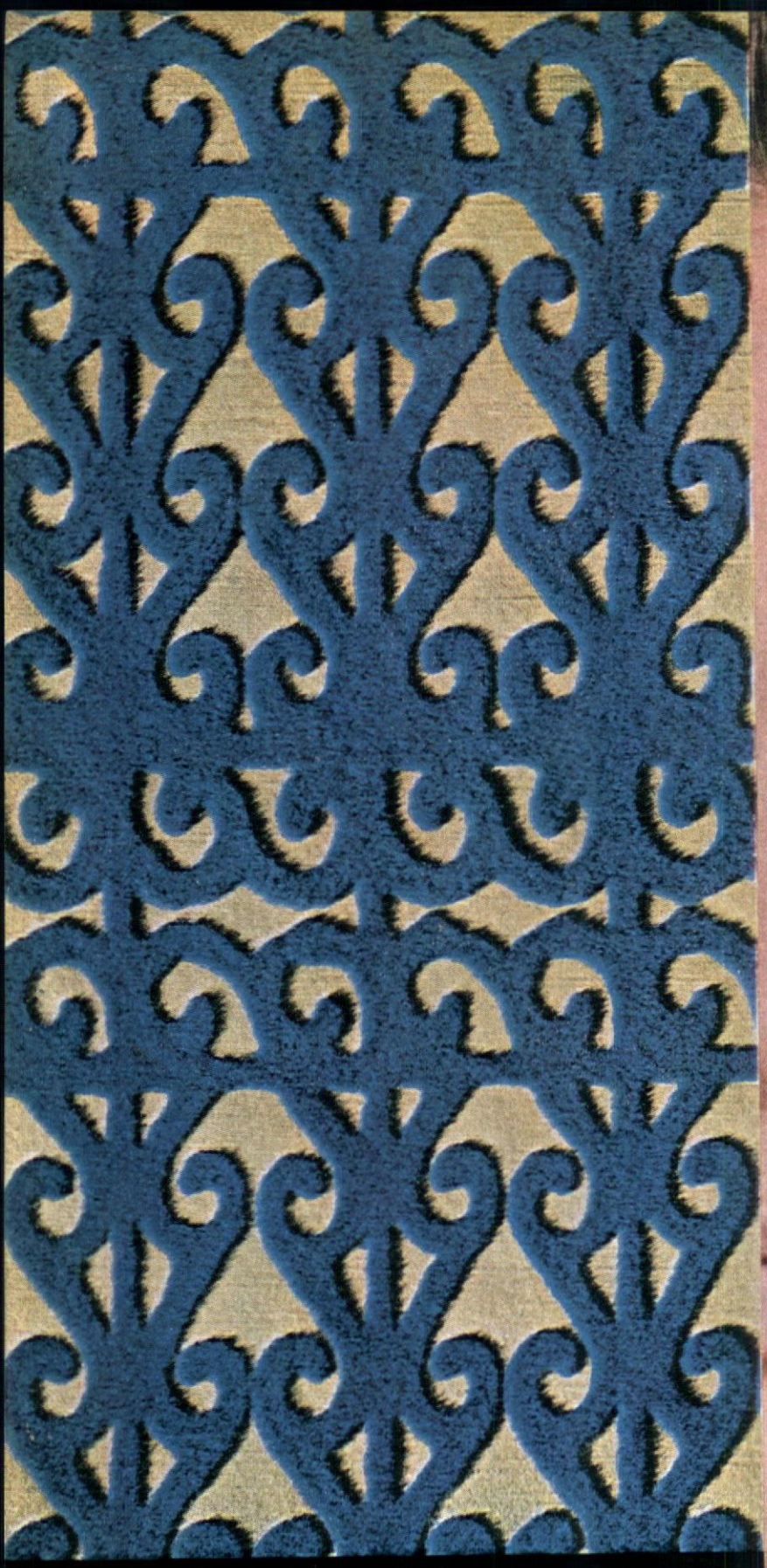
CONTRACT

IE BUSINESS MAGAZINE OF COMMERCIAL / INSTITUTIONAL DESIGN • PLANNING • FURNISHING

ONAL CONTRACT SHOW / ROHM & HAAS HQ / ACOUSTICS

APRIL 1966



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Drexel takes to the office, offering five handsome collections of executive office furniture, highly styled in both modern and traditional designs. Each constructed and finished in the famous Drexel manner. Each in the medium price range.

For the name of your nearest Drexel office furniture dealer, write Department L, Contract and Development Department, Drexel Enterprises, Inc., Drexel, North Carolina. Then go see him. See what Drexel now offers the business world.

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This is Concept*: an incredible new vinyl fabric from Terson: nylon tricot stabilized by expanded vinyl.

"Concept" is the most exciting breakthrough of the decade in upholstery fabrics: versatile tricot fabric of DuPont Antron® nylon stabilized by durable Terson expanded vinyl. The result is a brand new material with the richness of velvet. Completely pliable. Remarkably durable. Concept adds vibrant excitement to any upholstery use. Concept won't pull or stretch, even after extended use. Spills just wipe away. And it's color fast, too! ■ Fourteen fashion colors. ■ Write right now for your complete color line . . . so you can feel for yourself the ultimate touch of Terson. ■ Athol Manufacturing Company, Butner, North Carolina. ■ *Athol Manufacturing Company, a division of Plymouth Cordage Industries, Inc., General Sales office: Butner, North Carolina. Sales offices: New York, Boston, Chicago, Detroit, St. Louis.*

*Patent applied for

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The Cover

Structural texturing of reception area of new Rohm & Haas building, Philadelphia, is integrated part of architectural scheme. See article on page 80. Cover design by Bert Lester.

CONTRACT

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

VOL. VII, No. 4 **APRIL, 1966**

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

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COMING IN CONTRACT

JUNE—LANDMARK ISSUE—ATLANTA AND THE NEW SOUTH—Atlanta is the hub of a blooming, buzzing, surging trading area that extends down to the Florida Keys and west past Mississippi. This area, which looms large every day as both marketing hub and major center of heavy and light industry, is spotlighted in this special Landmark Issue, which will include important examples of contract work throughout the Southeast.

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

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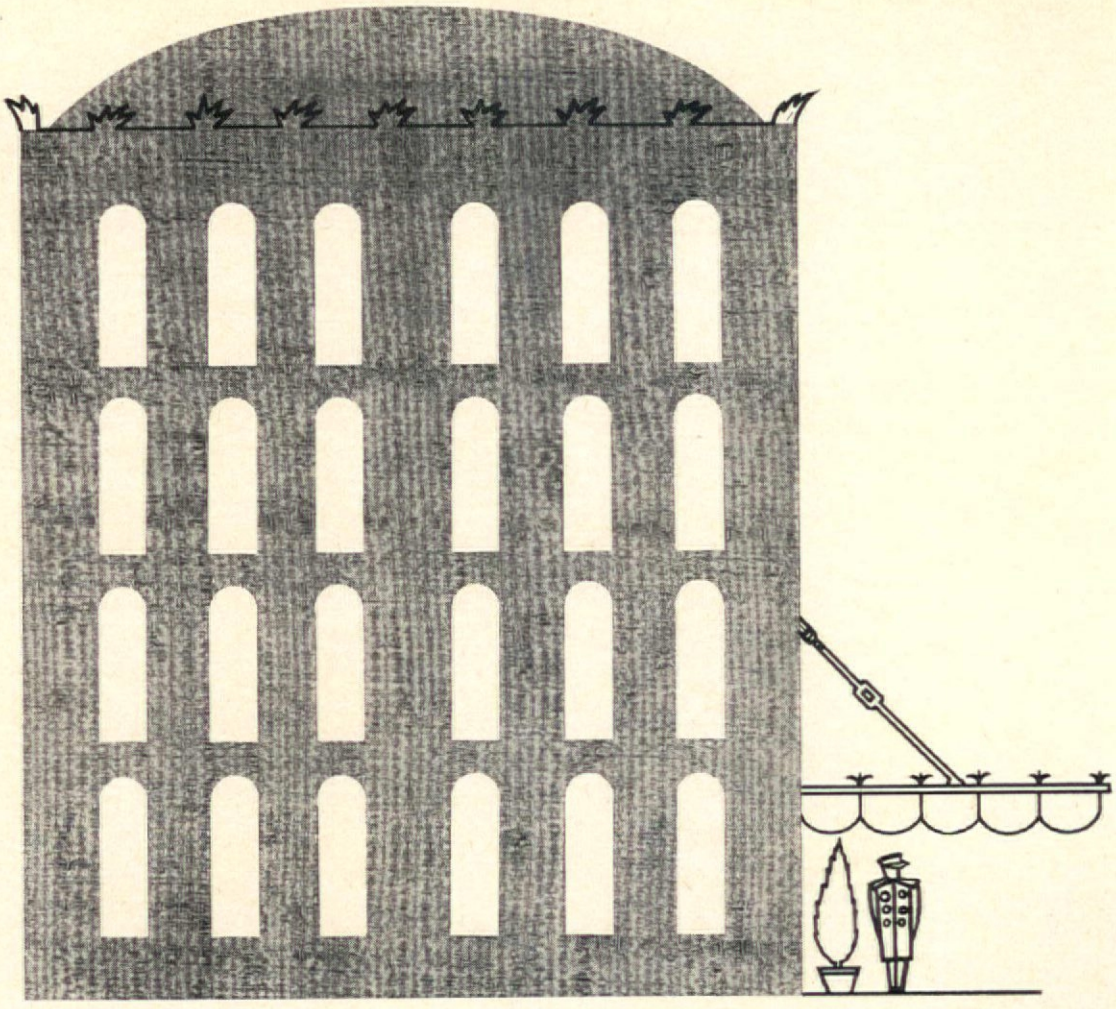

Grand Hotel

In with the Inn Crowd—a fantasia of textures, hues, and patterns to make every guest room the best room in the house. And a host of distinctive fabrics, papers, and foils for lobby luxury, public room perfection.

Shown: **Straw,** *a multi-dimensional motif that's the essence of practical elegance. Dramatically durable, spectacularly scrubbable, confidently Crown.*

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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.

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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.

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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
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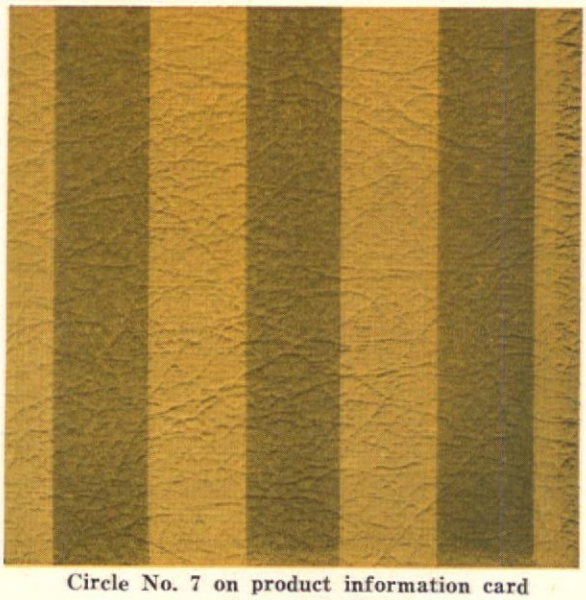

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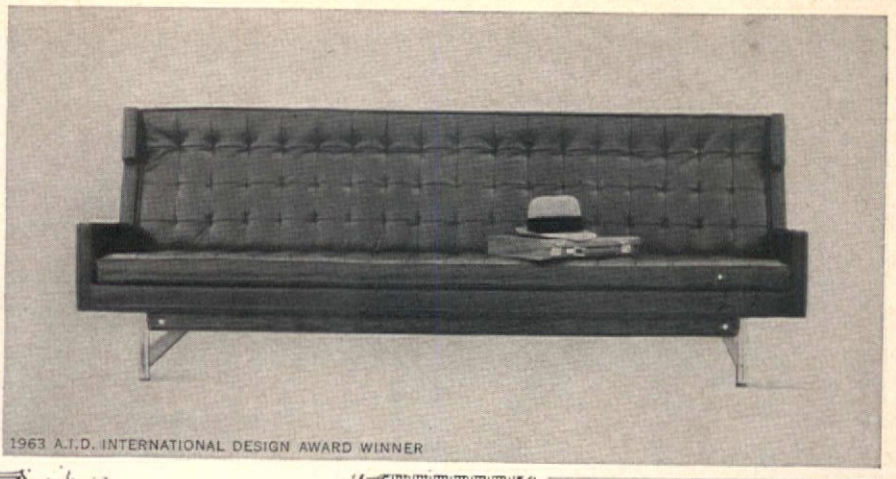

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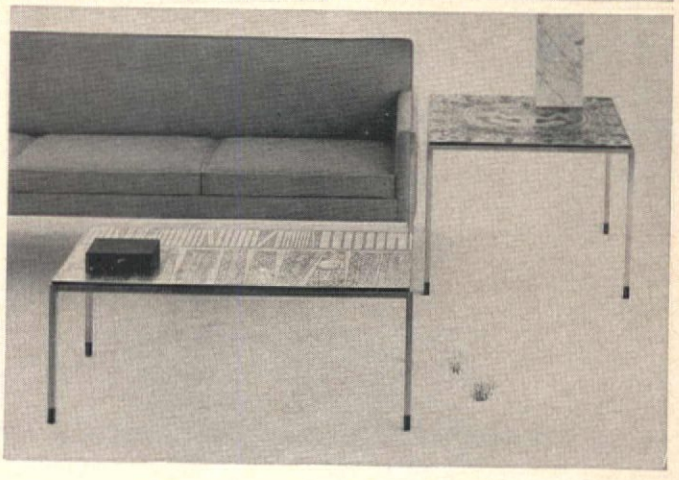

The quality of being Metropolitan

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.

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IMPORTED FROM SAN FRANCISCO

Metropolitan Furniture, 950 Linden Ave., So. San Francisco, California 94080, U.S.A.
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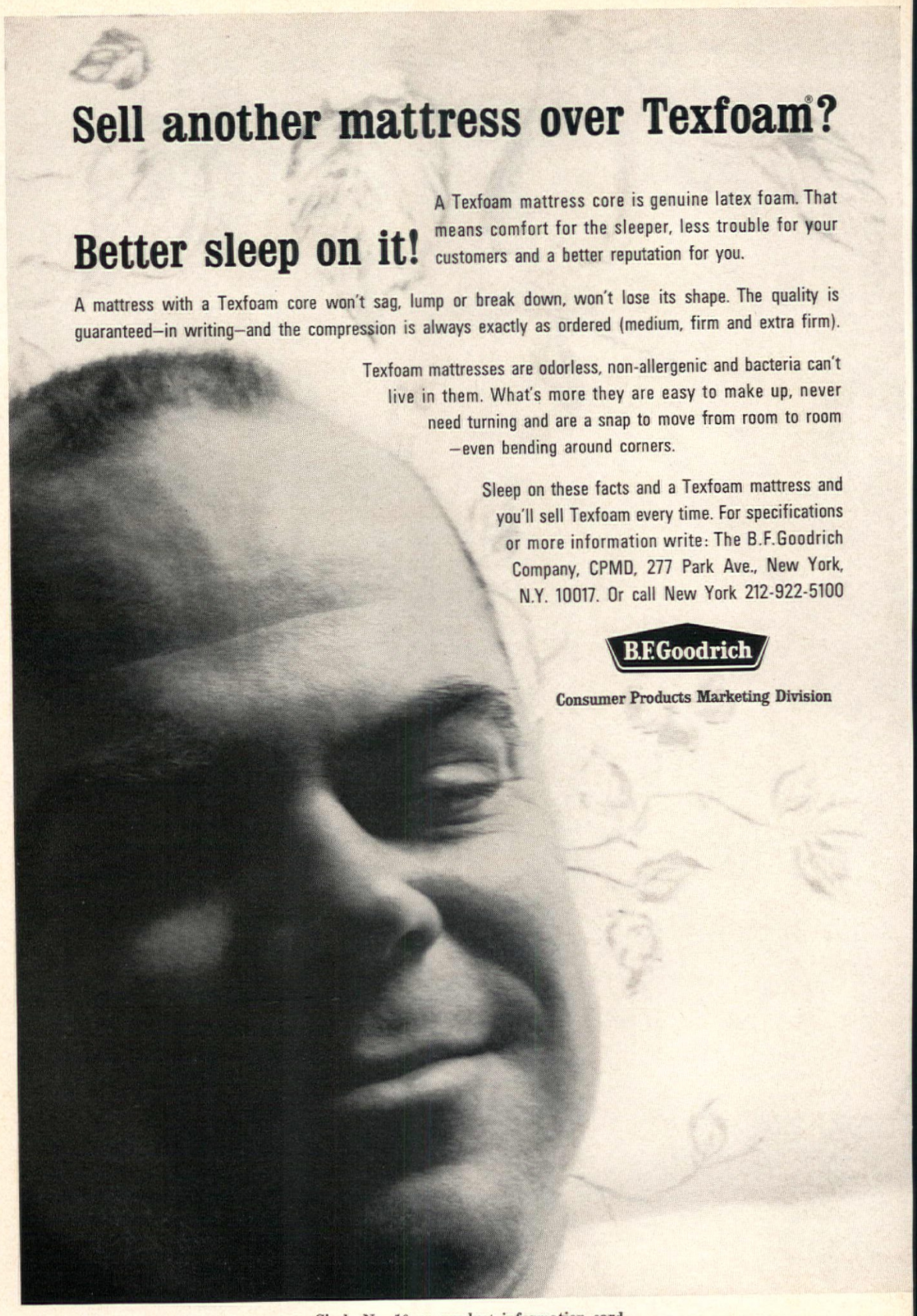
"Visit display at National Contracts Furnishings Exposition, April 19-22. Americana Hotel, New York City, Spaces 129-130"



Sell another mattress over Texfoam®?

Better sleep on it!

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

A mattress with a Texfoam core won't sag, lump or break down, won't lose its shape. The quality is guaranteed—in writing—and the compression is always exactly as ordered (medium, firm and extra firm).

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

Sleep on these facts and a Texfoam mattress and you'll sell Texfoam every time. For specifications or more information write: The B.F.Goodrich Company, CPMD, 277 Park Ave., New York, N.Y. 10017. Or call New York 212-922-5100

B.F.Goodrich

Consumer Products Marketing Division

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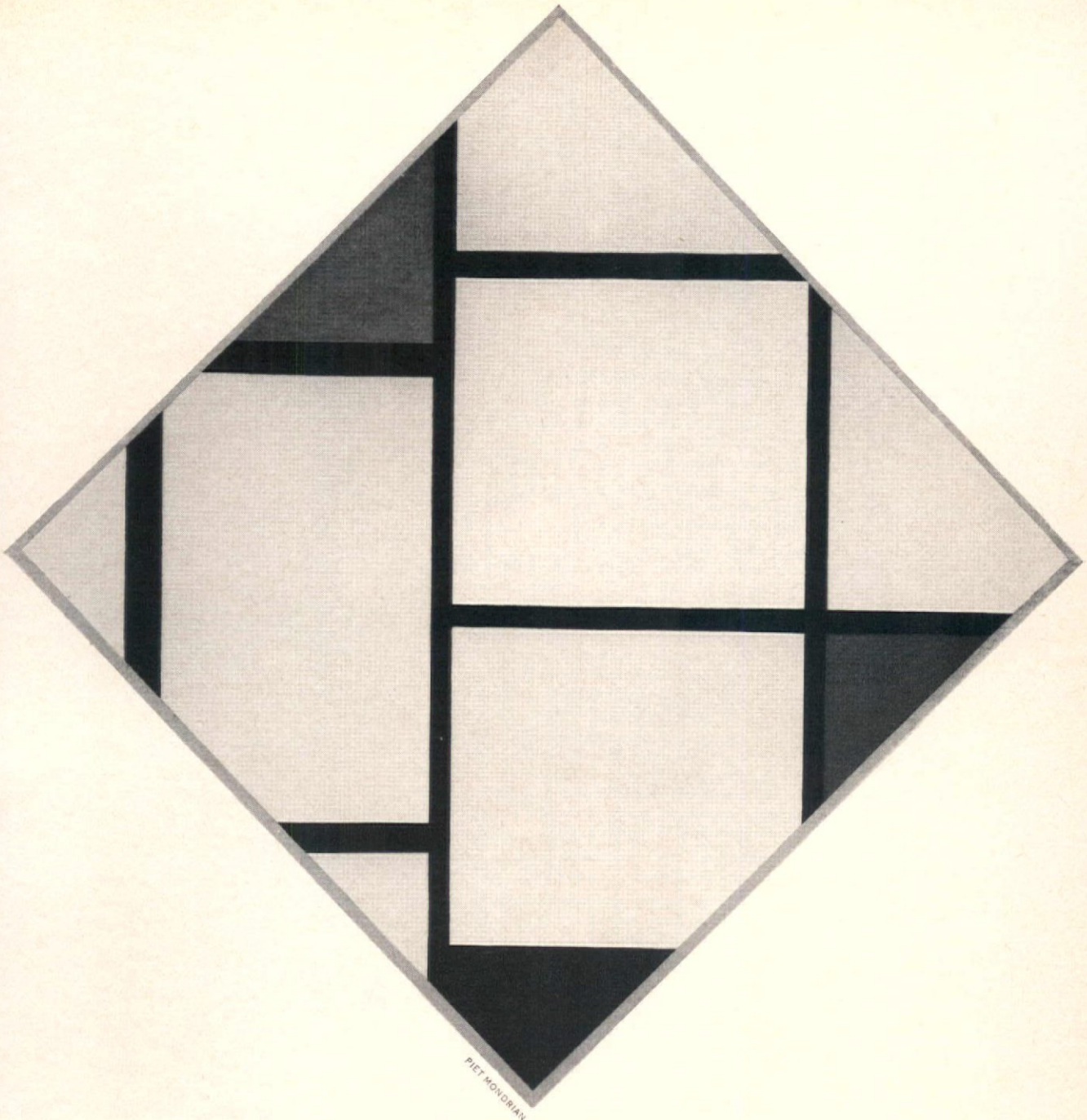

The influence of Mondrian could be seen in the work of Eliel Saarinen, father of Eero Saarinen, each a great architect in his own right. Eliel Saarinen designed modern furniture for John Stuart in 1939. Today John Stuart furniture designs range from Puritanical elegance, to the urbanity of traditional Far East and Continental styles. Leading architects specify John Stuart furniture for important residential and business buildings in this country and abroad.

- The Book of John Stuart Contemporary Design $2
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To keep fully informed
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Some people think that P. NATHAN is crazy to be on 103rd Street.
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It's the kind of craziness that's kept us manufacturing the finest furniture for more than one hundred years. At 103rd Street our showrooms and workrooms are side by side. That's the way they must be for us to keep checking on your order in the making.

If you appreciate this kind of perfection call us and we will call for you.

P. Nathan INC., 330 EAST 103RD ST., NEW YORK • LEHIGH 4-5400

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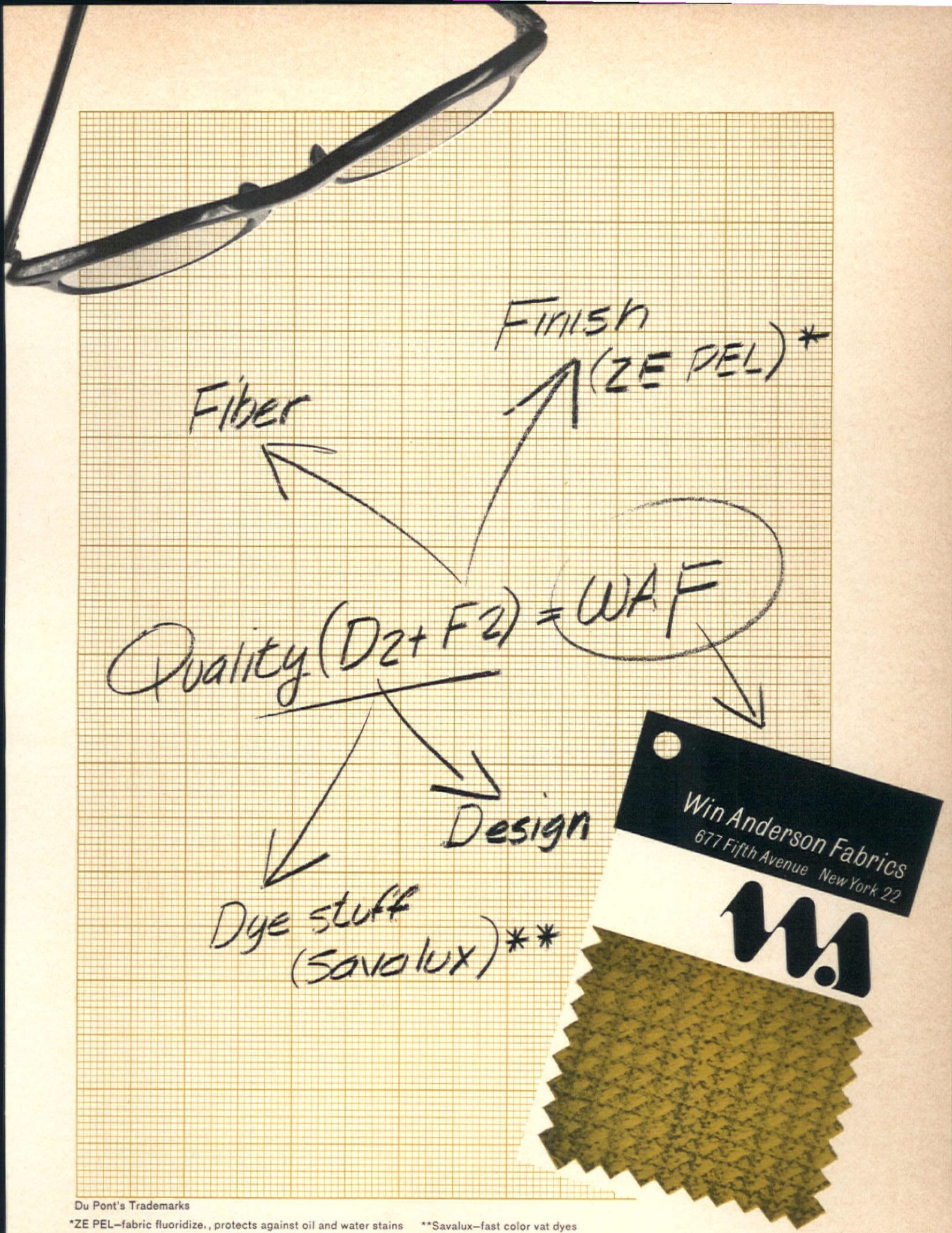

Du Pont's Trademarks

*ZE PEL–fabric fluoridize., protects against oil and water stains **Savalux–fast color vat dyes

SHOWROOMS–New York: Jack Lenor Larsen, Inc.–Chicago: Jack Denst Designs–San Francisco: Kneedler-Fauchere–Los Angeles: Kneedler-Fauchere–Washington, D.C.: Duncan and Huggins–Boston: G & F Davison–Honolulu: Pacific Home Furnishings–Philadelphia: Duncan and Huggins–Seattle: Paul Siegel, Inc.–Houston: Elouise Abbott–Dallas: C. Robert Morton–Atlanta: Paul Bates, Inc.–Phoenix: Karl Lange–Zurich: Jack Larsen International, AM Schanzengraben 15

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If you specify, purchase or handle tufted carpets, profit from the experience of this contract furnishings authority:

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

—says Norris J. Goldman

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

Mr. Goldman says:

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

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

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

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

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To Bridge Centuries and Continents

Four thousand miles by sea, often even by air, from the 16th century cities of Courtrai and Ghent in Belgium, come beautiful Belgian linens. Climate and an innate knowledge, handed down from father to son, combine to make linen weaves of great variety from upholstery heavy to drapery medium to casement sheer enchanting for Fall rooms.

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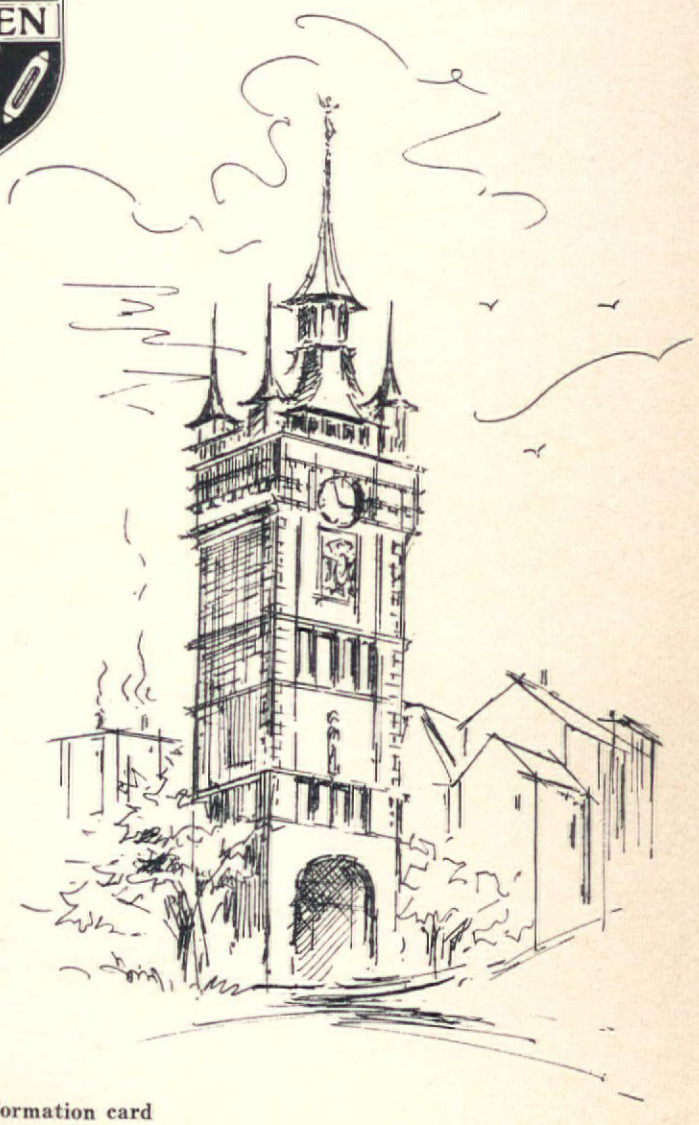
For executive offices, hotels and motels, conduminiums and apartments, wherever special luxury is required, Belgian linens are the answer. The sheer weaves and custom prints for contemporary windows are specified by America's discriminating designers. No other fabrics give the same true effect of traditional craftsmanship.



For complete resource information contact:

THE BELGIAN LINEN ASSOCIATION
280 Madison Avenue, New York, N. Y. 10016

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BISTRO. Steel pedestal table, plastic on steel chairs.

Bunting for leisure living...as you like it

Table for two? Bunting's colorful Bistro is for you. A place in the sun? Find it on a Scandia webbed aluminum chaise. Long to entertain with flair? Set the scene with wrought metal furniture. Family fun? Enjoy it with a Garden Court glider. However you live, wherever you live, Bunting furniture fits in *beautifully*. Coordinating pieces are available in all styles to make attractive groupings. Weather-resistant materials, protective finishes and important extras add up to famous Bunting quality.

WROUGHT METAL. Cushioned love seat, coffee table.

GARDEN COURT. Glider with exclusive Ball-Glid

SCANDIA. Folding chaise lounge with Dow guaranteed Saran webbing on aluminum frames.

You'll find the prices just righ
Write Contract Department for
information.

Bunting

THE BUNTING COMPANY, INC.
18th St. at Allegheny • Philadelphia, Pa. 19

Good Housekeeping GUARANTEES

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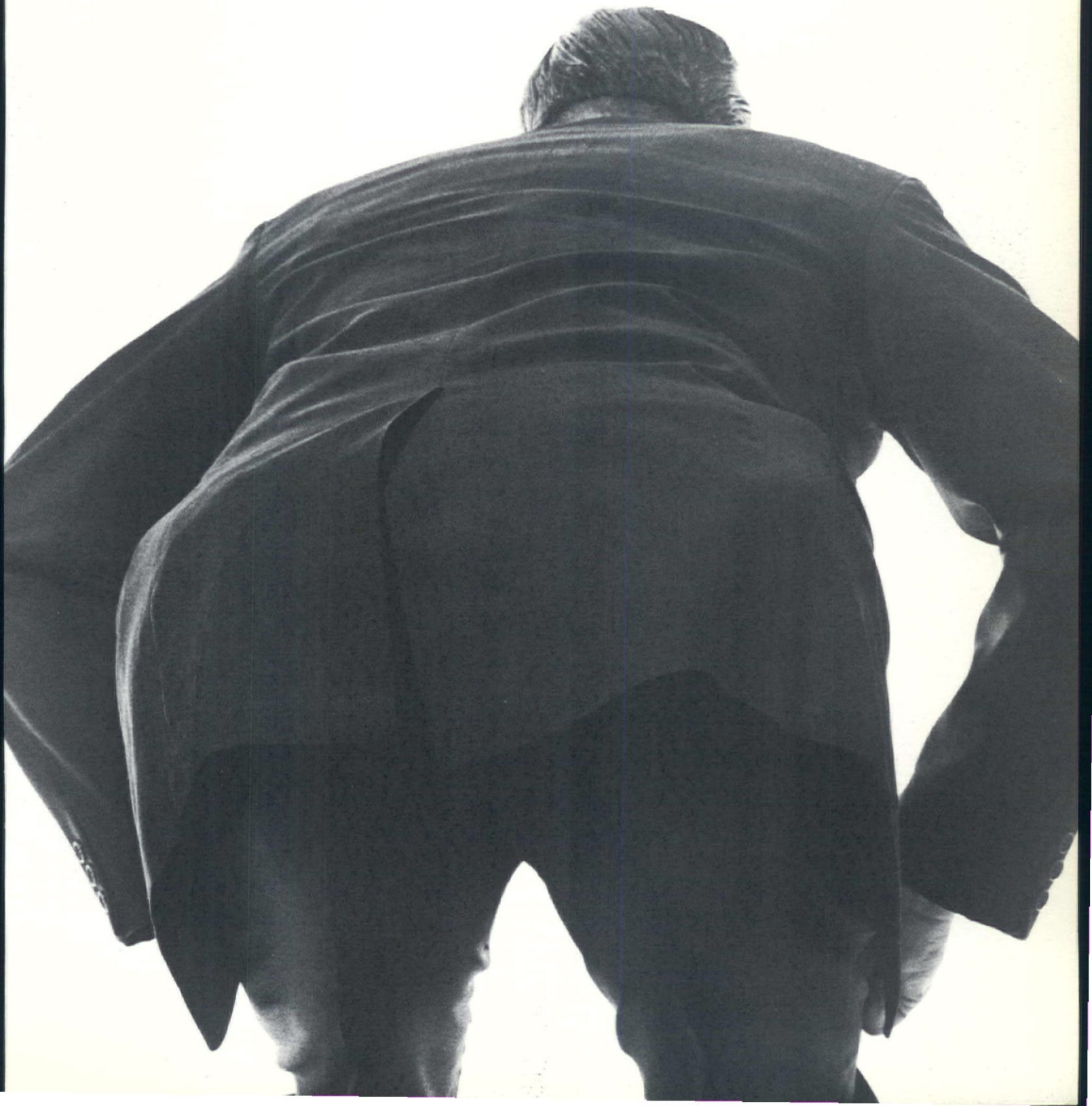
Here he comes again for the 43rd time today.



But that's what Goodall Fabrics are here for.

Up, down, turn, twist, scrunch. Forty times a day and sometimes more, active office furniture takes a beating.

But woven Goodall Fabrics love it. In fact they positively "bloom" under pressure.

use...in offices and theaters, buses and airplanes!

They're beautifully styled to coordinate with each other in multiple color effects and plains as well as with any interior decor from boats to boutiques.

Best of all Goodall Fabrics are engineered to the exacting standards of Burlington Industries.

So up and at 'em gentlemen. Call 201-554-6228. We'll show you what Goodall Fabrics are here for...and why they're

THE J. L. HUDSON COMPANY

DETROIT, MICHIGAN 48226

EXECUTIVE OFFICES

February 21, 1966

Contract
Div. of Gralla Publications
7 East 43rd Street
New York 17, New York

Attention: Mr. B. H. Hellman

Dear Ben:

The two articles on carpeting in your February, 1966 issue are the best I have read in a long time. We would like to have these articles read by our sales and design staff, giving each of them a copy for later review.

Do you have reprints of these articles, or could you suggest a way in which we could obtain 25 copies. The articles referred to are "Carpeting" by Irving Leos and "Carpet Case Study" by Paul Einstein.

Incidentally Ben, I'd like to compliment you and your associates on your entire magazine, all issues. Besides being interesting, it is a great help to us in our business.

Best regards.

Very truly yours,

Sid Smith

J. S. Smith, Manager
Contract Division

Thank you, Mr. Smith. We're happy that you find CONTRACT so helpful to you in your business. We're planning to make it even more helpful this year.

Country Oak—Provincial design, Brittany finish.

Resort—Modern design properly scaled for smaller rooms.

Del Morro—Mediterranean inspired by Renaissance art.

Six reasons why you do better when you do business with Kroehler

1. You get quick understanding of your specific problem—whether it's refurnishing or a new installation—because we have longer contract experience than any other source (since 1893).

2. You get broadest selection of styles, sizes and colors because we are the world's largest furniture maker. You also get fashion leadership, because all styles come from the award-winning Kroehler Design Center.

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6. You get up to 5 years to pay—with a choice of financing plans through your Kroehler contract dealer.

World's largest furniture manufacturer

KROEHLER
CONTRACT DIVISION

do—Mediterranean style with an Italian accent.
viera—Classic beauty with accents of elegance.

Avant—Clean, sculptured, Danish feeling.

KROEHLER MFG. CO., Contract Division, Dept. C-4
666 Lake Shore Drive, Chicago, Illinois 60611

Please send me complete Kroehler contract information.

