
**Looks just like brick—but it's solid vinyl tile!**

And a Kentile Colonial Brick floor costs far less than ordinary brick. Quieter, too. More comfortable underfoot. Easier to maintain. Greaseproof. Takes heaviest traffic in stride.
...from the Madison collection of fine furniture for business and residential interiors. May we send you a catalog?

6949 Swivel Lounge Chair

6958 Swivel Conference Chair

39403 Table

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

Circle No. 1 on product information card

MARCH 1966
Slashes and splashes of color evoke the hunt, the heather and the heath. Houndstooth is tweed gone Terson, in a new, distinctively contemporary upholstery vinyl fabric from Athol. For both commercial and consumer furniture. Exciting? You'd better believe it.


Circle No. 2 on product information card
CONTRACT

The Cover
Symbolizing our new coverage of Interior Architecture, exterior and interior of new CBS headquarters share the limelight on this month's cover. See articles beginning on page 59. Cover design by Bert Lester.

PUBLISHER
Ben H. Hellman

GENERAL MANAGER
Lawrence Gralla

ADVERTISING DIRECTOR
Milton Gralla

ASSOCIATE EDITORS
Anne Fallucchi
Norma Skurka
Patrick J. Galvin
Harriet Schoenholtz, asst.

EDITORIAL CONTRIBUTORS
Marvin B. Affrime
Ann Douglass
Ash Gerecht (Washington)
Roland Wm. Jutras
Lawrence Lerner
Vivien Raynor
Edith Siroto (Chicago)

RESEARCH DIRECTOR
Peggy Sholtz

PRODUCTION
Morton L. Silverman, mgr.
Ellin A. Delsener

CIRCULATION
Jesse Epstein
Norma Jane Samuels

ADVERTISING REPRESENTATIVES
NEW YORK: Frank Rizzo, Eastern Manager; Arnold Hoffman, 7 E. 43 St., Murray Hill 7-3344
CHICAGO: Marshall D. Siegel, Midwest Manager; Ross A. Granston, 6350 N. Cicero Ave., 736-3367
CLEVELAND: Gene H. McCormick, 3506 W. 145 St., 671-3355

CONTRACT
THE BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING

VOL. VII, No. 3 MARCH, 1966

PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

59 INTERIOR ARCHITECTURE: INTRODUCTION

60 THE CONTRACT SPECIFIER'S ROLE IN INTERIOR ARCHITECTURE BY LAWRENCE LERNER

62 CBS/S1W52

I—THE BUILDING IN USE

66 II—THE INTERIORS

70 CERAMIC TILE

BY LAMAR H. BROWN

78 THE Sassoon SALON

80 NATIONAL CASH REGISTER OFFICES

14 LETTERS

16 D.C. CURRENTLY: OUR WASHINGTON REPORT

38 CONTRACT BUSINESS: NOTES AND COMMENTS

42 CONTRACT NEWS

48 PEOPLE

50 CALENDAR

52 ADDENDA TO DIRECTORY ISSUE

84 CONTRACT PRODUCTS AND SERVICES

110 MANUFACTURERS' LITERATURE

114 CLASSIFIED ADVERTISEMENTS

116 ADVERTISERS' DIRECTORY

COMING IN CONTRACT

APRIL—First National Contract Exposition Preview—program, products, and exhibitor's guide to the furnishings show, scheduled April 19-22 at the Americana Hotel, New York City.


CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 42 St., New York 17, N.Y. Phone Murray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, $5.00; two years, $9.00; three years, $12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, $9.00 per year. All Canadian and foreign subscriptions, $10.00 per year. Single copy of this issue $1.00. Contents fully restricted. Copyright 1966 by CONTRACT. The publisher assumes no responsibility for claims expressed by editorial contributions unless specifically indicated by the author. All advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 42 St., New York 17, N.Y. Phone Murray Hill 7-3344. Lawrence Gralla, president. Milton Gralla, vice president. B. H. Hellman, secretary. Subscription price: one year, $5.00; two years, $9.00; three years, $12.00 for firms and individuals who specify, design, buy, or replace contract furnishings in the U.S. All other U.S. subscriptions, $9.00 per year. All Canadian and foreign subscriptions, $10.00 per year. Single copy of this issue $1.00. Contents fully restricted. Copyright 1966 by CONTRACT. The publisher assumes no responsibility for claims expressed by editorial contributions unless specifically indicated by the author. All advertising not in keeping with the publication's standards. SUBSCRIBER ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Controlled circulation postage paid at Orange, Conn. Other Gralla Publications: BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING.
New Marlite Textured Paneling

Completely different! Wormy Chestnut! Exclusively Marlite!

Touch it...you can feel the texture. Wash it...you can’t harm its beauty. New Textured Wormy Chestnut Marlite adds exciting depth and dimension to the walls in any room.

Textured Wormy Chestnut reproduces every surface detail of this rare wood. You can actually see and feel the woodgrain textured surface. And Marlite’s exclusive soilproof plastic finish resists heat, moisture, stains and dents. It wipes clean with a damp cloth.

To add a new dimension to your Marlite sales and interior design opportunities, get complete information on Textured Wormy Chestnut—the exciting innovation in Marlite's 1966 line of smart Decorator Paneling. Check with your building materials dealer, consult Sweet's File, or write Marlite Division of Masonite Corporation, Dept. 325, Dover, Ohio.

New Marlite Textured Paneling

ANOTHER QUALITY PRODUCT OF MASONITE RESEARCH

MARLITE BRANCH OFFICES AND WAREHOUSES: 870 Marlite Bldg., N.W., Atlanta, Georgia 30308 • 27 Smith Place, Cambridge, Mass. 02138 • 444 James Place, Melrose Park (Chicago), Illinois 60160 • 1138 Great Southwest Parkway, Grand Prairie (Dallas), Texas 75052 • 777-7800 Ave., San Leandro, Calif. 94569 • 1050 Flower St., L.A.M. (Los Angeles), Calif. 90012 • 10 W. 50th Ave., Milwaukie, Or. (New York) 11201 • 2440 Sixth Ave., Seattle, Wash. 98134

Circle No. 3 on product information card

Circle No. 4 on product information card
Until today there were only two ways to cover a floor.

The hard way. The soft way.

Now here's the right way—Densylon

With Densylon, made with ACE nylon, you can specify carpet where carpeting was never practical before.


You can do all this with Densylon® and only Densylon. Densylon is the only carpet that keeps every promise other carpets can't because it's different from any other carpet. Densylon is carpet turned upside down: tough on top, soft on bottom. Allied Chemical's tightly-twisted, high-density ACE nylon pile is bonded to a 3/8" backing of B.F. Goodrich sponge-rubber. You don't get that with any other flooring.

Densylon's unique pile is so dense that dirt can't sink in. So tight that the pile can't be pulled up. So tough that furniture legs and spike heels can't mar it. No Densylon installation has ever worn out. Not even the Densylon in the General Electric Pavilion at the New York World's Fair, walked on by more than 15 million persons.

And the biggest pay-off: Densylon actually pays for itself with savings in maintenance alone. Costs a minimum of eighty cents a square yard less to maintain in showcase condition than any other flooring—hard or soft. Vacuums clean in half the strokes ordinary carpets need. Spots and stains—even grease, sponge-mop right off the high-density ACE nylon pile. No scrubbing, waxing, stripping ever.

Densylon's wide spectrum of colors and patterns makes it easy to add prestige, beauty, quiet, warmth and comfort to every floor—with confidence and economy. There are endless applications for Densylon. Send for complete information.

You can do all this with Densylon® and only Densylon. Densylon is the only carpet that keeps every promise other carpets can't because it's different from any other carpet. Densylon is carpet turned upside down; tough on top, soft on bottom. Allied Chemical's tightly-twisted, high-density ACE nylon pile is bonded to a 3/8" backing of B.F. Goodrich sponge-rubber. You don't get that with any other flooring.

Densylon's unique pile is so dense that dirt can't sink in. So tight that the pile can't be pulled up. So tough that furniture legs and spike heels can't mar it. No Densylon installation has ever worn out. Not even the Densylon in the General Electric Pavilion at the New York World's Fair, walked on by more than 15 million persons.

And the biggest pay-off: Densylon actually pays for itself with savings in maintenance alone. Costs a minimum of eighty cents a square yard less to maintain in showcase condition than any other flooring—hard or soft. Vacuums clean in half the strokes ordinary carpets need. Spots and stains—even grease, sponge-mop right off the high-density ACE nylon pile. No scrubbing, waxing, stripping ever.

Densylon's wide spectrum of colors and patterns makes it easy to add prestige, beauty, quiet, warmth and comfort to every floor—with confidence and economy. There are endless applications for Densylon. Send for complete information.

Densylon is the only carpet that keeps every promise other carpets can't because it's different from any other carpet. Densylon is carpet turned upside down; tough on top, soft on bottom. Allied Chemical's tightly-twisted, high-density ACE nylon pile is bonded to a 3/8" backing of B.F. Goodrich sponge-rubber. You don't get that with any other flooring.

Densylon's unique pile is so dense that dirt can't sink in. So tight that the pile can't be pulled up. So tough that furniture legs and spike heels can't mar it. No Densylon installation has ever worn out. Not even the Densylon in the General Electric Pavilion at the New York World's Fair, walked on by more than 15 million persons.

And the biggest pay-off: Densylon actually pays for itself with savings in maintenance alone. Costs a minimum of eighty cents a square yard less to maintain in showcase condition than any other flooring—hard or soft. Vacuums clean in half the strokes ordinary carpets need. Spots and stains—even grease, sponge-mop right off the high-density ACE nylon pile. No scrubbing, waxing, stripping ever.

Densylon's wide spectrum of colors and patterns makes it easy to add prestige, beauty, quiet, warmth and comfort to every floor—with confidence and economy. There are endless applications for Densylon. Send for complete information.
General Tire carpet cushion sold by Morton Textiles & Furniture Co., Chicago.
General Tire Sponge Rubber Carpet Cushion enriches Miami's Treasure House South

There's a wealth of luxury underfoot at Treasure House South on Treasure Island, Miami, Florida. Over 20,000 square yards of resilient General Tire Sponge Rubber Carpet Cushion assures comfort and quiet for residents of this new, superb apartment building. At Treasure House South, every soft, square inch silently serves to prolong carpet life; to keep tenants and management relaxed and happy. General Tire underlay is created for satisfaction like this. It easily tailors to any installation...a complete line of quality grades simplifies its specification. If you require consistent quality, trouble-free service, long and luxurious carpet life, choose General Tire Sponge Rubber Carpet Cushion. It pays off in the long run!

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.

THE GENERAL TIRE & RUBBER COMPANY
CHEMICAL/PLASTICS DIVISION • JEANNETTE, PENNSYLVANIA

Circle No. 5 on product information card
Now you can subdue radiant heat at window areas with PPG Feneshield® fabrics

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

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

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

A practical and economical solution to radiant heat control is the use of Feneshield fabrics, made of PPG Feneshield® fiber glass yarns. Tests conducted by PPG show that Feneshield fabrics produce an astounding reduction in solar heat.

A large percentage of radiant heat from the sun is reflected back to the outdoors by the Feneshield treatment. Heat absorbed by the fabric is removed largely by contact with conditioned air. Very little heat is reradiated inward. Uniform interior comfort is maintained right up
window. And, of course, air conditioning loads are reduced.

Get technical facts. Results of PPG tests on Feneshield fabrics and other shading devices are yours for the asking. This research has produced a new system, based on fabric characteristics, which provides a scientific method for selecting fiber glass draperies to meet any environmental control need.

Through the Feneshield rating system, you can also choose Feneshield fabrics to control glare, improve acoustics, enhance a good view or modify a room. Moreover, Feneshield fabrics give you substantial saving in maintenance over other types of shading devices.

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

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept. 703
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 makes the Feneshield fiber glass yarns only, not the fabric.

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

Shelby Williams®/American®/Duo-Bed®
OF CHICAGO

three great names forged into one great source for contract furnishings!

Shelby Williams
recognized as the leading source of fine seating for restaurants, hotels, motels, offices, dormitories and public areas of all types.

Duo-Bed
newest member of the Shelby Williams family and recognized as the leading source of functional furniture for smartly styled studio-type rooms. The most comfortable beds are uniquely designed to provide perfect daytime sofa comfort.

American
OF CHICAGO
another member of the Shelby Williams family, recognized as the leading source of beautifully styled, beautifully finished accent pieces for public spaces and fine homes. A remarkable collection of exceptional quality and outstanding design.

Shelby Williams
INDUSTRIES, INC.
Merchandise Mart, Chicago, Illinois 60654

Manufacturing facilities from coast-to-coast
- Morristown, Tenn. - Chicago, Ill. - Wichita, Kans. - Los Angeles, Calif.

Circle No. 6 on product information card
On the eleventh floor of The Merchandise Mart, Chicago, you will find qualified professional consultation...competent, dependable service, up-to-the-minute styles...and an outstanding selection of the leading contract suppliers. This is the exceptional combination established by the Contract Manufacturers Association especially for the use of contract designers, architects, dealers and their clients. There is nothing else like it.

Adani-Jamestown Corp.
O. Ames Company
Kenneth R. Baker & Associates
B. Brody Seating Company
Browne-Morse Company
The Buckstaff Company
Carolina Seating Company
Charlotte Chair Company
Chicago Hardware Foundry Co.
Commercial Carpet Corp.
Condi Division, Pacific Furn., Mfg. Co.
De Luxe Metal Products
Paul L. Dodds Company
Drexel Enterprises, Inc.
Duo-Bed Corporation
Empire State Chair Company
P. J. Fuller Associates
The Globe Wernicke Company
Harter Corporation
The Howell Company
Imperial Desk Co., Inc.
The Johnson Chair Company
Johnson Plastic Tops, Inc.
Knoll Associates, Inc.
Krueger Metal Products
Madison Furniture Ind.
Milwaukee Chair Company
Moselle Meals, Inc.
Myrtle Desk Co., Inc.
Peerless Steel Equipment Co.
Peter Pepper Products
R-Way Furniture Co.
Robert John Company
Royalmetal Corporation
Schlage Lock Company
Shelby Williams Industries, Inc.
Specialized Contract Interiors, Ltd.
Steelcase Inc.
Stow & Davis Furniture Company
Superior Sleeprite Corp.
Taylor Chair Company
Tri-Par Manufacturing Co.
Troy Sunshade Company
Vicrtex Sales Corp. of Illinois
Victory Upholstered Seating Company
Virtue Bros. Manufacturing Co.
Watson Manufacturing Co.
The Weinberg Corporation
Richard Winter Associates

CONTRACT MANUFACTURERS ASSOCIATION
11TH FLOOR • THE MERCHANDISE MART • CHICAGO
Let's talk turkey. Our bright-eyed, would-be traveler understands what the man in the fez sez because they both know the international language of Paul Kaiser fabrics. Your own conversation can sparkle with intriguing accents picked up in our showrooms across the country. Come... speak your piece.

Paul Kaiser Associates, Inc.

SALES OFFICE AND SHOWROOM, 4100 N. MIAMI AVENUE, MIAMI, FLORIDA, AREA CODE 305/774-8667

HAND PRINTERS AND WHOLESALERS • CONVERTERS • IMPORTERS OF DECORATIVE AND CONTRACT TEXTILES

Circle No. 8 on product information card
In buildings all across America...Flintkote® Floor Tile brings modern beauty and comfort to heavy traffic areas

- IN ENTRY AREAS
- IN HALLWAYS
- IN ACTIVITY ROOMS

Entry areas take a lot of punishment. Here's where Flintkote Floor Tile shines — like the popular new Flex-Slate Tile that is unusually decorative, yet so practical.

Hallways can be functionally attractive in their floor design simply by putting Flintkote Tile to good use, as in this Designer Solids® arrangement combined with Classic® Tile.

Here are five important reasons, plus one, why more and more busy places use Flintkote Vinyl Asbestos Floor Tile: (1) Easy, economical maintenance, (2) Wide selection of distinctive styles, (3) Versatility — can be used anywhere, (4) Better sanitation, (5) Fire resistant...

(PLUS) Low initial cost.

Contact your dealer today for the full details on Flintkote Floor Tiles for heavy traffic areas. Or write

THE FLINTKOTE COMPANY
30 Rockefeller Plaza, New York, N.Y.

*M A trademark of The Flintkote Company

Circle No. 9 on product information card
December comments
Dear Sir: I want you to know how much I enjoyed “Top of the Table,” in your December issue. We handle top of the table appointments as well as the entire kitchen equipment and furnishings of dining rooms and lounges, and I must agree that too many of our designers and decorators do not give enough thought to table appointments. Rather, they spend the greater part of their efforts and imagination on the walls, floors, ceilings, and upholstery materials. The result is a beautifully coordinated concept, but when they get to the table top, they have no other choice but to specify plain white service, so as not to upset their color scheme or decor.

We agree with Alan Kridel and Paul McCobb that the table top appointments are very important and should be given precedence or act as a starting point to go “from” instead of ending up “at” in a complete picture.

Kudos . . .
Dear Sir: Beyond any doubt, your publication is absolutely the very finest in the industry. Hats off to a job supremely done! And keep up the good work.

DORAN MAY, President Southwestern Hotels Corp. Bakersfield, Calif.

Dear Sir: May we compliment you on your fine contract news coverage and add that we have found and used much pertinent source material since subscribing to CONTRACT.


Dear Sir: I am amazed at the tremendous change in CONTRACT! The last time I saw a copy was around 1963, and there is absolutely no comparison. You have truly updated just about everything, including the quality of your reproductions. You are to be congratulated.

BRIAN PAAL, President Facade Papers, Inc. New York City

... and Criticism
Dear Sir: I've often heard it said that you can't judge a book by its cover — a saying that was brought home to me sharply by your January directory issue. I have rarely seen such a masterpiece of bad graphics and garish color as your cover. Though you are doing a real service in publishing a comprehensive directory issue that will be seen and used 12 months out of the year, why couldn't you top it off with a cover “to live with” for those long 12 months? It has never failed to amaze me that for a book directed to designers and architects, you should so completely ignore esthetics on the face of your magazine. I really like CONTRACT — but I can't take that January cover.

EVA PRATT New York City

New, HI-BACK CHAIRS by Howell

... as impressive as they are restful, with seats and backs firmly but comfortably cushioned. Seating position slightly angled, with pitched head rest, for comfortable lounging, reading or studying. Strong ¾” square tubular steel frame in numerous finishes and many colors in the genuine Naugahyde upholstery. See the Hi-Back and other trend-setting Howell furniture in new Catalog No. 34, available upon request.

HOWELL Modern Metal Furniture 436 South First St., St. Charles, Ill.

Circle No. 10 on product information card
Important to everyone who decorates with, specifies, purchases or handles contract carpets!

**Power-stretch this carpet tight as a drum, Mr. Installer... it's double-backed with JUTE-ON-JUTE**

If you specify, purchase or handle contract carpets, this is important to you. When both primary and secondary backings are Jute in the same carpet, there's enough strength to take maximum tension in any direction—and hold it permanently without slackening up and requiring restretching later. When both backings are Jute, you're in good shape—and so are your carpets. When they're not both Jute, anything can happen! So make it Jute-on-Jute backing in your carpets, and insist on it.

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

Circle No. 11 on product information card
**YOU ARE INVITED**

to take care of all your contract needs at the

**FIRST NATIONAL CONTRACT FURNISHINGS EXPOSITION**

the one show devoted to contract and only contract

**AMERICANA HOTEL,**
**NEW YORK CITY**
**APRIL 19, 20, 21, 22 - 1966**

For advance registration, return coupon today.
No admission charge.

---

**D. C. Currently by Ash Gerecht**

**OUR WASHINGTON REPORT:**

- GSA to standardize seating and library lines
- Great Society program spurs govt. buying
- Construction, design, style focus of new agency specs

The nation’s largest buyer of contract furniture is working on a uniform line of public seating pieces, and a library line, too. It hasn’t had standardized requirements for these, up until now.

The buyer is the United States Government. Its agent is the General Services Administration. And the designated official directly in charge of its procurement is Robert E. Hughes, chief of the furniture and furnishings branch of the procurement operations division of GSA’s Federal Supply Service.

