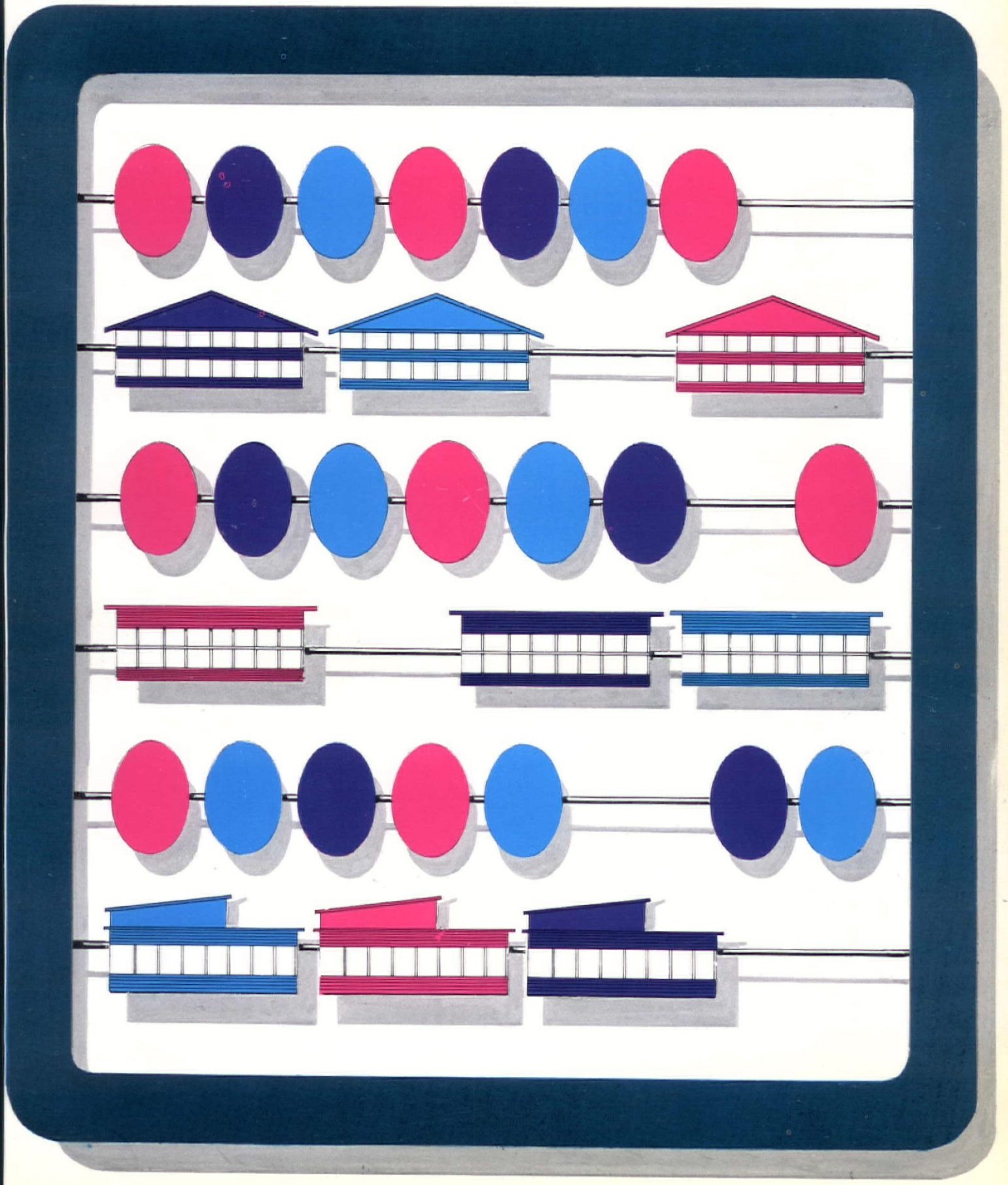
CONTRACT

BUSINESS MAGAZINE OF COMMERCIAL/INSTITUTIONAL DESIGN • PLANNING • FURNISHIN



MARCH 1967 / A GRALLA PUBLICATION

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Circle No. 1 on product card facing P. 107

Summertime . . . . and the living is casual.

Quality outdoor furniture by Tropitone is fast becoming preferred choice of hotels, clubs and resorts from Hawaii to the Virgin Islands. We have grown so rapidly, that this month we are moving into a new manufacturing facility that will be three times our present size.

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The materials we use are the finest obtainable. The type of aluminum we buy, the acrylic baking enamels and the extruded vinyl we use, are all made to our exact specifications. And year alone we made 29 changes in specifications and design to give you a better product to sell.

You might say that Tropitone has become a "specialist" in tubular aluminum and laced vinyl furniture. That's all we make. No cast aluminum. No wrought iron. No stainless steel. No upholstered pieces. We just do what we know how to do best. That's why we can stand behind our product . . . unconditionally.

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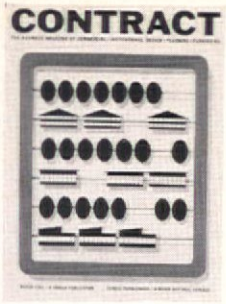
Write us. We'll send a 1967 catalogue and price schedule by return mail.

tropitone

Furniture Co., Incorporated P O Box 3197
6030 General Tinker Ave. • Sarasota, Florida 33578



The Cover

No matter how you manipulate the ancient abacus it always adds up to big business for the modern school furnishings market — part one starts on page 71. Cover design by Bert Lester.

CONTRACT

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

VOL. VIII, No. 3 MARCH, 1967

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

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COMING IN CONTRACT

APRIL—CONTRACT '67—a preview of the industry-wide trade show and convention at New York Coliseum, April 25-27—products, exhibits, discussion programs, including a detailed calendar of events.

MAY—Partitions and Wall Systems—how they function for the corporate and institutional facility, style trends, installation techniques. Plus—a special report on seminars held during CONTRACT '67 trade show.

JUNE—Special Issue—Landmark #4, California: Superstate.

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Circle No. 2 on product card facing P. 107

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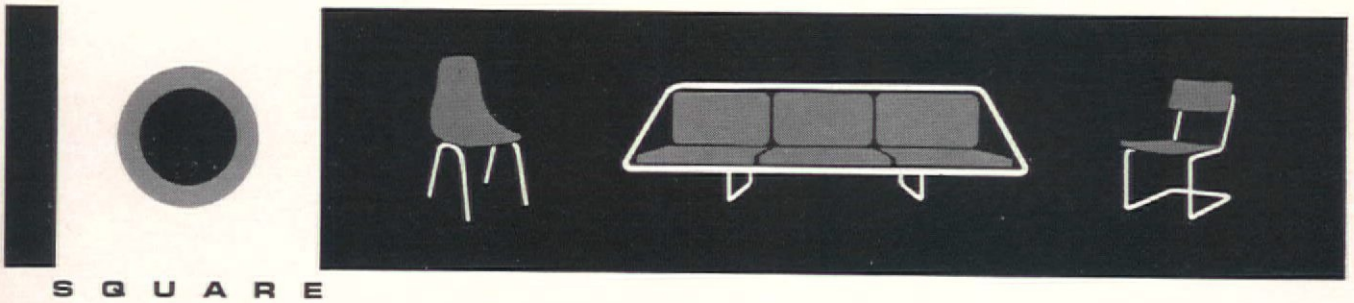

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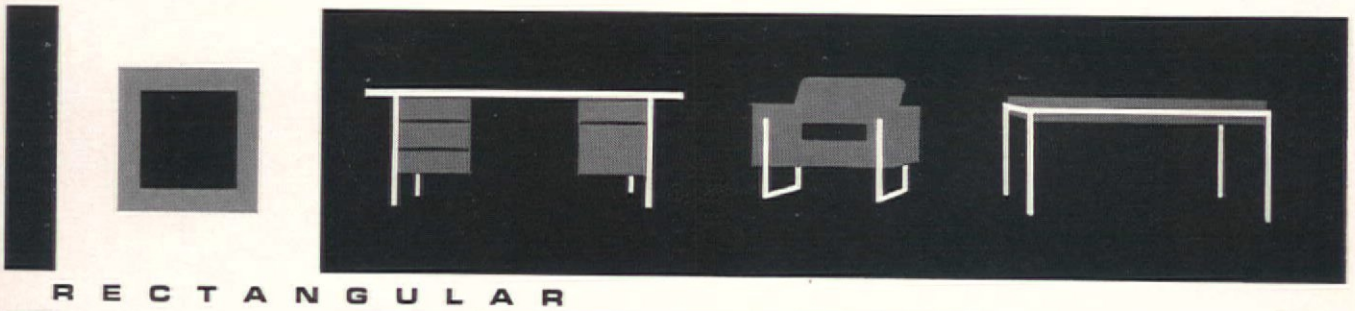

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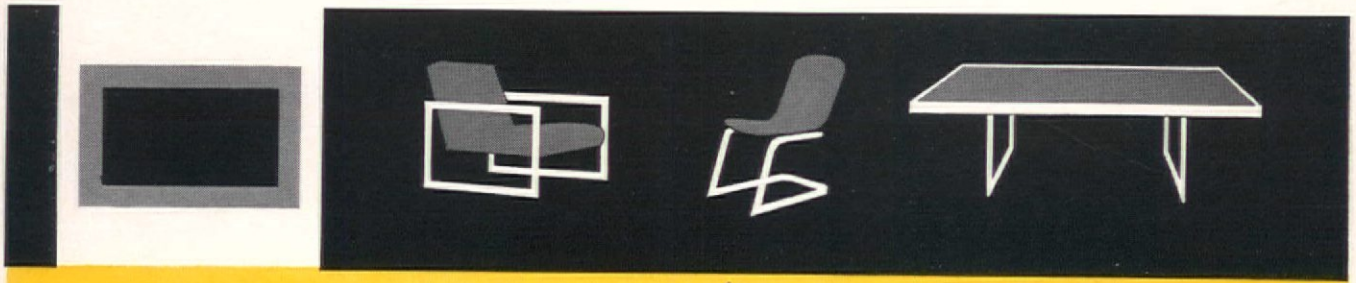
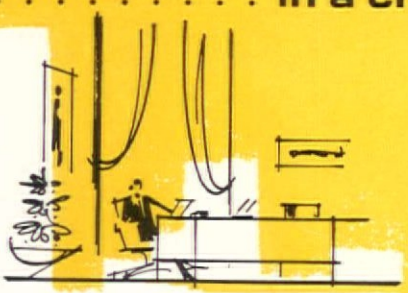


. . . . . in a choice of *"designer"* finishes



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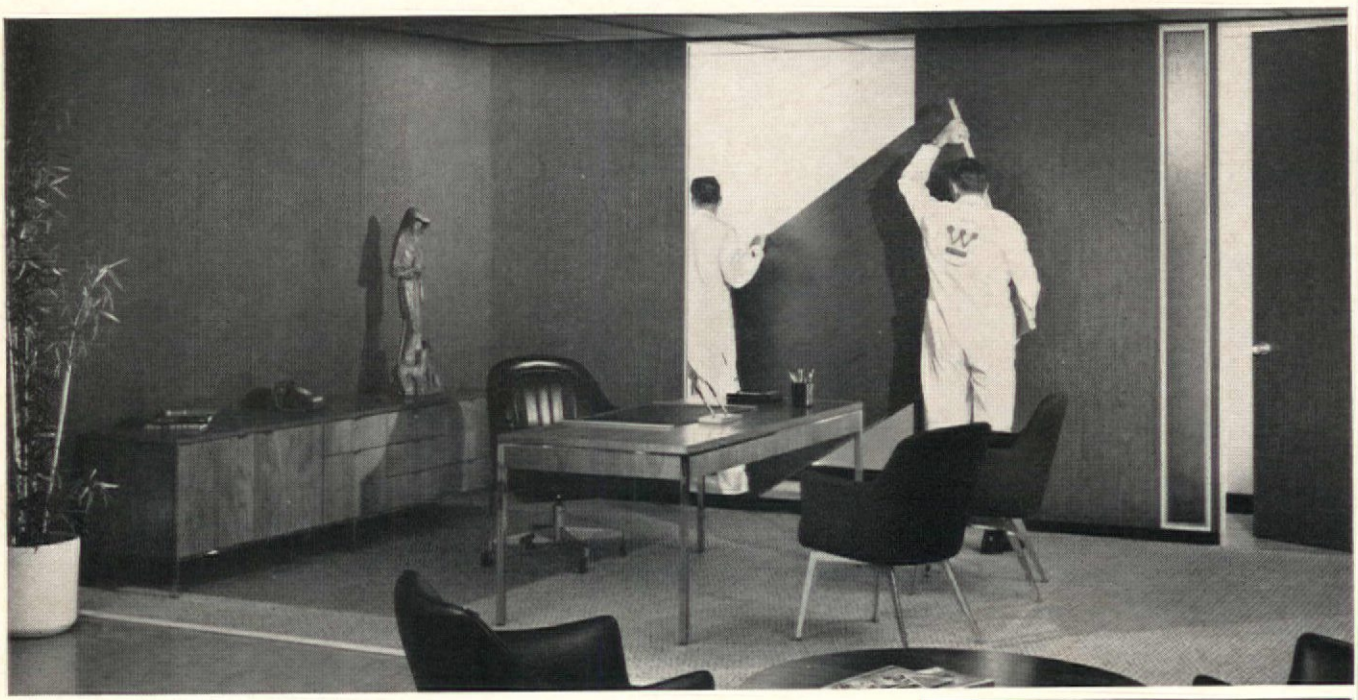

For floor plans that change with the situation.

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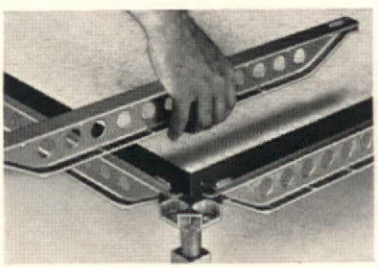
For more information, write our Grand Rapids office, see our catalogs in Sweet's Architectural or Industrial File, or phone the Westinghouse sales office in your area.

SEE SWEET'S ARCHITECTURAL FILE 13a / Wes

Also from Westinghouse...



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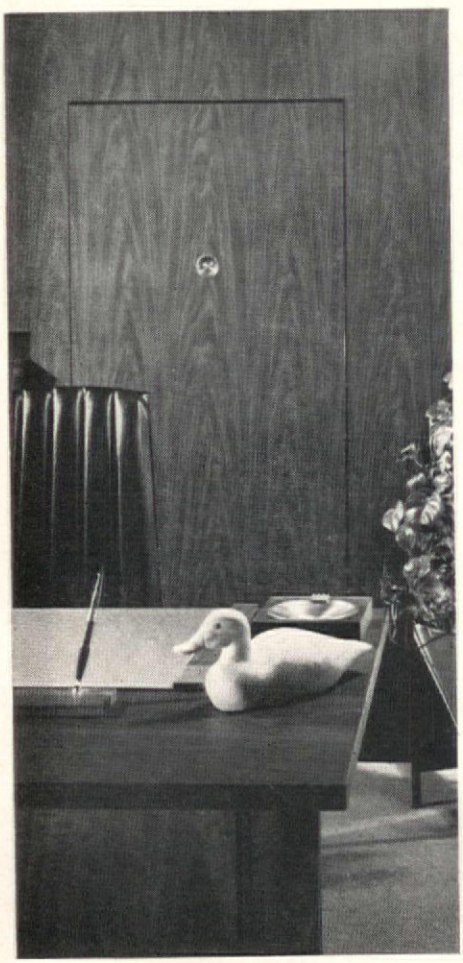

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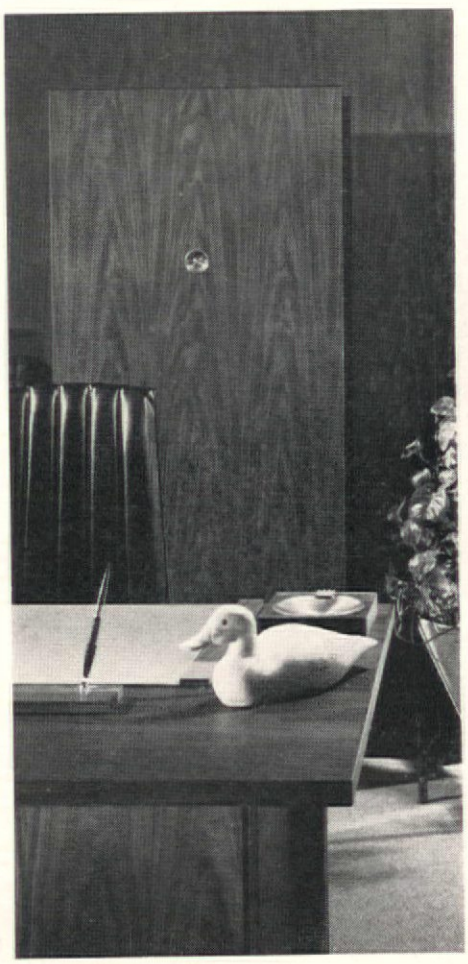

. . . holding 4 hats, 6 topcoats, 3 pair of rubbers, a set of galoshes, an attaché case and a few strange executive-type items (to name a few). This office space saver is designed for architectural beauty, reliability and simple installation. For product excellence in executive office equipment and accessories, with the architect/designer in mind, specify . . .

