of banking.
Manufacturers-Hanover Trust Co.,
Fifth Avenue at 43rd Street,
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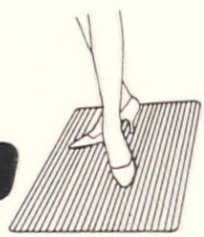
smart step



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RIBBED NYLON on Heavy NON-SKID Rubber

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EASY TO CLEAN • WASHABLE

In rolls and mats in 6 beautiful colors.

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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.

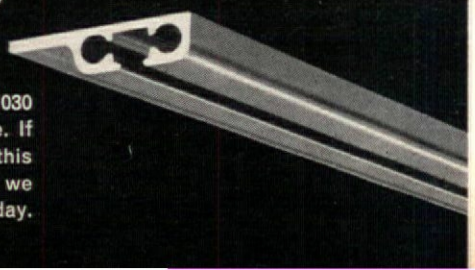
Compare this dimension with our competition and consider. If you really want the trimmest, slimmest, best looking ceiling-mounted track—that's also the smoothest, most silent running, and in all respects best for the job—is there really any choice?

SILENT GLISS

the silent drapery tracks

SILENT GLISS
DIVISION OF WESTERN NEWELL MFG. CO.
FREEPORT, ILLINOIS

... FROM THE first family IN DRAPERY HARDWARE



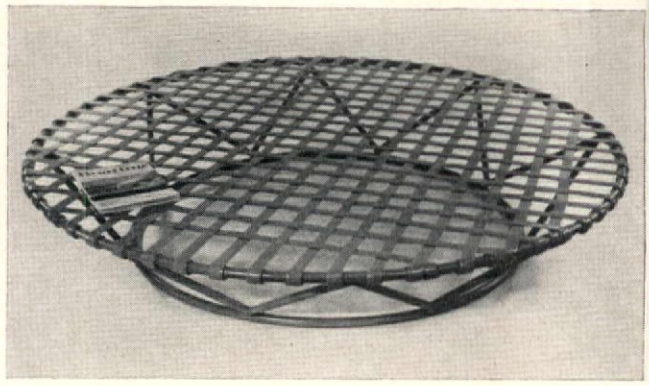
Here's another view of the S1030 track shown in profile above. If you'd like more details on this and the 13 other track styles we offer, write or phone us today.

PRODUCTS & SERVICES

CONTINUED

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 an 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 21½ 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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CONTRACT DIVISION

QUALITY • SERVICE • STYLE LEADERSHIP

Custom Draperies - Bedspreads - Fabrics

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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THE LITTLE CORPORAL, CHICAGO

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

Schafer Bros. INC.

Our new Contract Catalog available upon request.

1123 NORTH McCADDEN PLACE, LOS ANGELES 38, CALIFORNIA

Circle No. 72 on product information card

Circle No. 73 on product information card

DURABLE and SMART

No. 8328
Arm Chair with rubber seat unit and rubber platform.

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

AMERICAN CHAIR COMPANY
Manufacturers of Contract Furniture
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Permanent Displays:
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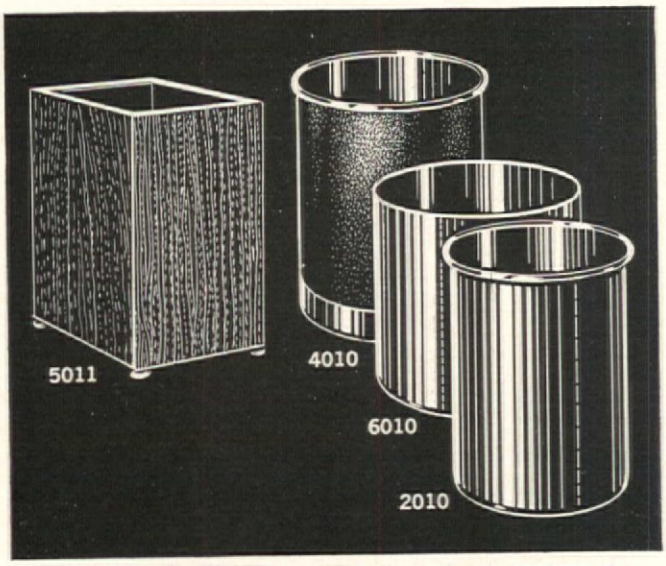


WASTE BASKETS
ATTUNED TO OFFICE DECOR

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.

