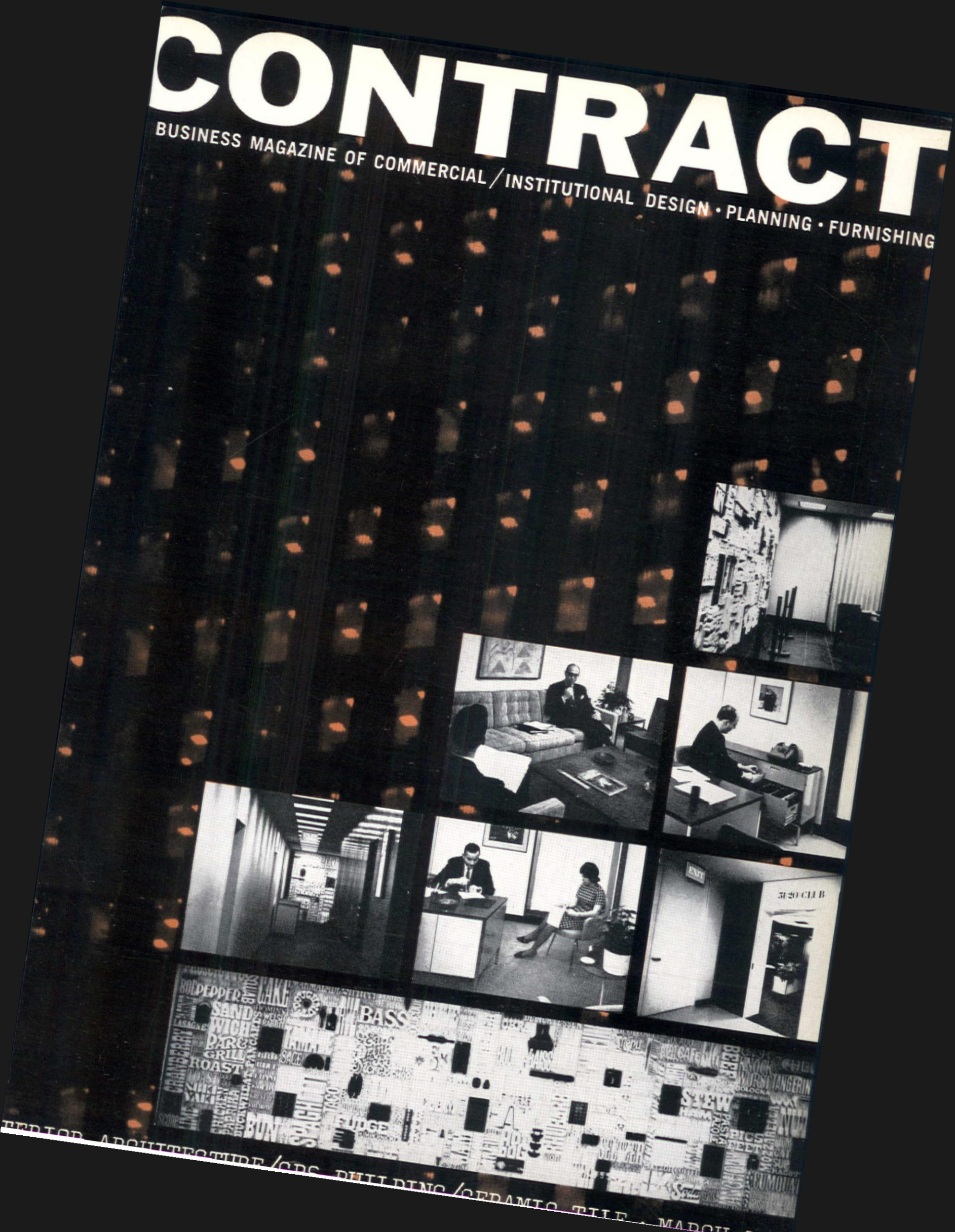
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHING



INTERIOR ARCHITECTURE/GPO BUILDING/CERAMIC TILE • MARCH 1966

Florist's shop floor: Kentile's new textured Colonial Brick Solid Vinyl Tile—9" x 9" x ⅛". Use it anywhere indoors. Wall base shown above: white KenCove® Vinyl. Interior by David Barrett, A.I.D. Samples? Call your Kentile® Representative.

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

KENTILE VINYL FLOORS

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.

6949 Swivel Lounge Chair

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Madison collection
of fine furniture
for business and
residential interiors.
May we send
you a catalog?

MADISON
FURNITURE INDUSTRIES
Canton, Mississippi 39046

6958 Swivel Conference Chair

39403 Table

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

Circle No. 1 on product information card

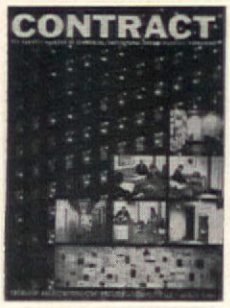
Terson Houndstooth

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 bonnie well better believe it.

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

PLYMOUTH PCI

Circle No. 2 on product information card



The Cover

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.

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

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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.

MAY—Educational Seating: an analysis of requirements and specifications. Review of new hotel-motel installations plus a round-up of new products for their application. Guide to Government specifying by Ash Gerecht.

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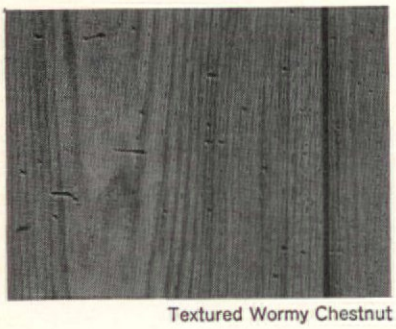
6625

New Marlite Textured Paneling



Textured Wormy Chestnut

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.

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Circle No. 3 on product information card

Circle No. 4 on product information c

Until today there were only two ways to cover a floor.

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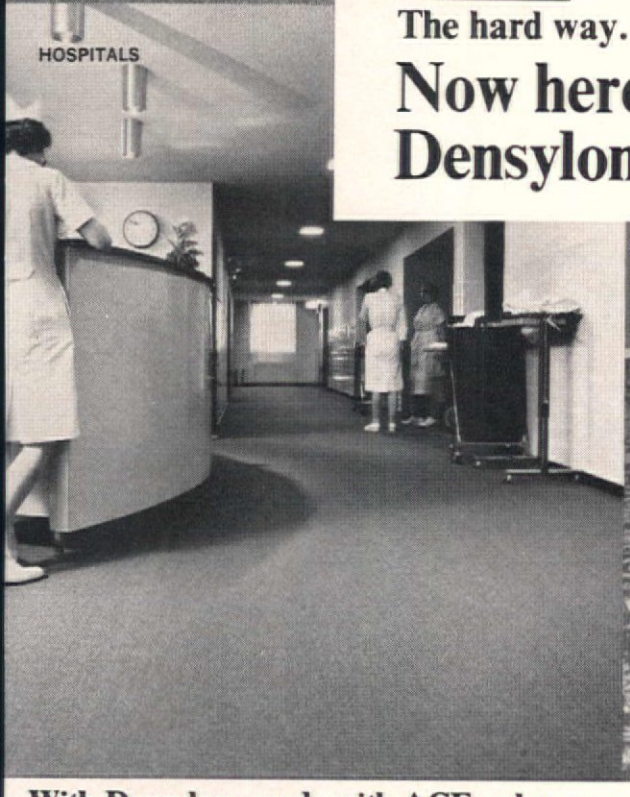
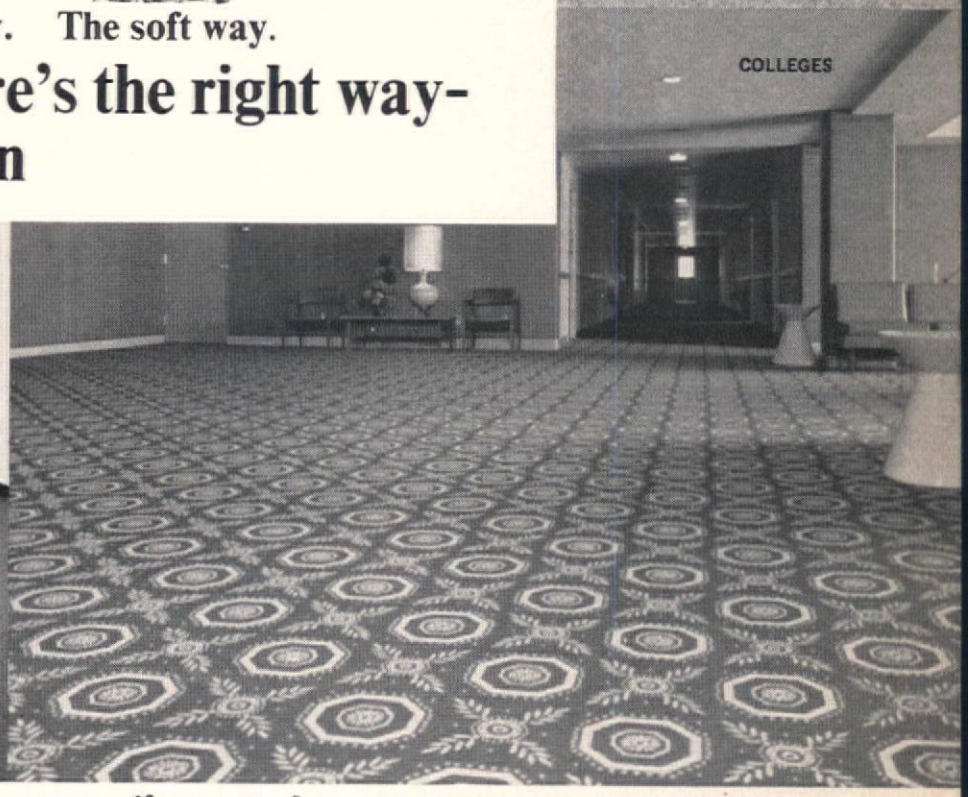
The hard way. **The soft way.**

Now here's the right way- Densylon

HOSPITALS



COLLEGES



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

And with complete assurance. You can carpet every square inch of every floor in any building. Office and apartment buildings. Hospitals. Schools. Banks. Restaurants. Public buildings. Hotels and motels.

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 3/16" 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.

CCC
10 West 33rd St., Dept. C-3
New York, N. Y. 10001
Attention: Mr. Oliver A. Wyman

	Check Here
Please send complete information about Densylon.	☐
Please send your representative to give us cost estimates on approximately ..... square yards.	☐

Name_____

Address_____

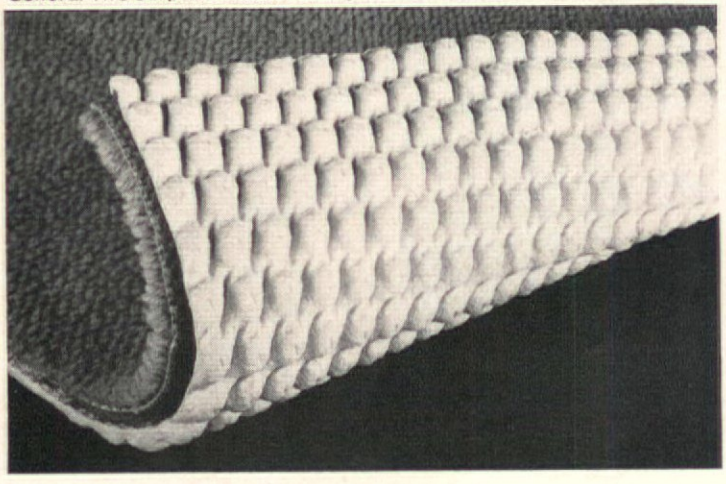
City_____ State_____

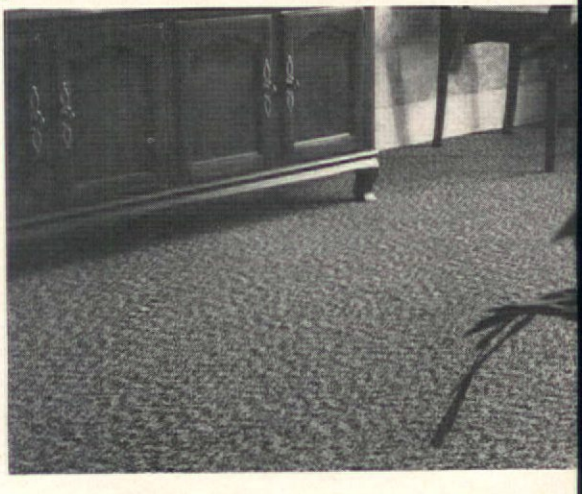
*CCC's trademark for its sponge-bonded, high-density nylon carpet
†Trademark: Allied Chemical Corporation

Densylon WITH **ACE** NYLON BY Allied Chemical

Manufactured by CCC • Commercial Carpet Corporation, New York City, Chicago, Los Angeles; Canadian Affiliate: C.C. Carpet Co., Ltd., Ontario

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!

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Chicago 8, Illinois

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2121 E. Wheatsheaf Lane
Philadelphia, Pennsylvania

GENERAL TIRE

THE DIVERSIFIED MAJOR

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

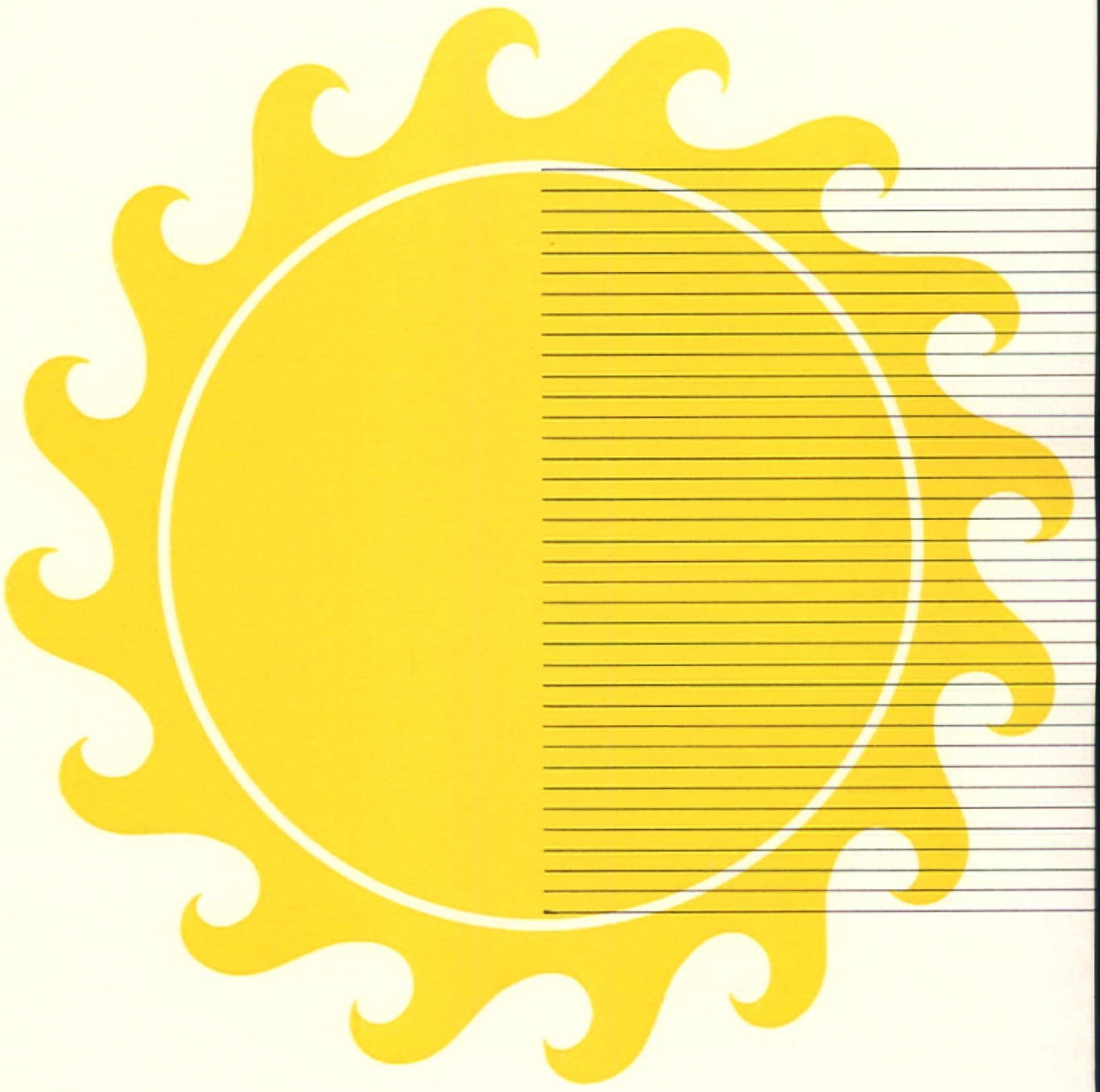
The sunny side of any building on a clear day presents the problem of controlling the amount of heat entering through vision areas. Building occupants working closest to window areas can be uncomfortably warm. If the air conditioning is increased to make them comfortable, people further back from the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

Get technical facts. Results of PPG
s on Feneshield fabrics and other
ding devices are yours for the asking.
s research has produced a new sys-
, based on fabric characteristics,
ch provides a scientific method for
cting fiber glass draperies to meet any
n environmental control need.

Through the Feneshield rating sys-
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, enhance a good view or modify a
one. Moreover, Feneshield fabrics
r you substantial savings in mainte-
nance over other types of shading devices.

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

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

Pittsburgh Plate Glass Company
Fiber Glass Division, Dept. 703
One Gateway Center
Pittsburgh, Pennsylvania 15222

☐ Please send me technical information on Feneshield fabrics.

☐ Please send me names of authorized Feneshield converters.

Name_____

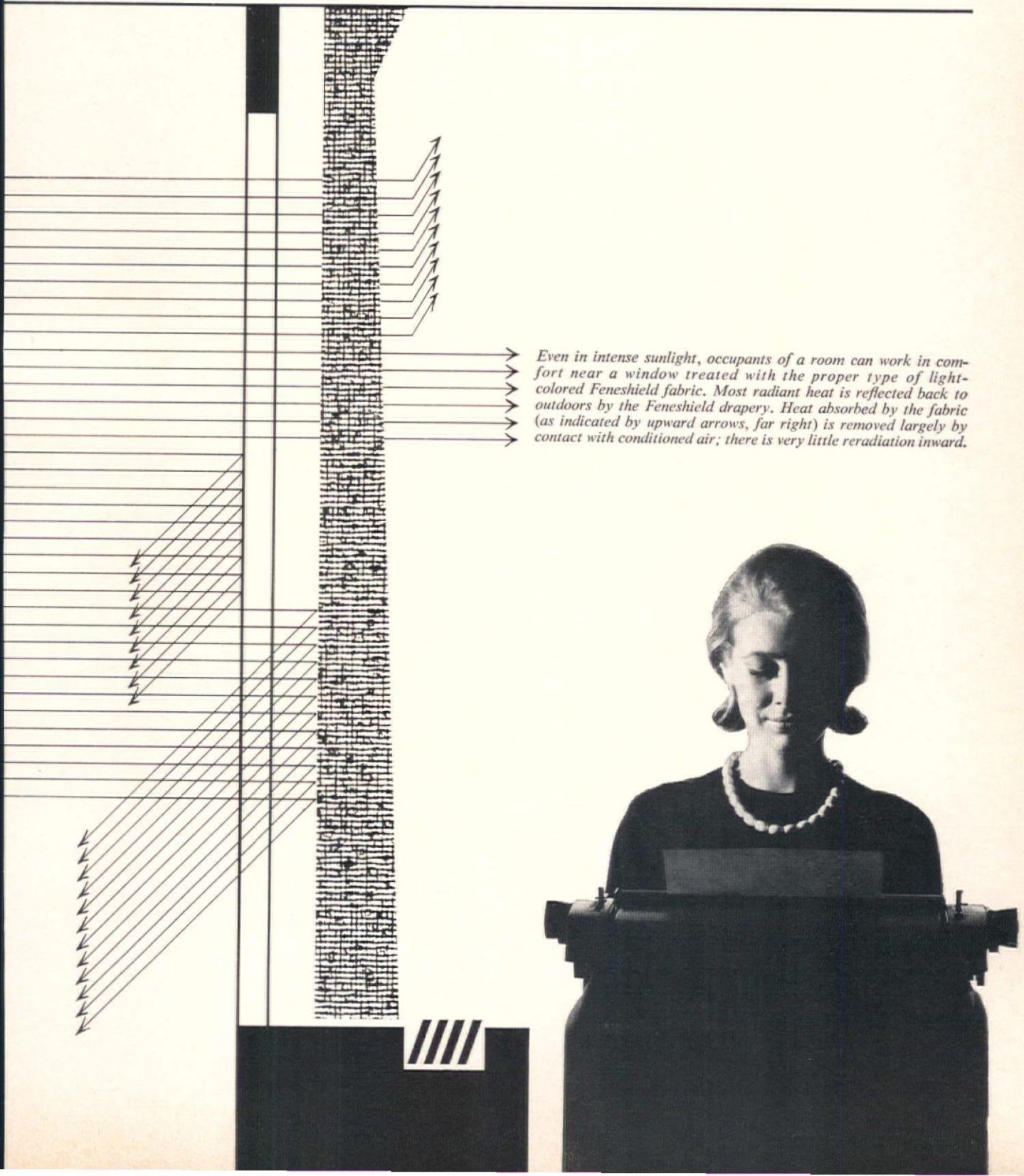
Title_____

Company_____

Address_____

City_____

State_____ Zip Code_____



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.

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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.

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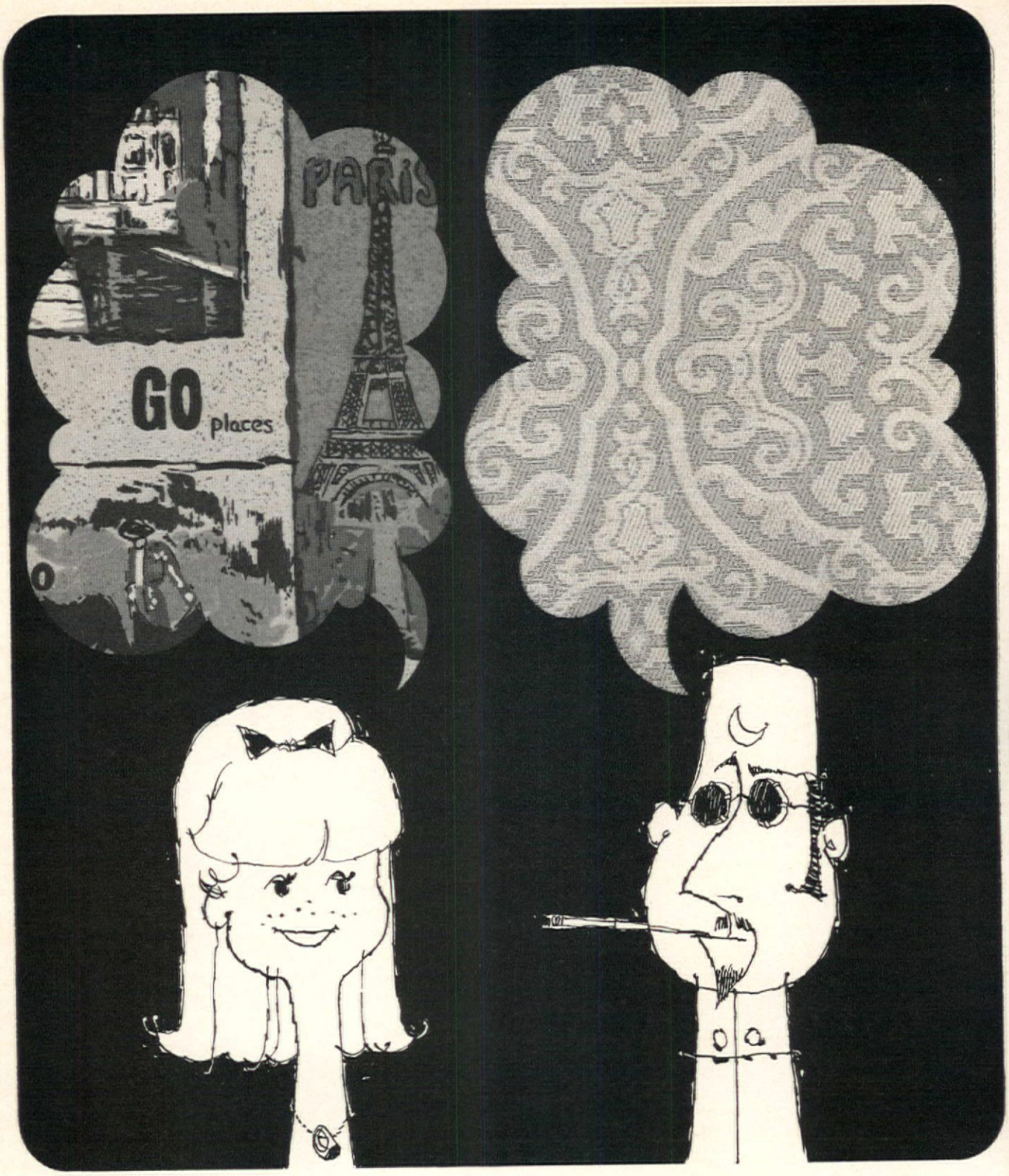

Let's talk turkey. Our bright-eyed, would be traveler understands what the man in the fez sez because they both know the international language of Paul Kaiser fabrics. Your own conversation can sparkle with intriguing accents picked up in our showrooms across the country. Come . . . speak your piece.