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***and just as "suite" for restaurants, schools, stores, other busy places.** Busy homes, too. No other backing brings you and your clients all the benefits on the right. Which makes Jute-on-Jute backing the one to specify for every commercial, institutional and residential carpet installation. Check *both* backings. Turn the carpet over to see the secondary backing. Then fold back the carpet to see the primary backing through the pile. If *both* are Jute, have no reservations.

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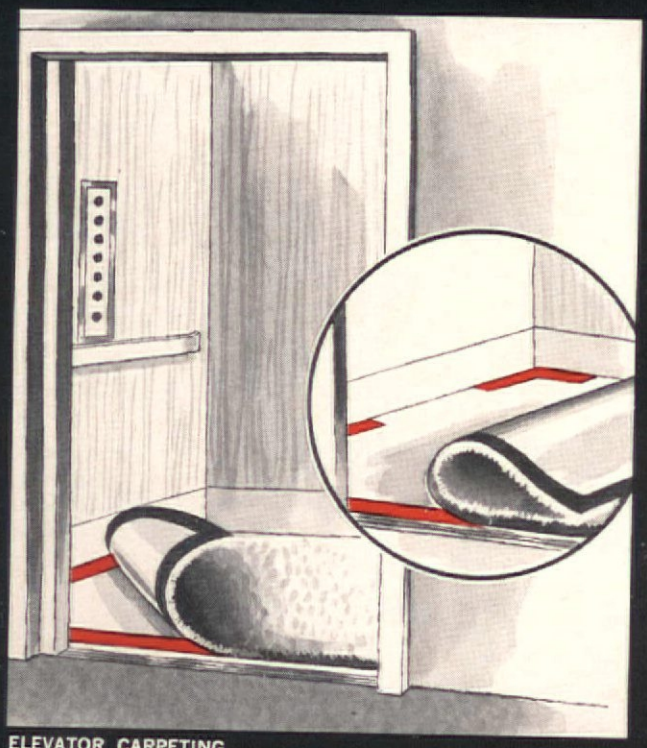

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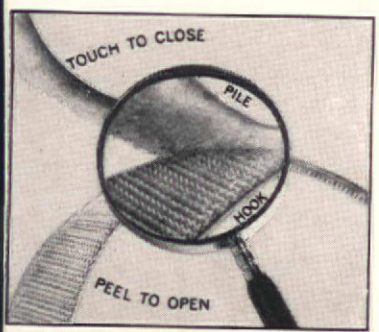

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Circle No. 11 on product card facing P. 107

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D. C. Currently by Ash Gerecht

OUR WASHINGTON REPORT:

■ **Federal contract furniture happenings**

THE millions of dollars in Federal procurement potential are spurring a new drive in the contract furniture industry. If the effort succeeds, competition in this field will become greater than ever. Here is the story.

Wood office furniture producers have been battered by several recent developments in Federal procurement—symbolically more of an impact than in actual volume. General Services Administration deleted the wood general office desk from its system. Economy, and the President's drive to cut administrative costs, are responsible. The figures are these —while the Federal government can procure metal 60 by 34 clerical desks for $71-72, a comparable wood desk comes in for $125-140. You don't need a computer to figure out what makes sense to anyone watching his pennies and billions.

On top of that came the temporary Federal property management regulation E-6, setting limitations on the officials entitled to executive-type furniture. This had been restricted, but some agencies had not been paying the attention to it that was desired. Executive furniture is now to go initially only to executives in grade 18 or the equivalent—the very top of the heap. And the government's unitized line was restricted to grades 15-17, the middle-to-high executive level.

Narrowing the executive furniture entree to grade 18 was a further freeze-out for the wood furniture interests. The National Forest Products Association, representing wood producers, asked for an appeal to this regulation—for the record, really, as much as anything.

NFPA, along with hardwood industry associations and wood office furniture manufacturers, was told the Federal fact of life—wood furniture was not competitive with metal in the general office line. But if they could come up with specifications that would make wood competitive with steel, they would be back in the ball park.

The wood groups then set to work on changes in specifications to make wood office furniture more competitive for GSA needs, and to establish a line of unitized wood office furniture for the lower grades.

The unitized field is the first line of attack. However, it is not the bulk of GSA procurement—it accounts for perhaps 10 percent of GSA purchasing. The wood groups are, at this writing, working up prototypes and specifications on this. The big need remains—a competitive, general-use desk.

GSA, at this time, is attempting to soften one restriction, which would ease the wood blackout and also lift a burden on its customer-agency requirements. It proposes to remove work-station unitized furniture from the coverage of the E-6 order. These, along with seating pieces in its two executive classes, part 12 modern and part 6 traditional, and in unitized, might be put into a separate category, and thus made eligible for the lesser grades.

The tightening interfered with various agency plans. Internal Revenue Service, for instance, had drawn up a work design for all its offices, using wood unitized furniture. E-6 disrupted this. IRS asked for special permission to use wood. An alternative proposal for metal, it was found, would require an additional bookcase, where the wood unit has built-in space. The result? Wood would be more economical in the desired arrangement than metal.

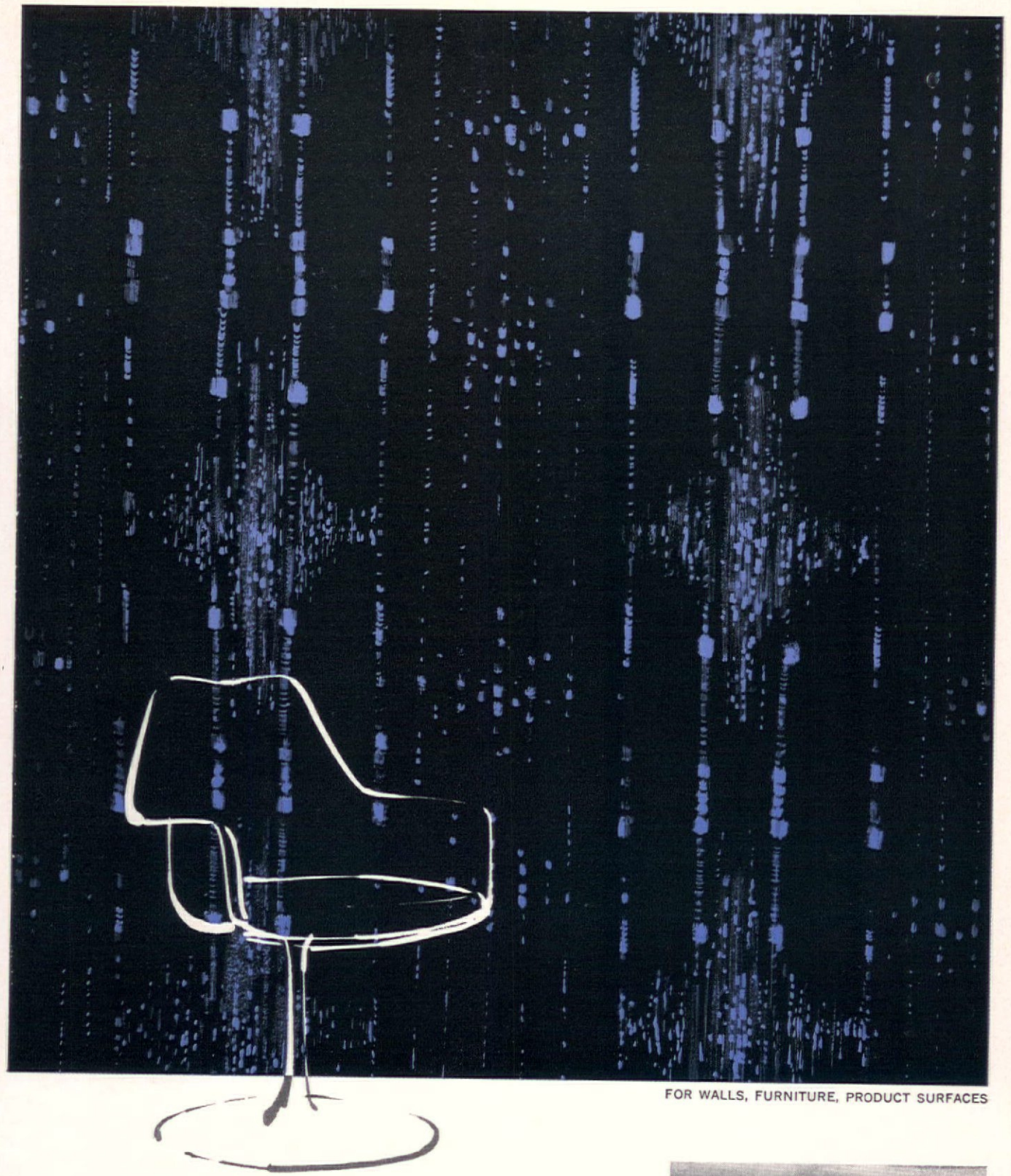
Contract comments

Specifications for a new line of Federal library furniture have been sent to industry for comment.

Defense Department has lifted its Vietnam-caused lid on the construction of more family housing in the United States—8,250 units that had been in the freeze, and is asking for 12,500 more for the year starting July 1. But any effect on furniture procurement may be months away.

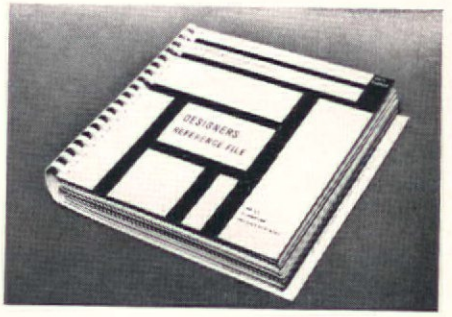
There's been a recent fall-off in Federal agency procurement of new furniture, which is believed traceable to the Administration program for economy, and making present pieces do. Warehouse sales of office furniture by General Services Administration fell off at the beginning of the year—but then, January and February have always been slow months. (The end of the fiscal year, in June, is another story.) Officials are carefully watching the build-up in inventory. But they don't expect any drastic change, overall, in the level of procurement—barring, of course, a sudden end to hostilities in Vietnam.

The first report, in the annual survey of manufactures for 1965, shows the value of wood office furniture shipments as $121 million, up 11 percent from the $109 million of 1964. Metal office furniture shipments were $505 million, up 15 percent from $437 million in the previous year. Shipments of public building furniture were $313 million, 10 percent higher than the $284 million in 1964. (C)



FOR WALLS, FURNITURE, PRODUCT SURFACES

Metropolis . . . *gleaming with the glow of city lights at night . . . is a bright new idea, sparkling with inspiration, ashine with possibilities. What it is: a glossy patent-look printed vinyl material, soon to be found in our Designers Reference File. What it can be: the most dramatic fabric you've ever used—triggering freshly inventive ideas. How you find out: write to*



COMARK PLASTICS DIVISION, United Merchants and Manufacturers, Inc., Contract Dept., 1407 Broadway, New York, N.Y. 10018

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Portfolio A — over 120 pages of color photos and swatches. All you need to decorate bedrooms. Order today . . . $30.00

Custom Made Windows — coordinated draperies, valances, shades and sheer curtains to your exact dimensions.

Complete Bedroom Decorating — bedspreads, headboards, boudoir chairs designed to go together.

Pillows . . . Pillows . . . the largest selection of fine pillows in the world.

use the source your customers know best **NETTLE CREEK**
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Circle No. 14 on product card facing P. 107

miller *Indigo*

A new family of prismatic lens luminaires offering fresh esthetic, performance, and economic values

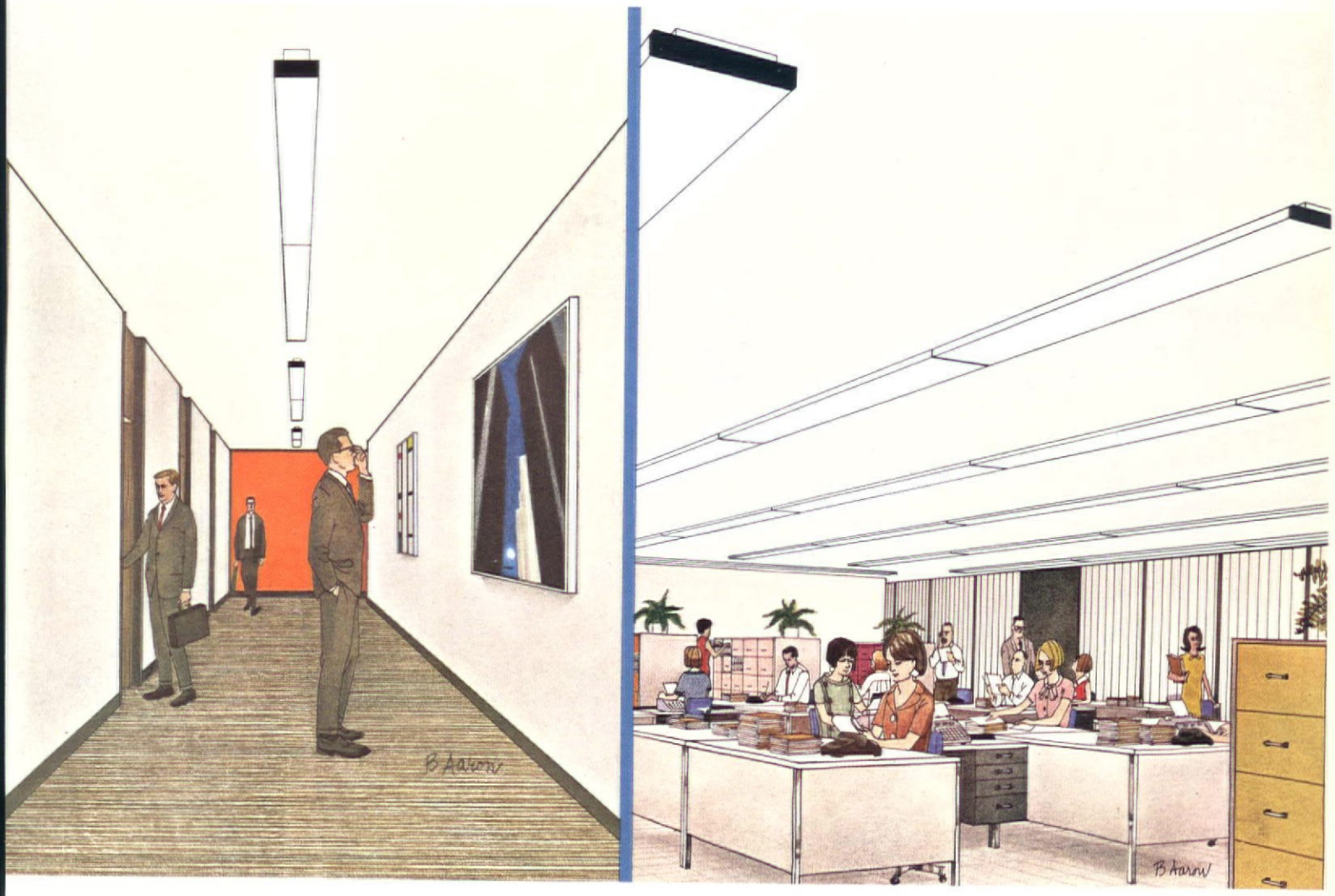
Indigo is a unique blend of shallowness, clean lines, fresh new styling touches *and* highly efficient, comfortable lighting performance. It is offered in three widths; for surface or pendant mounting. *All Indigo units are competitively priced* to meet budget limitations.

Black finish on end caps, and on sides of channel provide distinctive options for decor planning . . . accentuate the look of shallowness.

The two and four lamp versions are ideal for lighting stores, offices, classrooms, hospitals, laboratories, hotels, and public building areas. Indigo-1, the companion single lamp unit, is particularly well-suited for corridors, stock rooms, and utility areas.

Plastic closures employ the exclusive, Miller M-1 Lens Pattern on bottom exterior and linear, interior prisms along sides. Utilization is high with most of the light directed downward to the work plane or merchandise. Lamp concealment is good and sidewall brightness is low. Result is a uniform, pleasing lighted appearance. Indigo units also available with closure that *satisfies I.E.S. Scissors Curve Requirements.*

For complete information on this outstanding new fixture family — write Dept. 1166, or contact your Miller Representative.