I am interested in ☐ new installation ☐ refurnishing.
☐ I would like information on your financing plans.

Name_____

Address_____

City_____ State_____ Zip Code_____

D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

- **Federal insurance for medical facilities**
- **$6-8 billion asked for hospital building**
- **Art stressed in government construction**

IT'S not just that there are more sick people — though there are, in a population of nearly 200 million that is just beginning to boom, burst and baby-out again. But, far more importantly for your business in the rest of this decade, there will be more sick people able to pay for better hospital and nursing care. This is due to both general prosperity and to the increasing number of Federal programs that will stimulate, in one way or another, facilities aimed at taking care of America's growing population.

Some programs seem little, some are large. Some are old and being refurbished. Some are brand new.

The current housing and urban development bills before Congress include a provision for a program of Federal insurance for group medical facilities. This includes both construction and equipment, for a trend that is spreading over the country. In addition, public groups are asking Congress to broaden the present program of insurance for profit-making nursing homes to nonprofit nursing homes. These latter already have one program of direct loans. Congress is also being asked to include nursing facilities in housing for the elderly projects insured by the Federal Housing Administration.

The Administration wants to finance a $6-$8 billion modernization program for city hospitals. The plan is for the U.S. to pay 2/5 of the cost, and insuring or making loans for another 50 percent. This is outside the confines of the present (and expanded) Hill-Burton hospital program, which has been broadened from new construction to modernization. The Administration estimates that a third of the nation's hospitals — or, 260,000 beds — are in an obsolete condition.

The pressure for up-dating these—which would mean both a hefty volume for interior renovation and new furnishings—traces directly to Medicare for the aged, which goes into operation in July. How mammoth this will be, how great the demands, are still somewhat speculative, but officials are braced for an onslaught of new requirements.

The hospital program would start with planning funds only in this first year, and go into its 10-year modernization activity in mid-1967.

Nursing home provisions of the Medicare legislation go into effect Jan. 1, 1967. This field has seemed in the past more promising than it has turned out to be for many; but now, the Federal underwriting is likely to put a firm base under this, and more private enterprisers are looking into the construction and operation of such units.

This year has seen both the first modernization grant under the 19-year-old Hill-Burton program, in which $160 million has been authorized for modernization and replacement in four years, and the first grants for nursing school construction, under the Nurse Training Act of 1964. These grants help build, renovate, and equip nursing school facilities.

Beautifying public buildings

Rep. Pepper (D.-Fla.) has introduced HR 12298, which would require that at least one percent of the money available to construct Federal buildings shall be used for decoration and beautification of the structures.

"Public buildings which are drab testify to a dearth of spiritual sensitivity," he says. This would encourage the creation of murals, mosaics, paintings, sculpture, ironwork, weaving, stonework, and artistic work in other media, he believes.

"I should hope that our public buildings would be not only monuments to our power but symbols of our appreciation of artistic achievement," the veteran legislator states.

Procurement savings estimate

General Services Administrator Lawson Knott, Jr., reports to the President that the Jan. 9, 1965 directive which placed a moratorium on purchases of new file cabinets and requiring a reduction in the purchase of office furniture saved $3.6 million in cabinet procurement, and $7.5 million for the second category —$3.8 million on furniture and $3.7 million on typewriters. Altogether, in 1964 the U.S. spent $77.8 million in this area, and in 1965, $66.7 million, Knott reported. The program is continuing. Departments are under instructions to use used and rehabilitated filing cabinets, office furniture and typewriters, and to retire records to low-cost storage space.

Use of interior designers

GSA likes to keep its staff busy. It doesn't advertise, but it does find that word gets around that it has designers on its staff who are "free" to the customer-agency. It gets enough calls, it is somewhat choosy. Where the job promises to be a long one, and it does not want to tie up personnel, it may refuse the work. In any event, it does not put a restriction on the use of outside interior design firms—the Federal Aviation Agency building here was one such; the new Lafayette Park complex of buildings now being erected here in colonial red-but-red brick is also an outside job. GSA gives the designer its guidelines, to use GSA spec furniture wherever possible. Often, where it turns down a request, the agency will simply wait its turn.

Whether it gets in on the pre-skin phase of the building, and thus can help select such architectural details as wallcoverings and colors, floor materials and design, or not, depends on the way the building contract was drawn up. GSA takes the job as the customer brings it in. (C)

Traditional beauty and modern carefree materials combine in the Chateau Lorraine group to give beautifully detailed frames and a long useful life. Ideally suited for outdoor furnishings, Chateau Lorraine on the patio, garden terrace or at poolside, will gracefully extend a warm welcome with easy and comfortable seating. Shown is the patio continental dining group. The table, twenty-six inches in height, is surrounded by low arm chairs with simulated rush seats.

Woodard

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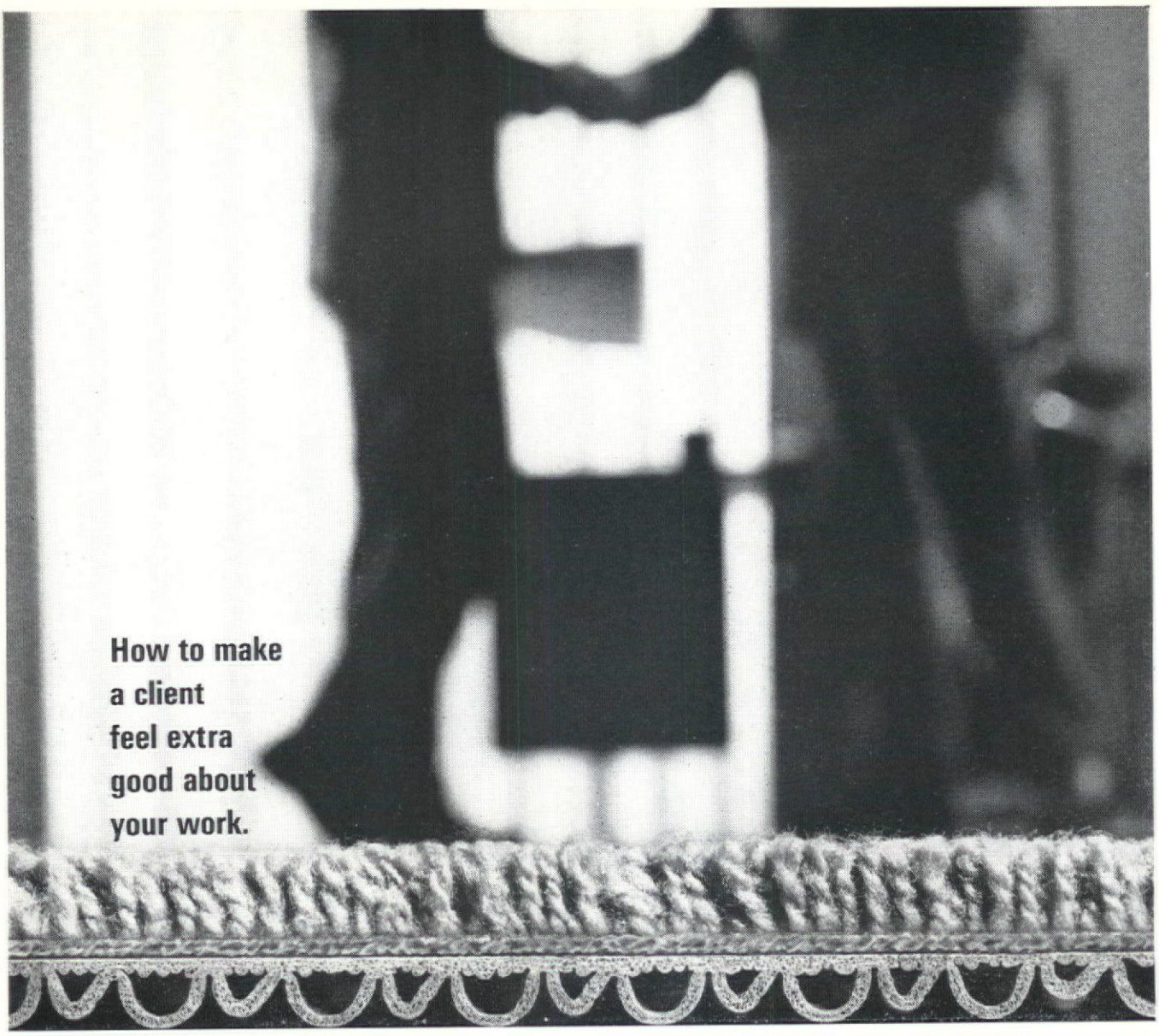
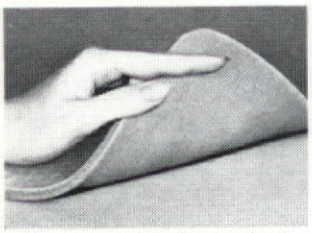
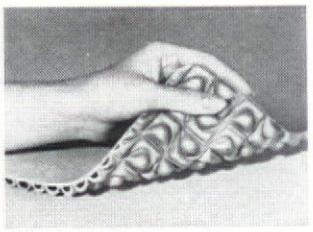


Put the luxury of B.F.Goodrich sponge rubber under his carpet.

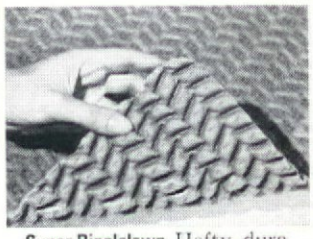
It's real luxury, too. Because the completely uniform cell structure of BFG's high-grade rubber ingredients give a unique plus in absorbing shock and resisting compression. All BFG cushion is guaranteed without time limit and it all has the exclusive Duraseal® finish that locks out dirt. You'll find a BFG cushion to meet every client demand and price range. Several are shown below. For information about the others in the line and samples, write, using your company letterhead, to: The B.F.Goodrich Company, Consumer Products Marketing Division, 277 Park Avenue, New York, N.Y. 10017. Or phone us. Our number in New York is 212—922-5100.



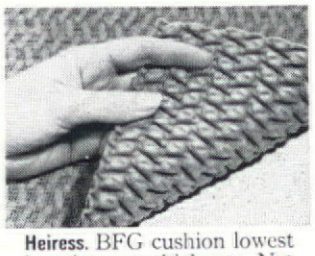
Springlawn. Medium-priced BFG cushion with a non-woven fiber-backing.



Double Cushion Plateau*. Firmness of flat with luxury of ripple. BFG exclusive.



Super Ripplelawn. Hefty, durable. Net facing for superior strength, easy installation.



Heiress. BFG cushion lowest in price, not thickness. Net facing, easy installation.

*Patent applied for.

B.F.Goodrich

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Take CLASSIC. So many people choose this practical and attractive Flintkote® floor, it's a love affair. Offices, schoolrooms, shops, laboratories — you name it and Classic™ Flexachrome® vinyl asbestos tile fits, beautifully. Available 9″ x 9″ (or 12″ x 12″ in some colors) in 1/8″ and 3/32″ thickness. Color goes straight through, wears longer with a smoother, tighter epoxy-fortified surface. In a *wide* range of colors.

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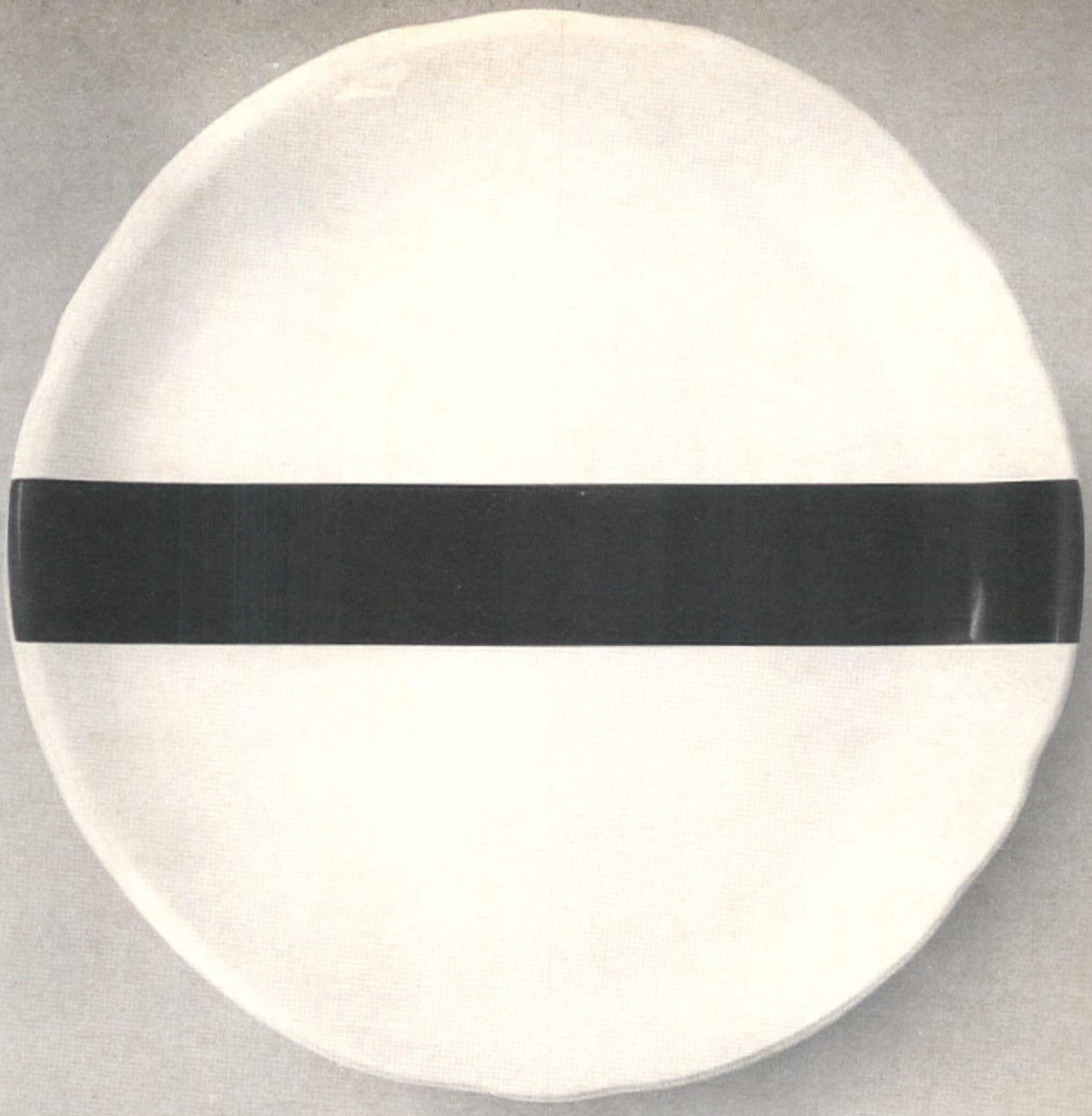

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Pure WHITENESS is the basic look of quality in china.

Only Jackson China has a body made of pure, 100% English Ball Clay... this is the Jackson secret of its "Whiter than White" quality so distinguishable from the greyed and muddy whites characteristic of ordinary china using only a meagre part of English Ball Clay, or denied it altogether. Naturally it costs us more to create a "Whiter than White" china, but we have more than beauty alone in mind when we use 100% English Ball Clay... this precious ingredient works harder too than ordinary clays... it contributes immeasurably greater body strength and the highest ratio of resistance to impact and chipping to our china... though it costs us more to give you china of TOTAL QUALITY and BEAUTY... it costs you no more to buy JACKSON CHINA! *Whiter than White, Italian Style

China featured is "Bold Chevron" designed by Dorothy Draper.

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C-46

CONTRACT BUSINESS: NOTES & COMMENTS

Artist-Craftsmen exhibition

For the fifth consecutive year, members of the Artist-Craftsmen of New York have been singled out for awards by their member craft society. More than 200 of the design entries are now on exhibition at the National Design Center.

Of the more than four hundred works submitted by society members, a jury of art authorities has selected thirty for awards and citations. Jury members in the 1966 exhibition chosen by the guild were Eugene Goosen, chairman of the department of art at Hunter College; Paul Smith, director of the Museum of Contemporary Crafts; and Barry B. Tracy, associate curator of the American Wing of the Metropolitan Museum of Art.

Awards are issued in categories that represent the major crafts: ceramics, sculpture, textiles, jewelry, and work in enamel, glass, metal and wood. The Just Lunning Memorial Award was presented to Robert Filipek for a leather and steel swing chair.

Is Contract Impersonal?

The secretary with the L-shaped desk will be obsolete in 10 years . . . there will be typewriters you talk into . . . files out in the country in bomb proof vaults . . . letters photostated instantly and flashed on walls . . .

These were some of the events forecast by Albert Herbert, AID, New York, in a discussion on contract vs. residential design at the February meeting of the Eastern Pennsylvania Chapter of the AID in Philadelphia. Mr. Herbert postulated that the growth of the contract market in the past 25 years is but a small indication of what is yet to come.

"Most firms, even very large ones," he stated, "have not established a buying policy for furnishings. They are relying on the contract professional to set this policy. The contract designer holds the key to a very complex field. He is a new species to the corporate structure—a problem solver—directing the purchases of huge corporations.

"All of us must face facts," Herbert continued. "We know the wholesale price structure, and the protected source is fast falling by the wayside. The trend is to corporate clients who prefer to handle the discount themselves, and large source firms are accepting company checks. This relieves the designer of taxes and financing—and free to design, which is of ultimate importance," Herbert stressed. "We are getting our design fee—not acting as a clearing house."

Inez Croom, AID, New York, rallying for residential design, spoke out against the impersonality of her contract counterpart. The personal touch or the association with private clients cannot be dismissed altogether, she argued. "I want to know how they live, how they will use every room—and I like to buy and sell."

"I helped to restore a church once," she added commenting on one of her few 'commercial' jobs. "I told them I would do it on a cost plus basis. When it was completed, they sent a check for twice the amount."

Contract carpet production

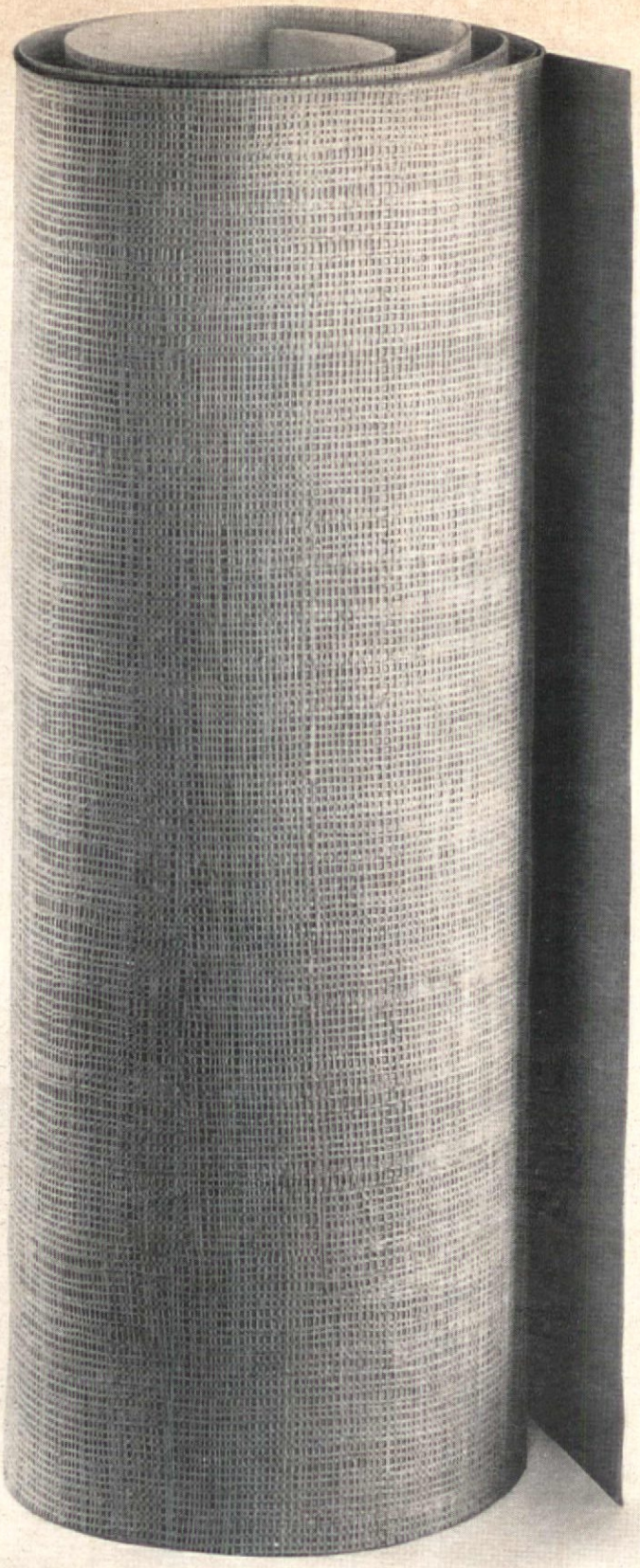
U.S. carpet mills produced 260 million square yards of carpet in 1964, according to the American Carpet Institute. An estimated 25 percent of this output was for contract applications. The Institute added that 85 percent of total production for the year was in tufted carpeting.

Ghana: business as usual

The hazards of extending business operations overseas were recently demonstrated to the plan/design firm Saphier, Lerner, Schindler, Inc. The firm has a number of overseas projects —one of the most extensive being that for the former government of Ghana headed by Nkrumah, which involved work for the Ghanaian Ministry of Health and Ministry of Agriculture. At the time of the military coup which overthrew Nkrumah, the various SLS projects in Ghana had already passed early planning stages and there was apprehension as to whether or not the new leaders would recognize the former government's commitments. The entire project was in doubt for a number of days, but a phone call from the SLS representative in Rome brought good news. He had received assurances from the new military government of Ghana—decidedly pro-American—that the SLS programs drafted with the former regime would be continued.

All-Steel's new Mart showroom

Virginia Hawley, AID, has created a handsome setting for All-Steel's new showroom and office at Suite 1177, Merchandise Mart, Chicago. On display are basic furniture models and sizes, all coordinated in a range of colorful finishes. The display was planned to provide a pleasant, quiet atmosphere for designers and clients. Two views of the spacious showroom are illustrated (see cuts): the entrance, with Tower of Industry oil painting by Max Kahn; panoramic view of main display area. (**C**)



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Money.

McCordi gives your customers—residential and contract—all the fashion and function they want from a fine vinyl wallcovering. McCordi vinyl textures and patterns look like, feel like—act like the high priced spread—even top them when it comes to performance. You can specify McCordi with Tedlar® super-stain protection by DuPont, for areas where maintenance is a problem. McCordi, gives closer, smoother seams, sharper corners, in less time—for less installation costs. When it comes to the high price look, and performance, McCordi has it, at prices that will make you say, "Vive le difference!" For new master swatchbook including 275 samples and specs, write on your professional letterhead. Dept. C, The McCordi Corp., 707 Fenimore Road, Mamaroneck, N.Y. 10544.

McCORDI

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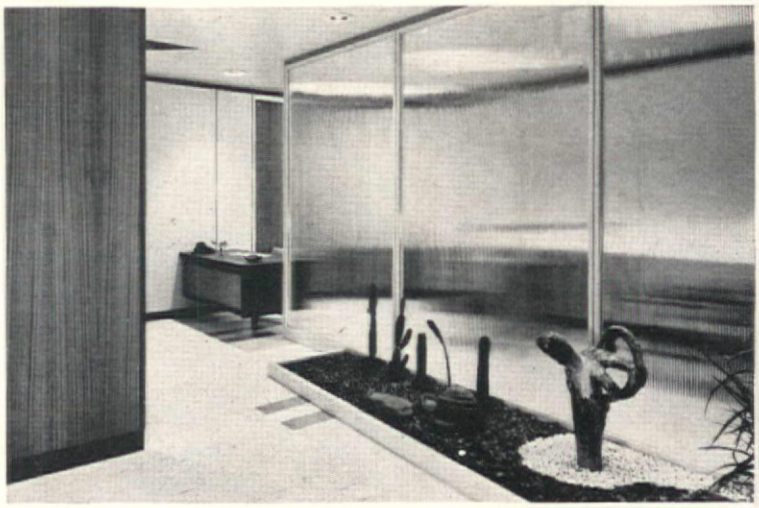
Translucent, light diffusing glass provides architects, designers and decorators with an inspiring new medium that accents their abilities and creates partitions of lasting beauty and individuality. Right in so many places—so many ways—figured glass creates striking effects not possible with any other glazing material. And Mississippi makes available a wide variety of patterns qualified to solve any partition problem, while combining primary functions of transmitting light, yet adequately protecting privacy. See your Mississippi glass distributor.



(Top)—New PROFILITE channel glass, attractively employed in office partition of Henry A. Corsini, Bankers Insurance Building, Macon, Georgia.

Rhythmic partition of Mississippi glass glazed in Hauserman movable partition. Photo courtesy The E. F. Hauserman Company, Cleveland, Ohio.

MISSISSIPPI GLASS COMPANY

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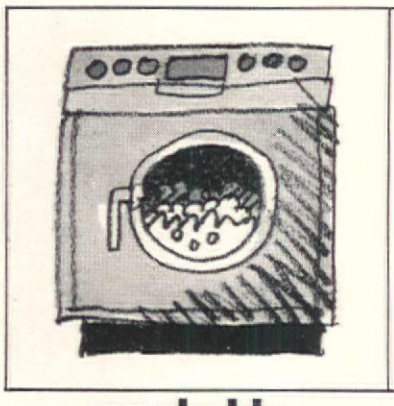
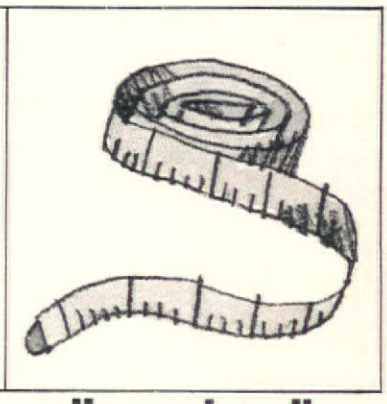
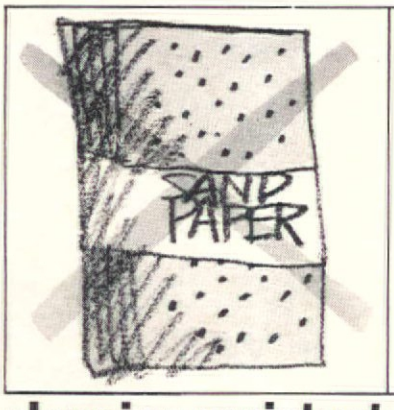


washable

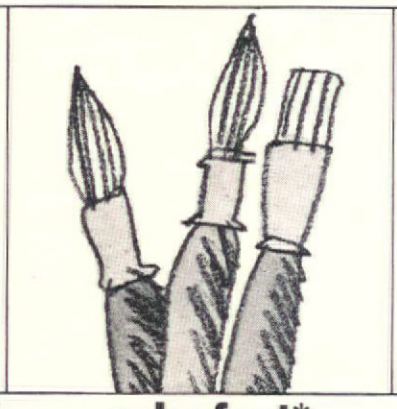
dry cleanable



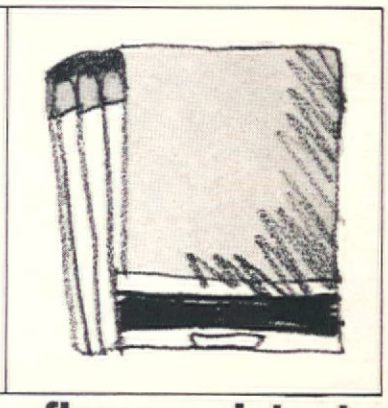
dimensionally stable



abrasion resistant



colorfast*



flame resistant

before they can be certified

ROVANA

CERTIFICATION MARK

These are six excellent reasons why draperies made with Rovana fabrics are specified by the country's leading architects and interior designers for hospitals, schools, retirement homes, office buildings and other important new high-rise structures.

Only first-quality fabrics that are constructed with unique Dow Saran Flat Monofilament in the warp and pass Dow's high standards of performance may display the Rovana certification mark.

Now turn the page and watch Rovana fabrics take off.

*excluding natural fibers

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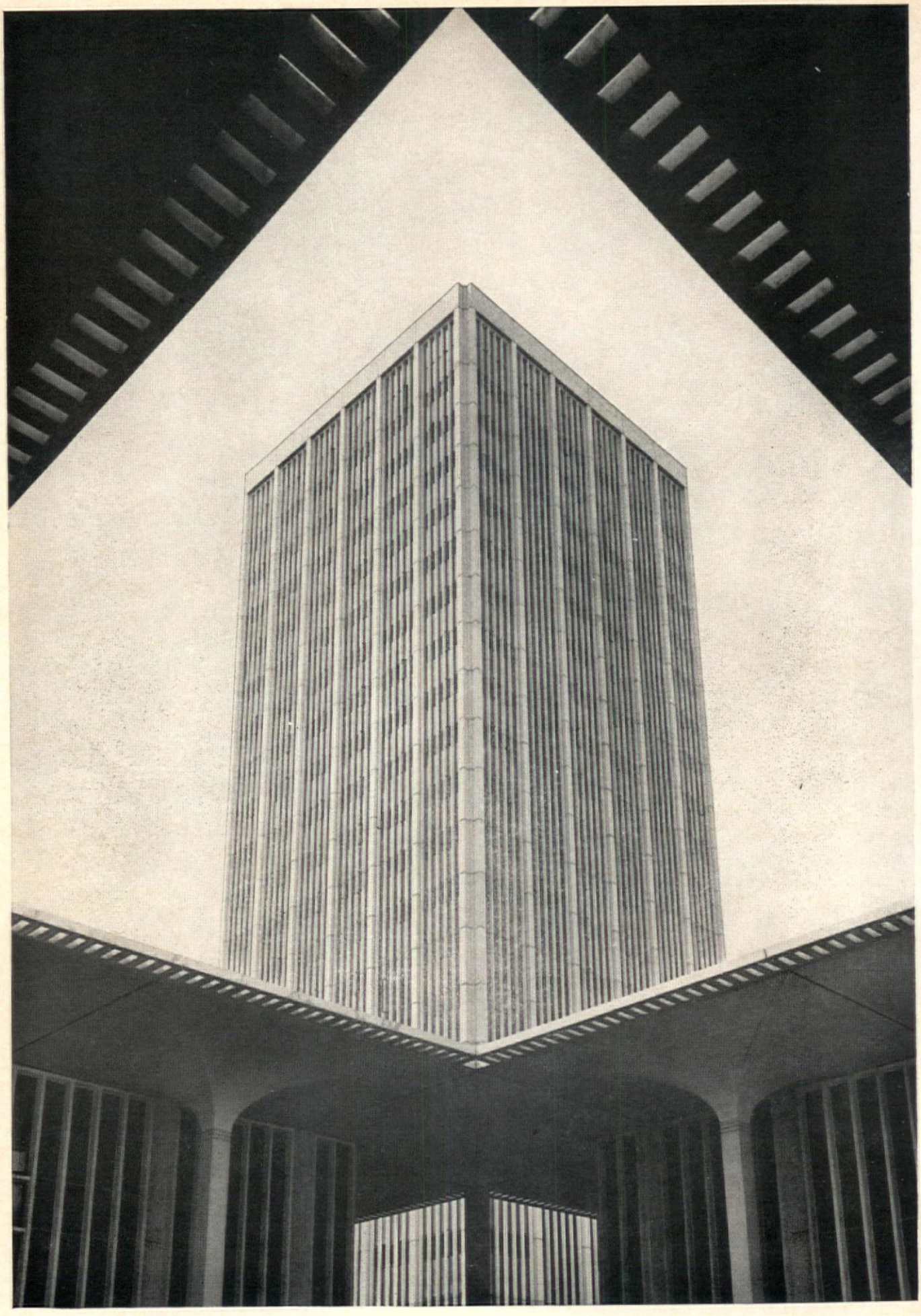


Rovana fabrics go up in the world...

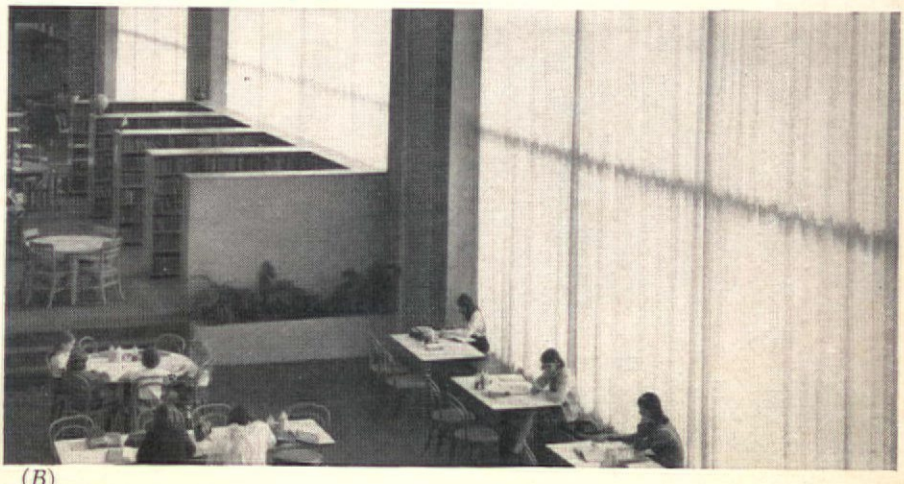
and make a beautiful world of difference

(A)

ROVANA

CERTIFICATION MARK

(B)



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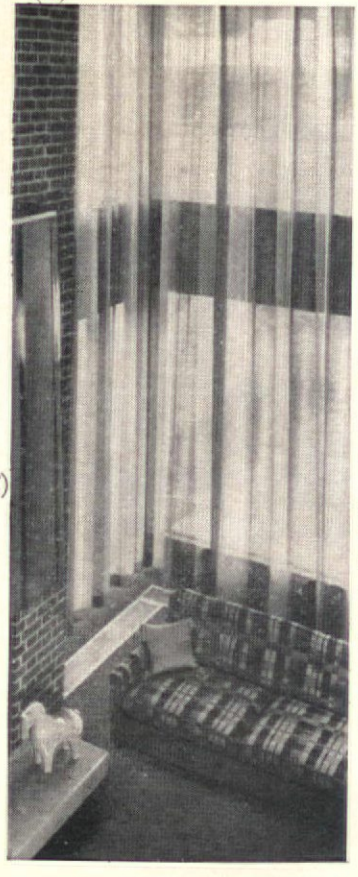

Rovana certified fabrics have really zoomed! Proof: this exciting 22 story State University dormitory in Albany, N.Y. (opposite page)—a new concept in high-rise student living designed by Edward Durell Stone for The Dormitory Authority, Clifton C. Flather, Director. Rovana fabrics from Dazian's, Inc., were approved from top to bottom and throughout areas of the University by Edmund D. Wood, Jr., A.I.D.

Rovana drapery fabrics are as varied as they are versatile. Choose from a wide range of colors, patterns, and textures. Dow's Rovana certification mark is your assurance that every fabric you choose will perform *beautifully.*

Interiors shown: (A) Lobby of San Francisco Hilton Hotel. William B. Tabler, F.A.I.A., architect. Interior designer David T. Williams, A.I.D., selected Schumacher's open-weave casement cloth, a Rovana certified drapery fabric. (B) Hutchinson School, Memphis, Tennessee. Office of Walk C. Jones, Jr., architects chose a Rovana certified fabric from Carole Textile Co., Inc. (C) Day Room of Meadow Lakes retirement community, Hightstown, N. J. Richard J. Chorlton, A.I.A., architect. Interior designer Andrew M. Baird, A.I.D., chose a Rovana certified casement fabric from Huntington Products.

THE DOW CHEMICAL COMPANY DOW

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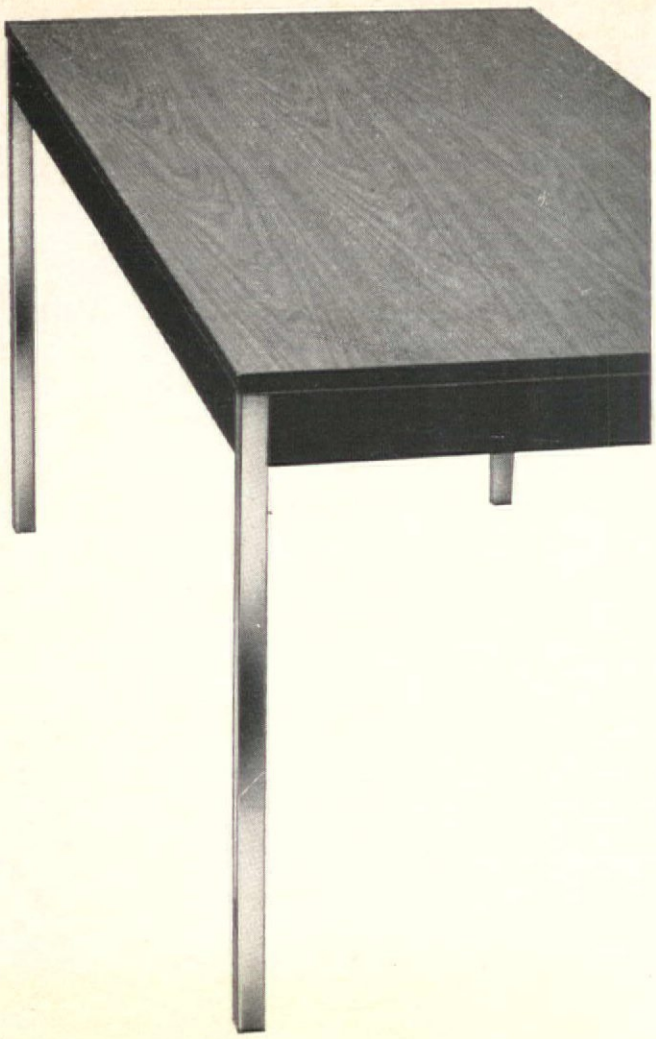

Folded

...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.