Mr. Hughes has been at his post for slightly more than a year now. Looking ahead, he sees these two developments in your future—the seating pieces, and the library line. GSA is developing the specifications now for the add-on, multiple seating pieces, which could fit into waiting and reception rooms. It hopes to have invitations to bid on the street before that’s June 30.

It has not yet developed, but is working on, the government’s first coordinated library line of furniture—shelving, tables, seating pieces, and the like. Other than that, it considers its office furniture, and its household furniture line, too, in well rounded shape.

Toughest area for improvement, it appears, continues to be lamps, where the demands of engineering, esthetics, and a qualified products list have to be reconciled. But Mr. Hughes hopes to be able to interest industry in some new pieces, by and by, even if they have to be on a QPL.

**Achievement in standardization**

Looking back at his first year in this $100 million spot, Mr. Hughes singles out as a significant accomplishment the growing acceptance by agencies of the standardization in Federal furniture and furnishings that GSA has been aiming for. There is less individual purchasing on the market by Federal agencies, although now and then a procurement—say, to satisfy some new appointee’s idea of proper decor—slip through the net. The success of the GSA program helps the economy program in this area, and cut down, of course, on the different styles and types of (Continued on page 18)

---

Circle No. 12 on product information card

Circle No. 13 on product information card
Here's a glass that's softly translucent, uniformly white, and cuts glare better than sunglasses!

It comes from ASG, the innovator.

It's called Huewhite.

The Huewhite® mood is alabaster cool. The Huewhite way with light is subtle and soft. Huewhite mutes the zing of vibrant colors, dissipates the sting of burning glare. It delivers a gentle and luminous diffusion of abundant light. Architects ring entire buildings with handsome sunscreens of Huewhite. Interior designers use it in elegant partitions that separate space without isolating people. For full information about Huewhite and its broad range of applications, write Dept. X, American Saint Gobain Corp., Box 929, Kingsport, Tennessee 37662. Better yet, see Huewhite at your ASG distributor. He's listed in the Yellow Pages. ©American Saint Gobain 1966

Huewhite by ASG
Continued from P. 16

furniture going into Federal offices.

New regulations require that agencies come to GSA for their requirements. Any exceptions require a waiver, based on the agencies justifying their need for a difference. Mr. Hughes himself rides herd in cases where an agency may go out for bids without clearing through GSA. When they do get approval for an exception, an agency then goes out on a competitive bid basis where the contract is for more than $2,500.

While this practice has been on the books, GSA has recently made this requirement for an exception more explicit. The result is, then, that there had been an increase in the use of GSA supply schedules—and expanded lines of GSA household and office furniture to accommodate varied Federal needs.

In household furniture, for instance, there has been almost complete acceptance by the Defense Department of GSA lines. That department, perhaps more than any other, also calls on Mr. Hughes' staff of 5 interior designers, to plan new projects, furnish dormitories, bachelor officer quarters, Very Important Person suites—the entire range of its needs.

The designers are under orders to follow this strict principle—they work with the goods that GSA has available. The same holds true, as far as it can, with outside designers—they receive information on the GSA lines, and are supposed to use them to the maximum.

In the huge Federal establishment, there is room for many tastes, and these do vary. Mr. Hughes notes an increase in acceptance of traditional furniture for households, although regional favorites continue—as ranch style in the Southwest, for instance. In office furniture, the relatively recent modern executive line is about equal with traditional. Where a new choice has to be made, modern seems to have the edge, because of its larger number of items available, particularly seating pieces. Where offices have been traditional tradition continues.

$100 million a year

The President's Executive Order on procurement economy last year caused quite a stir. This became a permanent part of the regulations, after that, to the effect agencies can't buy new furniture unless they can show a dire need for it. However, the total sales volume handled through GSA has remained about the same.

This total is about $100 million. Helping to account for the volume remaining up was the necessity of outfitting the new Great Society program offices, such as the anti-poverty installations. Their initial requirements may have absorbed what otherwise would have been a cutback. There's no way for GSA to pinpoint this exactly, but its officials believe there would have been a substantial decrease, otherwise.

In household furniture, the effect of the McNamara deferral of new family housing construction can not be estimated. Work in the pipeline was not pulled back. And, since there has been a policy of not fur

(Continued on page 22)
Exotic Far Eastern opulence — very Ho!

In Cantonese, “Ho” means excellent! and “Ho” say your guests when they’re ushered into one of your rooms furnished in Oshima.

It’s 100% Simmons! Simmons Value you get through competitive pricing without material and production shortcuts, Simmons Reputation backed by 40 years of honesty, quality and experience in institutional furnishings. Simmons Design Concepts that show how inherent good taste and practicality are compatible and desirable.

Simmons Delivery policies that insure expedited shipment to meet your schedule.

When you’re doing business with Simmons, you’re being helped by the only people in this industry capable of supplying a complete package of hotel-motel furniture including bedding, bed frames, chairs, sofas and dual-purpose equipment. Add to this the fact that you now have a wide variety of outstanding lines of guest room furniture to choose from.

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

One more thing, we’ve got an incredibly handsome brochure we’d like to send you. Just send in this coupon today! We’ll rush one to you by return mail.

Simmons Company
Contract Division
Merchandise Mart
Chicago, Illinois 60654

Gentlemen: Please send me your new catalog of guest room furniture.

Name:_____________________________Title:_____________________________

Name of hotel, motel or company:_______________________________________

Address:_____________________________________________________________

City:________________State:_____________Zip Code:_____________________

☐ Please have a representative call

SIMMONS
CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL. 60654
nishing new units on mainland posts, little impact on this program may result. There is replacement volume; and the military needs, for the Vietnam build-up, are also believed to have been felt in the office furniture side, as training bases expanded and tables, desks and the like were suddenly demanded.

As it stands, volume last year in scheduled household furniture, bought by an agency from schedules GSA has awarded to suppliers, amounted to $14 million. Non-store, definite quantity procurement totaled $12 million. These are cases where individual requirements may exceed the limitation, in number, placed in GSA term contracts. GSA feels, and has the experience to prove it, that where the quantity is large, for a one-time shipment, it can get a better price—which amounts to 5 to 20 percent below its “standard” prices.

In office furniture, in the scheduled program, volume ran about $18 million. The rest of the $100 million was accounted for by its store programs, its depot operations, where it buys for shipment into depots, and then reships.

Looking ahead, though, it seems likely there will be an easing from this $100 million level to some extent. The Great Society new program offices appear to be staffed; reactivation of military bases is a question mark; and while GSA is asking for a sizable increase in Federal construction funds for the year starting July 1, the effect of this on its furniture and furnishing needs is quite distant.

Progress on standardization
Mr. Hughes and colleagues have an extensive program on to update construction, style, and design in the agency specs. Most in the furniture area are current. Recent work has emphasized incorporating modern production techniques.

But the agency cannot bend its specs to suit each and every manufacturer. It tries to draw up a spec that will give the U.S. government the quality it wants, while meeting as many production preferences of commercial industry as it can.

The prosperous condition of the furniture industry in the past few years has held down the number of producers who might angle for the Federal business, large volume as it is. Mr. Hughes is aware that GSA could get more bids if it could modify its requirements to meet commercial standards. But he is also aware that GSA has to establish its own adequate standard.

He encourages suggestions. His advice, he says, “to people who are interested, is to discuss and work with our standardization people, who establish a specification, on how it can be written to include their type of production.” Slight deviations might be written in, where this can be done without sacrificing quality.

“We’re always interested in contractors who are interested in doing business with the government,” he says. “We invite everybody to participate. Competition is the word. There is room for more suppliers. Participation is what we’re looking for.” He suggests, if you’re interested, that you contact the GSA Business Center nearest you, for starter information.
Take the functional simplicity of Danish design. Add an American love of comfort. Execute it in walnut and cane. This is... 

Dania II

American of Martinsville know-how translates the best of Scandinavia for American innkeepers. See it in our showrooms. Visit the one nearest you: New York, Chicago, San Francisco, Dallas, Atlanta or Martinsville. Or send 25¢ to Dept. C-2, American of Martinsville, Martinsville, Virginia for details and brochure.

AMERICAN OF MARTINSVILLE
Perm-A-Lator Wire Insulators
Prevent Customer Complaints.
They're Stronger, Longer-lasting
—Never Let Cushioning Cup
Down Into Springs.

"Coil Seal" in furniture and mattresses can
cause come-backs—customer dissatisfaction
—can hurt your reputation. There is
NO COIL FEEL with Perma-A-Lator Wire
Insulators...never, ever! Padding can't cup
into spring openings. Why take chances.
Specify nationally advertised Perm-A-Lator
Wire Insulators...the ones with the McCall's
USE-TESTED Tag...for NO COIL FEEL.

Flex-o-lators, Inc.
Carthage, Mo.
Plants in Carthage, Mo., High Point, N. C.
Michelangelo would approve of these Syroco-craft simulated marble walls. So will any Architect, Designer and Furniture Manufacturer—who has all his marbles. Because Syroco-craft looks, feels and acts like marble, has all the elegance and durability of marble—yet weighs and costs substantially less. Syroco-craft is available in authentic marble colors and grains. Fabricated in any thickness from ¼ to 2" for room dividers, panelling, doors, table tops, vanity tops, partitions, insulated wall panels, column covers, altars, and furniture tops. And so on, and so on, and so on—with Syroco-craft! WRITE FOR FULL INFORMATION.

SYROCO-CRAFT
Dept. C36, Carvings and Contract
Division of Syroco
Syracuse, New York 13201
Circle No. 20 on product information card
Sell another mattress over Texfoam?

Better sleep on it!

A Texfoam mattress core is genuine latex foam. That means comfort for the sleeper, less trouble for your customers and a better reputation for you.

A mattress with a Texfoam core 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 mattresses are odorless, non-allergenic and bacteria can’t live in them. What’s more they are easy to make up, never need turning and are a snap to move from room to room, even bending around corners.

Sleep on these facts and a Texfoam mattress and you’ll sell Texfoam every time. For specifications or more information write: The B.F. Goodrich Company, CPMD, 277 Park Avenue, New York, N.Y. 10017. Or call New York—922-5100.

Your reputation rests better on Texfoam
slapdashio?

Not on your life.
It's Robert John's calculated answer to the far-fetches: pared-down nowness. Not an ounce of fat or foolery. All comfort and form on runners of steel. All wrapped up in Robert John fabrics. Very dry cocktail table poured into glass and architectured chrome. Wood tables, cubed, inlaid, densedged.

Our catalog lists all variations and sizes. We'll send it and/or the furniture with all deliberate speed.

How's that for Robert John room service?
TOTAL CONCEPT

...gives any room the luxury look at the right price

TOTAL CONCEPT

...it's Mediterranean—or early American—or French provincial—or any wanted style period...

with all the effect and none of the price of authentic antiques

...it's one source for coordinated lighting, accessories, wall decor that make 2 and 2 equal 6 in decorator results

...it's comprehensive service of cooperation, know-how...in-stock or custom pieces...eliminating problems and ensuring satisfaction.

QUARTITE

Creative Corp.

236 Fifth Avenue, New York, N.Y. 10001

Circle No. 23 on product information card
Specify All-Steel.

Here is beauty you can see, comfort you can feel and quality you can rely on. See and compare. Write for your copy of Design Decision, presenting new ideas in office planning. All-Steel Equipment Inc., Aurora, Illinois.

All-Steel

Showrooms: Chicago, New York, Pittsburgh, Los Angeles
Here's a bouquet for your toughest account

Get everything you need to satisfy the office furniture demands of your toughest client. Get style, quality, selection, color—all without paying premium furniture prices! This is the VS line of office furniture and equipment by the H-O-N Co. It is available nationally through franchised dealers. You'll find VS offers many fresh ideas that are worth recommending personally. For specifiers there are valuable assists, including a knowledgeable H-O-N salesman nearby to personally help you. Whether you're selling or specifying, write us today for VS details: The H-O-N Co., Muscatine, Iowa.

Circle No. 25 on product information card
DESIGN COMPATABILITY

with current architecture, and quality that complements rather than detracts, sets Cramer chairs in a class apart. When you outfit from the bare walls, and uniformity is not only desirable but mandatory, the uniformly high quality of Cramer furnishings makes your job easier.

And satisfactory. For Cramer matches the chairs to desks, credenzas, tables, machine stands, modular units and step stands. Together they are an inspiration. May we tell you why?

The quality line—Seating, Desks, Files, Safety Ladders, Stands—for office, industry, institutions.

CRAMER
CRAMER INDUSTRIES INC. • KANSAS CITY, KANSAS

Circle No. 26 on product information card
plumetis
(plümtís)
n. A technique for weaving a lightweight fabric which shows a raised motif on a plain background to give a feathered effect.

maypole
(ˈmā-,pōl)
n. A delightfully distinctive casement using a strong sheer Linen as background and a spun rayon in a horizontal float. Stripes remain pronounced even with strong incoming light.

Author: Alexander Girard
shed colorful light on the drab subject of hallways

Your clients want all wool carpeting that's plenty tough. It has to be wearable. Footstep resistant. Easy to clean. And good looking, too. It has to be top all wool quality. And when it comes to contract carpeting ... it has to be Hardwick. Corridors get plenty of heavy footstep action. That's why Sylvan Carpet Company installed Hardwick's Persian type all wool quality in the Lafayette Hotel, Buffalo.

And what about convenience for you? Lots of it from Hardwick the compact carpet mill. You get a better edge on price through streamlined operations. Fast delivery. Individual attention. And because we're so flexible, you get custom carpeting designed expressly for your specific needs. All this and plenty of profit, too, from Hardwick the compact carpet mill.

Send $1.00 for Hardwick's new "Carpet Selector" ... In Hardwick's "Selector" are ACTUAL CARPET SWATCHES showing today's newest and most popular contract qualities to help you demonstrate carpeting dramatically, professionally and effectively.

HARDWICK & MAGEE CO.
Lehigh Avenue at 7th Street, Philadelphia, Pa. 19133
Chicago • Dallas • Detroit • New York • San Francisco • Los Angeles

Circle No. 28 on product information card
OUT OF THE MANY MOODS OF MOLLA

MARINA ... the inviting group for pool, patio, or any outdoor location. It offers an ideal blending of beautiful design with comfort, low maintenance, and exceptionally long wear. Heavy vinyl straps give an almost airborne enjoyment to sitting ... amazing new Alumaloy gives a luxury look of wrought iron to the frames ... with only ½ the weight. Alumaloy is more durable, too, and it won't rust ever! Write for illustrated catalogue. Molla Contract Company, Inc., 425 East 53 Street, New York 10022. (212) PL 1-3788.

Circle No. 29 on product information card
Fiberglas* Beta* solves problems most drapery fabrics can't."

Fiberglas allows for versatility and dimension of design... does away with that typical hospital look."

Dan Ferziger, leading hospital interior design consultant, responsible for the design of the new St. Barnabas Hospital in Livingston, New Jersey.

Ferziger specified Fiberglas Beta draperies in this hospital installation:

- Fiberglas is the most outstanding hospital drapery fabric on the market today.
- It's the answer to hospital interiors.
- Fiberglas makes 'foolproof' draperies... fireproof, nonabrasive, nonflammable, wrinkle-resistant, and sanitary.
- It washes, dries and can be hung in a matter of minutes. This saving reduces maintenance costs.

The 300-bed St. Barnabas Hospital was designed by architects, Ferrenz & Taylor, New York, and furnished by Fisher Co., Newark, N.J. Dan Ferziger was responsible for total design coordination. Fiberglas gave him a freedom of design that allowed beautiful color, screen printing, and exciting texture.

You'll be sold on Fiberglas drapery fabrics too, when you consider how Fiberglas answers the problems of cost, environmental control, along with creative interior design, as no other fabric in the world can.

For information about Fiberglas architectural fabrics write: Owens-Corning Fiberglas Corporation, Decorative and Home Furnishings Division, 717 Fifth Avenue, New York, New York 10022.
Brody takes a stack and innovates! Our ability to custom design can provide an interesting and appealing change of pace. Let us work with you on your next contract seating problem. We have a knack for coming up with the right answers. And delivering!

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

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

B. BRODY SEATING COMPANY
5021 W. Dickens, Chicago, Illinois 60639
Area Code 312. 889-6000

Circle No. 31 on product information card

Circle No. 32 on product information
fabrics have a tested burst strength in excess of 400 pounds per square inch. After testing, they show almost complete recovery of the stretched area. Orinoka is weaving fabrics supernaturally*... Fabrics that are specially designed for executive office furniture. Write Director of Special Fabrics Division, ANTON MAIX, 330 East 59th Street, New York, New York 10022. *The fabric shown is not affected in the burst test because it is woven of only the finest blend of super nylon staple and, of course, natural wool. Samples are available on request.
Pratt To Offer Business Interiors Seminar

Pratt Institute's division of Continuing Professional Studies in Brooklyn, N.Y., will offer a special one week seminar on space planning and business interiors from June 20-25, 1966. Through lectures, studio sessions, and field trips, the newest concepts and techniques of planning business interiors will be discussed—including furnishings, lighting, rendering, architectural woodwork, designing, and detailing. Course coordinator is John F. Pile, an independent design consultant and former designer with George Nelson & Co., Paul McCobb, and Donald Deskey Associates. Prof. Harold Leeds, chairman of Pratt's Interior Design department, and Prof. Arnold Friedman will assist in the program.

Designs for Dining 1966

Jinx Dobbins, N.S.I.D., has been selected to design the eighth annual Designs for Business exhibit to be held concurrently with the 1966 National Hotel & Motel Exhibition, November 7th-10th, in the New York Coliseum. Miss Dobbins, who heads her own firm, Interiors Unlimited, Houston, has done hotel and restaurant work throughout the Southwest and in Florida.

Shift to fine arts?

It may be an isolated case. Or it may be the early sign of a national trend. But if the Rhode Island School of Design President's Report 1964-1965 is typical, practical designer education is losing out to the fine arts. Here's what the president's message reported: "... our students today tend to spurn the applied arts in favor of fine arts and those professional arts that require long periods for maturation. The last decade has brought drastic shifts in the elections students make among our five divisions of instruction. Enrollment in Art Education has remained constant at a small number, and Freshman Foundation has been leveled at about 250 students, the maximum our buildings and staff can serve. The significant shift has been away from Design and manufactured products. Meanwhile, Architecture has risen steadily, and Fine Arts, which was a small division twenty years ago, has climbed sharply. Such imbalanced elections cause several kinds of difficulty. A faculty of three or four men adequate for treating a subject wholly slowly finds that fewer and fewer students arrive; a department rich in equipment and space slowly finds that its rooms are unoccupied. Meanwhile, teachers and space in other areas are strained. And there are further imbalances, such as the almost exclusively male election of Architecture and the 64 per cent registration of women in Painting."

Sprightlier offices are worth cost, says Business Week

The January 1, 1966 issue of Business Week advises the executive to remodel his "tired, outmoded office" and give both his vanity and efficiency a leg up for the new year. In a page and a half of comment, BW not only has a good many things to say about current executive office fashions, but also quotes some very specific prices on what it costs to style up.

"You can rest assured," says BW, "that a top-to-bottom renovation of a tired, outmoded office will result in a great deal more than a boost for personal vanity. Working in thoroughly efficient surroundings can help ease the tensions that an executive is forced to live with."

"Planning for privacy is the great trend today in executive offices laid out by the leading professional designers. Personal secretaries, for instance, are put into entirely separate quarters, out of sight and sound. Sound control is given special attention. Most important as an element of privacy, decor and personal furnishings that reflect the executive's interests and tastes are emphasized."

"There's more than whim to this, specialists on health problems of middle-age businessmen estimate that a top executive will operate far below peak efficiency if he forces himself to work in outmoded, unattractive, impersonal surroundings."

"There's a modest trend away from stark contemporary. Some executives find it lacking in warmth, says top consultant George Reinoehl. They would like traditional," he says, 'but they've shied away from it—for fear of not being modern.'

"In any case, any top-flight decorator can help you with plans. There is a limited number of design groups operating nationally and specializing in offices: Designs for Business; Griswold, Heckel & Kelly, Saphier, Lerner, Schindler, among others."