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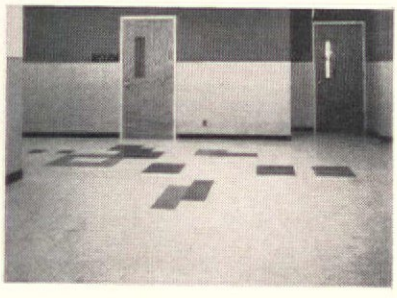
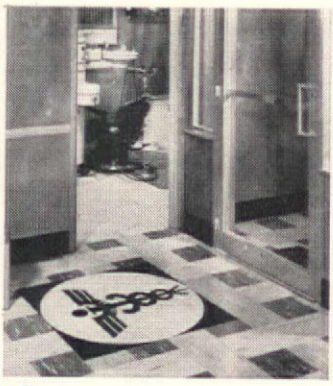
Entry areas take a lot of punishment. Here's where Flintkote Floor Tile shines — like the popular new Flex-Slate* Tile that is unusually decorative, yet so practical.

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.



For sanitary requirements, as well as for resistance to all kinds of spilled liquids, grease, etc., the easy maintenance of Flintkote Tile floor pays off for years.



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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.

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

Circle No. 9 on product information card

LETTERS

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.

I enjoy CONTRACT and hope you will publish more articles that give designers some idea of the problems faced by dealers and suppliers.

W. S. MILANO, Vice President
Carson's, Inc.
Denver, Colo.

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.

M. A. FELDMAN
Contract & Motel Furnishers Div.
Amcor, Inc.
Lemon Grove, Calif.

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 PAAUL, 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

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

ARE YOU A DESIGNER OR
ARCHITECT OR SPACE PLANNER OR
CONTRACT FURNISHINGS SPECIALIST OR

ARE YOU ON THE MANAGEMENT
STAFF OF AN INSTITUTION OR

ARE YOU A GOVERNMENT
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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 Sates Government. Its agent is the General Sevices 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 this fiscal year is up—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 furnishing 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—slips through the net. The success of the GSA program helps the economy program in this area, and cuts down, of course, on the different styles and types o

(*Continued on page* 18

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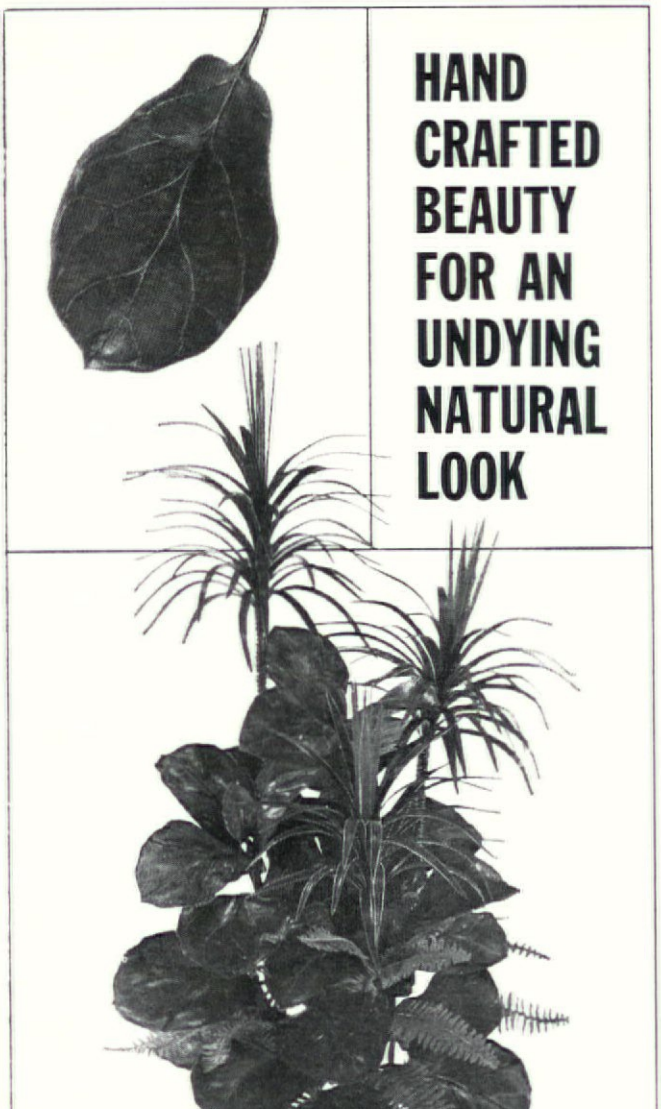

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OUR WASHINGTON REPORT

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)

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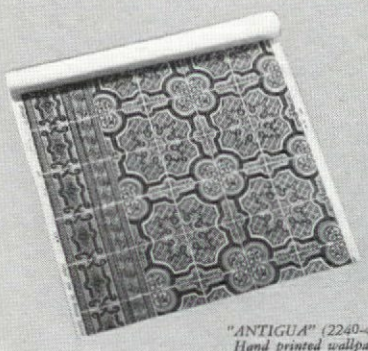

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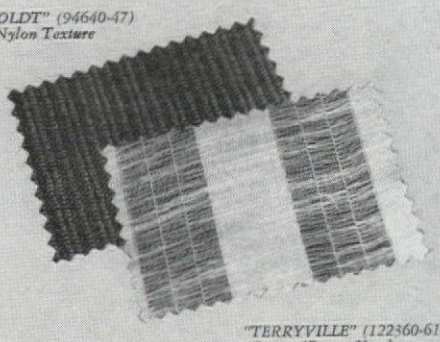

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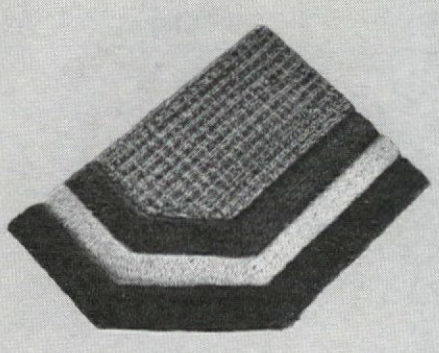

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OUR WASHINGTON REPORT

CONTINUED FROM P. 18

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 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. **(C)**

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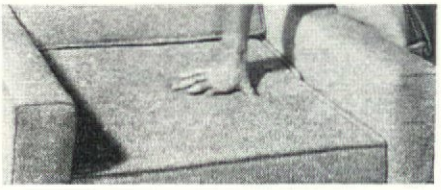

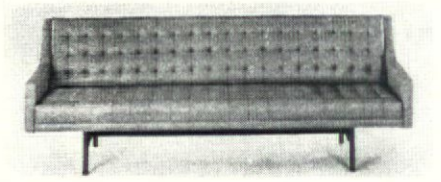

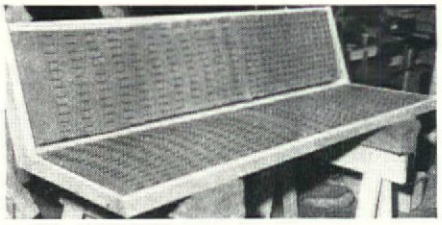

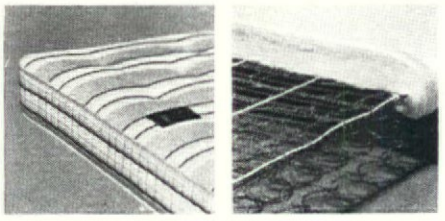

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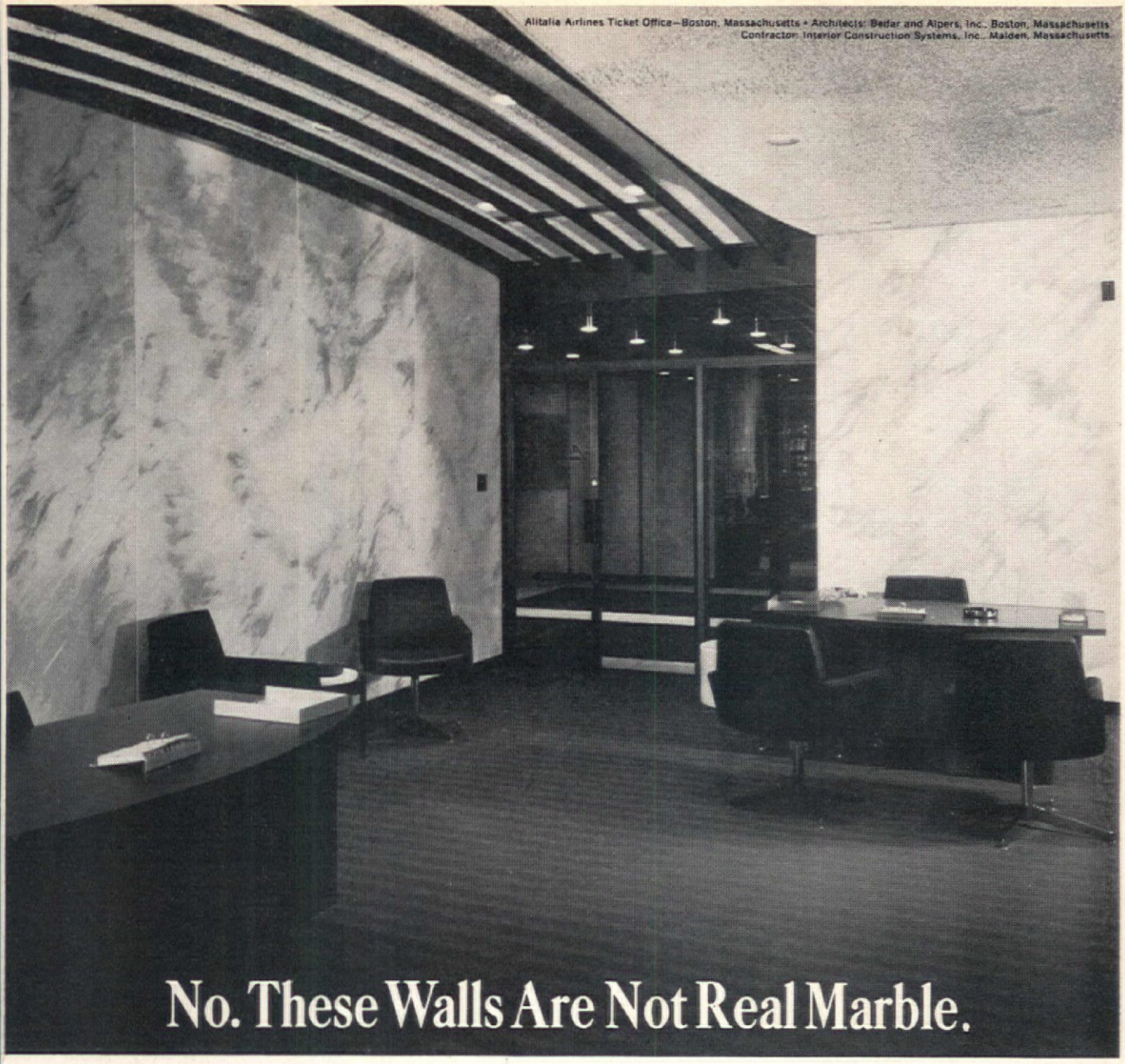

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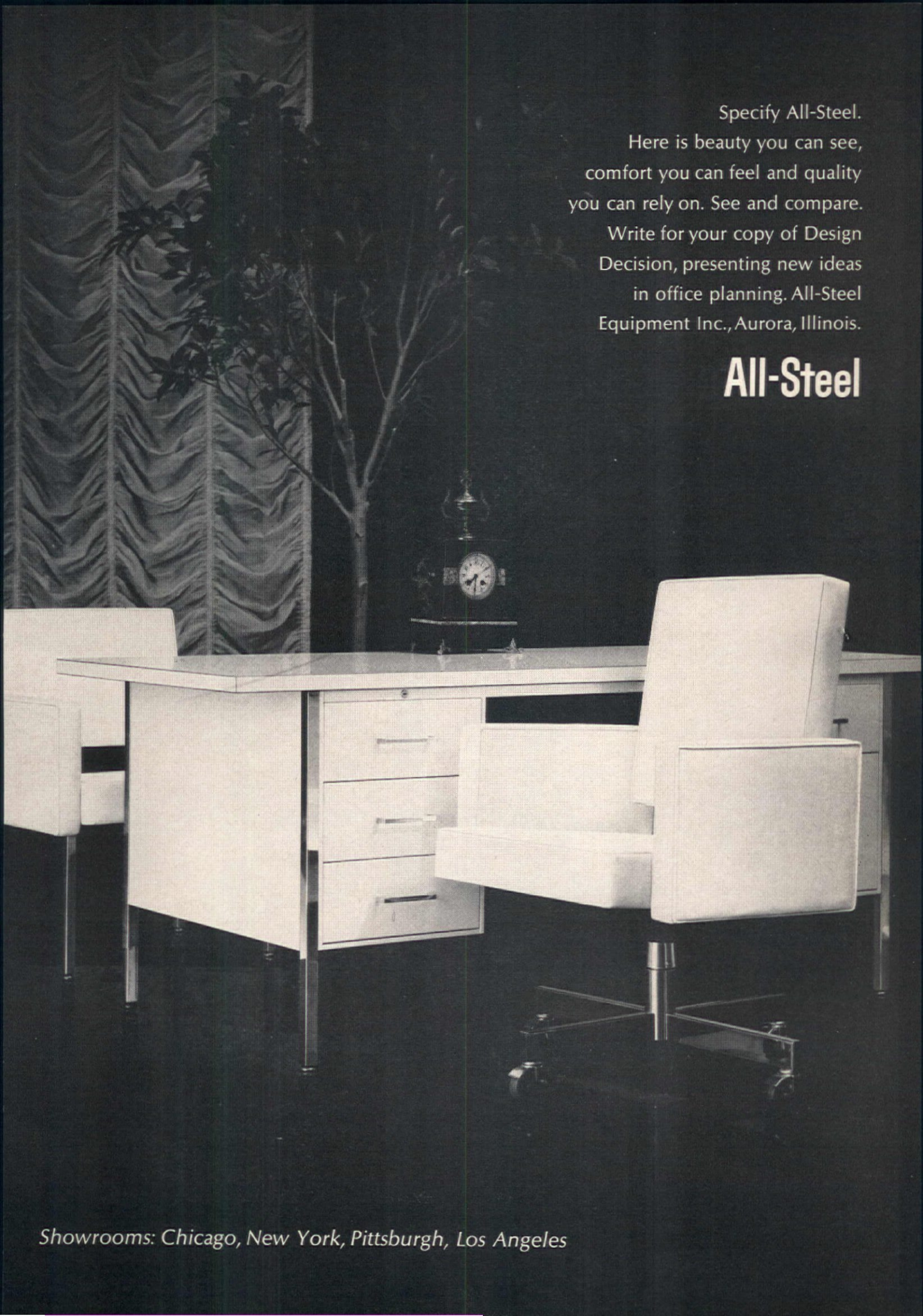
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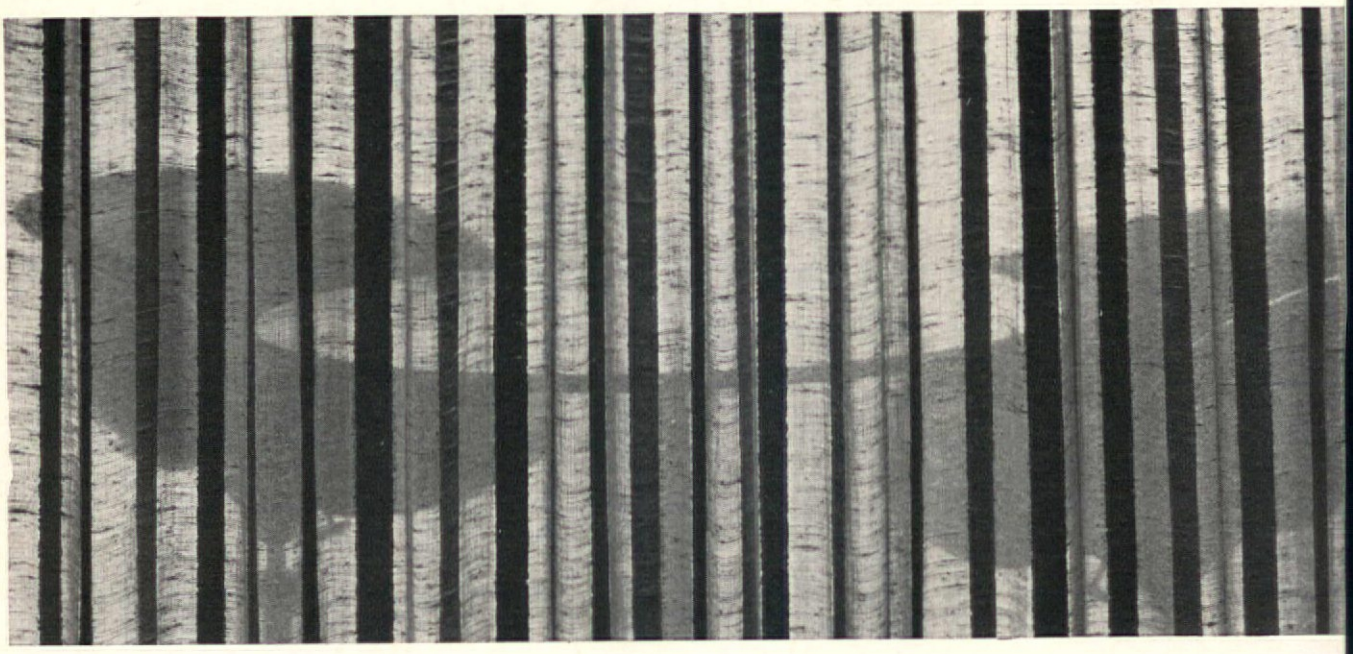

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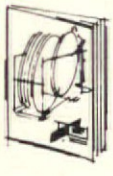

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Designs for Dining 1966

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 levelled 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.

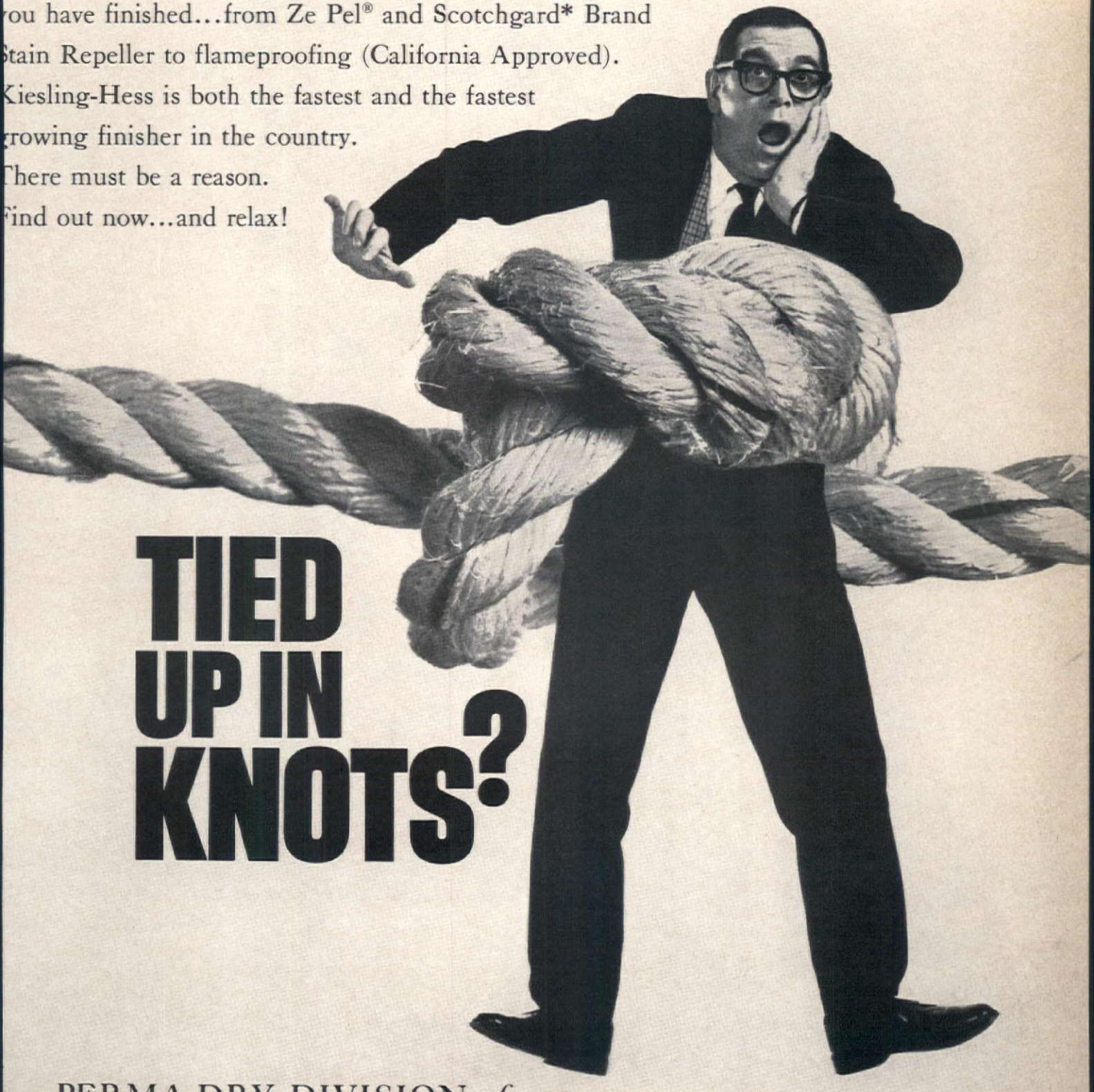
"There's a modest trend away from stark contemporary. Some executives find it lacking in warmth, says top consultant George Reinoehl. 'They would like traditional,' he says, 'but they've shied away from it—for fear of not being modern.'

"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)

Circle No. 60 on product information car

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 flame-proofing, 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

CONTRACT BUSINESS: NOTES & COMMENTS

"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 loudspeaker may be handy ($40 to $50).