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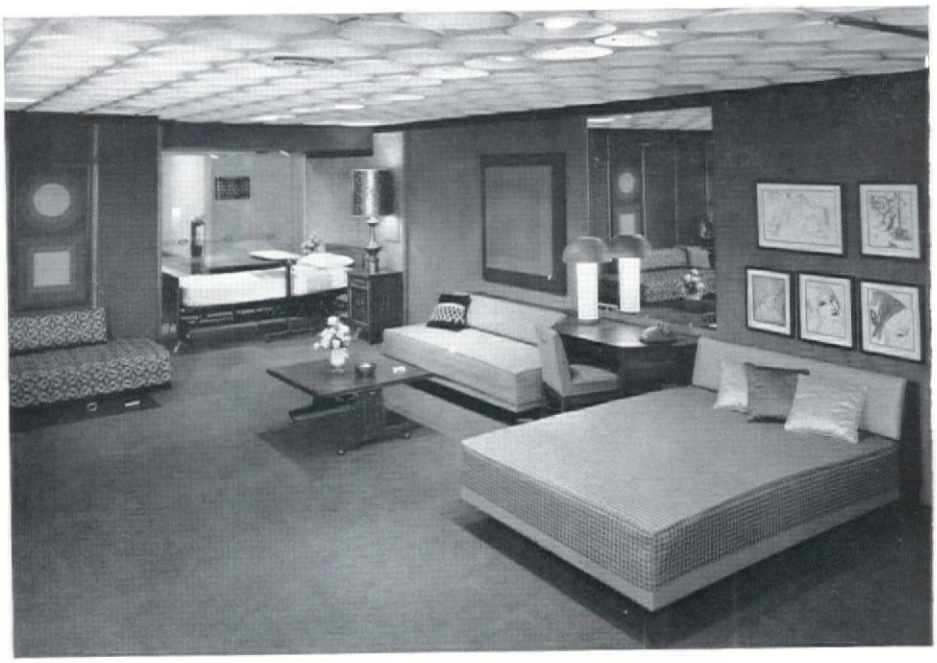
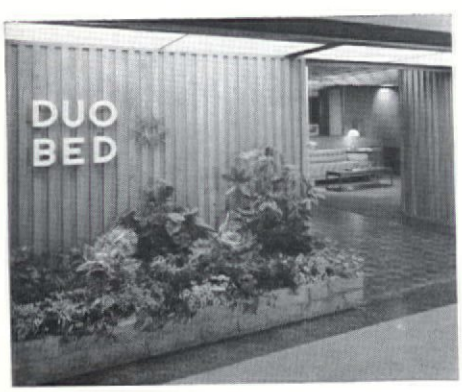
miller LIGHTING SINCE 1844

DUO-BED CENTER AT MERCHANDISE MART

The 2,500 square foot Duo-Bed Contract Planning Center, on the 11th floor of Chicago's Merchandise Mart, exhibits a variety of furnishings including dual-purpose bedding units, case pieces, Hi-Lo tables, and a selection of extended minimal care furnishings for nursing homes. Background fabrics, textures, accessories and lighting complement the furnishings to show the ultimate in hotel and motel room settings. The showroom, which opened last November, was designed by William Taylor, IDI, who created a warm, spacious effect through the use of recessed lighting, woods and burlap wall treatments and wood entrance floor. It is located directly across the hall from the showroom of Shelby Williams Industries, Inc., the parent company. **(C)**





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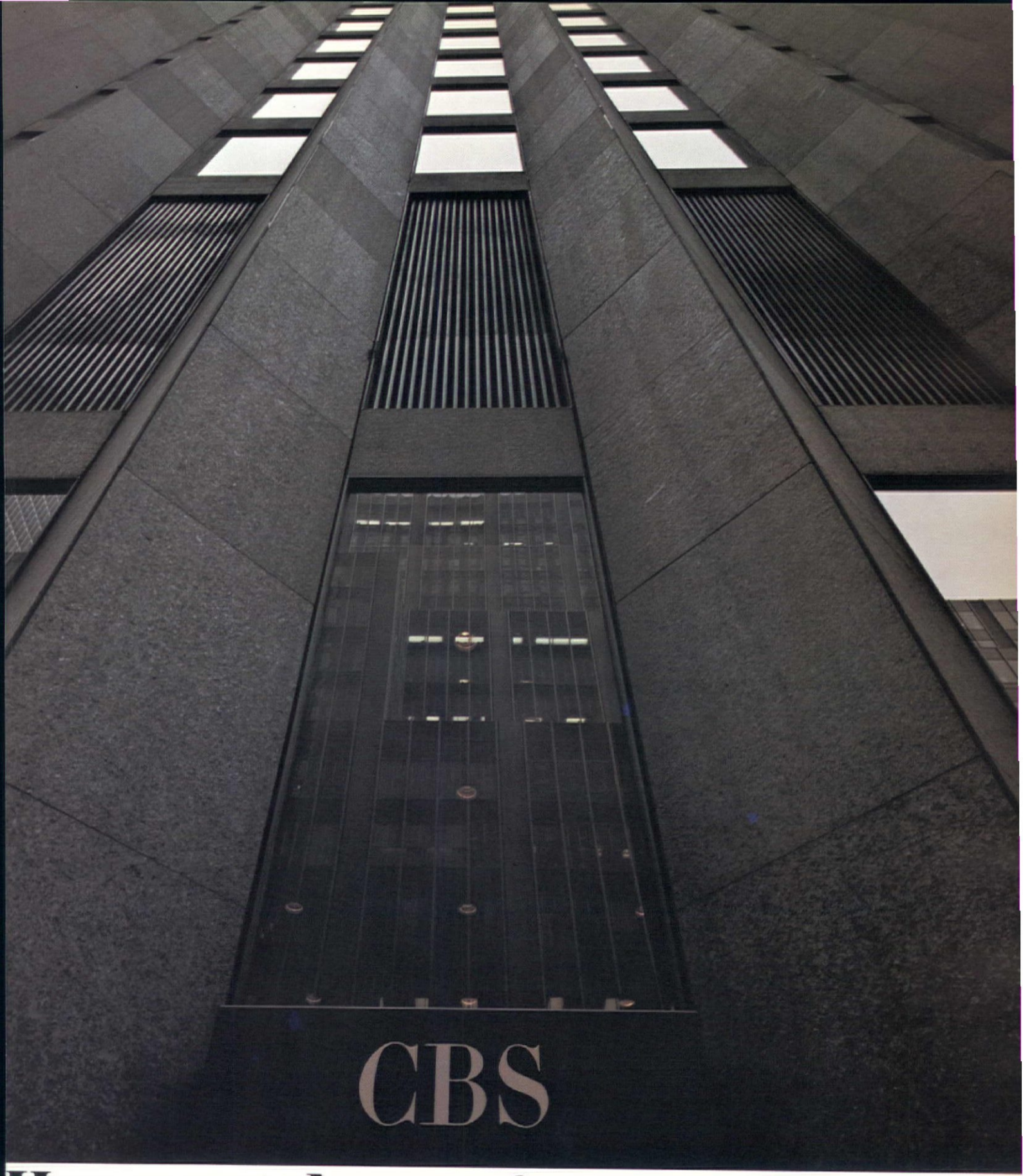


How carpet plays a soft counterpoint in a granite contemporary classic.

UNITY AND DIVERSITY:

One of the first things we purchased was the wool carpet..."

Clad in black granite, the CBS Building, designed by the late Eero Saarinen, soars straight up for 38 stories. Its reinforced concrete piers are five feet wide; its windows are five feet wide; and these create the module on which the interior spaces are based—spaces like the 10′ x 10′, 10′ x 15′, 15′ x 15′ and 20′ x 20′ offices. The odds and ends of the building—washrooms, elevators, fire stairs—are placed in a central service core, opening up a 35-foot band of space from core to exterior walls. Within this space are to be found reception areas, clerical areas and offices.

What strikes the visitor about the interior design of CBS/51W52 is the dialectical interplay between its enormous variety and its remarkable unity. Each is held within the force field of the other. One feels a consistent hand at work, while at the same time one is continually surprised and delighted by the nuances, by the variations on boldly stated themes.

When Florence Knoss Bassett was called in to handle the building's interiors, one of her most immediate considerations was the design of the wool carpeting. Off-white partitions and walls, and a black base molding had already been established by the firm of Carson, Lundin & Shaw. Working within the existing black-and-white format, she developed a series of carpet colors that "went beautifully with the base molding." The colors also coordinated with the charcoal gray oxford fabric she had chosen for the walls of the central core, which in turn was a restatement of the Canadian black granite of the exterior.

Searching for a fairly hard textured carpeting, which would stand up well in heavily-trafficked areas, she went through an enormous number of samples until she found what she wanted in the pure wool pile Duracord carpeting by James Lees & Sons. "I was intrigued by this different kind of weave," she says. "It was unlike anything I had ever used." And why wool? "I used all-wool throughout the building because I happen to prefer wool. I've tried all sorts of synthetics and have found wool's performance more reliable."

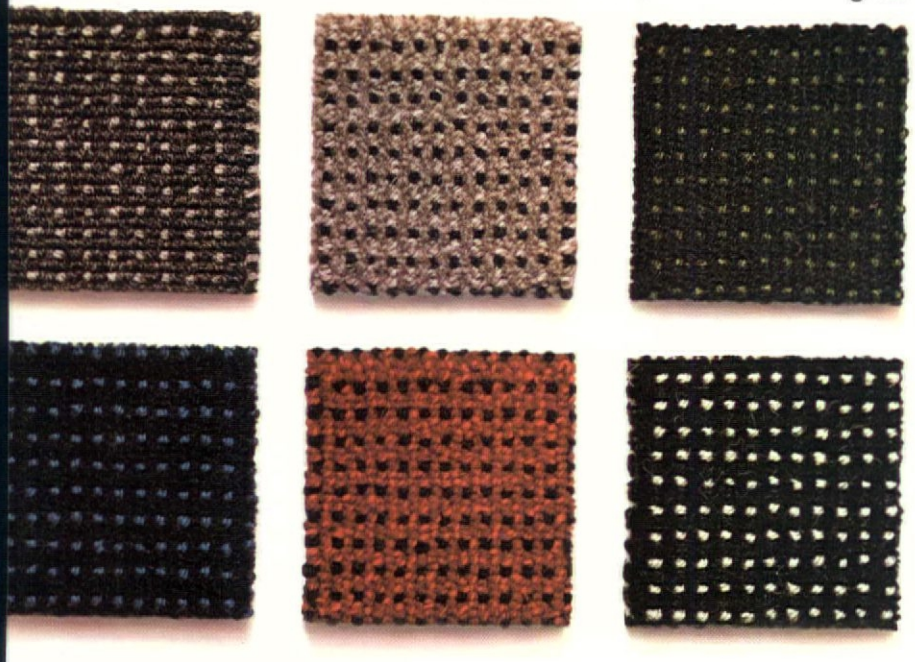
To create a design with an architectural sense, Mrs. Bassett designed a grid pattern of ⅛" squares because it was balanced, non-directional, linear, precise. It fitted in with a desire for orderliness. Neutral, it could harmonize with the textures of fabrics. Her feeling about the carpeting was that it was "softening, yet it retained some of the strictness of the building."

Even the widths of the carpeting were determined by the architectural concept — specifically, from the building's five foot module (five feet concrete piers alternating with five foot windows). Since the office spaces are based on multiples of the module—10′ x 10′, 10′ x 15′, and so forth—the carpeting was woven on a Wilton loom in 10 foot and 15 foot widths.

After exhaustive consideration of the esthetic and technical requirements, the carpet for use throughout the building was woven to the following specification:

2½ Frame Wilton
3-Ply Pure Wool Pile
180 Pitch
8 Wire
.255 Pile Height
59 oz. per sq. yd. Face Weight
95 oz. per sq. yd. Total Weight

In all, some 17,000 square yards of the Duracord were provided by James Lees & Sons.



UNITY AND DIVERSITY:

The uses of carpeting in a classical esthetic.

The key to Mrs. Bassett's thinking, and especially to her color thinking, may be found in the individual reception area on each floor. Here one immediately perceives a style which is classical in its purity; nothing violent intrudes. Objects are clearly articulated in space, space between objects is emphasized, and everything is what it is. Colors are precise. Everything is handled with a tremendous sensitivity to relationship, order, proportion, shape.

The color for the reception area wall sounds the general theme for the floor. Five different colors were used for these walls: olive green, rust red, blue, yellow, and rosewood.

Around each of these individual colors, a color scheme is mobilized. Thus, a floor with a yellow reception wall will employ harmonizing colors of olive green, rust, gold.

To provide color in the carpeting for some offices, the grid pattern was preserved, but colors were added to the neutrals. Now the basic was black—with either olive green, blue, white or red. There was twice as much black as color, the color being held back so as to make a subtle statement, while the black was accented by the wall partitions, window frames, and base molds.

In certain areas, the grid pattern was replaced by solid colors. And here the carpeting was used as a color key, becoming the basis of coordination from room to room. Thus, the gold color on the floor in one room is picked up in the next room with a yellow wall. And, precisely because of this room-to-room coordination, there is no sense of abrupt change or jarring as we pass from one area to another.

Carpeting here was also used to create a space architecturally — to change a room's proportions by use of color and texture. In a viewing room on the 34th floor, for instance, a length of charcoal carpet is used with a pale beige; the dark carpet has a linear texture which stretches the width of the room. Delineating space, the dark carpet also serves as a warning to step down from a higher to a lower level.

Carpeting was also used to help differentiate certain executive offices located in the building. Four of these offices, identical in layout, are highly individual in their effects. The carpeting changes color from one office to another, carrying along with it changes in the color of walls, draperies, upholstery fabrics, table tops. These color statements are not isolated, but are coordinated from room to room as noted above and flow back to the first color statement in the floor's reception area.

In bringing order out of the immense variety with which she had to deal—over 850 offices, plus recep tion areas, secretarial areas, projec tion rooms, libraries, conference rooms — Mrs. Bassett achieved the triumph of the serene vision Throughout the building, a classica sense of harmony prevails.

Speaking of her choice of woo for the carpeting, Mrs. Bassett says "I have great confidence in wool an have continued to use it for man years because of its superior qual ties. It is durable, maintains we and is the most beautiful basic fiber.

This feeling is widespread amon interior designers. They come bac to wool's practical features. The wa it keeps its good looks; the way it beauty is retained as it wears. It durability, soil resistance, resilienc Its low static electricity, high bur resistance, permanent mothproo ing. And its ability to clean easily.

The qualities that made wool th choice for CBS/51W52 make it th choice for a wide variety of install tions—civic buildings, schools, ho pitals, hotels, banks.

If you require information, tec nical aid, or assistance, conta Wool Carpets of America, 36 Lexington Avenue, New York, N. 10017. They will be pleased to hel

PURE WOOL PILE

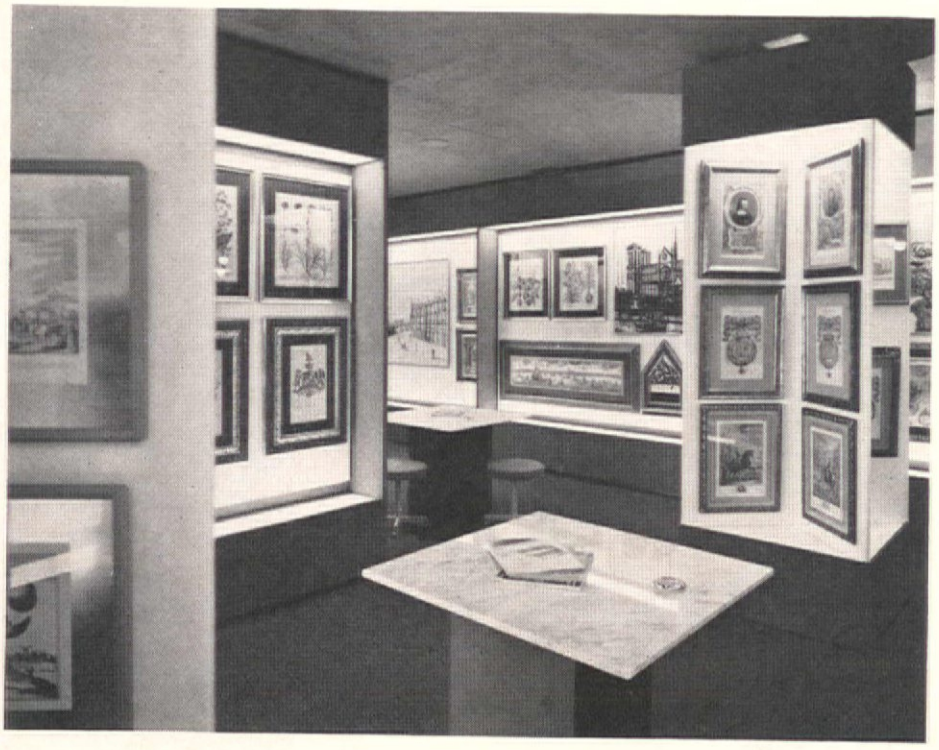
The wool mark is awarded to quality-tested carpets made of Pure Wool Pile.

