New! Featured Travertine with the beveled edge built in.

Note the custom look! Kentile’s new Featured Travertine solid vinyl tile with the beauty of hand-cut marble! Use in any decor. Samples? Call your Kentile Representative.
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WRITE FOR INFORMATION AND SAMPLES

ORINOKA MILLS

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

DEALER: DESKS INC., DENVER, COLORADO, CHAIR MANUFACTURED BY: ALL STEEL EQUIPMENT, AURORA, ILLINOIS

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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

Circle No. 2 on product information card
Educational seating—this example from the University of Illinois' new Circle Campus in Chicago—is spotlighted in our story on school furnishings beginning on page 63. Cover design by Bert Lester.
Once upon a time, in the land of Anaheim, California, there lived an executive housekeeper. Her name was Veneta Wilson, and she was in charge of 450 guest rooms at the famous Disneyland Hotel.

One morning, she happened to hear a young lady complaining of a poor night's sleep. And the very next day, a rather tall, slender gentleman remarked that the bed was too short and that his feet hung out over the edge! "That settles it," cried Veneta. "Something has to be done!"

You see, guests at the Disneyland Hotel hardly ever find anything to complain about.

In fact, Veneta was so shocked that she sent out an emergency call to Fred Sobek, the general manager of Disneyland Hotel. "What are we going to do? I heard two guests complain about the mattress," she said, rather shocked. "Compose yourself, Veneta," said Frank reassuringly. "I'll send Fred Sobek from the Simmons Company. He'll know what to do."

Naturally, we all know what Fred suggested. He sent Simmons Beautyrest mattresses. 80" long. Five hundred and fifty-five of them.

Today, Mrs. Veneta Wilson is the happiest, most contented housekeeper you'll meet because now her guests can sleep comfortably ever after.

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There are still Wilton looms at our mill in Carlisle (along with velvet looms and tufting machines).

- The looms are likely to remain, as long as you require the most durable construction in carpet.
- There is nothing we can’t do for you in the way of highly specific design and pattern reproduction. No color combination is too demanding.
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A versatility and skill for which there is no substitute. The result of 100 years’ experience in the carpet business.

For information, write National Contract Manager, 295 Fifth Avenue, New York, N.Y. 10016
plumeti's
(plümti's)

n. A technique for weaving a lightweight fabric which shows a raised motif on a plain background to give a feathered effect.

maypole
(ˈmā-,pōl)

n. A delightfully distinctive casement using a strong sheer Linen as background and a spun rayon in a horizontal float. Stripes remain pronounced even with strong incoming light.

Author: Alexander Girard
Meeting of the minds.

These are thoughts you live by.
So do we. With you in mind.
Take this chair for instance.
It's new. With many innovations.
But it's just one of some 50 Steelcase chairs which respected architects have used in noteworthy office installations.
In other items of office furniture, too, your Steelcase representative can offer an impressive number of choices to fit your aesthetic and functional concepts.
Most important, though, is what he can do to make your job easier.
He doesn't just talk service.
He gives it. The kind you like.
And that we'd like to tell you about.
Why don't you get in touch with Steelcase? Now. While your mind is on innovation and environment. And service. Write Dept. K.
WHO can deliver custom design, quality and service on your contract orders for draperies, bedspreads and decorative fabrics?

McCanless CAN!

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

WASHINGTON REPORT:

- State tax of interstate commerce under fire
- Applications halted on college housing loans
- GSA explores vinyl as leather prices rise

All that glitters on the Washington scene, affects institutional furnishers, is not pure gold. Some of that brilliance is legislative improvements to make your work easier. One of the recent items of interest by a House Judiciary subcommittee concerned state taxation of interstate commerce. The hearing was on measures to resolve the incredible dilemma of interstate businesses faced with perhaps taxes in more than one state.

One witness strongly in favor of simplification was Dwoskin, Inc., Atlanta wholesale distributor of wallcoverings, decorative fabrics and related items. Dwoskin has offices, showrooms and warehouses in Miami, Dallas, Houston, Washington, Charlotte and Oklahoma City. At the time it testified it was also in St. Louis. Telling its complicated, sad existence with different states' demands upon its recordkeeping and its money and time was William A. Grenner, treasurer and comptroller.

Dwoskin, Mr. Grenner says, "as an interstate wholesaler-distributor suffers from the massive effort of endeavoring to comply with the greatly divergent laws and regulations of all the states into which it ships its merchandise."

One of the most deadly, he adds, "is the sale use tax laws in nearly every state in which it does business." These cause "one of the most ridiculous things that a business dealing in interstate commerce must cope with." Some returns are due the month after sale, and sometimes Dwoskin even has to rewrite its books closed by then. Some states require examinations of its books with the firm having to pay traveling expenses both ways plus per diem.

Dwoskin's plight can be seen by these comments on handling of sales-tax exemption certificate information: It employs one person handling these items on almost a full-time basis. It has $400,000 in electric data processing equipment to handle inventory, payables and receivables—machines can't accommodate six to nine digit exemption numbers, in addition to separating by 50 states, so this must be done by hand.

Grenner asked the committee to retain a suggestion that might help.
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Scrolled ACRYLITE® Acrylic in blue, yellow, aquamarine and white flow together to suggest an of underwater mystery, and are back lighted to provide evenly illumination for relaxed dining. This is only one of the imaginative ACRYLITE is being used in hotels, restaurants, lounges, motels, clerical and residential interiors. Its beauty lasts a lifetime... won't discolor with age.

ACRYLITE is shatter-resistant, lightweight, weatherproof, easily cut, and fabricated. It is classified as a slow burning plastic by Under-Laboratories, Inc. It comes in over 70 patterns and colors; smooth surfaces; transparent, translucent or opaque; standard sheet and thicknesses. For more information, refer to Sweet’s Architectural Am. See for yourself how ACRYLITE can add excitement to interiors.

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I am interested in learning more about ACRYLITE. Please send me a free set of samples.

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AMERICAN CYANAMID COMPANY • BUILDING PRODUCTS DIVISION
provision in its bill, requiring vendors to keep a permanent file of resale or exemption numbers, out having to enter them on every invoice.

If a mistake has been made in furnishing a number to the vendor, Mr. Grenner suggests the state administrator should have to look to the in-state business buyer for the tax. Now, the revenue age says the vendor should look to the in-state buyer for the tax. If Dwoskin tries, the customer is infuriated: "We have lost many a good customer whom we have spent years in acquiring and have spent much time and money in developing, because of this one thing."

He also told the subcommittee that, "Each state should register all of its merchants . . . the permits should be permitted to assess and collect the tax due from within that state but positively in no instance should it be permitted to cross the border into another state and harass the wholesaler-distributor in that neighboring state."

There is no question, Mr. Grenner states, "but the Federal Government must step in and take direction in this matter."

Federal potpourri

Department of Housing and Urban Development had to stop accepting applications for college loans, at its attractive 3 percent rate. If it had clamped down, it estimated, it would have had a log by June 30 of $800 million—for a program budgeted at $300 million yearly.

Watch for elderly housing projects in your area as a possible source of business. Some recent examples are:

- $2,660,000 for an 18-story, 225-unit project in Eugene, Oregon, with central kitchen-dining facilities, lobby-lounge area, arts-and-crafts area; $2 million for a 7-story, 177-unit building in St. Petersburg, Fla.

General Services Administration explores using plastic furniture coverings instead of leather. This is Basque

One of a series of 22 exciting new Warner designs, hand printed on wonderful vinyl. Architecturals, paisleys, black & whites, traditional and contemporary designs. Everything you need to make your interiors outstandingly beautiful . . . yet completely practical. Samples of vinyl shown are available.

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Warner wallcoverings

Circle No. 9 on product information card

OUR WASHINGTON REPO CONTINUED FROM
Tbusier, a true genius of our time, was an artist as well as an architect. He also designed distinguished furniture, because he believed interior design should complement the exterior.

Architects regularly specify John Stuart furniture—both modern and traditional—for important residential and business buildings in the country and abroad.

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The Book of John Stuart Contemporary Design $2
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The 122-page hard cover, loose leaf catalog, complete with fabric swatches, for architects and contract buyers $10

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Circle No. 10 on product information card
New...all-new

**Permon**
and
**Fabron**

vinyl
wallcoverings
are here!

We offer breathtaking beauty... through glorious spectra of color, exciting new designs, creative textures. A new dimension in style and color such as you have never seen before in these famous wallcoverings. New U.L. listing, too.

This important design event was sparked by the absorption of Frederic Blank & Company, original producer of Permon and Fabron, into Stauffer Chemical Company. In keeping with our new look and new ownership, we've moved our headquarters to the Decoration and Design Building, 979 Third Avenue, New York City. So we have a new face all around... with the added advantage of now being part of a company basic in vinyl resins.

Come see an all-new concept in wall styling at the D&D Building next time you're in the neighborhood. Or write to Stauffer Chemical Company, Wallcoverings, 979 Third Avenue, New York 10022.

Stauffer
CHEMICALS
whether it's the stimulus one year of an anti-poverty program and the next year of an enlarged war active in Vietnam, the demands upon the industry are considerable. Here are some recent invitations, to give you an indication of the depth and breadth of perpetual interest:

General Services Administration, Kansas City. Metal chairs.


GSA, Seattle—Upholstered hide-a-bed style sofa, each. Walnut finish upholstered chairs to match each. Folding tables and benches. Mattresses and box springs. Mobile tables.


GSA, Denver—Round and square plastic-top tables, 95 each.

Panama Canal Co., New Orleans—Foil mesh mattresses and box springs.

GSA, New York City—Drapery material, 21,425 yards.

Award announcements

The most positive evidence that the Federal Government is in the market is what it puts across awards it makes with solid dollar figures or time commitments. Here's a sampling of the recent proof:

GSA, Auburn, Wash.—Furniture, $37,872. T Industries, New York City.

Defense General Supply Center, Richmond, Va. Folding chairs, 2,264 each, $26,630. Stakmor, Oswego, N.Y. Dining tables, 919 each, $28,326.


Basic-Witz upholstered wood furniture, 1,849 each, $118,013.

Leonard Friedman, Philadelphia.

FOR THE UNUSUAL IN UPHOLSTERY FABRICS

The special qualities inherent in all La France fabrics were not come by lightly. They were born of much creative thought and many years of thorough experience—a constant study of design, color and texture to harmonize with the newest fashion trends. Thinking of the really unique in fabrics? Think La France!
IMPORTANT TO EVERYONE WHO PURCHASES, SPECIFIES OR HANDLES CONTRACT CARPETS!

Only JUTE behaves the same as Jute... and as well!

So make sure both primary and secondary backings in your carpets are JUTE

JUTE backing improves, speeds up installation
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JUTE backing has great dimensional stability
JUTE backing is highly shrink-resistant
JUTE backing keeps area rugs flatter

No two backing materials react similarly to the many conditions to which carpets are subjected... stretching, tension, wear, cleaning, etc. So combining two different types of backing in one carpet could mean headaches. But when both backings are JUTE, you are assured of perfect compatibility... plus the finest all-around performers available.

JUTE CARPET BACKING COUNCIL, Inc.

American Industries, Inc. • C. G. Trading Corp. • Hugh A. Chaplin Co., Inc. • City Trade & Industries, Ltd. • Delco International Corp. • A. De Swann, Inc. • Robert F. Fitzpatrick & Co. • Gillespie & Co. of New York, Inc. • Hanson & Orth, Inc. • O. G. Innes Corp. • Iselin-Jefferson Co., Inc. • Jute Industries, Ltd. • Lou Meltzer Co. • Puk-Am Inc. • R. L. Pritchard & Co. • Ralls Trading Co., Inc. • Revonah Spinning Mills • Stein, Hall & Co., Inc. • White Lamb Finlay Inc. • Wilcox Enterprises, Inc.

Circle No. 13 on product information card

MAY 1966

Circle No. 14 on product information
Only a slight wisp of a design is revealed in this near solid (as seen in this actual size background of No. 6730 Beige Texlin). Now Wilson Art provides a series in 7 new colors. To meet any of your other requirements, Texlin is available in all sizes, finishes and grades. Colors include: No. 6670 White, No. 6703 Putty, No. 6730 Beige, No. 66D33 Sierra, No. 66D52 Monarch, No. 66D82 Yucca, and No. 66D84 Cactus. For more information about this versatile new pattern, write or call . . .

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600 General Bruce Drive • Temple, Texas • Area Code 817 PR 8-2711
your reader’s time (to say nothing of competition for his limited reading time) that anything you can do to make it easier for him to get the most story with the least effort in the shortest time—should pay off like a slot machine (does for the club that owns it).

This is just a hopefully helpful hint—no pitch—nothing to sell—no offense intended.

But, have you ever noticed how the true artist, the real expert, so often gets his story through, without his listener ever being conscious of his words.

G. C. THORP
Sacramento, Calif.

We couldn’t agree with you more. Style should be “transparent,” according to St. Thomas Aquinas. The reader should not be conscious of the particular words we use in this magazine, and they should certainly not obtrude, excuse us, stick out.

On the other hand, the flesh or Flesch is weak and frail, heading always towards the line of least resistance—we mean, the easy way out.

Forgive us, for we have bowed down to graven images. Don’t look for a change in the immediate future, but, to mix a metaphor, be assured we shall try to struggle to our feet and trample down the thick foliage of words, or the dense verbiage of fobes.—Ed.

Of constant interest
Dear Sir: Your magazine is of constant interest to us in connection with the design and maintenance of faculty and student housing and academic facilities. We are currently working on the design and equipment of buildings totaling about $12,000,000.

J. R. VAN PELT, Chancellor
Michigan Technological University
Houghton, Michigan

Dear Sir: Just want to congratulate you on your fine March issue. The Interior Architecture series should provide the entire industry with the kind of information that is of value, and Lawrence Lerner’s “introduction pointedly and clearly touched the nerve ends of the business when he asked “who specifies what?”

SIDNEY SCHWARTZ
Trend Contract,
Division of Trend Mills, Inc.
New York, N.Y.

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GUARANTEE
Full 5 Years
( upholstery, 1 year)
Against Manufacturer's Defects.

Write for our latest catalog.
**Contract Furnishings Exposition Staged Here**

The National Contract Furnishings Exposition was staged at the Americana Hotel, New York, April 19 to 22. There were more than 75 exhibitors.

Marketplace Associates Inc., sponsor of the show, circulated a statement, April 20, indicating Chicago would be the site of a second such show next year. On April 26, Mr. Warren Gurian of Marketplace Associates was invited to make a complete statement of his plans for publication in the May issue of CONTRACT. He stated the Chicago plan was not definite and that "plans for the 1967 National Contract Furnishings Exposition will be announced shortly." He declined further comment.

**CONTRACT** assured Marketplace Associates Inc. that the magazine would continue to publicize fully all news, statements, and activities of Marketplace Associates Inc., in connection with the exposition plans of that organization.

**CONTRACT Magazine Will Sponsor Separate Exhibit in 1967.**

During an informal luncheon on April 21, Ben Heilman, publisher of **CONTRACT**, outlined to about 20 manufacturers the services this magazine would guarantee if it undertook to help organize a separate 1967 contract trade show under its control. Their reaction was favorable and a steering committee was named, consisting of Bud Wyman, Commercial Carpet Corp.; Alan Kriedel, Jackson China; Murray Smith, Ralph Wilson Plastics; Geoffrey Walsh, Molla Inc.; Herb Levine, Quartite; and Sidney Schwartz, Trend Mills.

Heilman made the following statement to the assembled manufacturers:

"First, we will undertake consistent and sufficient mailings, advertising, and publicity, for a period of months, to assure the attendance and interest of large numbers of contract buyers, designers, furnishers, and interested architects.

"Second, we will enlist the cooperation of a competent, experienced, and proven trade show management organization, to assure professional preparation and operation of the event.

"Third, we will arrange a variety of meetings, seminars, institutional exhibits, and programs of the type which will make our show a 'must' event for the attendance of important, volume-buying contract professionals.

"Fourth, we will invest heavily in related services to assure exhibitors maximum return for their expenditure of dollars, time, and effort.

"Fifth, we will sponsor an independent show and invite the participation of all interested manufacturers, plus all magazines in addition to our own."

**New space planning firm**

Eggers & Higgins, architect, has established API Designs Ltd., a totally independent firm specializing in architecturally planned interiors. John Crocco, interior space planner, has been appointed vice-president and general manager. The new company will have available to it the resources of Eggers & Higgins, as well as key personnel formerly associated with interior design department.

**TTMA to merge with American Carpet Institute**

Members of the Tufted Textile Manufacturers Association will vote on merger with the American Carpet Institute at the TTMA's 21st annual convention in Hollywood, Fla., May 8-10. The new association would be called the Carpet and Tufted Textile Institute.