DUK-IT McDONALD PRODUCTS CORPORATION
274 Duk-It Building • Buffalo, New York 14210

Circle No. 74 on product information card

PRODUCTS & SERVICES

CONTINUED

New wood-based tables

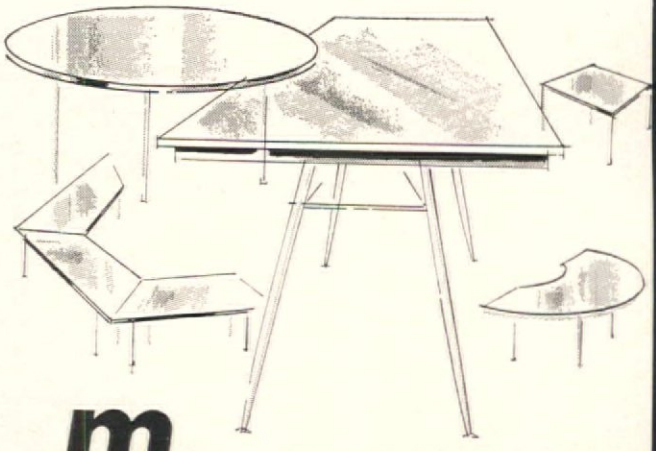
A new line of tables and wood bases is available through Mercury Wood Specialties, Inc. in stylings of modern, Spanish, and Provincial. The bases are crafted in a variety of woods with marble, glass, ceramic, or plastic tops. Mercury also manufactures a selection of floor

or table lecterns of wood, and a raffle drum in a hand-rubbed oil or laquer finish with a wood and steel base.

Circle No. 152 on product information card

Push-button adjustable bed

Designed for hotel and motel use, a new contract bed can be adjusted to many positions by a simple push-button control. The bed adjusts electrically to comfort-



m/h FOLDING TABLES
for every purpose

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

Write for catalog.

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

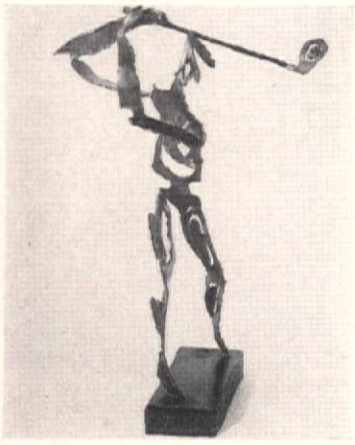
Circle No. 75 on product information card

able positions for reading, lounging, or TV viewing. The bed, manufactured by the Gold Bond Mattress Co., is attractively priced and affords comfortable sleeping.

Circle No. 153 on product information card

Decorative sculpture and carvings

From the contract division of Witco Inc. comes a wide selection of decorative items and accent pieces. Golfer, a metal sculpture 24 inches high, is one of many original designs by William Westen-



haver. The contract division also specializes in hand carved dimension boards and beams of Western red cedar, custom doors, railings, and wall plaques, any of which can be specially designed.

Circle No. 154 on product information card

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

design / construction / installation

DISPLAYCRAFT

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

Circle No. 76 on product information card

WAVERLY'S 'VALUE LINE'

YOUR BEST BUY IN UPHOLSTERY FABRICS!

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.