Printed in U.S.A. CBS 7

CONTRACT BUSINESS: NOTES & COMMENTS

Greenblat opens D&D showroom

At first glance into the new Dan Greenblat Showroom, which recently opened at the D&D Building, 979 Third Ave., New York City, the visitor is immediately drawn to a superb and colorful collection of exquisitely framed prints (see cut below). A closer look reveals a showroom that was carefully controlled to visually play down all structural and design elements, letting the products on display take the spotlight. Designer Behringer Secon selected a neutral yet sophisticated charcoal gray as the backdrop for the colorful prints. The color is used on the woodwork that frames the display areas and for the carpeting. Because wall hangings in their final habitat are rarely viewed by natural light, Secon blocked out the window wall of the showroom and faced its covering panel with black felt, which currently serves as the setting for a large and colorful Lurcat silk screen print. Walls are lined with box-like recesses, illuminated top and bottom by fluorescent lighting that is softly filtered through diffused plastic panels. Prints are hook-mounted on fabric-covered panels, the fabric simply secured with hidden staples and easily changeable. Additional display space is provided by columns, made up of four vertical panels radiating from the center to the corners. These areas are illuminated by fluorescents within the structure from above. For catalog browsing, Secon devised marble-topped islands, set upon wood pedestals that are actually storage compartments.



Wicklum forms contract firm

L. Earle Wicklum, one of the leaders of the contract furnishings industry in Canada and for many years head of the contract sales department of the Robert Simpson Co., Ltd., has resigned that post and is planning to put his 20 years' experience to use as a contract consultant. In his capacity as manager of Simpson's contract division, Wicklum headed up one of the largest contract departments on the North American continent, since Simpson's has branches throughout the dominion of Canada and handles scores of major commercial/institutional assignments annually. Wicklum, in addition, maintained close contact with the U.S. market and made use of its manufacturing facilities frequently. He will be available as a consultant on interior contract work through his newly formed firm, Daly Enterprises Ltd., and will also specialize in business counsel to firms which are considering entry into the contract field. He can be reached at 415 Rosemary Rd., Toronto 10, Ontario, Canada.

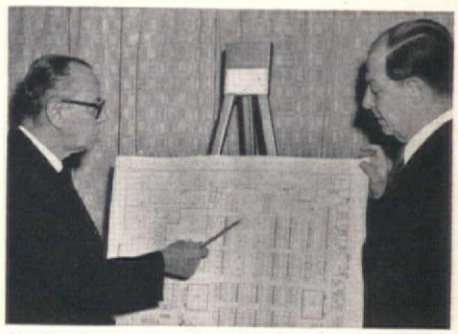
Pratt offers design workshops

Pratt Institute's Division of Continuing Professional Studies will offer three special evening design workshops on professional and technical problems of space planning, design and planning of business interiors, and advanced graphics and freehand drawing. The courses will begin on March 1, 1967, and are given in cooperation with the Institute's Department of Interior Design and the Division of Building Science.

Design-decor floor at hotel show

Ninety thousand square feet of exhibit space, featuring 204 exhibits, will be devoted to "design and decor" at the 1967 edition of the National Hotel & Motel Exposition in November. According to Edward A. Leach, Chairman, the entire fourth floor of the New York Coliseum, now the building's largest floor, will be devoted to furniture, furnishings and decorative accessories. The 204 exhibits represent an increase of 67 more exhibits of this type than were carried at the 1966 Exposition.

The fourth floor of the Coliseum was enlarged last summer and fall,



Reviewing floor plan: W. K. Seeley (left), NH&ME general manager and Edmond A. Leach, chairman of this year's show and general manager of Belmont Plaza Hotel.

permitting location of feature exhibits at the far western end as well as the north and south ends. The feature exhibits are being planned to draw traffic throughout the fourth floor, Mr. Leach said, with wide main aisles crossing from east to west and north to south connecting the feature exhibits. Another new feature of this November's show will be free-form booth design. Exhibitors may design any type of booth they wish, instead of having to conform to the standard trade show sizes for shape and height.

AID grant to IDEC

The American Institute of Interior Designers has presented a $10,000 grant to the Interior Design Educators

(*Continued on page* 24)

Council for a proposed critical study of interior design education. The study will evaluate current curricula in universities and professional schools offering courses in interior design. The AID will assist in raising the balance of required funds for the $50,000 study through its contacts with the interior furnishings industry and other allied groups which will benefit from the results of the proposed study.

New assignments . . .

Brand-Worth & Associates, Los Angeles-based design/planning firm, has been retained by Tishman Realty & Construction to plan and design additional food service facilities for the Sheraton-Wilshire Motor Inn, Los Angeles. The new coffee shop will be called the Minute Chef. . . . Saphier, Lerner, Schindler, Inc., New York-based design/planning firm, has been commissioned by Florida Power Corp. to plan and program its projected new office building in downtown St. Petersburg. SLS will, in effect, control the nature and size of the new building by first determining its interior requirements, such as number of floors, location of the building core, and size of the building module. The "inside-out" approach is being done in coordination with Vlastimil Koubek of Washington, D.C., architect for Bayfront Plaza, of which the Florida Power building will be a key factor. SLS, for the Commonwealth of Pennsylvania, is also developing a space utilization study involving more than 800,000 square feet of office space for three of the state's department buildings—Health, Welfare, and Labor & Industry in Harrisburg. . . . Walter H. Sobel, AIA, is designing a new C. D. Peacock Jewelry store in a new shopping center in River Oaks, Indiana. The contemporary exterior of the 4,800 square-foot, one-story building will utilize marble, glass, and bronze. Focal point of the 4,000 square foot sales display area, will be an open, oval salon. . . . Western Contract Furnishers, Oakland, Calif., has been awarded a $500,000 furnishings and interior design contract for the Silverado resort complex in the Napa Valley. The assignment calls for remodeling of and extension to the existing Silverado golf course clubhouse, a new pro shop, locker rooms, men's bar, card room, and kitchen. Golf cottages, a 300-room hotel, and 1,400 single family units will be part of the complex. John Carl Warnecke is architect for the clubhouse addition. . . . H. Chambers Co., Baltimore interior/industrial design firm, is now executing the interior design of guestrooms, lobbies, restaurant, coffee house, cocktail lounge, and meeting rooms of the new Baltimore Statler Hilton Hotel. The firm has also been engaged by Head Ski Co. to design interiors of its new administration office building in Timonium, Maryland. . . . Ring Bros., West Los Angeles, has just received approval from the Culver City Planning Department for development of a $10 million rental apartment recreation complex in the Fox Hills area. The adult community, said to be the largest of its kind in the Los Angeles area, will house 570 apartments in three-story buildings on a 13-acre site, the buildings will surround a quarter-million-dollar recreation-social center clubhouse. Pool, tennis courts and parking are included. (C)

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Circle No. 17 on product card facing P. 107

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Darby, Pennsylvania

The man:

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Drexel Hill Furniture Company
Springfield, Pennsylvania

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people who know buy Bigelow

Bigelow sales offices are located in Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, San Francisco, Seattle.

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25-27*

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Program

TUESDAY, APRIL 25

9:30 a.m.-10:30 a.m. *Lawrence Lerner, President, Saphier, Lerner, Schindler:*
Fees — The best methods of charging for contract design/planning services

10:30 a.m.-11:30 a.m. *Father William F. Burke, Ph.D., Director, Institutional Services, Inc., Catholic Diocese of Brooklyn:*
Contract furnishings requirements of religious institutions

11:30 a.m.-12:30 p.m. *Forrest Wilson, Feature Editor, Progressive Architecture:*
Where is the personnel for the booming contract design industry coming from?

WEDNESDAY, APRIL 26

9:30 a.m.-10:00 a.m. *Marvin Affrime, Director, The Space Group:*
Maintaining standards of quality in contract design while simultaneously fulfilling corporate client requirements

10:00 a.m.-11:00 a.m. *Robert Hughes, Chief of Furniture & Furnishings Branch, GSA, U.S. Government:*
How the government goes about specifying and procuring contract furniture

THURSDAY, APRIL 27

9:30 a.m.-10:00 a.m. *Lee Epstein, noted New York Attorney and counsel for the design industry:*
What the space planner/designer should know about the law and contract with clients

10:00 a.m.-11:00 a.m. *Tom Lee, president, Tom Lee Ltd.:*
New problems and logistics that confront the hotel designer

11:00 a.m.-noon Free for all *Lerner, Affrime, Wilson, Burke, Hughes, Epstein, Lee*

PROGRAM — 9:30 a.m. to noon, daily • EXHIBIT HOURS — 11:00 a.m. to 6:00 p.m., daily

CONTRACT '67

NEW YORK COLISEUM
APRIL 25, 26, 27, 1967

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Hitchcock Chair
Holland Shade
Hunt Country Furniture
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Jackson China
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James Lees
Levelor Lorentzen
Luxo Lamp
3M Co.
Maharam Fabrics
Karl Mann Assoc.
McCordi
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Mohasco Industries
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Oxford Mills
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Parkwood Laminates
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Piazza Originals
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DIRECTORY ADDENDA

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

●

Downs Carpet Co., Philadelphia, Pa., has showroom facilities at 1853 Merchandise Mart, Chicago; 295 Fifth Ave., 12th Floor, New York City; 309 Home Furnishings Mart, Los Angeles; 3610 Dallas Trade Mart, Dallas; and 388 Western Merchandise Mart, San Francisco.

The correct telephone number of E-Lite Co., New York City, is 677-5070.

The contract showrooms of Directional Contract Furniture Corp. are located at 979 Third Ave., New York City, and 6-121 Merchandise Mart, Chicago.

Burco Products Inc., 716 Canal St., Stamford, Conn., manufactures plastic wall tile, metal wall and mirror tile, and ceramic and mosaic floor and wall tiles. Telephone: 325-3567.

Contract Carpet Engineering Div. Aldon Rug Mills, Inc., maintains showrooms at 295 Fifth Ave., 5th Floor, New York City; 13-148 Merchandise Mart, Chicago; 3622 Dallas Trade Mart Bldg, 2100 Stemmons Freeway, Dallas; and 2939 East Washington Blvd., Los Angeles.

An incorrect address was given for the national headquarters of the American Institute of Interior Designers. The correct location is 673 Fifth Ave., New York City.

The correct address for Jack Lenor Larsen Inc., Winn Anderson Fabrics, and Ja-El Fabrics, is 41 E. 11 St., New York City. Telephone: OR 4-3993.

I.V. Chair showrooms are located at 969 Third Ave., New York City; 325 N. Wells St., Chicago; 8900 Melrose Ave., Los Angeles; 430 Pacific Ave., San Francisco; and 1658 E. Olive Way, Seattle.

Remington Rand Library Bureau, 801 Park Ave., Herkimer, N.Y. 13350, was omitted from alphabetical listing. The firm specializes in library furniture and equipment, including bookstacks, carrels, card catalog cases, and seating. Telephone: 866-1330.

The Philadelphia showroom of Boris Kroll Fabrics Inc. is located at 1611 Walnut Street. National showrooms and general offices of the firm are at 979 Third Ave., New York City.

Product information rushed to you via computer. See page 106 for details on services offered by CONTRACT.

Circle No. 181 on product card facing P. 10

ENGLISH BROWN OAK

A LIMITED EDITION IN THIS RARE CABINET WOOD WITH UNIQUE GRAIN AND COLOR. DESK AND CABINET HAVE COUNTER-SUNK-FILES WITH TAMBOUR SLIDES; FACILITIES FOR DICTATION EQUIPMENT; LEATHER WRITING BED AND OTHER NICETIES OF APPOINTMENT. A CLASSIC DESIGN BY KIPP STEWART. TUFTED CHAIRS DESIGNED BY JONATHAN GINAT. DIRECTIONAL CATALOGS ON FOUR DESK GROUPS & SEATING AVAILABLE ON REQUEST.*

DIRECTIONAL CONTRACT FURNITURE CORP. / NEW YORK SHOWROOM: 979 THIRD AVENUE 10022 / CHICAGO SHOWROOM: MERCHANDISE MART 10054

Circle No. 22 on product card facing P. 107

CONTRACT NEWS

MOHASCO INDUSTRIES has opened a 6,000 square-foot contract furniture showroom in space 1191 at the Chicago Merchandise Mart. Merchandise manufactured by Basic Witz Furniture Industries, Futorian Mfg. Corp. of New York, Barcalo Mfg. Corp., and Chromcraft Inc., all Mohasco subsidiaries, will be merchandised through the Mohasco contract furniture division.

BERVEN OF CALIFORNIA, carpet manufacturer, is relocating its New York offices and showrooms to 155 East 56 Street.

DOWNS CARPET CO. announced the appointment of CAMELOT CARPET CORP., Miami, Fla., as distributor for the state of Florida, excluding ten northwestern counties, and including several counties in southern Georgia. Camelot maintains showrooms at 71 N.E. 40 St., Miami.

Numaplast laminate, manufactured by NUMA RESNICK, is no longer distributed or represented by L&B PRODUCTS. The sales and promotion are under the direction of Numa Resnick.

SCALAMANDRE announces the relocation of its Los Angeles showroom to 122 S. Robertson Boulevard. R. Donald Skinner, district manager, Gene Ashly and Conrad Sanchez will continue to service the southern California and Rocky Mountain area.

NEWELL MFG. CO. is the new corporate name for five operating firms, formerly known under the marketing entity of The Newell Companies and doing business under the individual company names of Newell Mfg. Co., Western Newell Mfg. Co., Drapery Hardware Mfg. Co., Angevine Co., and Silent Gliss. All executive offices are now headquartered in Freeport, Ill., with New York showrooms at 261 Fifth Avenue, manufacturing operations in Ogdensburg, N.Y., and Freeport, Ill.

A machine designed to produce very dense contract grades of carpeting—5/64 gauge—has been built for BEAUTYTUFT INC., and will be in operation shortly. The new machine was built by LEWIS CARD & CO., Chattanooga.

GENERAL TIRE & RUBBER CO. has leased exhibit space in the Decoration & Design Building, New York City, to facilitate sales of the new contract merchandising group of woodgrain and unusual textured effect.

CHARLES S. MILES & ASSOCIATES, management consultant has opened new offices at 155 E. 50 St., New York City.

Be informed and up-to-date—use our convenient *free air mail information service* in each issue of CONTRACT. See page 106 for complete details.

Circle No. 23 on product card facing P. 107

Four Seasons carpeting could lay the groundwork for some of your wildest ideas.

At times, every designer has to abandon a marvelous idea because it isn't practical. But Four Seasons® indoor-outdoor carpeting made with 100% Marvess* olefin face fiber lets you go creative, all the way, without sacrificing practicality.

Now you can recommend carpet for all those places you've thought of, but never dared carpet before. Lobbies, terraces, busy corridors, washrooms, below grade areas, even around swimming pools.

Whether you do design work on commercial buildings, apartment complexes, hotels, motels, schools or hospitals, Four Seasons carpeting in rich colors makes any area look warmer and more luxurious.

But don't let that fool you. Four Seasons is made with Marvess so it wears better longer. It resists all kinds of abuse, inside and outside: Heavy traffic, spilled ink, even sun, rain and snow.

Four Seasons is stain resistant and wipes or washes clean. It dries quickly and is mildew-resistant. It resists fading, stretching and shrinking. It's safe underfoot. Easy to install, it can be cut to any size or shape. Needs no binding.

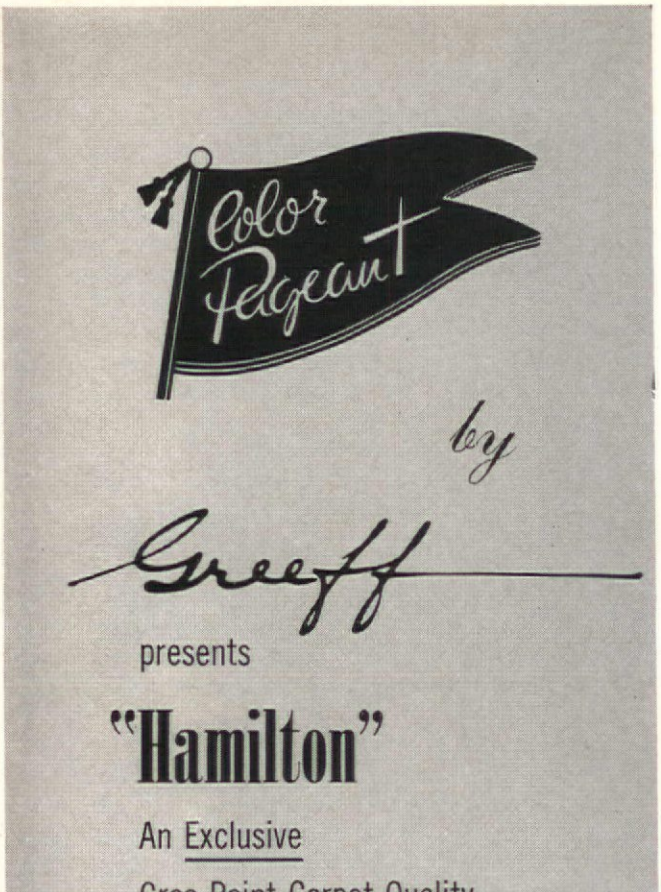
So next time you come up with a wild idea, don't let the carpeting floor you. Specify Four Seasons, the practical carpeting.