(Continued on page 40)
Clutching your Gelusil to calm your stomach through a photo-finish deadline? Your psyche rattled by client pressure? Take a healthy dose of Kiesling-Hess today. And see what a real pro finisher can do to put a decorator back on his feet. What with our newly acquired Perma-Dry Division, and our West Coast plant now equipped to handle flameproofing, Kiesling-Hess is a bigger time-saver than ever. Goods delivered as late as 2:00 P.M. are expertly finished and on their way to you the same afternoon! That’s true for everything you have finished...from Ze Pel® and Scotchgard® Brand Stain Repeller to flameproofing (California Approved).

Kiesling-Hess is both the fastest and the fastest growing finisher in the country. There must be a reason.

Find out now...and relax!

TIED UP IN KNOTS?

PERMA-DRY DIVISION of KIESLING-HESS FINISHING COMPANY, INC.

Custom Finishers to the decorative trade: Flameproofing, Scotchgard, Ze Pel®, FAB-BAC Fabric Backing, Sylmer 519 West 38th Street, New York, N.Y. • 1011 Wood Street, Philadelphia, Pa. • 1714 Euclid Street, Santa Monica, Calif. PERMA-DRY Division; Phone (212) WA 4-0877.
"Generally, these designers charge 15% of wholesale cost of all materials used, plus labor. Their services parallel those of an architect.

"Style aside, these are some things you can get in three price ranges:

"From $2,500 to $5,000: You can get good quality wall-to-wall carpeting, lighting, and furniture, plus wood paneling on one wall. You'll need at least 300 to 400 sq. ft. of floor space for office designs in this range.

"From $5,000 to $10,000. You get all the above in top quality, plus paneling on all four walls. Also, a custom desk ($800 to $1,200), and some special electronics such as dimmer controls and special inter-office communications. You'll need 400 to 500 sq. ft. of space for this kind of work.

"From $15,000 to $20,000. This is the range for the professionally designed top-class office that spares not a penny. You'll fill 900 to 1,200 sq. ft. with private office, small bathroom, secretarial area, and a small private reception area. On top of this you can have a bar-pantry.

"Original art is, of course, an added cost in any of these ranges. One rule of thumb: A painting by an established contemporary artist will cost $500 to $5,000, and you'll pay more for a 'name.'

"Rugged, good quality carpeting—which will help to deaden noise—runs about $15 to $25 a sq. yd., or $840 to $1,400 a 21-ft. by 24-ft. office.

"Phone sounds: A telephone loud-speaker may be handy ($40 to $50).

"A small-size refrigerator with wood finish costs about $200, and a small refrigerator-bar outfit, $500 to $700. For relaxing, a small 'gym' (for a partitioned corner) takes only 32 sq. ft. of floor space, and consists of two vertical poles plus crosspiece. And an adjustable, de luxe executive's chair, in fabric or leather, costs $200 to $400."

New assignments . . .

Howell Design Associates, New York industrial and interior designer, has been retained to design furniture by Tri-Mark Designs, Philadelphia manufacturer. . . . Burke, Kober & Nicolais, Los Angeles architectural/engineering firm, has been commissioned by the Harris Co. to enlarge and remodel its San Bernardino, Calif., department store. The new facility, anchor store of the new Central City mall being built under the government's urban renewal program, will contain about 282 square feet of space in four floors and basement. . . . Alice Creemans Karpinski, interior designer of High Point, N.C., has been retained by Sam Moore Furniture Industries to coordinate showroom decor with the company's furniture designs. . . . Robert R. Bleemer Associates, interior design and architectural firm of Miami, is currently working on the architectural addition to the State Fire & Casualty Insurance Building in conjunction with Richard Levine, AIA, and is completing the interiors of the new 92-room addition and all public areas at the Waikiki Motel in Miami Beach. The Bleemer design firm recently moved to 64 Northeast 40 Street in Miami. (C)

completely plastic-surfaced chair

(Entire frame same grade as table tops)

by

lami-lok®

Write for our latest catalog.
With a credenza like this around, who minds filing?

The days when you felt it necessary to hide the files in the hall are gone. For not only does our new Adaptafile filing cabinet make filing a breeze—it looks like it belongs in the office. And it does.

That's the way it was designed. And what led to our credenza idea in the first place. It works like this. Take a wall. Add a Borroughs Adaptafile filing cabinet and a Borroughs bookcase. Top it off with either our six- or eight-foot long, walnut-finished, laminated top. And you've got a rich looking credenza. With the accent on function. At a budget price.

Adaptafile takes letter size or legal size folders, free-standing or hanging. Or they're available with card tray drawers if you prefer. Adaptafile comes with 2, 3 or 5 drawers. Or more with the addition of our versatile stack-on units. In any of 8 beautiful colors.

Naturally, all sorts of modular arrangements are possible. Side by side and back to back, Borroughs Adaptafile filing cabinets form excellent room dividers.

See our credenzas and Adaptafile filing cabinets at your Borroughs dealer. Or drop us a note at 3000 N. Burdick St., Kalamazoo, Michigan 49003.

Borroughs amp

Division, American Metal Products Company

Circle No. 35 on product information card
Southern California is...

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

6000 SQUARE FEET OF THE WEST'S MOST ACCEPTED BEDROOM AND DINING ROOM FURNITURE

Contemporary – Colonial
French Provincial – Rural English
Mediterranean

BEDROOM – DINING ROOM

OCCASIONAL TABLES

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

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

Circle No. 36 on product information card

CONTRACT NEWS

Fibereìn is solid plastic

An article in the December issue of CONTRACT erroneously listed Fibereìn among a group of prefinished panels of lesser hardness and durability. Actually, Fibereìn is not a surfaced panel; it is a solid plastic, with surface characteristics which meet or exceed those of high pressure plastic laminates. A product of Fibereìn Plastics Co. of Oconomowoc, Wisconsin, Fibereìn has been used by furniture manufacturers for tops and component panels, for 15 years. Fibereìn Grade 62-P is an engineered material consisting of wood fibers and thermosetting plastic resins—melamine and phenol formaldehyde, combined chemically and physically to form a reinforced, dimensionally stable, solid plastic panel. Fibereìn Grade 62-P meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fibereìn meets all specifications and requirements of Federal Specification L-T-0041c(GSA-FSS) Type III.

IMPERIAL WALLPAPER MILL, INC. of Cleveland, Ohio has announced the purchase of a new four-color engraving machine to supplement its present surface printing equipment. The new styling concepts achieved by combining surface and engraved printing, result in a new technique named by Imperial as Glengravure Prints.

VIKING CARPETS, INC., has appointed three distributors to merchandise its high density nylon flooring: Advance Floor Covering Distributors, Inc., Detroit; Fargo Glass and Paint Co., Fargo, N.D.; and Shuler Distributing Co., Memphis, Tenn.

CONGRESS INNS, INC. is the new corporate name for the Congress Inn hotel and motel franchise operations, formerly known as Congress International, Inc.

BEAUNIT FIBERS Division of Beaunit Corp. sales and merchandising offices are now located at 261 Madison Avenue, New York City.

TIMBETONE DECORATIVE CO., INC. will be located at the design center presently under development at the Nassau Crossways Industrial Park in Syosset. Timbertone, manufacturer of hand-made wall coverings, will be joining Kravet Fabrics, manufacturers and distributors of upholstery, which occupies a large plant facility in the 137-acre park. Timbertone will continue to maintain its New York City showroom.

LEE L. WOODWARD SONS, Owosso, Michigan is celebrating its centennial in 1966. Founded one hundred years ago, the Woodard industry has grown from a small furniture and casket manufacturing company to one of the nation's leading manufacturers of wrought iron furniture.

ATHOL MFG. CO. has appointed American Foam Rubber Corp. of Dallas, Texas, as the southwest representative for its Terson line of vinyl fabrics.
Wonderful Washable FLOCKS by Birge

Creslan Acrylic Flock Wallcoverings

Vision of Loveliness
METROPOLITAN LIGHTING FIXTURE Co. has purchased ARCO LIGHTING, on the retirement of Paul Samberg, president of Arco, and will move into the Arco quarters at 1010 Third Avenue in New York City. The expanded facilities will display the combined lines of both companies and be staffed and serviced by Metropolitan's sales staff. Phil Salerno has been named manager of the showroom.

THE MASLAND DURALEATHER Co., Philadelphia, has established a West Coast mill stock in Los Angeles at Paul Vogel and Company, 3900 South Broadway Place. The new facility will service Masland Duran vinyl upholstery for furniture manufacturers and dealers in the 13-state western region, including Hawaii and Alaska.

OZITE CORP. has acquired the West Virginia Sponge Rubber Products & Plastics Co., marking its entry into the sponge rubber undercushion field. Ozite supplies natural fiber carpet cushion and indoor/outdoor carpeting.

THE KITTINGER Co. has been acquired by General Interiors, New York City. While the addition of the 100-year-old Buffalo, N.Y., manufacturing concern will provide General Interiors with an important position in the ultra-fine furniture market, the corporation's major effort will still be aimed at providing commercial furniture dealers with all the tools they need to service their customers, a spokesman said.

SYROCO, Inc., Syracuse, New York, will market Marblecraft, the simulated marble product, under the name of Syrocraft. Sales will be directed by Jack Markowitz, Sales Manager of Syroco's Contract and Carving Division, and production will continue at Mapleville, R.I.

NL CORP., manufacturer of commercial, church and custom lighting, Cleveland, Ohio, will open a general branch office and showroom at 527 Madison Ave., New York City. Its newly acquired divisions, General Lighting, and Emerlite will be administered through the New York office.

LIGHTING ASSOCIATES INC. will represent Syroco in the greater metropolitan New York area, displaying a full selection of the Syroco accessory line.

ROBERT YOUNG ASSOCIATES, retail planning and design consultants, have opened new offices at 2537 Carlisle Street, Dallas, Texas.

THE ARCHITECTS AND BUILDERS CENTER has opened at 19th and John F. Kennedy Blvd. in the Penn Towers Building of Penn Center, Philadelphia. It will maintain permanent exhibits by manufacturers and suppliers of home builders' products plus a reference and information service on product sources throughout the nation. This service will be available immediately to all visitors, free of charge. An exhibition sponsored by the Italian Institute for Foreign Trade is planned as a special opening attraction.
OF COURSE you can get BURKAIRE cushioning in contract furniture!

It's a wise decision to insist on Burkaire. Furniture stays new, luxurious and comfortable much longer, especially those upholstered pieces that get greater than normal use.

Burkaire is permanently resilient, yields gently under body weight, recovers quickly to original thickness. It keeps upholstery taut and tailored looking; won't allow cushioned parts to become loose and get out of shape; prevents coverings from getting shabby and excessively worn.

Sharply competitive Burkaire adds nothing to original cost. Specify it for all upholstered furniture.
Crane Chef Model 872
A complete compact kitchen!
Includes gas or electric range with oven and broiler; sink 8 cu. ft. self-defrosting refrigerator with 40 lb. freezer storage compartment. Disposer optional.

Studio Efficiency Apartments
Model 872 (photo above). This complete kitchen is easily designed into any apartment decor and space requirement.

Executive Offices
Crane Chef Executive I enhances beauty and efficiency of any office. Luxurious real wood cabinet in popular finishes. Hinged top for console convenience.

Married Students' Housing
Model 554. Complete compact kitchen for tight space requirements of college dorms. Needs only 9 sq. ft. of floor space.
Crane Chef announces the most complete line of compact kitchens—ever!

40 all-new models to solve your space problems.

With a choice of 40 models, the all-new Crane Chef line gives you a flexibility of design and choice never before available in compact kitchens.

Look at design. New, clean, straight edge profiles are keyed to complement contemporary taste for attractive simplicity in decor. Choice of colors, white, wood grains, copper tones—or even luxurious real wood.

Look at space. Largest, complete kitchen needs only 15 sq. ft. of floor space. And Crane Chef gives it to you eight different ways—complete to refrigerator, freezer, range, oven/broiler, storage, sink and drainboard. Disposer available in most models—plus all kinds of other options.

Look at flexibility. If you're thinking smaller, choose from compact refrigerators or ranges—singly or in combination—with or without worktops or sinks. Ranges and ovens: either gas or electric.

Here's even more flexibility. If the various Crane Chef ideas shown here don't match yours—we'll help you with custom-designing.

The new Crane Chef line is the biggest innovation to hit compact kitchening in many and many a year. Get all the details now. Contact Crane Showrooms in New York, Chicago, or Los Angeles; distributors in most cities; or write Crane Co., 4100 South Kedzie Avenue, Chicago, Illinois 60632.

THE NAME IS

Crane Chef—Dept 006
4100 South Kedzie Avenue
Chicago, Illinois 60632

Rush me a copy of your brochure on the all-new line of Crane Chef compact kitchens.

Name _____________________________
Company ___________________________
Address ____________________________
City __________________ State ______ Zip ______

Circle No. 40 on product information card
A. J. Merritt of Stein, Hall & Co., Inc. has been elected president of the Jute Carpet Backing Council.

A. D. Aulicino was recently appointed to the newly created post of vice president and director of sales for Designs For Business, Inc.

Sidney Schwartz, formerly the vice president of marketing for the Host of America Motels, has been appointed national accounts manager for the Contract Division of Trend Mills, Inc. Three men have been transferred from the Georgia division to the contract division: Alvin Baker, manager of the Dallas district; Hy Helman, contract representative of the Washington, D.C. district; and William Carroll, to contract representative for the Atlanta district. Trend contract division plans to add other specialists for New York, Cleveland, Chicago, and San Francisco in the near future.

Ray H. Brettman has been named sales manager of the contract division of the B. Brody Seating Co., Chicago, manufacturer of residential and commercial dining furniture.

William Copley has been appointed to the new post of sales director for the mid-western United States, of Viking Carpets, Inc.

Robert Collins has been appointed V'Soske representative in Alabama, Florida, Georgia, North Carolina, South Carolina and Tennessee.

Capleton Bates Varney, Jr. has been elected president of Dorothy Draper & Co., Inc.

Madeline Karl has been appointed an associate of Howell Design Associates, industrial and interior designers, New York City.

David B. Schwab has been promoted to vice president of the Irving Tier Co., Inc. of Berkeley, Calif.

Clyde F. Wagner has been appointed plant manager of the Ozite Corp., Santa Ana, California plant.

John W. Broere has been appointed district sales manager of Cramer Industries, Inc., Kansas City.

Donald I. Fuhr has been appointed vice president in charge of sales at Syroco, Inc.

Mary Lou Lautier was recently named contract sales representative in Southern California and southern Nevada for Duo-Bed Corp., a division of Shelby Williams Industries, Inc. Her office will be in the new Duo-Bed showroom at the International Design Center in Los Angeles.

Charles L. Walters has been appointed executive vice president of Pioneer Plastics Corporation, Auburn, Maine.
When you're in the market for carpet, look for this label. It's the first identification by a fiber manufacturer that its yarn is specially engineered for commercial conditions.

Specify A.C.E. nylon by

INFORMATION CALL (212) 730-7700, Ext. 444, OR WRITE ALLIED CHEMICAL CORPORATION, FIBERS DIVISION, ALLIED CHEMICAL TOWER, NO. 1 TIMES SQUARE, NEW YORK, N. Y. 10036.
Can-do Chair Company

The three C's have stood for Charlotte Chair Company for over fifty years. During those fifty years Charlotte has built a reputation for “CAN-DO”. Interior people throughout the country have learned to turn to Charlotte for those special seating touches. They know that Charlotte “can-do” the exact chair they're looking for.

Charlotte experience, and know-how, both in design and in manufacturing can be used by you to give the exact effect and mood you desire. While Charlotte quality is always the finest, you'll find the costs to be pleasantly attractive, too. Give us a call. Perhaps we “CAN-DO” just the chair you need for that next seating job.

Charlotte Chair Company
Charlotte, Michigan

Circle No. 43 on product information card

CALENDAR

1966


April 22-29. Southern Furniture Market. High Point and Hickory, N.C.

April 30-May 8. Hanover Fair. Hanover, Germany.


May 10-22. International Handicrafts Fair. Munich, Germany.


May 24-27. Interstoff International Spring Textiles Fair. Frankfurt, Germany.


June 27-July 1. Furniture Market, N.Y. Furniture Exchange, National Furniture Mart, National Home Furnishings Mart, Furniture Mart, One Park Avenue, New York City.


Who insures the floors of Occidental Life?

(Gulistan does—with Performance Rated carpet)

Occidental Center—Headquarters Building of Occidental Life of California is an impressive addition to the Los Angeles skyline. Inside: the choice of carpet is just what you'd expect. It's luxurious. Colorful. Incredibly long-wearing and easy to care for. It's Gulistan all wool carpet, especially woven to eliminate static electricity. Find out how economical Gulistan Commercial Carpet can be for your offices, for your entire building. Write for full facts and free samples of Performance Rated† and proven Gulistan Commercial Carpet.

Gulistan Carpet
Division of J. P. Stevens & Co.
295 Fifth Avenue, New York, N.Y. 10016

Please send me the whole story on how Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost.

NAME ____________________________
ADDRESS ____________________________
CITY ________ STATE ________ ZIP ________

Architect: William L. Pereira and Associates, AIA • Project Interiors: Alex Wilhelmson • Project in Charge: Gen D. Wong, AIA • Carpets Executed by: Carl Marias Carpets

MARCH 1966 51
ADDENDA TO THE JANUARY 1966 DIRECTORY

A number of inaccuracies and omissions occurred in our January Directory Issue and we wish to make amends by publishing the following Addenda regarding firm names, showrooms, and classified product listings. We suggest that readers who plan to use these firms as sources add this page as a supplement to their copies of the January Directory.

ARCHITECTURAL POTTERY/ARCHITECTURAL FIBERGLASS

Chicago Showroom was incorrectly listed. The correct location is 1166 Merchandise Mart, Chicago.

An incorrect address was given for Robert Benjamin, Inc., whose new showroom is at 306 East 61st Street, New York, N.Y.


B-C Manufacturing Co. should have appeared under the following product categories: panels and panel materials, partitions and dividers.

Columbus Carpet Mills Inc., River Road, Columbus, Ga., was omitted from the carpet and rug category of the product listings.

DAN RIVER CARPETS was incorrectly listed under the letter "R" rather than under "D" in the manufacturers' alphabetical list and in the carpet and rug product categories.

The contract showroom of Drexel Furniture Co. at 11-116 Merchandise Mart, Chicago, was not listed.

The company also should have been included in the tables and sofas categories.

Dukane Textiles, Inc., 444 Broadway, New York 1, N.Y. should have been listed under the carpets and rugs category. The firm's advertisement appeared on pages 49 and 50 of the January issue.

The address of Griffin Design was listed incorrectly; the correct address is 751 Third Avenue, New York 17, N.Y.

I. D. Fabrics Inc., manufacturers of fabrics, wallpaper and wallcoverings, is located at 979 Third Avenue, New York 22, N.Y.

Showroom listings for the I. V. Chair Corp. should not have included the Boston showroom since the firm no longer maintains representation in Boston.

O. N. Jonas Inc., Dalton, Ga., was omitted from the carpet mill listing.

Edward D. Lacey Inc., Atlanta Merchandise Mart, Atlanta, should have been included in the carpet and rug product listing.

Albert Larsen Co., representing a complete line of contract furnishings is located at 369 1/2 N. Robertson Blvd., Los Angeles, Calif.

Lightolier Inc. is located at 11 East 56th Street, New York, N.Y. Telephone is: LE 2-2900.

Mississippi Glass, St. Louis, Mo., was omitted from the glass product, partitions and dividers product categories.

Molla, long known for its outdoor furniture line, also manufacturers furniture for indoor use, and for such contract installations as shoe and millinery salons, restaurants, waiting rooms, and lounges.

National Lock, Rockford, Ill., should have been listed under casters and hardware.

Piazza Originals manufactures a large line of chairs, shelf systems, stools for bar and dining tables, including pedestals and tops, magazine racks and stands, and will specially custom chests, dressers, dressing tables and benches to order for its client Piazza has showroom facilities at Will McCune, Hotaling Place, San Francisco; Max Burton, 130 Robertson Blvd., Los Angeles; Kells-Arnold, 21 Stemmons Way, Dallas; The Annex Inc., 351 Peachtree Hills Ave., Atlanta; Paul Siegel Inc., 1707 Old Way, Seattle; and R. M. Benjamin, 306 E. 61 St. New York City.

Shelby Williams has moved its New York showroom to 600 Madison Avenue. In Los Angeles, they are located at 8899 Beverly Blvd.