Jack P. Turner, president of TTMA, a Dalton, Ga., based group, favors the move and feels confident the proposal will receive an affirmative vote at the May convention. Members of the ACI have voted for merger, and Horace Jones, chairman of the ACI board of trustees is ready making plans toward consolidation. Jones stated that a board of trustees for the Carpet and Tufted Textile Institute (CTTI) will consist of 27 members, 24 to be manufacturers and three associate members who supply materials, machinery or services to the carpet industry. The board will be elected at the May TTMA meeting.

Consolidation of the groups will retain the Dalton staff who are manufacture-oriented, to deal with internal affairs of the industry, while the New York base would be more concerned with marketing and public relations.

**Decorators belong at home**

An article in the March issue of **Contract** Magazine on interior decoration states "they are linked in a very special way to a huge industry, the billion home furniture and furnishings industry, whose standards many of them despise and ignore. They much of their income from their dealings with businessmen, or the wives of
On the eleventh floor of The Merchandise Mart, Chicago, you will find qualified professional consultation...competent, dependable service, up-to-the-minute styles...and an outstanding selection of the leading contract suppliers. This is the exceptional combination established by the Contract Manufacturers Association especially for the use of contract designers, architects, dealers and their clients. There is nothing else like it.

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Drexel Enterprises, Inc.
Duo-Bed Corporation
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The Howell Company
Imperial Desk Co., Inc.
The Johnson Chair Company
Johnson Plastic Tops, Inc.
Knoll Associates, Inc.
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Madison Furniture Ind.
Milwaukee Chair Company
Moselle Meals, Inc.
Myrtle Desk Co., Inc.
Peerless Steel Equipment Co.
Peter Pepper Products
R-Way Furniture Co.
Robert John Company
Royalmetal Corporation
Schlage Lock Company
Shelby Williams Industries, Inc.
Specialized Contract Interiors, Ltd.
Steelcase Inc.
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Superior Sleeprite Corp.
Taylor Chair Company
Tri-Par Manufacturing Co.
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CONTRACT BUSINESS: NOTES & COMMENT

necessity; their own business methods are unusual, but they make a very comfortable, if hectic, living out of them." The article goes on to say that interior decoration, in its purest form, is done for residential clients and that "historically, the home is the natural milieu of the decorator."

Too much repetition?

Two designer/stylists for manufacturing firms voiced their views on contract design at a forum sponsored recently by the Philadelphia chapter of the National Home Fashions League. The Interior Decorating Forum staged over a four week period at the Mccrane College of Art had Richard Felber, vice president of S. M. Hexter Co.,

Richard Felber inspects screen for new print fabric at S. M. Hexter.

and David Parmelee, vice president of Founders Furniture, Inc., as guest speakers.

Both executives agree that there is too much repetition in commercial jobs. Parmelee commented especially on the "engineered look" that he classifies as lazy decorating. Designers, in his opinion, tailor offices until one is indistinguishable from another and determine the success of an office design on the cost of its furnishings. A final comment was left for "ersatz" customizing of standard furniture lines in which he admonished designers for not using the great variety of products on the market. His own firm does a limited contract business because of its policy not to change a standard design.

Felber kept his comments to the window area where he felt designers should use more color. He noted the overuse of neutral casements and the neglect of the use of colored fabrics that would brighten large expanses of office space and enhance the working climate for employees of these areas.

Design careers subject of Chicago seminar

The Illinois Chapter of the AID sponsored a seminar on career opportunities in the interior design field attended by students from five interior design schools in the Chicago area. In celebration of Interior Design Week in Chicago, the main lobby of the Merchandise Mart was given over to displays of student work for the month of March, and Carol Channing was invited to present scholarships to winning students on behalf of the Illinois Chapter.

The students were introduced to the diversity of career opportunities by AID panelists from many walks of the industry. Rene Strauss, director of contract design for John Strauss Associates, defined the scope of contract work and stressed the advantage of working with a large architectural firm as an excellent training ground for graduates interested in it. In outlining the opportunities that exist with manufacturers, Margaret Hutchinson acquainted the students with her responsibilities as color stylist for Martin Senour Paint Co.—a presentation that fascinated professionals as well as students in the audience.

The advantages of working as an individual craftsman were pointed out by Adela Akers, a successful textile designer whose weaves are marketed through Dunbar. From her vantage point, Miss Akers commented on satisfaction to be gained as a person from working as part of a design team, and working closely with architect and designer. All panel members firmly agreed, however, that a well-rounded education was vital for success in specialized design areas today.

Purdue hosts symposium on contract design

Trends in furnishings and decor business was the theme of a symposium and exhibit sponsored recently by the Purdue student chapter of the AID and the department of art and design.

The business furnishing show featured in the art gallery of the university.

(Continued on page 21)
**FREE CATALOG**

Colorful new VS line catalog shows two styles of VS furniture. Contemporary line and conventional allow you to match VS furniture to a variety of design requirements. Write for your copy today.

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*Contemporary Specifiers are Looking to VS (by H-O-N)*

Even specifiers foresee budget problems months ahead for some accounts; other clients require the minute revision. Whenever you face an equipment budget less than carte blanche, look to VS (by H-O-N). More and more, specifiers plan to use VS (by H-O-N) for design, quality, color, and all without paying premium furniture prices! The VS line (by H-O-N) is available nationwide through franchised dealers. There are other valuable assists, too, including a knowledgeable salesman nearby to personally help you. Whether you're selling or specifying, be a Visionary — look to VS (by H-O-N). You'll be known as a specifying wizard!
Lafayette, Ind., comprised a display of products from 18 manufacturers and included a symposium with five leaders in the field. Richard Himmel, vice president of the AID Chicago region, moderated the hour-long symposium that included panelists Hugh DePree, president of Herman Miller Inc.; Ron Beckman, vice president of George Nelson & Co.; Elliott H. Brenner, architect, Lafayette, Ind.; and Cornelius Hubbuck, president of Hubbuck Interior Designers, contract designers of Louisville, Ky. After the discussion, panelists were assigned separate rooms for informal sessions with students and other interested people.

New assignments
Western Contract Furnishers, San Francisco, has received the million furnishing contract for the Roosevelt Hotel, a famous New Orleans hostelry. The hotel was recently purchased by Richard L. Swig, president of a new organization that will operate the San Francisco Fairmont Hotel along with the Roosevelt. Barbara Dorn, AID, will work with Wynn Shaffer, NSID of WCF on the project. . . . San Francisco architectural firm, Stone, Marraccini, and Patterson has been commissioned to master plan and design the new $33,670,000 San Francisco Medical Center to replace the existing general hospital and provide 780 beds. The firm has also been retained for a new 65-bed, $2 million hospital for Santa Cruz County in California. . . . Henry End Associates, Miami, has a number of projects on its design slate: a 400-room, deluxe hotel for the Hotel Corp. of America in the EUR area of Rome, Italy; a 250-room addition to the Balmoral Club, Nassau; the 150-room addition to the Nassau Beach Hotel, Nassau, the Bahamas; and two projects for Marriott-Hot Shoppes, a 400-room motor hotel to be constructed at O'Hare Field, Chicago, and a 350-room hotel now under construction in Atlanta. . . . Howell Design Associates, New York industrial and interior designers, have been retained by Kuhn & Drake, architects, to collaborate on the new 63,000 square feet of office space for the Summit Medical Group, Summit, N.J. . . . Richard D. Roselle, Seattle, was retained by Wisb Konzen, architects, for the furnishing and styling of the Commission Officers Club, Navy Supply Seattle. The multi-room and interior renovation includes the elegant Hour Room bar with a view of the Bay. . . . Dohrmann Co. has awarded the design and furnishing contract of Key's Sky Chalet resort, located in Skykomish, a Washington’s most popular recreation areas. The chalet resort, in a rustic, “A” frame story building, will accommodate people, with seating for 50 in the first floor dining room and 200 on the second floor hall. . . . Albert & Co., Los Angeles, has been handling the design and installation of all guest rooms and pub areas for the new Aladdin Hotel in Las Vegas that includes the Bagdad The gourmet restaurant called the Room, the Aladdin Room for bar a clubhouse on the golf course casino, and several private each with its own swimming pool.

variety!

When we selected the items in the Madison Collection we wanted variety, but all we got was lounge chairs and sofas (loose cushion and tight seat), cocktail tables, end tables, lamp tables, dining tables and chairs, occasional chairs, lounge chairs, conference chairs, desk chairs (high back and low back), modular seating systems, wood bases, aluminum bases, polished plated steel bases, walnut wood, elm wood and teak. Well, we tried!
Total Look brings decorative appeal to the heavy service areas of kitchens and classrooms. In addition to coordinated decor, the Total Look extends the functional use of Consoweld laminated plastic to easily-soiled areas—soffit and splash—and eliminates the need for frequent redecorating. Ideal for offices, apartments, and domestic science classrooms where smart decor and maintenance-free surfaces are required. Specify Consoweld laminated plastic from any of five Total Look designs. For more information call your distributor, or write direct to Consoweld Corporation, Wisconsin Rapids, Wisconsin.

Rondo, above, is available in blue. Counter top is Consoweld Off-White Whisper. Other Look designs are shown at the right.
send for your complimentary catalog and see why these great chains specify Stylume

HOWARD JOHNSON’S MOTOR LODGES
HOLIDAY INNS
JACK TAR MOTELS & HOTELS
SHERATON HOTELS
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PHONE (305) 681-8507

SEND FOR YOUR COMPLIMENTARY CATALOG AND SEE WHY THESE GREAT CHAINS SPECIFY STYLUME

CONTRACT NEWS

ANTON MAIX FABRICS, INC. has moved its showroom to 330 East 59 Street, New York City. Showroom, national sales office, and warehouse are now on one roof.

SHECTER ASSOCIATES, manufacturers’ representatives has opened its new showroom, THE CONTRACT FINISHING CENTER, in the Design Building, 4111 Miami Avenue, Miami, Fla. Chairmasters, L&B Products Corp., and Carolina Seating are featured in new facility.

The new THAYER COGGINS Institutional showroom located at 145 East 57 Street, New York City.

PAUL KAISER ASSOCIATES, INC. has opened two additional showrooms. ALBERT LARSEN at the Design Center, 369½ North Robertson Blvd., Los Angeles, will serve Arizona, California, Colorado west of the Mississippi, Idaho, Montana, New Mexico, Oregon, Utah, Washington, and Wyoming. MARTIN WOLFF, representing Kaiser in New Jersey, Pennsylvania, metropolitan New York, will be based at 406 N. 3rd Avenue, Margate, N. J.

SAPHIER, LERNER, SCHINDLER, INC. has relocated New York headquarters to 600 Madison Avenue, move is partially due to expansion (the new of which occupy 11,000 square feet, an increase in foot of 50 percent over its former space), but also of the company’s program to change the firm’s own design every five years. Most of the firm’s design is centered in office planning and design; in design of its own space SLS demonstrates the firm’s innovations in planning and design offering prototype designs for clients’ evaluation for their operations.

HOWARD MILLER CLOCK Co. has moved to a factory, increasing its space by 100 percent, new 40,000 square foot plant was designed by architect George Nelson.

ROCKLAND INDUSTRIES has formed a new division, headquartered at the company’s administrative and manufacturing center at Brooklandville, The new unit is to be headed by Stephen G. Washington

An exhibition of Contemporary Swedish Graphic under the patronage of Mr. Tore Tallroth, Consul General of Sweden in New York, will be held May 3-27, at PICTURES FOR BUSINESS Corp., 979 T Avenue, New York City. Over 60 lithographs, prints and other graphics will be shown.

DON RUMSEY ASSOCIATES enlarged its San Francisco showroom facility to include more than three times of display area for the wallpaper and wallcovering section, by the firm.
Serendipity unlimited!

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

There's no place like this Showplace!

THE MERCHANDISE MART
CHICAGO

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

Circle No. 23 on product information card.
CONTRACT NEWS

ISABEL SCOTT FABRICS CORP. is the exclusive distributor in the United States for the L. F. Foght & creators of Danish woven textiles.

FRANK M. SEIDEN CO., contract furnishings firm, Miami, has opened a new general office and showroom building at 6767 N.E. 4th Avenue.

DREXEL ENTERPRISES has arranged representation of its contract lines through METAL & WOODCRAFT, Philadelphia. The new first floor showroom facility is located at 2212 Chestnut St., where Drexel's contract lines, including motel, library, and laboratory equipment will display along with wall decor by Paul Victorius lamps by Knob Creek of Morgantown.

TREND MILLS, in a major reorganizational move, operates through a parent company and seven divisions. Headquarters will remain at Rome, Ga., though newly established Trend Contract division will be based at the United Nations Plaza Bldg., New York. Other divisions include Trend Pile Fabrics, New Tex-Tuft Products, Chicago; Jean-Alan Products, New York; Trend Mills of California, Los Angeles; Trend Mills, N.V.-S.A., Renaix, Belgium.

WILCO & TIFFANY LIGHTING CORPS., newly formed lighting manufacturer, occupies offices and plant at 16130 Stagg Street, Van Nuys, Calif. The 40,000 square foot facility includes a completely equipped testing laboratory, showroom for arc scientists, engineers, decorators, builders and contractors, engineers. Tiffany manufactures designer lamps while Wilco specializes in pre-wired recess lighting.

TOYO RUG CO., LTD. has opened a new showroom and sales office in the Houston Home Furnishing Center, 1 Main Street, Houston.

RALLI TRADING CO., INC. and WILLCOX ENTERPRISES, New York firms, have become members of the Jute Carpet Backing Council, Inc.

STROHEIM & ROMANN has completed the remodel of its Los Angeles showroom at 133 North Riverside Blvd.

SOUTHERN SPRING BED CO. has changed its name to SOUTHERN CROSS INDUSTRIES, INC. The Atlanta company made the decision to change names of its product diversification. Today the divisions of Southern Cross manufacture bookcases, innerspring and foam mattresses, Sleepy alf sofa beds. Its Masterack division manufactures display racks for a wide range of products; the Manufacturers Products division manufactures products for automobiles and other furniture manufacturers.

The contract division makes beds and reupholstering for colleges, motels, hotels, and sh
If you're a comfort enthusiast and unaware of it, you know that style is critical, of course. And, we agree with completely. It's what people see and appreciate first.

After the first impression made by your interior design, comfort takes a commanding position. That's why the Shelby Williams design staff puts equal emphasis on style and comfort. To provide comfort that can be felt... because a chair is for sitting.

For your next installation choose from hundreds of Shelby Williams chairs... to dominate... or accentuate... or harmonize with your interior design. Just pick the style. We'll guarantee the comfort.
General Tire Sponge Rubber Carpet Cushion assures long-term protection for National Guardian Life

The life expectancy of the sumptuous tweed carpeting in National Guardian Life Insurance Company's new home office building at Madison, Wisconsin, is underwritten by 7,000 square yards of General Tire Sponge Rubber Carpet Cushion. And this installation pays dividends of luxury and utility . . . effortlessly complements the outstanding contemporary architecture and striking decorative detail of this multi-million dollar building. Installations like this prove out General Tire's policy of guaranteed satisfaction for installer and building operator, alike. Because there's no comparable carpet cushion that is so consistent in quality . . . that affords such a wide choice of grade specification. Consider General Tire Carpet Cushion for the next project on your board. It's the best client insurance you can buy!

Guaranteed Unconditionally

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

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

Circle No. 26 on product information card
Southern California is...

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

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

Contemporary – Colonial
French Provincial – Rural English
Mediterranean
BEDROOM – DINING ROOM OCCASIONAL TABLES

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

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

Circle No. 27 on product information card

ROBERT A. MOSTERZ has been appointed vice pres of Quaker Fabric Corp., in charge of product development and production.

E. T. POLINI, JR. has been appointed vice pres of the newly formed Cultured Marble division at La France Precision Casting Co.

ROBERT B. CADWALLADER has been appointed dir of marketing for Knoll Associates, Inc.

Two new men have been appointed to represent contract, residential, and institutional lines of Probber, Inc. ARTHUR J. STRAUSS, formerly with Risom Design, Inc. will cover the states of Calif Utah, Arizona, and Colorado. GEORGE F. NEVENS, formerly with Brickel/Eppinger, will represent Probber lines in Tennessee, North and South Carolina, Mississippi, Alabama, Georgia, and Florida.

WILLIAM B. BALL, JR. and ANDREW D. CROLI have been named vice presidents of the coated division of Interchemical Corp. of Toledo, Ohio, and Winthrop, Maine.

MAITLAND T. IJAMS, a partner in W. C. Lilliard & Co., New York stock brokerage firm, has been elected to the board of directors of Shelby W. Industries, Inc., Chicago.

ABRAHAM STENBERG has been promoted to vice president of Burlington House, a division of Burlington Industries, Inc.

ROBERT W. MARION has been appointed sales representative in northern New Jersey by Lee L. W. Sons, Inc.

JOHN QUICK has been promoted to the new position of southwestern regional sales manager for Social Carpet Corp. WILLIAM WEIGAND has been pointed eastern regional sales manager.