THE FIBER THAT MAKES THE DIFFERENCE
MARVESS®
OLEFIN FIBER

*REGISTERED TRADEMARK

FOUR SEASONS® INDOOR-OUTDOOR CARPETING

A PRODUCT OF GENERAL FELT INDUSTRIES INC.
GENERAL FELT PRODUCTS DIV., 2301 SO. PAULINA ST., CHICAGO, ILLINOIS 60608
CROWN PRODUCTS CORP. DIV., 295 FIFTH AVENUE, NEW YORK, NEW YORK 10016



PEOPLE

RICHARD ELDER and THOMAS WHITTINGTON have joined the contract division sales force of Kroehler Mfg. Co. Mr. Elder will cover the west coast; California, Washington, Oregon, Idaho, Utah, Montana, Nevada, Arizona, and Alaska, and will supervise the contract displays in Kroehler Los Angeles and San Francisco showrooms. Mr. Whittington will be sales representative in New York, New Jersey, Connecticut, Rhode Island, Massachusetts, Maine, Vermont, and New Hampshire. He will headquarter in the contract division's new showroom at 200 Lexington Ave., New York City.

WILLIAM H. MARTIN has been appointed sales and service representative for the Dalton, Ga., area by Dawbarn Div., W. R. Grace & Co.

WILLIAM RUDD has been promoted to national sales manager of Boris Kroll Fabrics. He will headquarter in New York beginning June 1, and will be succeeded as middle western sales manager by WILLIAM G. BUTLER.

L. PATRICK SCOTT, AID, has been named head of the interior design division of Myrtle Desk Co., where he has been interior design consultant for the past four years. MARGARET REID HUNTER, a graduate of High Point College, has joined the interior design staff.

THOMAS R. FISCHEL has been named manager of fiber sales of Dow Badische Co. He was formerly director of marketing at Firestone Synthetic Fibers Co.

JAMES M. M-GEOUGH has been appointed New England representative of Samuel L. Dinkelspiel, Inc. of Chicago.

LAWRENCE M. LEVINE was named national sales manager of Selig Manufacturing Co. He was formerly sales representative for the Ohio area.

DAVID T. REYNOLDS has joined the Home Fabrics Division of Berkshire Hathaway Inc., as sales representative in the New York City area. He will operate from the 261 Fifth Ave. offices.

JAMES A. HURD has been named general sales manager of Krueger Metal Products Co., Inc. Hurd will be responsible for planning and coordinating sales, advertising, and marketing programs for Krueger. He succeeds FRANK A. DAUGHN who became district sales representative in the metropolitan New York and New Jersey area.

CARMEN LARISON GRAHAM, interior designer and wallpaper/fabric stylist, has joined Stockwell Wallpapers, Los Angeles. Mrs. Graham will represent the firm's contract design division, coordinating contract services for commercial and institutional projects.

CHARLES A. LEHR has been appointed sales manager for Don Rumsey Associates and will headquarter at the firm's San Francisco showroom.

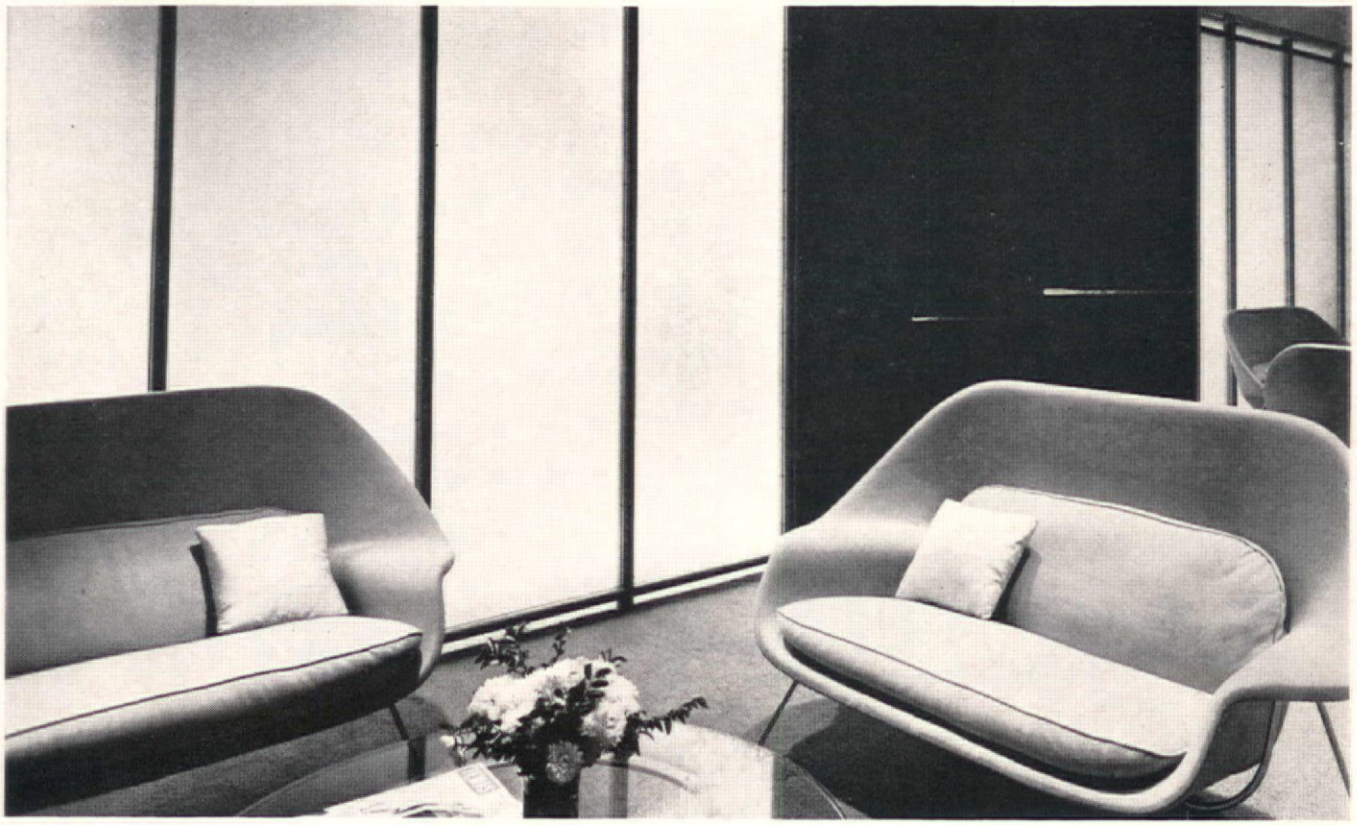
GLASS textured like FABRIC?

Yes—when it's BURLAP by Mississippi. This striking pattern combining the dramatic texture of fabric with the gleam of glass brings an entirely new light filtering beauty into your plans for settings of lasting freshness—different . . . unusual . . . exciting.

Plan now to capitalize on the many exclusive advantages of Mississippi patterns—the translucent light diffusing glass that adds imagination, utility and variety unmatched by any other glazing medium.

See your nearby Mississippi glass distributor.

Photo by Wesley Balz Courtesy of House Beautiful Magazine



BURLAP patterned glass in reception room, Pan American Building, New York City. *Architect:* Space Design Group, Inc.

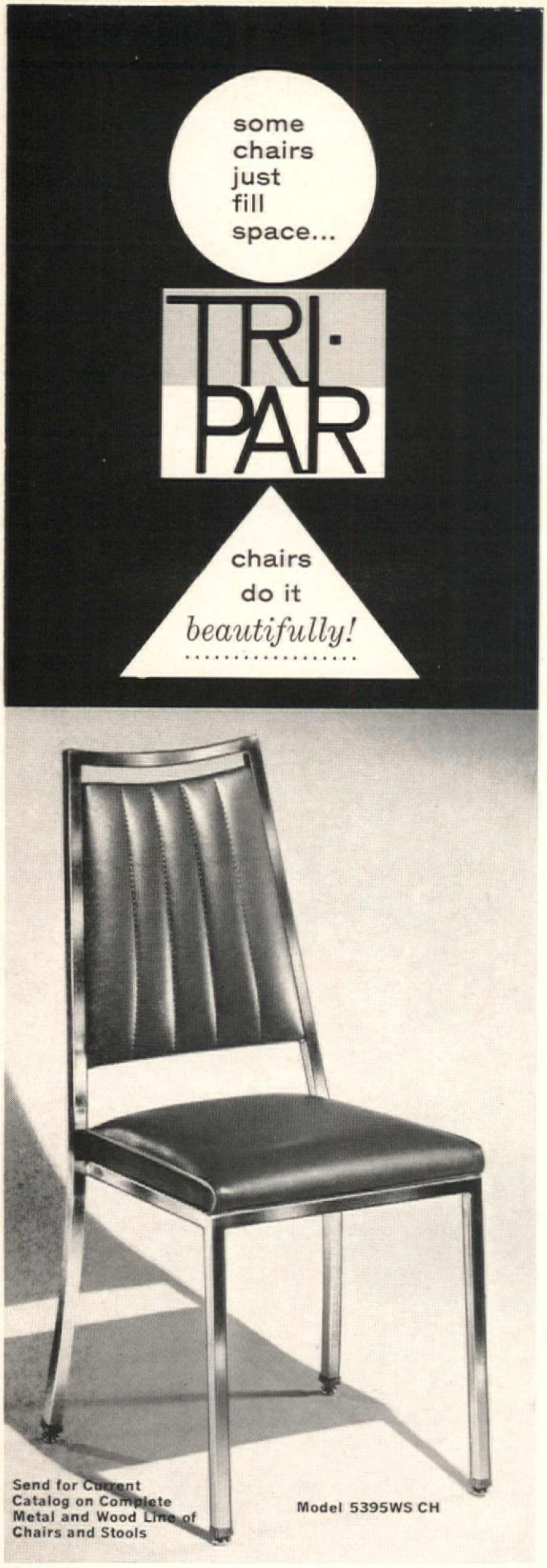
MISSISSIPPI GLASS COMPANY

88 Angelica Street • St. Louis, Missouri 63147

NEW YORK • CHICAGO • FULLERTON, CALIF.

LARGEST DOMESTIC MANUFACTURER OF ROLLED, FIGURED AND WIRED GLASS

Circle No. 24 on product card facing P. 107



TRI-PAR Manufacturing Co. • 1740 N. Pulaski • Chicago 60639

Circle No. 25 on product card facing P. 107

CALENDAR

1967

March 19-22. Furniture Show. War Memorial Auditorium, Boston, Mass.

April 2-6. Spring Furniture Market. Jamestown, N.Y.

April 14-21. Spring Southern Furniture Market. High Point, N.C.

April 20-23. Semi-Annual National AID Conference. Galen Hotel, Key Biscayne, Fla.

April 25-27. CONTRACT '67—The National Contract Show & Convention, sponsored by CONTRACT Magazine. New York Coliseum, New York City. For details contact: Mr. Jerome Brown, National Exposition Co., 14 W. 40 St., New York, N.Y. 10018. 212/564-8714.

April 28-30. Spring Furniture Market. Dallas Market Center, Dallas, Tex.

April 28-October 27. Expo 67—Universal International Exhibition of 1967. Montreal, Canada.

April 30-May 3. Sixth National Lighting Exposition, New York Coliseum, New York City.

May 3-6. Natonal Association of Educational Buyers. Hotel Fontainebleau, Miami Beach, Fla.

May 14-17. Tufted Textile Manufacturers Association 22nd Annual Convention. Diplomat Hotel, Hollywood, Fla.

May 22-25. National Restaurant Association Convention & Educational Exposition, including Midwest International Hotel-Motel Show. Navy Pier, Chicago.

June 18-24. Summer Furnishings Market. Merchandise Mart, American Furniture Mart, Chicago.

June 25-29. New York Lamp & Home Furnishings Show. New York City.

July 9-13. Furniture Market, Seattle, Wash.

July 10-14. Furniture Market. High Point, N.C.

July 10-14. Furniture Market. Dallas, Tex.

July 16-21. Furniture Market. Atlanta, Ga.

September 14-18. National Association of Furniture Manufacturers' International Woodworking Machinery & Furniture Supply Fair. Kentucky Fair & Exposition Center, Louisville, Ky.

September 15-20. American Institute of Interior Designers, 36th Annual Conference. Shoreham Hotel, Washington, D.C.

September 27-29. Furniture Market. Dallas, Tex.

October 19-21. AH&MA Annual Convention. Statler Hilton, Boston, Mass.

October 20-27. Southern Furniture Market. High Point, N.C.

an improvement on nature

DAWBAC®

superior carpet backing–straighter tufting rows more even pile height...because it's engineered!!

Primary carpet backing is the basic structural unit of tufted rugs and carpets. Doesn't it make sense to **engineer** a backing rather than depend on capricious nature?

Engineered by Grace Fibers of polypropylene, DAWBAC® is a laboratory conceived product that eliminates many of the problems in tufted carpeting . . . makes it perform as consumers expect.

Uniform production is easier: there's less needle deflection, less bowing; face yarns are more uniform in height, and DAWBAC® is stronger!

Carpeting looks better: DAWBAC® is non-absorbent, so yarns dye better; colors are not affected by jute oils and coverage of face yarn is more uniform.

Carpeting behaves better: restretching is almost eliminated because DAWBAC® is stable. It does not absorb moisture and can be used in many places not previously suitable for carpeting.

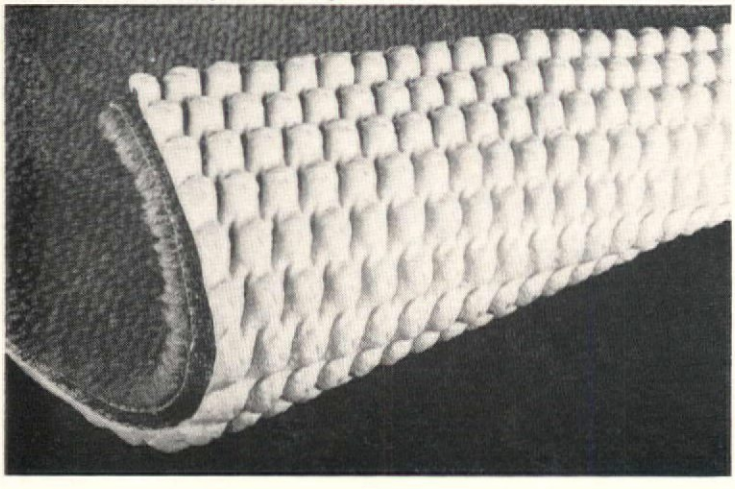
Carpeting sells better: backed with superior DAWBAC®. Who'd have thought you could improve on nature? Grace Fibers . . . naturally.

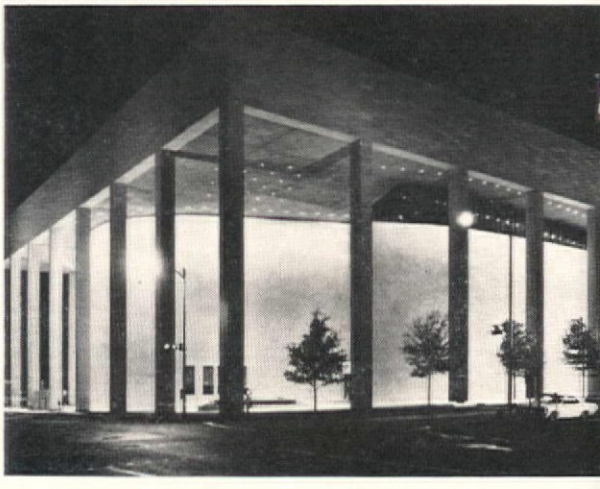
GRACE FIBERS
DAWBARN DIVISION

GRACE FIBERS, DAWBARN DIVISION, WAYNESBORO, VA. / P. O. BOX 1023, DALTON, GEORGIA

Circle No. 26 on product card facing P. 107

General Tire underlay installed by Fashion Carpets & Interiors, Houston, Texas.





General Tire Sponge Rubber Carpet Cushion rates ovation at Houston's Hall of Performing Arts

The Jesse H. Jones concert hall is the 3001-seat showplace of Houston's new cultural complex. Its advanced architecture is complemented by superb interior design. Such as the 7000 square yards of luxurious General Tire Sponge Rubber Carpet Cushion underlying its elegant carpeting for ideal comfort and long service life. General Tire underlay is unmatched for applications like this. You can specify from nine quality grades to custom-fit any and all of your needs. For installations sure to give star performance in a supporting role, choose General Tire Sponge Rubber Carpet Cushion.