Your job isn't finished until you have specified letters that reflect the overall quality of the project. Nothing does this so well as letters meticulously cast and finished by Knight. Catalog to prove it on request.

Circle No. 45 on product information card

Circle No. 46 on product information card
A new concept in modular space division:

New permanent-looking walls glide on ceiling tracks, lock rigidly, seal out sound

Divide large areas into several high-income rooms in just minutes with Kwik-Wall movable walls. Panels glide on ceiling tracks (no unsightly floor tracks), lock solidly into place with a simple one-hand operation. Kwik-Wall has the look and feel of permanent construction. It has a flat, solid appearance and can be adapted to any decor with virtually unlimited choice of decorator panel facings. Laminates, vinyls, hardwood, print grains or unfinished ready-to-paint. Kwik-Wall construction is sound retardant. You can order Kwik-Wall panels with walk-thru doors if you wish. Kwik-Wall is also available in trackless panels that install anywhere. Send in the coupon today for the full exciting story of Kwik-Wall.

KWIK-WALL CO., Box 319, Dept. CT
Springfield, Illinois 62705

Please tell me more about KWIK-WALL movable walls.

Name
Title
Company
Address
City State ZIP

[ ] New construction [ ] Remodeling
Room(s) dimensions:
Construction date:

[ ] Send literature [ ] Have representative call
The quality of being Metropolitan

Elegantly clothed in a rich leather, a princely velvet, or another fine fabric from our reserves, a Metropolitan sofa or chair gently accents those qualities that invest it with enduring value. Reflected in styles of timeless grace are the concurrent flows of modern creative expression and a reverence for the classics. Revealed in details of tailoring, construction, and welting are those distinctive signs of craftsmanship and care that insure years of smart-appearing, mint-condition service.

The quality of being Metropolitan is articulated in excellent design, firm construction, and the use of superior materials. These themes are woven consistently through the myriads of handsome sofas, chairs, sectionals, and tables shown in the new Metropolitan Furniture catalog for 1966, available now on receipt of your letterhead request.

Metropolitan Furniture, 950 Linden Ave., So. San Francisco, California 94080, U.S.A.

SHOWROOMS: NEW YORK, 232 E. 59th St., CHICAGO, 621 Merchandise Mart, DALLAS, 450 Decorative Center, LOS ANGELES, 724 Home Furnishings Mart. SAN FRANCISCO, 858 Western Merchandise Mart & S. Christian of Copenhagen, 700 Sansome. CANADA, Cyril G. Burch, Ltd., Vancouver, B.C.
Walls of elegance with COHYDE® vinyl fabrics

The luxurious Crest Hotel across from Disneyland, Calif. features walls of COHYDE MALAGA. As one of the nation's fastest growing hotel chains, they combine luxury with practicality throughout their entire network of Hotels and Motor Inns. This is why they use Cohyde Vinyl wallcovering... and with good reason. Cohyde wallcoverings come in hundreds of colors and dozens of exquisite patterns, plus custom colors and textures which are readily available.

Decorators know no bounds with Cohyde. Whatever the color scheme or decor, Cohyde belongs. Walls of Cohyde eliminate repeated and costly maintenance. Cohyde resists scuff and fade. Wipes clean with a damp cloth. The beauty and new look lasts.

For walls of elegance, the kind favored by the nation’s most luxurious hotels, offices, and institutions, specify Cohyde. Write Dept. C for sample catalog.

Architects: Maxwell Starkman, AIA & ASSOCIATES, Architects, Planners, Engineers Beverly Hills, California
Designers: Hotel Designs, Inc., La Jolla, Calif. Under the direction of James Parsons Hartig, president NSID
General Contractors: C. H. Leavell Company El Paso, Texas

INTERCHEMICAL CORPORATION, COATED FABRICS DIVISION, TOLEDO, OHIO 43601
Circle No. 47 on product information card
Sometimes it takes a real challenge to prove how versatile Kirsch rods are.

And that’s when we really make our point: that you can’t stump Kirsch drapery rods or accessories in any situation. Our seemingly endless number of styles will accent any period you choose. Use them with the most way-out rococo, then again with the most restrained modern, then with all the other in-betweens.

Bring us your challenges and we’ll come up with all kinds of solutions (including our commercial line of extruded aluminum, Architrac® drapery hardware). Why not put us to the test soon?

Kirsch
DRAPERY HARDWARE

Circle No. 48 on product information card

56
With an office like this, he's got to be in

To be sure you're in, too, send for your copy of the Alma 8000 Series catalog and price list.
The day the elevator operator stopped... and stared...

Here's a reception room no one can resist. A Risom Series “60” sofa made the difference. Seating that reflects a progressive attitude. Informal, but distinct. Bold, but dignified.

Notice the functional beauty of the clean-cut lines. Backs that are as handsome as the fronts. Never need a wall to cling to. Can be grouped to suit any taste, any space.

“Tight seating”... cushions that belie their detached look. Characteristic Risom seating that's comfortable, but supports.

Series “60” includes low chairs, two-seater and three-seater sofas with upholstered arm and wood arms, single arm and armless. 30 variations in all.

Be prepared to impress VIP's, clients and salesmen... even elevator operators. See the imaginative Series “60” at Risom showrooms nationally.

The answer is Risom.
CONTRACT DESIGNER'S NEW RESPONSIBILITIES IN INTERIOR ARCHITECTURE CREATE NEED FOR NEW TYPES OF INFORMATION

In a new, surging industry, the range and scope of the professional's activities is likely, more often than not, to grow swiftly and unpredictably. A welcome sign of growth, this condition, in which responsibilities proliferate and relationships with other crafts and professionals become more complex moment by moment, is one that is inevitably accompanied by growing pains. In the contract industry, the latter have expressed themselves in at least two important ways: as crises of personnel, such as those we discussed in our Study on Education last April, and as lags in communications.

The latter condition is what we are concerned with here—the contract designer/specifier has for the past few years been groping for information essential to the new responsibilities he has been acquiring. Today he not only specifies interior furnishings but a wide range of structural materials as well. He has, in short, evolved from the role of contract specialist into that of interior architect. This is especially apparent whenever a well-planned single occupancy building goes on the boards. In an efficiently coordinated job, the contract planner/designer works from the outset with the architect and builder on every phase of the structure, and since it is the use to which the building is going to be put that basically determines the structure, his part in the dialectic with architects, builder, and client has become decisive. His essential responsibilities in these matters are even more clearly evident in remodeling and renovation work where, frequently, the contract designer will provide all interior architectural services.

In recognition of these new needs and responsibilities, CONTRACT Magazine is inaugurating, with the current issue, expanded coverage of the field of interior architecture. This will consist of substantial product coverage of semi-structural materials—wall paneling, doors and controls, ventilating/air conditioning systems, hardware, paints and finishes, woodworking, marble, masonry, acoustical materials, lighting fixtures, communications systems, glass, ceramic tile (see page 70)—in fact, everything in the huge spectrum of products and materials needed to fill the interior shell. Just as important as product coverage are the applications of these materials, and we plan to publish a continuing series of technical reports on the architectural elements mentioned above, with detailed renderings, line drawings, and photographs to explicate their utilization. The raison d'etre for their use in specific jobs will be discussed and evaluated in studies of specific jobs, such as CBS/S1W32 in this issue or the Rohm & Haas building in Philadelphia, which will be the subject of a special case study in a Spring 1966 issue. In addition, this expanded coverage will be reflected in our coverage of news, industry trends, our Washington reports, and our treatment of trade shows, forum and other special events. The problems that professionals face in working together—the architect, space planner, builder, furniture producer, et al—will be discussed in this coverage too, as will the professional problems of fee structure, business operating methods, client relationships, and the development of new business in the interior architecture market. In other words, our aim will be to pervade the magazine with these important new preoccupations, rather than to develop a special architectural section. By doing so, we hope to keep pace with the developments in this swiftly moving field, as well as to help the contract designer and specifier do a better and more informed job.—BHH
THE CONTRACT SPECIFIER'S GROWING ROLE IN INTERIOR ARCHITECTURE

BY LAWRENCE LERNER

SINCE World War II, more than seven million square feet of office space has been built in New York City alone. The next three years will witness the completion of about fifteen million square feet in New York and approximately twice that amount in Chicago, Boston, Los Angeles, San Francisco, Dallas, and Atlanta, collectively. In view of this enormous expansion, consultants who design this mass of space will require up-to-the-minute knowledge about products currently in research and development or already in manufacture, and what the capacities, capabilities, costs, and availability of these products will be.

WHO SPECIFIES ARCHITECTURAL PRODUCTS?

Historically, the manufacturer of building materials aimed his sales efforts solely at the architectural, engineering, and construction office. This approach stems from the time when the cost of completing the average office interior was equal to about two dollars or less a square foot, measured by today's values. A prospective tenant leased space after a simple conversation with the owner about the rate of rent and the length of lease. A few informal notes in the specifications issued to the contractor insured the installation of a hanging light fixture in each room. The rest of the improvements were built on the basis of a conversational chalk-line on the floor for the location of walls or partitions and a casual "give me an outlet on that wall for the bottled water cooler."

Obviously, the side effects of this arrangement—degenerating eyesight from improper light, hot weather absenteeism, fatigue induced by poor acoustics—underlined the need for more efficient working conditions. That need has been answered in the post-war period by the "contract" professional who combines the functions of interior architect, decorator, industrial designer, and furniture specifier—functions that were brought into play on a hit-or-miss basis before World War II.

If we ask the question today—Just who is specifying all of the ceilings, lighting fixtures, partitions, hardware, paints, ceramic tile, and other semi-structural and finishing products to go into today's interiors?—the answer is that for the past decade the contract professional has been playing an increasingly important role in this area of architectural products and that as his functions in relation to his client ex-

Lawrence Lerner is president of Saphier, Lerner, Schindler, Inc., leading contract planning and design firm, with headquarters in New York City.
expand, that role promises to be even more central in the future. Today, the contract professional's work, because of his unique ability to coordinate all of his client's requirements for efficient, functional work areas, has become more and more responsible for interior building products—areas that can no longer be left to the haphazard attentions of the general contractor or builder.

CHANGING THE BUILDING STANDARD

To complete the average office interior now costs at least four times what it did in 1945. This is in part due to the fact that clients are more conscious of their environmental and operational needs. If the contract market for interior building products were dissected, two major categories would emerge as the largest volume consumers: single-purpose institutionally occupied buildings and multiple-tenant speculative office buildings.

Multiple-tenant office buildings in New York are leased under agreements concerning a quantity package of interior improvements which have to be interpreted into plans at the expense of the tenant. The tenant customarily retains a contract specialist who develops a finished space made up of a combination of landlord-supplied improvements supplemented by so-called "non-standard" additions. The basic improvements that a New York City landlord supplies are worth in the vicinity of five dollars per square foot. The tenant's actual requirements, as interpreted by his space planner-designer, usually add an average of three to five dollars to that amount. The landlord's standard interior improvements are made as the result of consultations with the builder, his architect, and a contract consultant. But the specification of the additional three to five dollars a foot is made solely by the tenant's own designer. Thus, a total of $150 to 600 million worth of interior building products will be specified in the next three years by firms engaged in the practice of contract design, in office buildings alone. The contract professional will play a similar role in the planning, designing, and furnishing of hotels, hospitals, schools, and other public installations.

In the creation of multiple-tenancy buildings in other parts of the country prior to the mid-1950's, the owner usually retained an architect who prepared and coordinated detailed drawings for the basic building, including those of his consultants for structural, mechanical, and electrical engineering. The interiors of the buildings were usually covered by an outline specification referring to a basic type of fixture to be used for each of the improvements. In addition, a "typical" lighting and mechanical plan was usually submitted.

Sophisticated builders who were thoroughly aware of the rental and construction problems incurred in the course of completing high-rise multiple occupancy buildings soon recognized the emergence of new requirements. The most glaring inadequacy with the old outline specs was the typical plan, prepared as a panacea for all tenants by the building's architect. Since very little is typical among tenants, this plan was useless as a tool for efficient, rapid planning and occupancy of the building's interior. After all, a building is built to house the tenants, and the tenant could not be forced to compromise his requirements for the economic advantage of the landlord.

THE REMODELING MARKET

There is one other segment of the building market in which specification by the contract designer accounts for an increasing share of total dollar volume in semi-structural materials of the types mentioned earlier. This is the modernization and remodeling market, involving buildings which no longer justify their existence economically and which therefore must either be demolished or rejuvenated. In Dallas, Texas, the huge Merchandise Mart and Davis buildings are two significant examples of structures that had reached the moribund stage and that have now been successfully revitalized and reoccupied.

The modernizing and remodeling of buildings of this type throughout the country will come to approximately five million square feet of space in each of the next five years. The cost of rejuvenating a run-down forty-year-old building in order to make it competitive with newer structures is about six to eight dollars a square foot. This amounts to thirty or forty million dollars a year—big but nevertheless only a small part of the contract design field. Contract design and the contract specialist therefore must be taken heavily into account as a major influence in the purchase of hundreds of millions of dollars worth of architectural materials every year.
CBS/51W52

EVALUATION OF A BUILDING IN USE: HOW DESIGN, PLANNING, SPECIFYING, FURNISHING AFFECT WORKING ENVIRONMENT IN NEW HEADQUARTERS OF COLUMBIA BROADCASTING SYSTEM

The Columbia Broadcasting System's new headquarters in New York City, or CBS/51W52 (to use the stylish handle fashioned by its management) is a top-flight building. As Vivien Raynor points out in her review of its interiors (page 66), it is the late Eero Saarinen's masterpiece, his memorial. Saarinen was itching to build his first skyscraper in concrete, to demonstrate to the skeptics that not only could it be done, but done superbly. He proved his point by creating "a romantic presence" on New York's Sixth Avenue, which is characterized up and down its length by the anonymous, depersonalized architecture of the last ten years. In contrast, CBS/51W52 has Saarinen's very personal stamp; it is a black granite pile that consists, simply and elegantly enough, of floors stacked one on the other like square frames. There is no interruption of the 20,000 square feet of interior space on each floor, except for the service core at the center. Steel structuring occurs only in the sub-basement where beams are used to span the tracks of the subway line that runs under the building.

In spite of its impressive design, however, there have been many bad days at Black Rock, a less stylish name for the premises invented
CBS FACTS AND FIGURES

Location: Eastside block front, Avenue of the Americas between 52 and 53 Streets. Address, 51 West 52 Street (10019). Entrances and lobbies are located on 52 and 53 Streets.

Height: 38 stories (491 feet).

Siting: The rectangular free-standing sheer tower and the adjacent four-story service building occupy 49 percent of the plot, with the remainder devoted to an open plaza slightly below street level. The total plot is approximately 48,000 square feet.

Materials: The basic structure is reinforced poured-on-site concrete. Exterior surfaces are clad in Canadian black granite. Structural steel was used only in the sub-basement foundation bridge which spans the Independent subway traverse of the site. Fenestration is gray heat-absorbing glass, which represents 30 percent of the exterior.

Interior: 800,000 square feet of floor space. In plan, each floor is a rectangular doughnut, with the central core housing all elevators and service facilities. Each floor of approximately 20,000 square feet has no basic building obstructions of any kind between the core and the window wall.

Architect: Eero Saarinen & Associates

General Contractor: George A. Fuller Co.

Design of Interiors: Florence Knoll Bassett

Interior Architect: Carson, Lundin & Shaw

Mechanical Engineers: Cosentini Associates

Structural Engineer: Paul Weidlinger

by a CBS executive on a particularly bad day. The difficulties concern the building in use, and in our opinion are directly traceable to the fact that, for all its outward impressiveness and the sophistication of its interiors, CBS/51W52 suffers from an essentially disorganized approach to the respective roles of architect, interior designer and client or end-user. Basically, what the building needed to live up to Saarinen’s design was a casting director, and in spite of all the talent available at CBS, they don’t seem to have been able to find one. Because of the lack of well-defined responsibilities and a strong guiding hand—or several strong hands—decisions about many elements of interior architecture, physical equipment and working amenities were made by CBS management, which has been fussing with the building ever since it opened last summer. Here are some examples of the trouble-spots that have developed because of poor planning and ill-defined lines of authority:

■ Executives, for some strange reason, were asked if they wanted matter-of-course items like wall outlets in their offices. Even stranger, many answered no. This has brought on a rash of long extension cords that run sloppily from secretarial stations to executive offices. In the basement, on the other hand, outlets are spaced three feet apart on one wall where, as it happens, none are required.

■ There is no simple way to turn off the lights in most areas. When a film or tape is to be projected, someone has to get on a ladder and unscrew the right ceiling fixture, which knocks out the lights in four related fixtures. The other way to turn off the lights involves getting to the master switch panel in the basement and finding the right switch.

■ Instead of providing phone jacks on a modular grid pattern, customary in most large buildings, they occur only sporadically in several departments. On one floor 19 professional employees shared one phone for eight months.

■ Walls are metal, making it difficult to hang clothing (for which closets are often lacking), pictures, charts, etc. The staff has retaliated by smuggling in suction hooks and magnets. Frequently, these are overloaded and fall down in the midst of a conference.
These are some of the physical deficiencies, all easily avoidable had the interior architecture and space planning been properly coordinated with the actual requirements of the corporate client. In its zeal for good taste, quality, and prestige design, CBS management has injected another type of irritant, psychological and probably much more important in the emotional lives of its staff. That is to say, it has provided few or no vents for personal tastes and preferences, barring the puzzling instances of the wall outlets and other conveniences, which don’t really involve questions of taste. Pictures belonging to staff members, for example, can’t be hung without prior approval from the building’s Art Committee. Plants are another example: there is a prescribed list of flora, all housed in identical pots. If your taste runs to geraniums, philodendron or some other botanical cliche, you are out of luck. Moreover, you don’t rate a plant at all unless there is a door on your office; the doorless are plantless, and the denizens of general office areas are out in the desert altogether, without so much as a cactus.

Furniture must sit in rigidly prescribed positions. There is one story about a vice president who has been sneakily inching his desk toward the window every day, but it invariably gets moved back by the design police. Walls throughout the building are white, white, white, and one of the most serious complaints on the part of the employees has been the glare. (What is OK for a modern apartment—white walls hung with vividly colored modern paintings—just doesn’t work in the enormous wall spaces of a building like CBS/51W52.) Exceptions are executive offices and conference rooms, where other materials were permitted. (The grey-flanneled wall of the upper-echelon conference rooms are worth a special footnote.)

Then there is the sunken plaza that surrounds the building. Some of the architectural magazines hailed it as a pleasant relief in a crowded city where almost everyone builds right up to the limits of the plot. Unfortunately, no provisions were made in the original plans for making it pleasant, and its bare, dusty look has disconcerted Dr. Frank Stanton, CBS president, to such an extent that he has been worry-
BY VIVIEN RAYNOR

All buildings are great architecture while they are going up. The magic lasts until the top floor is on, then lo, another Son of Lever (or whatever else is current) is revealed. CBS/New York City is different. Eero Saarinen's first and last skyscraper has not only retained much of the drama of its construction, it has turned out to be New York's noblest postwar pile. It was one of a number of works in progress at the time of his death, in 1961, and none of them surely could serve better as his requiem mass.

As saturnine as Heathcliff, it is essentially a romantic presence on Sixth Avenue, hanging back from the building line, magnificent in its unfriendliness. The structure consists of a rectangular, free-standing tower composed of piers that are triangular in section. These were cast in reinforced concrete and faced with Canadian black granite, specially treated to preserve its natural dark tone. Windows are made of gray-tinted glass (at ground level this appears more madeira colored) and the ratio of glass to wall is 30:70.

The piers swoop up so swiftly and their forms are so strong that the horizontals made by the thirty-eight floors are all but invisible, especially when the sun casts knife-edged shadows. Indeed, the optical tricks are an important part of the building's impact: the piers look like pleats, twelve pleats by fifteen, and, when viewed from certain angles, they destroy perspective by eliminating an oblique view of the side windows, making the shaft appear two-dimensional.

Fortunately, most people will know the building from the outside only. Some may wonder about the inside and may even think the outside a tough act to follow. It is known that Saarinen wanted to do it, because according to Eric Larabee (Harper's, December, 1964) "it bothered him about modern architects that they had given up too many responsibilities."