HAYDEN B. HAYES has been elected a vice pres of Drexel Enterprises, Inc. and general manager of the Southern Desk Co. He succeeds ROBERT E. NELLY, former head of the division, who will full duties as administrative vice president and treasurer of Drexel. WILLIAM H. PARKS, former of manufacturing at Southern Desk, was named president of the Board of Drexel. Other appointments in the Southern Desk division are CLARK HATCHER, vice president-manufacturing; BURT BOYD, vice president-sales; W. PAUL MALONE vice president and treasurer; BAILLIE L. BUCHANAN, administrative assistant to the general manager.

John L. Stuart

John L. Stuart, 72, died on March 25, 1966 after illness of several months. Mr. Stuart was president of the board of John Widdicomb Co., and John Inc. of which he was co-founder in 1934.

Circle No. 28 on product information card
With an office like this, he’s got to be in

To be sure you’re in, too, send for your copy of the Alma 8000 Series catalog and price list.
MOTELRAMA IDEA ROOM 1966

American of Martinsville's King's English guestroom furniture chosen by designer Robert O. Burton determined the Old English flavor of the 1966 Motelrama Idea Room. Traditional atmosphere is combined with contemporary comforts for guests, as well as new developments in materials, equipment, and service for management.

The lobby, on two levels, combines residential furnishings and efficient control-panel-equipped front desk. Fireplace with pewter colored hood forms a traditional focal point for lobby's lounge area. The guest suite is divided into bedroom and living room areas by a post and beam construction of rough-hewn fir, with auxiliary sleeping accommodations provided by a sofa bed in the living area. Shelf and hanger space enclosed in folding door, and in-room dry heat sauna cabinet offer additional guest comfort. Outstanding in the bath is a one-piece tub and three walls molded of fiber glass. Free-form counter holding a sink serves as vanity or serving shelf for coffee which is available from dispenser in the suite. A patio between lobby and guest suite accommodates a charcoal grill for casual dining, and offers a relaxing poolside atmosphere.

is seating fit for kings. And it is but one from an extensive collection by Monarch styled for men of stature.

Own is the "Blue Print" Executive Chair featuring Monarch's exclusive method of buttonless tufting ("Mona-t®"), with foam rubber seat, high back, and satin chrome swivel base. A large variety of executive chairs is offered by Monarch, with metal or walnut bases. And you may choose from fabrics in kingly colors. Crown your clients' achievements with the superior comfort of executive seating by Monarch. Write for detailed information.

for kings of the asphalt jungle.

MONARCH FURNITURE COMPANY
HIGH POINT, NORTH CAROLINA

HOWROOMS: New York, Anthonson & Kimmel Associates, 440 Park Avenue, South • Dallas, Dick Lowe Associates, 3720 La France
Tufted Textiles Build a New Day in American Living

Tufting has quietly but rapidly revolutionized the textile industry. An industry which began as a home industry around the turn of the century today is a Billion-Dollar-A-Year operation. Carpets, rugs, bedspreads, wearing apparel and novelty items are available in profusion to the American consumer. In fact, 88% of the carpet sold in this country today is manufactured by the tufting process. By 1970 it will be a Two-Billion-Dollar-A-Year industry and in 10 years economists say it will redouble.

TTMA is proud to represent all interests of this vital and invigorating industry.

TUFTED TEXTILE MANUFACTURERS ASSOCIATION
P.O. Box 8 • Dalton, Georgia 30720

Write TTMA for the 1966 Tufting Industry Review/the informative booklet on tufted textile products entitled Tufted Textiles Build a New Day in American Living.
Walls of elegance with COHYDE® vinyl fabrics

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

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

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

Architects: Maxwell Starkman, AIA & ASSOCIATES, Architects, Planners, Engineers Beverly Hills, California
Designers: Hotel Designs, Inc., La Jolla, Calif. Under the direction of James Parsons Hartig, President, NSID
General Contractors: C. H. Leavell Company U.S.A. Paso, Texas
Cohyde Distributor: Pacific Hide & Leather Company, Inc., Los Angeles, California

INTERCHEMICAL CORPORATION, COATED FABRICS DIVISION, TOLEDO, OHIO 43601
Circle No. 31 on product information card
Stumped for a wood grain?

Nevamar has it... and over a hundred more!

Name your wood grain... any wood grain. It's a better-than-safe bet you'll find it in Nevamar's vast collection of over 100 wood grain patterns. From a wide range of oaks, maples and walnuts to exotic Java wood to the warm Mediterranean look of Pecan Del Oro... each Nevamar laminated plastic wood grain is a superb reproduction. Painstakingly accurate in color and detail. Made to keep its good looks through generations of spills, smears and hard knocks. And every wood grain is available in 7 distinctive finishes.

There's Fresco® finish... laminated plastic with the wood grain you can feel. Not a plate textured finish... but an exclusive 3-dimensional surface. Nevamar's new L.S.O. finish (low sheen oil) can take wax to accentuate its natural wood-like beauty. And one of our Satin finishes is plate finished, not rubbed. This means no buffing in production... no loss of surface finish.

You probably already use Nevamar high pressure laminated plastic to make your furniture even better. If not, let us show you how Nevamar can help you where it counts most - In your profit pattern.
Compare Construction; Styling; Economics and you’ll convince yourself that

Rubber-backed carpeting” is inferior to conventional carpets installed with Allen cushions

Look at the facts about the “new breed” of rubber-backed carpeting” compared to conventional and Allen Cushion installation. Much of this “rubber-backed carpeting” is not of carpet loom it’s a modified upholstery-type fabric bonded together.

Do you receive for your money... of economics?

<table>
<thead>
<tr>
<th>Conventional carpet plus Allen Cushion</th>
<th>With “rubber-backed carpeting”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Height</strong></td>
<td><strong>1/4” or more</strong></td>
</tr>
<tr>
<td><strong>Content</strong></td>
<td><strong>22 oz. or more</strong></td>
</tr>
<tr>
<td><strong>Pile</strong></td>
<td><strong>1/4” minimum—usually more</strong></td>
</tr>
</tbody>
</table>

Compare these differences

**CONVENTIONAL CARPET PLUS ALLEN CUSHION**
- Unlimited carpet assortments in 12” and 15” seamless mean fewer seams, lower installation costs.
- Mostly 54” means potential installation and maintenance problems due to seam separation, unraveling, etc.

**“RUBBER-BACKED CARPETING”**
- No loss of Allen cushion yardage. A good installer pre-cuts and fits the Allen cushion to keep wastage at minimum levels.
- When “carpet” is cut to fit you automatically have a cushion loss that cannot be recovered.

**ECONOMIC WASTAGE**
- Handling and shipping of separate carpet and Allen cushion assures minimum in-transit costs.
- Traffic studies indicate costs as much as 40% higher.

**REPLACE-MENT**
- Conventional carpet and Allen cushion can be moved, shifted, or replaced in sections as needed without waste or floor damage.
- Most “rubber-backed carpets” must be cemented to the floor. Movement will usually mean destruction of the cushion and inability to seam match the replacement.

For Information and Samples... Write Allen Industries, Inc., Contract Division, Detroit, Michigan 48207

Circle No. 32 on product information card
1966


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


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


June 19-25. Chicago Floor Coverings, Merchandise Mart, Chicago.


July 11-15. Southern Furniture Market, Point, N.C.


Circle No. 33 on product information card.
TIARA

Handsome sculptured in solid aluminum, this new dining chair incorporates Scroll's latest design concept: the upholstered back. Choice of finishes and decorator fabrics. Upholstered-back dining chairs are also available in our Facette and La Classique collections. Write for free color catalog.

SCROLL, INC., 800 N.W. 166th STREET, MIAMI, FLORIDA 33164

A SUBSIDIARY OF KELLER INDUSTRIES INC. MIAMI, FLORIDA
MULTI-FUNCTIONAL RECTANGULAR TABLES AND NEW MODERN CHAIRS.

Here is a table and chair group that adds quiet dignity and durable practicability wherever it's used—from dining hall to libraries. Smooth, mar-proof woodgrain plastic table top anchored firmly on rectangular tubular steel legs, crossbraced for extra rigidity. Side chairs have upholstered, contoured backrest and cushioned seat of stain-resistant Naugahyde. Available in various table sizes, frame finishes and upholstery colors, here's top quality furniture embracing the most exacting standards in metal craftsmanship. See the complete Howell line. Send for catalog #34.

HOWELL

Modern Metal Furniture
436 South First St., St. Charles, Illinois

Circle No. 34 on product information card
There's a Taverne in the Town... and Astra Chairs

What you see in Rohde's attractive Taverne Bar, Madison, Wisconsin, are no ordinary chairs and bar stools. These are Astra chairs — spacious, heavy and handsome — sturdily built from solid northern hard rock maple — hand-pegged, hand-wedged, steel-pinned to give them ruggedness beyond compare. Astra has been making a whole fleet of Early American styles since 1905 — including Admiral's, Captain's, Mate's, Commodore's, Mariner's, Pilot's and others. Many are still in use after 25 years. If you're interested in replacements, or are planning a new installation, see our brochure. Besides adding new styles, we've even improved some of our old favorites.

ASTRA BENT WOOD FURNITURE CO. 75 Maple Street, East Arlington, Vermont 05252

The hallmark of quality seating since 1905 • Showrooms in principal cities.
In the natural evolution from individual practice toward small or medium-sized firms, and finally to the larger "partnerships," new human interactions have been introduced into the profession of designing buildings. The practice of architectural and interior design has been transformed in recent years, just as the practice of law, engineering and other professions has changed. As individual professionals form larger and larger units, a practice becomes, little by little, an organization, and an organization becomes an impersonal thing, signifying first and foremost, expense, rigid and repetitive expense. The personal attention of the founder and his chief associates is diverted from the business at hand to the business of business. The genius of design gives way to the convenience of compromise and exigencies of internal and external politics.

In such a professional organization (which today has a structure indistinguishable from that of a typical business organization), the relative values of quantity and quality tend to become garbled. Commissions are accepted for a variety of reasons, unrelated to those that used to drive the master-builder from dawn to dusk. Commissions are sought as stepping stones, as bread and butter and as status symbols, as time-fillers and favors. As the organization grows, it must compete with its own image and reputation, an image in which size is just as important as quality, if not more so. It soon loses sight (if it ever had it at all) of its own raison d'être. It finds itself alienated from the motives that once excited the original partner when he left his apprenticeship and became an independent practitioner. Over the years his involvement develops an insidious but irreversible acceleration away from the "heart of the matter."

The symptoms of alienation may occur without being noticed, but in retrospect they can easily be reconstructed. The stages are distinct: client meetings take place with ever-increasing frequency. Organizational meetings vie with client meetings for day-time hours. There is less time for working with the pencil; drawing gives way to pencil-passing and pencil-borrowing. Creativity gives way to critique, critique gives way to supervision, and supervision defers the development of new business. A new kind of dedication takes over. Someone must be hired to take care of the updating of the scrapbook! Soon the scrapbook seems amateurish in comparison with the slick brochures put out by competing firms; so executive assistants, skilled in press agentry and public relations, are added to the staff.

Slowly but inexorably the partnership gives way to the holding company. Titles proliferate—Partner in Charge, Project Architect, Project Director, Project Coordinator. Correlatively, the buildings they are concerned with must be projected, programmed and designed in a ratio of time to enclosed space undreamed of even a decade ago.

What about the man who bore the hard-earned title of architect? He is no longer sure of just what his place in this evolution is. His horizons are widening, but his individual capabilities are not keeping pace with the sum total of activities required. Their magnitude and complexity is beyond the definition of a single word, school or profession. The architectural group, which in this country held sole title to building technology, and was, so to speak, to the manner born to leadership in its field, now finds itself cruising along side by side with a growing group of gifted, educated and well-trained men who don't call themselves architects.

The question before the house right now is how to change the architect's feeling that these professionals are encroaching on his territory, how to get him to accept them as collaborators in projects that are far too much for one man or one profession to handle.

Brushing aside professional snobbisms (which, for the reasons given, no longer have the justification they had in the days when a structure was conceived, designed and executed by a single practitioner), interprofessional problems arise basically over the question of what a building is for. Is a modular system, carried out unwaveringly in order to achieve a certain aesthetic, the important consideration? Or is it more important that the people who use the building be well-served, both in terms of their work requirements and their need for relief from regimentation? The dictatorship of the module, in my opinion, is the root of the conflict between architect and interior designer. The complaints of sterility which come from the employees of Union Carbide, CBS, Bankers Trust, and other recent corporate buildings stem directly from the neglect of the thousand different jobs that are performed in these buildings. The architect who crystallizes his concept without having studied the routines, equipment and psychological needs of the jobs and personalities involved is unfair to the occupants of his building. Above all, he is unfair to himself, because he is flouting involvement in a critically important area of creativity.

(To be continued)
The look of luxury... in concept, scale, design, workmanship. In Lightolier's Portfolio group, you'll find a vast and varied array of unique decorative fixtures in styles and sizes usually available only on a custom basis. They are ideally suited for your contract and prestige residential installations. See them—and see how they make your final decision much easier and precisely right. And whether the design speaks of yesterday or tomorrow, you'll find our fixtures skillfully engineered for today's public and private areas. That's why Lightolier—for over 60 years—has been the most logical source for creative decorative and functional lighting, both fixed and portable. Write on your professional letterhead for our newest catalog. And visit your Lightolier distributor or Lightolier showroom soon.

LIGHTOLIER
11 EAST 36TH ST., NEW YORK CITY
1267 MERCHANDISE MART, CHICAGO
1718 HI-LINE DRIVE, DALLAS
2515 SOUTH BROADWAY, LOS ANGELES

of brilliantly sparkling hand-faceted prisms add new drama to chandelier with a contemporary flair. Diameters from 8" to 60", suspension or close to ceiling. Matching wall brackets and pendants.

How to make a client feel extra good about your work

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 other in the line and samples, write, using your company letterhead, to: The B.F.Goodrich Company Consumer Products Marketing Division, 27 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 Rippledawn.** Hefty, durable. Net facing for superior strength, easy installation.
- **Heiress.** BFG cushion lowest in price, not thickness. Net facing, easy installation.

Circle No. 39 on product information card
Hardwick Carpets designed this footstep resistant quality to complement the Hoyt Hotel's "Roaring 20's" Room. The Hoyt Hotel needed king size protection for a heavily trafficked area. A carpet to weather stormy soil deposits and fight deep imprints. So Hardwick constructed this protection plus, all wool carpet especially for them.

When you specify Hardwick, you get all the big time benefits only a compact carpet mill can offer. Extras like a better edge on price through streamlined operations. Flexibility to give you the specific carpet you want when you need it. And a color, fiber and pattern selection wide enough to complement and enhance every decor.
You can make any building look bet
PPG Feneshield® fabrics

scene on the left look familiar? It's typical of a building where treatment has gotten out of control: an unfortunate mixture of devices, loss of clean architecture, compromise of building generally unattractive impression. Exterior appearance of any building or old... can be improved through the specification of old fabrics, made of PPG fiber glass yarns, such as fen above.

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

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

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PPG makes the Feneshield fiber glass yarns only, not the fabric.
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The contemporary Chicago Civic Center, Chicago, Illinois

The woman:
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The carpets:
Bigelows. Special "Civic Center Carpeting," designed by Bigelow in char brown and black, adorns courtrooms, private hallways, small conference rooms and judges' chambers.

Why do designers like Carol Uhl specify Bigelow? Because they know that for every public building, hotel, motel or commercial building, Bigelow has or can custom-create the perfect carpet. We've done it since 1825. Our carpet counselors will give you all the help you need in solving any kind of carpet problem—at no charge. Simply call your nearest Bigelow sales office. Or for a colorful, free brochure on commercial carpets, write Dept. A, 1401 Madison Avenue, New York, N.Y. 10016. Find out for yourself why people who know buy Bigelow.

Circle No. 42 on product information card
You're looking at Steelwood. And then again, you are not. Steelwood is Robert John's line of office furniture that's neither steel nor wood. And then again, it is. It combines the best features of both. So far so simple.

The framework on all cabinet pieces is sturdy, welded and smooth steel. And that's where predictability ends. After that it's chrome plated, with a satin or polished finish. Or it isn't. It might be bronze plated instead. Or it might be given a baked enamel finish in white. Or maybe black. Follow?

Panels and drawers and doors of teak are added. Correction: walnut. Correction: blue, yellow, green, brown, black, white, beige, red, grey or orange lacquer. Are you confused?

Take heart. The chairs we designed to complement Steelwood are a snap to spot. There are only seven of them. And they come in only 150 or so distinguished Robert John fabrics, leathers and plastics. For the variations in metal finish and wood trim, just re-read the last two paragraphs. Add rosewood. Get it?