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Circle No. 77 on product information card

Circle No. 78 on product information card

Scroll furniture, ideally suited for contract use...
specified by Henry End Associates
for the Hotel Marott, Indianapolis, Indiana.

scroll

SCROLL, INC., 800 N.W. 166th STREET, MIAMI, FLORIDA, 33164
A SUBSIDIARY OF KELLER INDUSTRIES INC., MIAMI, FLORIDA

NEW YORK, Scroll, Inc., The Decoration and Design Building • CHICAGO, Scroll, Inc., Merchandise Mart • LOS ANGELES, Clark & Burchfield, Inc.

50th

GOLDEN JUBILEE
Celebrating half-a-century of service to the hotel-motel, restaurant, and allied industries.

GOLDEN OPPORTUNITY
See the greatest array of exhibits and displays ever shown at one time. This year's show is not only an historic occasion, but the most profitable and efficient way to shop.

NATIONAL HOTEL & MOTEL EXPOSITION

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.

THE GREATEST MASS HOUSING AND FEEDING SHOW IN THE WORLD.

Circle No. 79 on product information card

MANUFACTURERS'

LITERATURE

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.

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

EMINENCE IN WOOD

A continuous effort by Stem to maintain bold inventories of hardwood lumber and sliced wood ranging from domestic Ash to exotic Zebrawood assure you a reliable source for over 100 species.

CHESTER B. STEM, INC.

1600 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.

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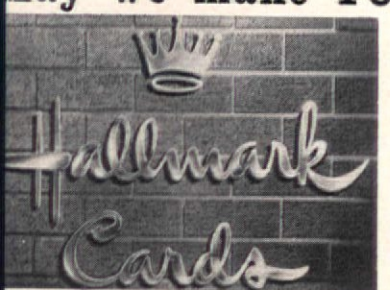

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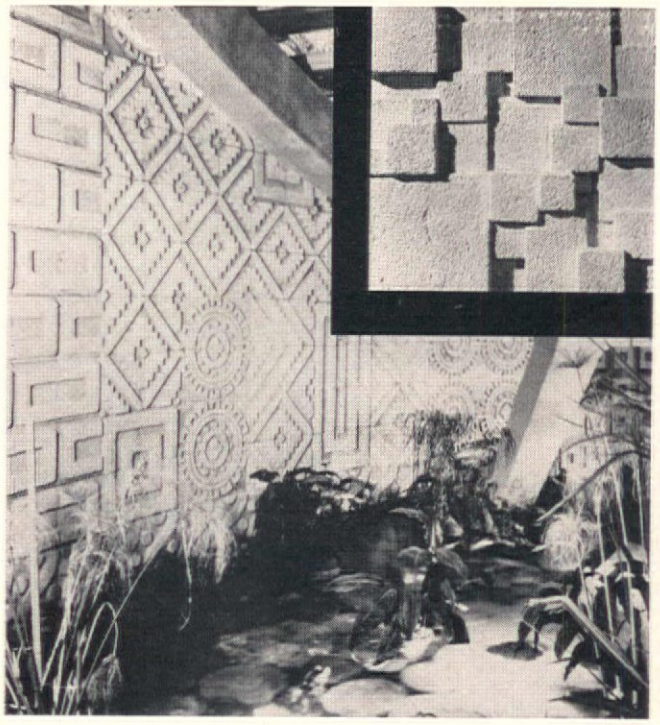

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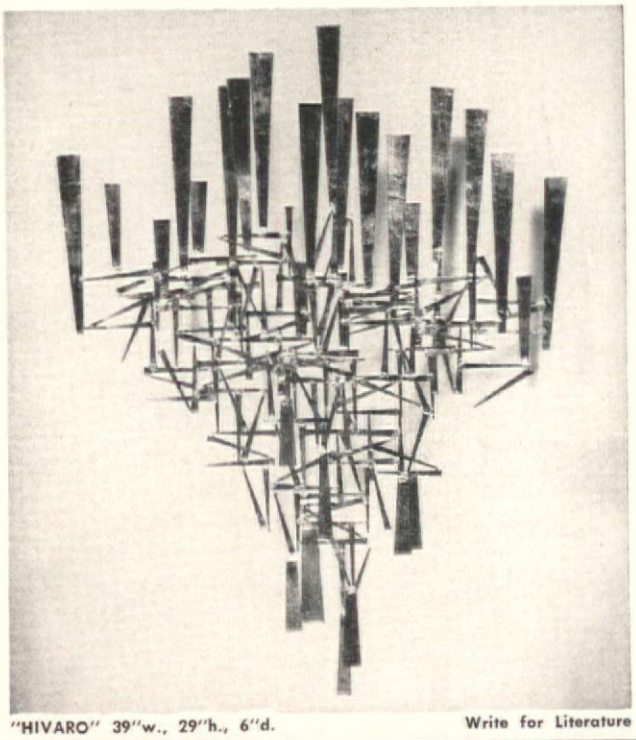