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If it folds, ask HOWE

REGIONAL SALES OFFICES AND SHOWROOMS IN MAJOR CITIES

Circle No. 25 on product information card

CONTRACT NEWS

A proposal to consolidate the TUFTED TEXTILE MANUFACTURERS ASSOCIATION and the AMERICAN CARPET INSTITUTE into a new association will be submitted to members of both organizations. TTMA members will bring their considerations to a vote at the annual meeting in Florida, May 8-11. Favorable action by both groups will be necessary to effect a consolidation, which if approved would maintain ACI headquarters in New York and TTMA in Dalton, Ga.

VENINI LTD., formerly located at 377 Park Avenue South, has moved to 16 East 39th Street, New York City. The new 6,000 square foot facility will house a ground floor showroom, and an architectural display and executive offices on the second floor.

HUGH ACTON CO. has consolidated its entire operation in a new expanded plant at 420 East Ten Mile Road, Pleasant Ridge, Michigan. The new facilities incorporate both the wood and metal divisions of Hugh Acton and AMV, with Emil Niemchak in charge of orders and expediting, David Curtis handling quality standards and control, and design and development continuing under Hugh Acton.

The decorative accessory designs of IRVING B. LAST ASSOCIATES, INC. are being shown at the Homemakers Guild, Minneapolis.

COLE OFFICE FURNISHINGS, a division of Litton Industries has opened a 3000 square foot regional showroom at Empire Center, 8383 Stemmons Freeway, Dallas.

JASPER CABINET CO., Jasper, Indiana, has accquired an additional local production plant for the manufacture of its line of occasional furniture.

KARL STEINHAUSER, AID, has opened his own consulting offices at 3270 Lake Shore Drive, Chicago. Formerly manager of the interior design department of Simmons Co., Mr. Steinhauser will serve as consultant for contract installations, show floors, publicity settings, and applied interior design services.

THAYER COGGIN has opened an institutional showroom at 145 East 57th Street, New York City.

Furniture manufacturers leased a record $14 million worth of industrial and office equipment in 1965, a gain of 16% over 1964. Brooks Walters, Jr., president of UNITED STATES LEASING CORP., reported that the gain was part of an all-industry trend that saw total equipment leased last year reach $1,348,000,000, an all-time one-year high, not including autos, trucks, or real estate. Major reasons for the spurt in leasing, according to Mr. Walker, were increased plant modernization resulting from strained production capacity and increased tightening of the money supply.

HANK LOWENSTEIN has opened a new showroom in San Francisco in Jackson Square at 714 Sansome Street. He was formerly located in the Western Merchandise Mart.

PEOPLE

SUZANNE HUGUENIN has joined the Larsen Design Studio as special design consultant. She will act in an advisory capacity to Jack Larsen International, with special emphasis on promotion and development of sales. Miss Huguenin will maintain her association with La France Industries.

CHARLES PONDER has joined Patchogue Plymouth Co. as sales engineer for polypropylene products.

JOHN S. WATSON and ALAN B. BROOKING were appointed to new positions at Kirsch Co. as part of the company's expanded sales service program for the Architrac hardware line for commercial use. Mr. Watson, who previously served as sales representative in the company's Chicago branch, will now be available for architects, interior designers and builders in the central states area. He will work out of the Kirsch showroom in the Merchandise Mart. Mr. Brooking, formerly associated with a commercial drapery firm in San Francisco, will be architectural representative in the western division.

WARREN G. HIRT has been named to the new position of eastern sales manager for All-Steel Equipment Inc. He will maintain headquarters in Aurora, Illinois, and be responsible for sales in New England and central and southern Atlantic states.

VIRGINIA SPEAKER has been named consultant to the trade for the contract division of Carson Pirie Scott Co., Chicago.

EUGENE J. LUSTBERG has been appointed secretary of Dazian's Inc., world's oldest theatrical and decorator fabrics organization.

PETER MARTORANA has been appointed representative of the Riverdale drapery fabrics line and the Scroll Products coordinated bedspread line, to work exclusively on institutional and hotel/motel contract supply firms.

WALTER WIESMILLER has been appointed director of sales at Polyplastex United, Inc., Union, N.J.

JOHN J. DACEY and COLIN W. MOORE have been named sales representatives for Vileau vinyl fabrics by the Fibers and Fabrics division of Union Carbide Corp.

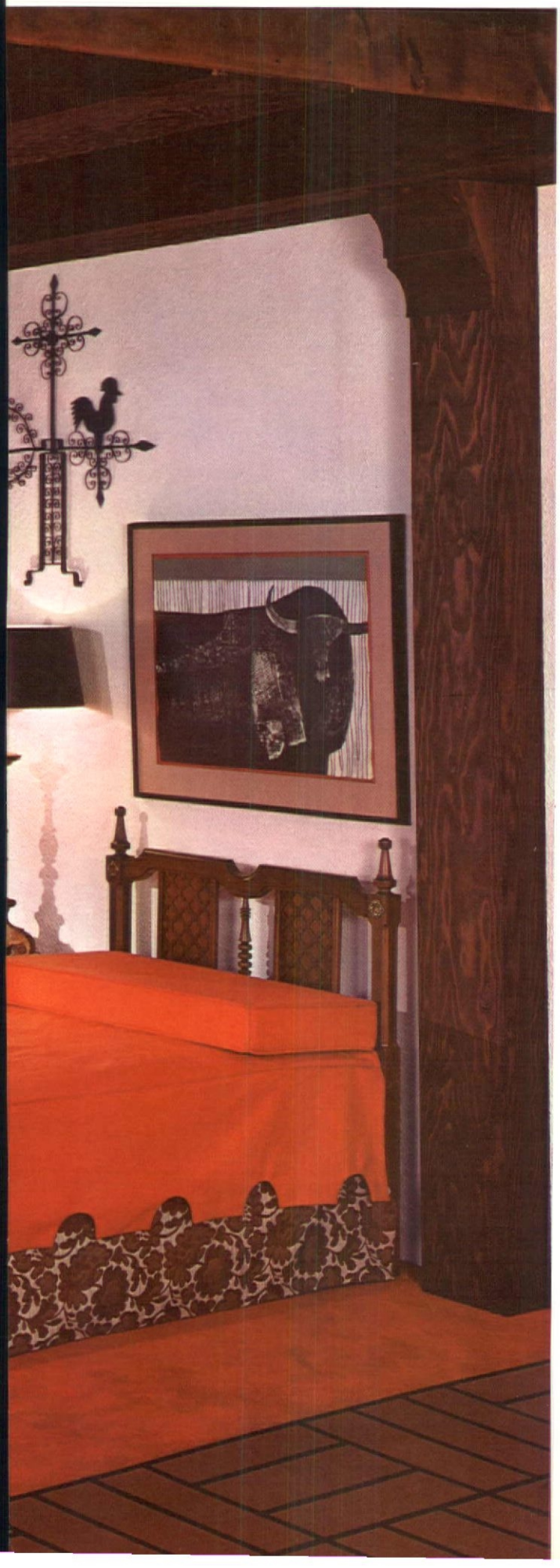
RICHARD H. BARKER was appointed director of marketing by Kenneth M. Young, Inc. for expansion of the firm's custom Formica furniture lines sold throughout the west by custom contract furnishers.

LAU AABLING has resigned as national sales manager of Royal System, Inc., and joined Egetaepper, Inc., Danish manufacturer of rya rugs, as overseas export manager. He will make his headquarters in Hernung, Denmark, with frequent trips expected to the United States.

Circle No. 27 on product information card

Castillo - Classic Spanish

furniture from Simmons



Olé! Bright, exciting, clacking with the spirit of Spain

Crisp Spanish design with a trace of Moorish ruggedness. You'd expect to find a set of castanets in the top drawer.

New Simmons Castillo is solid cherry, expertly distressed and finished in a rich brown tone to give it the appearance of rough, aged elegance. The weathered-green brass hardware seems to have endured a century of stiff Mediterranean breezes. Tops are subtley laminated in Parkwood Burl that simulates expensive banded inlay.

Could you dare risk this elegance on luggage-tossing travelers? Si! Nothing short of a bullfight can mar the high-pressure Melamine laminate that protects all the surfaces. Moreover, all drawers are hand-fitted with dove-tail joints and center guides in the tradition of the finest cabinetware. After forty-one years in the craft, Simmons will not tolerate shortcuts in material or manufacturing.

Simmons' Castillo demonstrates how good taste and practicality are thoroughly compatible in fine furniture for heavily traveled hotels and motels. And, of course, it's equally compatible with any construction or redecoration budget. We offer the CFA Plan, our own American Acceptance Program, Extended Terms Plan, and Leasing Program to suit your financial requirements.

Use the coupon below to request your complete catalog of Simmons' Guest Room Furniture available in a variety of classic styles. If you like, the catalog can be delivered by our trained furnishing engineer who will assist you in the plans for your new accommodations.

Simmons Company
Contract Division
Merchandise Mart
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EFGH-1

Gentlemen: Please send me your new 6-page catalog of guest room furniture.

Name:_____ Title:_____

Name of hotel, motel or company:_____

Address:_____

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☐ Please have a representative call

SIMMONS

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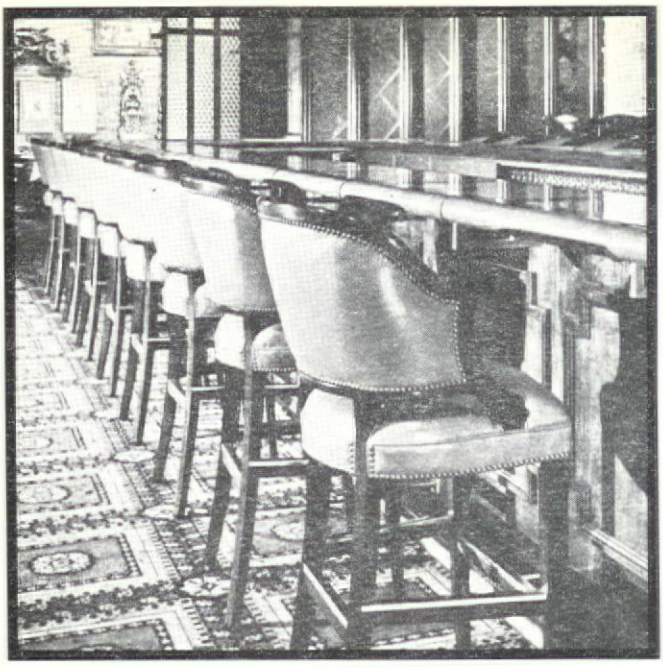

CHAIRS "MAKE" THE ROOM

. . . and Charlotte makes the chairs that can "make" the room for you. Design, character, mood, effect all come to a focal point in the chair you select, whether it's in a restaurant requiring a hundred chairs or a club lounge requiring but a few. Fifty years of chair-making experience has given Charlotte an insight few chair manufacturers can match. Whatever the chair job, no matter how large or small, you can bank on Charlotte to give you just the design to "make" the room the way you want it.

Send in for our contract catalog today. You'll find a wide selection of chairs to consider for your contract work. And remember the pictures you see in the catalog will be just a start.

charlotte chair company
CHARLOTTE, MICHIGAN

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CALENDAR

1966

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 28-May 1. American Institute of Interior Designers Semi-Annual Conference, National Board of Governors, The Shamrock Hilton Hotel, Houston.

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. Southern Furniture Market, High Point, N. C.

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

July 18-22. Atlanta Furnishings Market. Merchandise Mart, Atlanta.

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.

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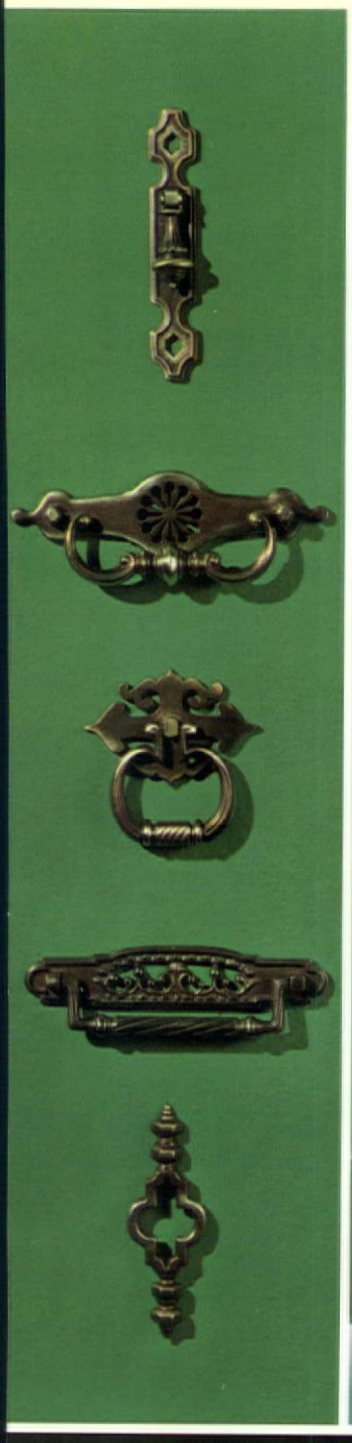

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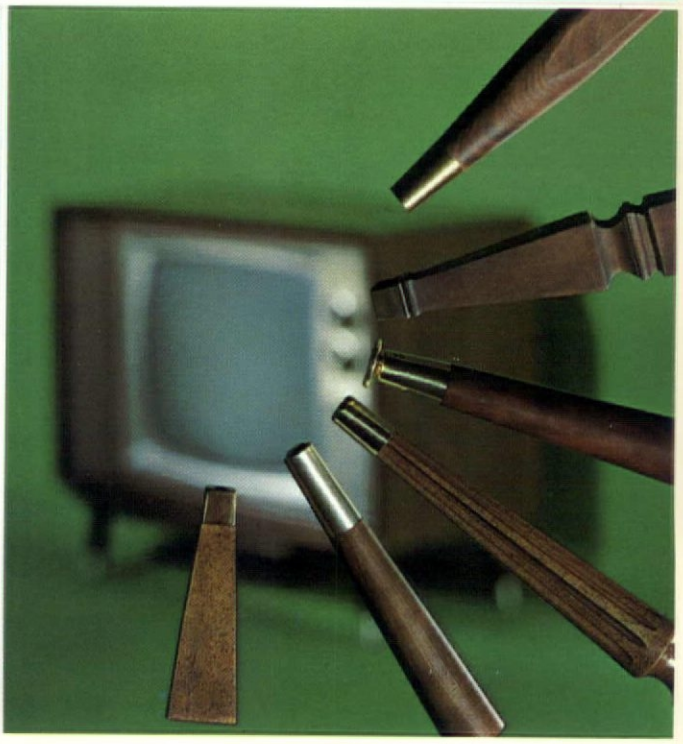


JUTE CARPET BACKING COUNCIL PUBLISHES RESEARCH REPORT

Exhaustive testing by the Jute Carpet Backing Council on the characteristics of jute backing have yielded some interesting results. Jute backing is a structure with extraordinary physical balance, so that it has relatively equal strength in both warp and filling directions. These properties are said to obviate the need for special handling or reduction in tension while stretching in either direction, or even diagonally.

Combination of high break strength and low extensibility of jute backing was found to assure a permanently firm carpet installation, even after years of wear.

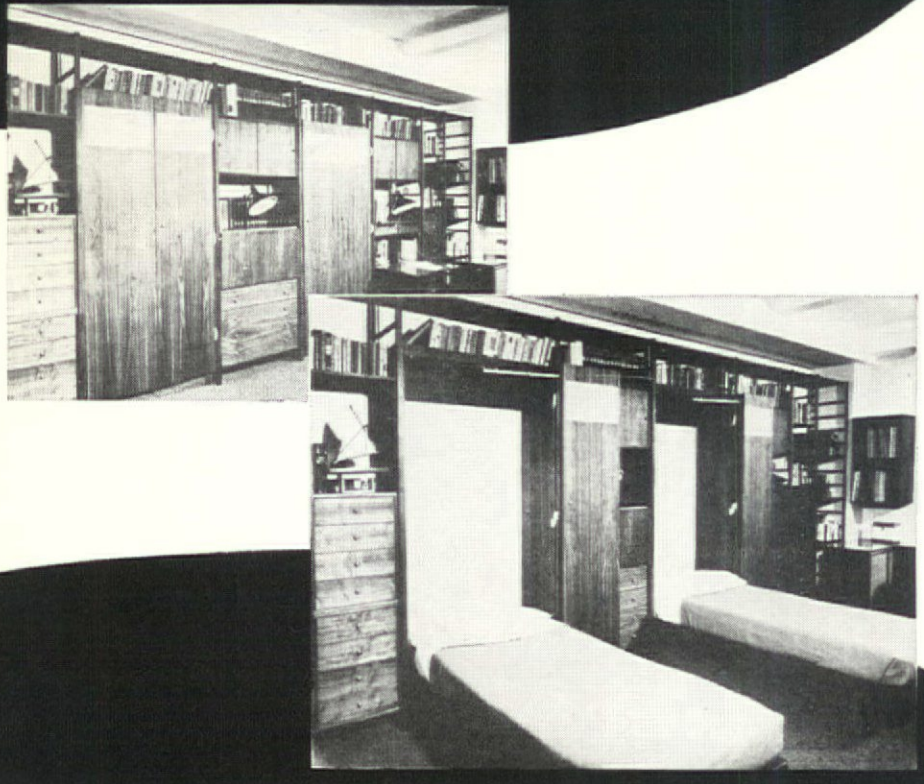
Breaking strength of jute has a range of 100 to 150 pounds in the warp direction, depending on the weight of the carpet fabric, and only about 20% less breaking strength in the filling direction. These high minimums are said to provide a margin of safety which protects against splitting even under extreme conditions.

At the same time, jute has extremely low extensibility, or stretch under load, according to the Council, insuring against distortion from tension. Extensibility, however, is sufficient to enable it to "bump" handily over gripper pins during installation of carpet by the tackless method. Jute's extensibility, moreover, is said to remain almost constant at room, freezing, and water boiling temperatures, an advantage that shows up strongly in the tufting, dyeing, installing, and commercial cleaning of carpets.

Jute-on-Jute double carpet backing is a completely compatible structure, according to the Council, both backings having similar physical characteristics, so that the properties of one layer simply enhance the properties of the other.

The Council has issued a report on jute in comparison with other types of backing, the first in a series of research studies. Copies of these reports are available from the Jute Carpet Backing Council at 160 Broadway, New York City. (C)

Luxurious DECEPTION...



Whether installed in a wal component system as pictured furnished with our own new line of stock armoires, or built into a closet there is no substitute for a Murphy Bed

Such features as real sleeping comfort, ease and simplicity of operation, durability, and safety have never been equaled in sofa beds or so called wall beds. With a Murphy Bed you can use your own standard size inner spring mattress and even put the bed away fully made up for immediate use

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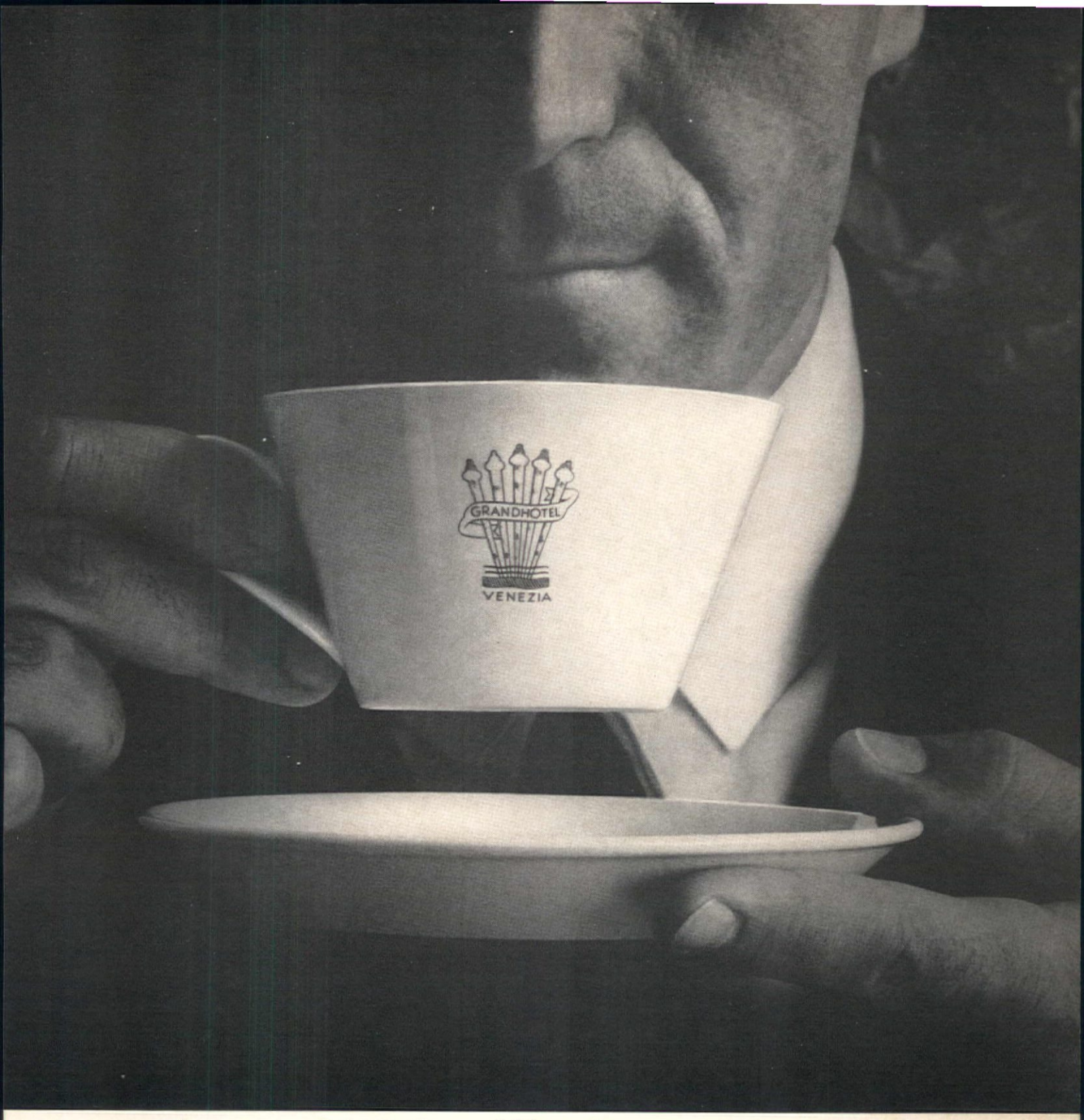

There are 2,169 Grand Hotels around the world. Is Fairwood China right for all of them?

There is a Grand Hotel du Gare we recall in a sooty suburb of Lille. Frankly, this is not Fairwood's cup of tea.

Also an albergo (terza categoria) of the same name outside Naples. This is not what Heinrich Loeffelhardt had in mind when he designed Fairwood.

Not that it can't take this sort of down-to-earth existence. On the contrary, it's vitrified during a first firing at 2600°. The second firing makes it so hard and scratch-resistant that it could easily hold its own in that life.

The point is, those Grand Hotels don't need all the Gold Medals from the Milan Triennale that Fairwood has won. By and large, their clients are more concerned with the function than the aesthetics of dinnerware.

But your clients... the exclusive hotels, restaurants and clubs, the new office buildings and institutions that you specify for... provide a setting where Fairwood's design (as well as its functional superiority and unusual brilliance) can add a superb accent.

And of course, like the Grand Hotel in Venice, your clients can have any decoration they choose fired in the glaze. Or select sparkling, pristine white and surround it with color in the napery.

We have a rather nice brochure in color that will tell you a great deal more about our china. May we send it to you? Write to: Tableware, Inc., Dept. CO-1, 11 East 26th Street, New York 10.

Lauffer

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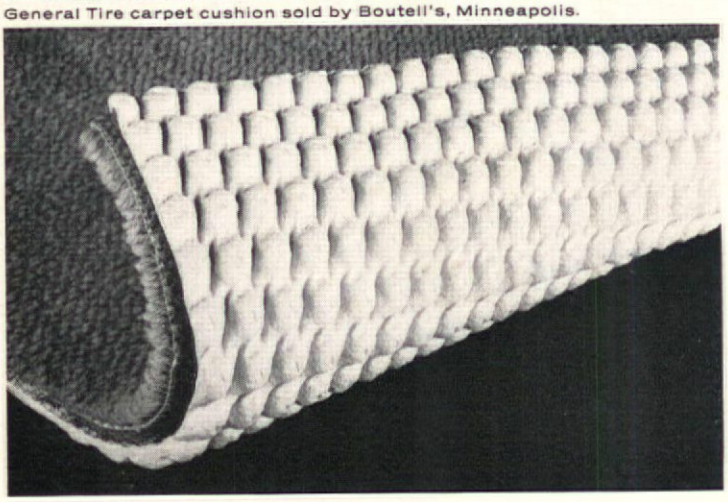
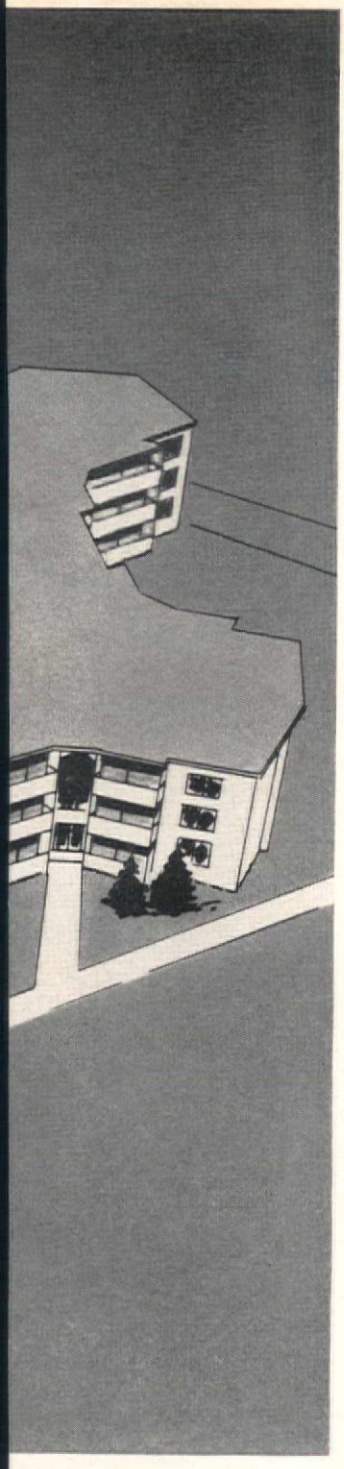
General Tire carpet cushion sold by Boutell's, Minneapolis.





General Tire Sponge Rubber Carpet Cushion scores 100% at Park 100, Minneapolis

Park 100, the new, luxury apartment complex in suburban St. Louis Park near Minneapolis, spares no detail for comfort. Its 15,000 square yards of General Tire Sponge Rubber Carpet Cushion adds new dimensions of comfort, quiet and longer carpet life to every suite. Not only do tenants benefit from this plush installation, but management is relaxed and happy, too. Because General Tire underlay will add years of service life, minimize complaints, safe-guard a long-term investment. General Tire Carpet Cushion tailors to fit the most unique floor plan . . . a full line of quality grades makes specification easy. Consider luxurious General Tire underlay for your next installation. You'll find it's not hard to score 100%.

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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

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Meanwhile, back at the Princeton Engineering Library

after millions of student footsteps, this carpet of Creslan® keeps its bright, fresh look.

In answer to an inquiry from another college, an official of the School of Engineering and Applied Science explained his satisfaction with carpeting of Creslan: "There is certainly no question as to the benefit to be derived through the reduction of noise. Furthermore, maintenance costs have been reduced and the appearance on the average is better than any hard-surface flooring."

Now, almost four years since installation, the daily grind hasn't paled the rich color or flattened the luxury pile of this carpeting of Creslan acrylic fiber. It has thrived on a minimum of daily vacuuming plus occasional spot cleaning. No moving of furniture, no shut-down of library operation. Other types of installation require frequent stripping, cleaning and refinishing. All these benefits give the most up-to-date reasons for checking acrylics before your next installation. And even more compelling reasons for choosing Creslan, the standout of them all. Creslan acrylic fiber is a product of American Cyanamid Company, 111 West 40th Street, New York.

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CYANAMID

Creslan®

LUXURY ACRYLIC FIBER

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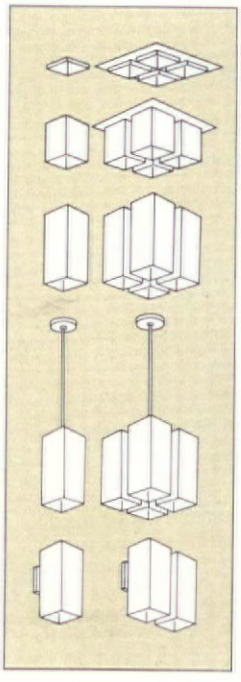
Ingenious combination { our Quadrille... your Imagination

Quadrille offers a fresh look in downlighting. Warm. Rugged. Clean. Square tubes of extruded aluminum, anodized in architectural bronze, express the lighting function with new strength and simplicity. Used singly, or in 12" x 12" quads that can replace a standard ceiling tile and be gang mounted, Quadrille makes possible an endless variety of patterns, allows you to design with light, to accent a feature, guide traffic, establish a mood—what you will. Each tube has its own internal reflector, can be used with a general service lamp or, for added punch, with an R-20 or R-30 reflector lamp. A range of variegated bronze shadings within each lighting cluster, inherent in the anodizing process, adds a note of warmth and richness to any installation. Quadrille: Another new lighting tool by Lightolier. See the Yellow Pages for the name of your nearest Lightolier distributor or write to Lightolier, Jersey City, N.J. 07305 for brochure 48.

Available in single and quad combinations in stem, surface mounted, semi-recessed, recessed and one and two-light matching wall brackets. Can be custom-cut to your specifications in exposed lengths up to 6'-6".



Quadrille, developed in cooperation with architects Javier Carvajal and Kelly & Gruzen, A.I.A. was first installed in the Pavilion of Spain, N.Y. World's Fair.

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BERKSHIRE/HATHAWAY INC., HOME FABRICS DIVISION

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

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Viva Certosa!

It's new! It's different! It's Certosa — one of 14 decorative ceramic tiles created in the Old World manner for Stylon's exclusive Designer Series. With its authentic shape, rich earth colors and antique surface, Certosa captures the charm of a Mediterranean villa... takes interior designs out of the ordinary. Certosa is a genuine ceramic tile... a rugged paver ideal for commercial, institutional or residential applications. Retains its original beauty indefinitely, requires little maintenance, never needs replacement.

CERTOSA: Available in unglazed Chocolate, Amber, Indian Red; glazed Green, Blue, Red, Gold (in photo above). For other patterns and applications in the Designer Series, as well as Stylon's complete line of standard and decorative tile, turn the page.

Stylon CERAMIC TILE

STYLON CORPORATION
136 Newbury Street · Boston, Massachusetts

Member: Tile Council of America; The Producers' Council, Inc.

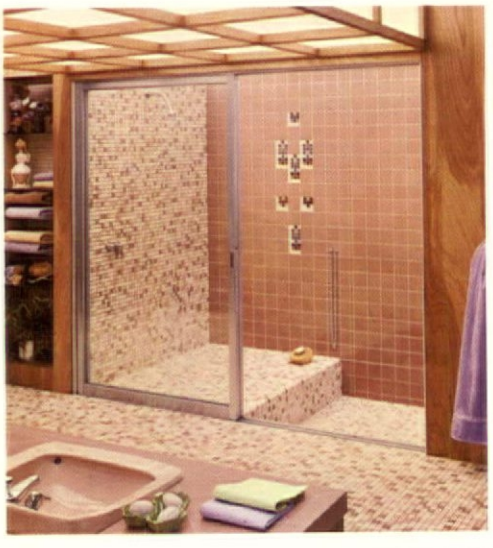
POM POM This perky wall tile blossoms forth into new dimensions in interiors. Subtle embossing transforms walls into focal points of interest. Size: 6" x 6". In green, yellow, pink, blue.

SMOKE PAVERS The mood is inviting with these glazed heavy-duty pavers setting the scene. Harmonizing colors and modular sizes present an interesting variety of design possibilities. Sizes: 3" x 9", 6" x 6". In blue, green, brown and chamois.

new...exclusive **Designer Series by Stylon**

a unique collection of ceramic tiles with a rare imported look

Searching for something distinctive...even unexpected...in floor and wall coverings? Stylon's new Designer Series of decorative tile ends your search. Reflecting Old World artistry and craftsmanship, this remarkable collection of genuine ceramic tile offers durability, ease of maintenance and achieves unusual design effects. Here are just two of the 14 dramatic styles available...ranging from sparkling bright-glaze pavers to exotic wall tiles with unusually textured surfaces. They will fit your plans perfectly for foyers, restaurants, fireplaces, homes, apartment lobbies, churches or other institutional structures.



Stylon offers over 30 varieties of standard and decorative tiles

. . . for floors, walls and countertops. In the foyer at the left, for example, Stylon bright-glazed Candy Stripe wall tile with subtly fluted surface is combined with Stylon Vinyl Bond flooring, one-foot squares of genuine ceramic tiles permanently embedded in clear vinyl. The unique sunken tub blends sparkling bright-glazed tile with beautifully textured mosaics in harmonizing colors. Over 150 colors and blends in the full Stylon line present countless design possibilities for any room. Matching trim shapes available. For complete details mail coupon below.