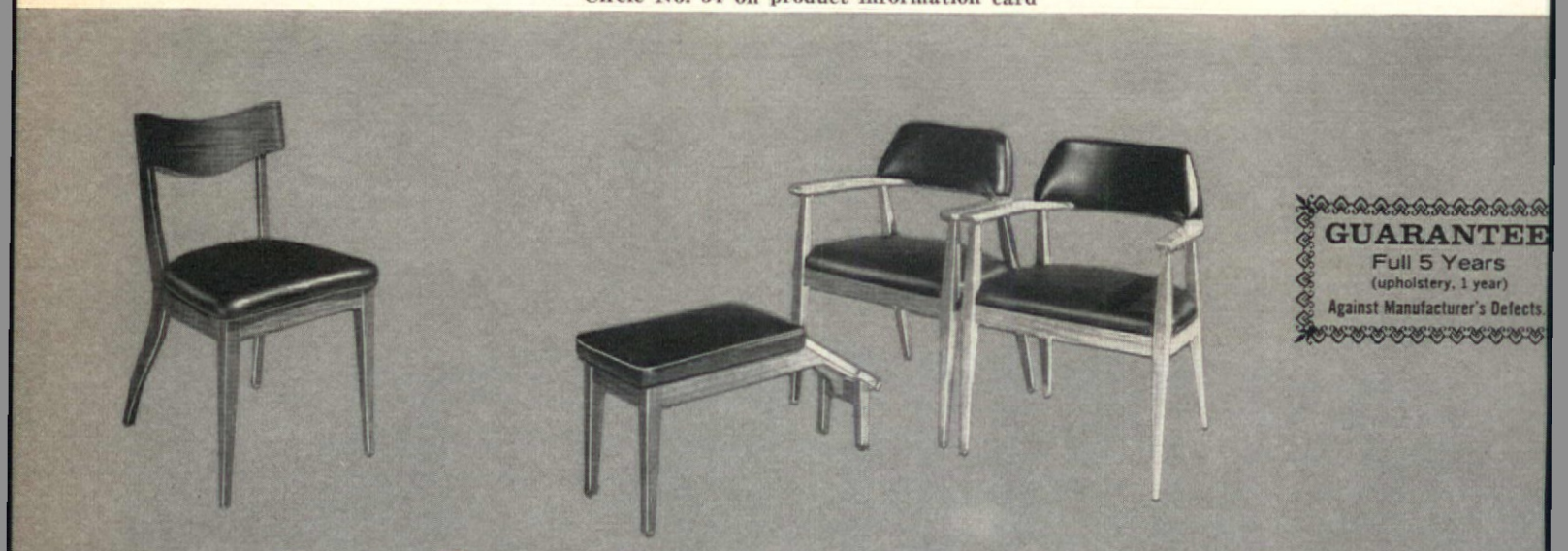
"A small-size refrigerator with wood finish costs about $200, and a small refrigerator-bar outfit, $500 to $700.

"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 292 square feet of space in four floors and basement. . . . Alice Cremean 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)

Circle No. 34 on product information card



completely plastic-surfaced chair

(Entire frame same grade as table tops)

by

lami-lok®

Write for our latest catalog.

LAMINATED VENEERS COMPANY, INC., 115-02 15th AVENUE, COLLEGE POINT, N.Y. 11356 • Telephone: (212) 762-35

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.

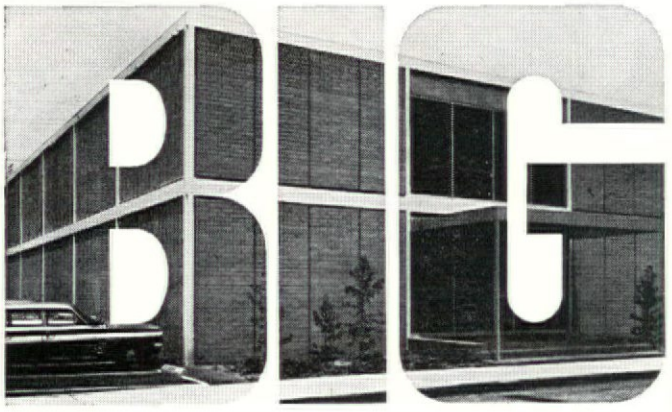
See our credenzas and Adaptafile filing cabinets at your Borroughs dealer. Or drop us a note at 3000 N. Burdick St., Kalamazoo, Michigan 49003.

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

IF UNABLE TO VISIT US, MAIL COUPON

Los Angeles Period Furniture Mfg. Co.
1755 East Santa Barbara Avenue, Los Angeles, California 90058
I can't make it, but would like to have your representative call with photos and catalogue.

NAME_____

STORE NAME_____

ADDRESS_____

CITY AND STATE_____

Circle No. 36 on product information card

CONTRACT NEWS

Fiberesin is solid plastic

An article in the December issue of CONTRACT erroneously listed Fiberesin among a group of prefinished panels of lesser hardness and durability. Actually, Fiberesin 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 Fiberesin Plastics Co. of Oconomowoc, Wisconsin, Fiberesin has been used by furniture manufacturers for tops and component panels, for 15 years. Fiberesin 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. Fiberesin Grade 62-P meets or exceeds all pertinent commercial standards for melamine high pressure decorative laminates. Fiberesin 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.

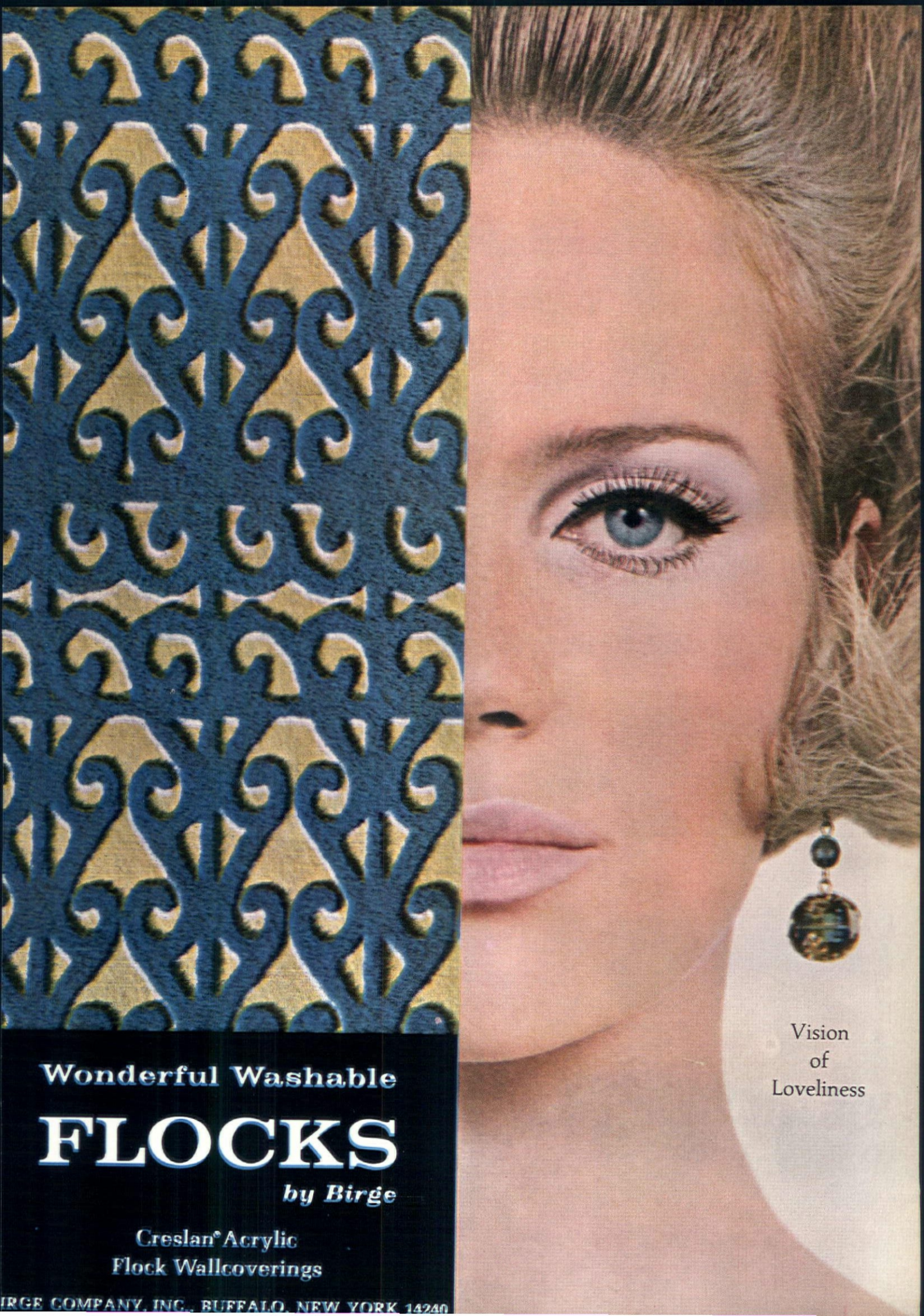
BEAUNIT FIBERS Division of Beaunit Corp. sales and merchandising offices are now located at 261 Madison Avenue, New York City.

TIMBERTONE 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.

Circle No. 37 on product information card


Wonderful Washable
FLOCKS
by Birge
Creslan® Acrylic
Flock Wallcoverings
IRGE COMPANY, INC., BUFFALO, NEW YORK 14240
Vision
of
Loveliness

Pacific Drapery Walls screen out distractions from the car leasing area at La Guardia International Airport, New York.

Drape with Wire

Capture the intimate, private atmosphere you want by using smart-looking Pacific Drapery Walls. Designed and manufactured of steel or aluminum wire to fill specific design and decorative requirements, these metal mesh drapes give you a choice of seventeen modern anodized and sprayed-on colors.

Mesh sizes are ⅛-inch, ¼-inch and ½-inch. Overhead drapery track provides easy installation and maintenance-free operation.

PACIFIC DRAPERY WALLS
manufactured by ®

Pacific Fence and Wire Company

2235 S.E. 11th Avenue • Portland, Oregon 97214

REPRESENTATIVES

Chicago 54, Illinois—Russ Stonier, 1375 Merchandise Mart
Dallas 7, Texas—Yanigan Associates, Suite 2202, Dallas Trade Mart
Los Angeles 69, Calif.—C. J. Welch & Associates, 8900 Melrose Ave.
New York City—Karen Corporation, 5 W. 22nd, New York 10
Lozano-Fisher Studios, Inc., 64 E. 55th St., New York 22
New York Flameproofing Co., 135 W. 17th St., New York 10
Salt Lake City 15, Utah—William C. Card Company, 1760 S. State St., Suite 31 and 32
San Francisco, Calif.—Glenn Newton, 1355 Market Street
Toronto, Ontario, Canada—Metalsmiths Company, Ltd., 110 Laird Drive

PACIFIC FENCE & WIRE COMPANY
2235 S.E. 11th Avenue, Portland, Oregon 97214
Please send me your color brochure and price information on Pacific Drapery Walls.

*Name*_____
*Address*_____
*City*_____
*State*_____ *Zipcode*_____

Circle No. 38 on product information card

CONTRACT NEWS

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.

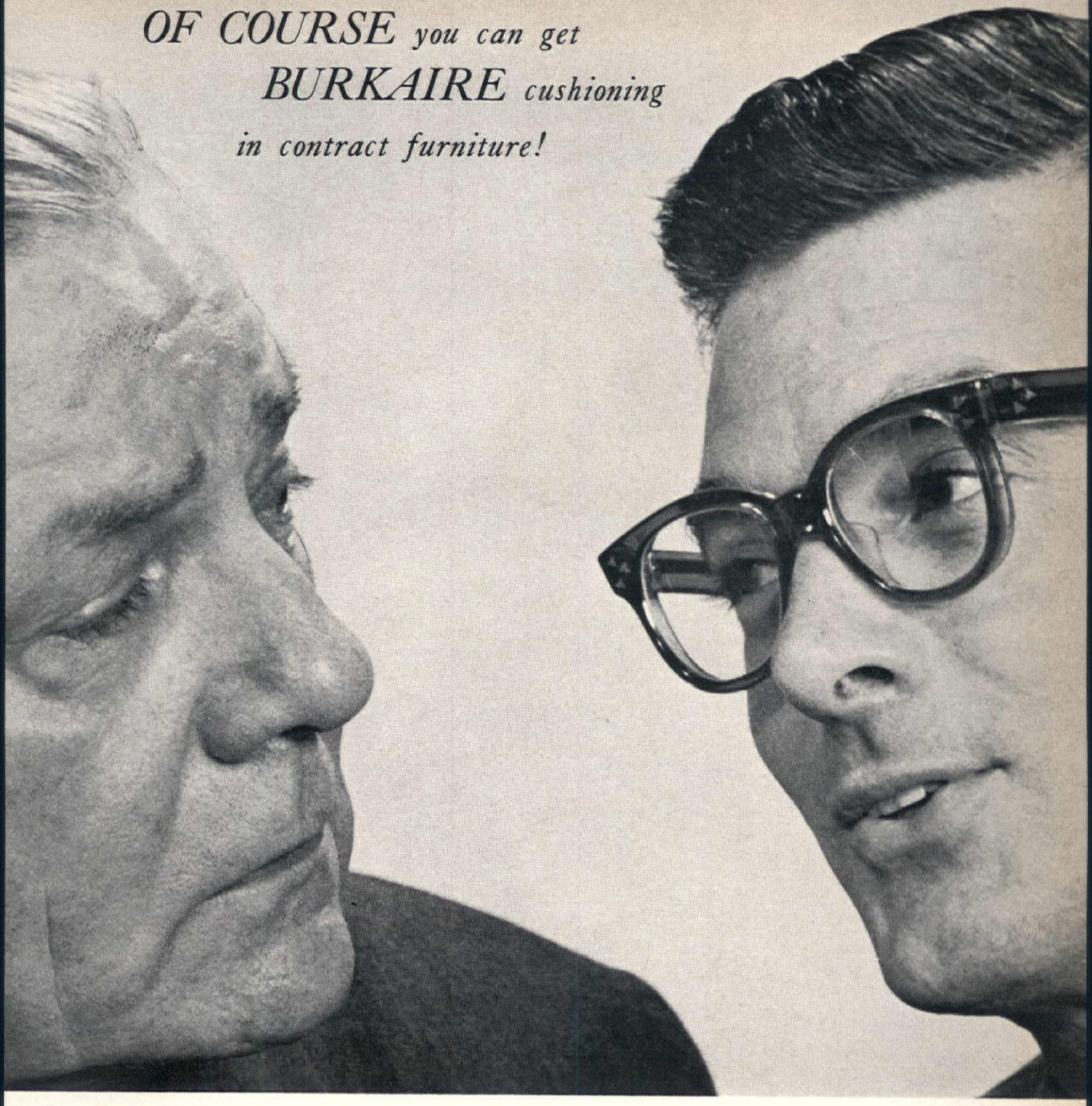
NL CORP., manufacturer of commercial, church and custom lighting, Cleveland, Ohio, will open a general branch office and showroom at 527 Madison Ave., New York City. Its newly acquired divisions, General Lighting, and Emerlite will be administered through the New York office.

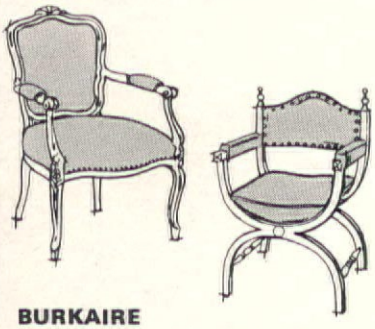
LIGHTING ASSOCIATES INC. will represent Syroco in the greater metropolitan New York area, displaying a full selection of the Syroco accessory line.

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!





BURKAIRE
is made by an exclusive Burkart process from new cotton impregnated with plastic. It will not take a permanent set; won't break down or otherwise deteriorate; is both dust-free and vermin-proof.

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.

BURKART A textron COMPANY

4900 N. SECOND ST. • ST. LOUIS, MO. 63147

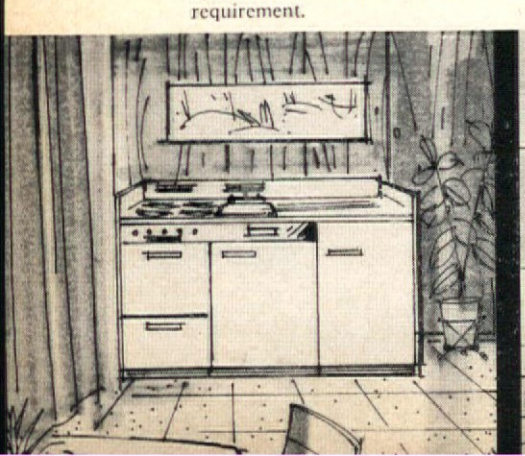
Circle No. 39 on product information card

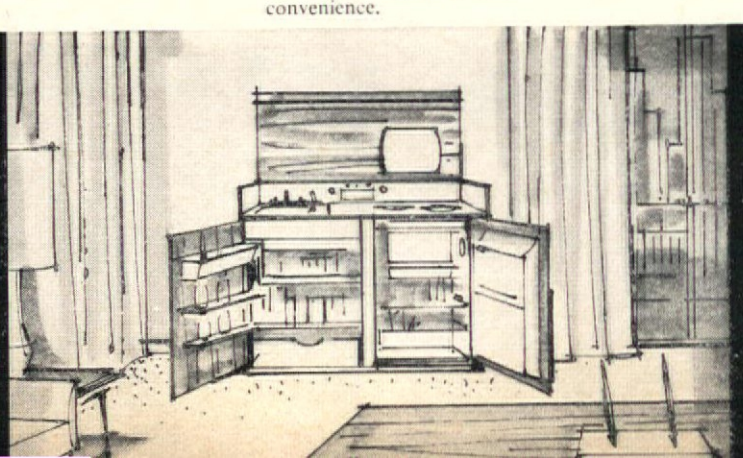
Crane Chef Model 872
A complete compact kitchen
Includes gas or electric rang
with oven and broiler; sink
8 cu. ft. self-defrosting re
frigerator with 40 lb. freezer
storage compartment. Dis
poser optional.

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 con
pact kitchen for tight spac
requirements of colleg
dorms. Needs only 9 sq. f
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

VALVES • PUMPS • FITTINGS • WATER TREATMENT
PIPING • PLUMBING • HEATING • AIR CONDITIONING

Second Homes
Model 529-GS has gas or electric counter-top range, sink and built-in refrigerator with full-width freezer.

Game Rooms
Model 529 is an under-counter or free-standing refrigerator with full width freezer compartment.

Motels & Hotels
Model 548. This complete kitchen provides full utility where space is at a premium. Takes only 8 sq. ft. of floor space—total.

Crane Co.
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.

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Company_____

Address_____

City_____ State_____ Zip_____

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9 colors – Rayon fabric; 6 colors – U. S. Naugahyde Chromata.

Krueger's New 3200 Series UPHOLSTERED ARM CHAIR

The center of attraction wherever it goes — in the office, home or institution — Krueger's New 3200 Upholstered Arm Chair delights the decorative with its smart styling, pleases the practical with its durability, and welcomes the weary to all the comforts of foam. Shell is contour-molded fiberglass with foam-cushioned seat, arm and backrest support areas. Upholstery is colorful, deep-textured fabric or U.S. Naugahyde Chromata smartly tailored and sealed to the shell. Whether with chrome or black satin tubular steel legs — or brushed aluminum swivel/pedestal base, the New Krueger 3200-U Arm Chair is the standout in any seating crowd. **See it live, and in color, at your dealer or nearest Krueger Showroom.**

No. 3205-U
PEDESTAL BASE

KRUEGER

METAL PRODUCTS COMPANY • GREEN BAY, WIS • 54306

SHOWROOMS: Chicago – 1184 Merchandise Mart; **Los Angeles** – 8815 Beverly Blvd.

Circle No. 41 on product information card

PEOPLE

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.

CARLETON 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.

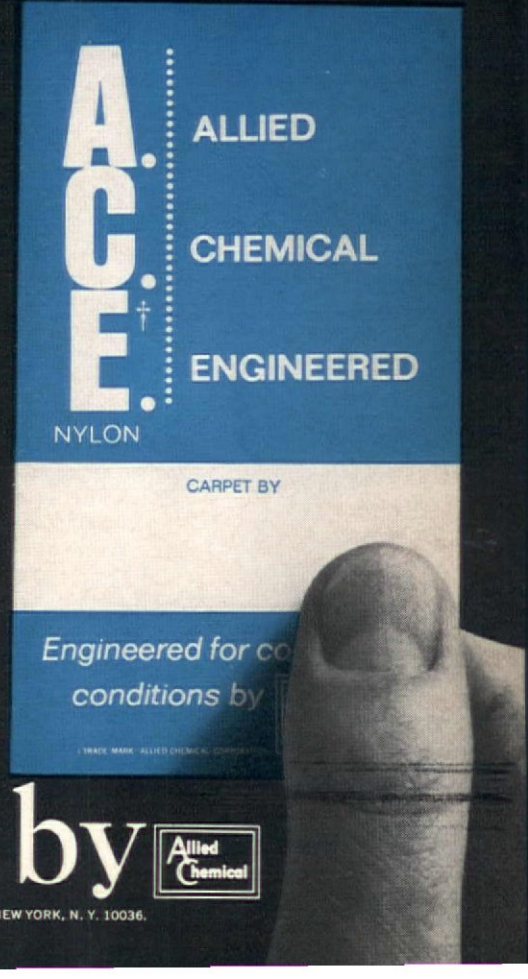
MARY LOU LAUTIER was recently named contract sales representative in Southern California and southern Nevada for Duo-Bed Corp., a division of Shelby Williams Industries, Inc. Her office will be in the new Duo-Bed showroom at the International Design Center in Los Angeles.

CHARLES L. WALTERS has been appointed executive vice president of Pioneer Plastics Corporation, Auburn, Maine.

Circle No. 42 on product information ca

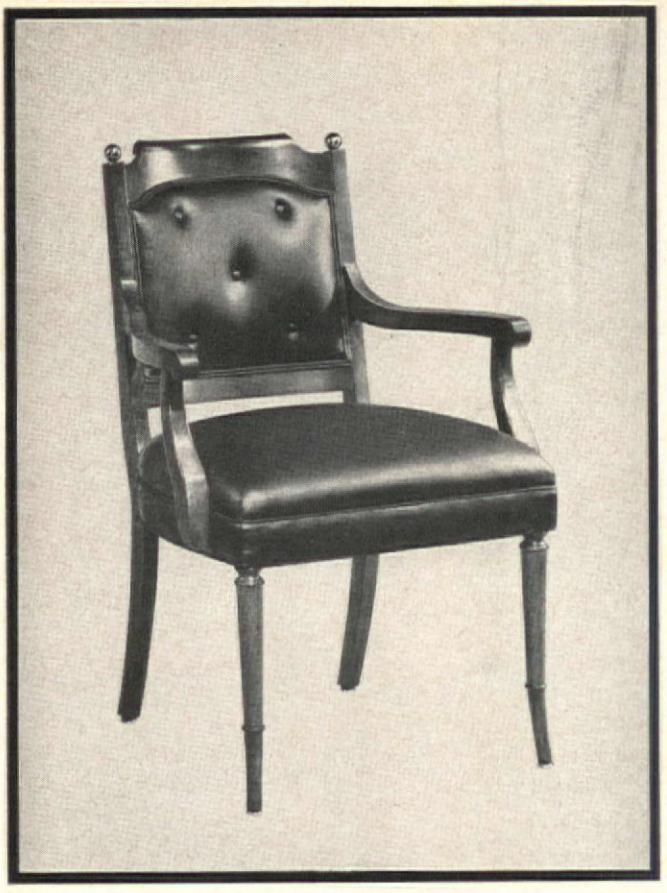
When you're in the market for carpet, look for this label.

It's the first identification by a fiber manufacturer that its yarn is specially engineered for commercial conditions.



Specify A.C.E. nylon by Allied Chemical

INFORMATION CALL (212) HA 2-7300, 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

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CALENDAR

1966

March 21-24. Boston Furniture Show. War Memorial, Boston, Mass.

March 30-April 1. Home Furnishings Market Days. Dallas Market Center, Dallas.

April 5-7. Midwest International Hotel-Motel Show. Conrad Hilton Hotel, Chicago.

April 19-22. First annual National Contract Furnishings Exposition. Americana Hotel, New York City. Management: Marketplace Associates, 331 Madison Ave., New York City.

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

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

May 7-11. National Association of Plastic Fabricators Annual Convention. Americana Hotel, Miami Beach, Fla.

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

May 14-19. 3rd National Conference, National Society of Interior Designers. Fairmont Hotel San Francisco.

May 23-26. American Motor Hotel Association and National Restaurant Association combined conventions, featuring Motelrama Idea Room. McCormick Place, Chicago.

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

June 19-25. Furnishings Market. American Furniture Mart, Merchandise Mart, Chicago.

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.

July 11-15. Summer Furnishings Market. Dallas Market Center, Dallas, Tex.