If all this sounds like a furniture line with a personality split seven thousand ways to Sunday, it's because it is. And is not. Steelwood is all beautifully simple. The immense flexibility and the endless variations exist for the convenience and the individual discretion of the decorator. Not to mention the challenge.

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When people realize the trouble we took to design and develop Steelwood they say we're crazy. And we admit it. Like a fox!
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A sphere—halved and hollowed—swivels on a base of chromed steel and rosewood. Fabric or leather in a range of brilliant colors. From Norway, designed by Sven I. Dysthe. W30", D27", H29".
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Textured Wormy Chestnut reproduces every surface detail of this rare wood. You can actually see and feel the woodgrain textured surface. And Marlite’s exclusive soilproof plastic finish resists heat, moisture, stains and dents. It wipes clean with a damp cloth.

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The Chicago Civic Center had 2,352 window problems.

39,000 yards of Fiberglas Beta drapery fabric solved them.

The Design Coordinator for the new 31 story Chicago Civic Center, Carol Uhl, specified Owens-Corning Fiberglas Beta fenestration fabrics for her entire project. The fabric was styled and woven by Clark Schwebel for Textura, specialists in contract installation. The Chicago Civic Center is just one more example of what’s happening every day.

The reason is obvious: Architectural drapery fabrics must be practical as well as beautiful. This is Fiberglas Beta. The Chicago Civic Center needed a fabric that was extra-sturdy, economical (with those 2,352 windows), and uniformly elegant. This was Fiberglas Beta.

Sturdy: Fiberglas is flame-resistant, unaffected by humidity, resistant to sun. Won’t stretch or shrink.

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Beautiful: Fiberglas fabric allows free play with color, texture and color. Fiberglas Beta also unifies beautifully from the outside.

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For one thing, styles are available for any type of installation: recessed in plaster or acoustical tile; wall or casing, ceiling—even cubicles and closets. If you want to control the exterior appearance of a building, specify a perimeter installation of Architrac (tenants can individualize interior treatments while maintaining a uniform appearance from the outside).

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Circle No. 51 on product information card
Studio Efficiency Apartments
Model 872 (photo above). This complete kitchen is easily designed into any apartment decor and space requirement.

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

Married Students' Studio Efficiency Apartments Model 554. Compact kitchen for requirements of dorms. Needs only of floor space.
Crane Chef announces the most complete line of compact kitchens—ever!

40 all-new models to solve your space problems.

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SCHOOL FURNISHINGS

AN ANALYSIS OF A VAST MARKET THAT IS CURRENTLY BESET WITH PROBLEMS BROUGHT ON BY A MULTIPICITY OF PRODUCTS AND LACK OF UNIFORM STANDARDS

BY ASH GERCHT

ONE-FOURTH of the nation—that's another way of expressing the market potential of our schools for furniture and furnishings. But, because of the diversity of American education, the thousands of independent systems, the variety of teaching patterns and courses, it is a difficult market to serve. Experts who have watched this field have seen large corporations, intensely attracted to the opportunities in outfitting our educational structures, give up after a couple of years and go back to safer bets. Suppliers vary in size and character, producing a wide range of furniture, but they operate in a field in which no standards have been imposed either by Federal or local government agencies. The task of the specifier and designer has consequently been no easy one—there is a bewildering variety of items from changing sources of supply.

In the latest school estimate, for last fall, about 53.8 million persons, age 5 to 34, were enrolled in school or college. This was an increase of 7.5 million—or 16 percent—in just half a decade. Kindergarteners advanced 26.4 percent to 2,645,000 and elementary grades was seven...
percent, to 32,475,000. High school enrollment, grades 9 to 12, rose 26.6 percent, to 12,975,000. And college or professional school registrants were up 59 percent, to 5,675,000.

One of the surprises of this surprising market is that so little Federal attention is going to the outfitting of the places of education. This work, in fact, has centered in the hands of one man, Dr. W. Edgar Martin, the Office of Education’s specialist for school furniture and equipment. The reason for this relatively slight attention is the diversity we mentioned. The Federal Government doesn’t want and isn’t about to impose any standards for producers. The states are weak in the field as well. So the negotiations boil down to individual school systems, and the manufacturers.

Nevertheless, a significant contribution to the business of outfitting schools for students has been made in basic research. When Dr. Martin came to his post 15 years ago, most manufacturers made furniture to old measurements without any knowledge of why they did as they did. Martin first collected material on basic body measurements, followed this by working in collaboration with the National School Service Institute, and the University of Michigan on “Functional Body Measurements of School Age Children.” This was expanded into a governmental publication, “Children’s Body Measurements for Plan & Equipping Schools.” The latter study is in and may be obtained from the Superintendent Documents, Washington 20402, for 50 cents. It brings together all related measurements for a design problem into a series of 178 different dimensions for people 20 and over, corresponds well with Forces data—and thus, could be used by furniture manufacturers who are not interested in school furniture as such.

Study on educational seating
Another study, one of the latest, by Rensselaer technic Institute, Troy, N.Y., is on “Design of Learning Spaces.” This deals with seating, and acoustics of lecture halls. (Excerpts from this study appear on p. 68.) Rensselaer study heads of departments, analyzed their common up criteria and developed specifications. Some facturers are experimenting with this now.
UNIVERSITY OF CALIFORNIA: Kagan hall on the Davis Campus (far left) serves a complex of student resident halls. Spacious, beamed-ceiling lounge was planned by Western Contract Furnishers, who enlarged on the contemporary architectural theme with informal furniture groupings—combination of Herman Miller lounge chairs, Thonet game tables, and custom designed sofas—set on area rugs by Magee.

WAYLAND SENIOR HIGH SCHOOL: Main library (left) of high school in Wayland, Massachusetts, was designed with evening community functions in mind. The high-ceilinged room was enhanced by full-length draperies that provide sonic and acoustical control for quiet study, sun and light control, and still contribute a gracious atmosphere. Dow Chemical supplied the fire resistant draperies in a blend of Verel and rayon.

GEORGE MINOR SCHOOL: Elementary school in Oak Grove, California, represents a new trend in school design both architecturally and in regard to interiors. Classrooms and general areas, such as the library (below), are fully carpeted with easily maintained carpets of Chemstrand’s Acrilan fiber.

there are some definite gaps in knowledge. Head Start poverty program, for instance, which as bringing many additional youngsters into schools, emphasized the lack of knowledge furniture in the three and four year old student. It’s not enough, Dr. Martin points out, just like chairs smaller or bigger for younger or students.

ther area in need of study is storage. Three are used in today’s schools—1. for individuals; room, for new items and equipment; and, 3. Lent storage. The effect of the larger Federal items so far has been to clear out warehouses. nization of lines, it’s expected, will probably to wait for teachers to demand and specify they want—something different from what getting today.

for seating, Dr. Martin spells out the problem concise manner: Despite the profusion of styles, comes down to four basics for elementary ondary schools. The most popular is the single and single desk. It permits many versions of and work surface arrangements. The style ates the trend today in materials, most of the manufacturers, and new producers, using steel minum framing, and laminated plastic surfaces they can, rather than the traditional wood.
Being lighter, these units can be moved by the children themselves, both within a room and between rooms. The manufacturer is able to provide book storage other than in the apron of the table, or in a box at the desk top where it comes into stubborn conflict with growing occupants. Flexibility is also provided by having both desk and chair adjustable in height, or else by making only the desk adjustable, in a 20-30 inch range. Such a unit can then be used with three different chairs, each of which has a four-inch adjustable range.

Most adults today may recall the "universal desk," a single chair-desk unit. In contrast, most of the chairs now in use can be adjusted in height, and some even swivel. The desk too is usually adjustable, and movable backwards and forwards as well. The top usually opens to reveal a book box, and may sometimes be raised from a flat to a writing slope or a greater reading-art work incline. This style has the advantage of compactness, as well as of fitting into varying design requirements.

The tablet-arm chair, more familiar in adult schooling, has a price advantage, Dr. Martin notes, plus ease of movement and modest use of space. Its disadvantages include a small, inclined work surface.

A more modern style is the chair desk, combining a chair and work surface as does the universal desk, but without a book box; storage instead is usual a rack beneath the seat. It has more work surface than the tablet-arm chair, costs less than the universal desk, but isn't too satisfactory for grouping because of its sloping top, nor for activities where objects need to be handled.

**Experimental seating for colleges**

A new, fifth style, Dr. Martin points out, penetrated high schools after being tried in classes, for use in large groups in TV-film and the like. There are variants: one consists of chairs on pedestals, with movable tablet arms that can be folded down between the chairs. Two to four chairs can be mounted together on a beam that is supported by two pedestals fastened to the floor or risers behind counters.

NEW YORK SCHOOL FOR THE DEAF: Architect Frederick G. Frost, Jr. & Associates chose Knoll dining pieces that blend with exposed-beam architectural motif (above) for sleek cafeteria of school in White Plains.

UNIVERSITY OF SOUTH FLORIDA: Thonet seating arranged in home-like setting (right) encourages casual book browsing in lounge area of university library.
The variety in placement of temporary book storage units—in book boxes, under the chairs, under the desks—indicates what a bugaboo this is. Outlook for truly good solution seems dim, and the situation grows worse as students accumulate more books and must haul through the day.

Additional furniture items for schoolrooms include desks, most of them with telescoping legs to adjust to different ages and needs. Stackability is also a useful feature. For specialized needs, table tops may be imprinted with mathematical and scientific charts and tables.

As one can see, the range in what's offered—and what's bought—is tremendous. Without state codes governing equipment, and without any indication that Federal government is going to put its directing down in this area, specifying remains a chancey matter, with the local official on one end of the saw and the suppliers at the other. There are so many different activities in schools, different curricula, different attitudes and different budgets, that line manufacturers are not only compelled to carry broad lines—but are buying up other producers to broaden their appeal further, including the need for satisfying the replacement market.

UNIVERSITY OF DENVER: Orderly arrangement of Jens Risom institutional furniture (above) provides ample work space and cushioned seating for students in Law School library.

NORTH AMERICAN SCIENCE CENTER: Small and handsome auditorium in Los Angeles (left) accommodates 200; rows of upholstered seats from American Seating Co. are staggered for best viewing of stage.
DESIGN CRITERIA FOR LEARNING SPACES: a research report on educational seating prepared by Rensselaer School of Architecture

Since World War II the use of instructional aids and media has grown rapidly to keep pace with the demands of contemporary education. Their educational validity has long been recognized but until recently little consideration had been given to providing the optimum environment for their use. In 1959, however, Educational Facilities Laboratories, Inc., awarded a grant to Rensselaer’s School of Architecture to conduct an architectural research study directed at the planning and design of such facilities. This study culminated in the publication of the report “New Spaces for Learning,” along with the construction, for experimental use, of a full-scale mock-up of a typical learning space. This Experimental Classroom was built on the Rensselaer campus in 1961 and has been in constant use since then.

More recently, the State University of New York has embarked on an extensive expansion program involving the construction of a large number of new facilities throughout the state. The Architectural Staff of the School of Architecture, Rensselaer Polytechnic Institute, was again called upon for a special evaluation and development study. This project placed particular emphasis on the considerations of seating, lighting, and acoustics. Much of the data was based on past experience and on the current evaluation of Rensselaer’s Experimental Classroom.

Early in the study, a questionnaire was sent to architects, administrators, and college teachers to determine their reactions to specific points on seating. Of particular interest were the responses to the items which requested comments. Following are a few of the more salient and typical responses.

On preferred seating types: “Currently, we think the fixed table, with movable chairs offers the most varied use. Movable seats permit adjusting the seating to fit the size of the group. The noise of moving chairs on a hard floor has been criticized. We are now solving this by using carpets on the floor.”

“My preference would be for continuous table tops which work well with continental seating arrangements and with a swivel chair, upholstered, tilt-back, noiseless, and at least as comfortable as the secretary chair. There should be room enough between the back of the chair and the table behind for single passage. With a little more space in this location, it might be possible to move in emergency seating for use when lectures other than teaching lectures are given.”

On general criteria: “For most schools, the ideal seat would combine low cost, good design and engineering, as well as good workmanship, be easily cleaned ... provision for storing books must be considered.”

“Harsh details and materials seem out of place in a college lecture room. By ‘harsh’ I refer to excessively harsh, sharp and glaring surfaces, corners, and edges.”

“Manufacturers must recognize the fact that the average student of today is considerably larger than he (or she) was 15-20 years ago.”

“The angles of the three main planes (back, seat, and writing surface) with the horizontal are more important than the size of the planes.”

“Seating should be designed to provide writing surfaces equally satisfactory to both right and left handed students; units should be affixed to the floor; writing surface should be readily adjustable both fore and aft, and up and down; seats should swivel to aid entry and egress; seats should be contoured and cushioned; and seating arrangements should allow the lecture room to be used effectively for testing.”

“If we can free the number of legs going to the floor, we feel we can save maintenance money and provide a more aesthetically pleasing classroom.”

“I have had an impression . . . that the manufacturers of such seating units are operating with insufficient knowledge of and sympathy with the people who sit in such seats . . . I am aware of the difficulties inherent in a situation where students are so uncomfortable that they are far more aware of their discomfort than they are of what is being taught.”

On writing surfaces: “We say a hard top, not too light in color, with a matte

(Continued on page 70)
PRODUCT REVIEW

A Institutional furniture from CI Designs follows Scandinavian styling that stresses form and line. Collection includes a full complement of dormitory and lounge pieces in range of construction materials. Circle No. 127.

B Utility tables from Stambaugh are multi-purpose in complete selection of sizes, heights, shapes, folding, and choice of tops and colors. Units find use in libraries, laboratories, cafeterias. Circle No. 128.

C Dictionary stand from Hugh Acton coordinates with line of library tables of same design, here in use at Detroit Public Library. Circle No. 119.

D New Knoll Associates stack chair designed by Don Albinson is constructed of lightweight materials—molded plastic and die-cast aluminum. Back and seat that “give” with the body and opening between sections allows greater comfort through long seated periods. Circle No. 129.

E Science hall at University of Illinois Chicago Circle campus is equipped with fixed tables and pedestal based chairs designed by Eames for Herman Miller. Pivoting units mount on sloped or stepped floors and adapt to radius or parallel row installation. Circle No. 130.

F Krueger's fiber glass side chairs are both functional and decorative in cafeteria at University of North Carolina. Room and furnishings are easily adjusted to U-shape arrangements for banquets and formal functions. Circle No. 131.

COVER CREDIT: Herman Miller's Eames Educational Seating (EES-1) at Chicago Circle Campus of University of Illinois.
finish to avoid glare. A slightly darker shade than paper avoids contrast problems and discourages doodling.

During the preparation of the report, currently available types of seating were investigated to find a type that would meet the particular requirements of the “learning spaces.” The results were somewhat discouraging; there seemed to be none which were wholly appropriate. As a result, the seating provided in the Experimental Classroom is a combination of a commercially available seat and a custom-made writing surface. Fixed, pedestal-mounted, swivel molded plastic seats are arranged behind continuous writing counters surfaced with white Formica.

Recognizing that probably a better type of seating might be found or developed, an objective analytical approach to the problem of seating was adopted. To determine the best possible type of seating for spaces of this type, requirements of seating were evaluated according to the following breakdown:

**Writing surface**: size and convenient location of the surface provided. In comparing specific designs, the surfacing material also should be considered.

**Book storage**: provision for adequate and convenient space in addition to writing surface.

**Adjustability**: provision for adjusting distance between writing space and seat, and seat and floor, and adequacy of leg and knee-room.

**Accessibility**: ease with which person can occupy and vacate seat and use writing surface without disturbing neighbors.

**Durability**: inherent strength and ruggedness of design, and sturdiness of floor attachment(s), if any, as well as vulnerability to physical damage.

**Mechanical simplicity**: lack of complex mechanisms and/or moving parts which may increase repair and maintenance costs.

**Ease of cleaning floor**: minimum interference of supports or attachments (of total unit) with floor cleaning. Since minimum interference is caused by a single smooth round contact, this type should be given maximum credit.

**Ease of cleaning total unit**: minimum time and effort required for cleaning seat and writing surface.

**Economy of space**: smallness of floor space required per unit, assuming standard seating arrangement, 14 seats per row, and including an allowance for standard aisle space requirements.

**Appearance**: cleanliness and attractiveness of design character.

**Cost**: economy of installed cost per unit.
PRODUCT REVIEW

A Trim and sturdy tablet arm chairs in free-standing model from General Fireproofing (a Triennale Grand Prize winner in 1964) are made of vinyl-coated contoured sheet metal. Chrome plated tubular steel frame and slim-lines give lightness to functional design. Circle No. 120.

B Contemporary desk and card catalog file are part of a new complete library line from Southern Desk Co., a division of Drexel Enterprises. Circle No. 121.

C Study carrel accommodating four students is a space-saving library unit from Southern Desk's selection of school pieces. Circle No. 121.

D Lounge area on the Madison campus of the University of Wisconsin is furnished with Jens Risom's casual contemporary styled items. Circle No. 122.