Stylon CERAMIC TILE

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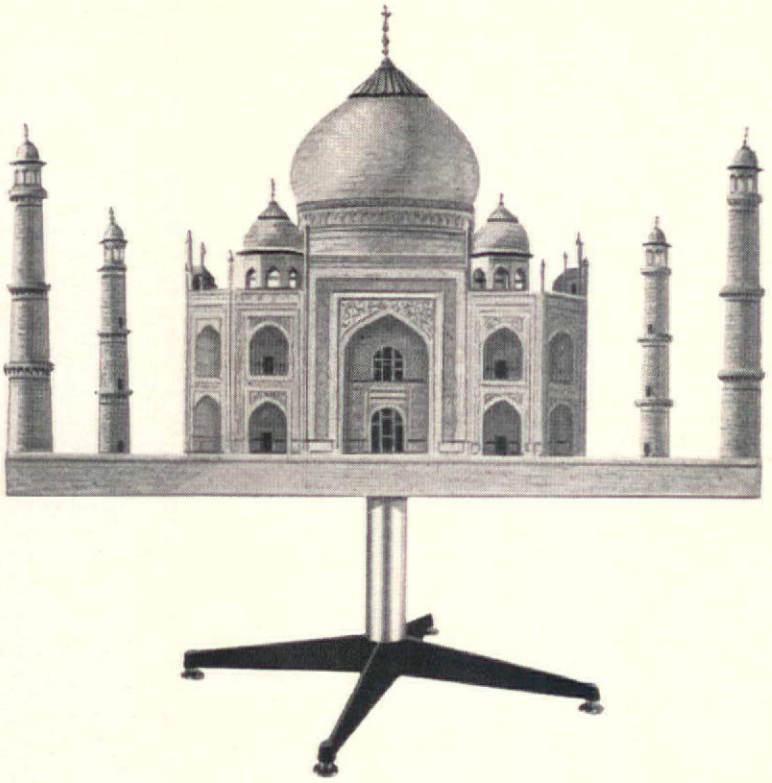

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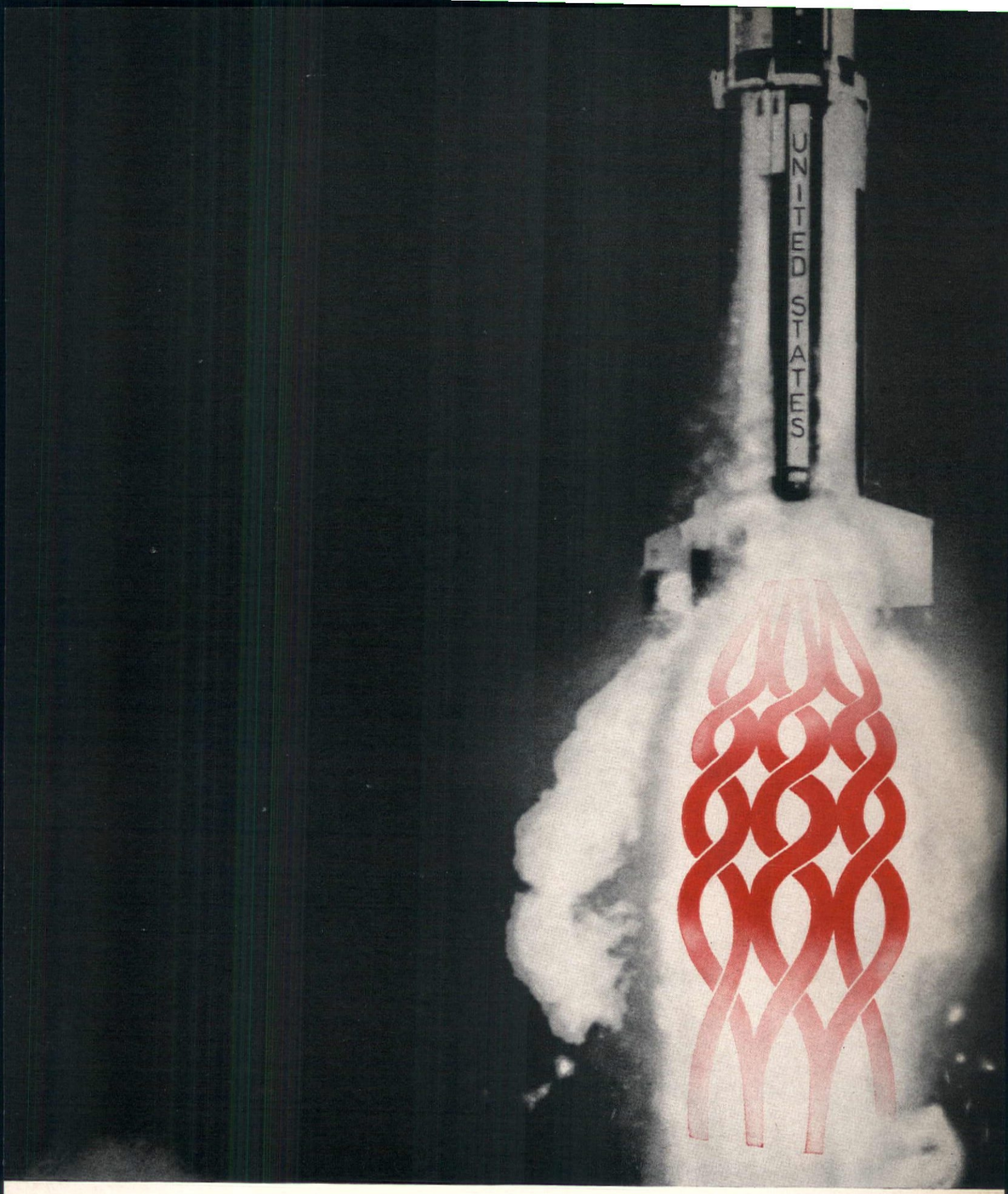

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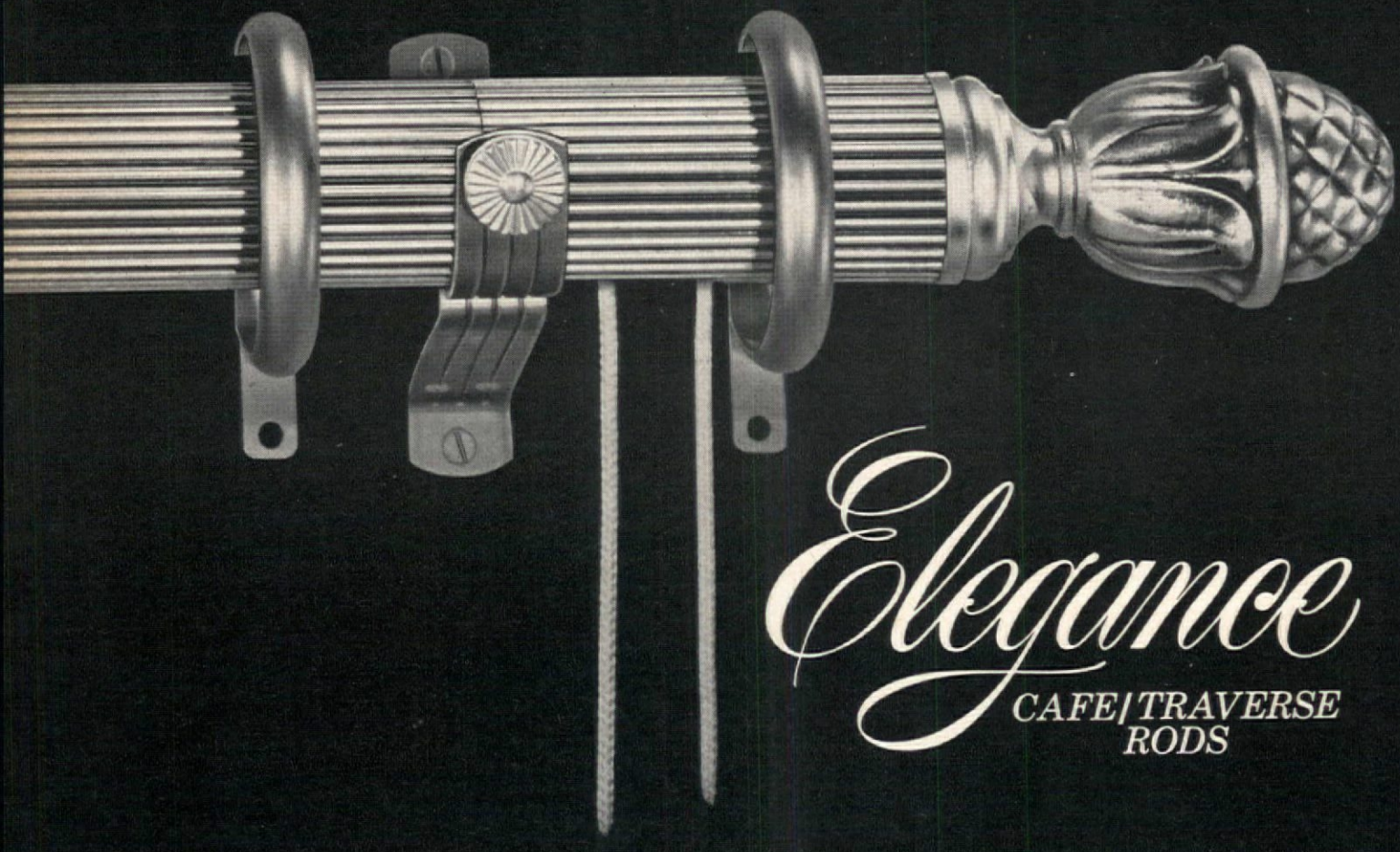

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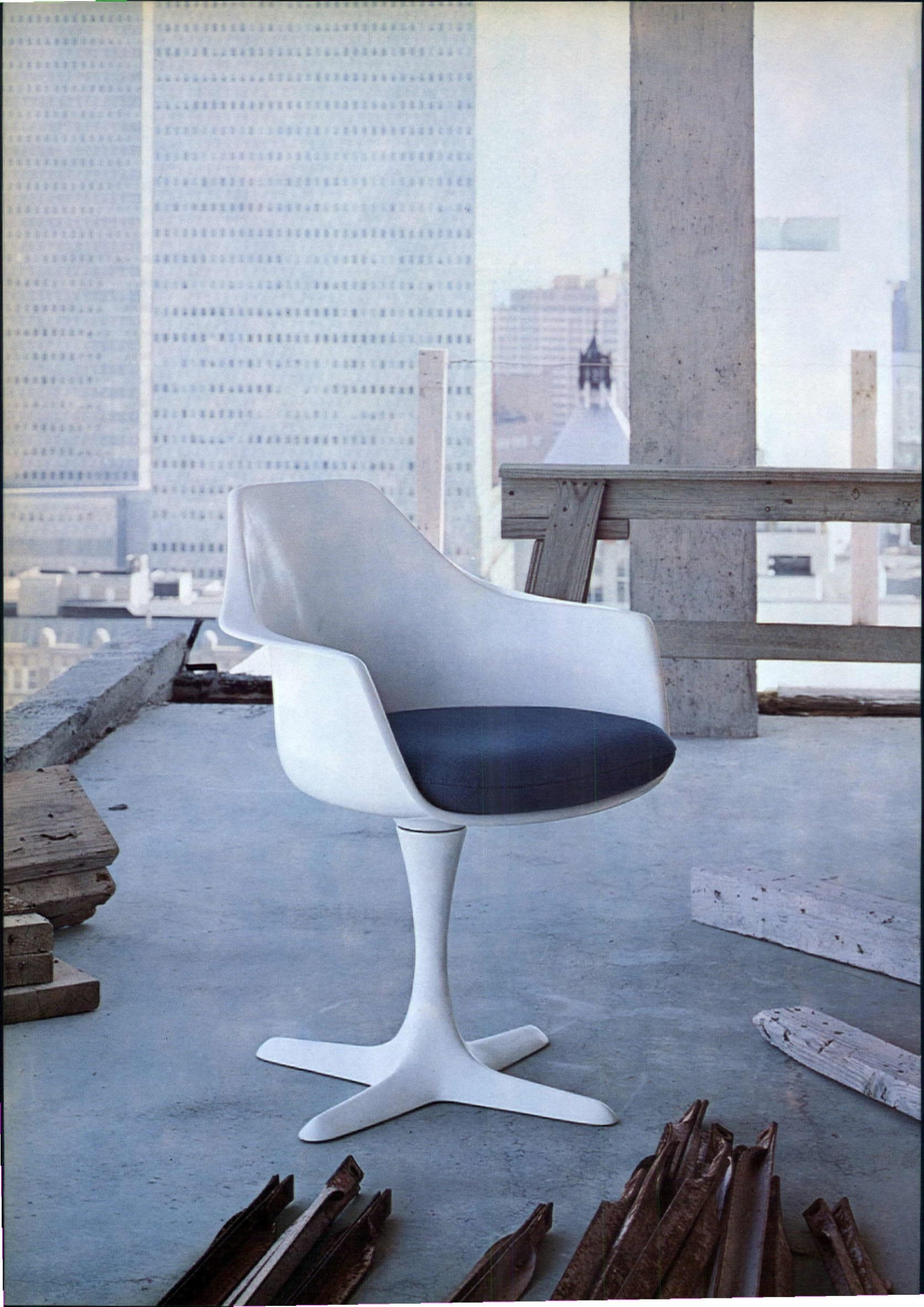

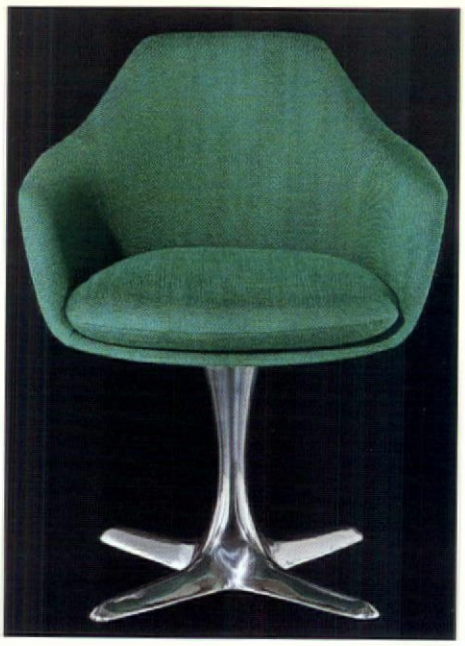

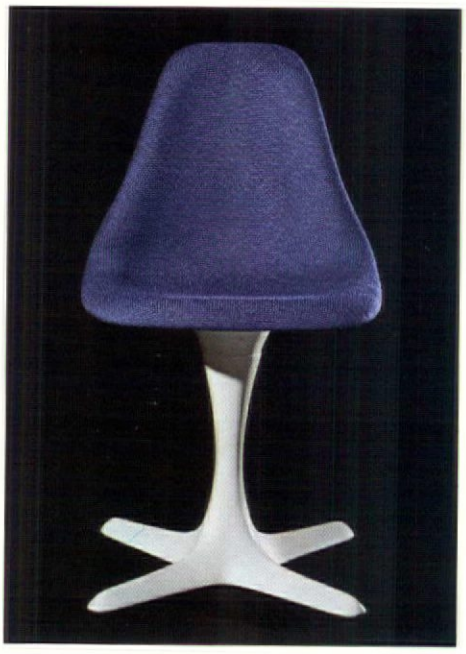

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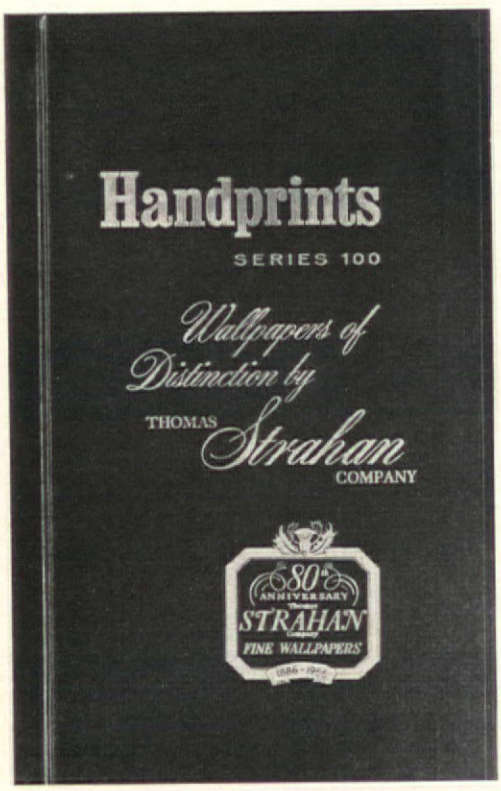

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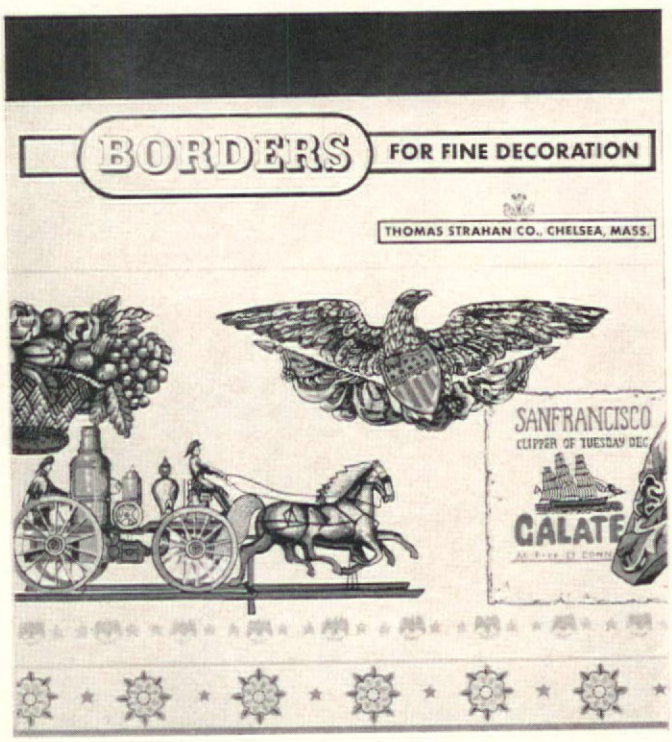

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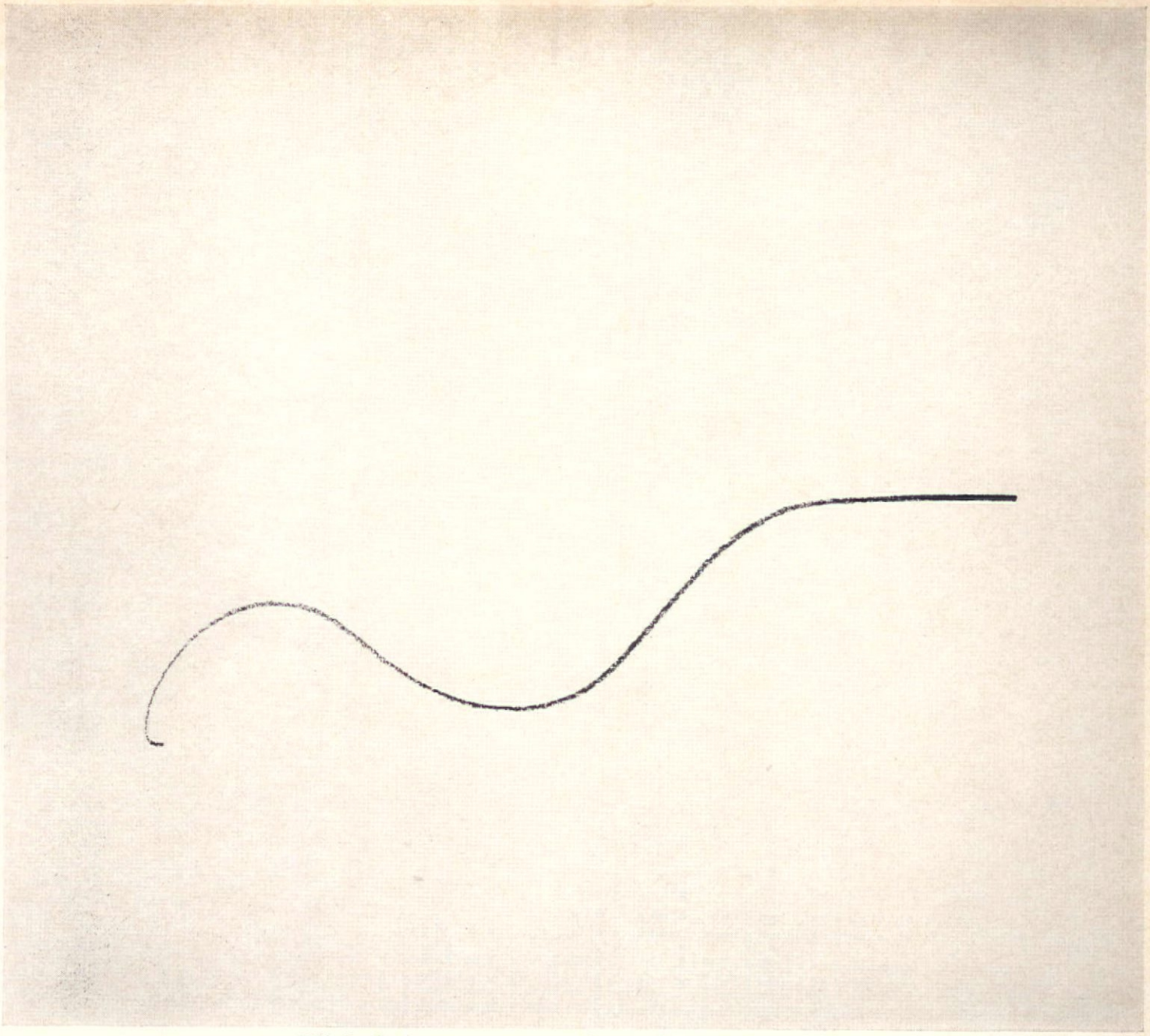

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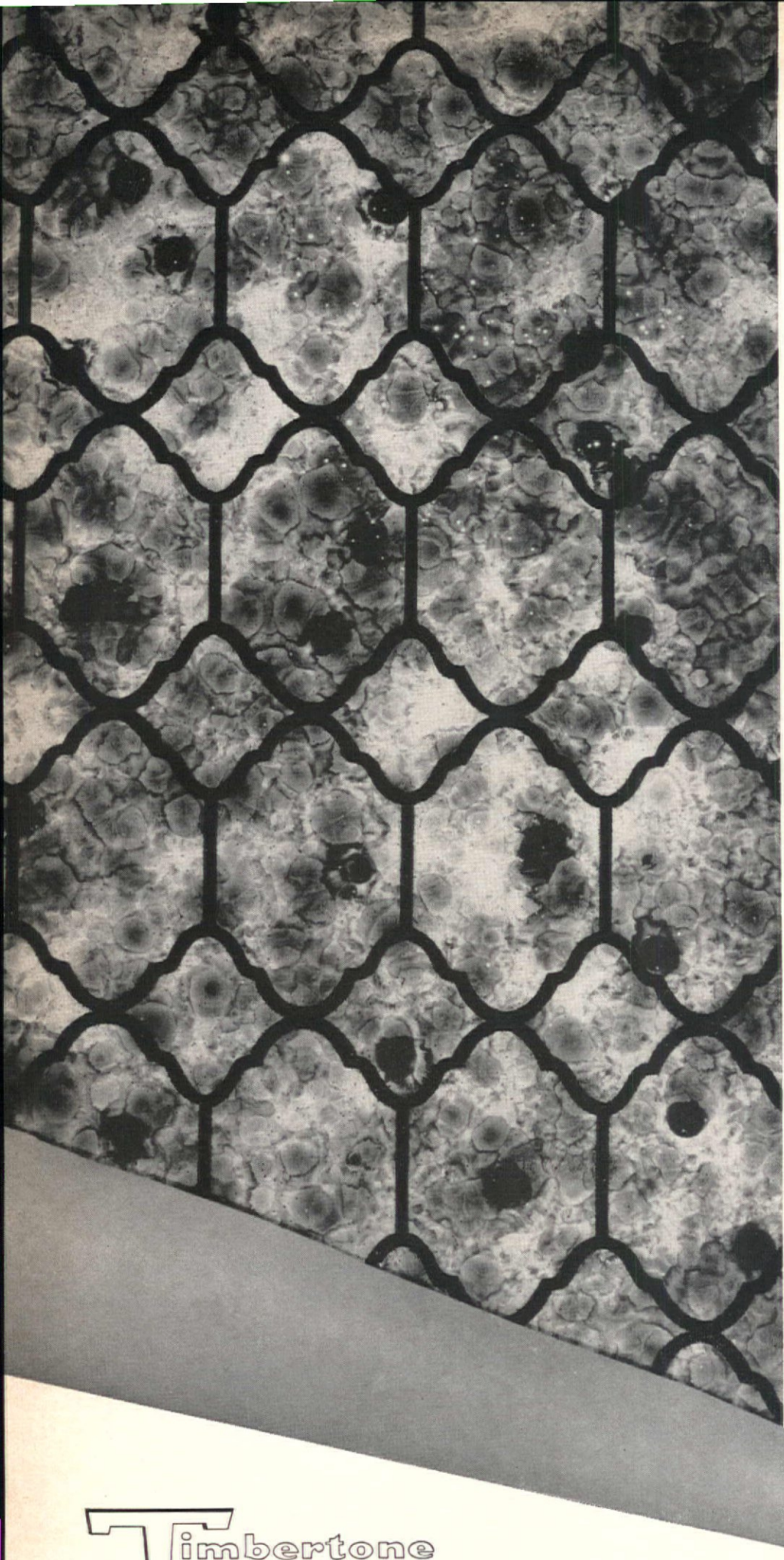

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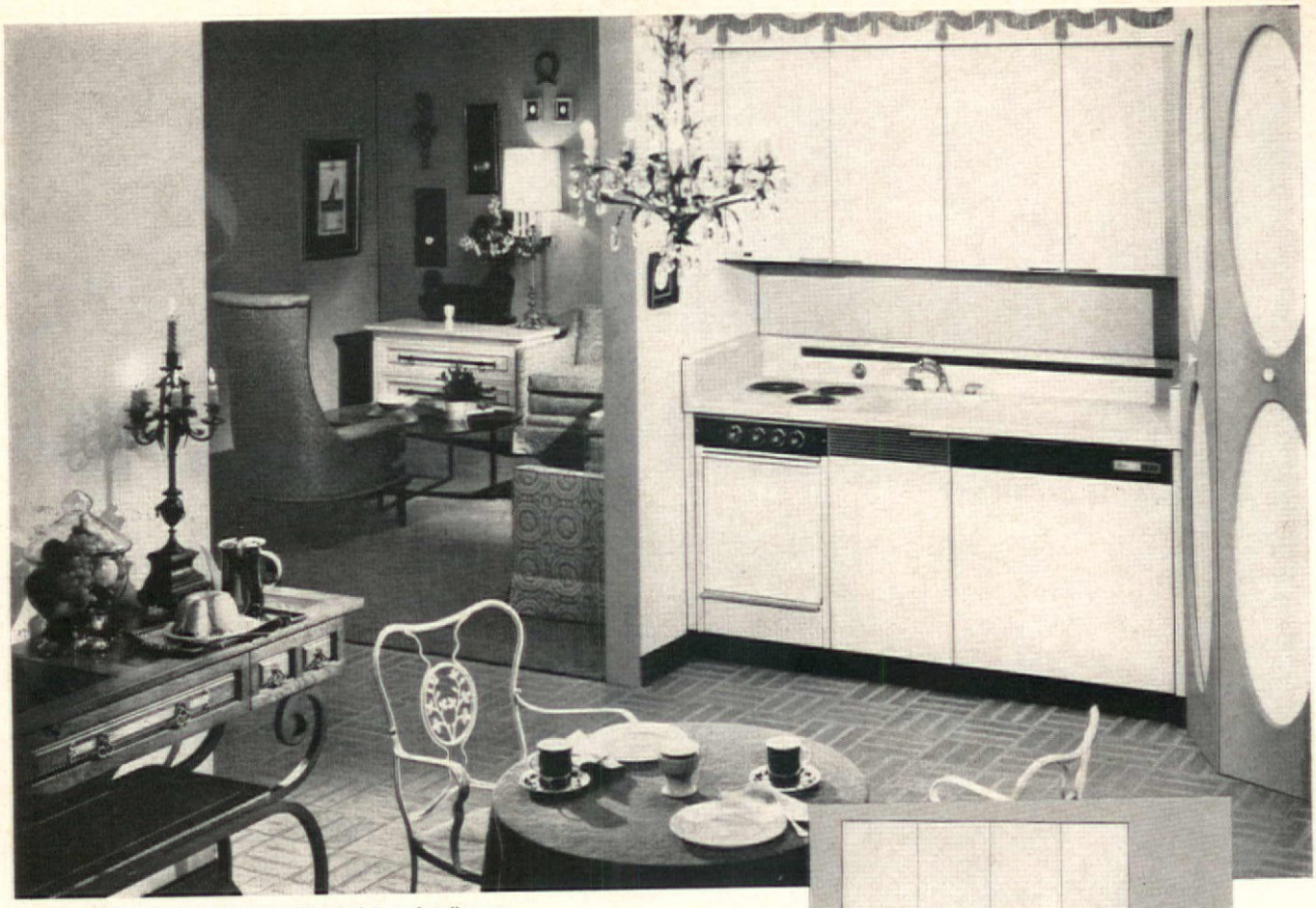

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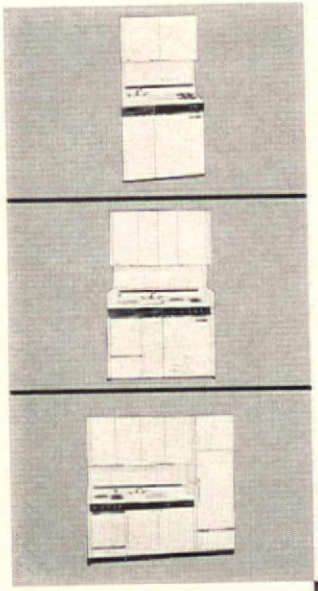

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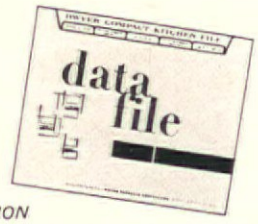

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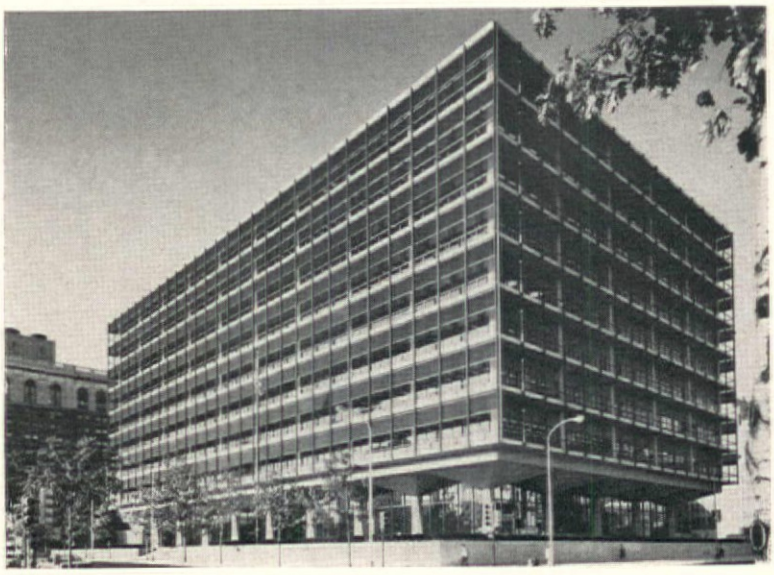
ROHM & HAAS

EXTENSIVE PLANNING AND TESTING IN ADVANCE OF CONSTRUCTION YIELD AN UNUSUALLY LIVABLE SINGLE-OCCUPANCY BUILDING IN PHILADELPHIA

WHAT is the essential difference between architectural interiors and "decorated" interiors? Basically, it's the extent of the designer's technical involvement, which in turn hinges upon the technical equipment he brings to the contract job. He must be equipped to translate the client's functional needs into a working environment. This is far more than furnishing or "decorating"; before anything, it means the *conditioning* of the space to yield the right visual, aural, and thermal characteristics. Visual here refers to formal divisions of space: walls, lighting, color, and finishing materials. Aural elements embrace all acoustic materials, as well as equipment for voice and sound transmission and suppression; in short, communications. The thermal elements involve the "comfort conditioning" of the interior environment—heating, cooling, and ventilating. For the designer who thinks in terms of the architectural whole, the esthetic features of the job must be precisely correlated with these basic functional considerations.

All of this relates to a point we've emphasized before: that the earlier the contract designer is allowed to bring his special abilities to bear on the job, the better both the functional and esthetic results will be. When these conditions exist, or are brought about, at the level that prevailed in the planning and designing of the new Rohm & Haas headquarters in Philadelphia, the doors are wide open for a unique achievement.

Not that Rohm & Haas simply acquiesced to operating in a thoroughly contemporary framework of design goals. On the contrary, the corporation, although it produces advanced materials (Plexiglas, Dithane, pharmaceuticals, synthetic fibers, and



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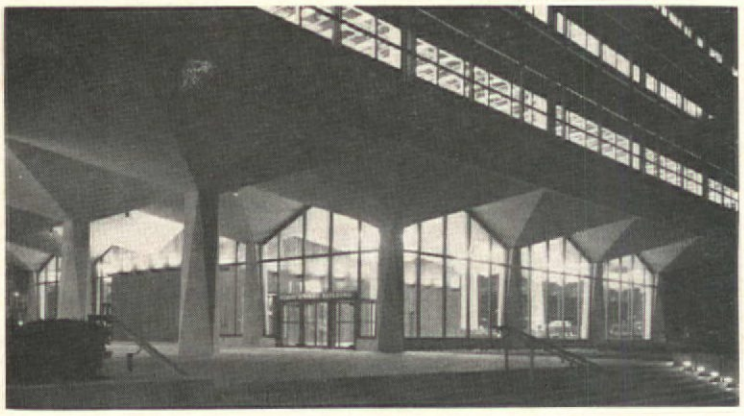


EXPOSING CONCRETE COLUMNS on exterior and interior of ground floor enhances building's feeling of strength. At the same time, cantilevering and sunscreens lighten effect of structure as a whole and give it the look of a pavilion. Below left, bank that occupies part of main floor. Opposite page, Rohm & Haas reception area on main floor. Preceding pages, facade and lobby highlight fresh structural qualities of building.

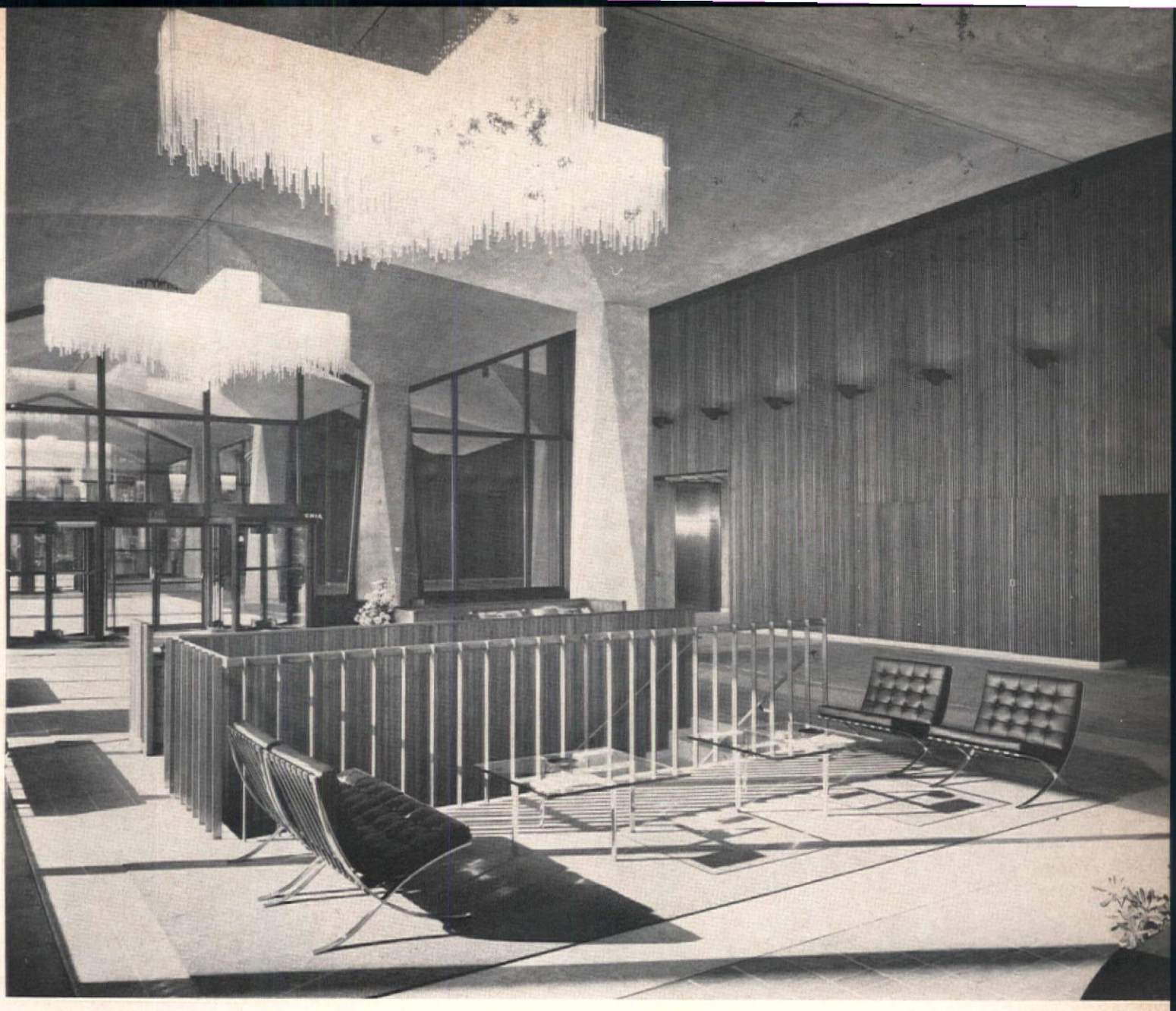
ROHM & HAAS

agricultural chemicals), is a sturdily traditional outfit, steeped in the *mores* of Philadelphia and deeply respectful of the city's hallowed place in our national history, including its architectural past.

Actually, it took much persuasion on the part of the architects and space planners—George M. Ewing Co., Philadelphia, with Pietro Belluschi as consulting architect, and the space planning/designing firm of Saphier, Lerner, Schindler, Inc. (SLS)—to convince R&H that its business would operate more efficiently in a contemporary building, planned and furnished in keeping with the functions to be performed in the headquarters of a major industrial company. More than tradition was involved—the former Rohm & Haas offices were located in a motley group of tiny town houses that the city of Philadelphia has since designated as landmark buildings.

Corporate growth over the past twenty years was so rapid that R&H literally never had time to establish itself in a proper headquarters. Space planning in the

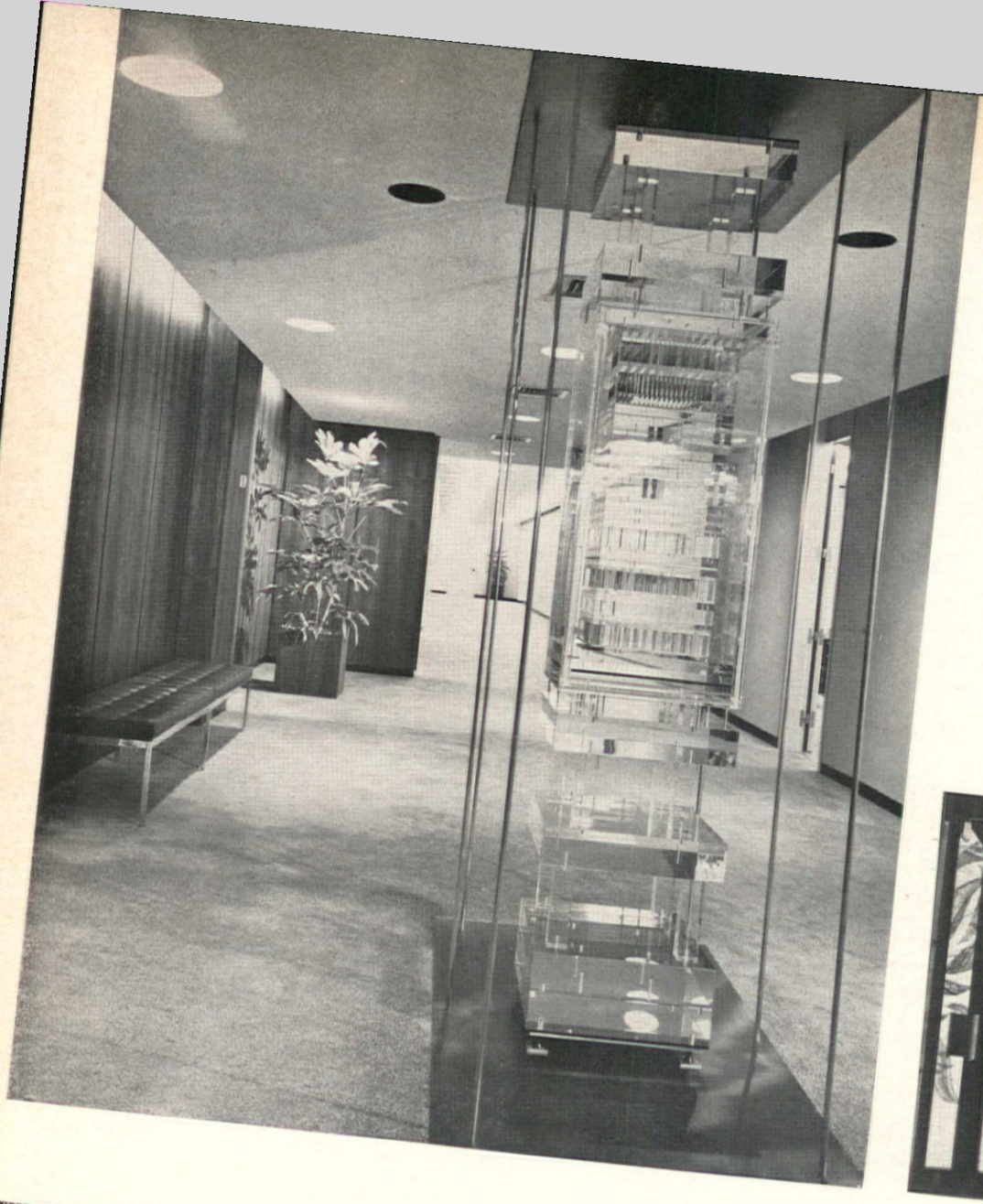
Photos: Ezra Stoller



antiquated row of buildings that the company occupied was improvisational, to put it kindly, and the furnishings were of the same hit-or-miss genre as the architecture. R&H considered bringing the mixed bag over to the new building. (Saphier, Lerner, Schindler, in fact, had as one of the tasks assigned to it by Alexander Ewing, project head for the architect, to "survey existing furniture and arrive at a proper evaluation for its re-use." Highly resistant at the outset to any suggestion of a modern environment for their new office building, the strong reservations of the R&H management were gradually softened to the point where they eventually gave approval to virtually all of the original recommendations. An occasional piece of old furniture did manage to survive the "style revolution," but ultimately, much to its credit, R&H gave its assent ungrudgingly to an advanced contemporary design, from the office of the board chairman to the employee's cafeteria.