NATIONAL AGENTS:

AIR CREST PRODUCTS
2301 S. Paulina Street
Chicago 8, Illinois

CROWN PRODUCTS CORP.
2121 E. Wheatsheaf Lane
Philadelphia, Pennsylvania

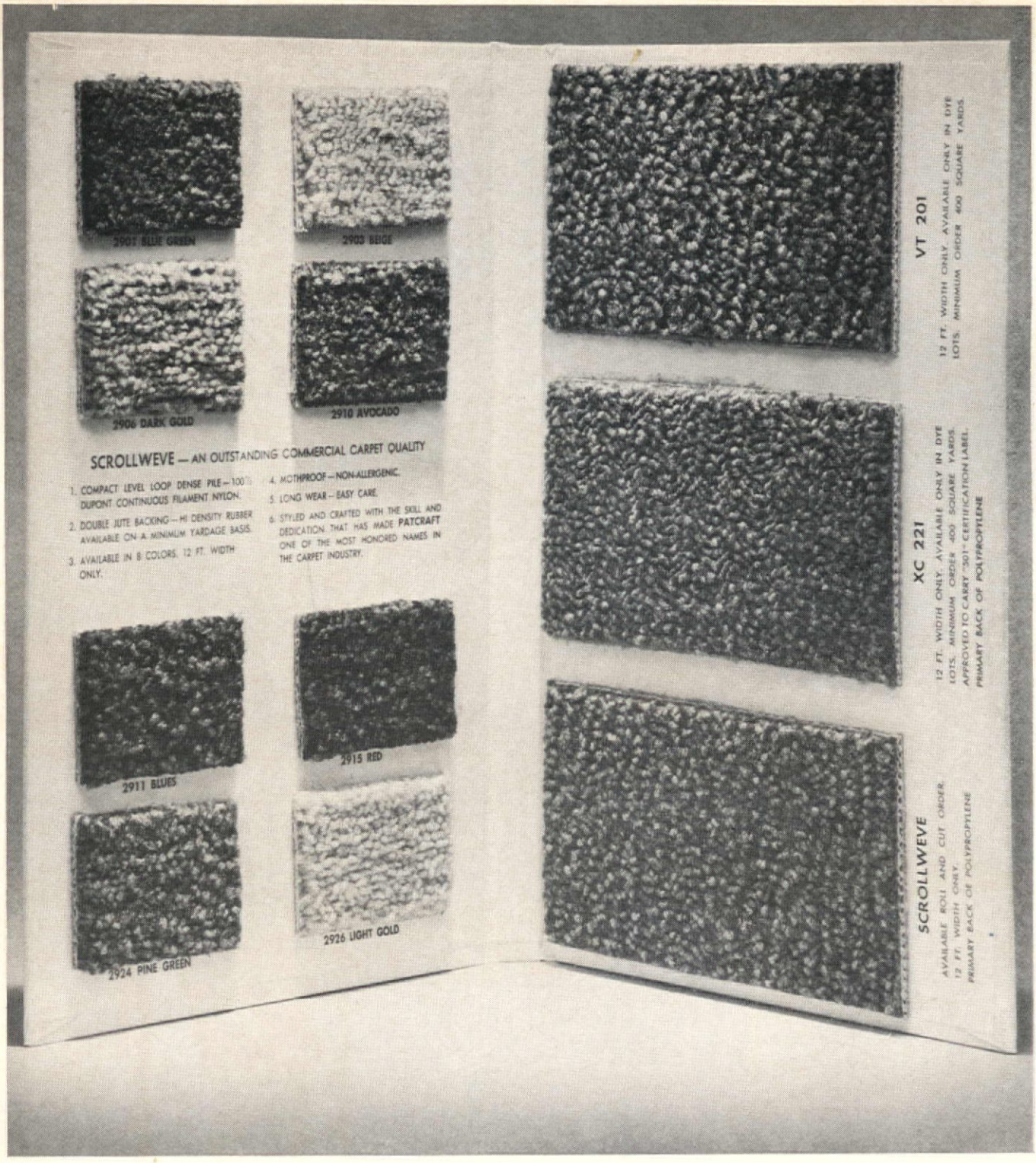
GENERAL TIRE®
CHEMICAL/PLASTICS DIVISION
Jeannette, Pa.

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. 27 on product card facing P. 107



An Outstanding Commercial Carpet

To make a commercial carpet suitable for most commercial installations, Patcraft developed "SCROLLWEVE" with a very compact, level loop, dense pile—100% DuPont differential dye continuous filament nylon. Double backing. Distinctively styled in eight two-tone colors including greens, golds, blues, red and beige, "SCROLLWEVE" offers many years of handsome appearance . . . low cost, profitable service. Moth-proof, non-allergenic.

Folder containing actual carpet samples in all colors sent free upon request. Write PATCRAFT MILLS, INC., Dalton, Ga.

First in Fashion

Patcraft

CARPETS OF DISTINCTION

Circle No. 23 on product card facing P. 107

Circle No. 29 on product card facing P. 107

JB® Traditional Railing Systems

For the design which invites a revival of the traditional style, see the distinguished JB collection of handrail mouldings, spindles, ornaments, and finials. The many JB Traditional components are reproductions of Old World designs. They originated from the archives of European craftsmen and are manufactured in bronze, steel, malleable iron, and aluminum. These components are available from stock through local fabricators. Ask for literature or see Sweet's Architectural File 3e/BL or Industrial File 3b/BL.

JULIUS BLUM & CO., INC. CARLSTADT, NEW JERSEY

THE MOST COMPLETE SOURCE FOR ARCHITECTURAL METALS

PHONES: CARLSTADT, (201) GE 8-4600; Phila., (215) MA 7-7596; New York, (212) OX 5-2236; TELEX 1-25961; TWX 710-485-7673

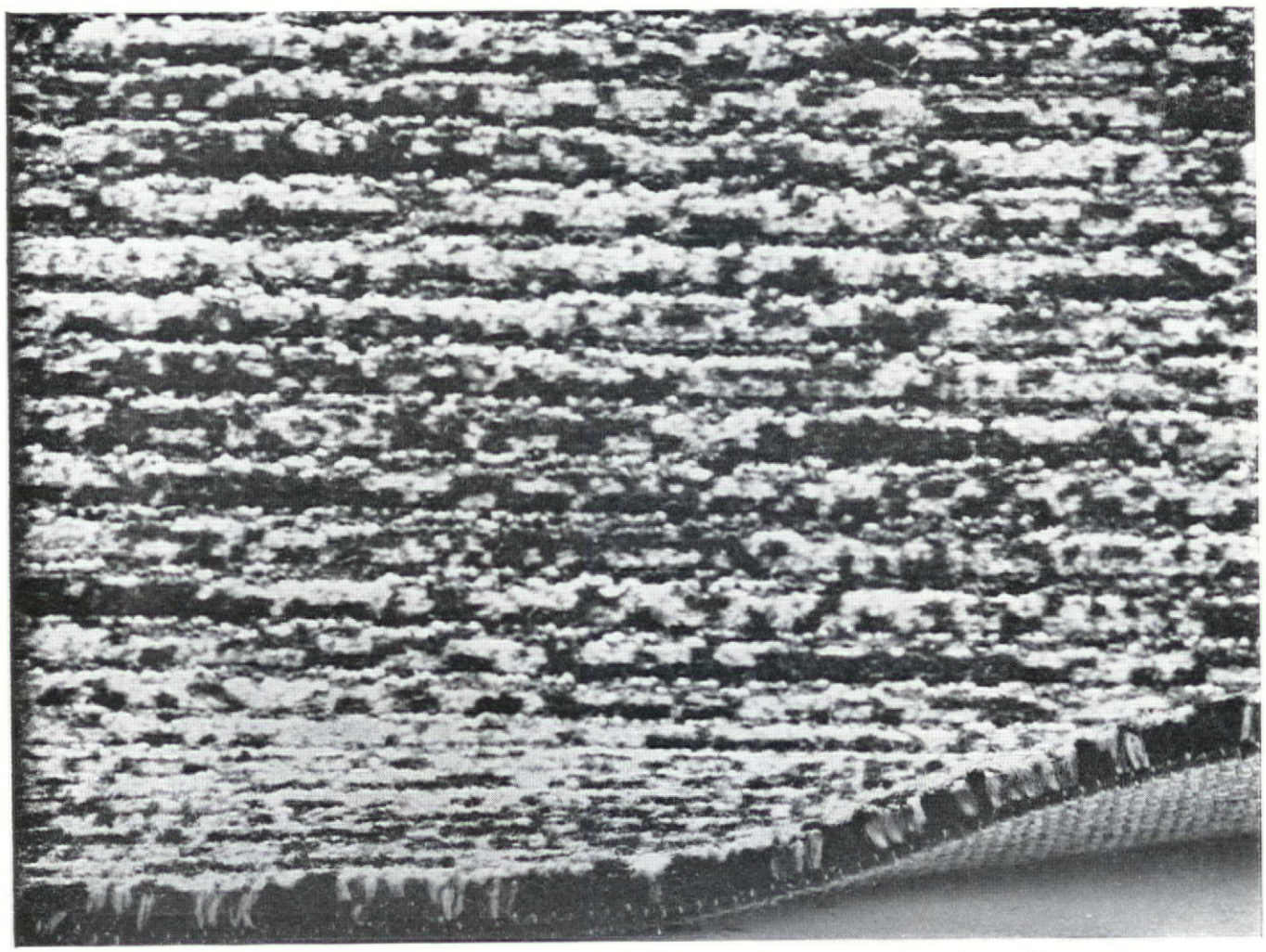
Distinctively Different

DOWNS

forward look

ACRILAN® ACRYLIC FACE QUALITY WILTON

Unusual Styling . . .
Woven for Maximum Performance . . .
Perfect for All Public Areas!
9 Intriguing Color Combinations!



Only wilton weaving by a wilton specialist could create such an unusually unique, distinctively different broadloom. Its boldly stated design, choice of 2 colorings in each of 9 basic tones, widely wanted advantages of Acrilan® acrylic fiber, and our own renown for quality are but a few reasons to request complete details and our colorful Contract Carpet Brochure at once.

ACRILAN® Monsanto

DOWNS CARPET COMPANY, Inc., Philadelphia, Pa. 19134 Dept. C367 • Quality Carpets Since 1894

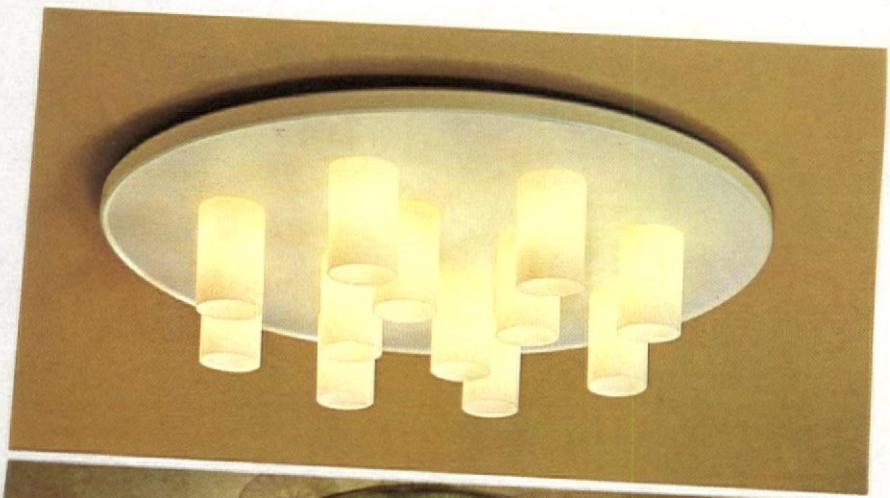
Circle No. 30 on product card facing P. 107

Circle No. 31 on product card facing P. 107 →

INNOVATORS IN THE DESIGN OF LIGHTING

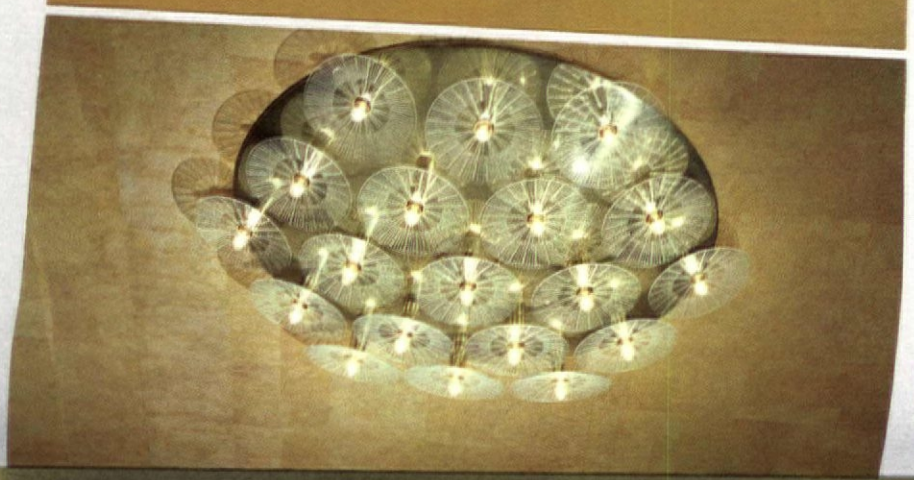
LIGHTOLIER®

Showrooms: 11 East 36th St., N. Y.; 1267 Merchandise Mart, Chicago; 2515 So. Bway., Los Angeles; 1718 Hi-Line Dr., Dallas; 4935 Bourg St., St. Laurent, Canada.



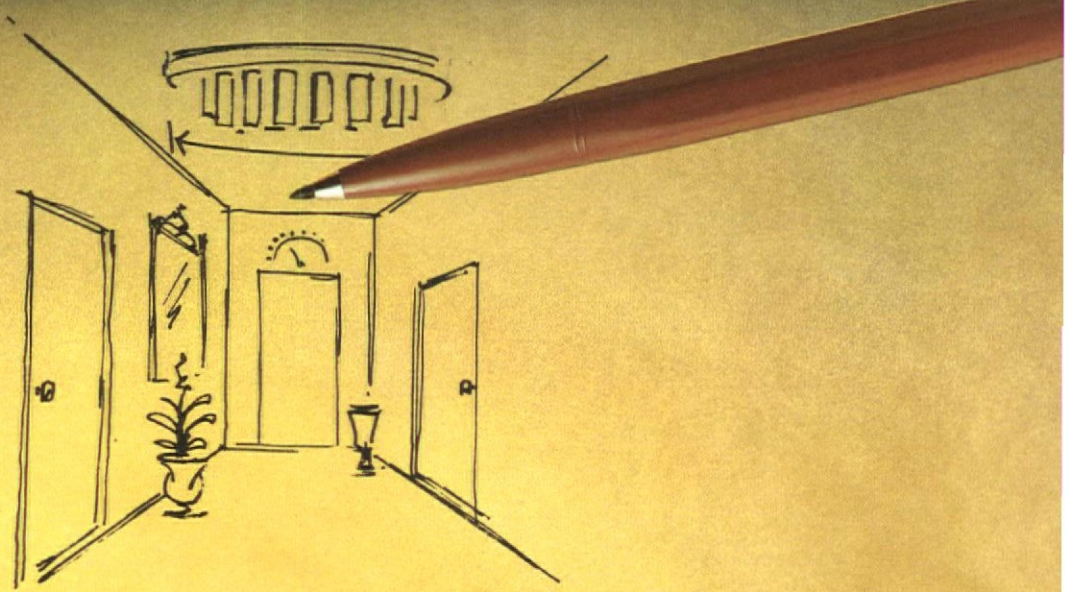
When low ceilings in your design projects require an ornamental touch, consider these designs from Lightolier's Portfolio Collection. These are two from a group of commercially scaled fixtures in current design themes which relieve you of the expense and uncertainty of custom work.

Luminous cylinders on a flat, bone-white disc. Depth 8⅜". In 24", 33" and 42" diameters.



Starbursts of light in settings of sparkling glass, on a convex polished brass dome. Depth 6½". Available in 31" and 39" diameters.

Write for our brochures of custom-fashioned chandeliers: Lightolier, Jersey City, New Jersey 07305.



"What do I think she's saying? She's saying it's cold in here, the echo gives her the creeps, they spend $10,000 a year in floor wax and she wishes they'd carpet with Herculon like she used to have in the castle."

There's nothing colder than a cold museum. Or an icy bank. Or a chilly church. And they needn't be. Not when you can carpet them (and every other institution or office building too) with warm, practical, enduring carpet of Herculon* olefin fiber.

Is Herculon another ordinary dull-looking institutional carpet? No. It's beautiful. And it stays that way too. Because it's the easiest to clean of all carpet fibers. It's chemically inert and moisture resistant, so stains and soil stay right on the surface until they are wiped clean. Which keeps maintenance costs down to a minimum.

Further, Herculon stands up to a constant parade of crowds. Its durability is almost unbelievable. Lab and "in use" tests prove Herculon matches nylon in long wear and abrasion resistance. And is far more abrasion resistant than acrylics or wool.