E Shepherd Hall Lounge, City College of New York, is designed to accommodate approximately 90 students in an atmosphere of quiet study and relaxed comfort with furniture by Helikon. Circle No. 123.

F Stendig's tablet arm chair is part of its Kiki Series, Gold Medal award winner at the Triennale in Milan by designer Ilmari Tapiovaara. Rugged construction of oval steel tubing takes tablet arm surfaces in two sizes. Circle No. 124.

G St. John's University, New York library has been equipped with molded plywood seating from Thonet Industries. Circle No. 125.

H Buckstaff's specially constructed carrels in the Purdue extension of Indiana University library afford the student large working areas plus a degree of privacy. Circle No. 126.
PRODUCT REVIEW

A Architect Frederick Frost Jr. & Associates planned sprightly classrooms for students of N.Y. School for the Deaf, assisted by the use of Bertoia chairs from Knoll Associates. Circle No. 129.

B Stack/gang chairs of molded fiber and chrome plated frames are offered in contemporary colors by Peabody seat, Circle No. 132.

C Carrel study desk has broad work book shelf, drawers, and coordinates other units of Troy Sunshade Co.'s dormitory line. Circle No. 130.

D Steinmarke's dormitory line, in use at Carnegie Institute of Technology, features sturdy welded steel cores and laminated surfaces. Circle No. 134.

E Designed for controlled instruction in primary school students, Sico's spf unit allows accelerated exchange between teacher and pupils. Circle No. 135.

F Chrome and wood tandem seat by Frederick Weinberg is available with, as an armless single, upholstered models. Circle No. 130.

G Upholstered tablet arm chair from Chicago Hardware Foundry Co. is in use at auditorium at University of Illinois School of Medicine, affords comfortable support during long lectures. Circle No. 137.

H Daystrom's modular dormitory line is designed for optimum use of limited space. Circle No. 138.

I General Fireproofing solves the dormitory space problem with built-in furniture that considers layout flexibility and economical maintenance. Circle No. 129.

J Kreuger's popular contour chair offers optional bookrack and upholstered models. Circle No. 131.

K John Stuart's new stack chair was last year's winner of a CoID Design Competition Award, designed for the British common market by Robin Day. Circle No. 138.

L Improved school seating design by Herman Miller is the result of extensive research with school administrators. Educational Seating was used extensively at University of Illinois' new Circles campus. Circle No. 130.
When I walked into the fourth floor suite of Planned Office Interiors in New York to talk with Charles Winecoff, partner and director of design, there was a large sign facing outward that had just been taped on his window. It read: COURAGE, MORE TO FOLLOW. He was on the phone and looked intently out the window; as he hung up, he waved to a building across the street. He turned to me with a broad grin and gestured toward the window:

"Things like this are going to change some of our working habits. I'm forced to look at him, and when I turn for a cigarette, I feel rude."

Winecoff had just talked on the phone with Joe La Rosa, the creative director at Helitzer, Waring & Wayne, an advertising firm with offices across the street. POI—that is Planned Office Interiors—is preparing designs and drawings for the agency's coming move. I looked out the window, and across the street on the fourth floor the art director was smiling at me. Winecoff continued: "You know, we don't say goodbye anymore . . . I felt we were ten years ahead of ourselves when we realized we could also see each other when we talked on the phone—we've been the first to experience the video-phone of the future! And what implications it will have in a few years: think how great it would be to be able to make an emergency presentation over the phone, or shop for fabrics . . . ."

The sign in La Rosa's window had gone up the day before. It read: WHITE DOORS, GREY MOLDINGS, GREEN WALLS: HAVE YOU (the 'you' was crossed out and 'we' was written below it) GOT GUTS! The agency had accepted the design and was getting excited.

Two days later a new sign appeared across the street: CHEAPER RUGS / CHEAPER PANELING / CHEAP FURNITURE: EVERYTHING ELSE O.K. The formal presentation had been made. Howard Aaron, the other partner and head of business and sales at POI, gestured toward the sign: "He doesn't really want us to come down—he just knows our sense of humor."

But more than a sense of humor, the underlying force behind the work produced by Planned Office Interiors is a conviction that good design means problem-solving as well as attractiveness. For the success of this five-year-old firm lies not so much with its size, make-up, and the way it is managed but in this dedicated approach.

Client relations

For instance: with each job, POI gives the client something he would not normally expect. "One of our aims," says Winecoff, "is to make each job a locus of a new idea, treatment, solution—an experiment." Howard Aaron frowned, and Winecoff commented, "My partner doesn’t like the word 'experiment'; as a businessman, he thinks it implies a wrong image." Adding: "Would 'innovation' be better?"

Winecoff also uses these innovations as "bonuses" for his clients. One may be as simple as the unexpected use of color in the Chloromet Inc. storage units, where dark circles of rich, lacquered wood add refreshing bounce, at the same time that they conceal fingerprints and highlight the push-latch action. The storage concept itself, though, is the big..."
The Chlormetals' office didn't call for a bank, so POI was able to place them close to work areas. Each file stack is flanked with sets: and topping the drawers are pull-out work stations. By surrounding the files with at least three of storage compartments, POI eliminated the storage room and created accessible, space-saving architectural elements. The units are fully detailed, and their workmanship is superb.

The first meeting Winecoff tells clients that will actually design the interior and he usually by asking them what they want a space to be: aim is to find out how the client works: likes or objects to in his present quarters. Initial getting-to-know a client is essential, says Winecoff. If a desk is wanted, for example, he then out what it should do for the client. "There is basically only two or three things," he says. "A first is a status symbol, and second, it is a tool between the owner and anyone on the other f it. Finally, it is a tool: a surface to write on, support drawers. Some executives use a desk to rest their telephone on, or as a footstool."

**used architecturally**

are more likely to accept an unusual solubility when its function is fully explained. A good use is a custom reception desk that is sheathed in part of it wraps up and around an ashen placed load-bearing column to further enclosure of the fixed switchboard. This solution not just the switchboard and disguised the column, but by pulling everything together, greatly improved the cramped entry.

If you look for a signature in POI's work, it can be seen in the extensive use of wood—a material that in POI's hands evokes warmth and luxury. They often use it architecturally, beginning with a ceiling that continues down a wall, to give a conference room the sensuousness of finely matched grain.

If a work area can be set apart, Winecoff will often enclosed it within architectural elements—such as a built-in reception desk whose walls wrap it into a protected island or peninsula—to give it a human scale. These enclosures usually are important areas that deserve special treatment, and the finishing material is likely to be wood. (His regard for enclosures expressed itself quite unconsciously in the ceiling plan of the Brown Co. entrance lobby. Here, the shape of the free-form opening closely resembles a nearly closed hand drawn by Winecoff in 1958.)

**Apart from offices**

Charles Winecoff graduated in Architecture from North Carolina State University and came north for graduate study at Pratt Institute. He became interested in the architectural approach to interiors and got his first job at Designs For Business. After five years at DFB, he formed his own company with Howard Aaron. That was 1961. As the name implies, the bulk of this young firm's work has been office planning and design, but it also works in other areas.

For example, a few years ago POI redesigned the

*(Continued on page 78)*
Ceiling detail, Chlormetal's reception area. Ceilings are found often in POI's work. The ceiling, as well as on edges of corner walls (18), are not for design effect alone. They give a softer look," says Winecoff, "and often the simplest and most graceful way to join one plane to the adjacent one. When on the outside of a corner wall (18), planks are greatly reduced." 2, 3. President's Chlormetals, Inc. At first, POI was advised to use much of the space in Tudor, but photos (17, 18, 19) show that respect for "tradition" not result in a noncontemporary interior. President's office, though furnished from his own collection, is compatible with the adjoiningresident's office, though furnished from his own collection, is compatible with the adjoining. Says Winecoff: "As an object that was designed a long time ago, I don't think of the president's office as formal, but rather as an attempt toward the design. 4. Conference room. Chlormetals. Here, the "traditional" warm associations of Wood's rich texture and color adds a sensual element to what is an elegantly finished room. It's used naturally; the ceiling flows into the end walls and cabinets extrude naturally from the wall, keeping the rich flow of wood intact. Speak-hole at Julius Mathews Agency. A deep wood sleeve in two 3-inch sections is inserted into a 3-foot-high opening in the wall to give a floating appearance. The two panels butt at the center-line of the speak- hole in photo by a white vertical line. Typical door pulls used throughout Chlormetals, Inc. 5. Printing Corp. of America entry. The maximum allowable glazed area was vertically, giving the best overall view of the firm's antique printing press. 9, 10, 11. Encyclopaedia Brittanica exhibit for '63 D&D show. The design is a simple but ingenious solution to a problem of space fun. The book wall is a collection of old tear sheets from EB framed with height 2-foot-wide mirrors. The mirrors the plain walls and open up the space. The fixture (a truncated, triangulated, stellohedron) is framed with drug store sticks—cotton removed—and faced on the glass fiber. Three squares of ply were used with more EB tear sheets, then (14) and mounted to make low tables. Ceiling-high shelves display colorful shapes at eye level, and copies of the newspaper fill the top and bottom shelves. 12, 13, 14, 15, 16. Encyclopaedia Brittanica exhibit for '63 D&D show. The design is a simple but ingenious solution to a problem of space fun. The book wall is a collection of old tear sheets from EB framed with height 2-foot-wide mirrors. The mirrors the plain walls and open up the space. The fixture (a truncated, triangulated, stellohedron) is framed with drug store sticks—cotton removed—and faced on the glass fiber. Three squares of ply were used with more EB tear sheets, then (14) and mounted to make low tables. Ceiling-high shelves display colorful shapes at eye level, and copies of the newspaper fill the top and bottom shelves.
control units of an electronic tabulating system that is sold by Telecontrol Corp. Last year the firm submitted plans for refacing the first three stories of a hotel soon to be converted into an office building. After completing the executive suites for Encyclopedia Britannica, the publishing house asked POI to design a small display for the 1963 Decoration & Design Show; the cramped budget resulted in a simple but ingenious solution.

Winecoff strives to bring out the most imaginative use of the materials and elements at hand. At Chlorometals, for example, one wall in the reception area called for a flush treatment because of protruding column faces. The wall contained indicator light, push button, fire bell, and alarm. Moving these elements would have been difficult as well as expensive. They were left in place and instead the wall was furred out 2 3/4 inches to make it flush, and the equipment was simply framed with a standard plastic ring (used for incandescent recessed light fixtures) to receive the plaster. The rings were painted gray to emphasize each recess, giving a built-in shadow.

In Winecoff's mind, a future application of mathematics to space planning is inevitable. This mathematics is the connectivity system that belongs to the little-developed realm of topology. "If ever applied to office planning," Winecoff speculates, "where the client requires a given set of interconnecting rooms, some demanding direct access to others, one could state these areas in a formula (for instance: president's office, executive toilet, his secretary's office, the conference rooms, etc.). Then one could topologically determine first if the problem were soluble, and if so, then plot the relationships between areas (the positions of walls) and their asked-for intersections (be they doors or corridors).

"When computers reach the stage where they can perform basic space planning," continues Winecoff, "then the mathematics of the computer will be a topological system of connectivity, involving circulations and connections." The computer would be programmed with actual building areas, code requirements, and client demands.

Winecoff concludes: "It should be our responsibility to specify doors, switch plates, ceilings, lighting, partition locations, flooring, convenience outlets—in short, all the responsibilities implied in the term interior architecture.

"We need to go beyond the furnishings themselves and look into all aspects of how to work better and more comfortably—and how to live better. We need to know more about color, light, noise, texture, etc., as they psychologically affect the working environment.

"We also need to expand our role as designers. In ten years, interior designers could be extinct, unless they react to the facts that on one hand more architects are doing their own interiors, and on the other, more furniture retailers (and the like) are producing some semblance of design service."
Reception area for Schnell Publishing Co. (below) serves a dual function: primarily, as mail room, and secondarily, to receive visitors. Wine created a wrap-around enclosure that houses storage, switchboard, and mail equipment. Centrally, wall has revolving pigeon-hole box to receive mail.

Reception area (above) barely recalls unfavorable building layout: free-standing fixed switchboard, structural column in room's center, awkward entrance. Floor plan shows switchboard and column incorporated into wrap-around reception desk. On entry side, column was sheathed with mirror to lessen its mass. Horizontal light troughs faced in teak (note ceiling plan) give room airiness; glass wall—rather than solid—continues light theme.
Warwick Hotel, suite designed by Lehman McCluskey Associates. Paintings modern yet in keeping with provincial finishings (right). Stark contrasts for calligraphy in oil painting on canvas.

Drawing in watercolor exemplifies scope of graphic and etching techniques at Karl Mann Associates.
MANN ASSOCIATES doesn't compete with galleries, doesn't sell names, doesn't make "investments" to Wall Street. Within that framework, however, commercial art studio has supplied original art to the elite of the industry. Through designers like Knoll Associates, William Pahlmann, Jens Risom and others, art from the Mann atelier hangs on the walls of some of the nation's most culture-minded corporations.

"My policy," owner Karl Mann declares, "is to produce good decorative art as cheaply as possible. People today no longer buy a painting, they feel, they hang it." In contrast, paintings from the Mann studio do not pretend to be investments, but simply what they are—honest decorative art. "I feel so strongly about the honest merchandising of art that recently took a swipe at gallery snobbery in an interesting venture, created an exhibit at one of New York's uptown galleries called "Elements of Society" that featured "found objects" set on attractive stands.

Each sculpture—accompanied by a certificate of authenticity stating the materials employed were found in junk yards—was sold for the price of the base only. "Some of the sculptures were really marvelous, they sold like hot cakes," he reminisces, "but art critics were horrid at the prices they were paid, instead of the kind of prices they were used to paying at galleries." Heavy weights were placed in the sand at night to keep the vandals from moving the exhibits. A total of $1,000 was made from the sale of the sculptures.

"Honesty abounds in the Mann workshop on West 13th Street in New Greenwich Village where the whirr of the buzzsaw coming from the frame shop and smells of freshly cut lumber, mingling with those of turpentine. Paintings are everywhere—and a flip through of the large inventory uncovers a brilliantly colored abstraction, a classic interpretation of Americana, an impressionistic figure grouping, an expressionist painting, an historic scene, a jazz scene, a city life interpretation, an impressionistic scene of pseudo-Mediterranean villas perched on rock formations out of the sea. He attributes this type of commission, "soft forms converging and fading into the distance," to the naiveté of the designer and/or his client. "We have
KARL MANN ASSOCIATES

knocked the bottom out of the budget problem, offer an unlimited sel and are equipped to work in any medium,” he states. A custom walk into the studio at any time and select 500 paintings in three He can take them on memo and actually hang them in place the privilege of returning them. “This is a great opportunity for designer to correct the bad taste of a client,” he points out, “and plenty of room for error.” The out-of-town designer can work w studio through a sketch of the room, an elevation or perspective the same privileges.

Karl Mann started in business nine years ago selling antiq designers. He heard the complaint frequently in those days ab difficulty of getting good art on a really low budget. Designer then buying so-called original paintings from the European art i Their quality was questionable and they were lacking in sophist and spontaneity, a complaint still valid today. “New York is indi art capital of the world,” Mann states. “American art is vis original and can’t be matched in Europe at any price. In fact,” h “it took a trip to Europe to stop me apologizing for being an Am Because Mann is himself an artist and has since had sever York shows of his own work (which he keeps separate and - from that of his commercial studio), he saw the possibility of su paintings by his artist friends and acquaintances to his clien modest prices. Offering original art for as little as $50 including he soon found himself in the midst of a booming business. He no sells antiques, but paintings from his studio can still be purch or around that price.

The only requirements Mann looks for in an artist is that he first-rate craftsman and not impossibly neurotic. At present th twenty five artists on the payroll and twenty-five employees frame shop that is operated as part of the studio. Yet, there production-line pressure on the premises. Instead, a feeling of cam exists between Mann, his artists, and the frame shop employees they paint almost whatever they wish, without even the bother of ing canvas (a task left to the frame shop). Artists may work year or two, take a year off to travel or whatever, and on their are often back at the Mann studio. In spite of the freedom arrangement, however, Mann oversees the work of his artists sensitive eye. He looks at the paintings objectively and will a demand of a painting more than the artist himself—with the re some members of his staff have actually grown in stature and d a more personal style as a result of working at the Mann studio.

Mann’s no-nonsense, unromantic approach has, paradoxically, contract art far superior than what was previously available decorative market. It has developed in fresh, pertinent directions, that mass-produced art doesn’t have to be an endless series of kn of the name brand variety. (C)
Arrangement of paintings unrelated in theme (above) contributes to the elegance of Warwick hotel suite.

The mural executed on vinyl (right) recalls turbulent days of whaling around Anchorage, locale of Captain Cook.