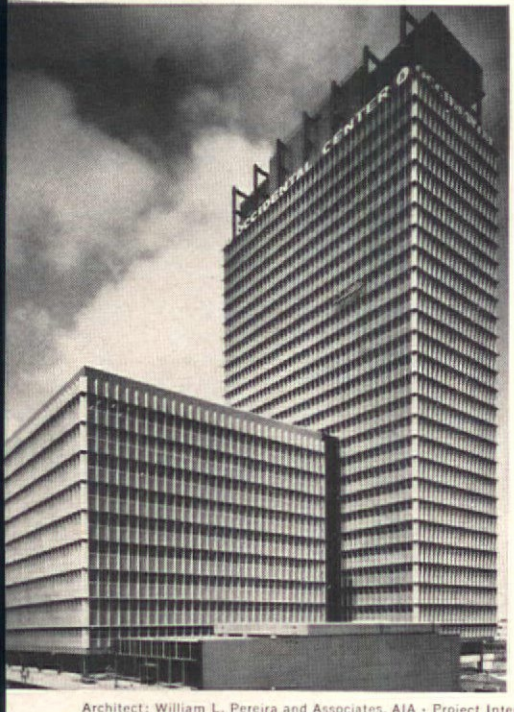
August 29-September 1. American Hospital Association. McCormick Place, Chicago.

September 10-15. 35th Annual Conference, American Institute of Interior Designers. Fairmont Hotel, San Francisco.

†TM of JPS & Co., Inc.

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.

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Gulistan Carpet
Division of J. P. Stevens & Co.
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Please send me the whole story on how Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost.

NAME _____

ADDRESS _____

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C-3-66

Architect: William L. Pereira and Associates, AIA · Project Interiors: Alex Vilumsons · Partner in Charge: Gin D. Wong, AIA · Carpets Executed by: Carl Marias Carpets

Circle No. 44 on product information card

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.

BOUSSAC OF FRANCE, New York manufacturer of drapery and upholstery fabrics, has acquired representation in six additional cities: Joseph B. Croce, Philadelphia; Robert A. Schoen Associates, Miami; Adornment's Inc., Chicago; Castlebury-Held, Dallas; Zuckerman Fabrics Inc., San Francisco; Bob Mitchell Associates, Los Angeles.

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.

MAKE KNIGHT LETTERS THE FINISHING TOUCH THAT REFLECTS YOUR PROFESSIONAL PRIDE

ARCHITECTURAL LETTERS IN MODERN FACES

SATIN OR BUFFED ALUMINUM & BRONZE INTERIOR AND EXTERIOR FROM ¼" TO 14"

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.

H.W. knight & son inc.
METAL LETTERS & FIGURES

70 Lane St., Seneca Falls, N.Y.

Circle No. 45 on product information card

DAN RIVER CARPETS was incorrectly listed under th letter "R" rather than under "D" in the manufa turers' alphabetical list and in the carpet and ru product categories.

The contract showroom of DREXEL FURNITURE CO. a 11-116 Merchandise Mart, Chicago was not liste The company also should have been included in th tables and sofas categories.

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

The address of GRIFFIN DESIGN was listed incorrectl The correct address is 751 Third Avenue, New Yor 17, N.Y.

I. D. FABRICS INC., manufacturers of fabrics, wal paper and wallcoverings, is located at 979 Thir Avenue, New York 22, N. Y.

Showroom listings for the I. V. CHAIR CORP. shou not have included the Boston showroom since th firm no longer maintains representation in Bosto

O. N. JONAS INC., Dalton, Ga., was omitted from th carpet mill listing.

EDWARD D. LACEY INC., Atlanta Merchandise Mar Atlanta, should have been included in the carp and rug product listing.

ALBERT LARSEN CO., representing a complete line contract furnishings is located at 369½ N. Roberts Blvd., Los Angeles, Calif.

LIGHTOLIER INC. is located at 11 East 36th Stree New York, N.Y. Telephone is: LE 2-2900.

MISSISSIPPI GLASS, St. Louis, Mo., was omitted fro the glass product, partitions and dividers produ categories.

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

NATIONAL LOCK, Rockford, Ill. should have been liste under casters and hardware.

PIAZZA ORIGINALS manufactures a large line chairs, shelf systems, stools for bar and dinin tables, including pedestals and tops, magazine rac and stands, and will specially custom chests, dresse dressing tables and benches to order for its clien 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 Peac tree Hills Ave., Atlanta; Paul Siegel Inc., 1707 Oli Way, Seattle: and R. M. Benjamin, 306 E. 61 S New York City.

SHELBY WILLIAMS has moved its New York showroo to 600 Madison Avenue. In Los Angeles, they are l cated at 8899 Beverly Blvd.

Circle No. 46 on product information ca

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

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

Please tell me more about KWIK-WALL movable walls.

Name _____

Title _____

Company _____

Address _____

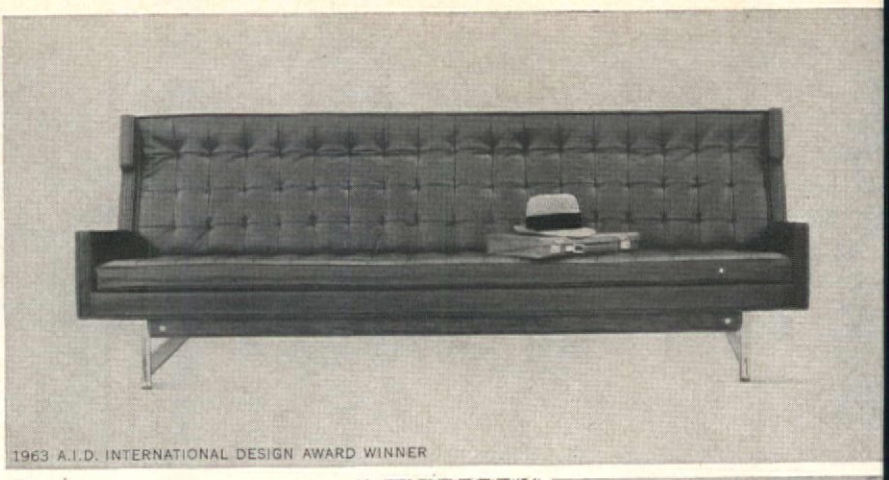
City _____ State _____ ZIP _____

☐ New construction ☐ Remodeling

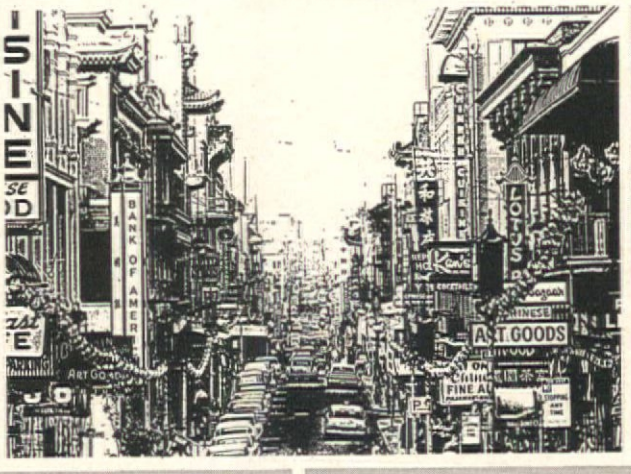
Room(s) dimensions: _____

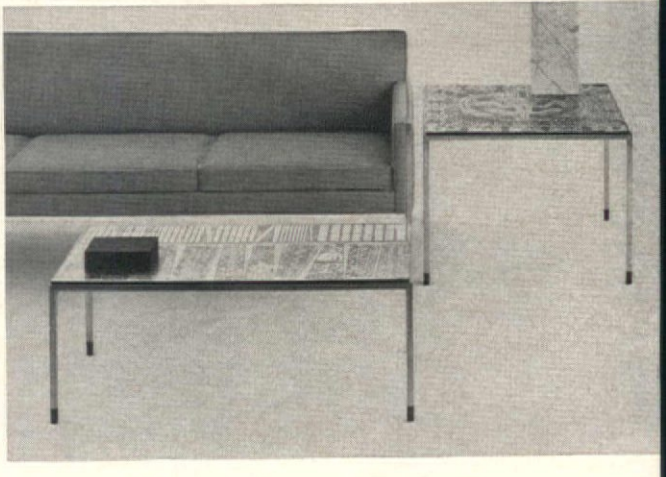
Construction date: _____

☐ Send literature ☐ Have representative call



1963 A.I.D. INTERNATIONAL DESIGN AWARD WINNER





The quality of being Metropolitan

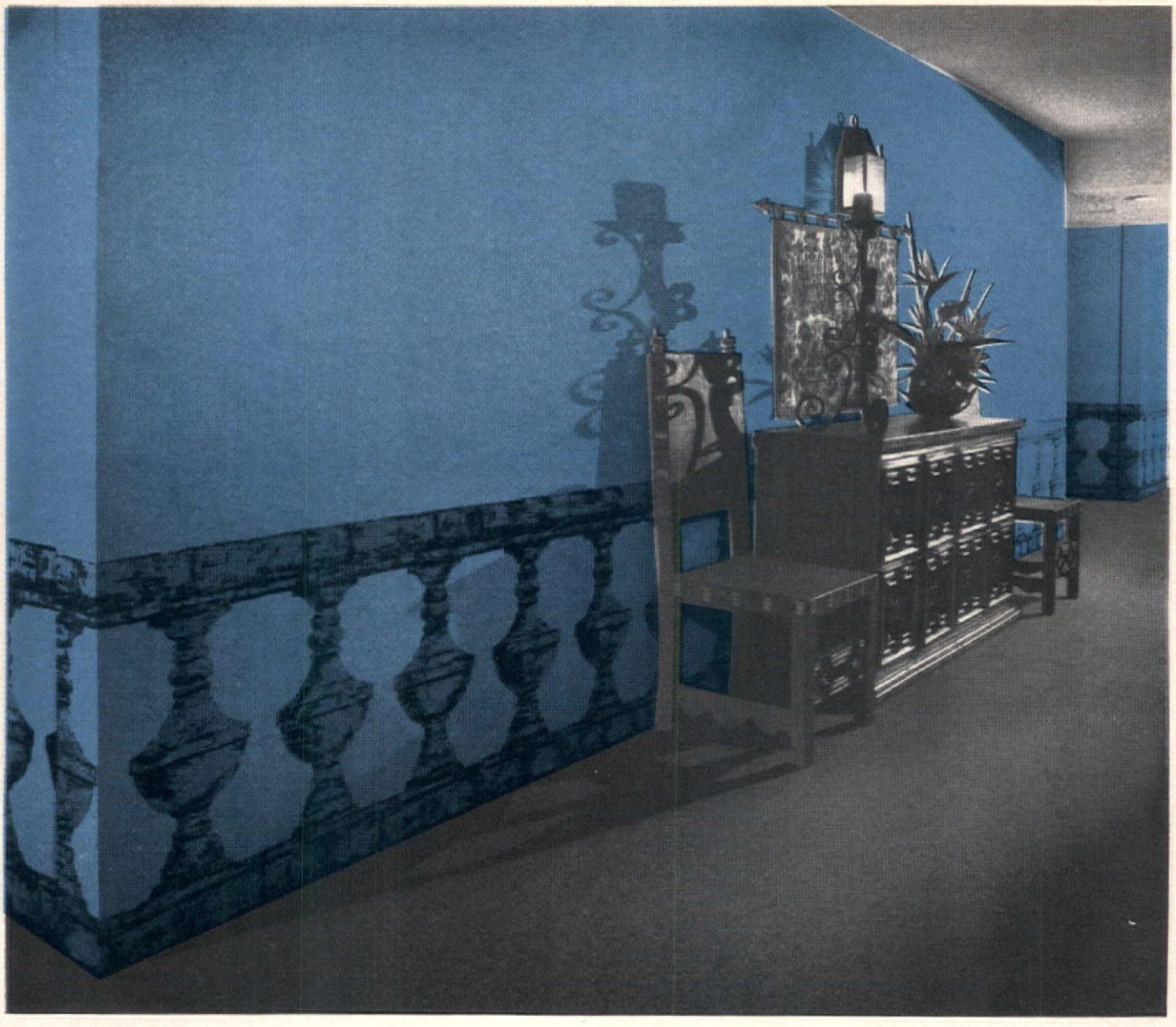
Elegantly clothed in a rich leather, a princely velvet, or another fine fabric from our reserves, a Metropolitan sofa or chair gently accents those qualities that invest it with enduring value. Reflected in styles of timeless grace are the concurrent flows of modern creative expression and a reverence 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

IMPORTED FROM SAN FRANCISCO

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, 838 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

Interchem
Coated Fabrics

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

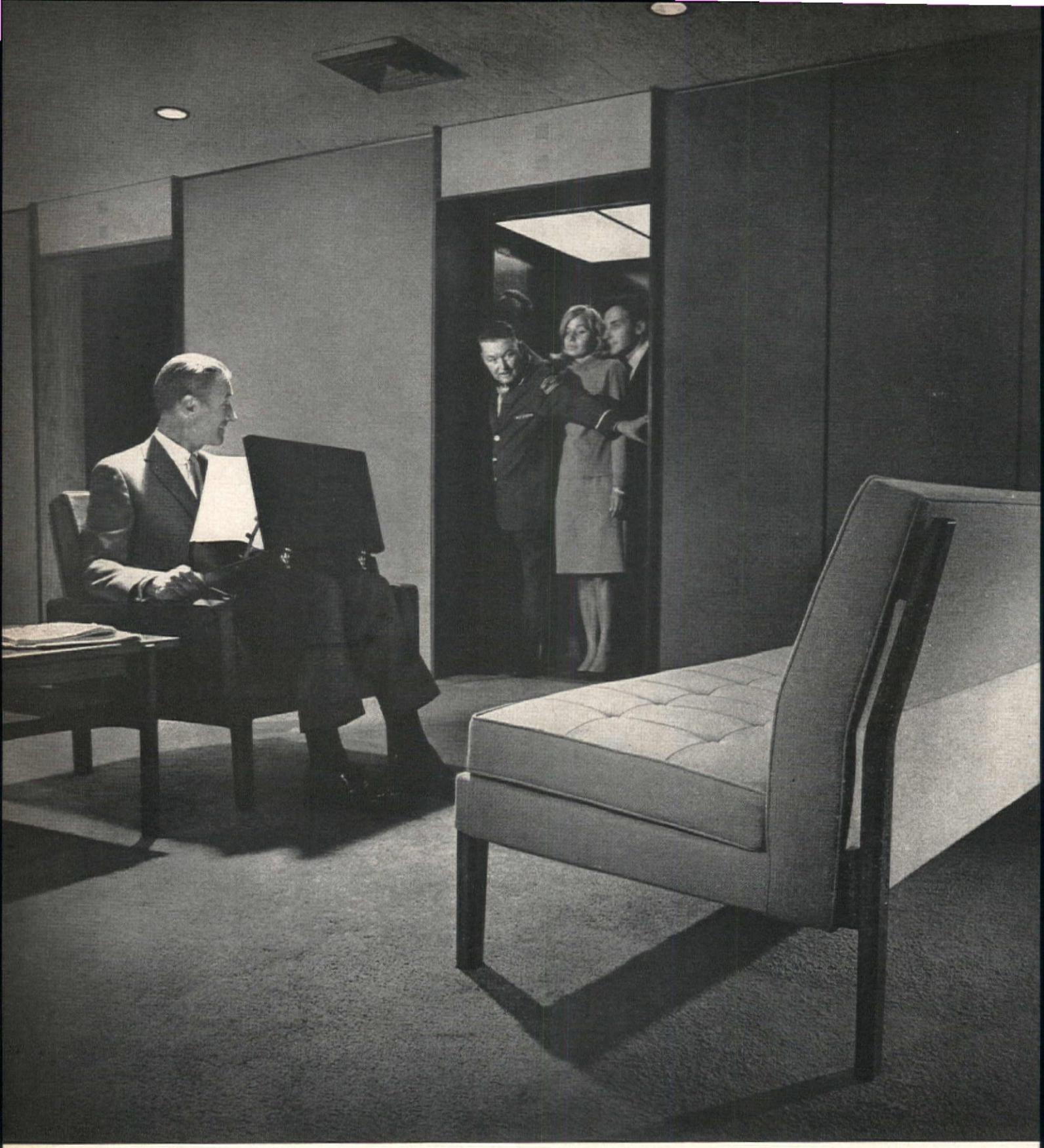
Circle No. 48 on product information card

Circle No. 49 on product information ca

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.

alma
DESK COMPANY
High Point, North Carolina



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 seati that's comfortable, but supports.

Series "60" includes low chairs, two-seat and three-seater sofas with upholstered arm wood arms, single arm and armless. 30 vari tions in all.

Be prepared to impress VIP's, clients a salesmen... even elevator operators. S the imaginative Series "60" at Risom showrooms nationally.

The answer is Risom.

49 E. 53rd St., N.Y. Also: Atlanta, Chicago, Los Angeles, San Francisco **Jens Risom Design Inc.**

Circle No. 50 on product information card

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.

INTERIOR ARCHITECTURE

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■ PROBLEMS
■ PROCEDURES
■ PRODUCTS

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, woodwork, 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 imporant 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/51W52 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

Lawrence Lerner is president of Saphier, Lerner, Schindler, Inc., leading contract planning and design firm, with headquarters in New York City.

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 postwar 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-

pand, 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 $450 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. **(C)**

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

INTERIOR ARCHITECTURE

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PROBLEMS
PROCEDURES
PRODUCTS

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

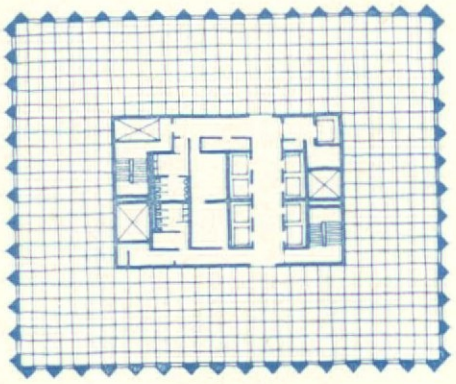
General Contractor: George A. Fuller Co.

Design of Interiors: Florence Knoll Bassett

Interior Architect: Carson, Lundin & Shaw

Mechanical Engineers: Cosentini Associates

Structural Engineer: Paul Weidlinger



TYPICAL FLOOR

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 cliché, 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 worrying about it for months. He has brought in huge troughs of flowers (they died in short order), live trees (they blew over on the first night in a high wind), cut Xmas trees decorated with paper ornaments that became tacky and dirty almost immediately, and, as of this writing, emptiness again, but pregnant with second thoughts.

Deviations from the "ideal" to which CBS aspired could be cited endlessly. The foregoing has been presented not to pillory the communications corporation for its failures but to point out that there are better and less costly ways to achieve what CBS has been reaching (or overreaching) for. The complex circumstances in which the planning, designing and furnishing of today's major buildings operate make certain conditions and attitudes imperative from the very outset. The varied but essential abilities of a large number of individuals — architects, engineers, space planners, craftsmen, furniture sources, et al. — must be organized so as to obtain their best efforts *for the particular job*, not for some abstract ideal of taste, "class," or prestige image. Actually, as Alexander Girard pointed out a few years ago, there can be no preconceived "ideal" framework. The *a priori* ideal is false; excellences of design must develop from the programmatic requirements of the end-user, as they are conceived, developed and acted upon by all the participants, exercising their unique gifts in concert. Together, they can develop a solution that is esthetically and functionally satisfying, but the solution or ideal does not exist before hand. The illusion that it does is likely, as in CBS/51W52, to breed severe disturbances in rational design patterns, plus a persistent neurosis of bureaucracy. In a single-occupancy building like CBS/51W52 which started out with a distinguished architectural design, a great opportunity has failed to be fully realized. It is interesting to compare it with a structure like the new Rohm & Haas building in Philadelphia, where the close-knit collaboration of another great architect (Belluschi) and interior planner-designers (Saphier, Lerner, Schindler) produced a thoroughly efficient working environment that is easy, even gracious, to be in. We plan to review Rohm & Haas in April as part of our continuing Interior Architecture series. **(C)**

INTERIOR
ARCHITECTURE
ia

CBS/51W52: II-THE INTERIORS

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.

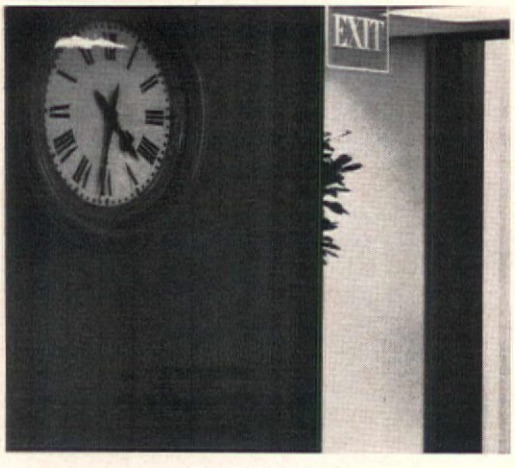
The piers swoop up so swiftly and their forms are so strong that the horizontals made by the thirty-eight floors are all but invisible, especially when the sun casts knife-edged shadows. Indeed, the optical tricks are an important part of the building's impact: the piers look like pleats, twelve pleats 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.

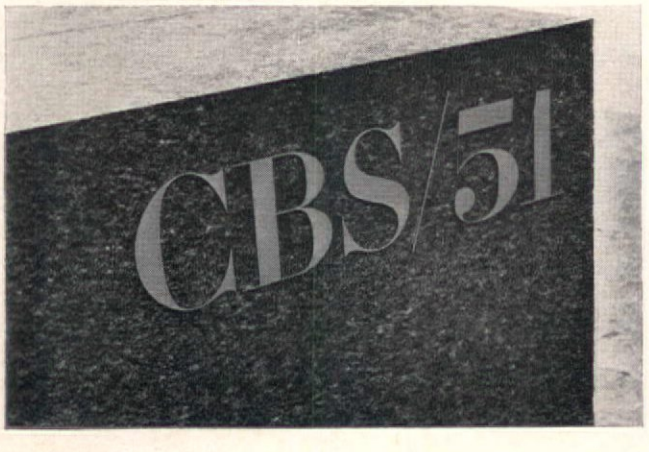
Fortunately, most people will know the building from the outside only. Some may wonder about the inside and may even think the outside a tough act to follow. It is known that Saarinen wanted to do it, because according to Eric Larabee (Harper's, December, 1964) "it bothered him about modern architects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

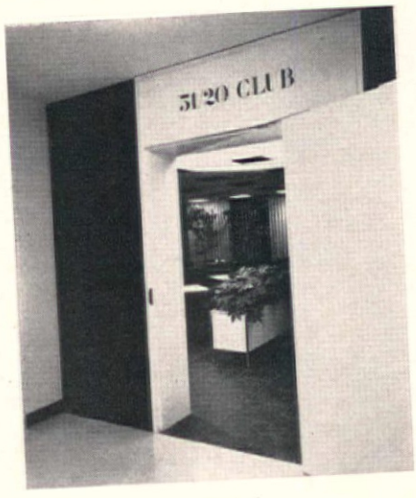
Except for corridors leading to the run-of-the mill offices, the interiors just about everywhere are wool-carpeted, even the elevators. Most often the carpet comes in gray and white, patterned either with small squares or stripes. Executive carpets, on the other hand, come in all colors and designs—I 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.