On the whole, one must admit, the CBS staff comes off pretty well; nobody is far from natural light coming in through large windows that are shaded by vertical venetian blinds (curtains have been added to cut the glare in some of the white-walled offices); the minimum size of an office is 10 feet by 10 feet, maximum 20 feet by 20 feet, the proportions varying within 5 feet module possibilities according to function. Files, for example are installed in long narrow rooms, as is the library on the law floor. In addition to the large general reception areas, there are other open areas for personal secretaries—no more than four together, as far as I could tell, and sometimes fewer, depending on their status.

The corporate structure of CBS is intricate, and it is wiser not to attempt unravelling it in this article. Enough to say that more than 2,500 people work for the six divisions in this building, and that a few floors will be rented (two are currently available). However, leases will be short, since the company expects to have expanded enough in ten years to need most of the space. Right now there is one tenant, The
Typical vice president's office, top, at CBS is furnished with pedestal desk with marble top, Knoll seating pieces, and wool carpeting. Natural light from large windows is modulated by vertical blinds and casements. Minimum size of private office is 10 feet by 10 feet, maximum is twice that size. Infinitely meticulous about graphics, left, CBS had typefaces specially designed for the building; one is known as CBS-Didot (see fire alarm following page), another as CBS-Sans. Presidential office, below, is maximum size (20 by 20), and arranged in living room fashion for high-ranking executives.
Bank of New York, occupying a third of the ground floor and basement. The second third of the main floor is filled by CBS’ travertined elevator lobby, and a restaurant, The Ground Floor, designed by the Saarinen office, has moved into the remaining third. Colored walls, in open areas as well as top offices, are most often veneered in decorative wood or upholstered. The president in charge of all CBS television stations, Merle S. Jones, has a walnut wall em¬bodied with television screens—all playing when I was there—and audio equipment, which are coverable by sliding panels. Mr. Paley’s present office has one wall covered with slab-textured cotton striped in black and dark purple, the others painted white. One vice-presi­dent’s office has a faded peacock green wall in tussore-type fabric. A general reception area features a dark gray flannel wall. In the staff washrooms, ceilings are painted bright colors—I saw a blue and pink one—contrasting with white terrazzo walls. The chief decoration in the cafeteria, which is still off-limits to visitors, will be a relief-mural, 38 feet by 8 feet, composed of food words in white wood letters of many different faces, alternating with found objects, such as the food itself—fish preserved in epoxy—and ant­ique cooking utensils. This, together with a Moorish-type white screen in one of the executive reception areas, are two rare examples of visual relief that don’t depend on color for their interest.

Except for corridors leading to the run-of-the mill offices, the interiors just about everywhere are wool-carpeted, even the elevators. Most often the carpet comes in gray and white, patterned either with small squares or stripes. Executive carpets, on the other hand, come in all colors and designs—I remember one in pale, speckled oatmeal, another in solid, electrifying yellow, and Mr. Paley’s white one with black grid design. Furniture (by Florence Knoll Bassett to both Saarinen’s designs and her own) is covered in a similarly wide range of textures and patterns. The rectangular heavy sofas of reception or of executive suites can be in anything from Naugahyde in any color, to tan tweed to dark-green velvet; the same with easy chairs. Ordinary office and conference table chairs with steel legs, are done either in wool or bright Naugahydes. Each executive suite, comprising office, reception, with two entrance ways, conference room, dining room, and kitchen, has in its carpeted and marble bathroom a Saarinen womb chair with nesting footstool, mounted on slim stainless steel legs.

Naturally there is the usual complement of art, both the prestige kind and Brand X, but it consists chiefly of paintings that are medium-sized and fairly unobtrusive. A de Kooning oil on newspaper was working temporarily in Mr. Paley’s office; a Ben Nicholson was being inoffensive in one of the executive confer­ence rooms; and a Soulages hangs in a general recep­tion area. I don’t recall seeing anything but ab­stract art—expressionist to optical—except for the de Kooning and the Spy cartoons on the legal floor plus many paintings done to order by Karl Mann Associ­ates, which is a quality source for wall decorations.

It was from Louis Dorfsman, director in charge of corporate design, that I learned most about the spirit of perfectionist dedication that has fueled the whole CBS project. In his own nutshell, it is his job to see that nothing shoddy gets by. Mainly, he is concerned with graphic design—letterheads, nameplates, signs, etc.—and even tenants must conform to his standards. He is charged with a zeal I have only seen once before—in a priory of Benedictine monks—and for him and his associates getting this building off the pad has meant day, night, and weekend work. Their constant inspiration has been Dr. Stanton; it would seem there is no detail too trivial for his interest and attention, or for that matter, Mr. Paley’s. Now that Saarinen is dead, both men have redoubled their efforts to make this monument a total tribute to the master.

After listening to Mr. Dorfsman I began to pay more attention to the finesse of CBS/51W52. I had already noted the elevators padded in dark cowhide; not however, your ordinary cowhide—this has Himalayan Goat Finish. The hide panels are separated by narrow bronze rods, lighting fixtures are also bronze, and, what with the carpet, the tone is very liberal. Another charming detail is the steel fingerplate on the staff bathroom doors, engraved with the appropriate initial in Roman face. All doors are, by the way, hung on handsome hinges worthy of note; cast in stainless steel, they comprise two identical elements shaped like flattened femurs; where they join to pivot on each other, the forms change into small cylinders.

Every detail, down to the telephone number, 765-4321, has been exhaustively crafted. Mr. Dorfsman grieves that much of the perfection will go unnoticed by the majority, but feels, if I interpret his discourse correctly, that such corporate efforts are a community contribution, a form of education, which must ult­imately pay off. His major contribution is the afore­mentioned cafeteria relief. Among the minor ones is a special typeface for the rubber stamp that addresses letters to their respective floors. At the time of the interview, he was grappling with municipal inspec­tors over their “maximum occupancy” sign. He has, much to their chagrin, lined up a special face for this sign, and I have no doubt he has by now overcome.
CBS' cafeteria, 51/20 Club, epitomizes style of the building. Basically simple and uncluttered, it fosters an atmosphere of sophistication. Room is dominated by a relief mural 38 feet long by 8 feet high, in which white letters in high relief spell out food names, both exotic and everyday, interspersed with foodstuffs (in epoxy) and antique culinary objects. Deep shadows and play of light on projecting graphic reliefs is typical of visual elements in building that avoid dependence on color for interest.
CERAMIC TILE: SPECIFYING AND INSTALLING A MATERIAL WHOSE HUGE RANGE OF
STYLES, COLORS AND SIZES NOW PERMITS MANY NEW AREAS OF APPLICATION IN CONTRACT WORK

BY LAMAR H. BROWN, AIA

It wasn't too long ago that ceramic tile was limited to such areas as restrooms, hospital operating rooms, and laboratories because of its outstanding service as a durable, easily maintained, hygienic (in that its surface can be thoroughly sanitized) surfacing material. Not so today. The advantages remain the same, but improvements in quality, colors, sizes, and shapes have permitted ceramic tile to break the traditional "bathroom barrier," and it can now be found in just about every other area of almost every type of building, both inside and out.

Nor was it too long ago that ceramic tile was found almost exclusively on the spec sheets of building architects and contractors. But that too has changed, as the scope and responsibilities of the contract interior specifier have expanded to include more and more of the structural and semi-structural areas of commercial and institutional buildings (see Lawrence Lerner's article, page 60).

Although the ceramic tile picture is changing, with new specifiers finding more diverse applications for both decorative and functional reasons, ceramic tile itself is far from a new material. For 70 or so centuries, say historians, baked-clay surfacing products (that's what it basically is) have been used by mankind. Indeed, tile made 4,700 years before Christ was used in the Egyptian Pyramid of Saakka.

Yet modern American know-how and ingenuity have brought more improvements to tile in the past 20 years than in the preceding 70-odd centuries. The Tile Council of America, trade association of domestic manufacturers, reports that there are more than 250 colors, sizes, and shapes of tile available to today's contract designer and architect. An individual manufacturer may carry 140,000 items in inventory (counting all trim units). Since the Tile Council's membership numbers 31 companies, which produce about 90 percent of domestic tile, it is obvious there is a superabundance of tile available on the market. Tile's use, then, is limited only by the designer's imagination—supplemented, of course, by a broad working knowledge of this highly versatile surfacing material.

Types of tile

There are three general types of ceramic tile—glazed wall tile, ceramic mosaic tile, and quarry tile.

Glazed wall tile is made from various ceramic materials to which a large variety of ceramic color glazes are applied and fired in ovens with temperatures of more than 2,000 F. Under these high temperatures, the color glazes are fused onto the tile bodies. Glazes are either bright and reflect an image, or matte and do not clearly reflect an image. Glazes also may have a mottled or textured appearance.

Ceramic mosaic tiles, both glazed and unglazed, are manufactured in small, colorful shapes. They come from the factory mounted on sheets about one foot by two feet in size, a new modernization development in the tile industry. Ceramic mosaics are extremely durable and are popular for floors and countertops. They are being used increasingly on the exterior facades of buildings because of their durability, color, and practically unlimited design possibilities. Unglazed ceramic mosaics come in a wide range of warm earthy colors. Glazed ceramic mosaics add many additional colors of tile to the palatte of today's designer.

Quarry tile, a heavy duty baked clay product, comes in several colors in addition to the familiar red. Quarry tile is often found on lobby floors and on terraces. In industry and commerce,
Stylish colors and designs of ceramic tiles, such as the ones shown above and at left, have greatly increased tile's versatility. Kashmir, upper left, for instance, has color coordinated stripes, including high fashion blues and greens, running in vertical stripes. (Circle No. 100.) Beneath it is a recently introduced quarry, La Vinchy, tile with an antique floor glaze on its rippled surface—one of many new shapes that add dimension and color to heavy duty floors. (Circle No. 101.) Above, a composite of four tiles in various colors but of the same design are shown in one of several patterns that can be achieved with the new “sculptured” tiles. Circle No. 102.

Quarry tile, which was seen mostly in reds and six-inch squares, has become increasingly high-styled. This is an authentic Mayan motif with a hand sculptured quality found in ancient Indian civilizations. Quarry tiles are available now in more than two dozen special designs, sizes, shapes, and colors. Circle No. 103.

Patterns and color variations on the surface of glazed tile can lend great variety to interior walls. This tile, basically white with blue pattern overlay, could be interspersed among white or blue tiles or, for dramatic impact, an entire wall area could be surfaced with the pattern. Circle No. 104.

Exterior use of ceramic tile provides lasting texture and color. Ceramic mosaic tiles of random color are used on this bank facade in Seattle. Circle No. 105.
CERAMIC TILE

quarry tile is ideal for hard-use factory areas and is very economical to maintain. Both ceramic mosaics and quarry tile can withstand freezing temperatures and are used outdoors as well as indoors.

Standard sizes of tile manufactured by the domestic industry are shown in Chart I. There are, in addition, many special sizes and shapes, including octagonal, hexagonal, triangular, pointed, and Moorish curved tiles, as well as many glazed tiles with fired-in designs of flowers, birds, geometric and abstract designs, plus other motifs. Also, manufacturers supply a wide range of matching "trim" units that round off edges and turn corners.

Style variations

As a flooring material, ceramic mosaic or quarry tile (and, in light-duty applications, extra-duty glazed tile) give long life, reduce maintenance costs, and provide practically limitless design possibilities. Manufacturers provide standard patterns of ceramic mosaic designs and mixtures and will make up special patterns on order. Besides the standard square and rectangular mosaics some manufacturers provide them in triangular shapes, or with rough, broken edges to give a hand-crafted effect.

Quarry tile, too, comes in more colors and shapes than ever before. A single manufacturer may provide more than a dozen colors or shapes, with colors ranging from near white to bluegrass green. Pavers (tiles that resemble quarry tile but made by the dust-pressed method instead of being extruded) widen the color range of heavy-duty floor tiles. Additional colors also are obtained by new hard-glazed quarries, which may come in geometric shapes to give design texture to the floor. Geometric and design pattern surfaces also are available on standard shape quarry tile.

Glazed wall tile as well comes in a wide variety of sizes and shapes other than the standards, and the availability of extra-duty glazes provided by many manufacturers today extends the use of glazed tile's many colors to light-duty floors. Hexagonal tiles and tiles with lopped off corners (where square inserts are placed) are among the more popular of the odd-shaped wall tile now being used. Large-size glazed wall tile, up to about 12 inches square, glazed quarries of a like size, and even architectural terra cotta surfacing materials in larger sizes are being manufactured by ceramic tile companies today.

New facial textures also increase further the variations in tile. Sculptured ceramics that provide new design and add the play of light and shadow to tile's natural beauty are another modern innovation. The sculptured tiles come in conventional square sizes with pleasing geometric patterns in relief on the surface. These concave-convex tiles are ideal for decorative walls, planters, room dividers, fireplaces, garden walls, facades, and restroom walls.

Plain and patterned tiles set on the diagonal lend an extremely cool effect to a patio/porch setting. Circle No. 103. A decorative fish, formed by four large-size tiles would be worked into a field of tiles of coordinated color. Circle No. 107.
its triangular Certification Mark is made in the U.S.A. and that it equals or exceeds the highest quality requirements for Standard Grade tile, as set up in Federal Specification SS-T-308b and Commerce Department Simplified Practice Recommendation r 61-61. Therefore, when an architect or designer wants to be certain of quality in ceramic tile, all he need do is to specify Certified Tile.

Tile's economy shown

According to a study by the New York cost-estimating firm of McKee-Berger-Mansueto, Inc., ceramic tile—because of its long life and little need for maintenance—costs from 1 to 20 cents per square foot a year less than other surfacing materials.

The penny- here and penny-there maintenance expense of some "economical" finishes actually makes them cost more than ceramic tile, over the life of a building as the study showed, while need for frequent replacement also rapidly runs up the cost of some low-priced materials.

The study showed that ceramic tile costs as little as 4.5 cents per square foot a year on light-duty walls, and only 33 cents per square foot a year on floors. Savings with ceramic tile ranged from 8 to 20 cents per square foot a year on floors, and from 1 to 10 cents per square foot on walls. Starting as pennies, the savings can amount to $12.53 per square foot over a 60-year building life.

Chart II provides the detailed figures compiled in the study. As indicated,
Abstract sunburst pattern is one of a series of new glazed tiles featuring crisp styling. All are available in a wide range of contemporary colors. Circle No. 113.

Stripe design is issued in vivid colors that complement the bold design. The color is varied in intensity at the middle of the tile and fades toward the ends. Circle No. 114.

Faded Roman coins form the motif of this new wall tile with a recessed texture and soft colorways, designed primarily for "en masse" use. Circle No. 115.

A new booklet published by the Tile Council explains its quality certification program for ceramic tile and points out the standards required for the triangular certification mark. Booklet is available free from the Tile Council Inc. Circle 111. Candy striped wall tiles in solid pastel shades enhance a shoe salon setting. The floor, too, is set in tiles, vinyl backed and vinyl pre-grouted for ease of installation Circle No. 112.
CERAMIC TILE

ceramic tile is used both in heavy-duty and light-duty applications, making it a most versatile surfacing material.

Installation materials

Portland cement, mixed with six parts of sand, has long been the conventional mortar for installing ceramic tile on floors. (This mix is 1 part cement, 5 parts sand, and 1/2 part hydrated lime for walls.) Other tile installation materials, in general, are (1) dry-set mortars, (2) organic adhesives, and (3) epoxy resins.

Conventional cement mortar is the only “thick bed” method, while all others fall into the “thin bed” method. However, all of the thin-bed materials can be used to bond ceramic tile to a cement mortar bed in lieu of the customary neat cement bond coat. The neat cement bond coat can be used only while the cement mortar is fresh and plastic, with previously soaked wall tile, while the thin-bed materials are applied after the mortar bed has cured and dried out. However, dry-set mortar may be used to set dry wall tile in the still plastic conventional bed.

Portland cement is suitable for installing tile on most types of surfaces and ordinary types of installation. The thick bed, 3/4” to 1” on walls, 3/4” to 1 1/2” on floors, facilitates accurate planes in the finished tile work over rough, uneven masonry.

The neat cement bond coat, used between tile and mortar bed, provides a bond strength averaging 100 to 200 pounds per square inch (psi). The method requires a waterproof backing, multiple layers, and soaking of wall tile.

Dry-set mortar is a new water-retentive portland cement that has brought lower construction costs, higher bond strengths, and better tile installations.

Dry-set mortar is water-retentive by virtue of the addition of small amounts—less than 3 percent—of polymeric materials to portland cement.

These additives greatly increase the viscosity of the mixing water, so that the damaging effects of capillary movement are eliminated. (Water cannot be absorbed as rapidly from this mortar and wall tile need not be soaked before they are installed.) Water-retention makes it possible to install ceramic tile in a layer of dry-set mortar as thin as 3/32” over masonry, concrete, or cement plaster backings. Dry-set also can be used in thicker layers to level irregularities, a feature not possible with solvent-based organic adhesive.

Bond strengths of dry-set mortar are high when compared with either conventional mortar or organic adhesives. Requirements of “American Standard Specification for dry-set Portland Cement Mortar, A118.1-1959” are for sheer bond strengths of 100 psi with quarry tile, 170 psi with ceramic mosaic, and 250 psi with glazed wall tile. (In actuality, bond strength often reaches 500 psi.) These strengths insure a great safety factor on the job. Dry-set mortar has grown from an experimental material in 1957 to actual use on hundreds of millions of square feet of ceramic tile.

Dry-set mortar is a discovery of the Tile Council’s research center at Princeton, N.J., and is manufactured under licenses granted by the Tile Council. It is available in two very carefully engineered forms: Formula 750 for ceramic mosaic tile, quarry tile, and pavers (all impervious and vitreous tile) and Formula 763 for wall tile (non-vitreous tile). Highest quality in these licensed mortars is assured to architects by the random sampling and regular policing programs which the Tile Council of America administers. Products that are policed are permitted to show a triangular seal of approval.

Organic adhesives, also known as mastics, are solvent-base rubber materials used to install tile over a wide variety of surfaces for floors, walls, and counters, including gypsum wallboard, gypsum plaster, wood, etc.

They are applied in one thin layer with a notched trowel. Priming the backing is recommended for many surfaces to prevent essential oils and plasticizers from escaping into the backing. Bond strength varies greatly among numerous brands available. Tile Council tests have shown the rubber solvent types develop an average bond strength of 120 psi. Conformance with...
Department of Commerce Commercial Standard 181-52 is the minimum criteria for selecting an organic adhesive. This standard was sponsored by the Tile Council of America in 1952 when it received wide industry acceptance.

Epoxy resins grouts and mortars are another recent research development. As in the case of dry-set mortars, the Tile Council has been granted U. S. Patents covering these inventions, and licenses the epoxies for manufacture. Here again high quality is assured architects by the triangular seal permitted where random sampling and laboratory tests show conformance to the Tile Council's rigid specifications.

The epoxies can be used for a variety of purposes, but today are specifically available commercially under Tile Council license in two forms—AAR-II and UG-II. AAR-II is the Tile Council's abbreviation for Acid and Alkali Resistant grout and mortar, two part system, while UG-II stands for Universal Grout, two part system. The latter is used mainly to grout glazed tile, and to grout countertops, although it is useful wherever a strong, dense, stain-resistant grout is needed.

Prior to introduction of AAR-II in the past few years, furan, phenolic, and other resins were the most satisfactory materials for making tile floors chemically resistant. AAR-II has overcome many of the drawbacks of these other materials.

Flat tiles of antique gold are interspersed by custom textured accent tiles to decorate shower rooms at a California spa. Circle No. 118.

A motif of stylized knives, forks, and spoons on a 4¼ inch square tile make it especially appropriate for cookeries, coffee shops and snack bar use. Circle No. 119.

Decorative tiles such as this one with colorful butterflies, in a variety of hues, add a touch of gaiety to powder rooms, children's wards or nurseries. Circle No. 120.

A fishnet effect is the theme of this tile formed by alternating lines and x's in varying colors. When turned, the tile resembles a barbed wire motif. Circle No. 121.
The pot life is approximately 2 hours—twice as long as other materials—allowing larger batches to be mixed and more time to apply the material. Further, AAR-II is water-cleanable while still plastic. Thus the tile setter cleans AAR-II in the same way he traditionally cleans cement grout from the tile. Since only large units are practical for waxing, chemically resistant floors were previously limited to quarry tile and pavers; ceramic mosaic tile may now be used for these floors because waxing is unnecessary with chemically resistant AAR-II.