The building itself is not only uncompromisingly modern but atypical in appearance and construction. A distinct innovation are its sunscreens of bronze-colored Plexiglas (an R&H product), supported by a dark bronze aluminum lattice. The lattice is attached to the outside of the building by an overhang on each floor which extends out some five feet. The sunscreen provides environmental control for the interior, while the lattice forms an open curtain wall that gives the building a lightness of scale that conceals its very substantial reinforced concrete construction. The cost of the building, exclusive of site and furnishings, is estimated at $10 million.

Because the planning and design principles introduced by Ewing and SLS were completely new to R&H, elaborate mock-ups and dry runs were the order of the day, or rather, the two-year planning period. In one major model exhibit, SLS set up a complete floor of furnishings, separated by typical partitioning. There followed a full day of detailed presentations, attended by 25 of the top R&H executives. From this audito-



THREE OF THE ART WORKS in the Rohm & Haas building: above, Plexiglas sculpture by Arturo Cuetara, a highly polished construct of Plexiglas and stainless steel in the form of an architectural column. Above right, Shirley Tattersfield's three-dimensional back-lighted mural of acrylic plastic sheet and molding powder. Right, Fred Koblick's massive rectangular mural is cast in methyl methacrylate monomer, the basic material used in making Plexiglas. Opposite page, R&H plastics in other applications as space dividers and wardrobes on executive office floor.

Photos: Ezra Stoller

rium-scale display of furnishings, executives made their selections from furniture groups, along with compatible equipment.

Next, entire departments were set up on an empty floor of the old Farm Journal building in Philadelphia—complete with new furniture, ceilings, lighting, partitions, doors, carpeting. Everything was built, down to the last piece of hardware, and then exhaustively tested. Even employees' reactions to modern colors, which they had never worked with before, were explored; in the mock-ups, the R&H staff were subjected to a range of environments from the vibrantly colored to the bland and subdued. It was the dry runs, involving physical tests of furnishings and employee reactions to new working environments, that decided R&H in favor of accepting the SLS recommendations.

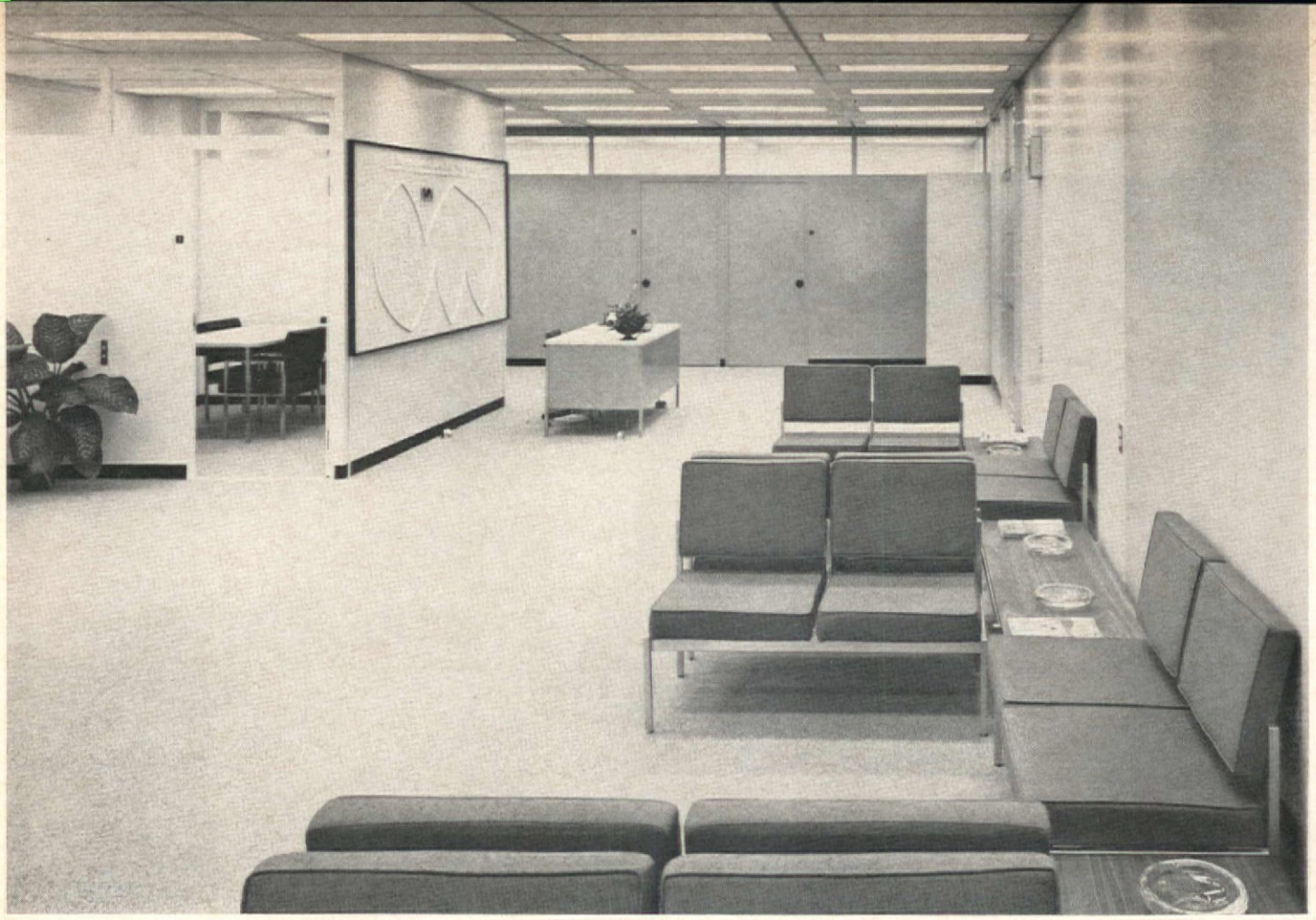
Interior architecture in the new headquarters is specialized. Throughout the building, the Ewing concern and SLS worked with the company's engineers and product designers to incorporate many of the R&H products in place of conventional semi-structural materials and finishes. Thus, there are two large murals in Plexiglas in the cafeteria, commissioned by R&H to expose its employees to the esthetic possibilities of the firm's product. One of the murals is by Shirley Tattersfield, the other by Frieda Koblick (see illustrations on opposite page). On the ninth floor, where the executive offices are located, there is an abstract sculpture in Plexiglas and stainless steel in the form of an architectural column in the center of the board-room foyer. Everywhere in the building R&H plastics appear in the form of door knobs, screens, coat racks, room dividers, and other fixtures.

Working methods

Ewing retained SLS to collaborate with them on the general design and interior architecture of the R&H building. This extended to partitions, flooring, acoustical ceilings, lighting fixtures, wallcoverings, paints, washrooms, core facilities, as well as to such standard space planning facets as work stations, furniture, and furnishings.

Once architects Ewing and Belluschi had designed the building enclosure, SLS projected the working areas in three-dimensional form, then relayed to the

(*Continued on page* 88)



TYPICAL RECEPTION AREA greets visitor with map of R&H's worldwide facilities, executed like many of the other items in building, in the firm's plastics.

SEVERITY OF BOARDROOM, left, is relieved by backlighted plastic panels and pools of light in ceiling. Although huge, the secretarial area, below, is rendered inviting and quiet with carpet and planters filled with fern.

FACTS & FIGURES
ROHM & HAAS BUILDING

Dimensions: 270 by 150 ft.
Nine stories, 157 ft. high.

General Design Features: Eight upper floors are supported by prismoidal reinforced concrete columns, located 15 ft. in from exterior wall line of upper floors. Overhang is carried by reinforced concrete cantilever beams.

Materials: Building is of reinforced concrete, exposed. Vertical sunscreens, Plexiglas, on bronze-colored aluminum lattice.

Cost: Estimated cost of construction, exclusive of site and furnishings, $10 million.

Architect:
George Ewing & Co.

Consulting Architect:
Pietro Belluschi

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

Suppliers:

Partitions: E. F. Hauserman, Mills Partition.

Chairs: All Steel, Steelcase, Knoll, Roffman, John Stuart, Lunning.

Lighting fixtures: Lightolier.

Draperies: Thortel.

Desks, tables, bookcases: General Fireproofing.

Lunchroom chairs & tables: Herman Miller.

Wallcoverings: Columbus Coated, Interchemical.

Plumbing fixtures: Crane, Universal Rundle.

Resilient tile: Armstrong.

Carpeting: Magee.

Ceramic tile: American Olean, Roman Mosaic & Tile Co.

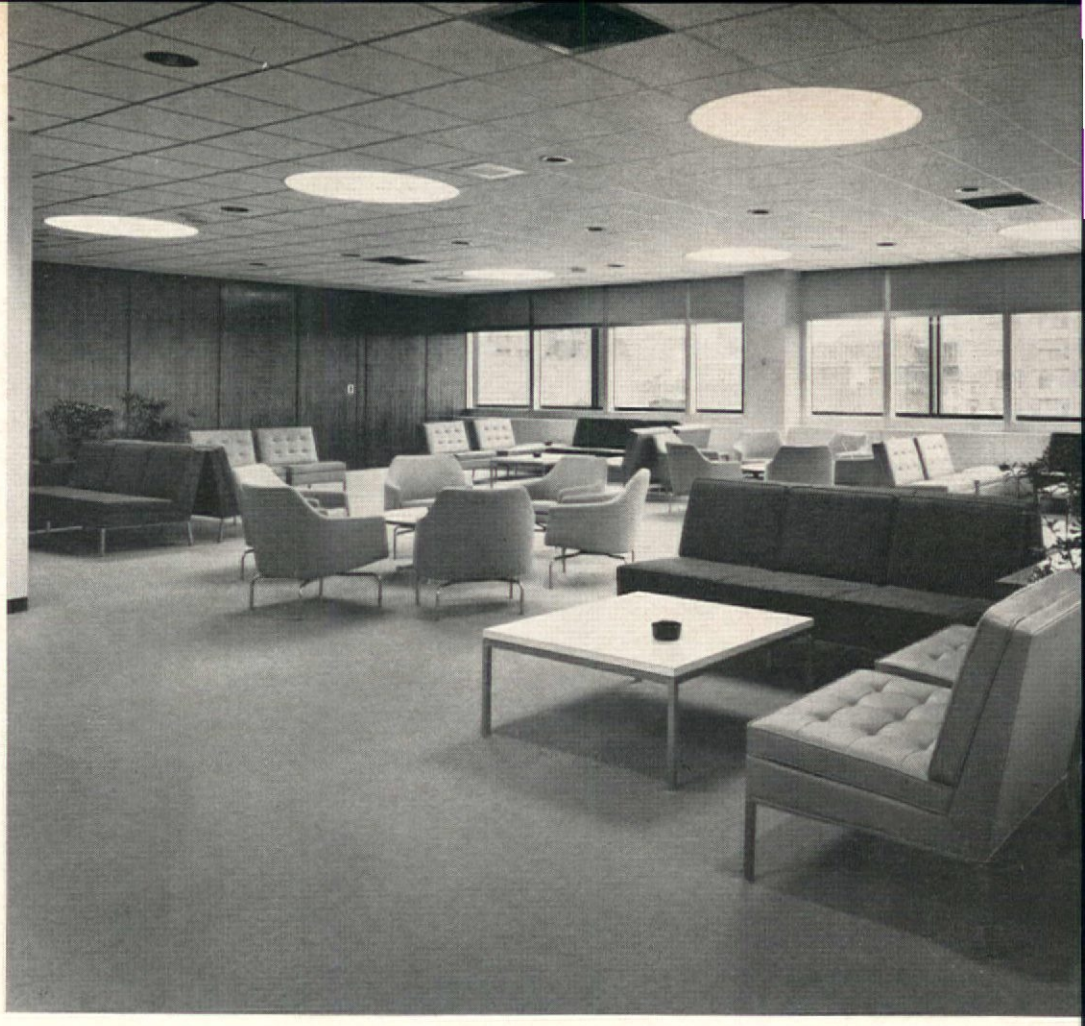
Acoustical ceilings: E. F. Hauserman.

Revolving doors: General Bronze Corp.

EXECUTIVE DINING ROOM, above, seen from anteroom, which serves as entertaining area. Typical executive office, below, is furnished in sparse, functional style, emphasizing advantage of modulated natural light; note sunscreen structure beyond windows.

Photos: Ezra Stoller

EMPLOYEE LUNCHROOM and lounge, provide pleasant areas for relaxation, contain interesting murals shown on page 84, as well as bulletins of company activities.



Photos: Louis Reens

ROHM & HAAS

(Continued from page 85)

Ewing firm what was being planned in terms of design and space break-up. After consultation and revision of the projected plan with the architects, SLS made a formal design presentation at its New York office, with architects and clients in attendance. Later, when final approval of the plans for the floors were received from R&H, the SLS drafting staff did free-hand construction detailing of all elements to be introduced into the shell, including dimensions and elevations. SLS provided roughs and all information necessary for interior architectural construction, and these were in turn incorporated into the Ewing working drawings of the building.

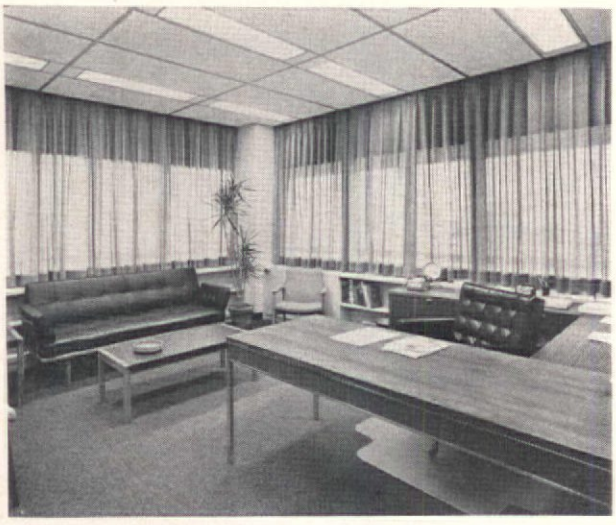
All of the foregoing occurred while the building was still on the drawing boards. The next step was to send out every element of the R&H job for bids, which the Ewing firm received. SLS made up shop drawings and samples for Ewing and scheduled regular visits to the construction site as soon as work started on the building.

Testing of all materials, furnishings, and finishes was a standard feature of the project—Rohm & Haas did not want to discover mistakes after the fact. In the mock-ups at the aforementioned Farm Journal building, 5,000 square feet of space were employed to set up prototypes of typical office units and portions of the actual furniture. Some of the tests served to eliminate materials, rather than to work them into the scheme. Draperies, for example, were at first deemed unnecessary because the Plexiglas sunscreens on the building's open curtain wall did most of the job without additional light diffusers but they were reinstated for decorative purposes.

Desks, chairs, partitions (with special emphasis on gauging vibration when doors were opened or shut) were extensively tested too. Partitions and carpeting were coordinated so that large areas of carpet would not need alteration or be destroyed when partitions were moved.

In submitting everything to exhaustive tests by a phalanx of professionals—floor plans, office layouts, business systems, furnishings, and all finishing materials—R&H sagely insured itself against wide margins of error in specifications. Actually, the margin proved almost negligible. Each purchase was a conscious commitment to a particular product, made with full knowledge of all the competitive products in terms of performance, cost, durability, and maintenance. Each purchase, therefore, was in effect a hard-won endorsement of the individual product, certifying its superiority over its competitors in rigorous testing.

In human terms, everyone likes the final result, everyone feels comfortable working in the new building, and visitors are unanimously impressed by its graciousness, by the pleasantness of the light, the colors, the furnishings, the art objects, and the proportions and relationships of work areas, corridors, and private offices. After all, this is the final test of the building's success as architecture and interior planning—that it generates positive feelings of pride, enthusiasm, and ease among those who use it. (C)



ALEXANDER EWING & ASSOCIATES, architect, is one of the few tenants in the building. Style of interiors follows those of R&H, taking advantage of structure's excellent site and modulated natural light.

Photos: Lawrence Williams

INTERIOR ARCHITECTURE ia

ACOUSTICS: THE CONTRACT DESIGNER'S ROLE IN SPECIFYING THESE MATERIALS HAS BECOME AN IMPORTANT, COMPLEX RESPONSIBILITY

BY NICK POLITES

JUDGING from manufacturers' literature, one would think that the only people who ever specify acoustical materials are architects. Contract designers, of course, know better. Specifying these materials — the architectural materials, that is, and not just carpets and drapery — is a fundamental part of their everyday work. If in some installations contract designers have not specified *all* of the acoustical materials chances are they will at least have specified the major portion. Marvin Affrime, of Space Design Group, estimates: "We specify between 75 and 90 percent of the acoustical materials that go into our installations," and most designers concur with him.

Because the designer's role in specifying acoustical materials has not perhaps been fully appreciated, it seems like a good time to take a closer look at it, then turn to the major manufacturers for a brief rundown of some of the products on the market today.

Precisely how much autonomy the designer has in specifying acoustical materials depends on the installation as well as the building it is located in. In remodeling work, for example, the contract designer specifies all the acoustical materials. The only exception is when the building owner has undertaken the remodeling, in which case the architect retained would specify the acoustical ceiling. Even here, though, the owner may have allowed a certain amount of money for acoustical materials, so that the designer can specify them to the remodeling contractor.

In new buildings it becomes somewhat more complicated. With an institutional building owned by the tenant, says Lawrence Lerner, "if the designer is called in from the beginning he specifies all acoustical materials." A new rental building, on the other hand, usually has its acoustical ceiling specified by the architect.

"This is so for two reasons," explains Charles Winecoff of Planned Office Interiors. "The builder specifies all acoustical materials, buys them from one manufacturer and gets a cost savings. Or sometimes a system is set up for the whole building and other products won't fit." The main objection here is not so much technical, according to Winecoff: "Generally, for most needs of our clients, the building's acoustical material is 'adequate.' But it is not necessarily what we esthetically prefer." There's also the problem that the building's acoustical material may be in sizes that hamper the placement of lighting and other fixtures.

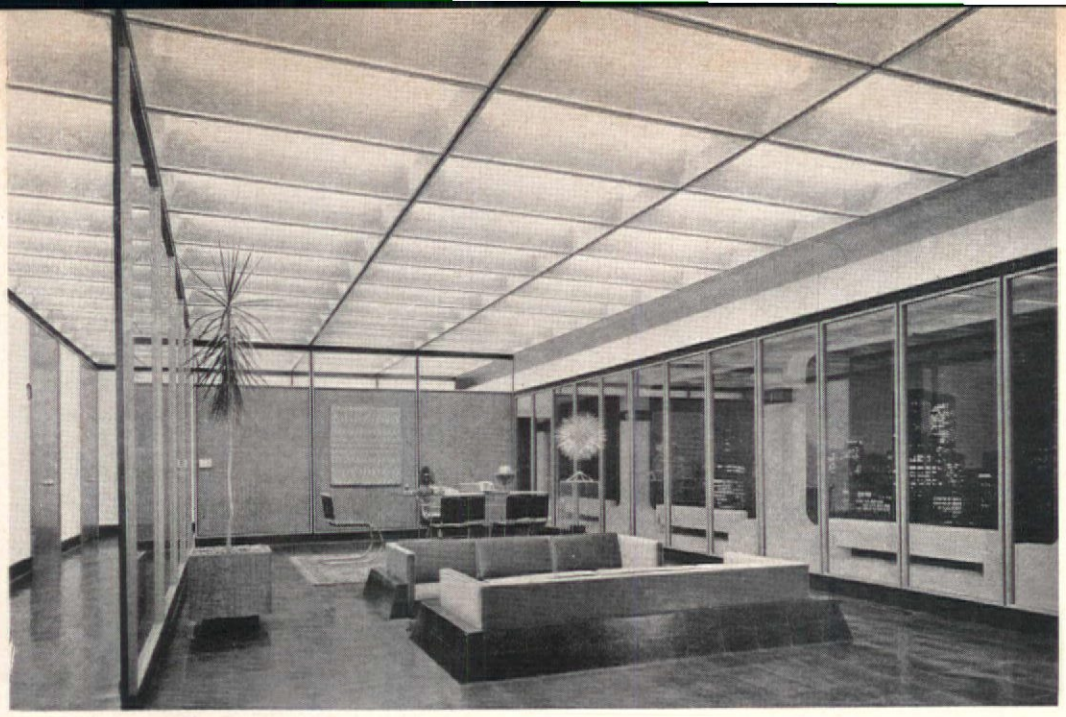
Fortunately, there are many exceptions to the practice of the new building owner specifying acoustical materials. The building owner often sets up allowances for these materials. This allows the designer to specify them. If he goes over the allowance limit the client of course pays the difference. In other cases, the designer may be able to change the building owner's specification and get a credit from him for his client. Then he can go ahead and specify what he needs. This will be drawn into the plans, approved by the client and turned over to the landlord and building contractor, who will install it. The client pays the difference in cost, if any.

Apart from acoustical ceiling materials — which control reflected sounds, not transmitted ones — all other specification is done by the contract designer. This covers a lot of things: in a restaurant, setting up sound barriers between kitchen and dining room; in an office, giving special acoustical treatment to reception areas, conference rooms, data processing areas and duplicating rooms. Such acoustical treatment goes beyond what the building offers. In creating sound barriers between partitions, for example, it may involve carrying the acoustical material above the partition all the way up to the slab.

How much control?

Experience, most designers agree, tells them how much acoustical treatment a space needs. "The products are rated," says Don Eliason, vice-president of Duffy's, Inc., a New York office design firm, "and you know what the noise factors will be for different functions. After you work with acoustical materials for a while you develop an idea of how much treatment a room needs." In general acoustical treatment of the ceiling is sufficient for ordinary functions. Why? Most acoustical ceiling products have absorption coefficient ratings well over 0.50, meaning that they absorb more than 50% of the sound waves hitting them. Studies indicate that an effectively sound conditioned room has an *average* absorption coefficient of surfaces equal to at least a rating of 0.20. If the ceiling does not bring the average up to this level the addition

WOOD CONVERSION CO.: Fissured acoustical tiles afford undisturbed ceiling sweep that does not conflict with heavily textured focal wall and furnishings of lobby. Circle No. 100.



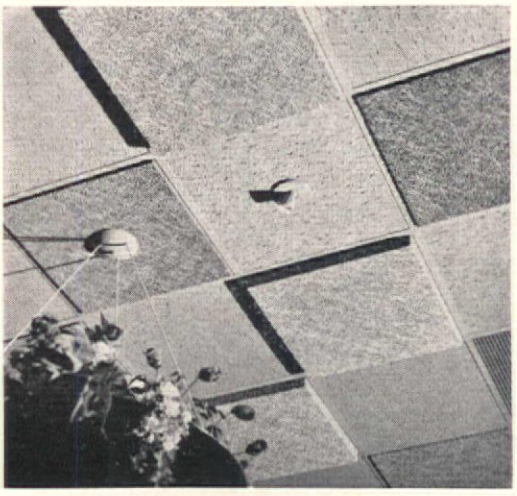
ARMSTRONG CORK CO.: New Luminaire suspended ceiling system combines high efficiency lighting, conditioned air delivery through tiny perforations in the panels, acoustical control, and fire protection in one integrated assembly. In addition, the exposed grid runner provides a positive connection from the ceiling to all partitions. Circle No. 101.

of carpets, drapery and upholstered furniture usually will.

There are occasions, however, when acoustical problems become complicated. A recording studio in an advertising agency, for example, or a hotel/motel meeting room which will be used with sound equipment. Here the work may become more sophisticated and get involved with cork walls, perforated panel walls and spray-on materials. For work like this designers usually call in acoustical engineers to consult with. The installation of materials may be done by acoustical contractors.

But by and large, despite these exceptions, specification is pretty much left to the designer. And this presents only one problem. How to choose from among the bewildering array of acoustical material products —from 12″ square tiles with perforated holes to sprayed-on asbestos materials to complete ceiling systems integrating light, ventilating and other mechanical functions — from new patterns, textures, shapes, designs, colors —from materials such as mineral wool, cellulose fibers, asbestos, aluminum alloys, fiber glass, mineral fibers, etc. Let's try sorting them out a bit, going alphabetically by manufacturers. The list is far too long to consider them all, but at least we can hit some of the major ones.

Armstrong Cork Co. offers one of the most flexible approaches to ceiling design ever developed. Its Luminaire ceiling systems, first introduced in 1963, integrate lighting, air distri-



PITTSBURGH CORNING CORP.: Geocoustic unit absorbers were installed on existing ceiling of cafeteria without the need to change lighting or air conditioning ventilators. Each unit is held slightly away from wall or ceiling by integral spacers, thus creating resonant chamber for trapping sound waves. Circle No. 102.

NATIONAL GYPSUM CO.: Close-up of multi-plane ceiling tiles shows swirl-texture Tectum tiles of varying thicknesses and color tones. Used in combination with conventional ceiling panels, ceiling has interesting visual effect caused by varying panel depths and play of shadow around edges. Circle No. 103.

bution and acoustical control into a single unit, the module. Each function, including lighting, is designed to complement other functions. Three Luminaire systems have been introduced: the A-50 System (50-inch module size), the B-48 System (48-inch module size) and the new C-60 System (30 x 60-inch module size). Modules are suspended on grid components.

Of great interest to the specifier is the fact that these units can be arranged in any number of ways, either to vary the design of the ceiling, or to accommodate beams, columns or other obstructions.

In addition to a full line of standard acoustical products, Armstrong also makes the Ceramaguard ceiling system. This is a ceramic acoustical lay-in ceiling which is suited to high humidity locations, and can even be used in exterior applications under canopies or pavilions. A special acrylic paint finish provides it with exceptional washability and ceiling whiteness.

Spray-on acoustical material

The Asbestospray Corp. produces an acoustical material that is ideal for curved and eccentric surfaces, since it is applied by pressure spray gun. The sprayed-on mixture of virgin asbestos fiber, mineral fiber and inorganic dry binder forms a highly fire-resistant surface. Asbestospray has been used in such installations as the TWA terminal building at Kennedy International Airport and the Air Force Academy chapel.

Celotex Corp.'s ceiling products span the full standard range of materials, textures and patterns. Technical excellence is a strong point, with special attention paid to high resistance to heat transmission, and to maintaining high dimensional stability and strength. The line of ventilating acoustical ceilings is particularly strong, and may be had with both lay-in panels and tiles. In addition, two types of sound deadening board for use in sound rated partitions and floor constructions are produced: Soundstop board and Resistone noncombustible board.

Elof Hansson, Inc. makes a wide range of well-researched and engineered acoustical ceiling and partition products, covering the entire range from low-cost wood fiber tiles to expensive Hansopan metal pans. The latter are especially well-suited for use in areas where humidity is too high for other types of acoustical materials and where frequent washings are necessary for sanitary requirements.

Another popular product is a sound barrier designed for use between the top of a partition and the floor above to eliminate transmission of sounds over the partition.

Flintkote Co.'s acoustical ceiling tiles and panels offer the designer a variety of patterned surfaces and textures to choose from. Some of them have subtle color contrasts to blend with the color scheme. The Aquatone tile, for instance, has a soft green base color with white texture to blend harmoniously into a cool, relaxing color scheme. The Beigetone tile offers possibilities of warmth with its light tan base and raised white texture.

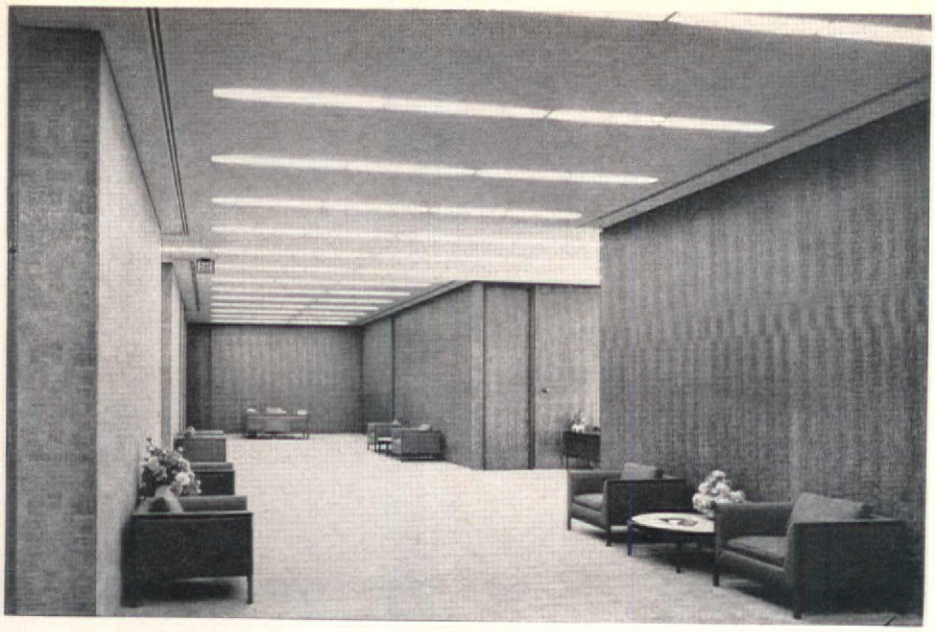
Wallboard partitions

Gypsum wallboard products for use as partitions are also a specialty of the company. These include sound transmission control partitions, which make an excellent base for decorative paints, wallpapers, texture finishes, fabrics and vinyl wallcoverings.

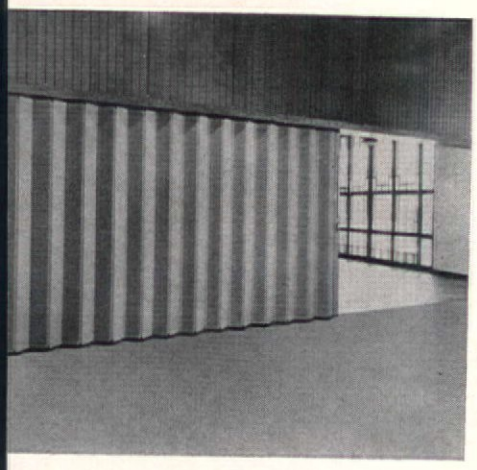
Johns-Manville produces several unusual acoustical panels and tiles. One of the more interesting is the Acousti-Shell, which creates a sense of height and interest for interiors. Made of fiber glass, these vaults are produced by a pyramidal mold with lightly curved sides. The peak of the pyramid and the angle between adjacent sides are rounded off to avoid sharpness. All four sides have a 1⅛-inch flat border; two sizes are available—24 x 24 inch and 48 x 48 inch. An attractive variation is the fabric-faced vault, in 24 x 24 inch size, which has a surfacing of woven fiber glass fabric in a checkerboard pattern of ½ inch squares.

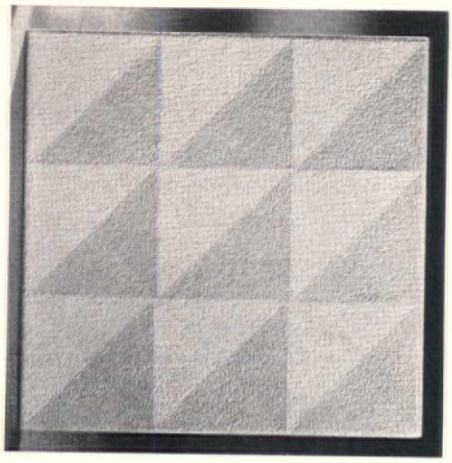
Of special interest to hotel and motel designers is the series of tiles with

CELOTEX CORP.: Installation of Texture-Tone suspended ceiling gives an immediate face-lift to lobby of Central National Bank Building in Chicago. The larger, boldly fissured tiles are set in a grid system that integrates light and ventilation. Circle No. 104.



CELOTEX CORP.: Safetone acoustical tiles interspersed with light troughs in lobby of California bank meet requirements of Federal Specifications and are rated Class A Incombustible. Circle No. 105.





NEW CASTLE PRODUCTS INC.: (far left) a new operable wall for space and sound division of large structures has rugged steel frame encased in vinyl-clad steel panels. Inside, mineral fibers insulate the full length of the panels and control sound transmission. Circle No. 106.

U.S. MINERAL PRODUCTS INC.: Tile-Lite ceiling tiles are available in six geometric patterns, are lightweight, waterproof and may be applied by adhesives to sound, dry surfaces or over furring strips. Not rated for sound absorption. Circle No. 107.

OWENS-CORNING FIBERGLAS CORP.: Architect's conference room is equipped with boxed beams that contrast with nubby texture of cloth-faced acoustical ceiling boards. Fiberglas ceiling is fire proof, available in any rectangular size, and can be installed in early building stages since the material is unaffected by humidity and temperature. Circle No. 108.

decorative colorings combined with perforations or fissures, which will brighten up any room. The company also offers a full standard range of acoustical ceiling products, including ventilating ceilings, and products of mineral wool, asbestos and perforated metal.

The Mirawal Co.'s strip ceiling members allow the designer to achieve sweeping lines with sharp, eye-appealing uniformity. The custom features of this line will be particularly attractive to the designer. He may specify color to the manufacturer, which is an acrylic paint sprayed on, then baked. Units are custom cut to specific job requirements in lengths up to 20 feet. The surface material is an aluminum alloy, lightweight yet strong. A model incorporating ventilating slots is available. The strip ceiling systems were developed in Denmark and have won widespread acceptance in Europe.

National Gypsum Co.'s big news is the catalog of choice it offers the designer. It produces acoustical products made of mineral wool fibers, felted mineral wool, metal casing backed with sound absorbing pad, metal pans, perforated asbestos panels, coated wood fibers, cellulose fibers, and others. The choice of patterns and textures is equally wide.

Of particular appeal will be the line of Travacoustic tiles, which feature a random, fissured surface closely resembling travertine stone. Surface finishes include striated and sculptured patterns. The tiles are made of noncombustible mineral fibers, and a series is offered for ventilating ceiling systems.

Meet esthetic requirements

Owen-Corning Fiberglas Corp.'s acoustical products are geared to meet the most exacting design and esthetic requirements, and the most critical module dimensions. Ceiling materials are available in any rectangular size from 12 x 12 inch or 12 x 48 inch up to 2 x 8 feet, 4 x 4 feet, or 4 x 8 feet. An important feature is that any Fiberglas ceiling can be installed early, even before the building is closed in, and without waiting for ideal temperature and humidity conditions. Tile and ceiling board materials run the gamut of surface finish possibilities: fissured, striated, pinpointed, textured. Both painted and completely washable vinyl-finished surfaces are offered for most ceiling products.

Other sound control products made of Fiberglas include building insulation for noise barriers between floors and partitions.

Pittsburgh Corning Corp. has been getting a lot of news mileage out of the Geocoustic unit absorber, which is used in original designs but is primarily intended to correct acoustic deficiencies. It has been successfully used in restaurants, private clubs, hotel meeting rooms and auditoriums.

With the absorbers, sound problems can be corrected without making structural changes. Each unit is made of rigid open-celled glass foam 13½ inch square and 2 inches thick. Integral spacers hold them slightly away from the wall or ceiling to create the effect of a resonant chamber for improved efficiency; or they can be adhered to walls and ceilings with acoustic cement. A "patch" spacing technique is recommended.

Expressive design possibilities

Simpson Timber Co. holds out expressive design possibilities with its acoustical materials. Pyrotect Linear acoustical board, a long strip that comes in 12 inch widths and lengths from 47¾ inches to 8 feet, permits clean sweeping lines from wall to wall. The material is made from wood fibers factory impregnated with permanent fire retardant chemicals.

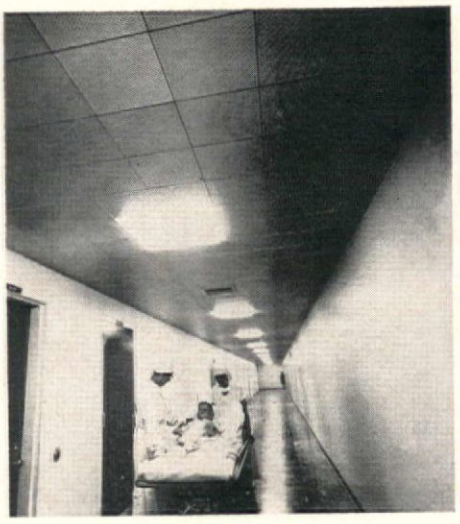
Another design possibility is offered with a redwood exposed grid system, suspended from ceiling joists by hanger straps to form a 2 x 2 foot or 2 x 4 foot module. Runners can be left natural or stained or even painted to blend with any decorating scheme.