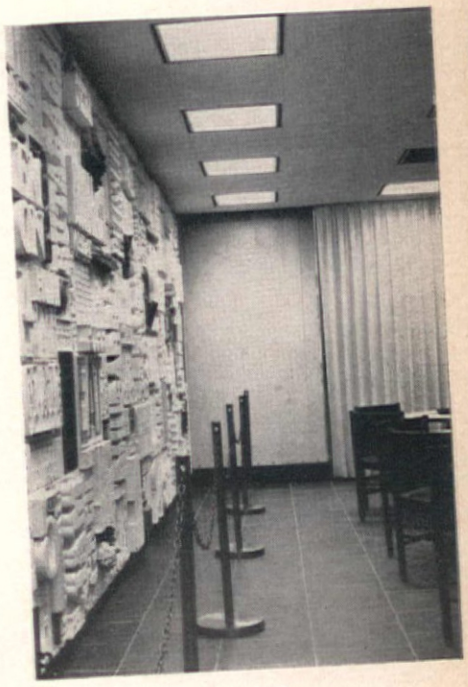
Naturally there is the usual complement of art, both the prestige kind and Brand X, but it consists chiefly of paintings that are medium-sized and fairly unobtrusive. A de Kooning oil on newspaper was working temporarily in Mr. Paley's office; a Ben Nicholson was being inoffensive in one of the executive 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. (C)

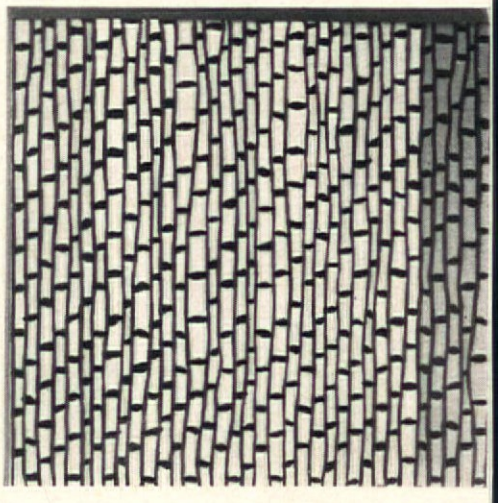




CBS' cafeteria, 51/20 Club, epitomizes style of the building. Basically simple and uncluttered, it fosters an atmosphere of sophistication. Room is dominated by a relief mural 38 feet long by 8 feet high, in which white letters in high relief spell out food names, both exotic and everyday, interspersed 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 Sakkara.

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.

Lamar H. Brown, AIA, *is the architectural director of the Tile Council of America, Inc.*

Types of tile

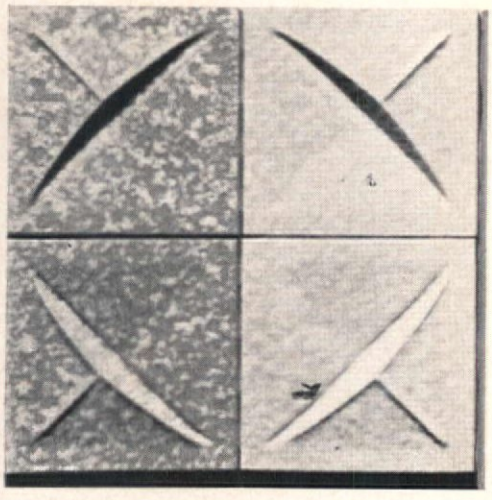
There are three general types of ceramic tile—glazed wall tile, ceramic mosaic tile, and quarry tile.

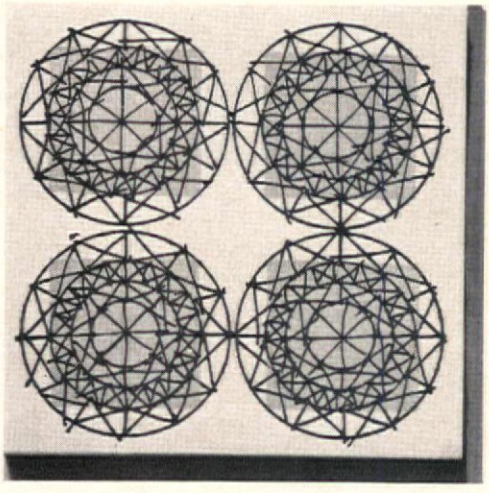
Glazed wall tile is made from various ceramic materials to which a large variety of ceramic color glazes are applied and fired in ovens with temperatures of more than 2,000 F. Under these high temperatures, the color glazes are fused onto the tile bodies. Glazes are either bright and reflect an image, 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,

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.

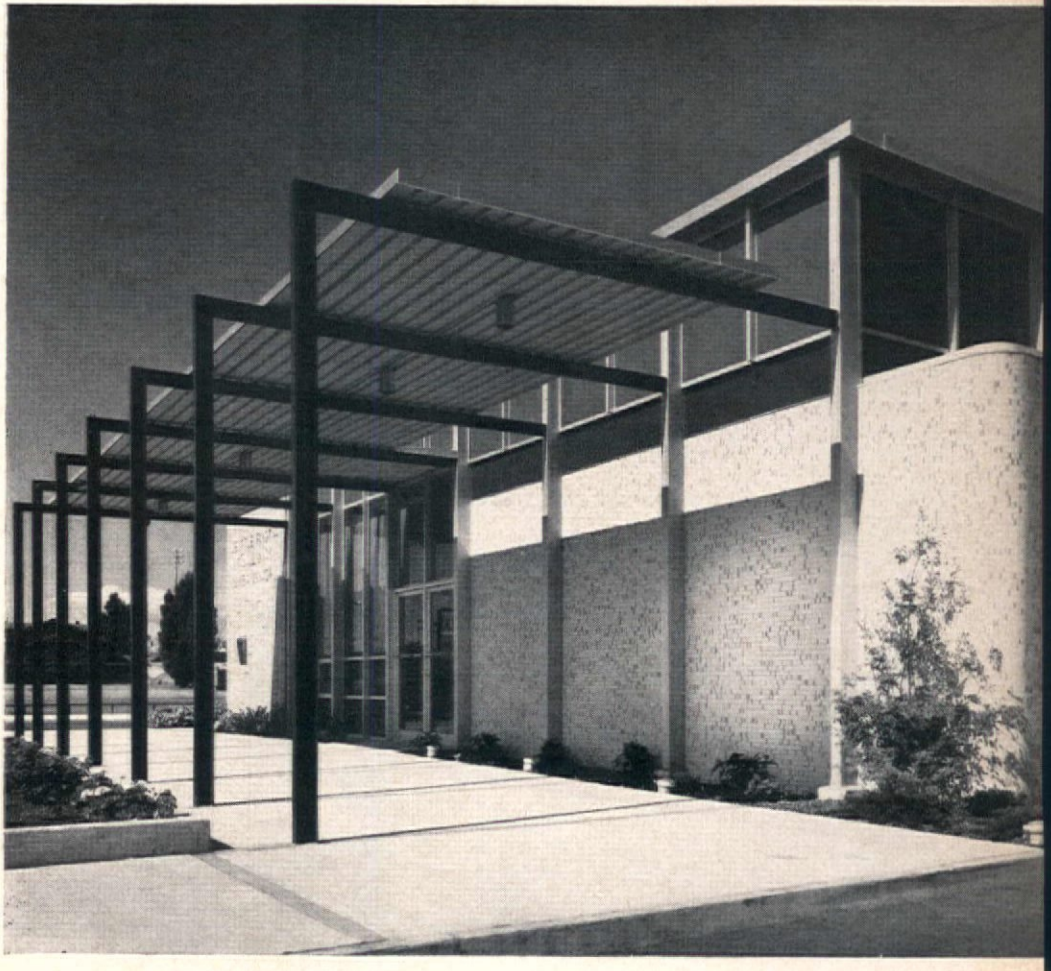




Patterns and color variations on the surface of glazed tile can lend great variety to interior walls. This tile, basically white with blue pattern overlay, could be interspersed among white or blue tiles or, for dramatic impact, an entire wall area could be surfaced with the pattern. Circle No. 104.

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.

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 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.

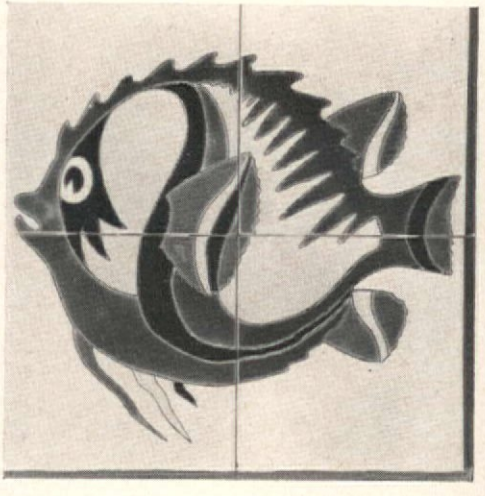
The use of ceramic tile and other permanent types of decorations in multi-family housing has been officially "encouraged" by the Federal government. Commissioner P. N. Brownstein of the Federal Housing Administration announced (on March 12, 1964) that the FHA had adopted a new policy of encouraging works of art to complement the buildings or grounds of multi-family housing projects developed with FHA insurance. The announcement singled out mosaics, murals, and sculpture as examples of types of artwork FHA encourages.

"By increasing the pleasure of tenants and reinforcing their pride in and desire to live in the project, works of art may justify their presence through esthetic contribution without necessarily having a utilitarian or practical function," FHA said. It was felt that tile murals could be used on building exteriors, on lobby walls, or even on floors, under the government program.

New move for quality

In a move to upgrade the quality of ceramic tile, the Tile Council last year began certifying the quality of certain ceramic tile, based on a testing program conducted by an independent laboratory.

Testing of tile made by companies participating with the Tile Council had been under way for more than a year when the new quality program was announced, effective April 1, 1965. The Tile Council certifies that tile bearing



Plain and patterned tiles set on the diagonal lend an extremely cool effect to a patio/porch setting. Circle No. 105. 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.

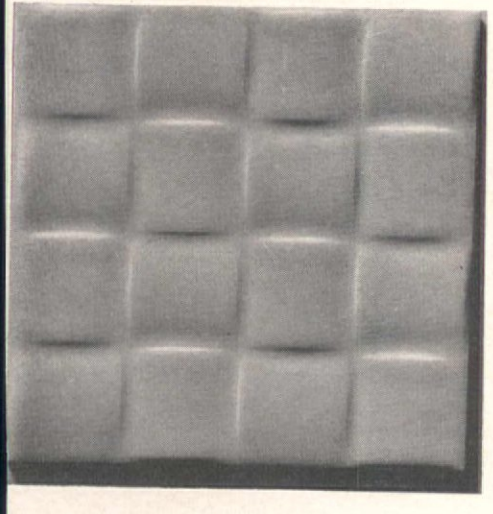
Chart II provides the detailed figures compiled in the study. As indicated,

CHART I: STANDARD TILE SIZES

GLAZED WALL TILE	CERAMIC MOSAIC TILE	QUARRY TILE	
		1/2" THICK	3/4" THICK
4 1/4" x 4 1/4" x 5/16"	1" x 1" x 1/4"	2 3/4" x 2 3/4"	8" x 2 1/4"
4 1/4" x 6" x 5/16"	2" x 1" x 1/4"	6" x 2 3/4"	8" x 4"
6" x 6" x 5/16"	2" x 2" x 1/4"	4" x 4"	6" x 6"
		8" x 4"	9" x 6"
		6" x 6"	9" x 9"

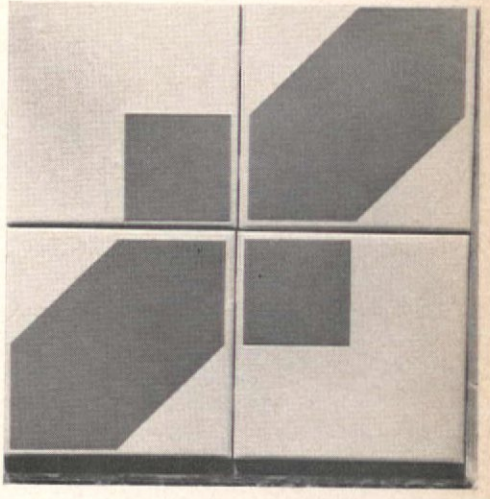
CHART II: COMPARATIVE FLOOR COSTS

	Installed cost per sq. ft.	Usable life in years	Maintenance cost per yr. per sq. ft.	Replacement cost per square foot	60-year cost	Cost per year
CLASS I — ALL SERVICE						
Ceramic tile	$1.60	30	27¢	$1.90	$19.70	33¢
Quarry tile	1.36	30	28¢	1.66	19.82	33¢
Terrazzo	1.90	30	34¢	2.20	24.50	41¢
CLASS II — LIMITED SERVICE						
Carpets	$2.01	9	23¢	$1.93	$27.39	45.5¢
Vinyl	.69	15	43¢	.65	28.44	47.5¢
Vinyl asbestos 1/16"	.53	7	43¢	.49	30.25	50.5¢
Asphalt tile	.32	6	49¢	.28	32.24	53.5¢



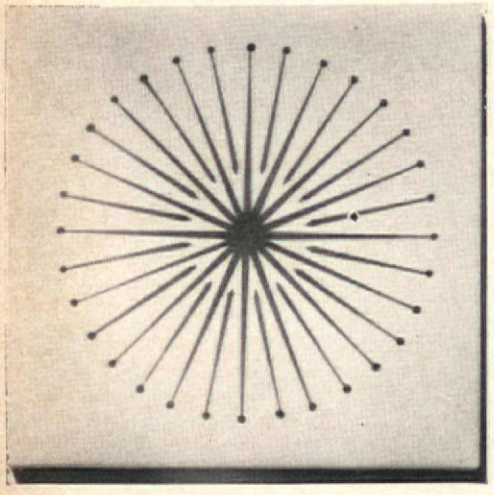
A woven effect on the face of this glazed tile affords interesting surface texture to the wall. When installed very close together, the basket-weave pattern is continuous, while the non-directional pattern eliminates installation problems. Circle No. 108.

Old World designs and colors are incorporated in a modern American tile, formed by four individual units. Here the tile could be used in a field of solid color or in a repeat, border, or random patterning—with very decorative results. Circle No. 109.

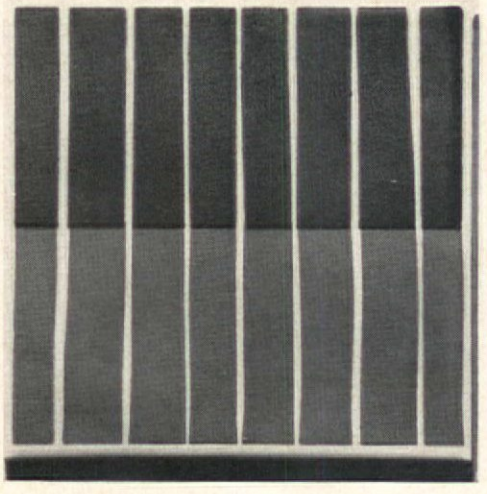


The design possibilities of the recently introduced "dramatile" series are almost endless. The two designs shown form contemporary pattern—or, when used with other dramatile designs, a range of geometric effects. Circle No. 110.

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.



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.

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 ½ 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, ¾″ to 1″ on walls, ¾″ to 1½″ 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.

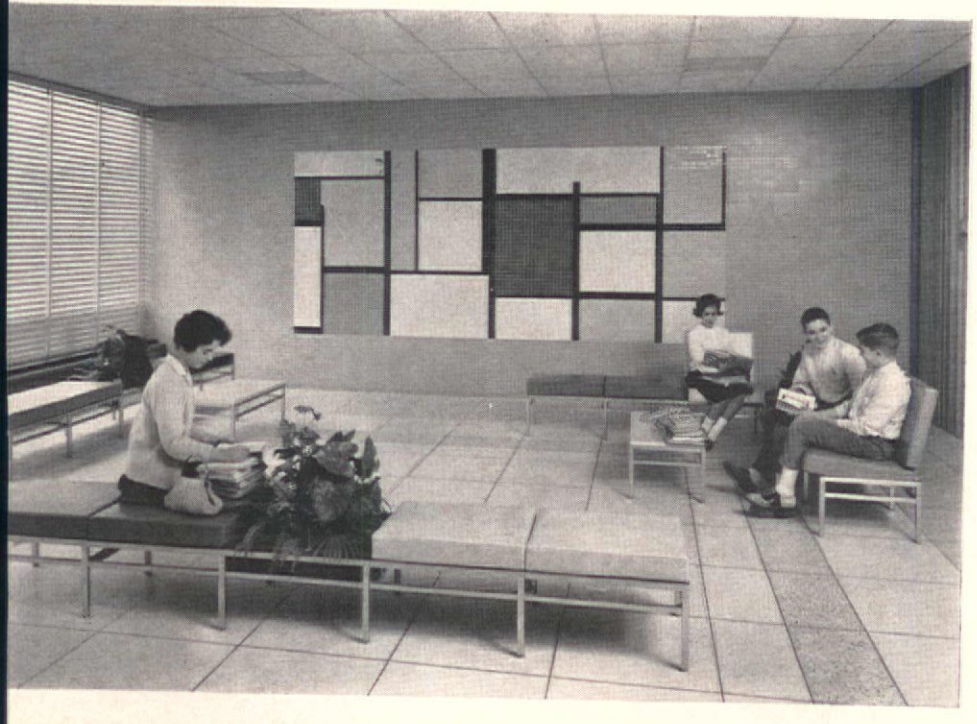
These additives greatly increase the viscosity of the mixing water, so that the damaging effects of capillary movement are eliminated. (Water cannot be absorbed as rapidly from this mortar and wall tile need not be soaked before they are installed.) Water-retention makes it possible to install ceramic 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.

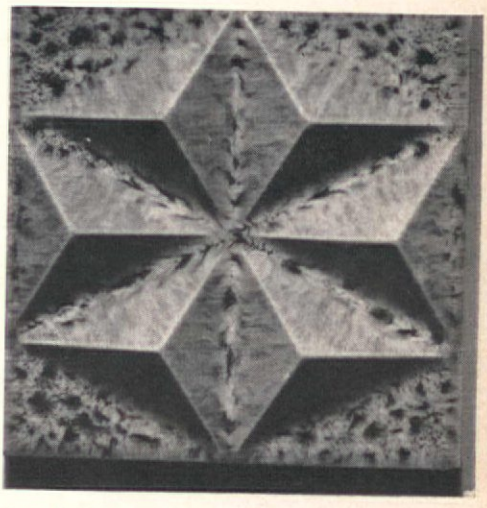
Bond strengths of dry-set mortar are high when compared with either conventional mortar or organic adhesives. Requirements of "American Standard Specification for dry-set Portland Cement Mortar, A118.1-1959" are for sheer bond strengths of 100 psi with quarry tile, 170 psi with ceramic mosaic, and 250 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 759 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.

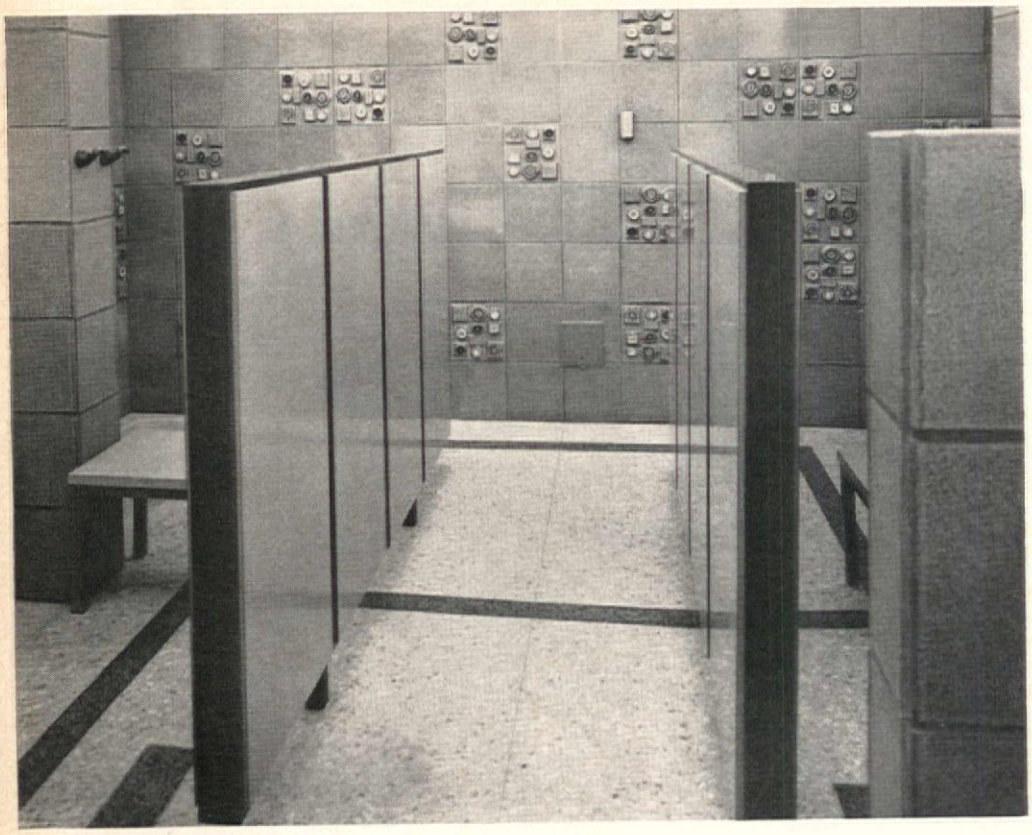
Organic adhesives, also known as mastics, are solvent-base rubber materials used to install tile over a wide variety of surfaces for floors, walls, and counters, including gypsum wallboard, gypsum plaster, wood, tc.

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





Art, design, and durability are combined in a Mondrian-inspired mural at a school in Salisbury, Md. Circle No. 116. A very popular sculptured star tile has peaked pyramids and valleys of mottled color. Circle No. 117.



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

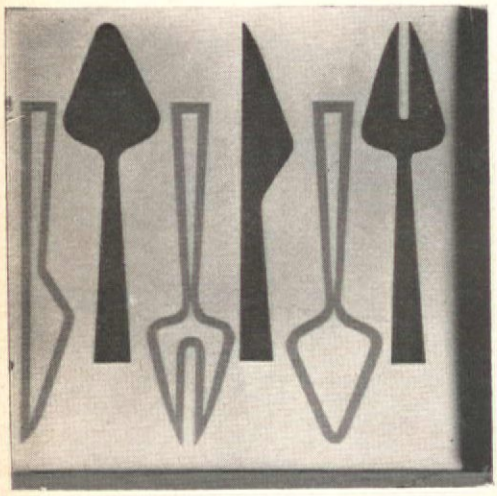
CERAMIC TILE

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.

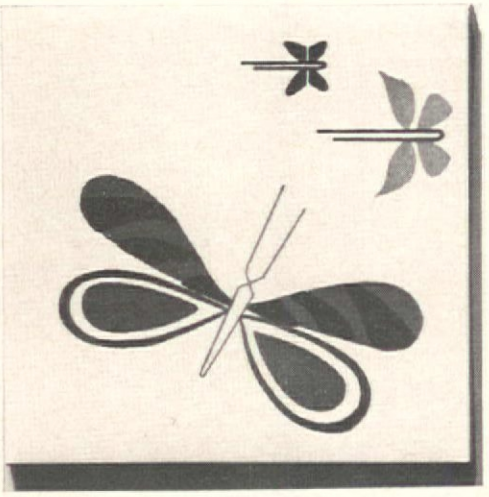
Epoxy resins grouts and mortars are another recent research development. As in the case of dry-set mortars, the Tile Council has been granted U. S. Patents covering these inventions, and licenses the epoxies for manufacture. Here again high quality is assured architects by the triangular seal permitted 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.

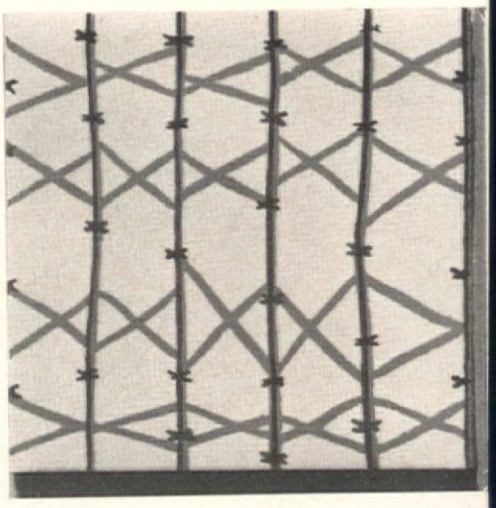
Prior to introduction of AAR-II in the past few years, furan, phenolic, and other resins were the most satisfactory materials for making tile floors chemically resistant. AAR-II has overcome many of the drawbacks of these other materials.



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 color tones. 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.