Brilliantly colored collage (below) extends contemporary theme of furnishings and design by Knoll Associates.
The early bentwood pieces of Thonet are recognized as classics in the furniture world. But the development of Thonet Industries over the past 136 years into a leader in the contract furnishings field may not be as familiar a story. The firm's growth since the time Prince Metternich found Michael Thonet experimenting with wood bending at Boppard-on-Rhine and persuaded him to move to Vienna, parallels the expansion of the furniture industry itself—and is epitomized by the firm's new headquarters at the "Top of One Park" Avenue in New York City.

Occupying the entire 19th floor, Thonet shares its handsome showroom with a subsidiary, American Chair Co. The personality of the 23,000 square foot space is apparent the moment one leaves the elevators and enters the hall, where architect Sharon-Krohn-Murray of New York planned a softly lit tunnel of rosewood paneling trimmed with chromium, a curved ceiling in terra cotta tones, and black pebbled vinyl flooring that extends into the reception area.

The visitor is then treated to a "museum" of Thonet's own valuable collection of early bentwood furniture. The exhibit contains such mementos of the company's history as a miniature Vienna cafe chair in a glass bell (circa 1876) that salesmen carried on their customer calls, an enlarged replica of an early bill of sale, a 1904 catalog printed in six languages—and a review of such classics as the Thonet rocker, a collection of children's pieces including a magnificent bentwood, cradle, and the Breuer bent steel chair.

Unusual lighting of this area projects shadows against the white wall background that accents the delicate Art Nouveau curves of the display.

Focus of the entrance to the showroom is a contemporary tapestry by French artist Matgethach purchased from the Louvre. The brilliantly colored tapestry sets the stage for an exhibit of graduated white rectangular blocks, called characteristically, "launching pad" by Thonet executives. Currently being launched is a contract group, Torso, a chair collection with a new design concept, principle of Torso is vertical construction—simply, two upright shells of molded plywood joined at their center turning the traditional horizontal structure of a chair on its side.

From here, the showroom unrolls in an orderly display of Thonet's extensive contract lines. Designer Steinhauser has divided the huge space into individual display cases by use of an imaginative system of dividers—transparent casements, mesh, translucent fiber glass, or tapestry, hung on ceiling tracks for flexibility. Lighting designer John Lain, a specialist in theatrical lighting, has made each area alive with display techniques—colored lenses and special fixtures.

An innovation that has been in constant use since it was completed is Mock-Up Square, where modules of props can be arranged to divide space into a client's specific room dimensions. Flooring set in one blocks illustrates the amount of usable space for foot traffic and access after the larger pieces have been placed.

A special area of ten alcoves displays Thonet's extensive line of hospital and institutional furniture where a sizable volume of the firm's sales originate, while an adjoining features office, conference, and lines.
Reception area of new showroom (left) is furnished crisply with Thonet furniture against a backdrop of rosewood and chromium-trimmed paneling.

Showroom continues in orderly groupings of Thonet's extensive contract lines (right), arranged in sections for specific types. Dining collections, are especially diverse with the inclusion of lines from American Chair Co., a subsidiary.

System of ceiling-hung dividers separates large display space for the firm's seating collections. Each cove is individually accessorized to heighten "in use" feeling of the seating groups.

Display of graduated blocks (below) launches Thonet's newest contract line, Torso. Chair design features vertical construction—two continuous plywood components joined at their center.

Stock-up area (lower right) has moveable props that divide the space to specific room dimensions. Floor, set in one-foot tiles, illustrates usable space for furniture placement.
Helikon opens a new showroom at the same address, with a new design collection by Robe Benham Becker. Above, the Woven Cube. 315 East 62nd Street, N.Y. 10021. MU 8-321
K CONTRIBUTES TO BOSTON’S NEW LOOK

Bostonians have little need to read about their city’s vast urban renewal project. They’ve been living with the scars and debris, the slum removal and ornamental removal of soaring structures for the past few years—complainingly, impatiently, with ultimate pride.

One of the planners heavily involved in Boston’s renaissance is the firm of Griswold, Heckel & Kelly Associates, Inc., which is transforming hundreds of thousands of square feet of Boston commercial space into attractive and functional offices for such companies as United Fruit Co., Cabot Corp., George Putnam Fund, First Boston Corp., and others.

K’s range of services includes selecting a location, lease negotiations, setting a client’s funds so as to achieve the optimum solution to his problem, detailed studies of requirements, layout of new and existing offices, as well as arranging moves without interrupting any functions, developing a new image, and preserving an old valued one in new surroundings. As an example, the Putnam Fund, for example, undertook the renovation of the executive suite of Touche. Ross Bailey & Smart, Inc., in each instance the key to successful execution lies in coordination among the many-faceted components of each job, align the multitude of separate moves, and stick to schedules. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job,” remarked Heckel. “The many fine architectural firms who are responsible for a Boston project have a separate, but important, responsibility. Interior planning is much more than an architectural job.”

Lobby of Eastern Gas & Fuel Associates (top) is warm and friendly signature for Boston utility company.

Executive suite of Touche, Ross Bailey & Smart, branch office (above), combines streamlined modernity with rich Oriental rugs.

Paneling background for shelving system doubles as accent and flexible storage space (above) in treasurer’s office of Cabot Corp.

Interiors of Eastern Gas & Fuel (right) are light, airy, and functional. Wood grain and bright upholstery are strongest motifs.
WHEN PLANNING contract furniture
insure its beauty and durability
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No other cushioning is quite like Burkaire to keep furniture new in appearance, luxuriously comfortable and impervious to greater than normal wear.

Burkaire is permanently resilient, yields gently under body weight, recovers fully and quickly to original shape and thickness.

Upholstery materials stay taut and tailored; cushions will not become loose and unshapely. Covers resist the shabbiness and excessive wear caused by constant use.

Burkaire costs no more than ordinary padding, adds nothing to original investment. Plan on specifying Burkaire for your upholstered furniture. Samples on request.

BURKAIRE
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E 9... to set a cheerful, welcoming mood where hospitality is offered. The Line 9 chair is created to be the all-time favorite, rattan... but even better, since it's constructed of strong, enduring tubular steel. And smart, it needs little or no maintenance, no waxing or polishing to stay beautiful. See all ways Line 9 can fit your contract installations from restaurants to shoe salons. Write for illustrated guide. Molla Contract Company, Inc., 425 East 53rd Street, New York, N.Y. 10022. (212) PL 1-3788.

molla
FURNITURE

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What's a 10-letter word meaning all kinds of office furniture?

Royalmetal.

Royalmetal is a single source for all the furniture you need for offices and reception areas: desks in unlimited number of sizes and in over 500 top and base color combinations; chairs for every application from typists to executive offices; unique Verti-files that get your present files into 60% less space; movable partitions that make a little floorspace work like much more, versatile lounge furniture to make the most of any reception area. Call your Royalmetal dealer, talk over your requirements with him, let him show you how Royalmetal Total Equipping can give you a really beautiful, really efficient office at very moderate cost.
Send this coupon for complete information on any of the fine Royalmetal furniture lines shown below.

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Gentlemen:
Please forward detailed literature on items checked.

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☐ Royalmetal Milano lounge seating ☐ Royalmetal 6000 Series
☐ Royalmetal Partitionettes ☐ Royalmetal Verti-file® ☐ Royalmetal 7000 reception seating ☐ Italian Provincial by Croydon
☐ Richelieu, by Croydon ☐ Advantus, by Croydon

C-56

Suites of luxurious Croydon furniture typify the graciousness and elegance that can be obtained only with painstakingly handcrafted solid hardwoods and fine veneers. Worthy of the most important offices, the Croydon furniture collection comprises three groups in three price ranges, each distinctively designed, each remarkable for its heritage of unsurpassed craftsmanship.

Top left: Italian Provincial—a classic design in walnut and cherry
Bottom left: Advantus—a dramatic contemporary design executed in walnut and steel
Above: Richelieu—a transitional design in walnut

Circle No. 56 on product information card
CONTRACT PRODUCTS AND SERVICES

Knoll Leisure Collection
Strong rectilinear design and subtlety of detail give the new informal furniture group, designed by Richard Schultz for Knoll Associates, an excellent blend of design features for an indoor-outdoor collection. The armchair consists of legs and arms in a continuously cast piece, with its seating portion simply a floating sling of resilient fabric suspended both within and above the frame. Simplicity of design is matched by use of fine practical materials that are treated for wear and weather resistance. The furniture is available in white and beige finishes and the table tops are red-orange, yellow, blue, and brown porcelain enamel. Aluminum frames are coated with textured plastics, slings are a specially developed nylon-Dacron fabric, and all mechanical connections are stainless steel. Included in the Leisure Collection are a contour chaise longue, rectangular and square dining tables, rectangular and square coffee tables, dining and lounge chairs with and without arms, and a flat adjustable chaise with and without wheels.

Circle 140 on product information card

Diversified table line
A variety of components from Stambaugh can be combined to custom-fabricate tables in a wide range of sizes and shapes. The Stambaugh Table System is a group in which table tops in more than 37 sizes using any plastic laminate surface with walnut, cherry, oak, birch, or plastic self edges may be combined with square cold roll steel legs in five heights. Among the special products from Stambaugh are column bases constructed of square cold roll bar stock steel with polished mirror chrome finish whose chrome members are combined with baked enamel black steel. These carry tops of the same construction as those in the Stambaugh Table System and stand 28% inches high.

Circle 141 on product information card

Spherical chair from Finland
A large round fiber glass shell enamelled steel base designed by Aarnio of Finland and available Stendig, Inc. is known as the Spherical chair. It was recently shown a new studio in Philadelphia, a range of designs includes are viders, wall pieces, table pieces, tains, balance figures, stabiles, specialty items such as free stand candelabra. Partners Betsy Hi and Charles Gohn work in steel, copper, or aluminum brazing, le or acid treatment. Combining a variety of forms, the area divides the reception room of a Philadelphia law office illustrates functional decorative use of Chaybe sculpt

Circle 142 on product information card

International Furniture Exhibit Cologne. Its unusual and inviting design includes fully upholstered with extra loose down seat and cushions. The exterior comes in primary colors, the base in white, and black.

Circle 143 on product information card

Two-tone carpet cushion
A new two-tone, two-layer cushion, Plateau II, manufactured by B. F. Goodrich, combines a upper layer flat cushion with a lower layer of beige sponge rubber a new chain-lock ripple pattern flat cushion gives lateral stability to the carpet, while the bottom layer provides a deep-pile feeling under Plateau II is available in widths 54 inches and nine feet.

Circle 144 on product information card

Welded metal sculpture
One-of-a-kind items of architectural and decorative welded metal sculpture are available from Chaybe Sculpture,
We make things to be sat on, leaned on and stood on.

Metal office furniture should be strong enough to be lived on as well as attractive enough to be lived with. And ours is.

No accident, either. We plan things that way. With the best designs. And materials. And workmanship. So, you see, it's really not at all surprising we end up with the best metal office furniture you can buy.

Varietywise, Borroughs equipment comes in just about any size and for any purpose. Our Adaptafile lateral filing cabinets, for example, are available in 2, or 5 drawer sizes. With optional 1, 2 or 3 drawer stick-on units. They keep everything you file within easy reach. And they can take either letter- or legal-size folders, free-standing or hanging.

One more thing. You can have our metal furniture in your choice of 10 attractive colors (including white). So you're sure of getting just the color you need to match your desk, chair or whatever. Want more information? Just drop us a note at Borroughs Division, American Metal Products Company, 3000 N. Burdick St., Kalamazoo, Michigan 49003.

Borroughs amp

Division, American Metal Products Company
Large and small scale flocked papers

The new Salon Collection of flocked papers United Wallpaper Co. offers a range of both large and small patterns. Among the new patterns Johanne (left), a rendering of flocked garlands twined about a bold design that comes in gold, white, and red, and a foil version in green and gold. Limoge (right) is a tighter pattern of blue flocking over green metallic ground.

Circle No. 145 on product information card

Executive chair

A new high-backed swivel chair for executives from Emeco division of Standard Furniture Co. has a chrome frame and molded polyester resin shell is sculptured to give beauty, strength, ventilation, comfort, correct posture, and... armrests. Vinyl covers side and back sections, any fabric may be used for the seat. The new model offers rugged construction and comfort.

Circle No. 146 on product information card

Lightweight vinyl wallcoverings

Cohyde 2, a new line of lightweight vinyl wallcoverings from the Coated Fabrics division of International Corp., comes in ten patterns. Among the Sylvan, a simulated wood paneling in black walnut, pecan, teak, or English oak; Masan, a grass pattern in eight pastel colors; and eight others offered in sixteen pastel colors, Available in a 13-quality that retains the toughness of heavy Cohyde and Coair upholstery fabrics.

Circle No. 147 on product information card
The uncommon touch

Paper from a 17th century French damask, typical of the authoritative reproduction at Scalamandré, where the past is a lively source of new ideas in fabrics and wallcoverings. Available in six colors.

Scalamandré FABRICS, WALLCOVERINGS, TRIMMINGS
take away the chairs.

what do you have?

The very best in design, craftsmanship and utility. A table by Falcon is not just a table. It is an intricate part of your total interior design. Each is decorative to bring out the elegance and charm of any decor. Each is ruggedly durable to stand up under day-in day-out use. The 1900 series (illustrated) is just one in our complete collection of commercial tables and bases. All Falcon bases are available in a wide variety of custom finishes and can be used with any of our high pressure laminate tops. Write for new commercial catalog featuring dozens of table base and top designs.

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FALCON PRODUCTS, INC.
2130 Schuetz Road, St. Louis, Missouri 63141

Products & Services

Jofa '66 Collection
The new collection of 70 fabric patterns from Jofa Inc. emphasizes natural fibers and pure colors. Designs are derived from a wide variety of sources: 19th century botanical drawings, African beadwork, Chinese hand-painted screens, Moorish arabesques, Early American quilts, English porcelain, and paper cut-outs of birds, trees, and animals. Each print was designed to fit the trend of using printed fabrics to cover flat planes and wall surfaces. A group of solid-tone textures has been color-correlated with prints in the collection. Two 100 percent cotton designs, Eloise and Kenilwood, are shown, along with two linen-cotton blends, Gothic and Bokara.

Circle No. 148 on product information card

Designs from Spanish Trading Center
The flavor of Spain is reflected in a great variety of items at the Spanish Trading Center. Wrought iron hardware in antique verdigris finish including interesting hinges, locks, drawer and door pulls, sconce and candlesticks, are among the rustic decorative accessories. Walnut tables in several models, one with a copper and zinc top styled with rows of nailhead cabinets, handpainted chests, and cordovan color leather chairs round out the selection of pieces. Some are walnut table, and sconce in antique red, gold or black.

Circle No. 149 on product information card

Circle No. 60 on product information card
Informal Elegance

The compatible Scerbo grouping above, forms a gracious and hospitable conference room setting.

EXECUTIVE OFFICE: Luxurious S23 Desk in redwood with maple burl panels — 95 Side Chair — 396 Revolving Chair.

Write for new decorators catalog.

Frank Scerbo & Sons, Inc.
140 Plymouth Street, Brooklyn 1, N. Y.
ULster 2-5959

Circle No. 61 on product information card
Only chairs in their class with spring suspension on seats

In chairs, it's what's inside that counts. And the spring suspension in Sturgis chairs counts big! Most chairs use foam only. Now Sturgis 700 Series is first with springs inside the foam. This added resilience means maximum comfort with minimum wear.

Special flat spring construction provides the comfort, but holds the contemporary square design that is so popular.

There's never been a chair like this at a price like this. If you'd like us to spring with the complete story, write to Department CM-102, The Sturgis Company, Sturgis, Michigan 49091.

Drapery designs by Elenhank

Natural themes are stressed in the new drapery patterns by Elenhank Designers, Inc. Emphasizing affinity between a view from a window and drapery design are patterns like Woodland (left) and Meadow (right) with its interlacing grasses and deli-stemmed Queen Anne’s lace. Woodland's slender continuous tree trunks and crossing branches are dep
What makes Stendig so special?
Sheriff.

Architect Sergio Rodrigues of Brazil won the Gold Medal at the International Furniture Competition at Cantu, Italy for these Sheriff models. Available in massive teak or rosewood frames, with covers of the finest oil tanned calfskin leather. Write for details.

Sofa 178  Ottoman 179  Chair 180

STENDIG, INC. 487 PARK AVENUE NEW YORK 10022 EL 5-5185  CHICAGO: SPACE 1158  MERCHANDISE MART also CINCINNATI, DETROIT, LOS ANGELES, MINNEAPOLIS and SAN FRANCISCO
New Models from Lightolier

Attractive and versatile lighting designs from Lightolier offer great variation in creating custom light systems. Tree Spreader, a multi-tiered spreader system, gives a striking vertical composition with an array of 12 or 16 lights (3 or 4 tiers). RaSpreader is an expansive form suited for low ceiling areas, and is available in four sizes and many shades of geometric shapes are available for use in grouped in clusters, or repeated in a linear pattern. Made of luminous opal glass within clear glass closings, they form a flexible collection called Luminous Geometry.