AAR-II will bond to damp as well as dry concrete or mortar, and neutralizing is not necessary. Repairs in existing floors, therefore, can easily be made without interrupting operations. Successful repairs have been made in dairy buildings where there was standing water.

AAR-II is also a superior thin-bed material for setting tile. The versatile qualities of this material have, in fact, just begun to be exploited. The Tile Council in 1961 made a test installation in an Army kitchen in which quarry tile was set and grouted with AAR-II over plywood subfloors. The floor has continued to give good service, opening the highway to epoxy setting of ceramic tile over plywood floors.

Tile popularity grows

A major resurgence in the use of ceramic tile since World War II has come about through the many new types and colors available, and through new installation techniques and materials that have greatly reduced costs.

The year 1964 saw record production in the domestic ceramic tile industry, with lower-priced imports taking up more than 25 percent of the market. The 1964 production reached 295,351,000 square feet, an 8 percent increase over the 273,472,000 square feet produced in 1963, according to Department of Commerce figures. Imports totaled 134,410,000 square feet, making the total apparent consumption 429,761,000 square feet (U.S. exports of ceramic tile are negligible and were not subtracted from total production in figuring the apparent consumption).

The Tile Council

Much of the growth of tile's use undoubtedly is because of the work of the Tile Council of America, a trade association formed at the end of the second war to popularize the use of ceramic tile. Conceived originally as a public relations effort, the Tile Council, at 800 Second Avenue, New York City, has grown steadily to cover programs of technical services for architects and designers, research in tile installation materials and methods, advertising, promotion, and many other activities including standardized specifications, the latest of which is the new "quality certified" standard the Tile Council has established for tile made in the U.S.A. by its members.

Most readily available to all specifiers of ceramic tile is the Tile Council's Handbook for Ceramic Tile Installation which is updated annually and inserted in the Sweet's Catalog Architectural File, book 13d/Til. The handbook is widely used throughout the ceramic tile industry, and also by designers, architects, and builders, who often specify only that the "tile shall be installed in accordance with detail number —— of the Tile Council's Installation Handbook."

Supplementing the handbook is a wide array of technical literature provided by the Tile Council. Included are American Standard Association specifications for the installation of tile with Portland Cement Mortars and with Dry-Set Mortars. Also included are standard specifications for installing tile with organic adhesives, and a specification for installing electrically conductive ceramic tile floors with conductive dry-set mortar. Technical literature also is available on using the epoxy grouts and mortars, AAR-II and UG-II; on cleaning procedures for tile; on tile's economy (the McKee-Berger-Mansueto study); and on various tile uses, such as building an all-tile sunken tub or tiling a swimming pool. In addition, the Tile Council maintains a Technical Services Division at its Research Center at Princeton to aid architects, designers, and contractors in tile specification and use. (C)
THE SASSOON SALON

Styling section of the Vidal Sassoon salon unites with the street floor by an open space where a Venetian glass chandelier contrasts with the strong architectural lines. Chairs are aligned to give the area an expansiveness despite the narrow width of the building.
LEADING COIFFURE HOUSE PREFERS
STRUCTURAL MODERN TO PALE PINK

“We were dead set against the pale pink ‘beauty salon’ style,” commented Vidal Sassoon at the opening of the new Sassoon-Charles of the Ritz Salon on New York’s Madison Avenue. Instead, architect’s Gordon and Ursula Bowyer, assisted by Irving Kessler & Associates, gave the salon structural lines that function artfully both in design and efficiency.

The British architects made ingenious use of the limited space of the reconverted brownstone which is no more than 20 feet at the widest measure. The windows were rounded at the corners and the ceiling swoops down to join the mirrors in an uninterrupted visual flow. By aligning the chairs without pillars or panels, the narrow area reveals a deceptive spaciousness.

A two-story curtainless window on the facade, floods the interior with natural light and exposes to view the activities of Sassoon’s cutters and stylists. Since Sassoon feels they work better with an audience, there is a functional as well as promotional value in the exposure.

Sassoon and architects Bowyer adhered to the open area concept on all floors, avoiding partitions and cubicles. The first and second floors are architecturally “joined” by an open vertical area parallel to the windows which houses an illuminated glass chandelier custom-designed in Venice.

Decorative materials were avoided throughout. Instead, wood paneling, terrazzo floors, burlap walls and vinyl upholstery fabrics provide natural color and textural contrasts. Black crinkle vinyls from Ford Motor Co. on the chairs in the cutting and styling areas accent the sharp lines of wood balustrades and the steel and glass fixtures. Recessed lighting spots each operation in the open area. Color notes of black, white, brown, grey, and orange are reiterated on each of the three floors, not as decorative themes but as statements of the materials used.

Both the New York house and the London establishment were designed by the Bowyers for Charles of the Ritz, who maintains a make-up bar, beauty service, and massage section in the tasteful salon.

Shampoo area is practical and stylish. Terrazzo floors and sturdy vinyl upholstery from Ford Fabrics lend to easy maintenance—a built-in feature of the entire salon.

Charles of the Ritz beauty bar on the street level avoids clutter by concentrating on sharp parallel lines of the counter, stools, and projecting ceiling lights. Beauty parlor pink is out—and a color scheme of brown, grey, and white are the dominant tones.
At the front of NCR's spacious board room, console panel enables board members to control visuals projected on three-part screen wall.
Communication tools, rather than decor, determined the character of National Cash Register's new executive offices in New York City. Created by Designs For Business, Inc., the executive quarters and adjoining board of director's room incorporate the last word in automation, reflecting the client's image as a leading business machine company. Designed to function with maximum efficiency, the special facilities combine a rich but unelaborate interior with the most up-to-date communications technology. Separate from NCR's main offices, the new suite is used for regular board meetings as well as to accommodate top management executives visiting New York.

The board room has an integrated three-part screen wall and a special console from which slides, films, and other visuals may be programmed and operated. Behind the screen wall is a control room fully equipped with advanced communication tools. Utilizing the speed of the computer, board members may, at the touch of a button, see the latest statistics and data of vital interest to NCR's top executives projected on the screens. Meetings are automatically tape-recorded and board proceedings are instantly available for replay.

The efficient operating features form an integral part of the DFB design, in which functional furniture was custom designed and selected to meet NCR's needs. The board room, used principally as a meeting place, may be converted for theater viewing by removing the English oak conference table and rearranging the Cumberland chairs. The decor is restrained, utilizing fine materials in subdued beige to bronze tones, highlighted by an oak motif in paneling and furniture.

DFB created many custom pieces for the NCR facility. The conference table, office desks and cabinets, an off-lobby telephone panel, oak and glass coffee table, and oak paneling and doors are by DFB designer Ezra Blank. Sofas upholstered in velvet by Thorp were executed by Edward Axel Roffman. The board room's versatile chairs are covered in bronze chamois from Jack Lenor Larsen. There are Hans Wegner chairs in oak and leather from Lunning, and Mies van der Rohe chairs from Knoll in the reception room. Other custom DFB designs are the rough-textured glass doors and oak fixtures. Lighting is by Lighting & Electronics.

Board room's comfortable swivel chairs may be arranged for theater seating (left). Three-part screen wall projects current figures and graphics for board members' immediate use. The board room with its conference table set up (right) illustrates the versatility of the arrangement.
Crisply appointed executive office (above) with oak paneling, desk, and cabinet. Velvet sofa provides lush contrast to oak and leather chairs. Lighting is installed in recessed units. Fine oak graining in DFB's desk and cabinet designs is shown in detail (left) of executive office.

Natural grain is chief design element of board room doors. Paneling and doors are fireproofed English oak.
DFB–designed wall telephone (below) has dial mounted in a panel, phone that pulls out on a concealed cord. Compartment wide enough to double as writing surface for quick notes holds telephone directory. Second visiting executive office (right) continues the oak motif.

Behind reception room desk, wall of oak: panel closets emphasizes practicality of the DFB design. Overhead lighting is housed in specially designed oak fixture.
**Lightolier’s hi-intensity lamps**

Lightolier is now marketing Baton, another version of the popular hi-intensity lamps, as its first model, the Lytegem designed by Michael Lax, moves into the permanent design collection of New York’s Museum of Modern Art. Baton, the new model, has a wide-spread light beam with pivoting arm and rotating shade that can be reversed to extend in different directions. The unit can be used free-standing or wall mounted. Baton is issued in four color combinations, black or white with chrome, beige, espresso or two tones of green against polished brass.

Circle 131 on product information card

**New designs at Harvey Probber**

Among the new designs from Harvey Probber, Inc. are a quilt tufted sofa which has been added to the contract line, and an occasional chair combining classical geometric forms with comfortable proportions. The sofa has a semi-attached seat and back cushions with poly-dacron underlays. It is available on either stainless steel or walnut legs and comes in standard lengths of 33, 60, 87, and 114 inches to form a chair and two, three, and four-seat sofa units. The chair is mounted on a cylinder base crafted of rosewood and equipped with a memory return swivel mechanism. The tuxedo arm square seating unit has a deep diamond-tufted seat and separate down back pillow with knife-edge welting.

Circle 132 on product information card

**Deigns by Arne Jacobsen**

A new series of chairs and conference/dining tables are among the new designs by Arne Jacobsen for Fritz Hansen. The rectangular and circular tables are made of teak, oak, or rosewood, suspended on gleaming aluminum pedestals. The sculptured-back swivel chairs, available in two heights, may be upholstered in fabric, vinelle, or leather. The aluminum base of the chairs forms a star-like design repeating that of the round table.

Circle 133 on product information card

**Pedestal seating**

An upholstered tablet arm chair manufactured by Chicago Hardware Foundry Co., proclaims a new direction in auditorium and lecture hall seating. The chair provides great comfort during long periods of note taking in large lecture classes and seminars. It rests on a satin chrome base and column pedestal that is permanently mounted to the angle of the floor, providing each row of seat proper visibility and hearing without the use of steps.

Circle 134 on product information card

**Knock-down cocktail table**

A new cocktail table, made by Habit at, Inc., has recently been accepted for the permanent collection of the Museum of Modern Art, New York City. The table, designed by Pat Mayen, is shipped in three separate sections. It stands 12½ inches high on a Trexiloy (metal) mirror polished base composed of two separate flat pieces which join at right angles by means of two simple slits. A 36-inch square glass top forms the third piece of this practical knock-down unit.

Circle 135 on product information card
units and correlated seating pieces comprise this contemporary collection of furniture for today's offices. So let the 900 Series end up as a truly exciting answer to your office planning needs. For complete information on this impressive series—or for any of the many other Myrtle Desk designs—write Myrtle Desk, Dept. C36, High Point, North Carolina.

Why does Myrtle Desk always end up giving you their best?

We work at it.
Why was Buckstaff's Contract Oak Collection recently selected for use in these fine installations?

- Union League Club
- Greenridge Turkey Farm
- S. W. Missouri State College
- College of the Holy Cross
- U.S. Military Academy
- Haven Hubbard Memorial Home
- Owens Illinois, Inc.
- Goodyear Tire & Rubber
- Chicago, Illinois
- Nashua, New Hampshire
- Springfield, Missouri
- West Point, New York
- New Carlisle, Indiana
- Toledo, Ohio
- Akron, Ohio

ANSWER!!!

Probably because this collection is so extensive -- including Captain's, Bosun's, and Mate's chairs, bar stools, pedestal bases, oak banded table tops, plus a brand new correlated group of lounge furniture.

... or maybe it was because they could effect an English, Colonial, Mediterranean, Western, Viking, or Nautical oak motif.

... or perhaps it was because this rugged oak furniture was specifically designed and engineered for use in not only the most beautiful but also the toughest - use type installations.

... still unconvinced?? Then write for our free full color brochure plus a listing of time-and-use tested installations - and then see for yourself!

THE BUCKSTAFF CO.
OSHKOSH, WISCONSIN 54901

"From the sawmill to the finished product - Since 1850"

PRODUCTS & SERVICES

'Sunglasses on rollers'

A new transparent window shade from Plastic View solves the problem of shutting out glare, transmitting light, without cutting off a pleasant view. The shade might be called "sunglasses on rollers" since the filter out sun rays (and protect fabrics from fade, thus reducing eyestrain and discomfort. The two basic materials used are Celanese cellulose acetate

...or maybe it was because they could effect an English, Colonial, Mediterranean, Western, Viking, or Nautical oak motif.

“Lumarith” and DuPont's polyester mylar. They may be custom ordered in various sizes, a choice of seven types of rollers, in 24 jewel and earth tones. The Plastic View shades have been installed in offices, hospitals, restaurants, ski lodges, and other public installations where a pleasant view enhances the decor.

Circle No. 136 on product information card

New boarded leather vinyl

A new vinyl upholstery pattern with the deep grain ing of boarded leather called Canyon, from Maslan Dural leather Co., has a sharply defined grain pattern and a suppleness like that imparted to leather by means of a graining board. It comes in elastic-backed expanded Vinylea and Zephyr, and unsupported qualities, in a standard 54-inch width. Ten colors are available: black, gold, olive, persimmon, turquoise, rus set, rawhide, brown, oxblood, and antique.

Circle No. 137 on product information card

Circle No. 52 on product information card
Meanwhile, back at the Architectural League how’s the carpeting of Creslan® faring after 14 months?

"Performance has been outstanding!" That’s how Mrs. Eleanor Allwork, interior designer, describes the carpeting of Creslan at the Architectural League, New York. "The carpet responds excellently to spot cleaning, particularly cold water cleaning. In one year it has needed only one major over-all scrubbing. The colors are bright and clear as ever after 14 months... Despite major alterations, the League members have rated the carpet as the most important improvement in the room."

Over a year ago, Mrs. Allwork, A.I.D., completely redecorated the dining room of the Architectural League. To replace a tile floor, she chose wall-to-wall carpeting of Creslan acrylic fiber. She prefers carpeting in public rooms because it looks luxurious, cuts down noise and is easy and inexpensive to maintain. From past experience Mrs. Allwork finds acrylics to have the greatest resilience. Now, over a year later, this carpeting of Creslan looks as bright and bouncy as the day it arrived.

The Architectural League is one of many successes that carpeting of Creslan can claim. In the fiber family of acrylics, fastest growing in contract carpet, Creslan is a standout. For your next carpeting installation, take a long, hard look at all acrylics. Check their traffic records. And you’ll agree the choice is obvious. Creslan acrylic fiber is a product of American Cyanamid Co., N.Y.
Design for "Dramatic" Beauty...

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

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

Write for our new color brochure. Design for Beauty with the new Elegance Fountain... a distinctive product of Fibre-Metal.

Elegance Fountains Division

THE Fibre-Metal PRODUCTS COMPANY
CHESTER, PA.

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

Circle No. 54 on product information card

PRODUCTS & SERVICES

Wall panel units
The System Cado wall consists of floor-to-ceiling wall panels with modular shelves and cabinets that slide into the panels by means of an arrangement of angled dowels and similarly angled holes. Designed by Poul Cadovius, the wall unit is imported from Denmark by Royal System, Inc., and comes in rosewood, teak, light oak, and oil walnut. Among the components of the unit are a sliding door cabinet, a divided sectional shelf unit, stereo speaker cabinets complete with baffle cloth and a variety of shelves. Shown with System Cado is the Egetaepper 9 by 12 rya rug in an abstract swirl pattern called "Flora." Also imported from Denmark, the shaggy-textured rya rug is made of 100% lambswool, and comes in red, orange, blue, green, and olive.

Circle No. 138 on product information card

New Naugahyde wallcovering patterns
Three new patterns—Slubweave, Sandura, and Pebblestone—have been added to U.S. Rubber's line of Naugahyde vinyl wallcoverings. They were specially selected and designed by the company's furnishing advisory board to coordinate with contemporary trends. The advantages of practicality and wearability available in all Naugahyde vinyls have been incorporated in the new patterns. Naugahyde wallcovering feature 13 different designs in medium and heavy weights, and many are available in a range of dozen colors. Slubweave is a finely textured, horizontal linear design with occasionally interspersed slubbing, giving the pattern an Oriental feel. Sandura is rough-textured with a sandy, stucco-like finish. Pebblestone has an overall design of embossed pebbles that looks as if it were woven. The new patterns are available in a wide range of colors, including a selection of shades in yellow, orange, gold, white, green blue and brown.

Circle No. 139 on product information card
The dynamics of modern art has not yet been fully realized in the design of modern furniture. Nor has modern furniture attained the brilliance and virtuosity of today's architecture at its best. Yet some of today's great architects think John Stuart Architective Furniture good enough to install in their great buildings.

Ask on your business stationery for the new hard cover loose-leaf catalog. 122 pages including fabric swatches. Distribution limited to architects, interior designers and franchised dealers. $10, refundable when orders exceed $500.

Circle No. 55 on product information card.
No. 1750 A new richness in traditional elegance featuring beautifully antiqued Gold Leaf accented with subtle touches of Silver Leaf. Topped by a gracefully proportioned shade of lovely textured silk shantung. Overall height is 46 inches. One of many new Phil-Mar styles inspired by the Arts and Architectures of Italy, France and Spain and achieved with rare understanding in high-fired ceramics. Complete new catalog (SP-1147) available on request.

PHIL-MAR

PHIL-MAR CORPORATION • 1100 E. 222nd STREET • CLEVELAND, OHIO

Circle No. 56 on product information card

PRODUCTS & SERVICES

Office clock in traditional style

The Westminster pendulum chime clock peals for every fifteen minutes, with special tones on the half hour and hour. It measures 35 by 13 by 7 inches deep and has a nine-inch dial designed with Roman numerals. Available in three finishes: fruitwood, mahogany and walnut, with brass trim. the clock is a part of the new accessory line of Myrtle Desk Co.

Circle No. 140 on product information card

New set-up desk line

The Status Series is a desk line from the Williams Mod-U-Plan Office Furniture Corp. consisting of five top double pedestal desks, modular desks, tables and credenzas. The exteriors are all walnut with textured plastic tops; drawer interiors are made of finish oak. All pedestals containing a file drawer equipped with a lock that locks the complete pedestals and center drawers with lock and key are available. All drawers operate on ball bearing rollers, and top box drawers are equipped with removable write-on-arm slides. The desk shown measures 60 by 30 inches.

Circle No. 141 on product information card

Correction

In the Hooker Chemical Corp. installation that appeared on page 81 of the January issue, the carpet should have been credited as manufactured byCrofters Inc. and installed by William Gold Inc.
It's Elegance by the Inch from Rhinecold-Alaska.

Just 30 inches of wall space provides the room for the brilliant Model AES/SGR compact kitchen, its elegant wood-grain and stainless steel exterior blending harmoniously with almost any decor. Its presence encourages imagination and gives unlimited flexibility for fresh, stimulating room settings.

Benefits: compactness, convenience, suitability to a variety of uses (motels, hospitals, schools, institutions...); and both esthetic and dimensional compatibility with a variety of building elements.

Available with and without sink or burners; electric or gas burner options; white or wood-grain finish; with standard capacious 5 c.f. refrigerator with true-width freezer.

Complete information on our kitchen combinations, as well as compact refrigerators and freezers is yours for the asking. Please ask.

Some people find our furniture irresistible...

They just can’t get over how our special method of using extruded vinyl lacing closely-spaced, makes our chairs so comfortable. They marvel at our unbreakable Teflon tops that wipe clean with a damp cloth. They just flip over the fact that we ship in just 10 days after we get the order.

Best of all, it’s the Tropitone quality they rave about. The world’s finest enamels, baked on at 400° in our own ovens. Aluminum from Alcoa flawlessly welded with electronic equipment. And styling that compliments the most discriminating taste.

If you’re fed up with specifying casual furniture that can’t face up to its responsibilities, write us. We’ve got news for you!
Decorative ceiling tiles

Jubilee is a new decorative ceiling tile recently introduced by Simpson Timber Co. It has a white-on-white floral pattern flecked with gold and silver that gives an iridescent effect when installed. The washable and flame resistant tiles are issued in a 12 by 12 inch size with flanged joints for easy, level installation.