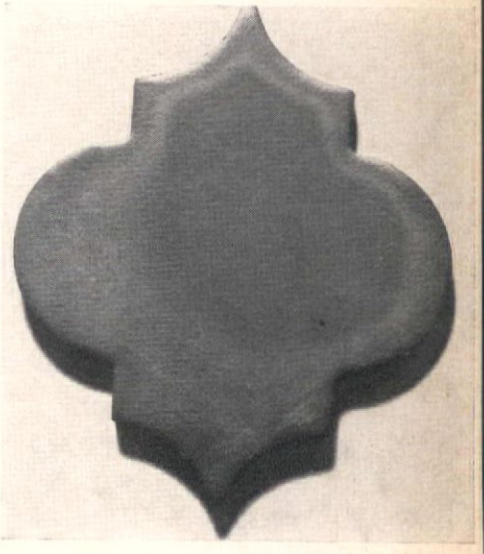
The year 1964 saw record production in the domestic ceramic tile industry, with lower-priced imports taking up more than 25 percent of the market. The 1964 production reached 295,351,000 square feet, an 8 percent increase over the 273,472,000 square feet produced in 1963, according to Department of Commerce 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)



A farmyard scene of bright glazed mosaic tile decorates the meat department of a food market. Circle No. 122. Valencia (above) is a quarry tile with a shadow effect surface. Circle No. 123.

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.

COMMUNICATIONS CONTROL INTERIORS AT NCR

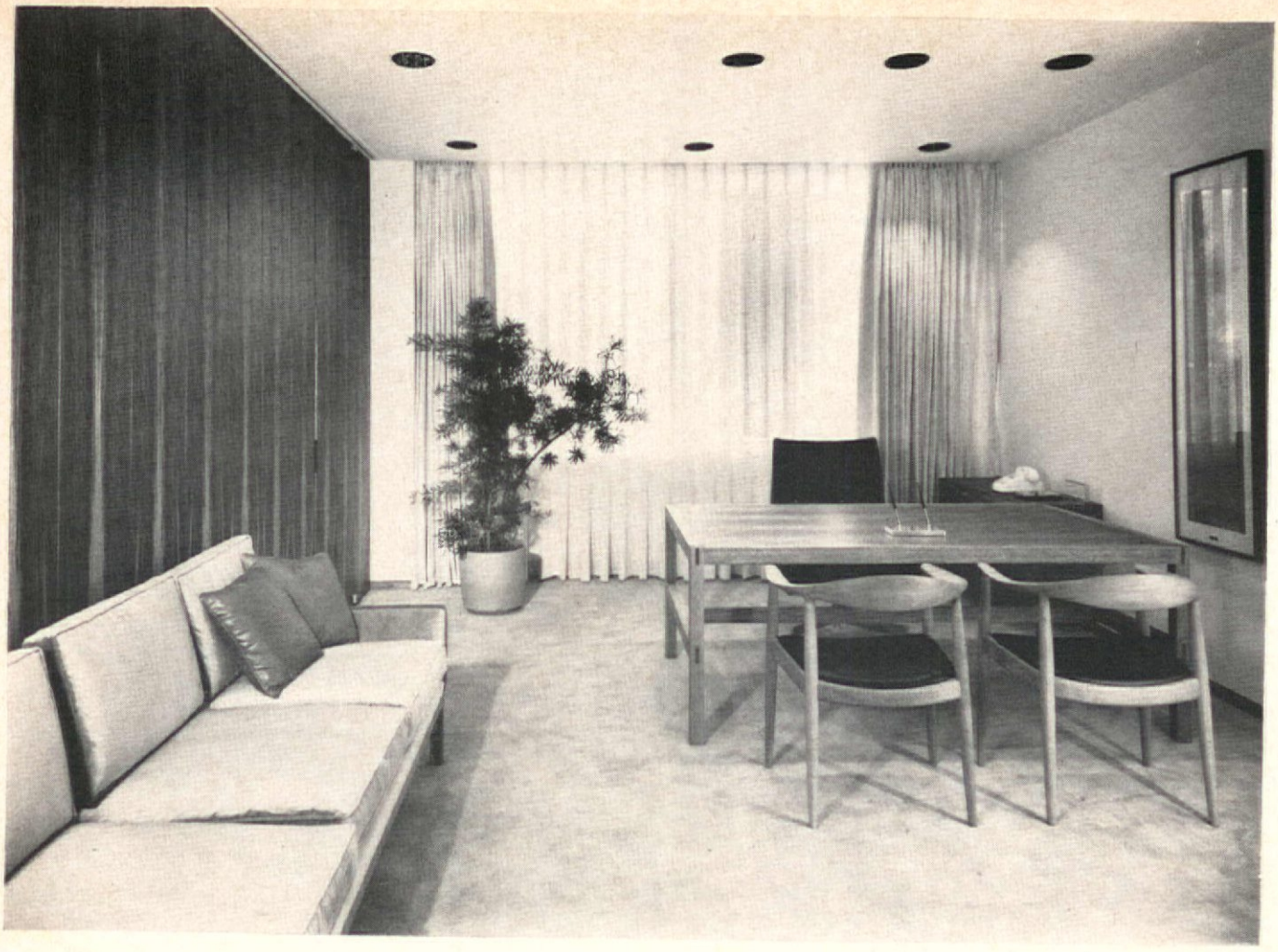
Communication tools, rather than decor, determined the character of National Cash Register's new executive offices in New York City. Created by Designs For Business, Inc., the executive quarters and adjoining board of director's room incorporate the last word in automation, reflecting the client's image 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.

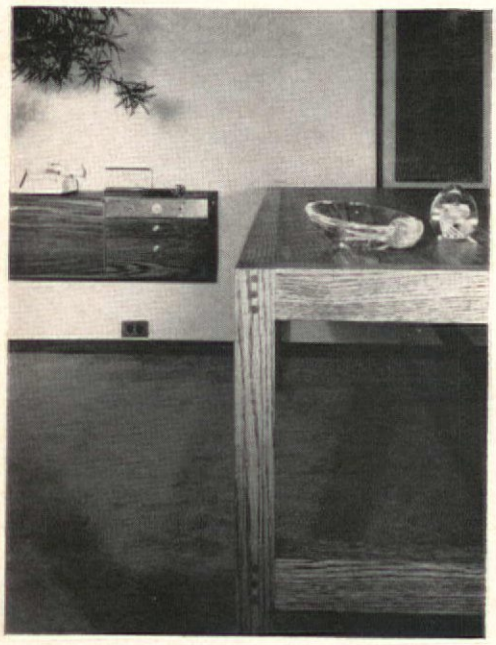
The board room has an integrated three-part screen wall and a special console from which slides, films, and other visuals may be programmed and operated. Behind the screen wall is a control room fully equipped with advanced communication tools. Utilizing the speed of the computer, board members may, 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.

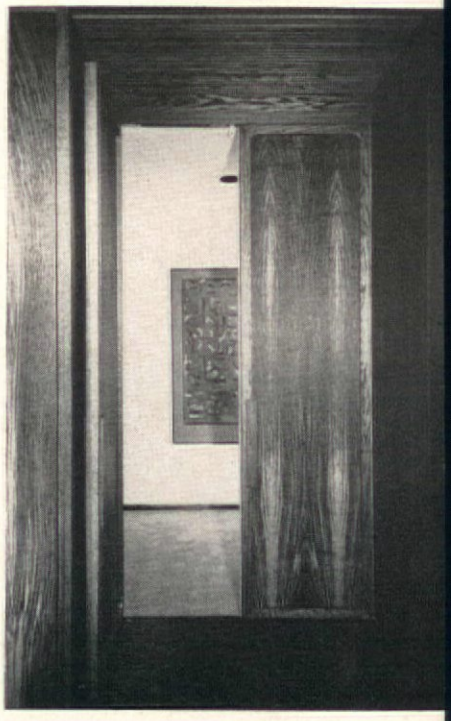
DFB created many custom pieces for the NCR facility. The conference table, office desks and cabinets, an off-lobby telephone panel, oak and glass coffee table, and oak paneling and doors are by DFB designer Ezra Blank. Sofas upholstered in velvet by Thorp were executed by Edward Axel Roffman. The board 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. (C)

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.



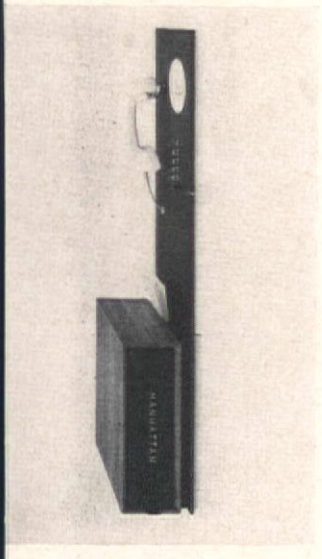


Crisply appointed executive office (above) with oak paneling, desk, and cabinet. Velvet sofa provides lush contrast to oak and leather chairs. Lighting is installed in recessed units. Fine oak graining in DFB's desk and cabinet designs is shown in detail (left) of executive office.



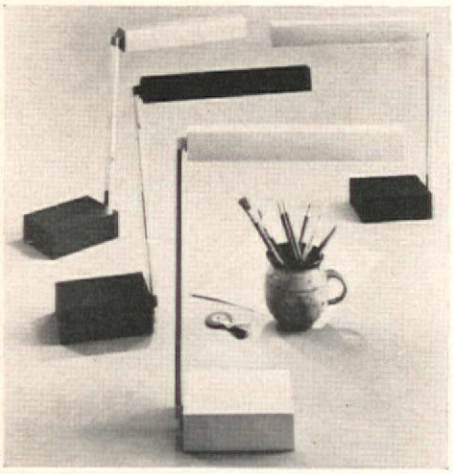
Natural grain is chief design element of board room doors. Paneling and doors are fireproofed English oak.

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.

CONTRACT PRODUCTS AND SERVICES



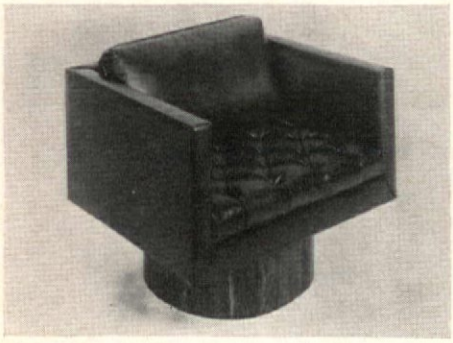
Lightolier's hi-intensity lamps

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

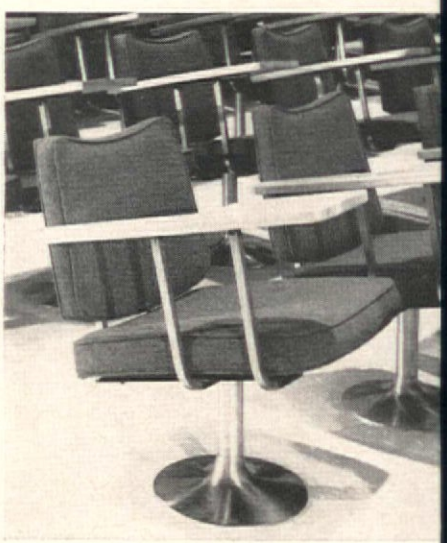
Designs by Arne Jacobsen

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 chrom

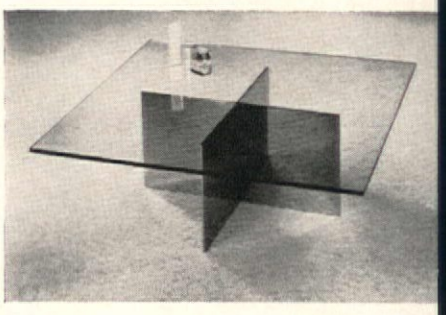


base and column pedestal that i permanently mounted to the angle o the floor, providing each row of seat proper visibility and hearing withou the use of steps.

Circle 134 on product information car

Knock-down cocktail table

A new cocktail table, made by Habitat, Inc., has recently been accepte for the permanent collection of th Museum of Modern Art, New Yor City. The table, designed by Pau Mayen, is shipped in three separat sections. It stands 12½ inches hig



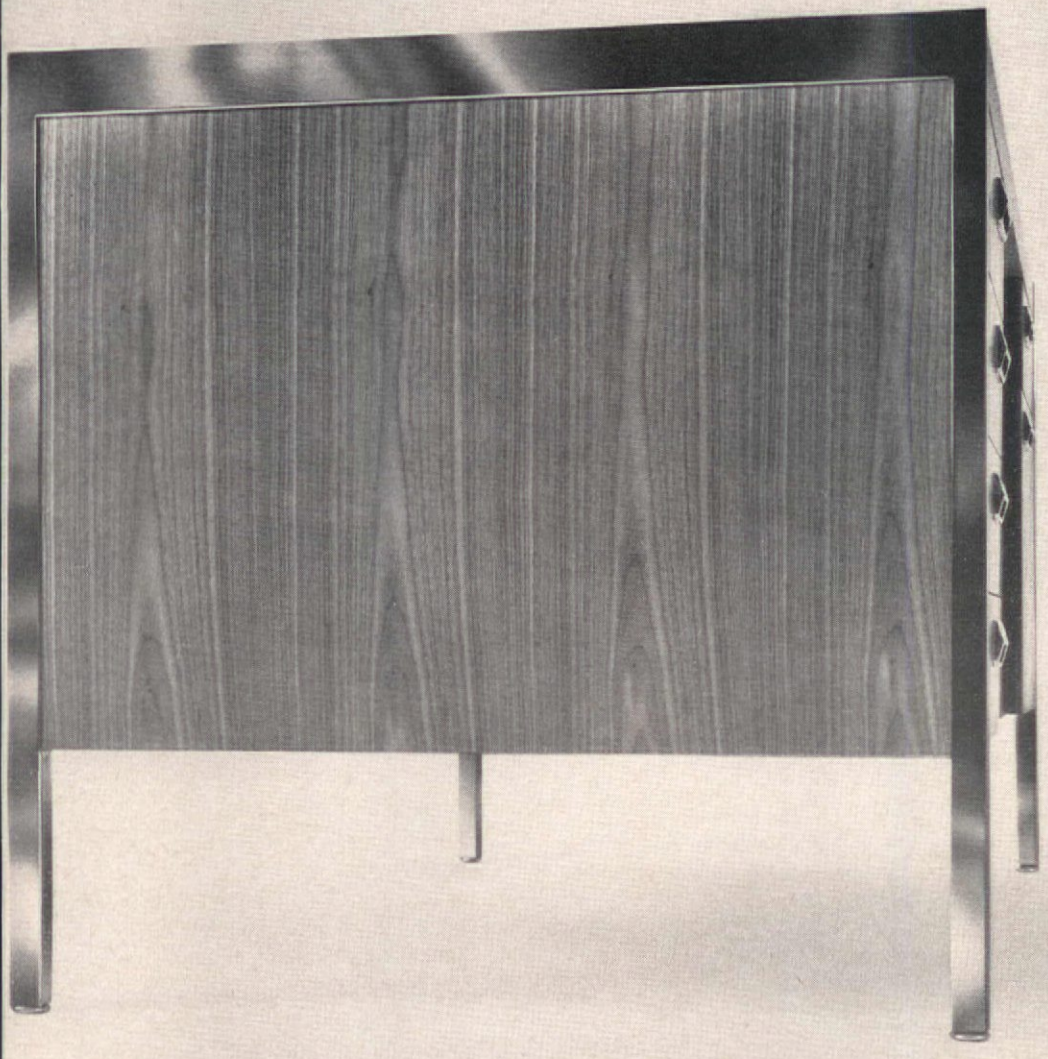
on a Trexiloy (metal) mirror polishe base composed of two separate fla pieces which join at right angles b means of two simple slits. A 36-inc square glass top forms the third piec of this practical knock-down unit.

Circle 135 on product information car

We try our best to meet your needs for bold, contemporary design . . . clean, crisp lines . . . a true feeling of prestige. And so, this is Myrtle Desk's totally fresh design concept for the 900 Series. And it's all defined so beautifully by the artful blending of mirror chrome and genuine Walnut. Executive desks, secretarial groupings, imagination-arranged service 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.



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MYRTLE DESK!

QUESTION???

Why was Buckstaff's Contract Oak Collection recently selected for use in these fine installations?

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

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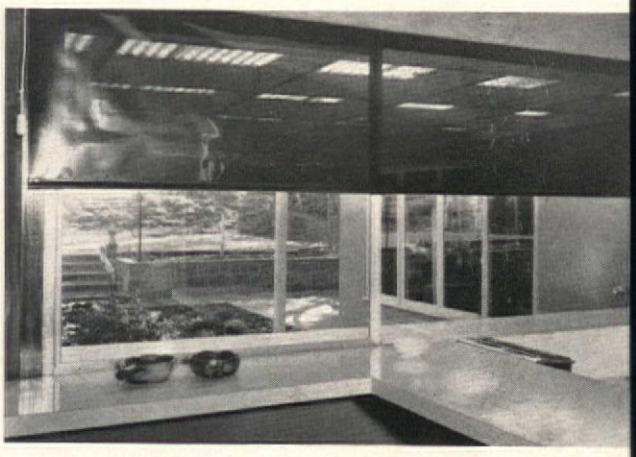
PRODUCTS & SERVICES

CONTINUE

'Sunglasses on rollers'

A new transparent window shade from Plastic Vie solves the problem of shutting out glare, transmittin 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 tw basic materials used are Celanese cellulose acetat



"Lumarith" and DuPont's polyester mylar. They ma be custom ordered in various sizes, a choice of severa types of rollers, in 24 jewel and earth tones. Th Plastic View shades have been installed in offices hospitals, restaurants, ski lodges, and other publi installations where a pleasant view enhances the de cor.

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 Duraleather Co., has a sharply defined grain patter and a suppleness like that imparted to leather b

means of a graining board. It comes in elastic-backed expanded Vinylaire and Zephyr, and unsupporte qualities, in a standard 54-inch width. Ten colors ar available: black, gold, olive, persimmon, turqoise, 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. CYANAMID

Creslan®
LUXURY ACRYLIC FIBER

Circle No. 51 on product information card

Design for "*Dramatic*" Beauty...

EF265 *A FIBRE-METAL TRADEMARK

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

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

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

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

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

Circle No. 54 on product information card

PRODUCTS & SERVICES

CONTINUED

Wall panel units

The System Cado wall consists of floor-to-ceiling wal panels with modular shelves and cabinets that sli into the panels by means of an arrangement o angled dowels and similarly angled holes. Designe by Poul Cadovius, the wall unit is imported fro Denmark by Royal System, Inc., and comes in rose wood, teak, light oak, and oil walnut. Among th components of the unit are a sliding door cabine

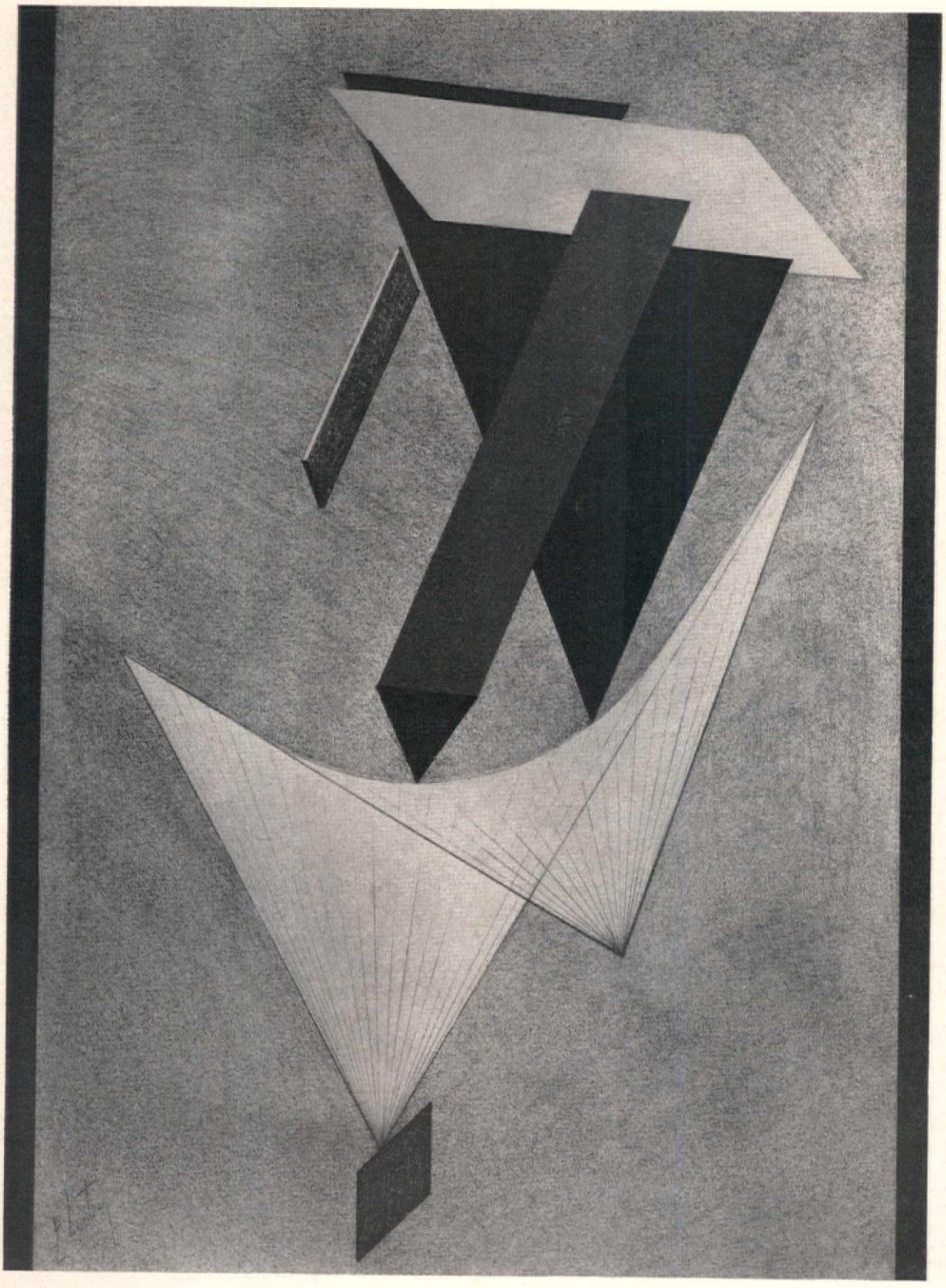
a drop-lid cabinet, a divided sectional shelf uni stereo speaker cabinets complete with baffle clot and a variety of shelves. Shown with System Cad is the Egetaepper 9 by 12 rya rug in an abstrac swirl pattern called "Flora." Also imported fro Denmark, the shaggy-textured rya rug is made o 100% lambswool, 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 Peb blestone—have been added to U.S. Rubber's line o Naugahyde vinyl wallcoverings. They were speciall selected and designed by the company's furnishing advisory board to coordinate with contemporar trends. The advantages of practicality and wearabilit available in all Naugahyde vinyls have been inco porated in the new patterns. Naugahyde wallcovering feature 13 different designs in medium and heav weights, and many are available in a range of dozen colors. Slubweave is a finely textured, hor zontal linear design with occasionally intersperse slubbing, giving the pattern an Oriental feel. Sandur is rough-textured with a sandy, stucco-like finis Pebblestone has an overall design of embossed pebblin that looks as if it were woven. The new patterns ar available in a wide range of colors, including a selec tion of shades in yellow, orange, gold, white, gree 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