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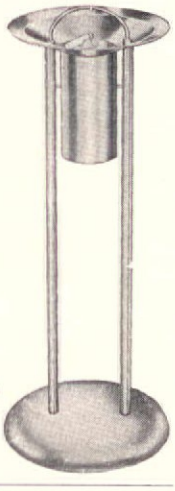

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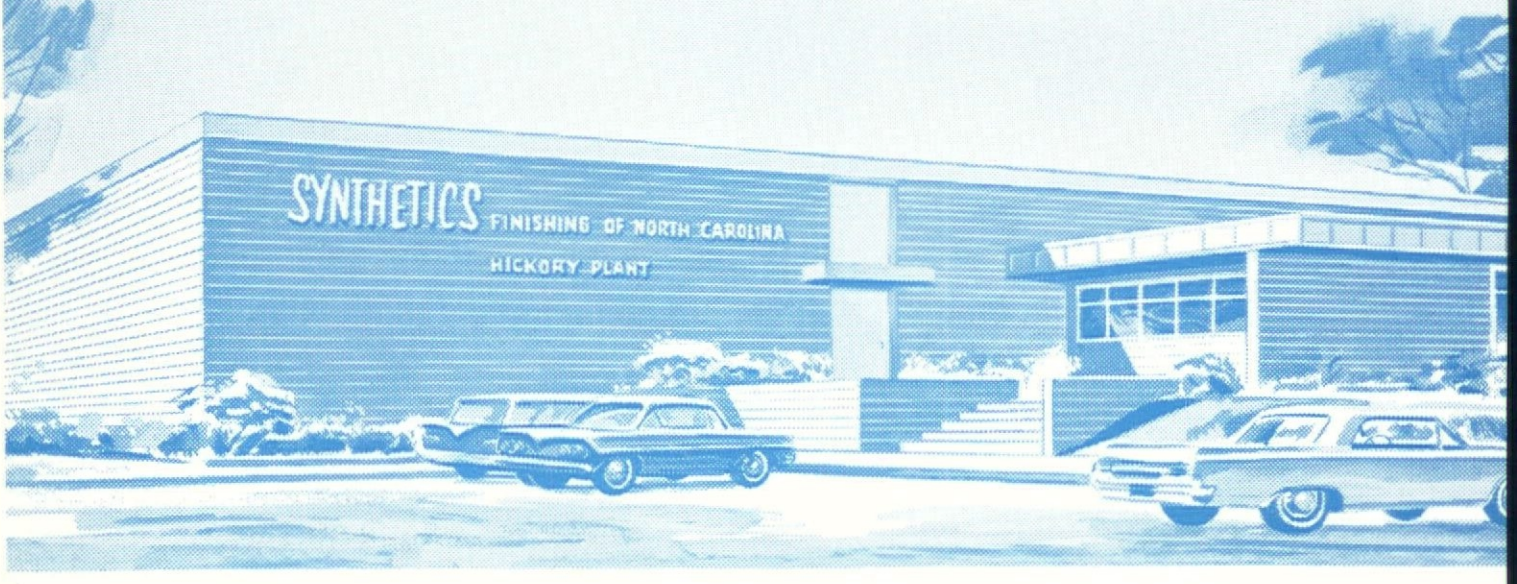

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