Country Spanish for hotel motels

The newest contract group from Kent Coffey’s contract division is Tierra, a collection termed Country Spanish in design. The finish is a coffee-colored distressed surface that is not only designed to stand up to age and heavy use but also to mellow and improve with it. The Tierra group includes a dresser and luggage benches, chairs, mirrors, nightstands, tables, and headboards, with construction features such as extra strong steel L bars, adjustable plastic glides, hardwood interiors, and reinforced construction. The telescope wall unit expands from a minimum of 30 inches to a maximum of 108. Luggage and TV benches can be added to either side. Slate plastic-laminate tops and heavy antiqued hardware further distinguish the new innkeeper group.
THE ARCHITECTURAL SERIES

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

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

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

john savoy furniture co.
Montoursville, Pa. (717) 368-2424

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

Circle No. 62 on product information card
Portrait sculpture
The individuality of portrait sculpture, cast to order in bronze, aluminum, pewter or lead, is offered to contract clients by Devco Engineering Inc. The company also creates, constructs, and installs unique displays, fountains, decorative ironmongery, corporate identity logos, architectural clocks, custom enameling, antique reproductions in all materials including aged bronze, hardwoods, and marble.

Circle No. 144 on product information card

Desk-high rolled drawing file
A boon to drafting, engineering, and art departments is a cabinet for filing rolled drawings, maps, charts, and other large sheet material, designed for use alongside or between desks. Made by Plan Hold Corp., the steel cabinet is available with tops in wood grain patterns on vinyl, laminated to steel in any of eleven colors. The plated legs have leveling glides, and the spring latched door has a lock and is interchangeable right to left. A master index card inside the door identifies the contents of each tube. The cabinet comes in two desk-high models: 4½ inch square, twenty tube; and 2½ inch square, eighty tube.

Circle No. 145 on product information card
THE BEST FOR ALL WEATHER...

Brown-Jordan’s Lido stacking chairs, built for hard wear and minimum care... welded heavy gauge tubular aluminum with durable vinyl lacing, baked enamel finishes. The choice of finest hotels, motels, country clubs and other large installations. Postured for poolside lounging or dining comfort. Priced for contract quantity buying. Write for illustrated brochure 8SS-h: Box 272, El Monte, California.

BROWN-JORDAN Showrooms in Los Angeles, Chicago, Miami, Dallas, San Francisco, Atlanta, Scottsdale, Arizona
Factories in Newport, Arkansas and El Monte, California

A timeless favorite takes on a new twist with Thonet. Here, you see a scrolled variation on the classic theme of Thonet’s famous bentwood Vienna chair. More than that, you see versatility, craftsmanship, and integrity of design that reflect 130 years of Thonet leadership. The beauty of it, as in all bentwood furniture, is unexcelled durability, light weight, and strength specifically engineered to withstand the stress of public use. For institutional furniture with a fine distinction, you’ll want to see the comprehensive selection at Thonet showrooms: New York, Chicago, Los Angeles, San Francisco, Dallas, Miami and Atlanta.

THONET INDUSTRIES, INC.
1 Park Ave., New York, N.Y. 10016
Tel: (212) MU 3-1230

YESTERDAY
TODAY
TOMORROW

Circle No. 65 on product information card
We can turn your design ideas in office furniture from conception into a reality. Desks, Inc. will custom craft your designs or you may select from a vast array of fine office furniture from America’s leading manufacturers. If you’ve an “idea on the wing,” let us capture it.

**PRODUCTS & SERVICES CONTINUED**

**New Concept Stage II by Milo Baughman**

A thoroughly upholstered look can be seen in the selection of new Milo Baughman designs for Thaye-Coggin. In one group, square, sturdy lines are combined with plump upholstery—the wood grain, rosewood finish on ash, emphasizing the design. Loos black wedge-shaped vinyl cushions rise above the solid rectangular background of the frame. The tables, with legs cut straight to the floor, resemble the fully upholstered high-backed chair in the group called New Concept Stage II. Here the designer used black Naugahyde to upholster a large sofa, and furry Acrilan fabric the color of real beaver on serpentine chaise lounge and a pair of saddle shaped ottomans. These have curved back rests upholstered in black vinyl and supported by metal brackets painted lime green. Shown along the rear wall is a rosewood table 106 inches long, and supported on brackets finished in a brick tone.

Circle No. 146 on product information card

**Light-weight surfacing material**

W. H. S. Lloyd is the source for new surfacing materials. Anaglypta and Superglypta, that resemble decorative plaster carvings and mouldings. The ornamentations are made from liquefied rag stock which is poured into a form and molded under pressure resulting in a light-weight surface that will not crack or chip. After the material is applied (with a stiff adhesive or rubber cement), the surface is ready for finishing with paint or gilt. Anaglypta is supplied in arcs, medallions, and panels of period motif while Superglypta, especially suited for commercial installations, is issued in extra-high relief panels of contemporary design or patterns that simulate natural stone formations.

Circle No. 147 on product information card
EMINENCE IN WOOD
A continuous effort by Stem to main­
tain bold inventories of hardwood lumber and sliced wood ranging from
domestic Ash to exotic Zebrwood assure you a reliable source for over 100 species.

CHESTER B. STEM, INC.
1000 GRANT LINE ROAD • NEW ALBANY, INDIANA, U.S.A.

IMAGINATIVE CONTRACT FABRICS
These jacquard velvets have been styled and colored to correlate with our wide line of Venezia Plain Velvets. All are available in cuts and pieces...and stocked in all principal cities. Our reputation as a distinguished mill source for imaginative contract fabrics is well known.
Get to know us! Samples?
Of course, just write.

LA FRANCE FABRICS
145 E. 32 ST., NEW YORK, 10016
CHICAGO: American Furniture Mart
LOS ANGELES: Los Angeles Furniture Mart
Sales Service Centers in 23 Principal Cities
Sofas with the "soft look"

Dux, importers of Scandinavian furniture, have a selection of 1966 designs that give the architectural cube a "soft, luxury look." Cane or wood is optional for the side and back panels of sofas and lounge chairs covered in the latest Dux fabrics, a crushed velvet and suede print in many colorings. The new group comprises a lounge chair, ottoman, three-seat sofa, complemented by the end table, a large coffee table, and corner table. The tables, too, have a new look—tops of etched brass that are heat and stain resistant. The acid etching process is hand applied, so each table is an original design.

Circle No. 149 on product information card

PRODUCTS & SERVICES
CONTINUED

Alabaster lamps and accessories

Simple geometric shapes form the bases of a new collection of alabaster lamps and matching desk accessories from Safran & Glucksman Inc. The contemporary columns are original designs of grey cenerino contrasted with white alabaster, topped with Belgian linen shades on vinyl. Pencil cups, bookends, and ashtrays coordinate with the lamps. Safran & Glucksman also carries a line of classically sculptured column and urn lamps in many sizes and variations.

Circle No. 148 on product information card

CARROLL CHAIRS
Custom Designed

All Woodbent Chairs Styled to Provide COMFORT and GOOD LOOKS!

- CHOOSE FROM OUR LARGE SELECTIONS
- STYLES AND SIZES TAILORED TO MEET THE EVER-CHANGING NEEDS
- COMBINING BEAUTY AND QUALITY CONSTRUCTION AND PRICES TO PLEASE, TOO.

CARROLLS' NAME HAS CUSTOMER CONFIDENCE!

If you're planning contract work or small installations, look to Carroll for the best . . . for the biggest variety. Even made to your specifications. Write or call for our new catalog.

CARROLL CHAIR COMPANY, Inc.
1504-14 WEST CARROLL AVENUE
CHICAGO, ILLINOIS 60607 • PHONE Taylor 9-3396

Circle No. 69 on product information card
Large collection of silks

A new collection of silk fabrics at Stroheim & Romann is noteworthy for its comprehensive selection of qualities, textures, and weights. As a result of two years of research and experimentation, no less than 129 new silks are involved, from gossamer drapery sheers to heavy satins for upholstery. Tones range from ivory through vibrant hues in a full color palette.

Circle No. 150 on product information card

New innkeeper series

Concerto 75, a new contract collection from Basic-Witz, offers 22 integrated pieces with easy-care features. For studio rooms there are convertible beds with bolsters in either single or double sizes, along with standard beds on heavy duty frames, luggage chests, desks, benches with or without legs, or in triplex units. The wood series is crafted of prima vera veneers with myrtle burl trim—the use of antiqued brass ring pulls the only other ornamentation. Caned back chairs and edge tables round out the collection.

Circle No. 151 on product information card

Siding display wing

A new sliding display wing from Georgia-Pacific fits standard G-Plex display units already in use by dealers and customers to show 4 by 8 foot hardwood plywood wall panels. Each new wing holds eight siding samples back to back, allowing customers to leaf through the series effortlessly.

Circle No. 152 on product information card

send for your complimentary catalog and see why these great chains specify Stylume

HOWARD JOHNSON’S MOTOR LODGES HOLIDAY INNS JACK TAR MOTELS & HOTELS SHERATON HOTELS QUALITY COURTS HILTON INNS
Tapiflex adds patterns

Tapiflex, a vinyl-fibre floor covering marketed through Feltera Co., is now available in 30 decorative colors and patterns—all the essential shades in uniform, speckled or marbled surfaces. Manufactured in France, Tapiflex is well known to European designers.

Its consists of a live-fibre base with a heavy layer of vinyl melded to it. The result of this combination of plastic and textile is a dimensionally stable floor product that is springy, and cushion-like under foot. Some of the factors that have added to Tapiflex's popularity are wearability and heat and sound absorption. In tests conducted by the U. S. Texting Co., Tapiflex was found to be extremely effective in muffling noise. Shown are four of the newest designs, stocked in six-foot, six-inch width.

Faultless Caster Co.
A Division of Bliss and Laughlin Industries
Evansville, Indiana 47717
Branch offices in principal cities of U.S.
Canada: Faultless Casters Limited, Stratford, Ontario.

Faultless Caster Co.

Coronet

Quietly sophisticated casters for the corner office, tailored casters for multi-desk areas, engineered casters with silent-rolling, easy-swiveling action... this is the Faultless flair. It's evident in these four casters. Your local Faultless Representative is as near as the telephone book. Or write to Faultless direct.

FIBERMOLD CORPORATION
2321 Abalone Ave. • Torrance, California • (213) 775-6288
An Affiliate of Borg-Warner

Circle No. 153 on product information card

Circle No. 71 on product information card

Circle No. 72 on product information card
DISTRIBUTORS
OF THE
FINEST
WALLCOVERINGS
IN THE
MIDWEST!

Seville

GALLIGAN'S Portmanteau and Documentary Heritage #2 • GEORGE K. BIRGE Murals (2 to 5 Panels) • TEKKO (New Swiss Scrubbable Import) • PAVILION Contemporary Handprints from California • POLI CASTRO (18th Century French Collection) • Oriental Wallcoverings • STACEY Panel Collection Flock in Fashion by STACEY • Foils & Hand Printed Vinyds

Cuttings available on request

Sullivan's
Distinctive Walls and Fabrics

Jo Mead Designs
17 N. ELIZABETH ST., CHICAGO, ILL. 60607

THAT EXTRA TOUCH . . .

Good taste and fine craftsmanship give Jansko furniture that something extra that makes it more appealing. Surprisingly inexpensive, too.

- Settee available in 58" & 72" widths, 29" depth, 33" height
- Covered with U.S. Naugahyde and 4" Foam Rubber Seat
- Sturdily constructed with Plated Base
- Matching bench in 18" width. Available in 72" & 96" lengths

See our line at the National Contract Exposition—Americana Hotel New York, April 19, 20, 21 & 22

jansko
P.O. BOX 1751 / FT. LAUDERDALE, FLORIDA

Dealerships available
The Petitt Chair, a design in wood

A new technique of "folding" wood had to be devised to execute Don Petitt's chair design by Knoll Associates, Inc., in which three basic wood components are joined in the finishing. In simplified terms, the process involves the glueing together of large, thin sheets of moisture-free veneers with the grain all running in one direction; the multilayered sheets are then heat-formed on a specially-designed press which

New nylon tweed protective matting

Crown Rubber's new "66" Blue/Green nylon tweed has been added to the company's line of Carpet-Cover, all purpose commercial mats and matting. The deep-toned color enhances as well as protects entryways, when used as a dirt-trapping carpet cover, or can be butted together to give an over-all carpet look that is easy to maintain. The new Blue/Green mat and runner additions are recommended for buildings

where original floors are exposed to heavy foot traffic. They come in a variety of sizes and have a wearing surface of a 100% cut-pile nylon that is durable and able to trap dirt and moisture from boots and shoes.

Circle No. 154 on product information card

THE SPANISH INFLUENCE

SITTING in the "Alcazar," a new chair by Gasser, the critical guest will remember his dining hour as sixty minutes of SOLID COMFORT. If your designing happens to be in the mood of the Moors, consider "Alcazar" a chair that will take its place comfortably, at the finest table or lounging area.

See our contract line at
FIRST CONTRACT FURNISHING SHOW, APRIL 19-22,
EXHIBITION HALL, AMERICANA HOTEL, NEW YORK CITY, BOOTH 172.

Gasser
CHAIR CO.
4136 LOGANWAY
YOUNGSTOWN, OHIO
44504

Shown in photo, "Alcazar" #8100. An armless version, "Companero" #8101, is also available. Both of these chairs can be modified to English or Mediterranean styling. Dimensions: 23 in. wide, 24 in. deep, 42 in. high.

Circle No. 75 on product information card
shapes them with pressures exerted from several directions; this formed sheet is then cross-cut to produce a component of the chair. Then, hand operations are performed to join components, and finish details. The Petitt chair is designed for residential and commercial interiors, and is available in a variety of Knoll fabrics and leather, with walnut frame.

Circle No. 153 on product information card

**Prefinished inlaid paneling**

Prefinished paneling with inlaid strips of a different wood in a contrasting color is manufactured by the Building Materials Division of Evans Products Co. The panels are composed of 14¼ inch wide planks separated by 1¼ inch wide inlaid strips, outlined by hand-toned v-grooves. The line offers a choice of five combinations: rosewood with teak, walnut with teak, teak with rosewood, cherry birch with Walnut, and elm with walnut. The panels are given a four-coat finishing treatment using a resin-based synthetic plastic material. All are ¾ inch thick, four feet wide, and are available in both eight and ten foot lengths.

Circle No. 157 on product information card

**Upholstery fabrics in a wide color spectrum**

Chroma I is the name of a new upholstery fabric series developed by Jens Risom Inc. that offers a color spectrum rivaling the rainbow. Risom tested many fabrics before deciding upon a subtly textured 100% virgin staple nylon as the base fabric to be dyed into 65 interrelated color tones. The nylon fabric has the softness of wool but with the durability needed for furniture upholstery. The tones of Chroma I were developed through extensive color research to enable the designer to choose monochromatic, related, or contrasting color schemes with the help of the Chroma I color wheel and numbering system. Each fabric is identified with a letter and number which relates the hue to other harmonious tones. At a glance, the designer can create complementing color schemes for the upholstered pieces—since practically all of the tones of the Chroma I series are compatible with one another.

Circle No. 156 on product information card

---

**TRADITIONALLY**

Fine Office Furniture

by SCERBO

An inspiring assemblage of
Colonial and Chippendale pieces
... reflecting the quaint elegance and
quiet dignity that only finely executed
Traditional furniture can portray.

Frank Scerbo & Sons, Inc.
140 PLYMOUTH STREET, BROOKLYN, N. Y.  •  ULster 2-5959
Visit Our New Chicago Showroom: 325 West Huron Street
Specialized work station

For laboratories, hospitals, libraries, and research departments, Hallowell Research & Engineering Stations offer a specialized storage and work area. Besides adapting to various space requirements with a variety of storage components and top sizes, the cabinet components themselves can be specified in drawer sizes to hold card files, slide files, correspondence, and instruments. Tops include laminated maple, laminated plastic, and Hallowell's exclusive Shoptops, a tough and resistant surface that is impervious to acids, alkalis, oil, grease, and abrasion.

Base bucket chair

A sumptuous conference chair from the contract furniture division of Albano, Co. Inc., is the new CH-64 "B" base bucket chair. Its simple comfortable form is covered with top grain leather, and the stainless steel mirror polish base comes in a choice of two styles. It measures 26½ inches wide, 26 inches deep, by 32 inches high.
100 billion tramping, scuffing, scraping feet have taught us a lesson about carpeting

The lesson is simply this: you can't sell and install carpeting for high-traffic locations unless you know what you're doing.

National Theatre Supply has been in the contract carpet business since 1927. We've installed many, many miles of carpet for thousands of theatres, schools, office buildings, stores, banks and other places where carpet must look good and act tough.

A few more facts. We offer you a greater selection of patterns, colors, fibres and weaves of contract carpet than you can find anywhere... including some exclusive Alexander Smith carpet made to our own specifications.

What's more, we have the equipment and know-how to install carpeting over big floor areas. And if you think this isn't a tricky job, watch out.

National has branches throughout the country. For more facts or an estimate, call the National branch in your area or write to:

National Theatre Supply Company
BRANCHES COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

Mallin... AMERICA'S OUTSTANDING LINE OF CASUAL AND POOLSIDE FURNITURE

Five complete lines of the finest in casual furniture, every one designed for comfort, style and durability.

The ideal indoor/outdoor casual furniture for motels, hotels, resorts and clubs. Quality built to cut maintenance and replacement costs, corrosion resistant, easy to clean. All lines available in a variety of decorator colors, styled to blend magnificently into any decor for years of enjoyment.

Catalog available on request.

Mallin CO., INC. 2335 EAST 27TH STREET, LOS ANGELES, CALIFORNIA 90058
1966 paneling line

Blackthorn, one of two new paneling patterns from U. S. Plywood Corp., is a warm, tawny wood species with bold graining and a burnished finish. This pattern along with another 1966 addition, Briarnut, expands the U.S. Plywood line to 70 prefinished wall panelings. Briarnut, (not shown), is a deep umber fruitwood with a subtle graining and occasional small knots and burls.

Circle No. 160 on product information card

New stacking chair design.

Fixtures Manufacturing Corp. introduces the Saturn chair, a new stacking chair featuring simplicity of design and smart appearance. It is suitable for use as a banquet, meeting or dining chair and can be ordered to fit most decors with a variety of color combinations of frame and upholstery. Its functional design provides durability, comfort and ease of handling.

Circle No. 170 on product information card
Space-saver unit with many extras

Howard Miller's bathroom cabinet unit combines a variety of extras in a compact unit for motels, dormitories, and public buildings. There is a clock, barometer, radio, electrical outlet, mirror, clothes drier, hamper, and towel rack in one modular unit. George Nelson & Co. designed the series of related cabinets for what might otherwise be wasted space. Twenty-four variations of six basic models install horizontally or vertically. The basic modules include three mirror cabinet units, three floor cabinet units, and a communications panel and storage system. The communications panel holds clock, barometer and radio; the storage section houses a control system that operates the lights, and radio.

Circle No. 162 on product information card

Decorative panels

Galway produces a series of molded decorative panels in 2-foot square modules for indoor and outdoor use. The panels, which come in a wrought iron scrollwork pattern, woven reed, sculptured concrete, circle and square geometries, and other designs, are suitable for a wide variety of commercial and institutional uses as they are lightweight and economical. Five are open work and one has a solid background. Assembly can be done in many ways, by channeled wood or metal mullions, with adhesives, screws, spring clips or other fastening devices.

Circle No. 163 on product information card

Folded

...this table stores in just 5".

That's nothing, most people are surprised to learn it folds at all!

Decorator-styled, this Howe "500" table comes in 24 different sizes.

Features include: Self-edged top surfaced with Parkwood marproof plastic laminate. Black enamel or lustrous chrome legs; all four are controlled by a single operating lever.

Solid-as-a-rock, too.

Ideal for multi-purpose rooms and training areas.

For literature, write today.

Howe Folding Furniture, Inc.
360 Lexington Avenue, New York, N.Y. 10017

If it folds, ask HOWE

REGIONAL SALES OFFICES AND SHOWROOMS IN MAJOR CITIES

Circle No. 83 on product information card
WHO can deliver custom design, quality and service on your contract orders for draperies, bedspreads and decorative fabrics?

McCanless can deliver custom design, quality and service on your contract orders for draperies, bedspreads and decorative fabrics?

McCanless has the fabrics, facilities and know-how to serve the custom needs of hotel, motel, commercial and institutional buyers. From a huge inventory of colors, patterns and weaves, McCanless delivers flawlessly-tailored draperies, bedspreads and fabric accessories to the job on time, ready to hang, at reasonable prices.