JOHN STUART INC.
205 EAST 58TH STREET
NEW YORK, N.Y. 10022

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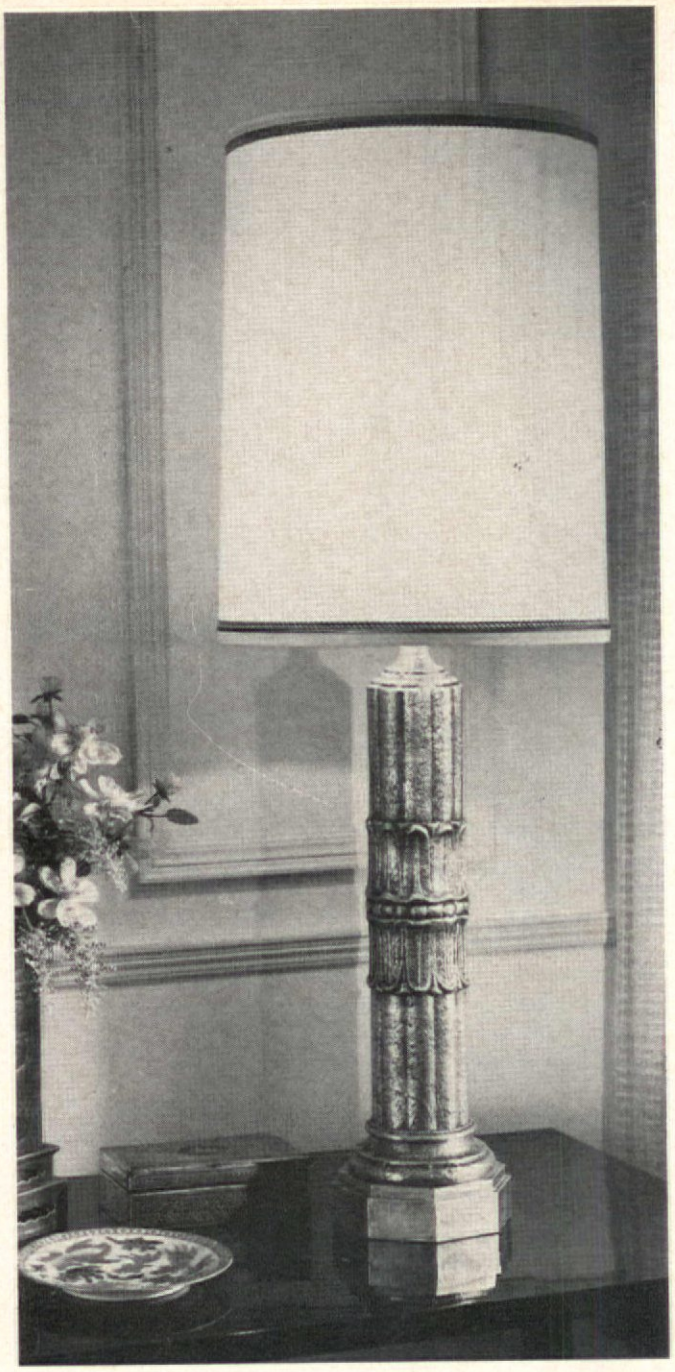

No. 1750 A new richness in traditional elegance featuring beautifully antiqued Gold Leaf accented with subtle touches of Silver Leaf. Topped by a gracefully proportioned shade of lovely textured silk shantung. Overall height is 46 inches. One of many new Phil-Mar styles inspired by the Arts and Architectures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

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CONTRACT DIVISION

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

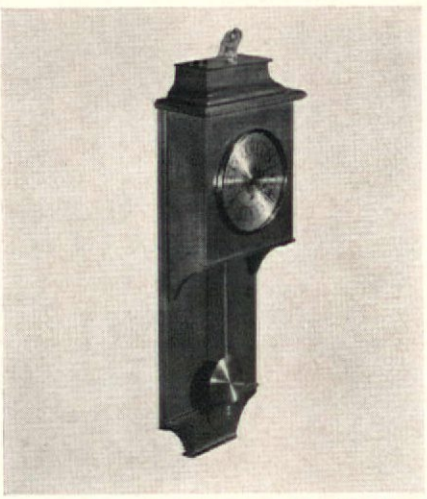
Circle No. 56 on product information card

PRODUCTS & SERVICES

CONTINU

Office clock in traditional style

The Westminster pendulum chime clock peals for every fifteen minutes, with special tones on the ha hour and hour. It measures 35 by 13 by 7 inches dee



and has a nine-inch dial designed with Roman nu erals. Available in three finishes: fruitwood, mah any and walnut, with brass trim, the clock is a p 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 Willia Mod-U-Plan Office Furniture Corp. consisting of f top double pedestal desks, modular desks, tables a credenzas. The exteriors are all walnut with textu plastic tops; drawer interiors are made of finish

oak. All pedestals containing a file drawer equipped with a lock that locks the complete pedes and center drawers with lock and key are availa All drawers operate on ball bearing rollers, and top box drawers are equipped with removable writ arm slides. The desk shown measures 60 by 30 inc

Circle No. 141 on product information card

Correction

In the Hooker Chemical Corp. installation that peared on page 81 of the January issue, the carpet should have been credited as manufactured by R crofters Inc. and installed by William Gold Inc.

Circle No. 57 on product information card

For the Contract Designer . . . the Space Planner . . . the Contract Furnisher . . . the Architect . . .

It's Elegance by the Inch from Rhinecold-Alaska.

Just 30 inches of wall space provides the room for the brilliant Model AES/5GR 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.

RHINECOLD-ALASKA INC.

East: 45 South Broadway, Yonkers, N. Y. ■ **Southeast:** 521 N.E. 32 Street, Ft. Lauderdale, Fla. ■ **Mid-West:** P. O. Box 366, Elkhart, Ind. ■ **Southwest:** 01 East Main Street, Grand Prairie, Texas ■ **West:** 2021 Central Avenue, S. El Monte, California ■ **Chicago:** 2525 Peterson Ave., Tel: (312) 334-3430

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 Titon 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!

tropitone

Furniture Company, Incorporated,
6034 General Tinker Avenue
Sarasota, Florida

Circle No. 58 on product information card

Circle No. 59 on product information card

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design / construction / installation

DISPLAYCRAFT

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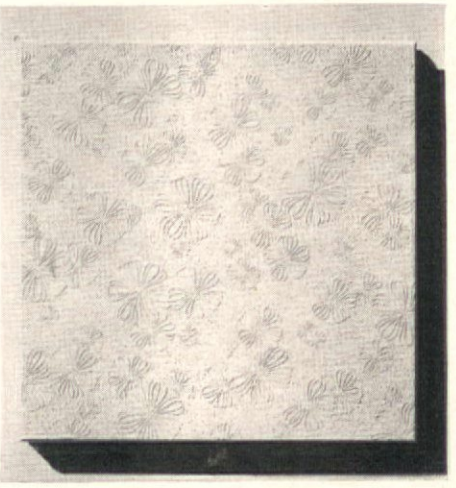
Circle No. 61 on product information card

PRODUCTS & SERVICES

CONTINUE

Decorative ceiling tiles

Jubilee is a new decorative ceiling tile recently intro duced by Simpson Timber Co. It has a white-on-whit floral pattern flecked with gold and silver that give



an iridescent effect when installed. The washable an flame resistant tiles are issued in a 12 by 12 inc size with flanged joints for easy, level applicatio

Circle No. 142 on product information card

Country Spanish for hotel/motels

The newest contract group from Kent Coffey's co tract division is Tierra, a collection termed Count Spanish in design. The finish is a coffee-colored di tressed surface that is not only designed to stand t to age and heavy use but also to mellow and impro with it. The Tierra group includes a dresser des luggage benches, chairs, mirrors, nightstands, table

and headboards, with construction features such extra strong steel L bars, adjustable plastic glid hardwood interiors, and reinforced construction. T telescope wall unit expands from a minimum of inches to a maximum of 108. Luggage and TV bench can be added to either side. Slate plastic-laminate to and heavy antiqued hardware further distinguish t new innkeeper group.

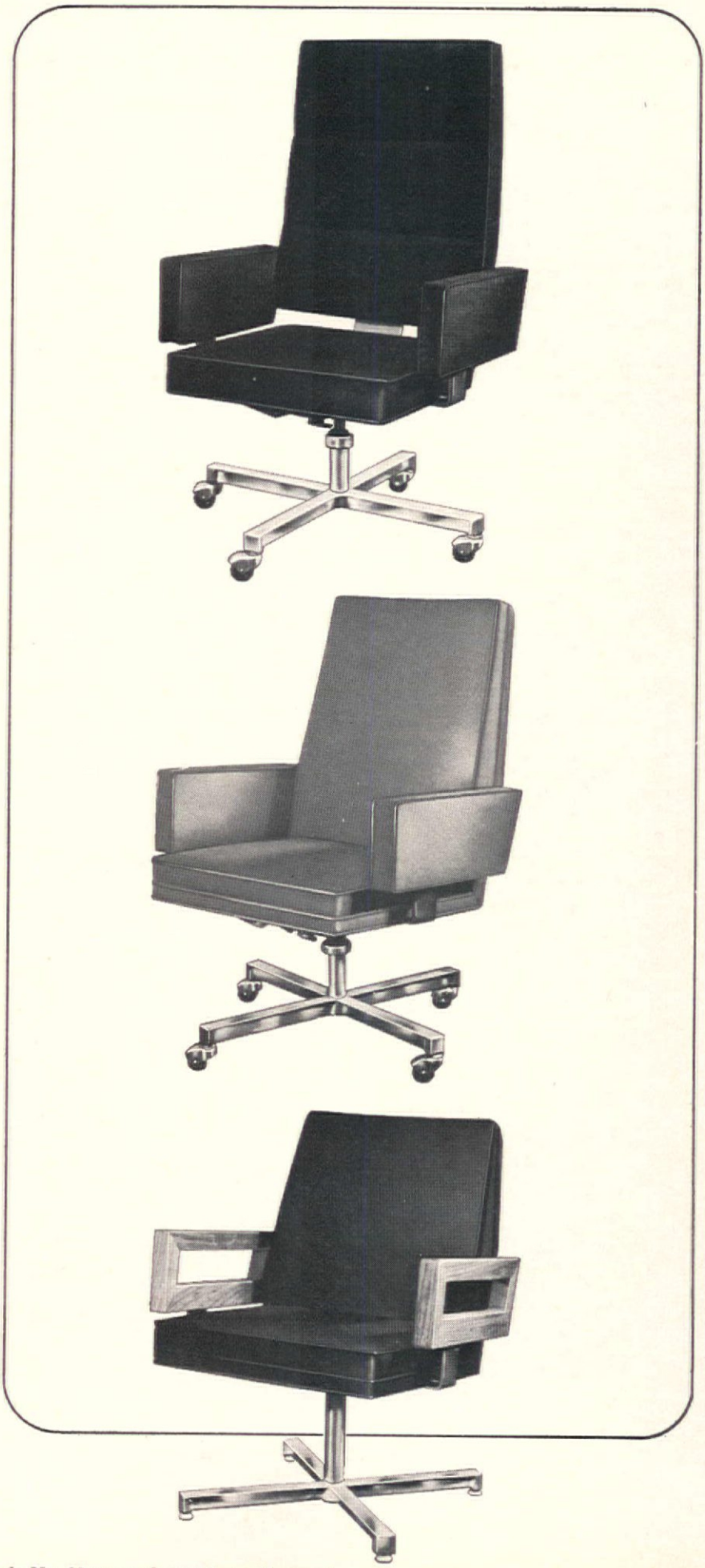
Circle No. 143 on product information card

THE ARCHITECTURAL SERIES

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

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

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



john savoy furniture co.

Montoursville, Pa. (717) 368-2424

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

Circle No. 62 on product information card

some chairs just fill space...

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chairs do it *beautifully!*

Model 9075

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Circle No. 63 on product information card

PRODUCTS & SERVICES

CONTINUE

Portrait sculpture

The individuality of portrait sculpture, cast to orde in bronze, aluminum, pewter or lead, is offered t contract clients by Devco Engineering Inc. The com pany also creates, constructs, and installs unique dis

plays, fountains, decorative ironmongery, corporat identity logos, architectural clocks, custom ename ing, antique reproductions in all materials includin aged bronze, hardwoods, and marble.

Circle No. 144 on product information card

Desk-high rolled drawing file

A boon to drafting, engineering, and art departmen is a cabinet for filing rolled drawings, maps, char and other large sheet material, designed for u alongside or between desks. Made by Plan Hold Cor the steel cabinet is available with tops in wood gra patterns on vinyl, laminated to steel in any of eleve

colors. The plated legs have leveling glides, and t spring latched door has a lock and is interchangeab right to left. A master index card inside the do identifies the contents of each tube. The cabin comes in two desk-high models: 4½ inch squa twenty tube; and 2⅛ inch square, eighty tube.

Circle No. 145 on product information card

Circle No. 64 on product information card

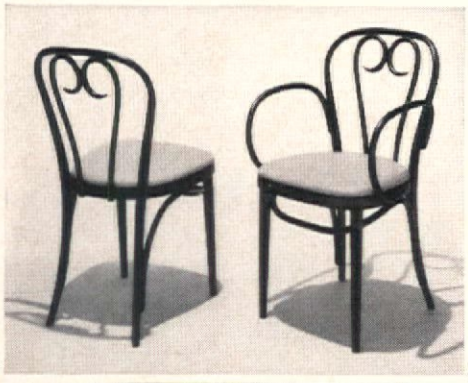
THE BEST FOR ALL WEATHER...

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 85S-h: Box 272, El Monte, California.

BJ

BROWN-JORDAN Showrooms in Los Angeles, Chicago, Miami, Dallas, San Francisco, Atlanta, Scottsdale, Arizona

Factories in Newport, Arkansas and El Monte, California



2816 Side Chair

2817 Arm Chair

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.

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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.

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Circle No. 66 on product information card

PRODUCTS & SERVICES

CONTINUE

New Concept Stage II by Milo Baughman

A thoroughly upholstered look can be seen in th selection of new Milo Baughman designs for Thaye Coggin. In one group, square, sturdy lines are com bined with plump upholstery—the wood grain, rose wood finish on ash, emphasizing the design. Loos black wedge-shaped vinyl cushions rise above th solid rectangular background of the frame. Th tables, with legs cut straight to the floor, resemb the fully upholstered high-backed chair in the grou

called New Concept Stage II. Here the designer us 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 se ottomans. These have curved back rests upholster in black vinyl and supported by metal brackets paint lime green. Shown along the rear wall is a rosewo table 106 inches long, and supported on bracke 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 m terials. Anaglypta and Superglypta, that resem decorative plaster carvings and mouldings. The or mentations are made from liquefied rag stock wh is poured into a form and molded under pressure resulting in a light-weight surface that will not cr or chip. After the material is applied (with a stiff hesive or rubber cement), the surface is ready finishing with paint or gilt. Anaglypta is suppl in arcs, medallions, and panels of period motif wh Superglypta, especially suited for commercial inst lations, is issued in extra-high relief panels of c temporary design or patterns that simulate natu stone formations.

Circle No. 147 on product information card

EMINENCE IN WOOD

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

CHESTER B. STEM, INC.

1600 GRANT LINE ROAD • NEW ALBANY, INDIANA, U.S.A.

Circle No. 67 on product information card

Same in appearance as above, but floor supported.

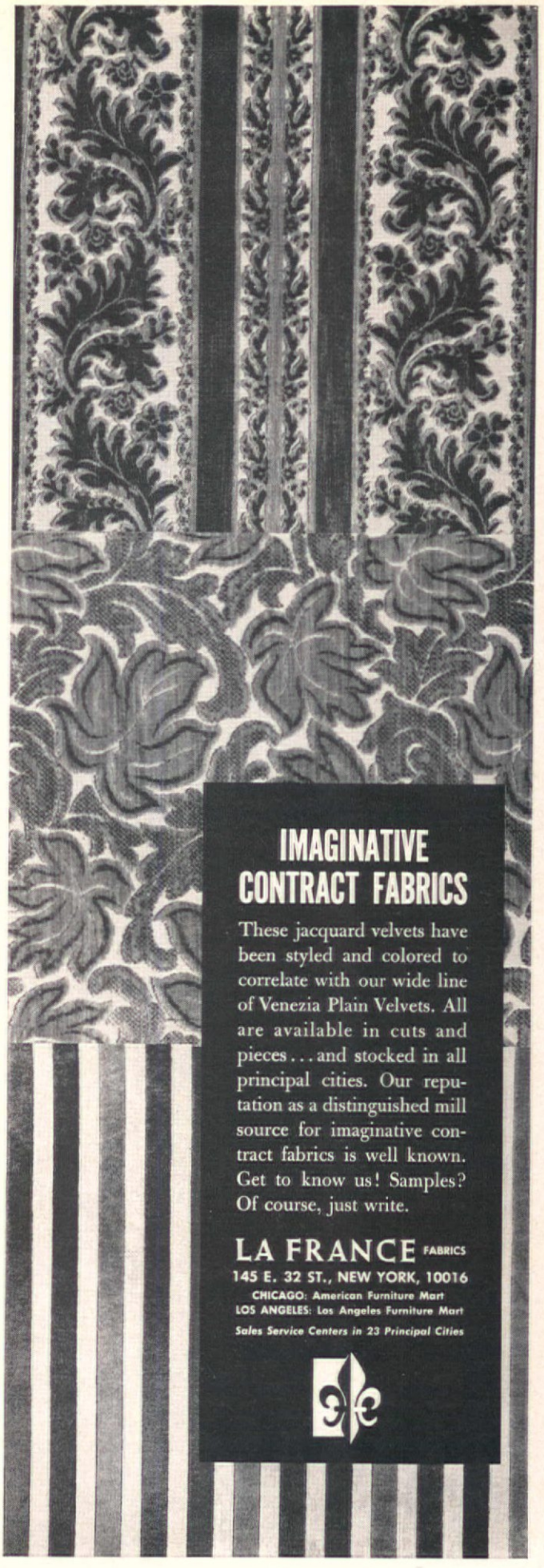
© 1965 V.P. Co.

A new and exciting wardrobe, designed by Vogel-Peterson to harmonize with today's beautiful interiors. Wardrobe accommodations for from 4 to 6 people are screened by a 30″ x 72″ walnut panel. Mounts on the wall (off the floor). Brushed cast aluminum brackets hold the walnut shelf rods and support weight of panel. Furnished with brushed chrome hat holder and four solid walnut hangers mounted in sliding nylon receptacles.

For more information on this and other racks in our designer series, write for Catalog OV-855

Pat. Pend.

VOGEL-PETERSON CO. | *"The Coat Rack People"* ELMHURST • ILLINOIS



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.

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CHICAGO: American Furniture Mart

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Sales Service Centers in 23 Principal Cities

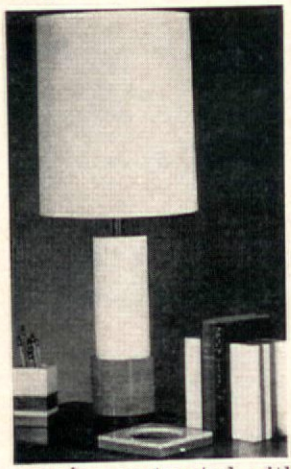
Circle No. 68 on product information card

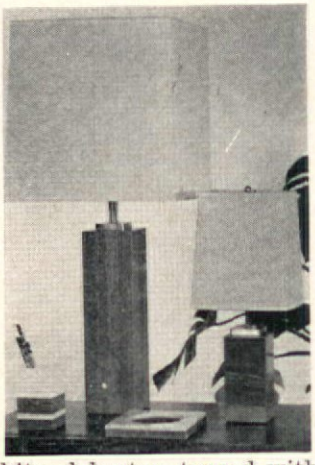
PRODUCTS & SERVICES

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



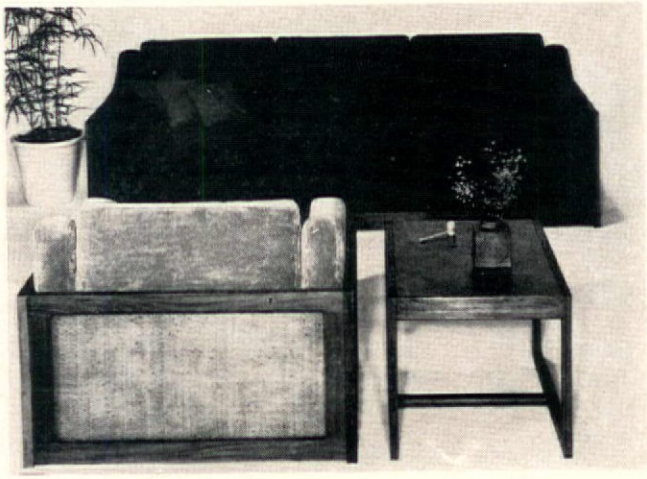


cenerino contrasted with white alabaster, topped with Belgian linen shades on vinyl. Pencil cups, bookends, and ashtrays coordinate with the lamps. Safran & Glucksman also carries a line of classically sculptured column and urn lamps in many sizes and variations.

Circle No. 148 on product information card

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

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.

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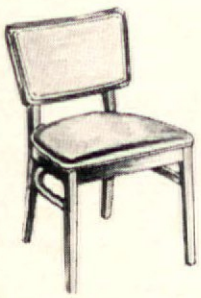
If you're planning contract work or small installations, look to Carroll for the best . . . for the biggest variety. Even made to your specifications. Write or call for our new catalog.

9056 SIDE CHAIR Upholstered back and apron

6536 SIDE CHAIR Upholstered, cane back



6532 SIDE CHAIR Upholstered panel and seat

All Finishes Available

Walnut, natural, ebony or mahogany

4500 SIDE CHAIR Oval shape, padded

8001 SIDE CHAIR Rectangular and padded

7032 SIDE CHAIR Upholstered panel and seat

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

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Circle No. 70 on product information card

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.

NØELTING Faultless Casters

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.

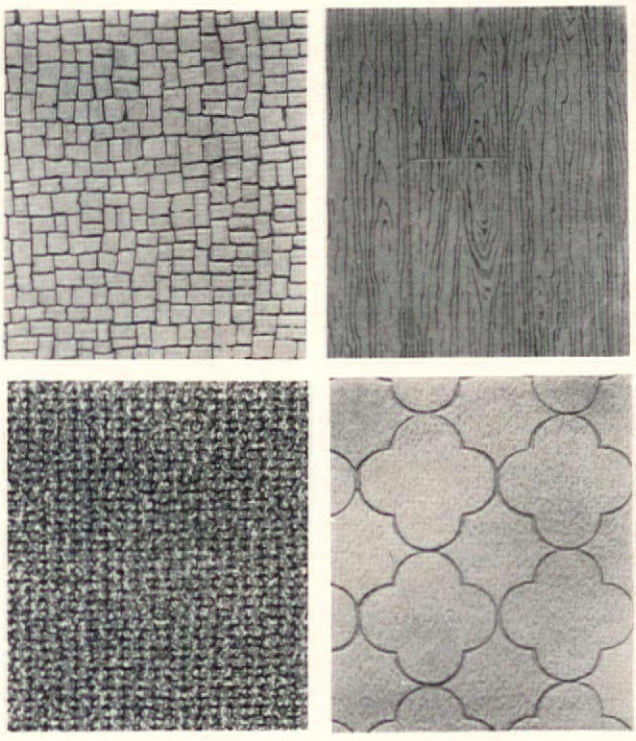
Circle No. 71 on product information card

PRODUCTS & SERVICES

CONTINUED

Tapiflex adds patterns

Tapiflex, a vinyl-fibre floor covering marketed through Felters 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 stabile 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 mufling noise. Shown are four of the newest designs, stocked in six-foot, six-inch width.

Circle No. 153 on product information card

we love heavyweights

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

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Circle No. 73 on product information card

MOLL FLANDERS

WIRED—38" TALL, 28" WIDE, 18" DEEP

COMPLETE CATALOG
OF 300 DESIGNS
$1.00

Jo Mead Designs

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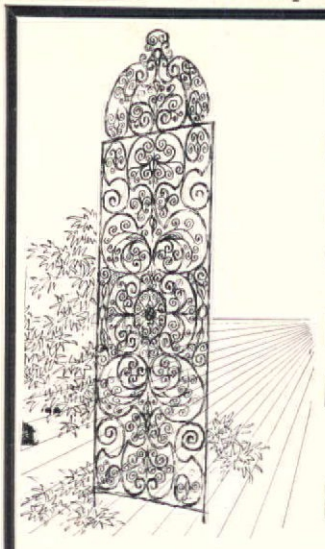
Circle No. 99 on product information card



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Sullivan's

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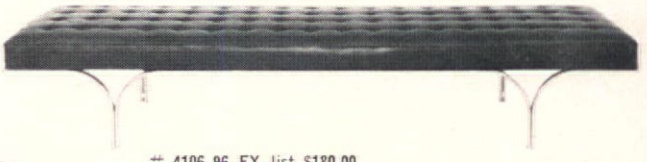
Distinctive Walls and Fabrics



4106-96 EX list $180.00

4101-50 EX list $220.00

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 wth 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

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Dealerships available

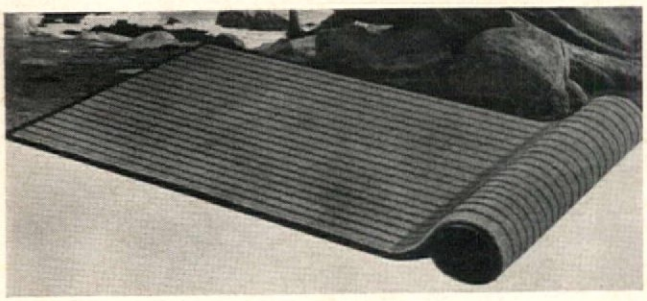
Circle No. 74 on product information card

PRODUCTS & SERVICES

CONTINUED

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 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 pro-

cess 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

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. 155 on product information card

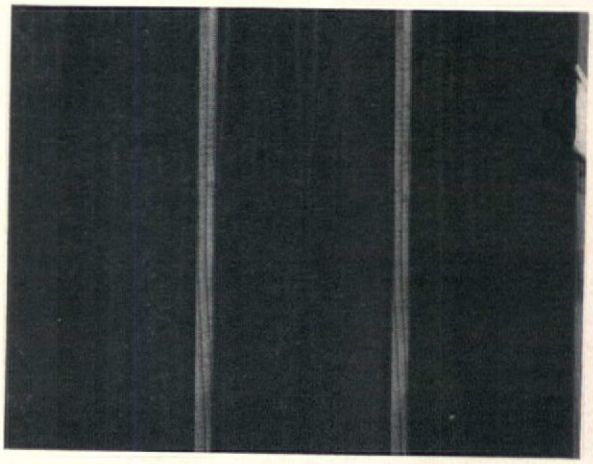
Upholstery fabrics in a wide color spectrum

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

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 ¼ inch thick, four feet wide, and are available in both eight and ten foot lengths.