United States Gypsum Co.'s hallmark is choice, one of the widest in the industry. In the Acoustone mineral tile line, a mere recital of product names will suggest the range of patterns and surface textures available: Glacier, Finesse, Domino, Cadence Striated, Fantasia, Checkmate, Harlequin. The range is from the straightforward to the fanciful to the elegant and back again. For the unusually demanding designer, custom patterns and sizes will be produced to meet individual requirements.

The fire-rated characteristics of these products are excellent, and air-ventilating ceiling systems are available.

Wood Conversion Co. also stresses an unlimited array of acoustical products that offer expression in design as well. One may prove especially fascinating to the geometrically oriented designer: the line of Mozaitex sculptured panels for walls and ceilings. These 12 x 12 inch tiles, in deep-sculptured contemporary patterns, come in three designs — Tuscon, Doric and Ionic — and since the profiles of the four sides of each design are exactly matched, different patterns may be combined in any sequence. Standard colors are white, gold and black, though custom colors are available. (C)

JOHNS - MANVILLE: Aluminum - faced tile has gained wide acceptance in areas where cleanliness and durability are important factors, such as in hospitals (below), since the mineral backing is bacteriostatic and discourages the build-up of germs. The washable Acousti-Clad tiles come in white, silver, copper and gold finishes. Circle No. 109.

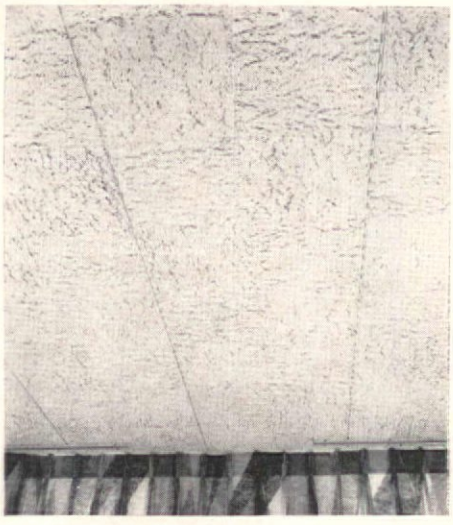


ARMSTRONG: Another bacteria-resistant acoustical tile is the new M-90 self-sanitizing acoustical system that reduces normal bacterial growth on the ceiling by approximately 90 percent. It is shown here in a modern cafeteria. Circle No. 101.

WOOD CONVERSION CO.: Theatre lobby (right) is rendered soundproof and given dramatic effect with the use of acoustical ceiling tiles inset with islands of light from Lightolier's Celestial lighting fixtures. Circle No. 100.

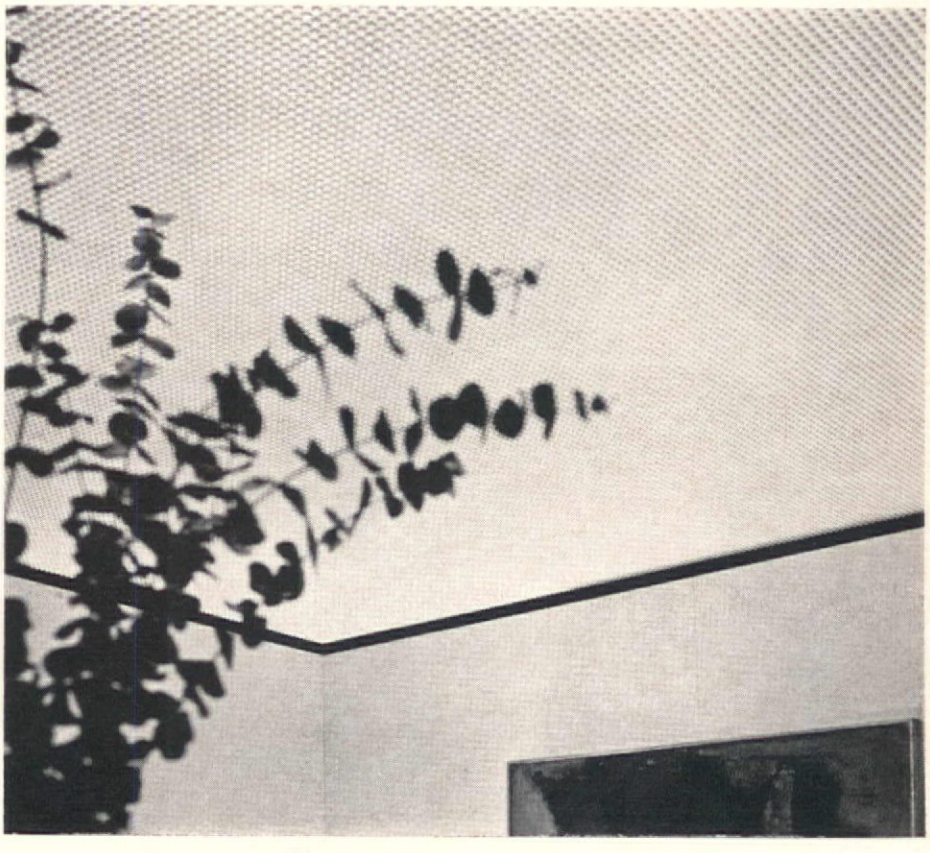
SIMPSON TIMBER: Suspended acoustical ceiling panels are outlined by exposed redwood grid runners in a reception area (far left). Circle No. 110.

JOHNS-MANVILLE: Three-dimensional Acousti-Shell, a lay-in ceiling panel, is made of lightweight fiber glass and lifts out for easy access to ducts or wiring. Circle No. 109.



ELOF HANSSON: A popular and economical acoustical ceiling tile (above) is a deeply fissured, stone textured unit at close range, yet extends in a continuous visual flow at a distance. Circle No. 111.

E. F. HAUSERMAN: A new textured metal pan system (right) has an overall sculptured appearance since the joints are virtually invisible. Sound is trapped as it passes through the plenum as well as through the material itself. Circle No. 112.



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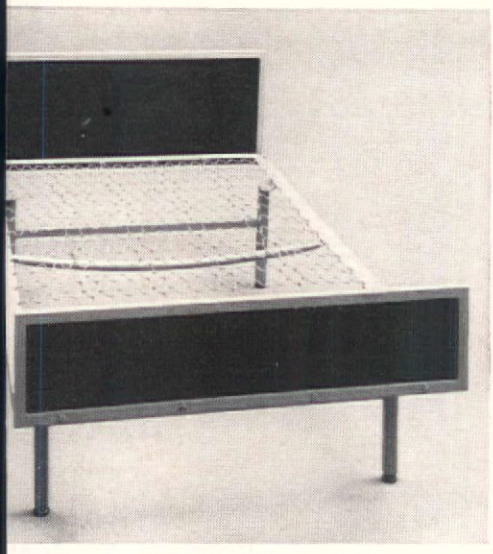
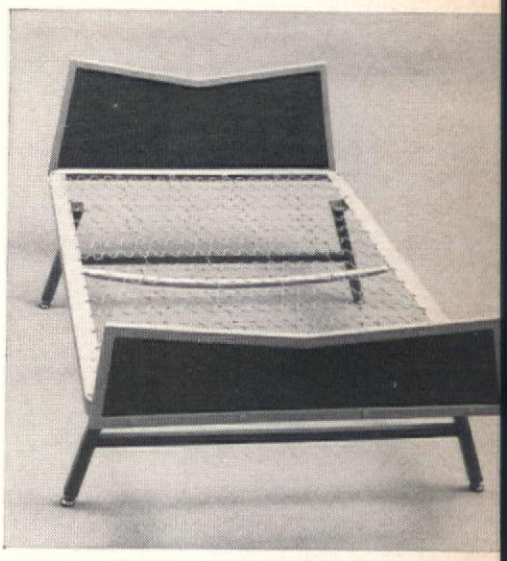


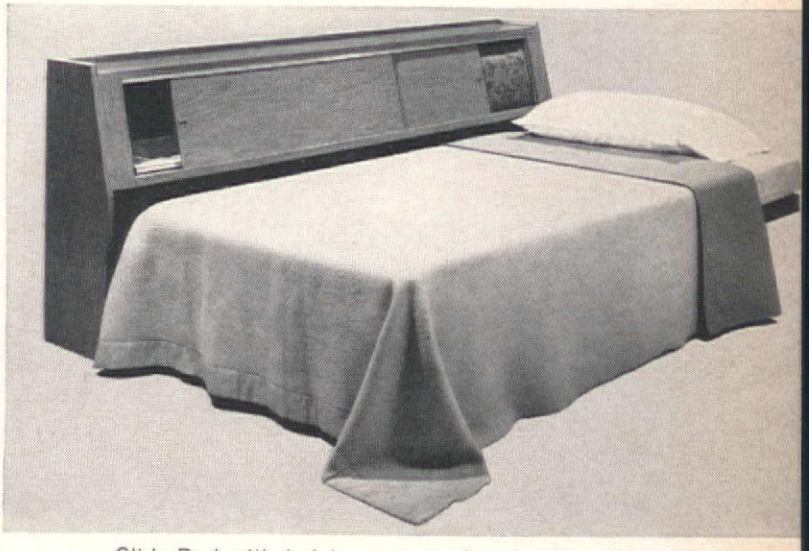
Continental with rectangular panels and straight legs

All of these beds have two things in common,



Continental with Butterfly panels and sloped legs

Glida-Bed closed for daytime use



Glida-Bed with bolsters removed and opened for sleeping

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THE WESTERN CONTRACT MARKET

BY LOUIS BING

FURNITURE trade in the West is booming—but the contract furniture field there is bursting its seams. Almost forgotten are the days when specialized contract needs were filled largely by trained salesmen of one supply firm in the West, supplemented by decorator-contract sales departments of the leading department stores, and occasional large scale furniture stores. Today there are many specialists in the contract field—with a dazzling and often incoherent crossing of service lines. A standard method of distribution on contract selling has developed over the years, however, a sort of "par for the course," although with the expected number of deviations.

The standard procedure is roughly: from architect, designer, or the newer "space planner," to contract purchasing agent, to factory production, to installer on the job, to acceptance by the customer, who has separately made his financing arrangements. The principal customers for contract use are: hotels, and motels, public institutions, banks, and other large scale offices, ships, country clubs, hospitals, and dormitories. Government purchasing is a separate category with its own rules and traditions.

Architects often obtain contract orders as a result of their assignments on large scale projects, mainly hotels and motels, and their familiarity with the job before other professionals are called in. They serve as consultants on a fee basis, according to the following average breakdown:

New large scale jobs: 7% of furniture purchase price

Smaller new jobs: 10%

Large remodeling jobs: 15%

Small remodeling jobs: 20%

Jobs over $1,000,000 at cost, command smaller fees. However, some large-scale contract agents employ their own architects, or architects may enter the market as their own purchasing agents, buying directly from manufacturers or their representatives.

Contract houses do entire job

Contract houses, some of huge size and importance in the trade, include Western Contract Furnishers, based in San Francisco, and Albert Parvin & Co., a subsidiary of Parvin-Dohrmann Co. with home offices in Los Angeles. These companies are equipped to design large, medium, or small projects, to do the actual buying of the furnishings which are then delivered by the factories direct to the site, where professional installation companies do the physical moving and placing of all furnishings. Except for financing, these large contract companies do the entire furnishing job.

Western Contract Furnishers is a relatively new company (12 years old) with a large central office and showroom in San Francisco, and branches in Oakland, Honolulu, San Jose, and more recently in Los Angeles. The firm employs 32 sales personnel in the San Francisco branch alone, including seven who are NSID or AID members. In furniture, Western buys principally from manufacturers who specialize in contract production—American of Martinsville, Kent-Coffey, Stanley, Heywood-Wakefield, Vista of Los Angeles, Costa Mesa of Anaheim, to mention a few. Its sales comprise furniture, rugs, fabrics, electrical appliances, wall decor, lamps, and the firm's showroom in San Francisco is a full scale display of furnishings.

Albert Parvin & Co. maintains a large showroom in Los Angeles and its salesmen operate throughout the West, competing in every marketing center. Many large hotels in the area, extending to Las Vegas, are Parvin decorated installations, as well as restaurants, banks, and other large institutions throughout the U.S. The Dohrmann Hotel Supply division, Burlingame, Calif., is a very large manufacturing operation, making steel restaurant and commercial kitchen equipment, with huge display space for a complete line of restaurant and public feeding equipment. A facility of any size can be serviced there, or in one of Dohrmann's 20 stores throughout the West with salesmen in other western cities.

Western and Parvin/Dohrmann represent the giants of the contract field in the West, but there are also well-established smaller contract sellers that function in a variety of ways. They may operate as full agents, coordinators or brokers to pick up jobs at small fees and commissions.

Retail furniture stores are not completely eliminated from contract selling—some in fact go after contracts aggressively. Among them are Breuner's of Northern California, Barker Bros. in the south, Lachman's of San

Francisco, Lloyd Center Furniture Co. of Portland who operates a special contract division, Aaron Schultz Furniture Co. of Long Beach, C. S. Wo of Hawaii which also manufactures a line of living room and case goods, and a number of other smaller retailers. This latter group often gets contracts by accident or from "captive" customers in their locale, where they are associated with the purchasers. Smaller retailers participate in contract selling on occasion through the furnishing of an installation for a fee on jobs sold through other channels. Many, however, do not wish to get involved with contract business in any manner since the mark-up is uniformly low and the jobs are time-consuming.

Important buying group

Chain hotel operators comprise an important group of buyers, either under their own names, or through affiliated, wholely-owned subsidiary companies. Hilton Hotels, Sheraton, Western Hotels, Del, Webb, Holiday Inns, Travelodge and Motelodge, and others act on their own account and buy competitively.

Where does all the furniture going into these jobs come from? Factories that specialize in contract production gain strength through their versatility and ability to take small cuttings for prompt shipments. Vista Furniture Co. of Anaheim, for example, is so identified with contract trade that they have a public, as well as a private "contract" entrance to their showrooms at the Western Merchandise Mart. Vista operates on cuttings as low as 50 or 60 units and is frankly a contract supplier. Furniture Guild of Los Angeles is also an important resource for contract goods, although it still supplies to the retail trade. B. P. Johns of Portland, Ore., has been eager for this business and has offered special contract suites for the past three years.

Manufacturer's representatives who offer special contract lines through their showrooms are another important link in the contract sales field. In San Francisco, Tony Dedier Co. is a contract specialist with many lines. In Los Angeles, Halperin & Morrison as well as R. A. McCort are firmly established in this area.

Installation has become a business in itself, and in California certain installation trades require a license from the State Board of Contractors.

Freight, which is not part of installation, averages 5 percent on most jobs; installation on the Sheraton Hotel in Boston, for example, cost $65,000 for 1000 rooms, a substantial cost consideration.

Specialists in the field

There are still other types of distribution in the Western contract field. M & L Furniture Co. of San Jose, for example, specializes in furnishing model homes on a contract basis, and actually warehouses enough merchandise to supply a large scale business. Furniture leasing is a relatively new type of contract selling with a tricky penalty under the Internal Revenue Bureau if the amortization is not handled correctly.

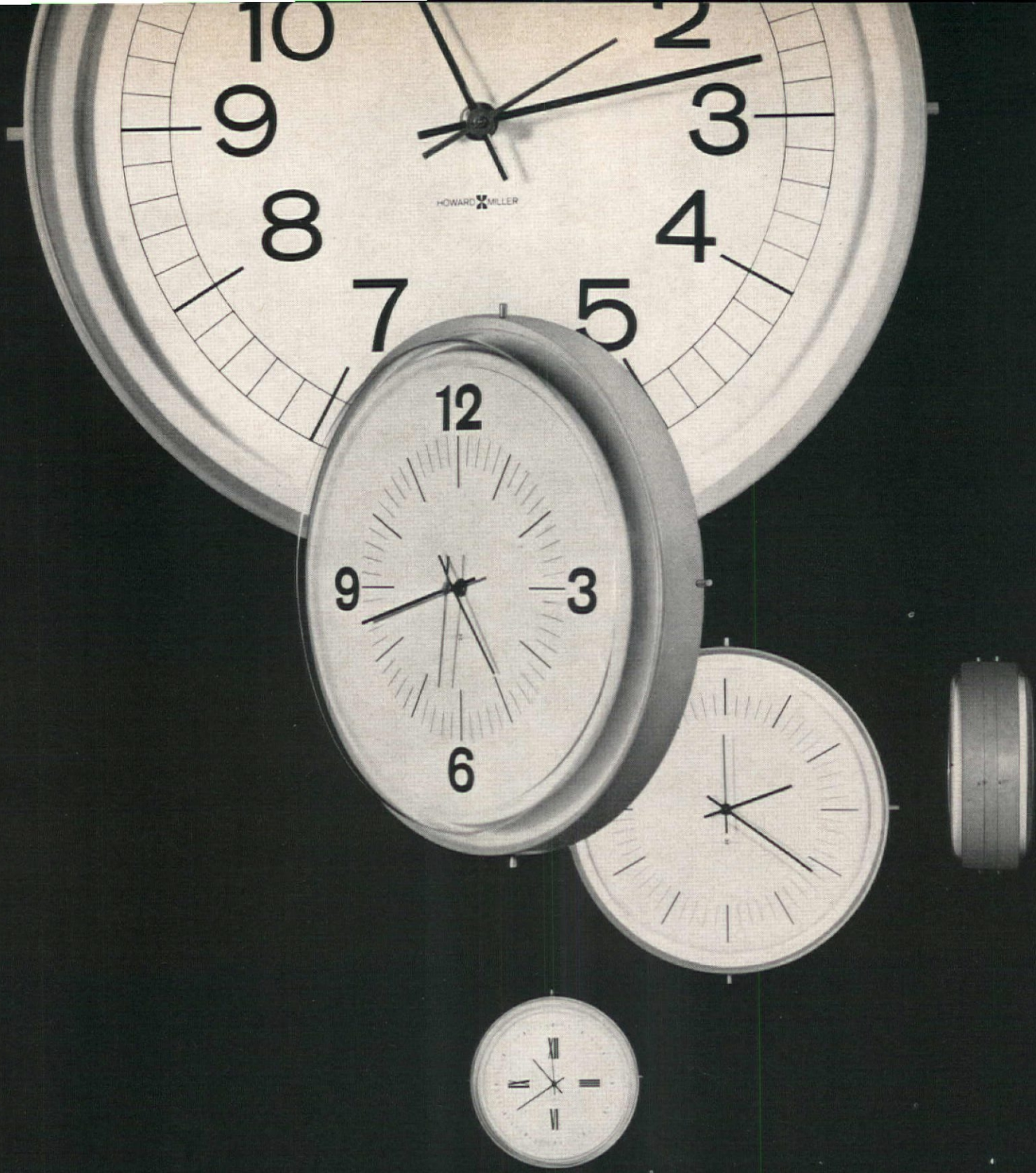
The Simmons Co. is an example of a specialized situation. Simmons' contract department on the fourth floor of the Western Merchandise Mart serves the entire Western division, and functions in four main sections. Its hospital supply department can equip an entire hospital and has such giants as American Hospital Supply Co., Western Surgical Co., and others as its main customers. Simmons sells big hotel chains directly; and another section services the U. S. Government, which is sold both through a full time Washington D. C. salesman or the Western division.

In contract furniture sales, as in the rest of the furniture world, styles are changing quickly. The standard utility furniture that was supplied to hotels from 1945 to 1960 no longer pleases the traveler, nor do the severe lines of Scandinavian styles. Now the main trend in the West is Mediterranean design, though Oriental, French Provincial, Victorian decor are still popular. They all represent a trend away from mass production and many manufacturers have difficulty in adjusting to the new, more complicated trends.

New International Design Center

The creation of the New International Contract & Home Design Center in San Francisco, set for 1966-7, is an interesting development on the coast. Here, in a building adjoining the Western Merchandise Mart, will be tenants at all levels of the furnishing field—manufacturers, designers, contract sellers, manufacturers' representatives of national lines, service companies. The expectation is that as they learn to live under one roof and to adjust their sales to new competitive channels, they will adjust to the marketing practices of the contract furniture industry of the West. (**C**)

DOHRMANN SUPPLY CO.'s wholesale "store" in San Francisco. Facilities comprise seven acres under one roof.



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Win Anderson Fabrics 170
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Circle No. 70 on product information card

PRODUCT PREVIEW: A REVIEW OF FURNITURE AND NEW FURNISHINGS ON VIEW AT THE NATIONAL CONTRACT FURNISHINGS EXPOSITION

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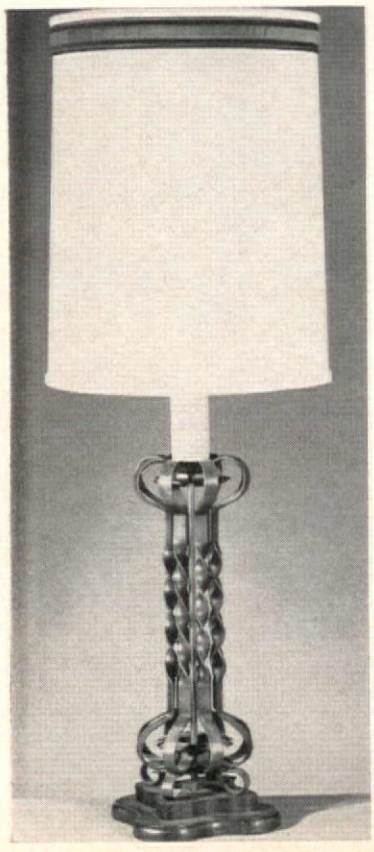

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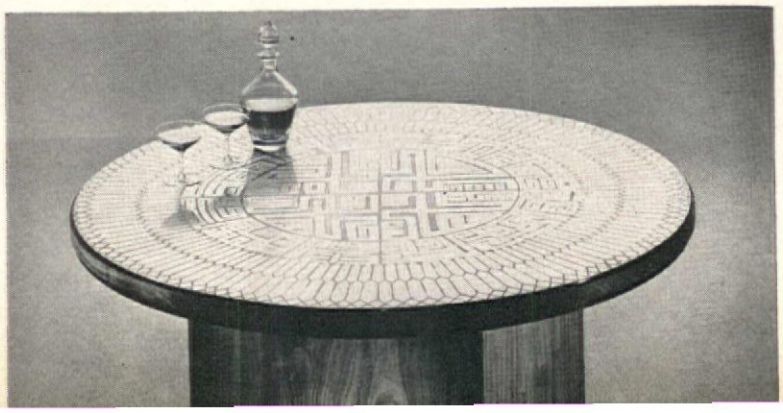

D

A Wrought iron and wood lamp from Quartite represents an extensive line of lamps and wall decorations. Antique olive wrought iron on fumed chestnut wood mounting gives this piece a Spanish flavor. Shade is ivory silk satin on vinyl with matching trim. Circle No. 139.

E

B,C Loose pillow back sofa designed by Jules Heumann for Metropolitan Furniture is part of Contract Group J, being shown for the first time in the East at the Contract Show. The group is available in a variety of seating units on steel chrome or solid walnut base. Steel and glass table has polished chrome base supporting plate glass top. It comes in square and rectangular shapes in several sizes and heights, also in two round sizes. Round cocktail table supported by a walnut hexogonal base is a Heumann design for Metropolitan with silverplated brass top 40 inches in diameter. Circle No. 140.

D At the Lamp Fashions display, a reproduction of the original Tiffany Coca Cola lamp, in red, white, and green, exemplifies the trend toward Art Nouveau pieces. A selection of other Tiffany reproductions is also being shown. Circle No. 141.

F

E Contract seating group from I. V. Chair represents its wide selection of contemporary styled pieces on exhibit at the Show. Circle No. 142.

F An exuberant pattern of bursting blooms and lush foliage called Summerhill is one of the five new screen prints from the Win Anderson Limelight Collection. The fabric is a specially woven 54 inch rep with a 24 inch repeat, and like all cottons in the collection has been Zepel treated. Circle No. 143.

PRODUCT PREVIEW

A,B Two new commercial carpets by Gulistan are featured for their durability in heavy traffic installations. Appointment (left) an acrylic line, combines cut and loop pile in a tightly woven carpet; Brampton (right) a new loop pile carpet of Herculon, is a tweed in ten colorways. Circle No. 144.

C Contract seating units by Marden include classic armless sofa that may be arranged with a variety of other pieces, and a complementary single seat unit. Circle No. 145.

D Middletown's Big M presentation of pedestal bases stresses style, comfort, stability, and economy, featuring as the nucleus of its collection, Diplomat, Derby (shown), Monty, and Regal models. Big M designs are made for tables, chairs, and TV bases. Circle No. 146.

E,F Sculptured materials, fused glass, enamel on copper, oil and other media are used by Barbara Saint Denis in creating wall decorations for commercial use. Each piece of sculpture is created as a signed original, can be made to meet specific size requirements. Circle No. 147.

G Schumacher's exhibit at the show features a model office done in a transitional combination of Schumacher fabrics and design, blending forward-looking appearance with traditional. Built around a color scheme of blazer red and aquamarine, display has nylon and wool carpet blending wine and cherry reds, and drapery printed with red on a linen-like fire-resistant blend. Circle No. 148.

H A shoji screen effect is created with Paneltrac drapery hardware from Kirsch Co. that consists of an aluminum track receiving sliding strips of Velcro nylon fastening tape rather than metal hooks. Paneltrac permits full use of flat fabric widths, woven woods, aluminum, and decorative shade cloth materials. When open, panels stack behind each other at one or both ends of the track. Circle No. 149.

I Model Dual-90 by Gasser is two-place seating unit styled to coordinate with other Gasser models. It is available with or without ball caster legs. Circle No. 187.

J Free standing component wall system by Hardwood House meets a vast range of storage needs with a selection of over 100 cabinets in four finishes and seven opaque lacquer colors. Cabinets come in two depths and three widths and can be ordered for free standing bases as well as the wall system. Circle No. 188.

K Murphy bed installed in a Hardwood House component wall system. Displayed at the show are a 1966 Dwyer kitchen as well as a Murphy bed in a stock armoire. Murphy beds are available for installation in closets, in special component wall systems, or in a variety of stock armoires. Circle No. 189.

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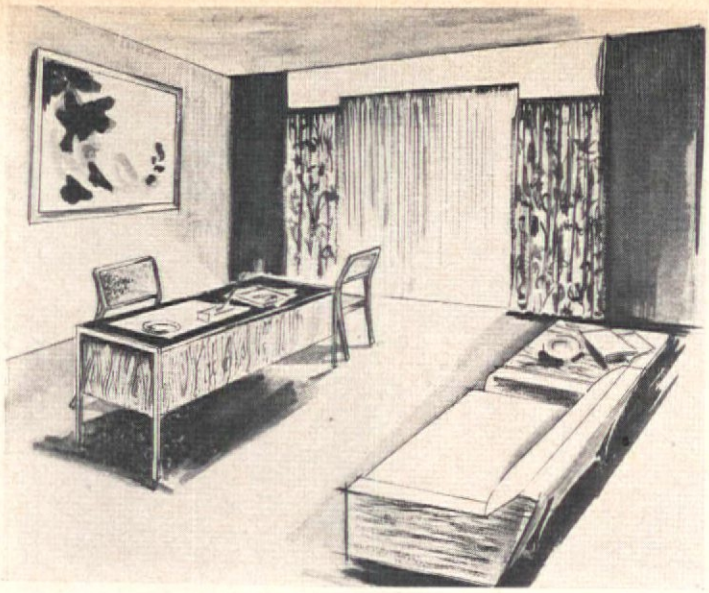

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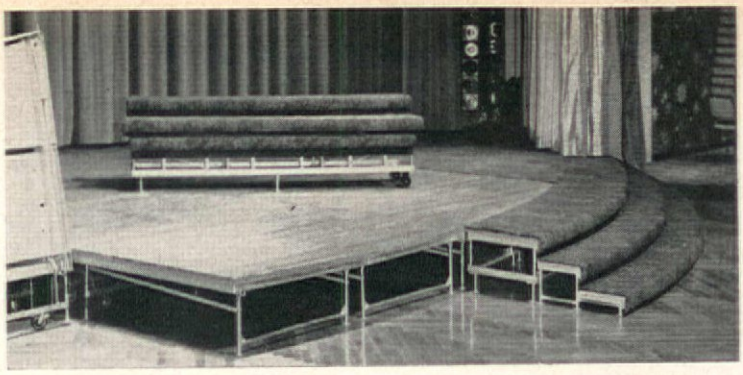

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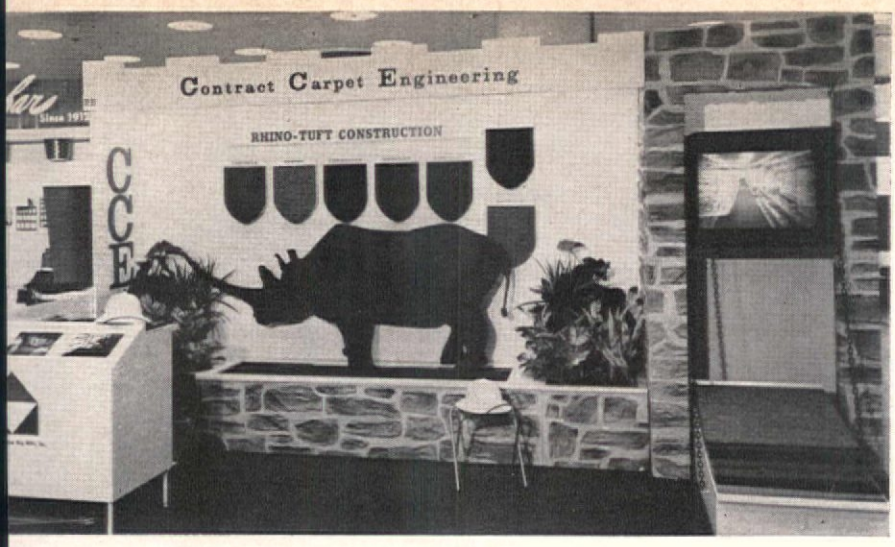

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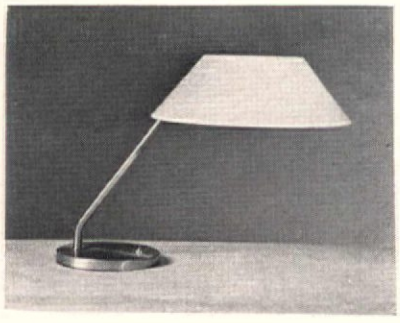

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PRODUCT PREVIEW

A Drapery linings—adding color to insulated, acoustically controlled blackout performance — are being introduced to the contract field in Rockland Mills' contract show exhibit. Lite-trol blackout lining, backing a decorative face fabric screens sunlight and insulates against heat. Its new colors are antique gold, periwinkle blue, avocado or ecru, laminated to white lining fabric. Circle No. 198.

B Professional stages are one of the versatile function room products from Sico, along with portable dance floors, mobile table-seating, and a new combined portable bar and registration desk. Stage construction made to any size requirements has structural steel frame, and is easily folded and rolled for storage or additional use elsewhere. Circle No. 199.

C Modular seating system from Madison's Executive S24 Collection is among new Arthur Umanoff designs presented at the contract show. Arrangement combines single, double, and triple walnut wood bases with individual seat units, and includes teak parquet, black or white plastic table tops, slat tops, planter, and corner table unit. Circle No. 200.

D Gold anodized aluminum frames with ripple finish fiberglass and vinyl strapping forms duCor's featured line of outdoor furniture. Riveted, welded, and anodized frames resist pitting and corrosion; molded fiberglass surfaces assure durability. Color selections for fiberglass and vinyl strapping are turquoise, coral, and white. Circle No. 201.

E Tree Time, manufacturer of decorative artificial plant arrangements is showing this six-foot new Yucca potted tree among its products. A variety of special planters is available, this example offered in a white ceramic container. Circle No. 202.

F Booth display of Rhino-Tuft Fortress carpeting, a division of Aldon Mills. Featured are wall-to-wall installations: in a new supermarket, automobile showroom, and in a drug store. Special grades of carpeting reduce maintenance while enhancing appearance of these unusual settings. Circle No. 203.

G, H Among the new models shown by Excel at the show are a heavy based floor lamp and a neatly designed desk lamp. Floor lamp has a Fiberesin table set off center to provide greater use area. Desk lamp has rugged construction, delicate design. Circle No. 204.

I A sleek new roll top desk from the Jansko display is black Formica on all sides with a walnut rolltop. It accommodates a hanging file in one side and a divided plastic tray in the other. Chrome pedestal legs in two sizes permit a 29 or 42 inch desk height. Desk size, 28 by 48 inches. Circle No. 205.

A Folding table for conference rooms, recreation areas, or cafeterias shown by Howe Folding Furniture. The portable unit is engineered with full-length angle iron rails for sturdiness, and its oblong-shaped walnut laminated top is protected by a flush bumper edge. Circle No. 190.

B Black band on white design by Dorothy Draper for a Designs for Dining installation has become stock item in the Jackson line of quality china. Unusual whiteness in all Jackson China is achieved with the company's exclusive use of 100% English Ball Clay. Circle No. 191.

C At its Contract Show exhibit, Sculptsmith is offering handmade sculpture, crafted of bronze, copper, steel, with silver or gold leaf. Flower groups, sunbursts, abstract bubble or cube designs, and other creations are presented in the collection. Giant Cattails is made of burned steel with antique gold leafed heads, and measures 72 by 18 inches. Circle No. 192.

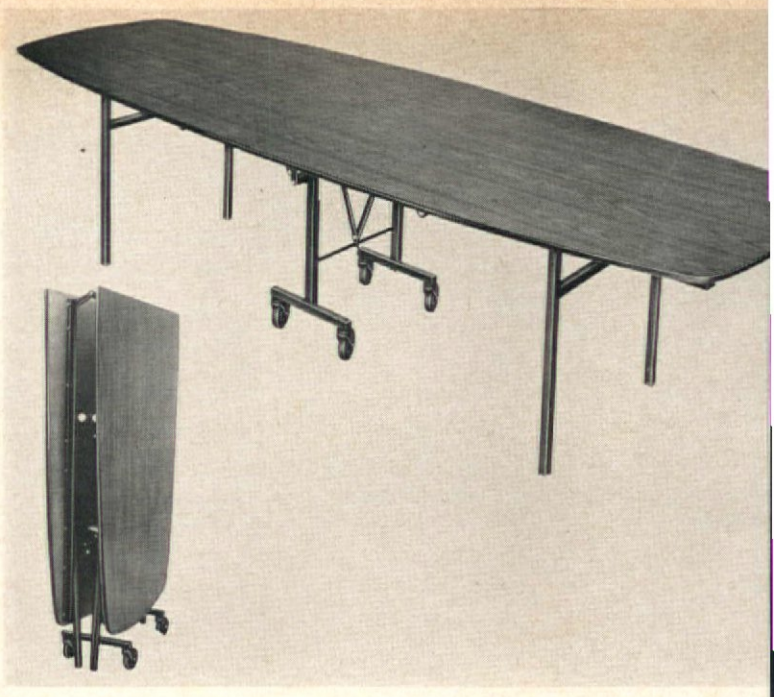
D Banner Crest, from Finesse Originals, represents its line of 175 wall plaque subjects. Made of fiberglass, this piece comes in light or dark wood tone, and initials may be applied in the area opposite the lion. Circle No. 193.

E Custom furnishings from Grosfeld House range over a wide area. Typical of pieces in the show is this guest lodge installation at Lake Eufaula, Oklahoma which includes coffee and sectional tables of solid walnut with teak Parkwood inset tops, and 48-inch chest accented by black Carabao horn knobs. The 81-inch sleep soft is walnut with foam rubber seat that slides forward for sleeping. Circle No. 194.

F, G Two chairs shown by Selig have aluminum swivel base and walnut arm caps. Models are also available with oiled walnut, or Chrome Cradle base. Circle No. 195.

H Introducing new contract line of Bunting Co. is stainless steel and saran webbed chair called the Mainliner. Back and seat support consists of floating panels of tightly woven webbed strips of Dow saran webbing. Frame is a tubular steel construction; arm rests are molded aluminum. Circle No. 196.

I A new series of cast aluminum stools by Molla comes in large range of finishes. The simulated rattan frame is available in 18, 24, and 30 inch heights; round cushions are upholstered in vinyl. Resting on a special rubber cushion, the legs will not harm or slide on floor surfaces. Ideal for a variety of uses, at department store cosmetic counters, beauty bars, shoe salons, or as fitting room stools. Circle No. 197.