Installation—even in the largest institutions—is no problem, either. Herculon can save as much as $3 per square yard below competitive carpet fibers of comparable bulk and construction.

Esthetically, it's everything you want. Magnificent color-fast solids, multicolors and patterns. Densely packed pile. Superb construction by the country's best carpet mills.

So. If you've been thinking about commercial carpet for your next museum, think about Herculon, the comforting carpet. And give Mona Lisa something to really smile about.

For further information, or for a free copy of the new Architect/Designer's Guide to Carpets of Herculon, simply call, write or visit Fibers & Film Department, Hercules Incorporated, 380 Madison Avenue, New York, N.Y. 10017. OX 7-0010. Since when is there a carpet that has all the answers?

Since when? Since Herculon.*

The No. 1 polypropylene fiber for contract carpets.

HERCULES

*Reg. trademark of Hercules Inc., Wilmington, Del. for its olefin fiber.

FT67-3

Circle No. 32 on product card facing P. 107

Circle No. 34 on product card facing P. 107 →

Installation: Trans World Airlines Executive Offices, 605 Third Avenue, New York City

Designers: Leonard, Colangelo and Peters, New York City

Building Architects: Emory Roth & Sons, New York City

Floor shown: VP-624 Smoky Onyx

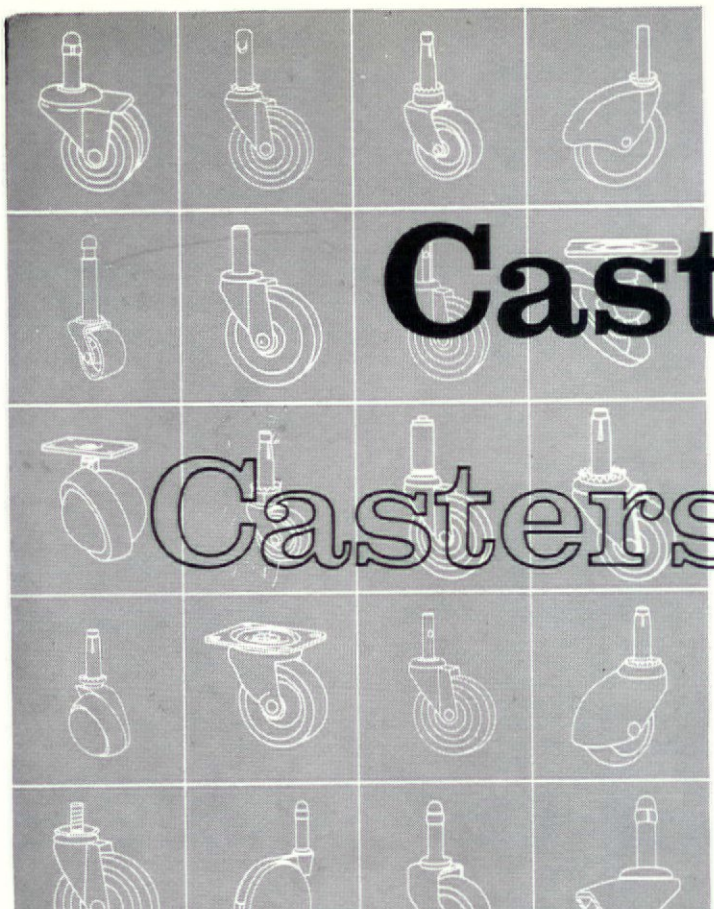
Creative styling: an inherent quality of Azrock floors.

The growing trend toward resilient floors of vinyl asbestos tile is the result of better styling, better performance, better value. And in all these qualities, Azrock vinyl asbestos tile excels. Case in point: the floors of Azrock Pebbled-Onyx now serving Trans World Airlines in their executive offices in New York City. Pebbled-Onyx has a subtle texturing which helps conceal heel and scuff marks. Made of fine chips of actual marble encased in translucent vinyl, Pebbled-Onyx is notable for custom-floor elegance at down-to-earth costs.

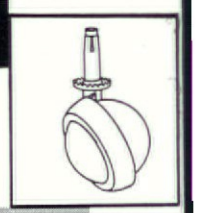
Now available in 12" x 12" modular size.

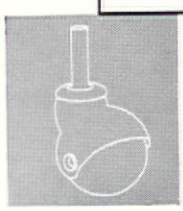
an original floor styling by AZROCK®

Consult Sweet's Catalog or write for samples. Azrock Floor Products, 500A Frost Building, San Antonio, Texas 78205.



Casters



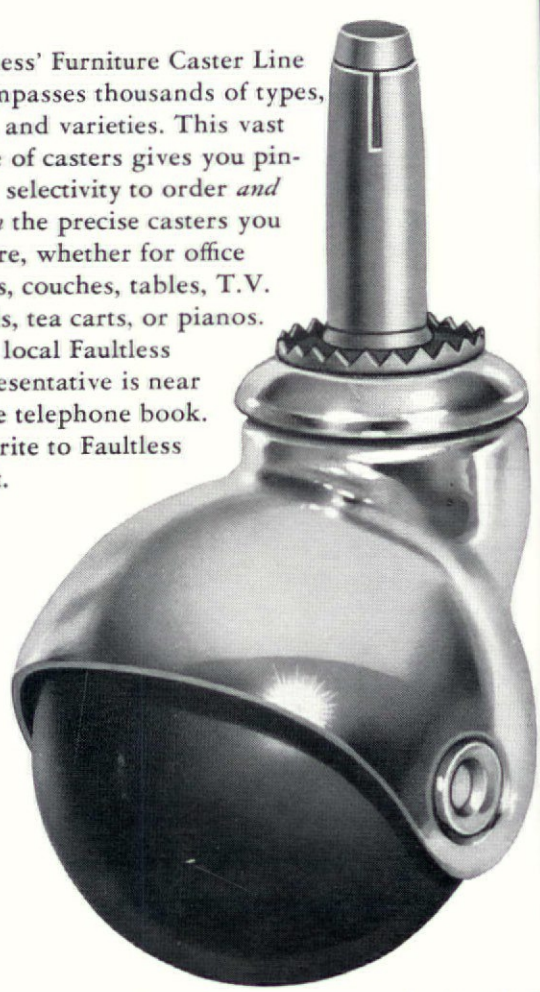


Casters

and more Faultless Furniture

Casters

Faultless' Furniture Caster Line encompasses thousands of types, sizes, and varieties. This vast range of casters gives you pin-point selectivity to order *and obtain* the precise casters you require, whether for office chairs, couches, tables, T.V. stands, tea carts, or pianos. Your local Faultless Representative is near as the telephone book. Or write to Faultless direct.



Faultless Caster Corporation

Evansville, Indiana 47717

NOELTING Faultless Casters

Branch offices in principal cities of the U. S.
Canada: Faultless Casters Limited, Stratford, Ontario.

Circle No. 35 on product card facing P. 107

Circle No. 36 on product card facing P. 1

A noise-less, scrub-less, mop-less, wax-less floor.

You are looking at 30 different samples of Mohawk "Originals." There are 44 more. This may sound boastful, but they are absolutely the most exciting, imaginative commercial carpets you can buy.

Ingenious color effects (with a choice of more than half a million different shades). Multiple pile heights achieve never-before-achieved textures. Our inspired designers are inspired by just about everything.

We'd like to give you another good reason for considering Mohawk carpeting. It's practical.

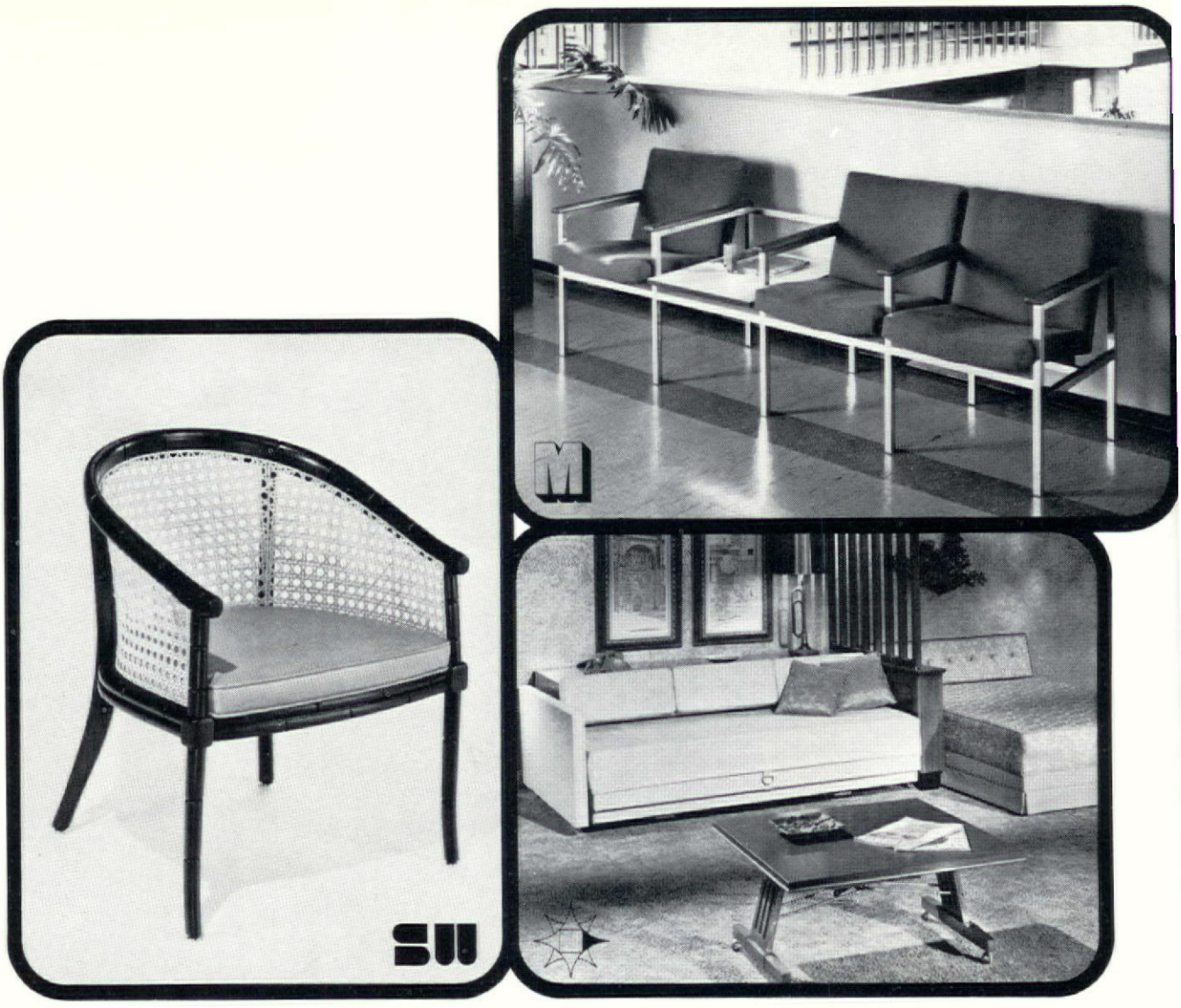
No sweeping. No mopping. No waxing. Just vacuuming. That takes a lot less time, a lot less people and, obviously, a lot less money.

Carpeting will also make your office or restaurant or store quiet as a proverbial mouse.

And since Mohawk "Originals" are woven from Acrilan® acrylic fiber they're stain-resistant, soil-resistant, moth-proof, mildew-proof, you get the idea.

Remember, no job is too difficult for us to tackle. In-stock or custom-made. No job is too big.

Get in touch with our commercial carpet department at 295 Fifth Avenue, N.Y.C. and ask for one of our specialists. We "specialize" in hotels, motels, schools, churches, offices, supermarkets, lobbies, restaurants, banks, stores, theatres, nightclubs, country clubs, libraries, bowling alleys, dormitories, etcetera, etcetera.



To fill virtually every need in the total concept planning and coordination of today's business-institutional-commercial interiors, Shelby Williams now brings to the designer, specifier, architect and contract dealer a comprehensive selection of outstanding furnishings. The single-source buying convenience offered by Shelby Williams brings together the finest collection of contract furniture ever offered . . . truly one great contract source. Address inquiries to: Shelby Williams Industries, Inc., Merchandise Mart, Chicago, Illinois 60654

1 GREAT CONTRACT SOURCE

Shelby Williams Industries, Inc.
MERCHANDISE MART, CHICAGO, ILLINOIS 60654

MADISON FURNITURE INDUSTRIES

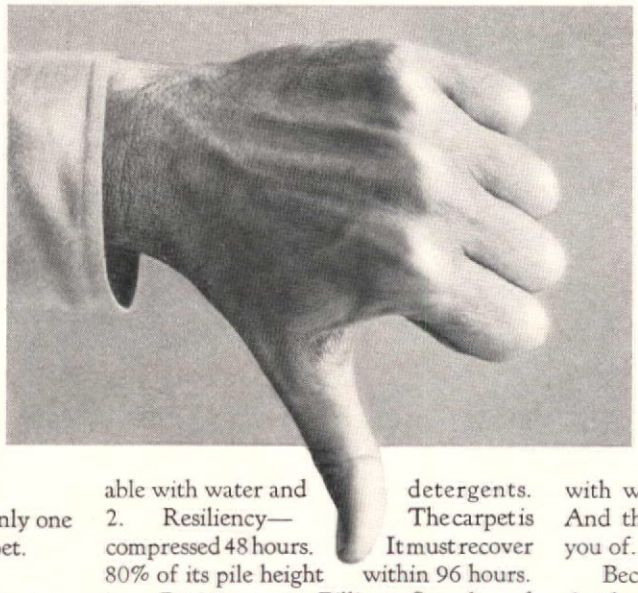
DUO BED® CORPORATION Wichita, Kansas

SUBSIDIARIES OF SHELBY WILLIAMS INDUSTRIES, INC.

SHOWROOMS: ATLANTA, CHICAGO, DALLAS, LOS ANGELES, NEW YORK, SAN FRANCISCO, SEATTLE.

Circle No. 37 on product card facing P. 107

WHAT HAPPENS TO A COMMERCIAL CARPET THAT'S NOT GOOD ENOUGH TO BE CALLED THE WORST?



Very simply, it doesn't get the Enka Nylon Commercial Grade label.

And the manufacturer gets Enka's regrets, along with the lab report from Nationwide Consumer Testing Institute.

We mean it when we call our construction and performance standards The Worst Commercial Carpet You Should Ever Buy. And we back them up.

But almost invariably the manufacturer comes back with all the necessary improvements. (Let's face it, the Enka label can help him sell carpets.)

Because the Enka label is the only one that really helps you to buy a carpet.

Here's Why:

Other fiber makers may be long on labeling programs. But they're kind of short on standards. (They've got construction specifications, mainly. Set up according to their own house rules.)

Enka's standards however, are performance standards as well as construction requirements. They're independently set up and administered by the Nationwide Consumer Testing Institute. And they're based on the testing of the good-looking, good-wearing eight dollar wool loop made by one of the most famous names in carpeting.

(Incidentally, it's called The Workhorse of The Industry by carpet experts with no particular ax to grind.)

So if you start off with The Worst you automatically end up with something good.

The Nationwide Standards:

1. Cleanability—Common stains, both oily and non-oily, must be readily cleanable with water and detergents.
2. Resiliency—The carpet is compressed 48 hours. It must recover 80% of its pile height within 96 hours.
3. Resistance to Pilling—Samples of the carpeting are tumbled in a drum with abrasives and must show only a minimal fiber distortion.
4. Tuft Bind—Tufting that can be torn out, with less than 7 pounds of pull is unacceptable.
5. Abrasion Resistance — The carpet must withstand at least 10,000 revolutions of an abrasion wheel before wearing down to the backing.
6. Pattern—The carpet must be a continuous filament loop type with loops of even height for maximum wear.
7. Minimum Tufts—The absolute minimum is 56 per square inch. You can see the effect of too few tufts when you bend back the facing of a carpet and see the backing. It's called grinning.

And the more a carpet grins at you the unhappier you're going to be.

8. Finished Pile Height—Nationwide Testing says that 3/16" is the best height for maximum wear and minimum stress.
9. Primary Backing—Nationwide says it must be 9 ounces per square yard, jute. Or a polypropylene backing.
10. Secondary Backing—It has to be double jute or high density foam welded to the carpet. The foam must weigh at least 32 ounces per square yard.

Enka's Claim:

Dollar for dollar you're better off with nylon carpeting than with wool. (If you buy a good nylon.) And that's what the Enka label assures you of.

Because Enka's the only fiber maker that has independent tests run against impartial construction *and* performance standards—standards we're proud enough to talk about.

Write to us: American Enka Corp., 350 Fifth Ave., N.Y.C.—We'll send you copies of the certified test reports of any Enka-Nationwide approved carpets you're interested in buying. And you can make your own comparisons.