Executive office grouping
Montage is a new executive office from Hiebert, Inc. that combines polished aluminum and American walnut in a range of double-pedestal desks, L units, and credenzas. A high pedestal houses either a one drawer file or two drawers. The credenza unit has two swing-out end units that can house a variety of items, from stationery to a bar.

Steel and leather chair
John D. Williams Co. has introduced a new chair designed by Stuart John Gilbert. The construction is an all-welded frame of solid stainless steel with leather straps forming a sling support for the attached cushions. It measures 28½ inches wide by 28 inches deep by 31½ inches high.
Decorators, all over America, are delighted with the Gregson "SERIES 60". So easy to fit into any size or shape space. Fully functional, yet sparkling with beauty. A complete catalog is ready for your use. Write for it today.
The Elegant World of Window Shades explores just what the title suggests. This 34-page book focuses on new window treatments created by the imaginative use of shades. Each shade treatment is shown in full color reproduction, along with a review of the type of shade fabrics that will contribute a striking effect, how to plan to better advantage the odd-shaped window, the use of lively colors, and other very imaginative ways to develop window treatments with shades.

The Linear/700 series of office furniture from Columbia-Hallowell is described in a new four-color brochure. The distinguishing feature of the new line is the accented "reveal" (the seams between the construction elements) — a feature usually hidden in desk construction. This new series offers a contrasting "reveal" in a wide range of enamel finishes that add to the overall design of the office units. The linear/700 group is a steel constructed group that includes desks, modular units, credenzas, tables, and accessories.
A six-page color and black-and-white brochure on Toujay Design's versatile audio-storage furniture stacking unit, the Multi-Cube, gives basic descriptive information about the Jerry Joseph design, and a wide range of photos. Illustrated are examples of its use in floor-standing, stacked, and wall-hung combinations of from two to eight cubes. Optional interior fittings are also described.

Circle No. 168 on product information card

A Portfolio of Custom-Fashioned Chandeliers names a brochure from Lightolier that features a collection of its exclusively styled hanging fixtures. Each of the chandeliers is reproduced in color, emphasizing the subtle metals, smoked glass, crystal, and other materials used in its construction. An insert between the pages gives exact dimensions, finishes, and variations on the design that are available from Lightolier.

Circle No. 169 on product information card

The Movable Component Classrooms system of the E. F. Hauserman Co. is described in an eight-page brochure. The components include a demountable movable Double-Wall and sliding Operable Wall which can be moved and reinstalled quickly to accommodate new educational space needs. The color brochure illustrates numerous varied movable parts of the wall itself such as floor-to-ceiling chalk panels and projection screen panels, hooks, strips, and other classroom tools.

Circle No. 170 on product information card

The first complete brochure on Vileau vinyl wall-coverings and upholstery fabrics from the fibers and fabrics division of Union Carbide Corp. gives special attention to the reproduction of the textured designs. Linen, grasscloth, travertine, and various other textures are shown in full color reproduction. Besides its line of solids, Union Carbide shows damask effects, tone-on-metallic, metallic cloud, and color prints in the 6-page folded flyer.

Circle No. 171 on product information card

The complete accessory line of Haasbrock-Sonderguard is reviewed in flyers from the firm, showing the many occasional tables, chairs, brackets, pedestals and tops, bar stools, urns and wrought iron accessories, in black and white photographs. All pertinent information, including price, is included.

Circle No. 172 on product information card

American Clean has completed a flyer as part of its introduction of a new line of colors in luxurious textured crystalline ceramic tile. The 19 new shades are subtle tones, attuned to today's color trends. The glazed tiles are recommended for interior walls and vanity tops.

Circle No. 173 on product information card

In its 1966 catalog The Bileo Co., manufacturers of doors for special services, gives descriptive and technical material pertaining to Bileo roof scuttles, smoke hatches, sidewalk doors, interior/exterior doors and basement entrance doors. The sixteen-page catalog shows plan and sectional views of all products as well as architectural specifications.
Cylinderlites, a new group of lighting fixtures for interior and exterior use, are reviewed in depth in an 8-page booklet from Gotham Lighting Corp. Two basic types of the cylindrical fixtures are available—one with a black Akak specular reflector, the other with a new baked matte black coating. Both are designed for low surface brightness use. The group includes ceiling-hung and wall-mounted designs.

The 1966 catalog from Nessen Lamps, Inc. gives an attractive survey of its line of floor, table, hanging outdoor, and special contract lamps, with a section devoted to new designs. Ordering information and price list are included.

LaBarge Mirrors Inc. is off the press with a 2-color brochure illustrating a special selection of imported sconces. Twenty-three numbers, including electric candle types, popular items from the Andalusia or Spanish group, such as a high torch lamp and wire basket candle sconces are features of the new publication.

Sinclair Refining Company chooses...

Pionite Lifetime Laminates is publishing a new catalog of its 1966 product lines. This full-color, 8-page brochure includes information on Pionite properties, grades, finishes, sizes and other facts on high-pressure plastic laminates as well as photo reproduction of the new patterns and colors.

Goodman-Dean-Scott describes a complete line of wall decor in its newest brochure. There are decorations of matching panels and pictures in a large variety of motifs. To cite a few names, Montmartre, Music Still Life, Palermo, Chinoiserie, Oriental Garden gives an idea of the range of themes. Frame selections and color mat swatches are indicated in the closing pages of the comprehensive brochure.

Hooker Chemical Corp. has prepared a folder on its new fire retardant fabrics, developed after extensive research at the Hooker laboratories. Fabrics treated with a resin system remain fire retardant throughout normal life even after laundering. A report of tests conducted by the U.S. Testing Co. are enclosed along with a launderability report by the American Institute of Laundering, and a list of institutions that have already installed the Roxel fabrics.
A 16-page, full color brochure from Steelcase Inc. illustrates its latest designs in office furniture in complete room settings. Called Color Tour, the booklet describes how the furniture is coordinated in color, design and function to give a custom-made look at production line prices. Captions supply dimensions, finishes, and other information.

Circle No. 177 on product information card

Vomar Products has published a new catalog of its graphic products and services to the design field. Vomar offers a full range of architectural interior signs, directories, door numbers, name plaques in sculptured letters of acrylic and aluminum, in a wide range of type faces plus custom fabrication and graphic design services.

Circle No. 178 on product information card


Circle No. 179 on product information card

Supplementary pages to Domore office furniture catalog illustrate side chairs, executive swivel chairs, and sofas and matching lounge chairs.

Circle No. 180 on product information card

From Maine to California
GOLDEN TRAVELLER LUGGAGE RACKS are serving in the nation’s finest hotels and motels. Gold anodized aluminum in 5 handsome rugged and economical models.

See our contract line at: first CONTRACT FURNISHING SHOW, April 19 to 22, Exhibition Hall, Americana Hotel, N. Y. C., BOOTH 172.

FREE sample rack to any accredited hotel and motel if requested on your letterhead.

Gasser CHAIR CO.
36 LOGAN WAY • • • YOUNGSTOWN, OHIO 44505

May we make YOUR mark?

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

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

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

Driving America’s leading Decorators for 40 years

Circle No. 96 on product information card

office DECOR for the Executive Level

In Solid Black Walnut
Bonded to Solid Aluminum

20 matching pieces are available in the 7000 line, in floor stands, waste baskets, planters,

Write for Color Catalog.

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

Dining Comfort

From chairmasters

Designed for

This is only one of 200 styles featured in our catalog. Write for your copy.
Each piece bears this signature — our registered trade mark
L. HITCHCOCK, HITCHCOCKSVILLE, CONN., WARRANTED.

AUTHENTIC
NEW ENGLAND
WRITE FOR BROCHURE
ON CHAIRS, CHESTS, BEDS, TABLES, MIRRORS.

"Arrowback" "Inn"

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.

The only COMPLETE LINE of...
LEGS, BRACKETS, FERRULES, GLIDES...
CUSTOM FRAMES, WHITE METAL CASTINGS

CONTRACT MANAGER WANTED!!
LEADING MILL
WITH
NATIONAL DISTRIBUTION
OF DECORATIVE FABRICS!!

WRITE: BOX A-300

CONTRACT MAGAZINE
7 East 43 Street
NEW YORK, N.Y. 10017

Representatives Wanted
COMPLETE COMMERCIAL FURNITURE LINE
Leading Manufacturer of commercial furniture seeks experienced representatives to call on architects and specifiers, as well as dealers in the office, school, church, hospital and design fields. All replies strictly confidential.
Write: Box A-292, CONTRACT
7 East 43 Street New York, N.Y. 10017

SALESMAN WANTED: Have high quality furniture covering line available for salesman calling on architects and designers in the New York metropolitan area. Write: Box A-299, CONTRACT.

EXPERIENCED REPRESENTATIVES WANTED: for fine line of executive office accessories from Scandinavia. Following essential in better office furniture, contract and decorating fields. Several choice territories open. Write: Box A-298, CONTRACT.

LINES WANTED: Contemporary furniture showroom, New York City, with strong following among architects and designers, seeking representation of furniture lines with commercial and/or residential applications. Write: Box A-296, CONTRACT.

LINES WANTED: Quality accessory lines wanted for representation by New York contemporary furniture showroom selling to Decorators, Designers, Architects, Specifiers and Office Furniture dealers. Write: Box A-295, CONTRACT.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-294, CONTRACT.

SALES REPRESENTATIVE AVAILABLE: Travel Ohio, Indiana, Kentucky. Desire Contract line. Well known in the area to Architects and Institutions. Twenty years experience in commercial interiors. Can handle complete layout and specification work. Write: Box A-293, CONTRACT.

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order. No extra charge for box numbers. This section closes on the 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offerings not accepted.

SALESMAN WANTED: Have high quality furniture covering line available for salesman calling on architects and designers in the New York metropolitan area. Write: Box A-299, CONTRACT.

EXPERIENCED REPRESENTATIVES WANTED: for fine line of executive office accessories from Scandinavia. Following essential in better office furniture, contract and decorating fields. Several choice territories open. Write: Box A-298, CONTRACT.

LINES WANTED: Contemporary furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential applications. Write: Box A-296, CONTRACT.

LINES WANTED: Quality accessory lines wanted for representation by New York contemporary furniture showroom selling to Decorators, Designers, Architects, Specifiers and Office Furniture dealers. Write: Box A-295, CONTRACT.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-294, CONTRACT.

SALES REPRESENTATIVE AVAILABLE: Travel Ohio, Indiana, Kentucky. Desire Contract line. Well known in the area to Architects and Institutions. Twenty years experience in commercial interiors. Can handle complete layout and specification work. Write: Box A-293, CONTRACT.

CONTRACT MANAGER WANTED!!
LEADING MILL
WITH
NATIONAL DISTRIBUTION
OF DECORATIVE FABRICS!!

WRITE: BOX A-300

CONTRACT MAGAZINE
7 East 43 Street
NEW YORK, N.Y. 10017

Representatives Wanted
COMPLETE COMMERCIAL FURNITURE LINE
Leading Manufacturer of commercial furniture seeks experienced representatives to call on architects and specifiers, as well as dealers in the office, school, church, hospital and design fields. All replies strictly confidential.
Write: Box A-292, CONTRACT
7 East 43 Street New York, N.Y. 10017
MEN WANTED: Contemporary Furniture manufacturer wants road men currently calling on architects, designers and specifiers with non-competing products. Strong additional quality line. All territories available including Metropolitan New York area. Write, stating experience and present lines carried. Commission only. Box A-297, CONTRACT.

RETAIL OFFICE FURNITURE SALESMAN WANTED: Can write his own future. Old established South Jersey firm with modern showroom, interior design department. All key exclusive franchises. Replies strictly confidential. Write: Box A-291, CONTRACT.

WANTED: Architectural representative for major hardwood veneer producer. Knowledge of drafting or woodwork "Take-Off" essential. Any age. Write giving experience and full résumé. Wood-Mosaic Corp. Write: Box A-301, CONTRACT.


Are you looking for a professional interior designer to handle work on individual projects? Complete design services are available on a job or contract basis. Wide experience in decor—from embassies to offices. Your request will bring a brochure on my professional background by return mail. Miss Jeannine Carver, N.S.I.D., 24350 Lake Shore Blvd., Cleveland, Ohio, 44123.

Hand-Forged Iron
MEDITERRANEAN COUNTRY STYLE
Wall Treatments and Light Fixtures
Verdi-gris Finish
ask for FULL COLOR BROCHURE on your own letterhead

Light Guild
a division of LONDON LAMPS
2651 Manhattan Beach Boulevard
Redondo Beach, California, 90278
Show Rooms: Los Angeles, San Francisco, Seattle, Chicago, Dallas, Atlanta, New York

Circle No. 126 on product information card

VINYL-BACKED NYLON Mats and Runners
Carpet-Cover at building entryways traps tracked-in dirt, mud, slush, water, and snow. Rugged nylon pile dislodges dirt off boots and shoes . . . reduces floor maintenance cost to an all time low. Permanently fused to a durable, anti-slip vinyl backing. Holds a gallon of water per square yard! Easily cleaned by vacuum or water hose!

Rubber Company
FREMONT, OHIO 43420
Phone: 419-332-5631
The Originator of New Ideas in Floor Coverings

Circle No. 128 on product information card
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiberloam Corp.</td>
<td>100</td>
</tr>
<tr>
<td>Fibre-Metal Products</td>
<td>88</td>
</tr>
<tr>
<td>Fixtures Mfg. Corp.</td>
<td>110</td>
</tr>
<tr>
<td>Flex-O-Lators, Inc.</td>
<td>24</td>
</tr>
<tr>
<td>Flintkote</td>
<td>13</td>
</tr>
<tr>
<td>Gasser Chair Co.</td>
<td>102, 113</td>
</tr>
<tr>
<td>General Tire &amp; Rubber Co.</td>
<td>6, 7</td>
</tr>
<tr>
<td>B. F. Goodrich</td>
<td>26</td>
</tr>
<tr>
<td>Greiff Fabrics, Inc.</td>
<td>22</td>
</tr>
<tr>
<td>Gregson Mfg. Co.</td>
<td>109</td>
</tr>
<tr>
<td>Griggs Equipment Co.</td>
<td>110</td>
</tr>
<tr>
<td>Gulistan Carpet Co., Div. J. P. Stevens Corp.</td>
<td>51</td>
</tr>
<tr>
<td>Hardwick &amp; Magee</td>
<td>33</td>
</tr>
<tr>
<td>Hitchcock Chair Co.</td>
<td>114</td>
</tr>
<tr>
<td>H-O-N Co.</td>
<td>30</td>
</tr>
<tr>
<td>Howe Folding Furniture Co.</td>
<td>107</td>
</tr>
<tr>
<td>Howell Co.</td>
<td>14</td>
</tr>
<tr>
<td>Interchemical Corp.</td>
<td>55</td>
</tr>
<tr>
<td>Jansko, Inc.</td>
<td>101</td>
</tr>
<tr>
<td>Jute Carpet Backing Council</td>
<td>15</td>
</tr>
<tr>
<td>Paul Kaiser Associates</td>
<td>12</td>
</tr>
<tr>
<td>Kentile Floors, Inc.</td>
<td>39</td>
</tr>
<tr>
<td>Kiesling-Hess Finishing Co.</td>
<td>56</td>
</tr>
<tr>
<td>Kirsch Co., Inc.</td>
<td>52</td>
</tr>
<tr>
<td>H. W. Knight &amp; Son</td>
<td>48</td>
</tr>
<tr>
<td>Krueger Metal Products</td>
<td>53</td>
</tr>
<tr>
<td>Kwik-Wall Co.</td>
<td>53</td>
</tr>
<tr>
<td>La France Industries</td>
<td>97</td>
</tr>
<tr>
<td>Laminated Veneers Co.</td>
<td>40</td>
</tr>
<tr>
<td>Leathergild, Inc.</td>
<td>110</td>
</tr>
<tr>
<td>London Lamps</td>
<td>115</td>
</tr>
<tr>
<td>Los Angeles Period Furniture Mfg. Co.</td>
<td>42</td>
</tr>
<tr>
<td>Madison Furniture Industries</td>
<td>1</td>
</tr>
<tr>
<td>Mallin Co.</td>
<td>105</td>
</tr>
<tr>
<td>Marshall-McMurray Drapery Hardware</td>
<td>116</td>
</tr>
<tr>
<td>Marsh Wall Products</td>
<td>4</td>
</tr>
<tr>
<td>McCanless Custom Fabrics</td>
<td>108</td>
</tr>
<tr>
<td>McDonald Products Corp.</td>
<td>113</td>
</tr>
<tr>
<td>Jo Mead Designs</td>
<td>101</td>
</tr>
<tr>
<td>Metwood Mfg. Co.</td>
<td>111</td>
</tr>
<tr>
<td>Metropolitan Furniture Mfg.</td>
<td>54</td>
</tr>
<tr>
<td>Midwest Folding Products</td>
<td>38</td>
</tr>
<tr>
<td>Herman Miller, Inc.</td>
<td>32</td>
</tr>
<tr>
<td>Moira, Inc.</td>
<td>34</td>
</tr>
<tr>
<td>Morrison Imports, Inc.</td>
<td>115</td>
</tr>
<tr>
<td>Myrtle Desk Co.</td>
<td>85</td>
</tr>
<tr>
<td>National Contract Furnishers' Exposition</td>
<td>16</td>
</tr>
<tr>
<td>National Theatre Supply</td>
<td>105</td>
</tr>
<tr>
<td>Norquist Products, Inc.</td>
<td>112</td>
</tr>
<tr>
<td>North American Van Lines</td>
<td>19</td>
</tr>
<tr>
<td>Orinoka Mills</td>
<td>37</td>
</tr>
<tr>
<td>Owens Corning</td>
<td>35</td>
</tr>
<tr>
<td>Pacific Drapery Walls</td>
<td>44</td>
</tr>
<tr>
<td>Phil-Mar Corp.</td>
<td>90</td>
</tr>
<tr>
<td>Pittsburgh Plate Glass Co.</td>
<td>9</td>
</tr>
<tr>
<td>Quartile Creative Corp.</td>
<td>28</td>
</tr>
<tr>
<td>Rheinold-Alaska Co.</td>
<td>91</td>
</tr>
<tr>
<td>Jens Risom Design, Inc.</td>
<td>58</td>
</tr>
<tr>
<td>Robert John Co.</td>
<td>27</td>
</tr>
<tr>
<td>Safran &amp; Glucksman, Inc.</td>
<td>112</td>
</tr>
<tr>
<td>John Savoy Furniture</td>
<td>93</td>
</tr>
<tr>
<td>Scalamandre Silks</td>
<td>103</td>
</tr>
<tr>
<td>Frank Scerbo &amp; Sons, Inc.</td>
<td>3rd Cover</td>
</tr>
<tr>
<td>Sculpture Studio, Inc.</td>
<td>104</td>
</tr>
<tr>
<td>Shelby Williams Industries, Inc.</td>
<td>104</td>
</tr>
<tr>
<td>Silas Seandel</td>
<td>111</td>
</tr>
<tr>
<td>Simmons Co.</td>
<td>20, 21</td>
</tr>
<tr>
<td>Chester B. Stem, Inc.</td>
<td>97</td>
</tr>
<tr>
<td>John Stuart, Inc.</td>
<td>89</td>
</tr>
<tr>
<td>Stylume Products, Inc.</td>
<td>99</td>
</tr>
<tr>
<td>Sullivan's Synthesitics Finishing Co.</td>
<td>101</td>
</tr>
<tr>
<td>Syrocco, Inc.</td>
<td>25</td>
</tr>
<tr>
<td>Thaneel Industries</td>
<td>95</td>
</tr>
<tr>
<td>Tri-Par Mfg. Co.</td>
<td>94</td>
</tr>
<tr>
<td>Tropitone Furniture Co.</td>
<td>91</td>
</tr>
<tr>
<td>U.S. Bronze Sign Co., Inc.</td>
<td>113</td>
</tr>
<tr>
<td>Vogel-Peterson Co.</td>
<td>97</td>
</tr>
<tr>
<td>Wilkerson Mfg. Co.</td>
<td>114</td>
</tr>
</tbody>
</table>

This directory is maintained for the convenience of our readers. It is not part of the advertiser's contract and we cannot assume responsibility for its correctness.