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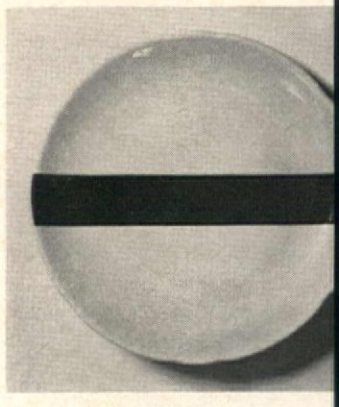

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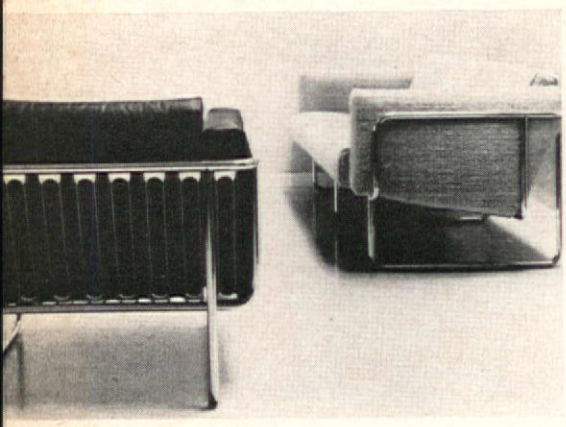
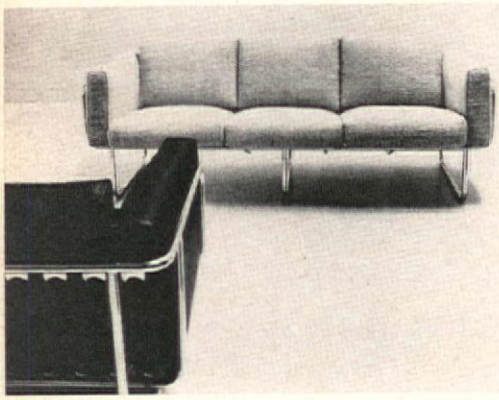
CONTRACT PRODUCTS AND SERVICES





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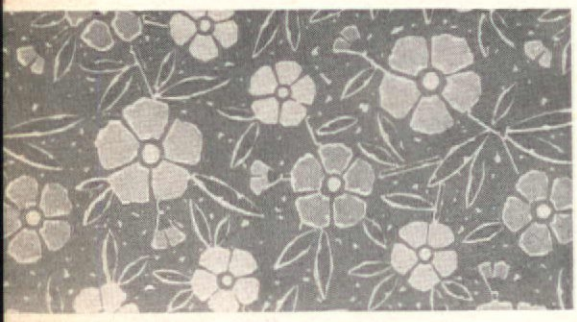

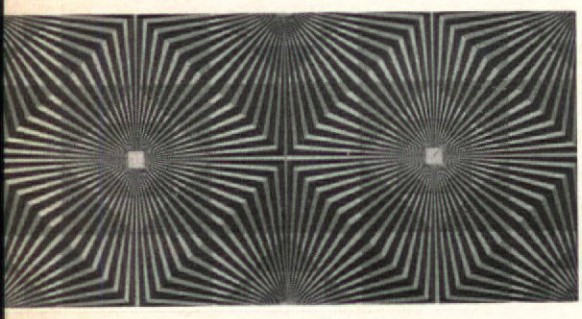

Aries series from Stendig

Swiss designer Hans Eichenberger has created a sturdy but light-weight furniture group for Stendig, Inc., that is essentially a set of loose cushions supported by a system of steel springs. Called Aries, the pieces include a club chair, and a two, three, and four seat sofa. The frames are of mirror polished chrome steel tubing connected at back and bottom by exposed helical springs whose functional value is enriched by design interest. The foam rubber cushions come in natural or black calfskin covering.

Circle 150 on product information card

Handprint vinyl line in lively designs

A new collection of vinyl wallcoverings, Florals Plus, is on display at Don Rumsey Associates. The line of colorful floral print designs is accompanied by matching fabrics, murals, borders, and panels—all in a medium-price category. The handprints are distinctive for their lively color and design, and include a number of patterns especially for children's rooms. The new Embassy Handprint line is paper backed for easy hanging and offers a wallpaper weight coupled with the durability of vinyl wallcoverings.

Circle 151 on product information card

Op and Art Nouveau wall patterns

New Op Art patterns, and one reminiscent of Art Nouveau complete the Avatars collection of original wall designs by Justema Wallpatterns. Brilliantly colored Razzmatazz uses familiar optical devices in a continuous satisfying pattern that vibrates without irritating. It comes in a subtle smouldering version in metallic gold and silver on a saffron yellow ground, as well as in more sharply contrasting colorways. Keeping in vogue with the Art Nouveau trend, Prize Hybrid offers a typically stylized over-sized floral pattern in which each shape is surrounded with a soft halo rather than the expected dark line. Heavy complementary colors are played down, the four stock colorways being keyed to light and bright tones including hot and cold pink, yellow, and turquoise, with a chartreuse blotch, on white; and cerise, pink, lavender, and jade, with sapphire, on ink blue. The complete collection now numbers 18 designs in 75 stock colorways on 30 special grounds.

Circle 152 on product information card

Real Leather Tile

A new tile, made from top-grain cowhide laminated to an aluminum base is manufactured by Vikon Tile Corp. Real leather tile has a scuff resistant surface, although soft and rich in appearance, and is available in six colors: pine green, saddle tan, gold dust, cranberry, tangerine, and tortoise shell. Its pre-applied adhesive speeds installation. Real leather tile comes in a new 8½ by 8½ inch size as well as the usual 4¼ by 4¼ and 4¼ by 8½ inch sizes.

Circle 153 on product information card

Contemporary wall decor

Jack Lebowitz & Associates takes a new approach to contemporary wall decor with decorative panels composed of varying materials. The selection of media includes sand and rock, woven glass fibers, and sculptured wood and/or metal. Pieces of

all sizes may be adapted to contract purposes as well as individual customized adaptations. Shown is a piece made of sculptured exotic woods, each in its own natural color, mounted on a background of grass-cloth.

Circle 154 on product information card

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

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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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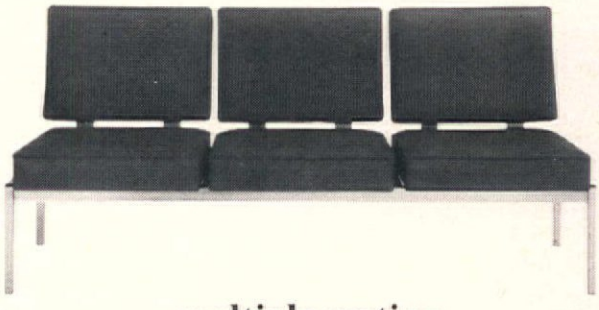
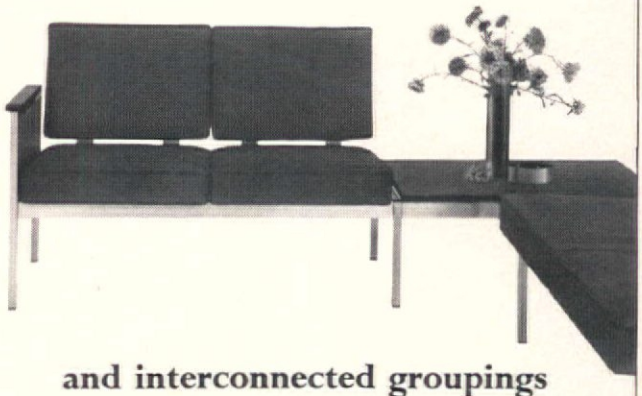
CONTRACT DIVISION

Circle No. 71 on product information card

new Sturgis single,



multiple seating,



and interconnected groupings

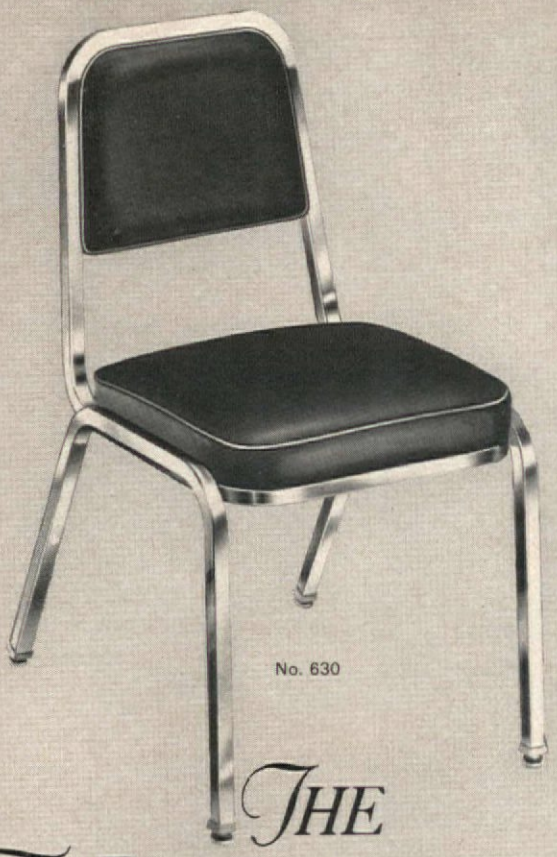
Modern and modular—that's the new Sturgis 300 Line. It creates pleasant environments in any reception or waiting room. Modular single, double and triple seating units, with or without arms, combine and interchange with tables and bench seats to give you almost limitless flexibility. Sturgis delivers the arrangement you want, assembled, but you can easily rearrange the modules to create new groupings.

Sturgis 300 Line units are sturdy. Frames are steel. Seats and backrests of one-piece foam cushions over rugged arched springs offer lasting comfort. Legs are finished in enamel, custom aluminum or satinized chrome. Yours in a handsome choice of upholsteries. Write today for a full-color brochure showing the complete line. Dept. CM-101, The Sturgis Company, Sturgis, Michigan 49091.

STURGIS 300 LINE

Circle No. 72 on product information card

Now, 13 is your lucky number!



No. 630

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NEW UPHOLSTERED SEATING

by Brunswick

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Circle No. 73 on product information card

PRODUCTS & SERVICES

CONTINUED

New spacing-saving seating unit

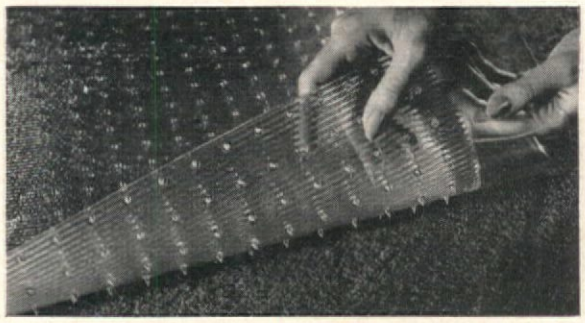
Port-a-Booth is a newly designed portable booth-style seating unit from L & B Products Corp. Its overall dimension from the outside back of one seat to the outside back of the opposite seat is approximately 61 inches—substantially less than conventional booth seats. The easy to clean unit is constructed of 1-inch steel tubing finished in black enamel. The tubing is

fitted with plastic snap-on guards at all points where scuffing might occur, or where detergents and floor mops might damage the baked on finish. Port-a-Booth is offered in 24, 42, 48, and 60 inch lengths, with a choice of upholstery fabrics and Formica tops.

Circle No. 155 on product information card

Transparent vinyl carpet runner

Budge-proof carpet grippers molded onto the bottom surface of the new vinyl carpet runner from Tenex Corp. assure firm placement on floor and stairway carpeting without the use of carpet tacks or anchor strips. Made of heavy-gauge vinyl, weighing more than one pound per running foot, the runner comes in crystal clear and four transparent colors: blue, green, goldenrod, and sand. Presently it is offered in 27-inch



wide, 60-foot rolls and will soon be available in 36-inch width in opaque colors as well as transparent colors. The heavy vinyl construction is puncture-proof and protects against abrasive dirt and moisture; it wipes clean in place or may be easily picked up for cleaning or storage. Crosswise ribbing between three-inch wide clear feathered edge borders is an added safety feature. Tenex also offers a floor runner identical in construction to the carpet runner, without the molded grippers.

Circle No. 156 on product information card

288-1

Imported Florentine gold leafed candlestick, tortoise-shell shade. Height 36" or 44"

Paul Hanson

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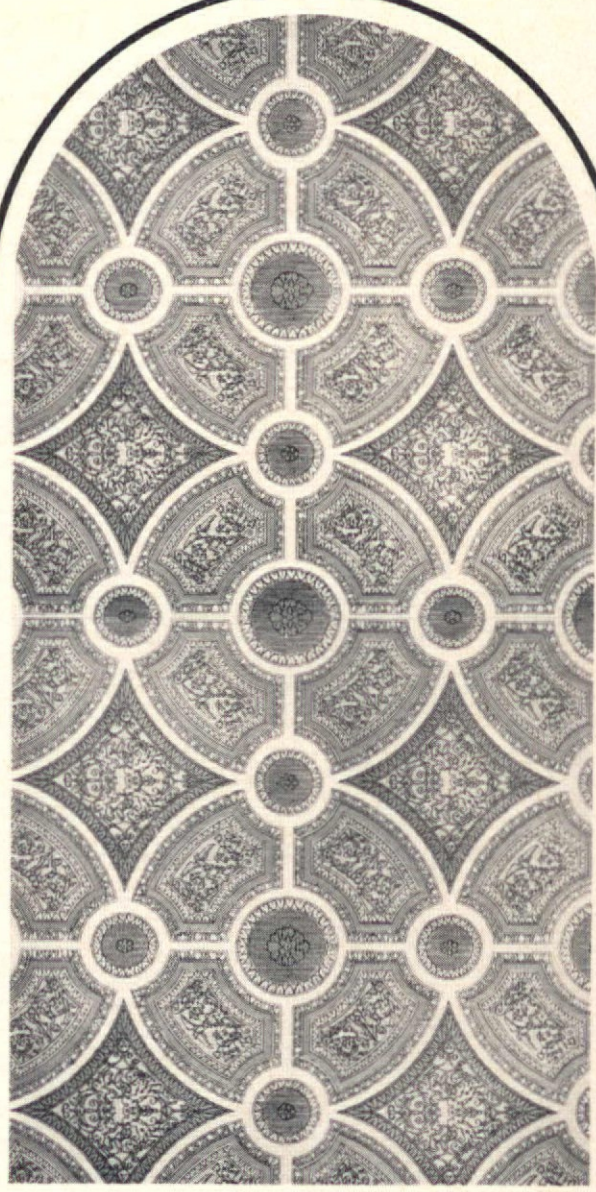
Circle No. 74 on product information card



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Swivel-armchair 3272, swivel-chair 3172: upholstered, base in aluminium.
Table 3681: 71 1/2" x 36", h. 27 1/2", base in aluminium, tabletop in oak, teak, palisander. Design Arne Jacobsen.
Fritz Hansen Inc., Decorative Arts Center, 305 East 63rd Street, New York, N.Y. 10021, Telephone (212) 838-3225. Division of Fritz Hansen, Copenhagen.

FH

PRODUCTS & SERVICES

CONTINUED

Two new lines from Simmons

New hotel-motel line from Simmons is a distillation of Spanish and other Mediterranean influences, called Castillo. It includes dresser-desk, high back desk chair, lounge chair, wallmasters, writing desk, and a selection of tables and bedside chests, all in solid cherry with a distressed finish. The tops are made of a matching burl pattern plastic laminate surface. Simmons'

new office furniture line, Office Span II, also has plastic laminate tops on all pieces. Desks, chairs, and credenzas are constructed of steel with brushed chrome legs and drawer handles that are rounded at the corners. Office Span II comes in a variety of bright colors designed to coordinate with chair fabrics, and tops have a range of seven laminates in either wood or leather grain.

Circle No. 157 on product information card

New wall surfacing veil

Pellomac, a new surfacing veil developed by the Pellon Corp. and available at I. D. Fabrics, Inc., is an application for preventing hairline, wind, and other cracks from appearing on newly plastered walls. When this thin transparent mesh is applied to walls which have been previously painted, show cracks, or indicate poor substrates, it helps prevent these from showing through following application of a coat of paint. Pellomac's elasticity enables it to bridge adverse effects caused by expansion or contraction of paint surfaces due to sudden temperature changes. Available in types for both exterior and interior use, it offers corrosion resistance, and permits transmission of moisture vapors.

Circle No. 158 on product information card

← **Circle No. 76 on product information card**

Circle No. 77 on product information card

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28″ wide 48″ long
29″ ht. or 42″ ht.

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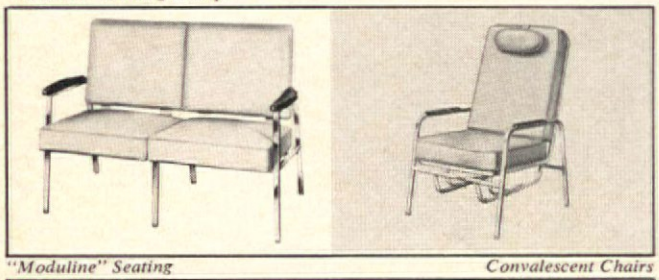
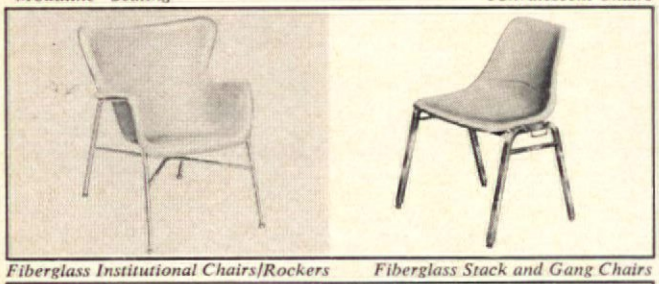
Circle No. 78 on product information card

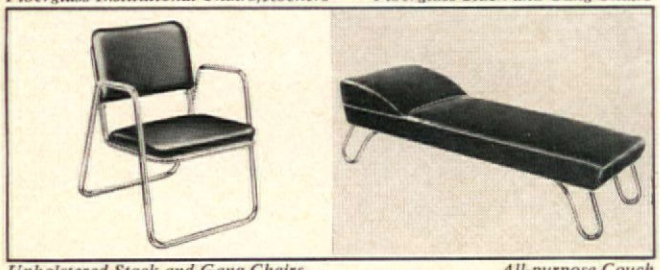
"Fine-line" Seating Group



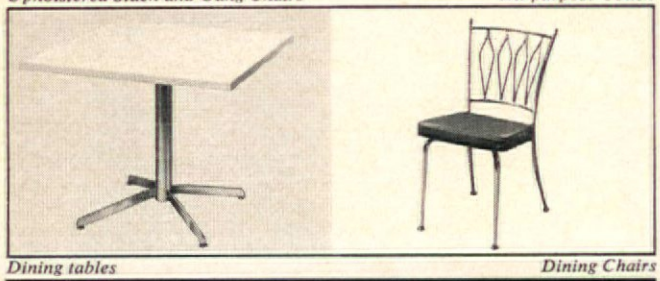
"Moduline" Seating *Convalescent Chairs*



Fiberglass Institutional Chairs/Rockers *Fiberglass Stack and Gang Chairs*



Upholstered Stack and Gang Chairs *All-purpose Couch*



Dining tables *Dining Chairs*

Creations in Metal Furniture by Lloyd of Menominee

Manufacturers of an outstanding line of seating units for business and institutional interiors—special purpose seating for institutions, nursing homes, hospitals—tables and chairs for dining areas. Write for literature.

Lloyd Manufacturing Company
Menominee, Michigan

Lloyd

Nationally known—
Established 1826

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See us at the National Contract Furnishings Exposition, Americana Hotel, New York City, April 19-22—Space 158!

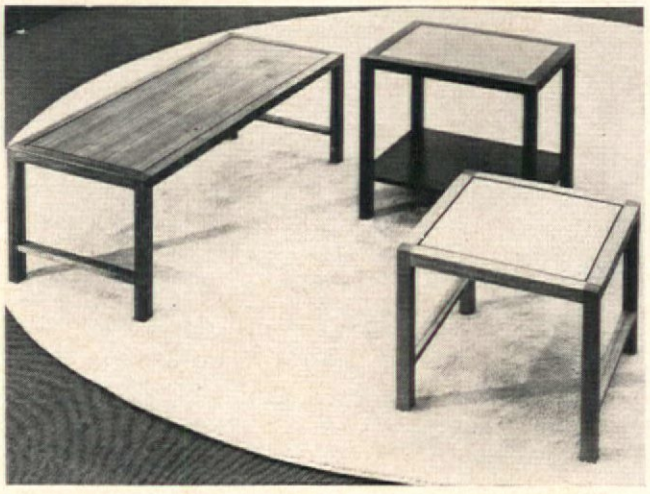
Circle No. 79 on product information card

PRODUCTS & SERVICES

CONTINUED

Versatile tables from Robert John

Occasional tables in several sizes from Robert John provide a versatile design of such simplicity that they can be coordinated with a wide range of furnishing styles. The new line emphasizes flexibility with its uncluttered classic configuration and large selection



of materials. The tables come in walnut or teak, with a choice of matching wood, wood grain plastic, solid color plastic, or "Executive" vinyl tops. The Executive vinyl is a new rugged version of the 40-oz. expanded vinyl, with five additional colors added to the line. Densedge strips provide an added linear accent.

Circle No. 159 on product information card

Upholstered seating line by Myrtle Desk

Myrtle Desk Co. offers a new seating line designed for coordination with its eight furniture groups. Chairs include executive postures, executive swivels, secretarials, occasional arm chairs with and without arms, wing and conference models. Sofas are available in various sizes, and modular units provide numer-

ous combinations. Office and reception styles, as well as conference designs are upholstered, with exposed woods predominantly walnut and mahogany. Fabrics include nylon, wools, rayon, mixtures, leathers, and vinyls in many colors. Shown is an occasional arm chair in mahogany and leather with brass nail heads.

Circle No. 160 on product information card

Take mahogany. Shape it traditionally. Embellish it with gleaming, antiqued brass. Now you have a gentle echo of a graceful era...

Kings English

American of Martinsville's functional translation of Regency England's elegance. Gracious. Well bred. Welcoming. Perfect for upgrading. See it in one of our showrooms: in New York, Chicago, San Francisco, Dallas, Atlanta or Martinsville. Or send 50c to Dept. C-7, American of Martinsville, Martinsville, Virginia for details and brochure.

AMERICAN OF MARTINSVILLE

PRODUCTS & SERVICES

CONTINUED

New office chair line

Straight-line styling plus polyfoam cushions and vinyl upholstery in a choice of 32 colors keynote the "A" series, a new line of contemporary office chairs from H-O-N Co. Among the five basic models, swivel chairs have extra wide bases on executive models, and

are equipped with an adjustable spring-controlled mechanism. All metal parts have satin-chrome finish; solid walnut arms are standard on executive and arm chair models. Nylon and gros point fabrics in 15 additional colors are offered as options on all models.

Circle No. 161 on product information card

Fabrics from Franciscan

A new line of printed fabrics from Franciscan Fabrics, Inc. includes a rich variety of washed and pre-shrunk floral patterns in both naturalistic and stylized designs. Most are available in a mixture of cotton and linen and are made in France, Belgium or Ireland. The two designs shown are Agincourt, a regal stencil-

like print in ink blue, crimson, peridot, gold, or French blue; and Lotus, an Albert Stockdale design based on the wild lotus of Southern California, and available in blue/green, yellow/green, green/white, pink/green, and golden yellow.

Circle No. 162 on product information card

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From initial planning and design to furnishing and installation of interiors, ALBERT PARVIN & CO. serves American business as a single, competent and responsible source for completion of an entire project... hotel, motel, club, restaurant, bank, executive office, institution, commercial or industrial enterprise! ONE RESPONSIBLE SOURCE for total interior design and furnishing needs, combining beauty, economy and efficiency...

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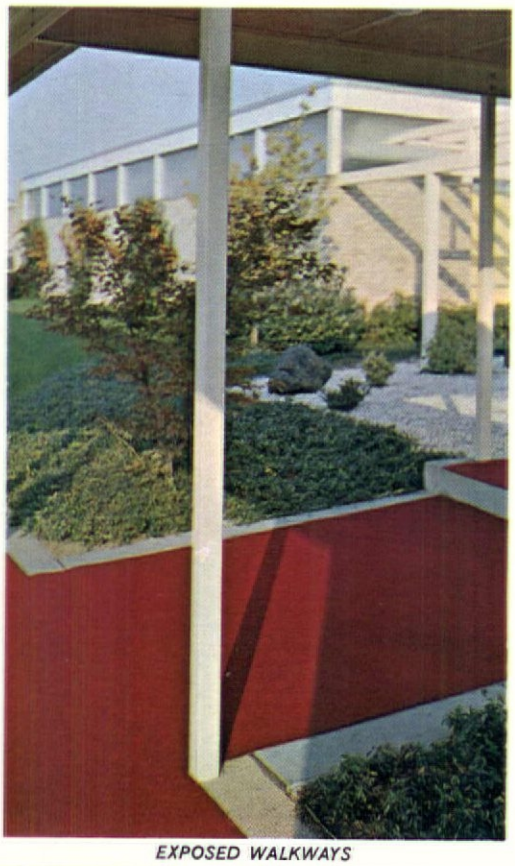
Circle No. 81 on product information card

Use it outdoors! Use it indoors! New Ozite Town 'N' Terrace Carpet made with Vectra* fiber. Impervious to water. Long-wearing. Resists stains. Can't rot, shrink or mildew.

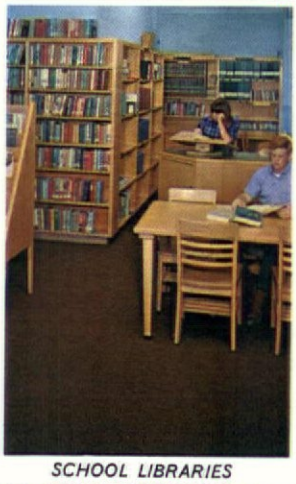
POOLSIDE



EXPOSED WALKWAYS

LOBBIES

MOTELS



SCHOOL LIBRARIES

HOSPITALS

OFFICE AREAS

TERRACES

RESTAURANTS

Available in a wide range of decorator colors.

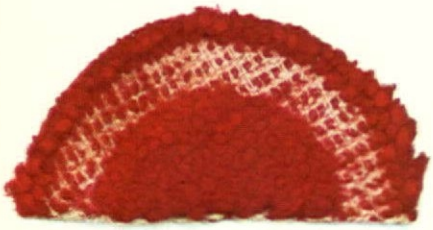
Ozite "Town 'N' Terrace" Carpet made with Vectra polypropylene olefin fiber is not just another floor covering in competition with those you already know. It's in a class by itself—an entirely new *kind* of floor covering with features other carpets just don't have. The result? It opens up scores of new decorating ideas never before possible with conventional carpeting. Check the assignments you're working on now. You'll be surprised how many ways you can find to add dramatic creative touches with this new carpet. Note that because carpet is unaffected by water or moisture, it's practical to install below grade directly on cement floors. Turn this page for details on the remarkable technical advantages of Ozite "Town 'N' Terrace" Carpet, the remarkable new outdoor-indoor carpet made with new Vectra polypropylene olefin fiber.

IF PRODUCT OR PERFORMANCE DEFECTIVE • Good Housekeeping • REPLACEMENT OR REFUND TO CONSUMER GUARANTEES

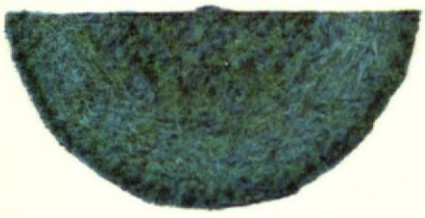
Ozite® *Town 'N' Terrace Carpet made with* Vectra olefin fiber

*The Vectra Company · A division of National Plastic Products Company, Inc., Odenton, Md. · *Vectra is the exclusive trademark of the National Plastic Products Company, Inc. for its olefin fiber. Vectra makes fiber only, not fabrics or carpets. ®Ozite is the exclusive trademark of the Ozite Corporation, 7-120 Merchandise Mart, Chicago, Illinois, manufacturers of famous Ozite products for over 100 years. Ozite makes Town 'N' Terrace Carpet, not fiber.*

Tests prove the superiority of Ozite Outdoor-Indoor Carpet made with Vectra* fiber over floor covering costing twice as much!



3,000 revolutions of abrasion test have $11.95 retail acrylic carpet down to the backing!



But, the abrasion wheel (Standard Taber Abraser), which can quickly spin off years of hard wear, barely makes a dent in new Ozite Outdoor-Indoor Carpet made with remarkable new Vectra polypropylene olefin fiber. Ozite's unique manufacturing method permits the use of staple fiber of higher tensile strength than normally used in regular carpeting.

Fadeometer Test

Wool 100 hours

Acrylic 160 hours

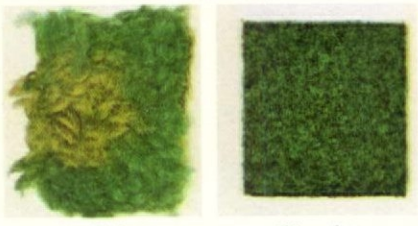
Nylon 100 hours

Polypropylene without stabilizers 216 hours

Polypropylene with stabilizers Over 2,000 hours

Most manufacturers of piece-dyed carpets try for 40 to 60 hours fade resistance. Even stock-dyed carpets strain to reach 200 hours. The special stabilizing chemicals used in the solution-dyed Vectra fiber enables it to resist ultra-violet rays—and permits Ozite to guarantee its carpet to withstand 500 hours of Fadeometer test without discoloration!

Stain Resistance



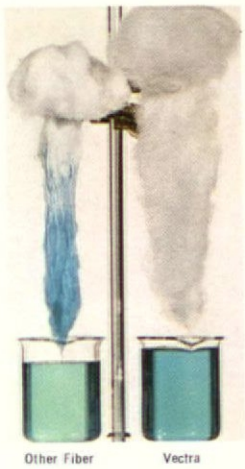
Wool

Polypropylene

Vectra polypropylene fiber is resistant to most harmful chemicals that tend to bleach and stain competitive products, including most acids, alkalies, salts, solvents, and oxidizing agents. Ozite Outdoor-Indoor Carpet resists spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, mustard, catsup—practically everything, including the accidents of dogs and children. Insects and mildew do not attack polypropylene. Fungus growth is not supported by the fiber itself. It does not absorb moisture—can't shrink, rot, or mildew. And it's non-static and non-allergenic, too.

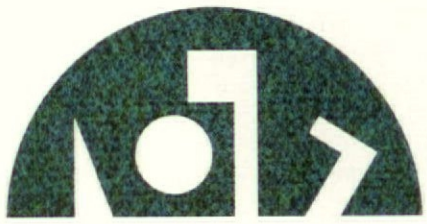
Competitive carpet fibers absorb moisture to varying degrees, up to 27%.

A filament of Vectra reacts to water much like a solid glass rod. The water rolls right off. Vectra olefin fiber has zero (0%) moisture regain.



Other Fiber

Vectra



Easy to install. Cuts with scissors or knife. Lies flat. Doesn't curl. No binding of exposed edges necessary. Does not need carpet cushion, tacking, or professional installation. And no adhesive is required. If desired, waterproof cement may be used outdoors. Indoors, double-faced tape may be used, or cement if you prefer.

And it's a breeze to maintain! Can actually be hosed clean. Simple to patch. Because Vectra fiber is impervious to moisture it can either be scrubbed clean or vacuumed. It dries fast. And patching for cigarette burns (can happen to any carpet, you know) is easily done in minutes with a razor blade and leftover pieces—and it won't show!

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Chicago, Illinois 60654

Please send me your 4-page color brochure with complete details on new Ozite "Town 'N' Terrace" Carpet, plus sample swatches of the carpet.

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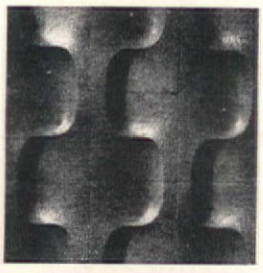
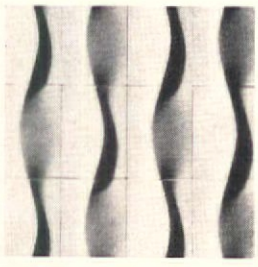
PRODUCTS & SERVICES

CONTINUED

New sculptural facings in concrete and Nova-stone

Fourteen new sculptural facings from Arts for Architecture, Inc. offer a variety of three-dimensional blocks for interior and exterior walls. Ten designs by Perli Pelzig, creator of the Taniko group, include five 12-inch square patterns, and five in a new 8 by 16 inch size, made especially for application over cinderblock. His use of primitive textural qualities, and abstract geometric forms, both deeply incised and in relief, make visual patterns effective from many





angles. The four designs by Erwin Hauer, creator of the sculptural pierced walls collection, reflect his interest in the repetition of sculptural form and an ever-changing play of light and shadow. In concrete, all of the stones weigh approximately 12 lbs. and are available in natural cement grey. In Nova-stone, all weigh approximately ¾ lbs. and come in varied finishes, including white, glazed bisque, glazed terracotta, and stone.

Circle No. 163 on product information card

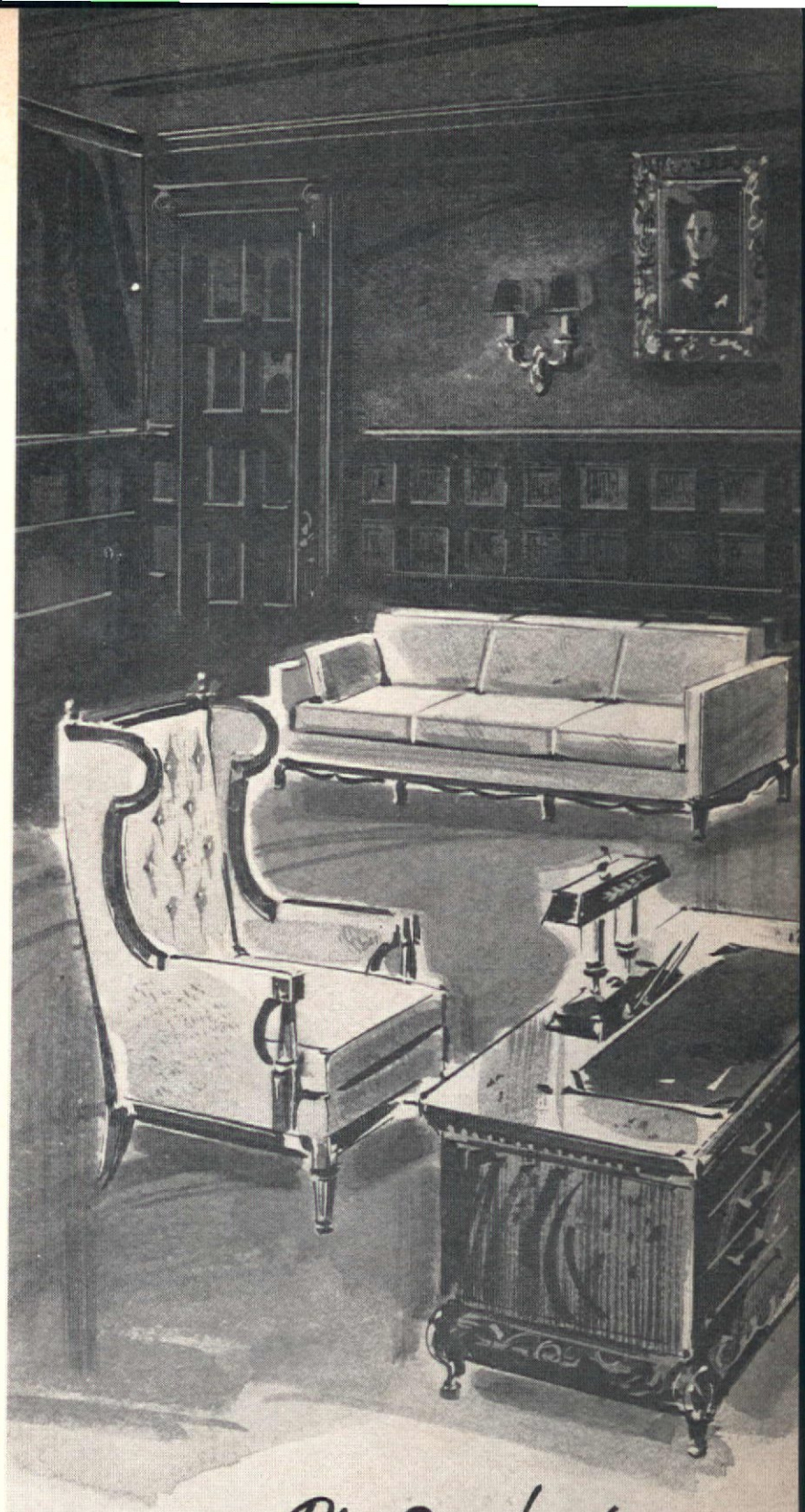
Wall plaque art

Witco, Inc. makes a wide variety of wall plaques in many sizes and types, incorporating carved wood and

metal on exotic fabric. Shown is an example called Soldier, which is 17 by 37 inches in size and has a red velvet background.

Circle No. 164 on product information card

Circle No. 83 on product information card →



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PRODUCTS & SERVICES

CONTINUED

Howell chairs

Architectural framing is the hallmark of two new chairs designed by James A. Howell of Howell Design Associates for Edward Axel Roffman. Identical walnut frames are fitted with slim-lined upholstered sections

to make a lounge chair in two sizes and an arm chair. Any fabric may be used for this seating which is available in the following sizes: arm chair—22½ by 22 by 31 inches high; lounge chair—26¼ by 26½ by 33½ inches high, or 26¼ by 26½ by 35½ inches high.

Circle No. 165 on product information card

Executive sauna

The Executive, an American version of the age-old Finnish sauna bath from Am Finn Sauna, Inc., can be installed anywhere—and that includes offices—

within an hour. It maintains a constant 190° temperature and contains a stainless steel heater with special lava rocks on which water may be poured for steam. The unit measures 6 by 4 by 6½ feet high.

Circle No. 125 on product information card

Vinyl fabric with Terson

Concept, a new upholstery fabric from Athol Manufacturing Co. is a tricot fabric of 100% DuPont nylon stabilized by Terson expanded vinyl. A rich velvet texture is achieved along with durability in 14 vibrant color fast colors, in this novel blend.

Circle No. 167 on product information card

BE PARTICULAR... CHOOSE L and B

JIM GENTRY'S SAFARI ROOM MISSION HILLS, CALIF.

L & B MANUFACTURING CORP. Santa Monica • San Francisco • Seattle

RESTAURANT FURNITURE FOR FOOD SERVICE OF DISTINCTION

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Circle No. 90 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.