Circle No. 157 on product information card

TRADITIONALLY

Fine Office Furniture

by SCERBO

#396 Chippendale Revolving Chair

#GW13 Desk

#89 Wing Chair

#43 Cockfight Chair

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

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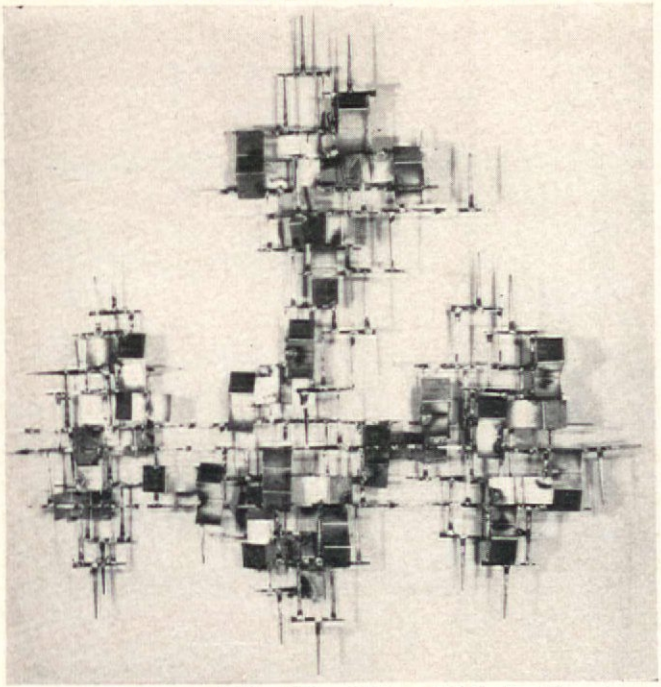

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THE SCULPTURE STUDIO INC.
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Choose from the vast collection of wonderful new Bianco styles—each of carefully balanced, field-proven design. Chairs, bar stools, booths and wall lounges thoughtfully engineered to make seating an integral part of your important decor requirement.

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MODERN SPANISH ITALIAN

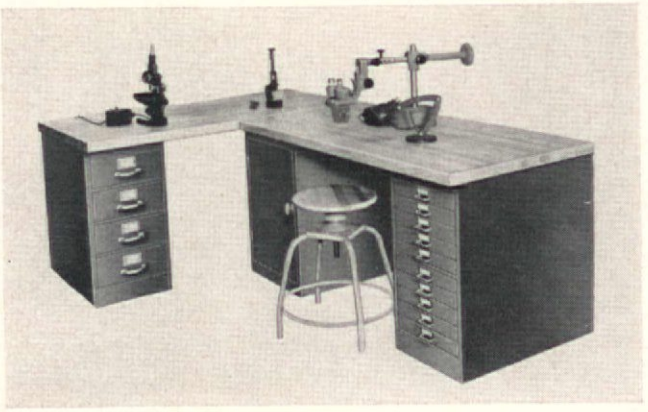
Circle No. 78 on product information card

PRODUCTS & SERVICES

CONTINUED

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 com-



ponents 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.

Circle No. 158 on product information card

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.

Circle No. 159 on product information card

Circle No. 79 on product information card

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.

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THEATRE SUPPLY COMPANY
Subsidiary of General Precision Equipment Corporation

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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.

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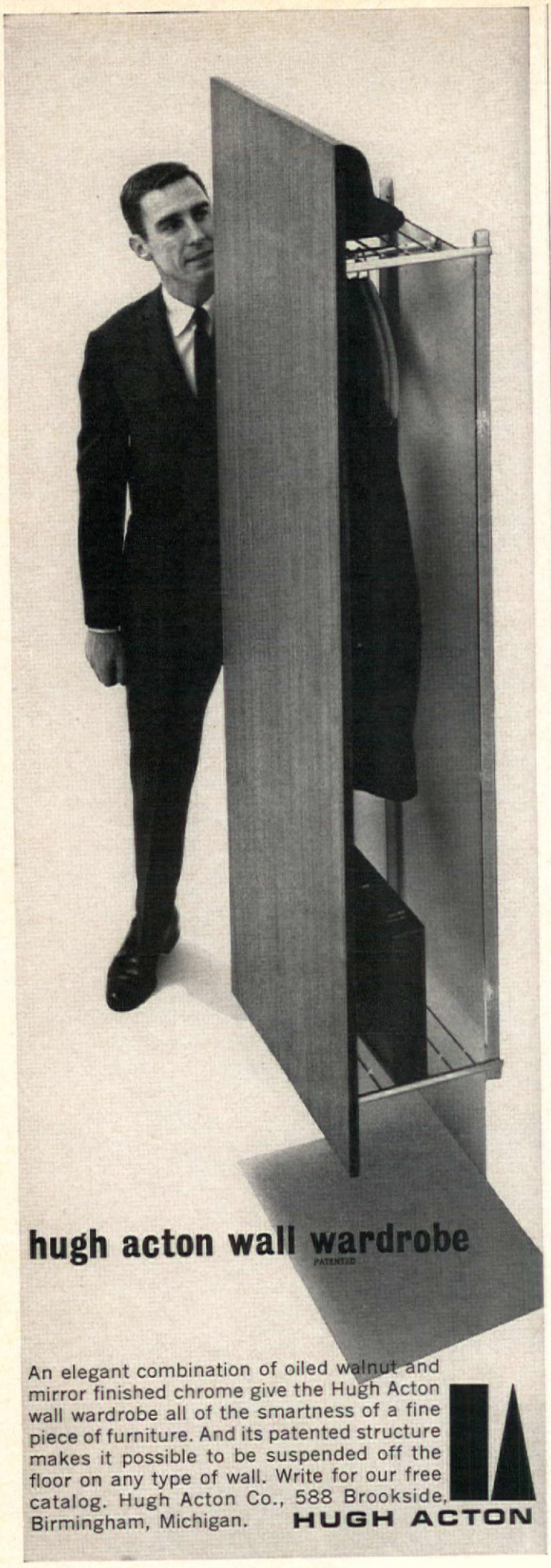


Circle No. 81 on product information card

PRODUCTS & SERVICES

CONTINUED

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, ex-

pands 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.

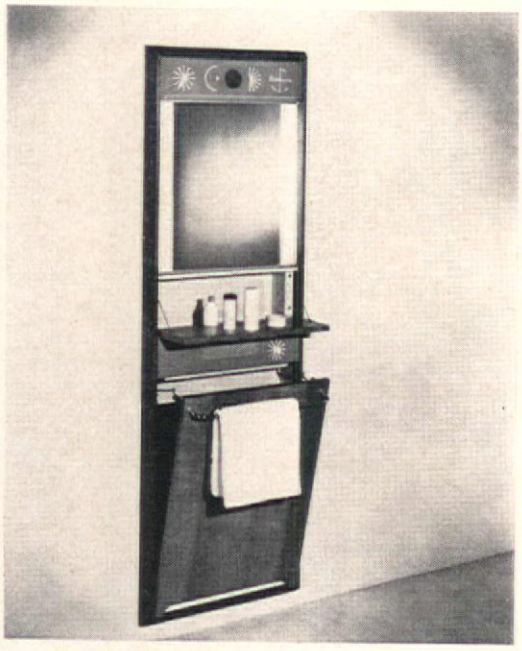
Fixtures Manufacturing Corp. introduces the Saturn chair, a new stacking chair featuring simplicity of design and smart appearance. It is suitable for use

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

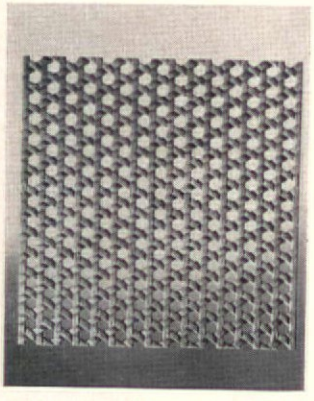


mirror cabinet units, three floor cabinet units, and a communications panel and storage system. The communications panel holds clock, barometer and radio; the storage section houses a control system that operates the lights, and radio.

Circle No. 162 on product information card

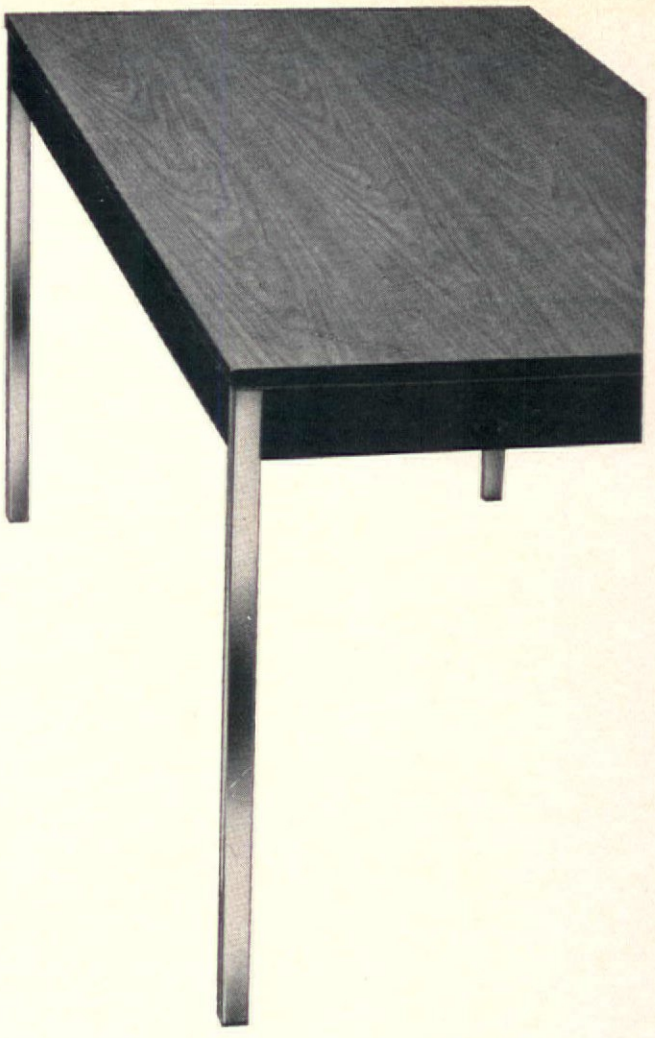
Decorative panels

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 geometrics, and other designs, are suitable for a wide variety of com-



mercial and institutional uses as they are light weight and economical. Five are open work and one has a solid background. Assembly can be done in many ways, by chaneled 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.
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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!

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.

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CONTRACT DIVISION

Circle No. 84 on product information card

PRODUCTS & SERVICES

CONTINUED

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.

Circle No. 164 on product information card

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.

Circle No. 165 on product information card

Circle No. 85 on product information card

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.

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

Largest in the West

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MANUFACTURERS OF COMMERCIAL, INSTITUTIONAL AND CONTRACT FURNITURE

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Circle No. 86 on product information card

Circle No. 87 on product information card

Ultimá 24★ by Griggs

Multi-mate Lounge Seating

- *New Styling!*
- *New Construction!*
- *New Flexibility!*

Write for Details and Special Sample Offer

GRIGGS EQUIPMENT, INC.
Belton, Texas

"BUYERS' GUIDE FOR CHAIRS"

FREE

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

No Obligation! – Write Today!

chairs
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tables
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Current Catalog 1-65

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Circle No. 88 on product information card

MANUFACTURERS' LITERATURE

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.

Circle No. 166 on product information card

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.

Circle No. 167 on product information card

INTERIOR DESIGNERS AND ARCHITECTS

SEND TODAY FOR YOUR FREE SAMPLE BOOKLET, SHOWING THESE THRILLING NEW VINYL SIMULATED ANIMAL HIDES

ZEBRA—LEOPARD—PYTHON—TORTOISE—PINTO
Vinyl for Wallcovering & Upholstery
NEW AFRICAN MOTIFS
FIVE EXOTIC PATTERNS

Accredited Interior Designers and Architects, are urged to send for this free booklet on your professional letterhead.

Leatherguild inc.

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Circle No. 89 on product information card

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 wallcoverings 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. 181 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. 182 on product information card

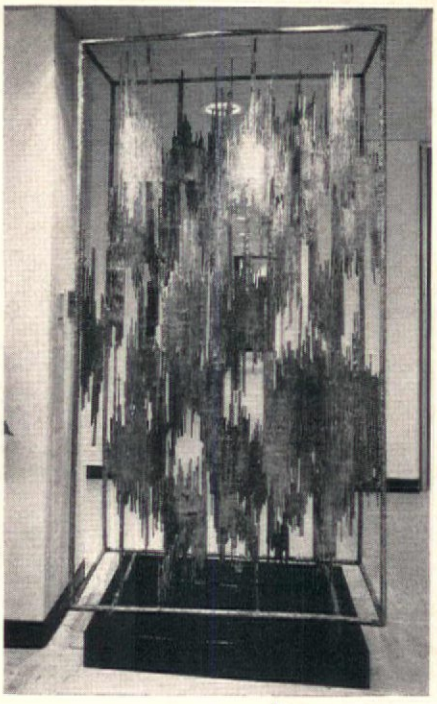
American Olean has completed a flyer as part of its introduction of a new line of colors in luxurious textured crystalline ceramic tile. The 19 new shades are subtle tones, attuned to today's color trends. The glazed tiles are recommended for interior walls and vanity tops.

Circle No. 183 on product information card

In its 1966 catalog The Bilco Co., manufacturers of doors for special services, gives descriptive and technical material pertaining to Bilco 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.

Circle No. 184 on product information card

Circle No. 91 on product information card



This objt d'art screen area divider, recently installed in the Empire State Building is typical of the contract possibilities of metal sculpture.
Approximately 9' tall by 4' wide, 20" deep.
Welded steel overlaid with bronze and nickel silver.
Address inquiries to "Dept. C" for prompt attention.

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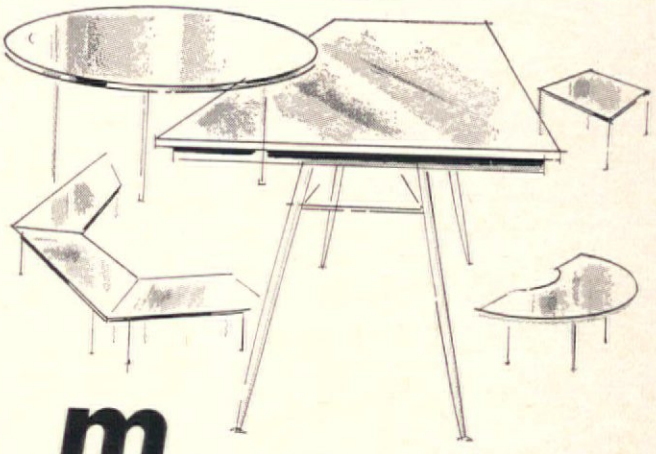


m/h FOLDING TABLES
for every purpose

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

Write for catalog.

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

Circle No. 92 on product information card

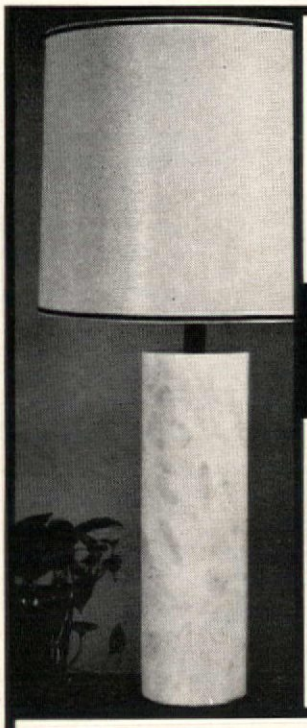
Circle No. 93 on product information card

ARMCHAIR COMFORT
...IT FOLDS

The only folding armchair for contract use. Comfortable seating in the warmth of northern hardwood . . . with deep foam padding and luxurious vinyl upholstery. Chairs open and close easily with a single motion . . . designed for safe compact stacking.

No. 240-A

Norquist
PRODUCTS, INC., JAMESTOWN, N. Y. 14701



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contempory cylinders of modern alabaster for their Chicago offices

SAFRAN & GLUCKSMAN INC.
8 West 30th Street, New York 1, N. Y.
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Write for free catalog

Circle No. 94 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

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 Alzak 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.

Circle No. 171 on product information card

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 a price list are included.

Circle No. 172 on product information card

LaBarge Mirrors Inc. is off the press with a 2-color brochure illustrating a special selection of imported sconces. Twenty-three numbers, including electrified 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.

Circle No. 173 on product information card

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 reproductions of the new patterns and colors.

Circle No. 174 on product information card

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, Musical 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.

Circle No. 175 on product information card

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.

Circle No. 176 on product information card

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

The 1966 edition of Azrock's catalog of resilient flooring products contains full-color illustrations of all colors and patterns in vinyl asbestos tile, asphalt tile, feature strip, and cove base. General information on sizes, gauges, uses, installation, light reflectance values, and brief specifications.

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

Circle No. 95 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.

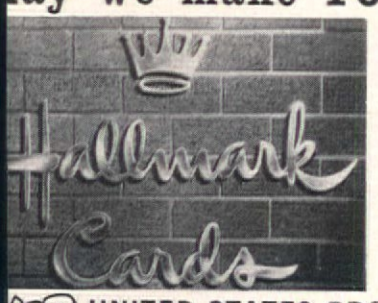
See our contract line at: first CONTRACT FURNISHING SHOW, April 19 to 22, Exhibition Hall, Americana Hotel, N. Y. C., BOOTH 172.

Gasser CHAIR CO.

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

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.

USB UNITED STATES BRONZE Sign Co., Inc.
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Serving America's leading Decorators for 40 years

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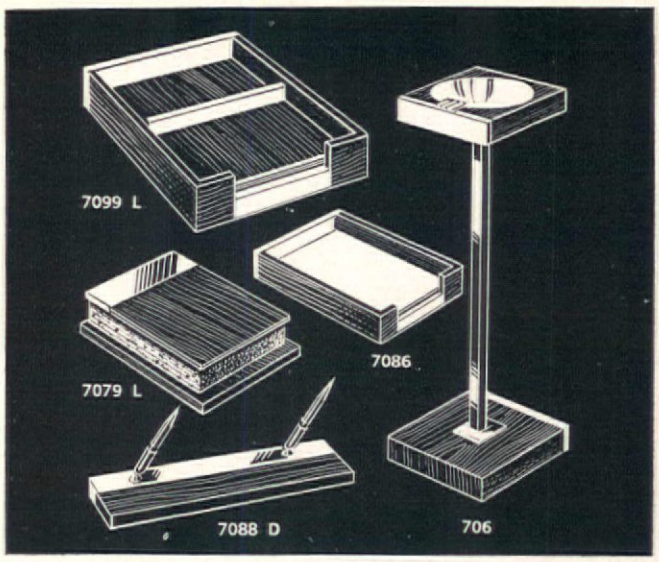

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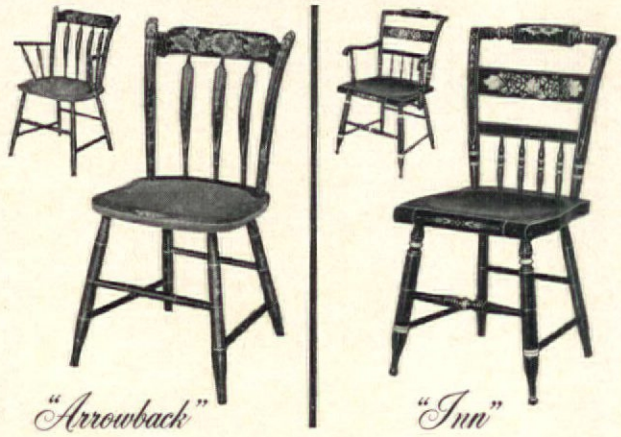

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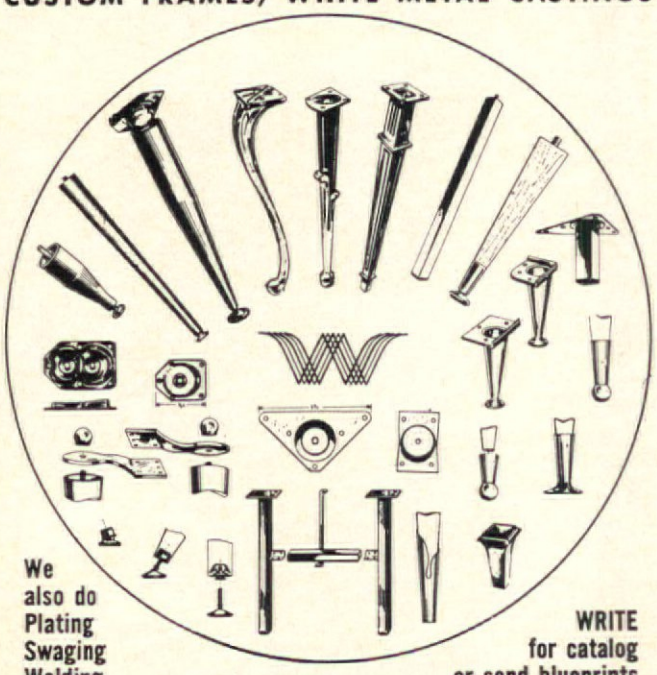

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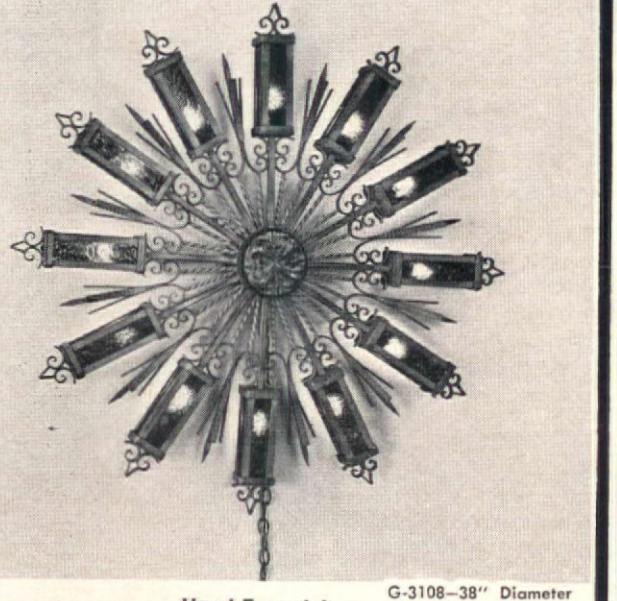

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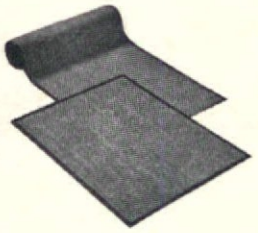

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