Circle No. 152 on product information card

Figured travertine laminates

Three new natural stone reproductions—Gold Travertine, Beige Travertine, and Slate—are available. Parkwood Laminates, Inc. Faithful reproductions of three-dimensional, highly raised textures created to demonstrate the effectiveness and beauty of textural detail in almost all ages and periods of design. Over 30 magnificent new patterns and treatments in distinctive, superbly crafted colorways. MEDICI—a new approach to texture from James Seeman Studios, Inc.

(color and graining are combined with heat-resistant qualities for design and durability. Gold and Travertine come in both polished and matte finishes, while Slate offers its own unique natural finish.

Circle No. 153 on product information card

MEDICI—a new approach to texture from James Seeman Studios, Inc.

Three-dimensional, highly raised textures created to demonstrate the effectiveness and beauty of textural detail in almost all ages and periods of design. Over 30 magnificent new patterns and treatments in distinctive, superbly crafted colorways.

Three new natural stone reproductions—Gold Travertine, Beige Travertine, and Slate—are available. Parkwood Laminates, Inc. Faithful reproductions of three-dimensional, highly raised textures created to demonstrate the effectiveness and beauty of textural detail in almost all ages and periods of design. Over 30 magnificent new patterns and treatments in distinctive, superbly crafted colorways. MEDICI—a new approach to texture from James Seeman Studios, Inc.

(color and graining are combined with heat-resistant qualities for design and durability. Gold and Travertine come in both polished and matte finishes, while Slate offers its own unique natural finish.

Circle No. 153 on product information card
SOLARIA* BY TROY. Contract furniture for the fun of it. Built to last longer, look better and sit more comfortably through many active seasons of outdoor pleasure. You'll find more comfort in the wider, stronger vinyl straps (and straps are individually replaceable without tools). You'll like the smart, timeless styling coupled with a new range of decorator keyed strap and finish colors (frames are guaranteed for ten years against pitting or corrosion). May we send a colorful brochure?

The Troy Sunshade Company, Division of The Hobart Manufacturing Company, Troy, O

Show Rooms: One Park Ave., New York / Merchandise Mart, Chicago / 612 Grant St., Troy, Ohio / Dallas Trade Mart, Dallas, Texas / Miami, Florida

Circle No. 65 on product information card
Inca weave technique into a contemporary design. The pattern evolves from the interweaving of alternating lines of color, which are opposed regularly in a basket weave, creating a pattern of squares in which there is no marked difference in the horizontal and vertical directions. The clarity of the design varies with the colors used; beige, oyster, gold, copper, royal, red, and brown. The geometric weave, Harrow, is a Julia Keiner design in

**PRODUCTS & SERVICES**

**CONTINUED**

**Drapery holdbacks by Kirsch**

Two new drapery holdback designs by Kirsch Co. are constructed with longer arms, providing increased capacity for exceptionally wide fabrics. Crafted of solid brass, the two new imported designs, a modified scroll-like vine and a straight plume, are highly polished and lacquered with a protective coating.

Circle No. 154 on product information card

**New Knoll upholstery fabrics**

Kyoto, Inca, Camelot, Morocco, and Harrow are the names of five new fabrics, mostly handwoven wools, that are part of the design and craft approach in the new Knoll upholstery line. Inca is a design by Sheila Hicks, a textile student who has adapted an ancient thin parallel lines of exposed warp are divided into kernels of soft wool in uniform rows. A subtle palette of oyster, beige, brown and charcoal emphasizes the interesting quality of the weave. Fabrics shown, only two from the large Knoll collection, are 50 inches wide and handloomed for West Germany.

Circle No. 155 on product information card

**COORDINATED LIGHTING by PHIL-MAR**

as featured in the 1966 MOTELRAMA IDEA ROOM

Visit Us During The NRA-AMHA EXPOSITION

BOOTH No. 3240

The McCormick Place

Write For The Name of Your Local Phil-Mar Contract Dealer!

PHIL-MAR CORPORATION • 1100 E. 222nd ST. • CLEVELAND, OHIO 441

Circle No. 66 on product information card
LOOK what can be done with AIR WALL pneumatic partitions

AIR WALL'S... provide unlimited design flexibility for meeting & dining rooms or educational and assembly areas. The air pressure in the cap forces the panel downward and the wheels retract into the base.

AIR WALLS are completely portable... may be moved at will, in a matter of minutes... now moved even more easily with the New Retractable Wheels. No floor or ceiling tracks are required. Just set each panel in place, add air and the patented AIR WALL telescoping cap is raised firmly against the ceiling.

AIR WALL'S tight seal at the floor and ceiling levels and unique construction features offer a sound control quality never before possible in a portable wall. Available in a wide range of facing finishes to provide fresh and dramatic interior decorations. AIR WALLS are economical—require no installation or erection costs. Ideal for Hotels, Restaurants, Offices, Funeral Parlors, Schools, Churches, Commercial Buildings, etc.

HUPP CORPORATION
AIRWALL DIVISION 8141 E. ROSECRANS AVE., PARAMOUNT, CALIF. 90724

• Write today for complete information and name of your local AIR WALL Sales Engineer.

CHROMODERN
MANUFACTURERS OF COMMERCIAL, INSTITUTIONAL AND CONTRACT FURNITURE
4820 S. SOTO ST., LOS ANGELES, CALIF. 90058 • P.O. BOX 58347 • PHONE 583-2323
Circle No. 67 on product information card
QUESTION???

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

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

ANSWER!!!

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

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

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

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

THE BUCKSTAFF CO.
OSH KOSH, WISCONSIN 54901
"From the sawmill to the finished product - Since 1850"

PRODUCTS & SERVICES

Michelangelo's St. John

A reproduction of the statue of St. John by Michelangelo has been added to the collection of re

by Austin Productions, Inc. It is 14 inches with dark antique bronze finish.

Circle No. 156 on product information card

Heavy textured vinyl wallcovering

A new pattern called Jute has been added heavy duty Guard line of fabric-backed vinyl coverings by Columbus Coated Fabrics Co. A design with a heavily textured effect, the pat offered in 22 colorways. Because of the nat

Circle No. 157 on product information card

New acrylic colors

Seven new colors of Acrylite cast acrylic pla available from the building products divi

Circle No. 158 on product information card
A Kopenhavn series of modular wall systems from Northwest Chair Co. has been expanded to include floor-standing and wall-hung components. The complete line includes multi-purpose shelf units and nets, bars, file drawers, chests, magazine racks, not a spray-on technique but is applied as a separate step during manufacture, becoming an integral part of the carpet. The treatment adds a conductive material to the fibers so that electricity does not accumulate on the surface, later to be absorbed by the human body. Besides eliminating the shock that occurs when two conducting bodies meet, the process reduces the attraction of neutral dust and smog particles to the carpet, thus improving maintenance. The process withstands home and commercial cleaning, and does not impair the colors or performance of the fabric.

Circle No. 160 on product information card

Sherle Wagner’s new contract line

A new contract line of bathroom accessories has been designed by Sherle Wagner for hotel and motel installations and for other commercial/institutional buildings where custom designed accessories are not normally found. Made of solid brass, the line includes matching tub sets, shower sets, and towel bars.

Circle No. 161 on product information card

BROWN-JORDAN

TAMIAMI by Brown-Jordan. In TAMIAMI Brown-Jordan has created the distinctive look and practicality of all weather faced furniture but has designed the furniture with distinctive diagonal lacings. TAMIAMI’s outstanding features are:

• Exceptionally comfortable chairs with graceful curved and contoured backs.

• Sturdy tables with tempered glass tops.

• Many color combinations both in lacings and frames.

• Heavy-duty all weather aluminum construction.

• Complete groupings including stack stools, adjustable chaises, rocking, arm and hi-back chairs.

• Ideal for contract installation.

“For Lasting Beauty” with TAMIAMI, write for further information.

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.
If it’s your responsibility to specify lamps for student rooms – or any institutional lighting...

TALKS YOUR LANGUAGE...
There is no other lighting company in the country that knows more about your problems than we do.

UNDERSTANDS YOUR PROBLEMS...
Our lamps are about as “student-proof” as lamps can be. And replacement parts are always available. The same models are always available.

PRODUCES LIGHTING THAT LASTS—Superweight bases, heavy-duty hardware throughout, washable shades, easily repaired.

CAN MAKE ANYTHING YOU WANT IN LIGHTING EQUIPMENT—for built-in or movable furniture in residence halls...desk lamps, bed lamps, floor lamps, or wall lighting...almost anything.

CAN SAVE YOU MONEY—by working direct with you, by having replacement parts and models available, by producing lamps that LAST.

JUST CALL US.

MANUFACTURING CORPORATION
Muncie, Indiana 47305 • 317-289-2451

Circle No. 70 on product information card

PRODUCTS & SERVICES

Correspondence trays
Two correspondence trays from Polar Manufacturing Co. are made of ¼-inch-thick Plexiglas with polished edges. Both new models come in clear translucent. One has brushed aluminum feet; other, a low profile model, has brushed aluminum backstop. Top grain cowhide or Plexiglas covers aluminum knobs are available for both models.

Circle No. 162 on product information card

Shenango China design
A whimsical custom design of a lion surrounded by foliage, created by Shenango China for Red Lion inspired the entire design program for Neil Har"2.5 Hotel, Columbus, Ohio. Its amusing linear pattern on Shenango's new FORM shape china, represents an extensive line of custom and stock designs.

Circle No. 163 on product information card

Flexible moulding designs
Noble sculptured mouldings in 12 styles are machined by Noble Manufacturing Corp. for the decoration of walls, ceilings, doors, fixtures, furniture, panelings, picture frames, mirrors, or clocks. Manufactuated of a fiber glass reinforced plastic, they offer strength and flexibility, allowing application to flat or carved surfaces. They come in 4- and 6-foot lengths, in widths from ½ inch to 3-2/3 inches.

Circle No. 164 on product information card

Circle No. 71 on product information card
Here's an interior glass door with distinctive beauty at a mass production price.

It comes from ASG, the innovator. It's called Securit Glass Door.

Securit door means privacy without isolation... it's glass skillfully textured to diffuse color, shape and shadow. Securit door means luxury without pretension... it's glass crafted and styled to harmonize with contemporary decor. Securit door means strength without bulk... it's fully tempered, and has all the unique advantages of glass—won't warp, rot, buckle or stain, never shows its age. And Securit door means versatility. The Securit Series 1000 door, shown here, has a closely-engraved Muralex® pattern, and can be used single or double. Comes in three standard sizes, ready for installation, with dull bronze or satin-chrome hinges and matching lock housing. Lockset and door closer optional. Economical, too. Your ASG distributor (he's in the Yellow Pages) can tell you just how economical. Or for more information, write: Dept. X-5, American Saint Gobain Corporation, P.O. Box 929, Kingsport, Tennessee 37662. © American Saint Gobain 1966.
Spanish style by American Chair

A new chair design called Spanish Era from American Chair Co. offers Spanish-style seating for restaurants or tavern decor. Chair is 37½ inches high with brass finials. Upholstered portions have brass nail trim on both arm and side chair versions.

Circle No. 165 on product information card

Crown Rubber commercial carpet

Nova, a new commercial carpeting from Crown Rubber Co., has a continuous filament nylon pile permanently fused to sponge vinyl backing. The backing is made of Vinaspun, a product that reduces brittleness, is fireproof, and has closed top and bottom cell composition so that it does not readily absorb moisture. Continuous filament nylon yarn offers stain and abrasion resistance due to tightly compressed yarns. The carpet is available in a new Thorspun pattern in beige-tweed, green-blue tweed, green-on-green tweed, and red-black tweed.

Circle No. 166 on product information card

Byzantine II tile

Byzantine II, a new ceramic tile from Mosaic Tile is an elongated hexagon in a variety of subtle shades that was developed especially to coordinate with Mediterranean trend in styling. Individual tiles measure 6 inches from point to point and 4½ inches at the base. Made with a non-vitreous wall tile body it is ideal for use on interior walls, counter tops, and light traffic floors. Two distinct designs, York, a hexagonal shape combined with a 2 by 2 inch-square ceramic in and Sorrento, the hexagonal shape alone set in vertical or horizontal pattern, may be made with Byzantine II. Colors are light blue, beige, olive green, moss green, tan, white, and speckled shades of sand, termilk, and gold.

Circle No. 167 on product information card
WINZELER
since 1919
The Designer's touch . . .
with Winzeler hardware,
stampings and metal frames

Montpelier, Ohio
Jasper, Indiana
Gardena, California
High Point, North Carolina
Its designs and colors are keyed to the current of blending furnishings of a variety of sty periods. Designs include an Americana gro from Italy, Spain, and Morrocco, modern art style of Mondrian, and brightly colored Scand are two new lines from Griggs Equipment, Inc. Regal emphasizes simplicity of line; Classic is styled with a more rugged construction. Both lines are offered in several choices of metal finishes, and coverings.

Circle No. 168 on product information card

**Contemporary Collection from Birge**

A new edition of the Contemporary Collection of wall decorations is being issued this spring by Birge Co. and Oriental motifs. A total of 145 styles in designs includes 15 trimmed and washable American Cyanamid's Creslan stain and crus tant Acrylic fibers; 58 styles using non-ta silver and gold metallic backgrounds; patterned silk grounds; and embossed designs. Shown collection is Pontiac, an array of early Americ and symbols.

Circle No. 169 on product information card

**Nylon wool covering for chairs**

Shooting star, a line of 75 percent nylon-25 wool fabric by Corry Jamestown comes in correlated with a range of vinyls and chair It is designed for increased wear resistance yarn-dyed for color fastness and consistency.

Circle No. 170 on product information card

**AEGEAN**

Our new Aegean dining chair was so handsomely styled, that we needed a background appro priate to its classic beauty. So, hang the expense, we shipped one air-express to Athens and photographed it at the Parthen non. Like all our other fine patio and poolside furniture, it's made of heavy, rustproof aluminum tubing, electronically welded with a baked enamel finish, then laced with extruded vinyl straps. If you're looking for something a little better than anything else, maybe Aegean is for you. Write us—we'll send you our contract catalog and price list.

Circle No. 74 on product information card
Folded

...this table stores in just 5".

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

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

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

Solid-as-a-rock, too.

Ideal for multi-purpose rooms and training areas.

For literature, write today.

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

If it folds, ask HOWE

REGIONAL SALES OFFICES AND SHOWROOMS IN MAJOR CITIES

1966

Circle No. 76 on product information card
MATCHING MATES
for sophisticated seating

PRODUCTS & SERVICES

Medici Collection

Velours and Sgraffito are the first two volumes of Medici, a new, multi-volume collection of repeat coverings by James Seeman Studios, Inc. Subtitled A Treasury of Textures, Medici contains over three designs in its first two volumes, demonstrating natural detail in many ages and periods of design. Velours offers flocking designs; Sgraffito is named after the incised design method of 15th Century Italy, its patterns giving the effect of diamond-etched carvings. Available in vinyl-coated and vinyl coverings, many of the designs may also be reproduced by the Murals & Wallcoverings division of James Seeman Studios, on a wide range of fabrics.

Circle No. 171 on product information card

Floating bookcase unit

A new Template floating bookcase unit from Leo Co., a division of Litton Industries, is designed for the normally unused area of an L-shaped secret desk. Suspended from heavy-duty double-channel pension frames, the unit may be stopped in position along the track with 16 nylon rollers providing easy and quiet movement. Made of American black walnut veneers, the complete assembly is especially designed for factory installation on all Leo bi-level L-shape Template desks.

Circle No. 172 on product information card

write for latest illustrated catalog

carroll chair co., inc.
1508 west carroll street

←Circle No. 77 on product information card
Rotundi 990 Chairs are the beautiful solution for any multiple seating problem in foyer, lounge or waiting room. Easily arranged, or rearranged, to meet any changing need. Base of polished chrome or satin finish. Table in textured walnut or white. Be sure you have complete catalog.

Gregson Manufacturing Co.
Liberty, North Carolina

Circle No. 78 on product information card
mooth, silent, dependable describes drapery hardware from MARSHALL McMURRAY, quality-designed with everyone in mind from architect to installer. Need commercial, institutional or residential? This complete line of drapery hardware is manufactured to give lasting service and quiet, easy operation. You'll notice the difference and you'll find yourself looking up to MARSHALL McMURRAY for all your drapery hardware needs.

LOS ANGELES, CALIFORNIA 90026


PRODUCTS & SERVICES

New Wegner office group

A new group of office furniture designed by H. Wegner and available through Svend Wohlert is beautifully crafted with simplicity characterized exteriors and an intricate system of interchangeable interior elements. The modular units include desks, bookcases, and various storage pieces in teak or cherry.