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

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for lasting beauty it's . . . BROWN-JORDAN

CENTURY by Brown-Jordan. The newest and the most practical of any all weather outdoor furniture, CENTURY combines all the construction excellence that, traditionally, has been Brown-Jordan's, plus many new innovations. CENTURY features:

- Chairs with durable two-inch wide vinyl straps — INDIVIDUALLY REPLACEABLE. Available in many color combinations.
- Chairs, chaises, small tables — STACKABLE. "PERMA-TOP," opaque table tops — in white or cactus, stain resistant, and color fast.
- Complete grouping including umbrella table, end table, arm chairs, side chairs, adjustable chaise, and sun chaise.
- HEAVY-DUTY all weather aluminum construction.
- Ideal for CONTRACT INSTALLATION.

"For Lasting Beauty" with CENTURY, write for further information.

BJ BROWN-JORDAN

Box 272, El Monte, California.
Showrooms in Los Angeles, Chicago, Miami, Dallas, San Francisco, Atlanta, Scottsdale, Arizona.
Shipped from two factories: Newport, Arkansas — El Monte, California.

Circle No. 91 on product information card

PRODUCTS & SERVICES

CONTINUED

New office seating group

The focus group of office seating by Harter Corp. includes four chairs and a table, all of which share a new steel pedestal base design. The group consists of a swivel/tilt desk chair, swivel return chairs in both conference and lounge heights, and table in four

different heights. Marble, onyx, and laminate tops are supplied in 30 or 36-inch diameters. Chairs have laminated plywood shells and molded latex foam rubber upholstery available in a full range of fabrics and vinyls. Bases are fabricated of cold rolled steel and can be finished in either brushed or mirror chrome.

Circle No. 168 on product information card

Contract lamps in traditional stylings

Phil-Mar Corp's new contract table lamps display traditional lines to coordinate with popular trends in decor. Though Phil-Mar shows over one hundred varied styles, the column (left) was inspired by classical themes and is finished in antiqued gold leaf with touches of silver leaf. The trim of the fabric shade matches the base colors. Williamsburg, a

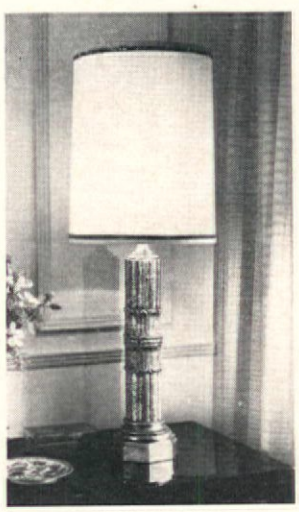


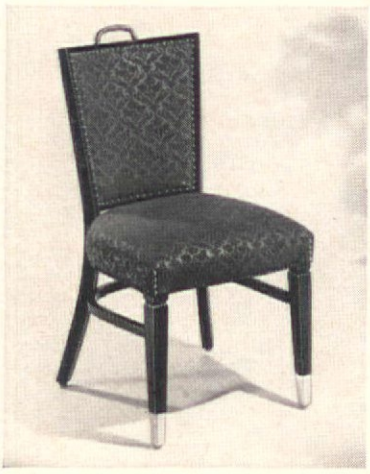
table lamp of early American influence as the name suggests, stands 40 inches tall, with antiqued wood finish and authentically designed appliques and pulls. The latter comes in pecan with olive or ebony, or antique white with blue. Shade is a textured linen.

Circle No. 169 on product information card

Circle No. 206 on product information card

TRI-PAR

for every good seating reason



Top row: Model 5314 CB metal stack chair, Warwick Hotel, Houston; Bottom row: Model 2600, the Fox Hills Country Club of Mishicot, Wisconsin.

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Stock or custom . . . we are experts in the contract field for outstanding institutional decor. Our full color catalog can be invaluable to you for selecting wall hangings for the job that is now on your desk. Send for it today. **Harris G. Strong Inc., 465 East 147th Street, Bronx, New York 10455**

Circle No. 86 on product information card

New...and unmistakably Krueger

MODULAR SEATING

Contemporary in design . . . flexible in arrangement! Krueger Modular Seating components are the versatile new solution to every seating space and arrangement problem in reception or waiting room, lobby or lounge, as well as shoe store and other retail applications. Handsomely-styled cast iron base joins arm or armless fiberglass shells and plastic-top tables in heavy-duty two, three and four unit variations. Special ganging devices join units in-line or back-to-back to take full advantage of any room size or shape. Krueger's comfort-curved fiberglass shells, in a variety of colors, are also available foam-cushioned and fully upholstered in colorful Naugahyde Chromata or a Spot-Shed treated, textured fabric.

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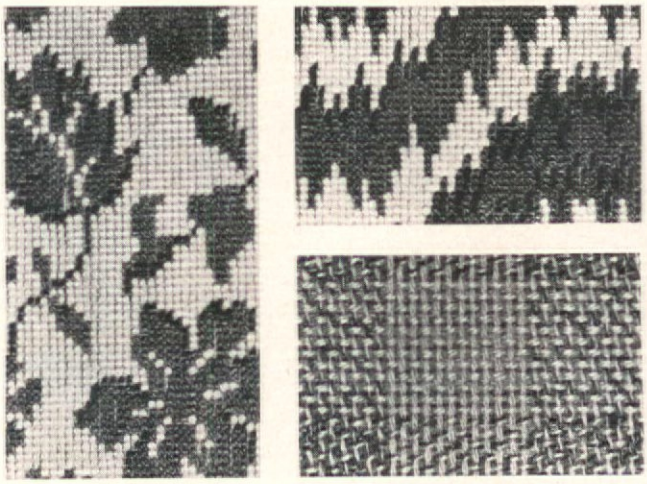
Circle No. 87 on product information card

PRODUCTS & SERVICES

CONTINUED

Three new fabric collections from Quaker

A colorful group of fabrics with a needlepoint look forms the Gros Point Collection of Quaker Fabrics Corp. Woven on specially created wire looms, the fabrics have a hand loomed look, and come in a brilliant variety of 36 color combinations. The needlepoint inspired designs include such classics as flame stitch, antique floral, fruit and butterfly patterns, and paisleys, or a more contemporary look with giant houndstooth and caning designs. Among these patterns, Jardin is an over-all floral and leaf pattern in-

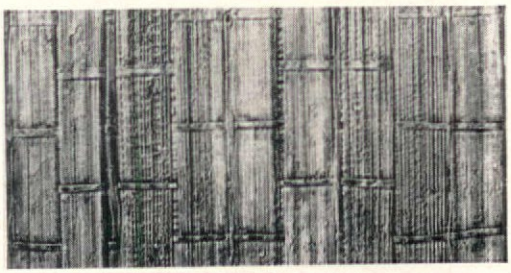


spired by an antique design; and Flammeche interprets the flame stitch with three strong colors against a pale ground. Two other new collections, Americana and Graphics Group, each contain designs that coordinate with those of the other. Americana offers a variety of contemporary textured looks with patterns having from 50 to 150 color combinations. Graphics Group is a bright collection of stripes, plaids, and checks. Shown from this group is Tulsa, a multitone box plaid coordinate of three Americana designs.

Circle No. 170 on product information card

New vinyl wallcovering

Maru, a new wallcovering pattern from Vicrtex V.E.F., reproduces the subtle delicacy of woven bamboo-cloth in a rugged textured vinyl. Its durability and easy maintenance make it a practical application where

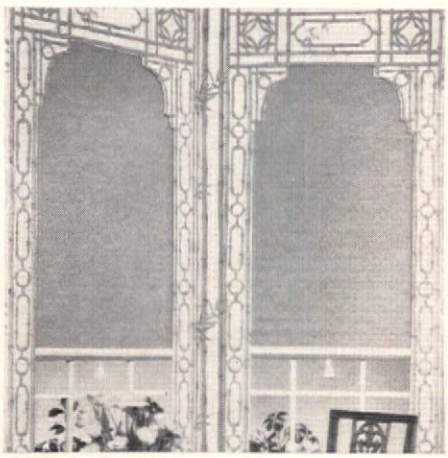


traffic is heavy, while its lush appearance makes it desirable from a decorative viewpoint. One of 60 patterns in Vicrtex V.E.F. vinyl, Maru is available in a range of 14 colors.

Circle No. 171 on product information card

New window shade collection

The Paul Kraus Signature Collection of window shades for Breneman Inc. consists of 48 new shade cloth color-combinations and hemshapes, correlated with mix-match trimmings. Among the new cloths, Heather (shown) offers a weave texture in pastels with overtones of a second color. Invisibly vinyl-impregnated, the shade is washable and durable, and comes in widths up to 54 inches. Its colors are curry, empire green, celery green, white, oatmeal. Nitetime is a shade



with a smooth matte finish in a collection of delicate colors that are matched to Sherwin-Williams wall paint. It has an inner layer of Aluminex (an aluminum/vinyl compound) that reflects light and heat. Stoplite, a completely opaque, fire resistant, durable shade, comes in a wide range of colors, and may have a bright room color on one side and white on the other. All shades in the collection come with a variety of hem shapes and trims.

Circle No. 113 on product information card

Kings English hotel/motel furniture

Kings English, a new group of hotel/motel furniture from American of Martinsville, based on 18th century English design, is made of highly figured distressed mahogany in a brown tone finish. Design details include reeded posts, elm burl overlays, framed drawers, and carving on legs. Among the group's practical features are snag-resistant white Marlite drawer bot-

toms, and case tops and edge banding of mahogany finished plastic laminate. The line consists of a variety of large and small pieces including a 72-inch wall unit reminiscent of a sideboard, with deep drawer storage and luggage rack space; a 114-inch triplex unit, with dresser-desk, writing desk, and compact 36-inch chest; and a continental-height game table in 34-inch round size.

Circle No. 114 on product information card

The bright hues of Mediterranean lands are captured in a dramatic new Mediterranean grouping. Designed with classic lines, each lamp compliments a variety of interior settings . . . each reflects the originality and fine craftsmanship so typically Phil-Mar.

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CONTRACT DIVISION

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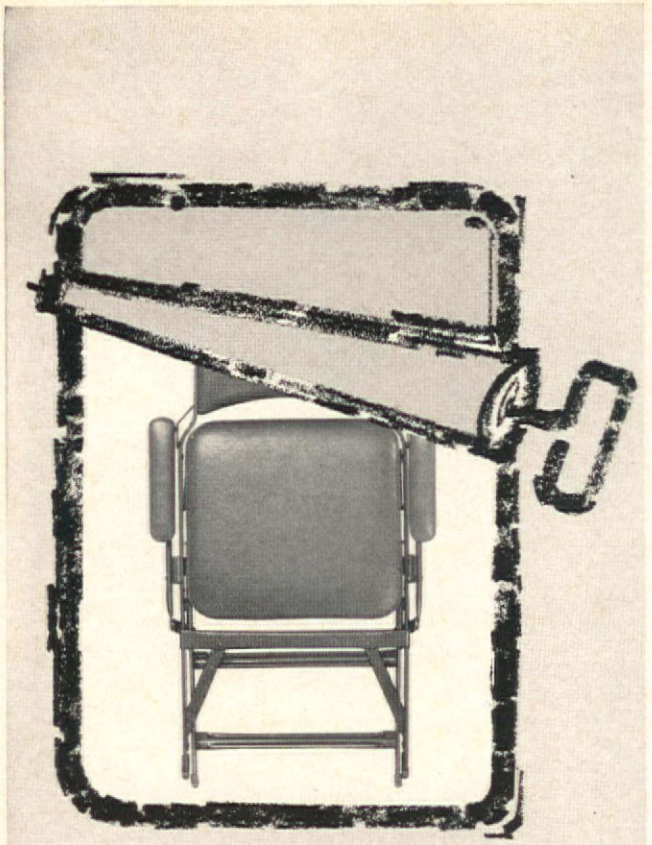
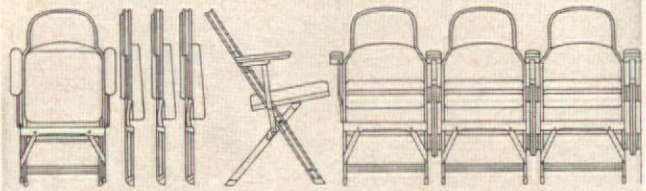


open 'n serve



Instant seating! Wherever needed! Whenever needed! Two fold compactly in reserve behind an executive's door. Chairs stack to great heights saving storage space. Gang quickly in perfect alignment for group seating. ☐ Clarin "Reserve Seating" is executive seating at its very finest. Color correlate them to your decor in contemporary plush nylons and expanded vinyls. C.O.M. accommodations available.

RESERVE SEATING

Wouldn't you like all the information? Write today. Dept. C4.

CLARIN
MANUFACTURING COMPANY
4640 West Harrison Street • Chicago, Illinois 60644

Circle No. 93 on product information card

PRODUCTS & SERVICES

CONTINUED

New treillage screen by Blum

Various design effects may be achieved with Arabesque, a new treillage pattern from Julius Blum & Co. The geometric character of the 13½ by 27-inch unit is emphasized when used singly or, when the units

are massed, they form a web-like overall design. Part of Blum's line of 38 contemporary and traditional patterns, the new screen is offered in malleable iron or aluminum.

Circle No. 172 on product information card

New vinyl wood-like sheeting

Simulating wood grain texture by means of an embossing technique, Woodlike, a vinyl sheeting from Coating Products, Inc. feels, as well as looks like natural wood. It has a pressure sensitive adhesive backing to facilitate efficient, permanent application to products, packing, or interior walls. Durable and scuff-resistant, Woodlike is available in 54-inch widths and in tape form slit to specific sizes.

Circle No. 173 on product information card

New Chairmaster design

The styling of a new chair by Chairmasters, Inc. emphasizes the smoothly-contoured wood frame, and provides an upholstered back and spring seat. It is

suitable for use in restaurant installations and is available in a choice of upholstery fabrics and wood finishes.

Circle No. 174 on product information card

Circle No. 94 on product information card

stambaugh

X-Bench Natural Sheepskin or 12 dyed colors, shaggy long wool pelt on mirror chrome solid steel frame. Net, $49. Seat also available in Saddle Tan or Black Decor '64 Naugahyde. Net, $35.
For portfolio of X-Benches, Lobby Benches, Dining/Conference Tables and Occasional Tables, write: Dick Stambaugh, Inc., Ada, Ohio, 45810.

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.*

4136 LOGAN WAY • • • YOUNGSTOWN, OHIO 44505

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:

FIBERMOLD CORPORATION

2321 ABALONE AVE. • TORRANCE, CALIFORNIA • (213) 775-6288

An Affiliate of Borg-Warner BORG WARNER

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QUALITY COURTS
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Booths 126-127
National Contract Furnishings Show
Hotel Americana, NYC
April 19-22

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OUTDOOR AND INDOOR FURNITURE

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Fire-resistant fabrics of matchless beauty

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VEREL Man-made miracle yarn. Resists fire permanently. Resists soiling, cracking, sagging, creeping and stretching. Resists fading, moths, mildew and fungus. In every other way it's irresistible. See our outstanding new collection.

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FABRICS / CARPETS / WALLPAPERS

58 W. 40TH ST. • NEW YORK 18, N.Y. • SHOWROOMS: 939 THIRD AVE., N.Y.

Circle No. 98 on product information card

PRODUCTS & SERVICES

CONTINUED

Lido

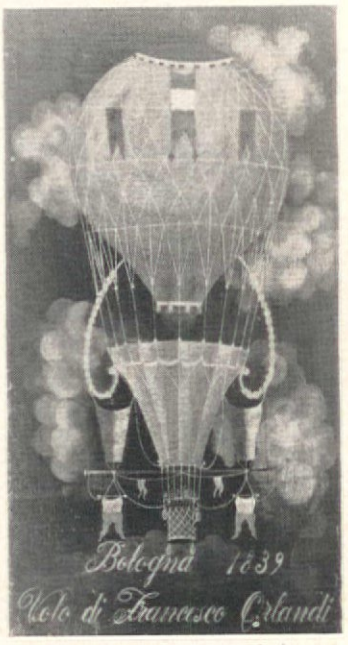
A collection of hotel and motel furnishings called Lido by Kroehler Mfg. Co. is designed with a Mediterranean accent. It has distressed finish burl overlays backing large bale pulls in antique finish brass. The burl motif is repeated in a classic Italian shield used on panels of the headboards and on the matching

night table. Among the pieces offered in this group are three desks: two multi-desks providing storage for luggage as well as writing space, in 90- and 116-inch widths; and a 56-inch wide desk dresser. All top surfaces are Kroehler's Can't Mar laminated plastic.

Circle No. 175 on product information card

ETCETERA
Post Office Box 608
Ashland, Virginia 23005
Telephone: SW 8-7438

Sculpture ☐ imported paintings



No. A48 AIR BALLOON 14" x 27"

Circle No. 99 on product information card

WALLFLOWER!

Bring warmth and beauty to otherwise dull walls with Hardwood House free-standing component wall systems.

Perfect for offices. Dormitories. Schools. Anywhere.

Hardwood House gives you a choice of 100 different cabinets to assemble in inexhaustible combinations. Take advantage of valuable space with wall-to-ceiling storage. Wall-to-ceiling beauty. In smart contemporary styling. Design your walls to flower, with the versatility and space-saving ideas of the Hardwood House Component Wall System. Send for our free catalog and price list today.

HARDWOOD HOUSE INC.,
10 St. James St. Rochester, N. Y. 14606.

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. 116 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. 117 on product information card

PRODUCTS & SERVICES

CONTINUED

Hotel/motel transistorized radio unit

A new transistorized radio unit featuring a night light and night table installation is available for hotel/motel use through the Commercial-Institutional Products group of Westinghouse Electric Corp. It is available in AM or AM-FM, and is tuned by a lighted slide-rule

dial. Its night light panel has adjustable glow control to regulate degrees of illumination. The radio unit is 4½ inches high, 13¾ inches wide, and 6⅜ inches deep, and may be installed with tamper-proof screws in an existing night table or a complete night table can be provided to meet specific requirements. It comes in two models in charcoal black and beige.

Circle No. 176 on product information card

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HIGH POINT • CHICAGO • CANADA

Otto Gerdau has the styles most wanted by HOTEL • MOTEL • INSTITUTION and HOME fields

Write for *new* catalog 'C'

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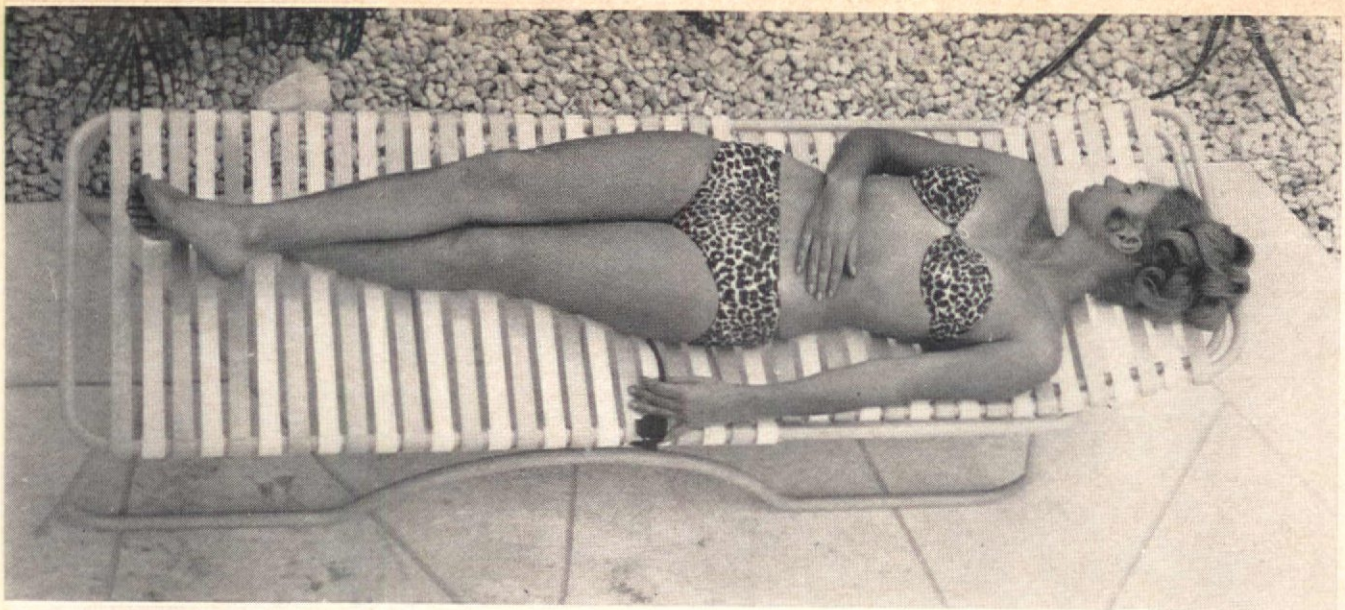
Circle No. 120 on product information card



How to build the ultimate contract chaise

Take 50 feet of .065 gauge, one-inch diameter aluminum tubing, cut it to size, shape it, and helia arc weld it at 16 points. Insist on cross bracing. Demand two coats of acrylic enamel. Make sure it's baked-on at 400° for at least 35 minutes. Then attach 41 heavy-duty extruded vinyl straps. Specify our special compound for the vinyl. It's got a tensile strength of 447 pounds.

Now just put it by the pool and forget it. And, if you don't want to go to all this trouble, just ask us to do it for you. We'd love to. Write us for contract folder and prices.

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Furniture Co., Incorporated, P. O Box 3197
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YORKRAFT looks great behind a bar. Or in a hallway. Or bedroom. Or going up the stairs. The ingredients are color, humor, history, nostalgia, CHARM! Mix them anywhere—in home, office, hotel or motel. Be big and bold or soft, subtle and elegant. Fun all the way, for you and your clients.

FORTY-PAGE COLOR CATALOG and SIXTEEN-PAGE DECORATOR BOOK shows how to use hundreds of Yorkraft items brilliantly in many rooms, many spaces.

SEE YORKRAFT AT NATIONAL CONTRACT EXPOSITION— AMERICANA HOTEL, APRIL 19-22.

YORKRAFT!

Original and beautiful wall decorations – hand crafted in antiqued colors and woods

YORKRAFT, INC., DEPT. E, 550 SOUTH PINE ST., YORK, PA. 17405

Circle No. 121 on product information card

Circle No. 122 on product information card

MANUFACTURERS'

LITERATURE

A 16-page, 4-color brochure illustrating the handcrafted look of Franciscan's line of Contours CV ceramic tiles has been published by International Pipe and Ceramic Corp. (INTERPACE). Dramatic photos show unusually rich colors and natural earthy textures. A special section is devoted to ceramic designers, showing them at work. Also included are examples of custom creations, and complete specificatons for Contour CV.

Circle No. 177 on product information card

A folder called More than Meets the Eye gives basic background on U.S. Rubber's Koylon latex foam rubber bedding. It includes illustrations of new designs in bedding materials, with brief descriptions.

Circle No. 178 on product information card

The Weinberg Corp. offers a 52-page catalog of its Adlore collection of contract furniture groupings. Among the items illustrated are swivel chairs, desks, executive and lounge pieces, modular seating, planters, stacking stools and chairs, and numerous types of tables. Size and material specifications are given. Prices are available in an illustrated price list with more detailed specifications included.

Circle No. 179 on product information card

Circle No. 123 on product information card

Circle No. 124 on product information card

Two well-styled brochures from Thayer Coggin present new designs by Milo Baughman. One gives various models of the tycoon chair; the other reviews the institutional line. Both are complete with illustrations.

Circle No. 92 on product information card

A brochure from Sico, Inc. gives illustrated information on the executive mobile conference table, a folding table on wheels. Specifications and diagrams are included.

Circle No. 22 on product information card

A 1966 catalog of bed-frames from the Harvard Manufacturing Co., a division of Rusco Industries, Inc., contains photos, drawings, specifications, and other ordering information for all standard models.

Circle No. 58 on product information card

Decorative Arts Promotions Inc., publishes the Mid-Atlantic Interiors Source Directory, a complete trade reference book of the Philadelphia, Washington, and Baltimore markets.

Circle No. 209 on product information card

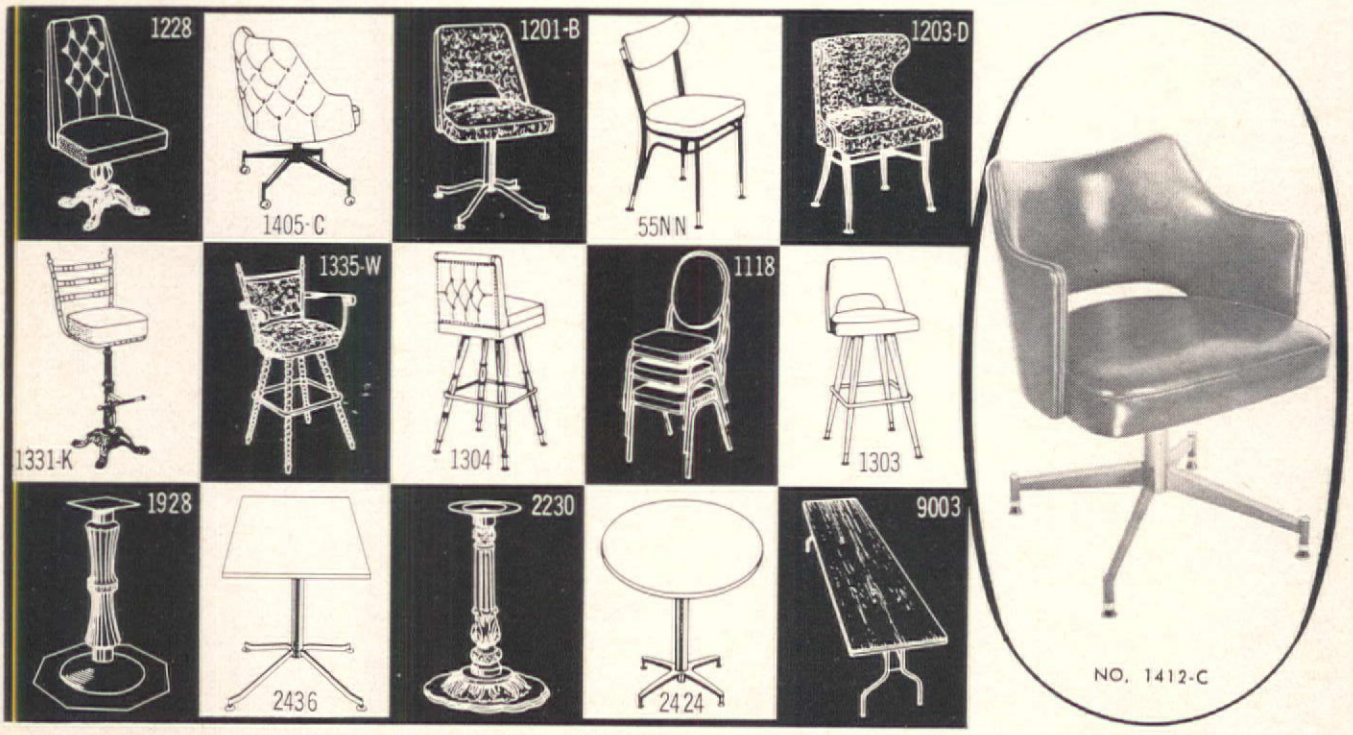
The principles, types, techniques, design data, and maintenance of sign lighting are discussed in a new, 24-page technical publication from General Electric's Large Lamp Department. Factors affecting the legibility of all electric sign types are outlined, and special attention is given to application of lamps for various types of signs.

Circle No. 210 on product information card

Circle No. 119 on product information card

TRI-MARK DESIGNS

SEE US AT NATIONAL CONTRACT FURNISHINGS EXPOSITION
1006 ARCH STREET, PHILADELPHIA 7, PENNSYLVANIA
Showrooms: CHICAGO, ATLANTA, LOS ANGELES, PHILADELPHIA, DALLAS, SAN FRANCISCO
NEW YORK SHOWROOM: INTERNATIONAL CONTRACT FURNISHINGS, 145 E. 57TH STREET PL 2-5870



Largest in the West

CHROMODERN

MANUFACTURERS OF COMMERCIAL, INSTITUTIONAL AND CONTRACT FURNITURE

4920 SO. SOTO ST., LOS ANGELES, CALIFORNIA 90058

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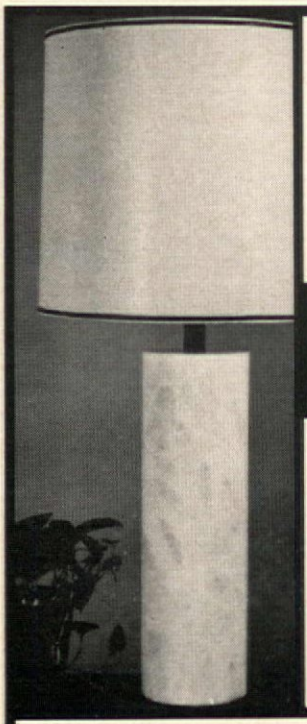
Circle No. 127 on product information card

designs for contract

FORMULA TT
designed by Lawrence Peabody A.I.D.

Send for our catalog . . . a complete line of contemporary lounge and office seating, wood and metal, with complimentary tables.

RN CONTRACT
NEMSCHOFF CHAIRS, INC.
SHEBOYGAN, WISCONSIN



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contempory cylinders of modern alabaster for their Chicago offices

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Write for free catalog

Circle No. 128 on product information card

MANUFACTURERS'

CONTINUED

LITERATURE

A 20-page brochure describes Operable Wall, the sliding acoustic wall system of the E. F. Hauserman Co. Along with numerous photos, the brochure includes descriptive data, application tables, installation diagrams, detail drawings, and complete specifications.

Circle No. 180 on product information card

Ceramaguard Ceiling System is the title of a new, full color folder describing the Armstrong Cork Co. waterproof ceiling system. It offers descriptive and illustrative material on the new ceramic acoustical lay-in ceiling, along with installation and material specifications.

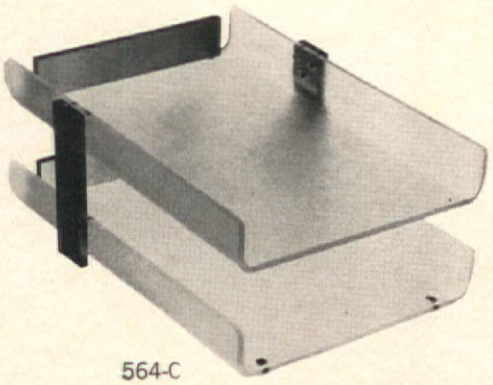
Circle No. 181 on product information card

The fifth edition of the Pittsburgh Plate Glass Architectural Data Handbook is now available to architects and engineers. The handbook contains 136 pages of basic information on PPG products, including various types of flat glass products, architectural metals, doors and entrance materials, sealants, fiber glass, Foamglass, glass block building units, and paints for exterior-interior application. The pattern of presentation is by product description, characteristics of the material, performance data, and specifications. The text is accompanied by product charts, graphs, and diagrams for technical elaboration.

Circle No. 182 on product information card

A COMPLETE LINE OF EXECUTIVE DESK ACCESSORIES DISTINCTIVE CUSTOM DESIGNS

Polar Product
POLAR MFG. CO.
PHILA. PA.



564-C

Crystal Clear Polished Plexiglas—Metal is in Brushed Aluminum

A truly unusual Correspondence Tray

Complete Catalog Available

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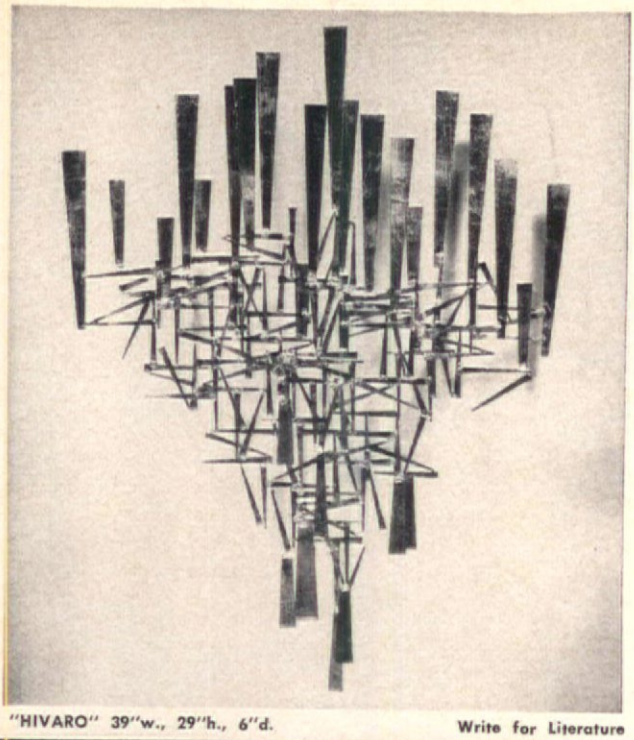

"HIVARO" 39"w., 29"h., 6"d. Write for Literature

WILLIAM Bowie

THE SCULPTURE STUDIO INC.

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"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!

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Circle No. 131 on product information card

Durability
where it counts . . .
thanks to
DENSIWOOD®

Desk by Hoosier

The manufacturers of fine wood desks who use Densiwood for legs, center posts, moldings and other wear-points insure lifetime beauty for their furniture.

The exclusive Densiwood process gives rich woods the mar-proof durability of a diamond—where it counts. *No dents, scratches or scuff-marks! No jagged corners to snag nylons!*

If you buy, build or specify fine office furniture, Densiwood offers the ultimate in service-free functional beauty. Write for complete details.

THESE MANUFACTURERS FEATURE DENSIWOOD ON THEIR QUALITY LINES OF OFFICE DESKS

HOOSIER DESK CO. • JOFCO • THE JASPER DESK CO.
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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.

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Circle No. 132 on product information card

Circle No. 133 on product information card

W-3030

from . . .
the new Lounge-Master Group.
A complete series of lounge units available with wood or steel bases. A color brochure is available on request.

WORDEN of holland michigan

brochure on request

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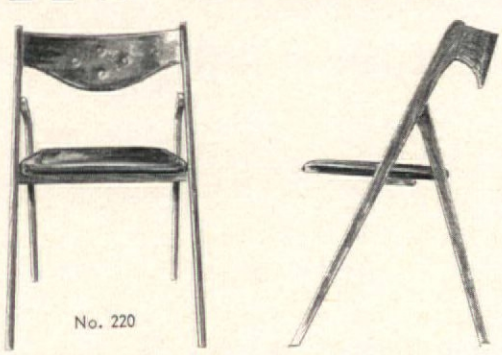


No. 220

...and stacks for compact storage

For utmost comfort, styling and flexibility in churches and chapels. Luxurious supported vinyl upholstery with your choice of color and wood finish. Kneeler or book box available . . . folds flush. Ganging clamps available for row alignment.

Folding kneeler, padded to match chair seat.

Book box, opens from either front or back.

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

Circle No. 134 on product information card

CLASSIFIED ADVERTISEMENTS

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

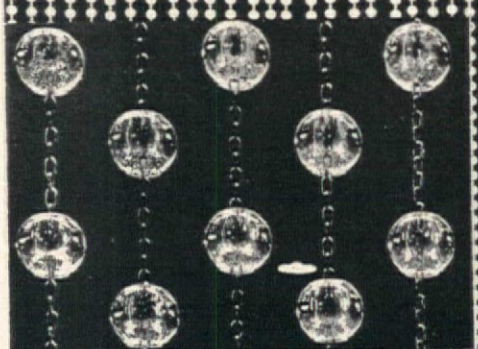
MEN WANTED: Contemporary Furniture manufacturer wants road men currently calling on architects, designers and specifiers with non-competing products. Strong additional quality line. All territories available including Metropolitan New York area. Write, stating experience and present lines carried. Commission only. Box A-306, CONTRACT.

LINES WANTED: Contemporary furniture showroom, New York City, with strong following among architects and decorators, seeking representation of furniture lines with commercial and/or residential applications. Write: Box A-307, CONTRACT.

WANTED: Nationally known contract furniture manufacturer has immediate opening for reps covering territories of Wisconsin, Illinois, Indiana, Ohio, Michigan, New England, N.Y. and N.J. Send resume to Box A-302, CONTRACT.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky, and West Virginia assured by our successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-303, CONTRACT.

Bead Curtains



Decorative Glass Balls on Chains, all Bead Curtains in Colors and Crystal, Glass, Plastic, Wood, Cork, Custom Made.

Write on your letterhead for brochure.

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205 WEST 19th STREET • NEW YORK 11, N. Y.

LINES WANTED: Quality accessory lines wanted for representation by New York contemporary furniture showroom selling to Decorators, Designers, Architects, Specifiers and Office Furniture dealers. Write: Box A-305, CONTRACT.

WANTED CONTRACT SELLING REPRESENTATIVES

Large, well established, well-known manufacturer of Tubular Steel Furniture seeks experienced Contract selling representatives.

Men selected must be intelligent, aggressive individuals with a proven background in Contract selling. Must know Office Furniture Dealers, Decorators, Design Offices, Architects, Specifiers and Contract Furnishers. Must be fully conversant with Institutions on both the local and state levels and be in a position to devote time and effort to cultivate this type business from the ground up.

Several Western Territories open as well as New England area.

This is a ground floor opportunity to grow with an old established firm.

All replies will be held in strict confidence and present employers or references will not be contacted without your approval.

Write: Box A-304, CONTRACT Magazine.

Circle No. 136 on product information card

TRADITIONAL PROVINCIAL

when you choose fine commercial

Seating

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

TOLE LAMPS
for lasting loveliness

TOLE LAMPS
stand up to the rigors of institutional use

TOLE LAMPS
for life-long performance

We do one of the largest **TOLE LAMP** businesses in the world. If you have seen the variety of our selections, you will understand why.

Catalog available

Contract orders given special attention.

MAISON TOLE

HERMAN KASHINS

Space 518

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Catalog with over 175 subjects available to the trade. Write Dept. C on your business letterhead.

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