The tambour cabinet accommodates a selection of nine different drawer and file rack variations, like the bookcase and drawer cabinet, is available in three heights. Desk tops are offered in six standard sizes with numerous interchangeable combinations and the sides for stability. Cabinets are available with steel legs or wood bases in various heights.

Circle No. 173 on product information card

Glengravure Prints wallcovering designs

Using its new four color engraving machine along with present surface printing equipment, Imperial Wall Paper Mill, Inc. has created Glengravure Prints, a series of new wallcovering designs distinctive for their textural interest. Forming Volume 2 of the McLain line, all of the new patterns feature bright new colors and contemporary styling. Bright blues and greens, yellow-beiges, and orange lend a distinctive touch to these realistic copies of fabric and bamboo. Shown are India Print, a Paisley and Sutton Place, a Dorothy Liebes textured design in six colorways.

Circle No. 174 on product information card
Mallin... AMERICA'S OUTSTANDING LINE OF CASUAL AND POOLSIDE FURNITURE

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

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

Catalog available on request.

Mallin CO., INC. 2335 EAST 27TH STREET, LOS ANGELES, CALIFORNIA 90058
PRODUCTS & SERVICES

Time-saving desk

Special shelving and a panel control are part of an executive desk from Executive Furniture Guild. Built-in conveniences speed office efficiency with a variety of special tools. At the flip of a finger, a Thomas A. Edison Voicewriter emerges on a concealed shelf. Magazines, catalogs, art work, or plans can be stored without folding beneath the smooth desk top. A shape unit at the right of the desk gives additional work space and storage.

Circle No. 175 on product information card

Heraldic panel and column wallcovering design

A new heraldic panel and column design, originally created for the Jefferson Room at the Washington D.C. Hilton, is now available from Murals & Coverings, Inc. Composed of classical columns bordering a scrolled heraldic design with optional coloration, the design comes in gray and white with gold outline for the columns, and in white with gold outline for the heraldic motif. The patterns are available on 54-inch wide vinyl, and custom colors may be requested.

Circle No. 176 on product information card

Circle No. 83 on product information card
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.


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.

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

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

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

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

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

National Theatre Supply Company
Subsidiary of General Precision Equipment Corporation
BRANCHES COAST TO COAST • HOME OFFICE, 50 PROSPECT AVENUE, TARRYTOWN, NEW YORK • PHONE MEDFORD 1-6200

Circle No. 85 on product information card
"Free Style"
From
Hardwood House

Lack of space won't cramp your style when you specify a Hardwood House Component Wall System. In fact, with the wide range of components, you have a "free style" in solving space and storage problems. You are free to choose from over one hundred cabinets in four finishes and seven color accents. Most important, you're not pinned to the wall, our unique "free standing" characteristic lets you come out into the room to make room dividers that have dividends in function and beauty. Add to this the bonus of saving space and you'll find you're working with a custom vertical storage system that doesn't have the objectional features of built-ins. Write today for our literature. Hardwood House, Inc., 10 St. James Street, Rochester, New York 14606.

Wide screen panels

Environment 15, a brand new collection of tape panels and structural panels from Jack Denst Design Inc., consists of large scale murals composed of two, or three panels. Each panel features a 7-design and may be printed up to 9-feet fadeout, 12-feet telescopied. Panels are designed to be free standing, hung as tapestries, stretched for pain effect, or mounted permanently on wall surfaces. Printed upon supported linen or fabric backed as tapestry, or on metal or wood to form structural panels, the basic measurement for each of the designs in the collection is 4 by 8 feet. Panels the dunes abstract (shown) may be combined horizontally or vertically. All panels are numbered each is signed by the artist, serigrapher, and collector.

New flatware pattern

Futura is a silverplated flatware pattern designed for hotel-restaurant use by International Silver Co. The sculptured look continues the trend away from institutional appearance in flatware for commerce. The knife comes with or without serrated blade.

Circle No. 177 on product information card

Circle No. 178 on product information card
In land of ancestors, one would remove footwear before entering
elegance.

But in Cleveland, U.S.A., is not custom. Unnecessary, also. Floor
lated in MARIAH, you see. Continuous filament nylon tweed carpet
wears, wears, and then wears. Most special carpet. By Painter.

The 200 yards of MARIAH in Chin's Chinese Restaurant withstands
ands of Clevelanders year 'round. Along with sloshed Won Ton,
and Egg Foo Yung, and other catastrophes. But no problem. Mariah's
cleaned beauty will outwear woven wool qualities selling for two
times its price. And look better, too.

No wonder MARIAH is the most frequently specified commercial
t in the whole U.S.A. (for offices, schools, hospitals, apartments,
motels, and Chinese restaurants). Available on JuteWeld Double
ng, or springy, high density foam backing. In 16 breathtaking
colors. (Custom-dyed tones available, too.)

Fill in and mail the coupon and get a MARIAH portfolio with the
of color swatches, absolutely free.
No ticket, no swatches!
An attractive full color catalog from Lee Wo & Sons gives abundant illustrative and descriptive coverage to eleven different styles in its varied line of wrought iron furniture. A 31-page price list for 1966 is also available.

Circle No. 184 on product information card

The new 32-page contract catalog from Molla gives full illustrated coverage of its complete line of chairs, stacking stools and benches, tables and occasional tables, including the Celebrity and Marina collections of outdoor furniture. Dimensions, construction, and materials of all pieces are specified with particular information on fabrics and table tops. A color chart accompanying the catalog presents a complete range of custom finishes, shades for straw and silk patterned cotton, and vinyl upholstery materials, and a selection of Formica colors.

Circle No. 185 on product information card

A new four-page brochure on the use of artwork in offices and public areas of financial institutions and insurance companies is available from Picture Business Corp. Designed to explain types of art available, the brochure gives photos of typical installations.

Circle No. 186 on product information card

Contemporary Lighting Coordinates, a 16-page brochure by Lightolier, presents a diversified selection of attractive lighting elements. Color photography enhances the format of the folder while detailing design effects made possible through lighting. Each item is fully diagrammed with complete specifications.

Circle No. 187 on product information card

A full color brochure from Northwest Chair illustrates the Kopenhavn series of floor-standing and wall modular wall systems. Shown are contract applications in executive and secretarial offices, reception areas, hotels, and apartments. A complete rundown of individual components and variety of finishes available is also given.

Circle No. 188 on product information card

Six newly styled cabinets are presented in a new brochure from the Murphy Door Bed Co., Inc. Installations in the various cabinets are illustrated and specifications for architects and designers are given.

Circle No. 189 on product information card

VISIT THONET at booth #316 at the National Restaurant Convention, McCormick Place, Chicago, May 22-26.

Circle No. 89 on product information card
A completely indexed 1966 Building and Industrial products Catalog is now available from Georgia-Pacific. Complete specifications are given for all items, countless illustrations show interesting uses of materials described. Construction diagrams and photos of installation processes can be seen in all eight product categories: decorative paneling, overlaid surfaced and tinted plywood, softwood plywood, siding andathing, hardboards, composition boards, Appalachian and Southern hardwoods, and gypsum building products.

Circle No. 190 on product information card

Eight-page two-color brochure illustrating floors of Iscsan's new cement bonded Promenade Tile has been published by International Pipe & Ceramics Corp. (Espace). Page layout shows at a glance seven styles and color-harmonizing grout. Installation photos are included, along with a full list of product and application specifications.

Circle No. 191 on product information card

Hyde wall fabrics sample book is now distributed by the coated fabrics division of Interchemical. The small, compact book, measuring only slightly more than 6 by 9 inches, contains samples of the company's full line of wallcovering fabrics. Each inch swatch of each style, as well as complete architects specifications, technical information, and return postcards for sample orders are included.

Circle No. 192 on product information card

MAKE KNIGHT LETTERS
THE FINISHING TOUCH
THAT REFLECTS
OUR PROFESSIONAL
PRIDE

ARCHITECTURAL LETTERS
IN MODERN FACES
SATIN OR BUFFED ALUMINUM & BRONZE
INTERIOR AND EXTERIOR FROM ¼" TO 14"

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

Knight & son inc.
METAL LETTERS & FIGURES
70 Lone St., Seneca Falls, N.Y.

Circle No. 90 on product information card

Traditional Desk Aids
Luxurious 3700 line antique bronze with top grain cowhide in tortoise shell brown. An extraordinary series hand-crafted to compliment period office furniture.

Write for complete catalog.

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

A new group of lounge seating in a complete selection of upholstery fabrics and colors. Walnut or chrome steel bases. Color brochure and price list on request.

WORDEN
of holland michigan
brochure on request

Circle No. 92 on product information card
An eight-page two-color 1966 condensed catalog of Grant Pulley & Hardware Corp. contains basic descriptive information on each of the Grant lines. Dedicated sections present drawer slides, shelf hardware, drawer hardware, sliding door hardware, and hospital intravenous feeding systems and cubicle tracks.

Circle No. 193 on product information card

An illustrated price list is available from Xo Perry Lamps, along with black and white illustrations of twelve models. Brief descriptive information accompanies each entry.

Circle No. 194 on product information card

The new Shenango Tabletop Stylebook 70 has more than 100 full-color photographs of china in use, suggested settings for table, counter, and trays. It presents more than a dozen new stock patterns ranging from gay carnival designs to sophisticated gold designs.

Circle No. 195 on product information card

Ceiling Beauty is the title of a new folder on acoustical and decorative ceiling tile products from Flintkote. Demonstrations of easy installation of tiles are in photographs and diagrams along with a selection of tiles and specifications.

Circle No. 196 on product information card

A new 51-page brochure on Sound Control Ceilings is available from Johns-Manville. A wide range of acoustical ceilings is given detailed coverage with descriptions, photographs, installation instructions, and complete material specifications. Products include fiberglass, mineral wool, asbestos cement, perforated metal, and wood fiber panels.

Circle No. 197 on product information card

A handy pocket-sized leaflet giving step-by-step instructions for simple Pionite Lifetime Laminate installation is available through Pioneer Plastics of Auburn, Maine. It is illustrated with photos showing proper handling of tools, bonding techniques, and cutting tips.

Circle No. 198 on product information card

A complete line of moderately priced office furniture and equipment is presented in a new fully-illustrated color catalog from H-O-N Co. More than 40 pages of products priced and described in terms of uses and benefits.

Circle No. 199 on product information card

A new 50-page catalog of unusual hinges, pulls, stays and other furniture hardware accessories is available from Selby Furniture Hardware Co.

Circle No. 200 on product information card
A commercial interior wall displays for reception rooms, office lobbies projecting corporate identities dimensionally in all materials.

**Norquist**

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

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

**DISPLAYCRAFT**

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

Circle No. 95 on product information card
PERMANENT

For enduring service, this Johnson table features the diamond-hard Mark 30 edge. For a freshness in style, we suggest the graceful simplicity of the J-70 base. Available in 9 sizes.

New Super-Glides
Of Impurvium
Eliminate Carpet,
Floor and Wall Damage!

Beauti-Glide’s recently-introduced Model 900 bed frame is equipped with indestructible Super-Glides of Impurvium. Super-Glide’s 3-inch diameter, compared with the usual 2-inch or less, affords maximum protection for all types of floors as well as carpeting. The Super-Glide’s flattened center portion makes the Model 900 wobble-proof when used on uncarpeted floors, and the upward tapering edges allow for ease of movement when used on carpeted areas.

Carpet damage resulting from casters and small glides is eliminated. Wall damage resulting from excessive bed movement is eliminated. Like all Beauti-Glide bed frames, the Model 900 accommodates twin, double as well as Queen-size bedding, and all lengths up to and including 84 inches.

Write today for a sample of the Super-Glide, which with literature, will be sent to you at no cost.

BEAUTI-Glide COMPANY, 106 Ninth St., Seymour, Ind. 47274

CLASSIFIED ADVERTISEMENTS

Rates: $12.00 per column-inch payable with order, extra charge for box numbers. This section closes on 5th of preceding month. Classified ads are limited to situations or help wanted or available. Merchandise offers not accepted.

CHIEF MODEL MAKER

Large mid-western furniture manufacturer has excellent opening in newly created function for an experienced model maker. Will have opportunity to create his own models, working from blueprints and production instructions in wood and metal. Must know and be able to operate both wood and metal-working machinery. Work will involve producing scale and full-size models as well as actual prototypes with working parts for future lines. Must be familiar with a wide variety of model-making materials suited for the specific projects. Experience in furniture field will be an advantage but not a requirement. Must be willing to relocate. Please write, stating experience, training and required salary.

Box A-312, CONTRACT.

An Equal Opportunity Employer.

DESIGNER WANTED

Commercial designer in office field. Experience in business interiors design staff required. Age preferably 26-35. Beginning salary $600 per month. Challenge career with well established firm in rapidly expanding Central Florida market. Send résumé and picture in strictest confidence, to Jack H. Kline, President, Orlando Office Supply Company, P. O. Box 6757, Orlando, Florida.

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

SALES MANAGER WANTED


POSITION AVAILABLE: Contract sales rep—Metropolitan New York manufacturer of fully upholstered and casegoods of wood furniture, with excellent reputation in residential field for fine quality, exceptional service, and modern pricing is expanding into contract market. This internationally advertised to contract buyers, with complete display in company owned New York showroom. I have contract experience write stating full background.

Box A-314, CONTRACT.

CONTRACT
for Contract Lamps

you’ll find the most unique collections in the world ... a variety of styles and sizes tailored to meet the ever-changing needs of the highly competitive commercial interior market. Looking for contract lamps? Look first to J. B. Hirsch!

J. B. HIRSCH CO., INC.

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CHICAGO SHOWROOM: Merchandise Mart, Room 1212
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unbreakable ... Porcelain Enamel
Luminum Ash Tray


2266. Ash Tray in Black anodized aluminum only.

• desk appointments
• sand urns
• smoking stands
• waste baskets
• umbrella stands

Write for Now Catalog

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MANUFACTURERS AND DISTRIBUTORS
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Folding tables
with unique perma-lock action

peform like new even after countless take downs. Outdoor grade plywood resists warping, lengthens table life. Laminated or lacquered wood tops. Painted or triple chrome plated legs. Unsurpassed investment for schools, churches, restaurants, hotels and motels.

Write for free catalog

BECKER AND BECKER ASSOCIATES, INC.
375 PARK AVENUE NEW YORK 22, NEW YORK

Folding tables (all shapes) • Benches • Stage units
Hanover, Pennsylvania 17331
This objet d'art screen area divider, recently installed in the Empire State Building, is typical of the contract possibilities of metal sculpture.

Approximately 9' tall by 4' wide, 20' deep.

Welded steel overlaid with bronze and nickel silver. Address inquiries to "Dept. C" for prompt attention.

SILAS
METAL COMPOSITIONS FOR
ARCHITECTURE / INTERIORS

SEANDER
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NEW YORK, N. Y. 10001
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CLASSIFIED ADVERTISEMENTS

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Indiana, Kentucky, and West Virginia assured by successful years representing leading manufacturers. Have room for quality chair and table lines. Write: A-310, CONTRACT.

REPRESENTATIVE WANTED: Manufacturer of quality, hand-beaded curtains seeks representation to designers, architects, selected specialty and retail outlets. Write, giving background and current representation details to Box A-313, CONTRACT.

REPRESENTATIVE WANTED: Manufacturer of drapery for commercial and institutional buildings, seeks representative at the architects and engineers level for Los Angeles and Southern California area. Only those with the above qualifications will be considered. Write: Box A-308, CONTRACT.

SALES REPRESENTATIVES WANTED: For contemporary drapery and upholstery fabrics. Must call on interior designers, architects, furniture manufacturers. Show not essential. Write: Box A-311, CONTRACT.

LINES WANTED: Contemporary Furniture showroom, New York City, with strong following among architects and interior designers seeking representation of furniture lines for commercial and/or residential applications. Write: A-317, CONTRACT.

SALESMEN WANTED: Leading converter of functional decorative fabrics has openings for New York-Chicago areas—calling on architects, interior designers and interior designers in the commercial and institutional field. Write: Box A-309, CONTRACT.

MEN WANTED: Contemporary Furniture manufacturer wants road men currently calling on architects, designers and specifiers with non-competing products. Strong demonstrable quality line. All territories available including Metropolitan New York area. Write, stating experience and present lines carried. Commission only. Box A-318, CONTRACT.

EXPERIENCED REPRESENTATIVES WANTED: For exclusive line of executive office accessories from Scandinavia: nut, teak, rosewood wastebaskets, letter trays, tele index, magazine racks, etc. Following essential in office furniture, contract and decorating fields. Choice territories open. Write: Box A-318, CONTRACT.

LINES WANTED: Well known quality line in co-furnishing desired by California representative for strong following and experience among architects, specifiers and contract. Write: Box A-319, CONTRACT.

The typeface on the cover of this issue is Patrick, a new font by Royal Typewriter Co., which is available on the firm’s standard and portable mod...