So if Enka says "Worst is Best," it's not some carpeting doubletalk.

In fact, we're reversing that trend.

Before you buy the front of a carpet, read what's on the back.

Enka

Enka nylon is a product of American Enka Corp., Enka, N.C.

Circle No. 38 on product card facing P. 107

(80% Acrilan Acrylic 20% modacrylic pile)

ACRILAN®
acrylic fiber by
Monsanto

Rugged Beauties...of Acrilan.

Here are just a few of the many strikingly beautiful rugs in Schumacher's new Acrilan® collection. They're all so soft and spring-y and so serviceable because you know the many virtues of Acrilan. Add to this the artistry of Schumacher's touch and you have something really exceptional. For a home . . . or your next contract assignment, be sure to see this outstanding collection. There's a design and size for every need. F. Schumacher & Co., 58 W. 40th St., N. Y. Showrooms: 939 Third Ave., N.Y. (at 56th St.)

Schumacher's
FABRICS | CARPETS | WALLPAPERS | VELCRO®

Circle No. 39 on product card facing P. 107

Circle No. 40 on product card facing P. 107 →

Do wood ...and you must do well!

The rather cold, bare architecture
of today almost cries out for
the welcoming warmth of wood...
with its own wall furniture to match!
System Cado wall panels
are the handsome answer.
With a generous selection
of furniture components, the combinations
you can arrange are varied
almost beyond computation.
At once, you've conquered space twice.
Instead of bareness...the beauty of rare rosewood,
walnut, teak, or light oak.
Instead of clutter and confusion...
the most elegant storage imaginable...
and the full use of floor space as well.
Do, by all means, do wood.
You simply can't do better.

DESIGN POUL CADOVIUS

System Cado

Royal System, 1130 Third Ave., New York, N.Y. (212) 478-5400
325 N. Wells Street, Chicago. Other showrooms: Denver, Dallas,
San Francisco. In Canada: R. S. Associates Ltd.

Accordia-fold by Kirsch is the new pleating system that makes draperies an architectural asset. From inside or outside.

With this new snap-tape and dual-channel Compact Architrac® rod, draperies can give your windows the trim, tailored effect you desire.

HERE'S HOW:

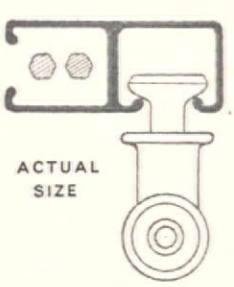
Draperies made with Accordia-fold stack back into half the space needed with conventional pinch-pleated draperies. Sleek accordion folds and a unique new butt-type master carrier give draperies a uniform appearance overall. No flat fabric areas in the center, or on the ends.

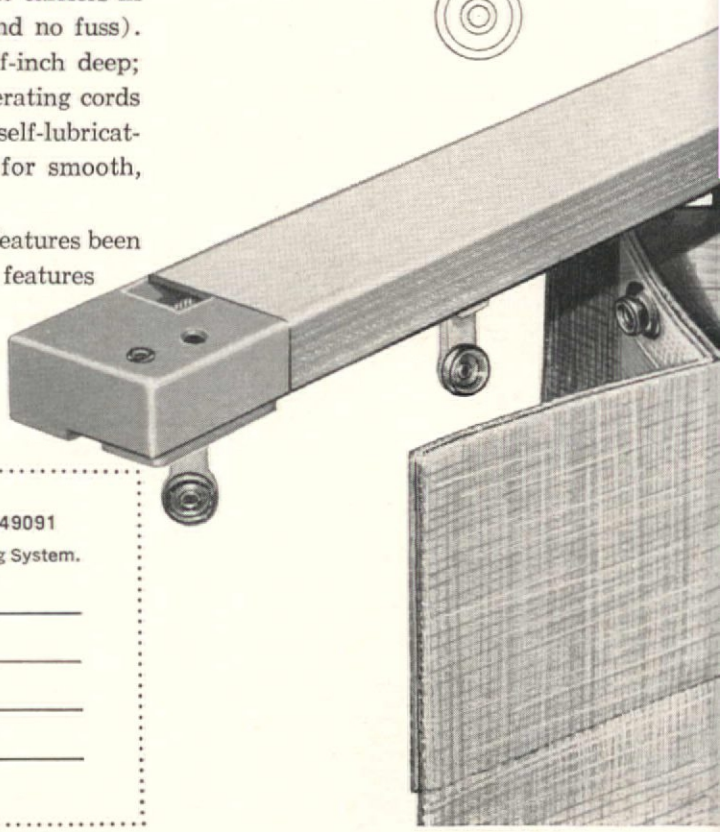
Nylon tapes with snaps installed, hold pleats in single-fold, front-and-back headings that stand erect, with no bending or bunching. Draperies simply *snap on* carriers in natural, graceful folds. No hooks, no pins (and no fuss).

Aluminum Compact Architrac is just a half-inch deep; mounts flush to ceilings or inside cornices. Operating cords and pulleys are concealed in the rear channel; self-lubricating snap carriers ride in the front channel for smooth, trouble-free operation.

Never before have so many unique desirable features been combined in one traverse system. Outstanding features that make draperies an architectural asset.

Send for your Kirsch Accordia-fold catalog today. *(Accordia-fold is also available in Canada.)*





Kirsch Company, Dept. T-367, Sturgis, Michigan 49091

Please send information on new Accordia-fold Pleating System.

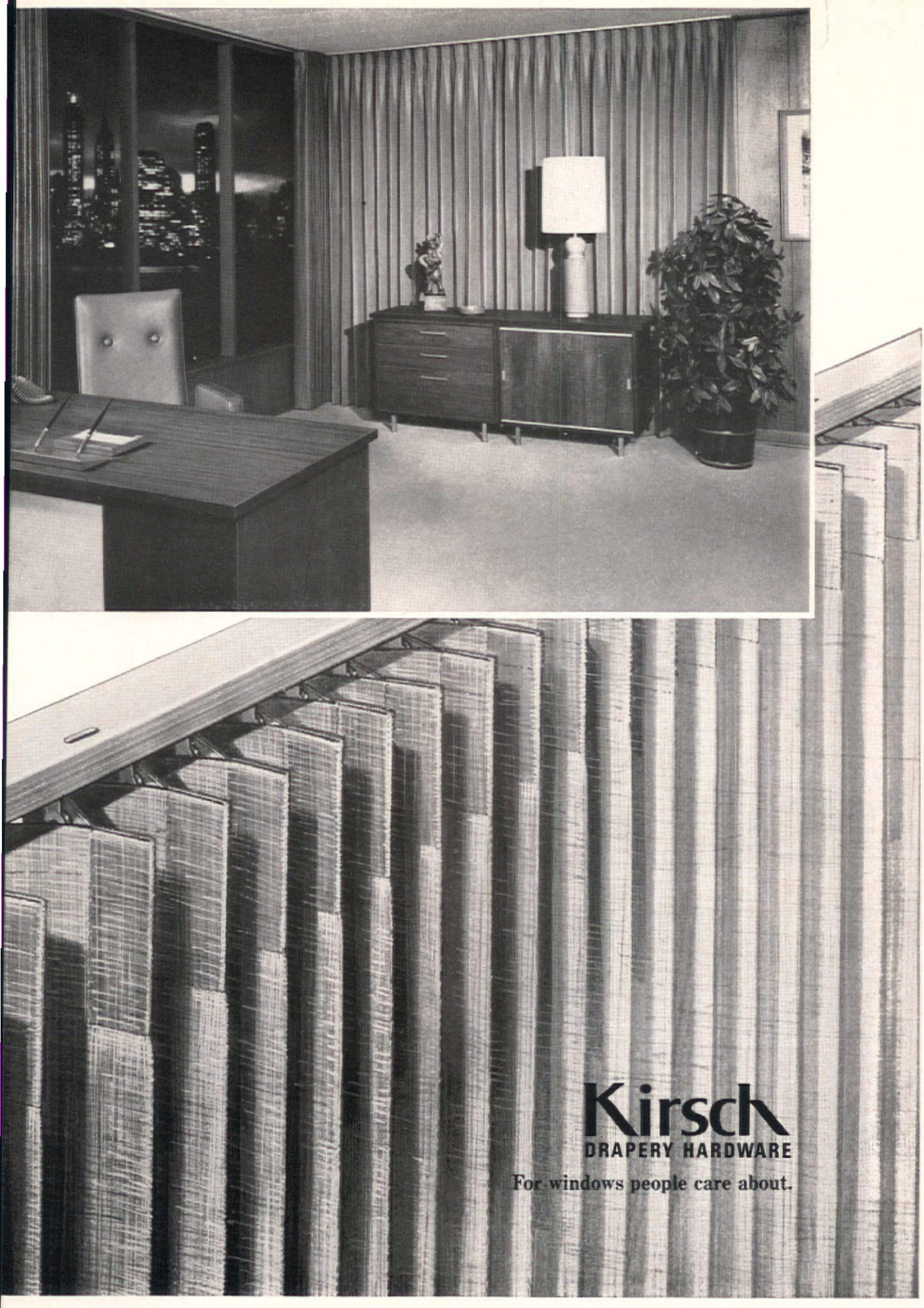
Name_____

Address_____

City_____

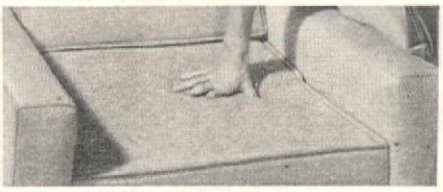
State_____ Zip*_____

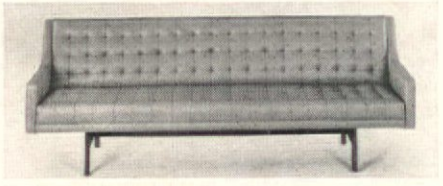
**Mailing regulations require zip code.*

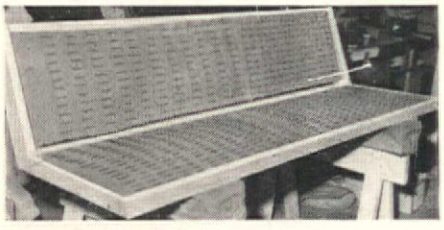


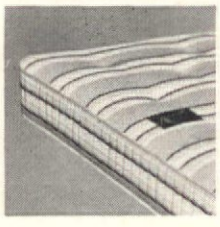
Circle No. 41 on product card facing P. 107

NO "Coil Feel" [ever!]









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

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

Flex-o-lators, Inc.
Carthage, Mo.
Plants in Carthage, Mo., High Point, N. C.

Circle No. 42 on product card facing P. 107

If you want carpet that's extremely durable, easy to maintain, good-looking, and colorful, you have to pay the price.

It's very small.

Small initially—and extremely economical in the long run. Picot's dense, level-loop weave, with Jute secondary backing or hi-density rubber backing, tolerates an unreasonable amount of abuse. Will not pill, fuzz or shed. Laughs at soil and spillage. Perfect for large-scale, long-term installations in supermarkets, schools, hospitals, apartment houses . . . wherever traffic is heavy and cost a factor.

"PICOT" IS ENGINEERED FROM **ENKA** CONTINUOUS FILAMENT NYLON FOR YEARS OF HEAVY DUTY USE

In contract carpets the choice is

PHILADELPHIA

General Offices: Cartersville, Ga. 30120 • Showrooms: Chicago, New York, Los Angeles, San Francisco, Dallas • Also Crawford & Thompson in Atlanta, High Point, No. St. Petersburg

SEND FOR FREE SWATCH AND COMPLETE INFORMATION

PHILADELPHIA Carpet Company, *Contract Division*
Allegheny Avenue and C Street, Philadelphia, Pa. 19134

Yes, I'd like to see this economical, quality carpeting for myself. Please send Picot swatch and information to:

NAME_____

FIRM_____

ADDRESS_____

CITY_____ STATE_____ ZIP_____

Circle No. 43 on product card facing P. 107

Designed by Herbert C. Saiger, A.I.D.

SYSTEM '70 THE B.M.O.C.*

New registrants?
Not exactly new. They've been enrolling in large numbers at many schools lately.

What's their specialization?
Student comfort with all the prerequisites . . . versatility . . . ruggedness . . . and beauty.

Quite a few of them, aren't there?
Right you are. Desks . . . chests . . . study carrels . . . chairs . . . tables . . . headboards. In glowing wood grains and beautiful solid colors.

Any "drop-outs" in the group?
Not on your life. These "scholars" will be here a long time. In fact you might say they'll be an institution at the institution.

What's B.M.O.C.?
**The Big Move On Campus—Troy's System '70 architectural dormitory furniture.*

Anything else I should know?
Yes indeed. For all the details, write to **The Troy Sunshade Company,** *Division of The Hobart Manufacturing Company, Troy, Ohio 45373.*

Show rooms: One Park Avenue, New York/Merchandise Mart, Chicago/612 Grant Street, Troy, Ohio/Houston Homefurnishings Mart, Houston, Texas

Troy. CMA

OUR STYLISTS THINK CONTRACT

It took many years of careful study and thorough experience in the contract field to acquire the enviable reputation La France stylists enjoy — coordination of the right fabrics in the right colors and the right designs — a constant, acute awareness of contract market needs.

Thinking of La France for your next contract assignment? Good thinking!

LA FRANCE FABRICS division of **Riegel** TEXTILE CORP.

Uptown Showroom: 969 Third Avenue New York/ Downtown Showroom: 145 East 32nd Street, New York *Sales Service Centers in 23 Principal Cities*

Circle No. 45 on product card facing P. 107

← Circle No. 44 on product card facing P. 107

NOW
A Contract Carpet
You Can Use
Anywhere,

Looks & feels like wool with the resiliency of 16 clear sparkling colors generally found only in nylon.

A carpet for commercial use that looks and feels like carpet—not cold hard linoleum.

A commercial carpet that has been on the market for over two years that has met with favorable results in every catagory each time it has been submitted for analysis to the nations leading independent testing laboratory.

A commercial carpet on the market today (outside of the finer wools) that has 21 oz. per square yard of face yarn.

One of the best values with true color and styling for commercial use that proudly carries a DuPont 501 label of certification.

A commercial carpet with real color and design that truly meets the FHA specifications as spelled out in Bulletin No. 44.

NEW VICTORY LANE
Contract Carpet

The following is all fact:

1. Colorfastness to light is far in excess of 40 hours.

2. Cleanability is rated as much better than a "Grey Scale 4" where subjected to various stains and wet cleaned.

3. Resilience is measured by its successful results upon being tested under 50 pounds per square inch for 48 hours.

4. Resistance to pilling was measured with an "Excellent" rating by the labs of DuPont after being tested as follows:
   (1) In corridors at different traffic levels.
   (2) Under a desk where chair wheels and foot shuffling represent a severe pilling test.
   (3) Tumbled with wooden blocks and other materials representing conditions of rugged use.

5. Tuft bind was found to be 8 pounds and therefore far in excess of the normal strength required to pull out tufting.

6. Abrasion resistance was tested on a modification of the National Bureau of Standards type leather abrasion machine where a #320 Aloxite Cloth was used at a torque of 60 inch pounds. The results was an excellent resistance to abrasion in that over 28,000 revolutions was needed to wear through to the backing.

7. The pattern is a clean level loop of a tightly twisted, extra long staple of the finest quality DuPont nylon yarns. The tight twist holds the pile together and erect to resist pilling and give the maximum in resilience.

8. The tufts per square inch is far superior to most fabrics on the market —80 per square inch packed in for maximum wear and mutual support.

9. The pile height is the ultimate desired for maximum wear and minimum stress—3/16" or same as .185.

10. The primary backing is tufted on the finest quality 10.5 oz. jute for maximum support, minimum distortion, and for the greatest ease in handling and installation.

11. The secondary backing is either a double jute backing or our own high density foam. The foam density averages 38 ounces per square yard.

Where else can you find so much to offer in one carpet?

PICK THE WINNER—GO VICTORY LANE

Loomtex

Mills, Inc., Dalton, Georgia

Los Angeles — Dallas — Chicago — New York

Circle No. 46 on product card facing P. 107

GROUP NINE-EXECUTIVE: Risom's special contribution to the executive environment. A collection of furniture attuned to the modern concepts in architectural and interior planning—strikingly practical and handsome furniture—sets a mood for the individual and an atmosphere for executive action. Desks, cabinets, chairs, deftly designed in natural walnut; together with hundreds of Risom fabrics, vinyls or leathers to choose from. Pieces that are individually important—collectively balanced. The Risom Group NINE-Executive planning brochure available on request.

the answer is Risom

Risom

Jens Risom Design Inc.

Executive Offices:
444 Madison Ave., N.Y.C. 10022.

Showrooms:
Atlanta, Chicago, Los Angeles, New York, San Francisco.

Sales Offices:
Dallas, Detroit, Minneapolis.

International:
Argentina, Australia, Canada, Denmark, Great Britain, Singapore.

GAZEBOÉ

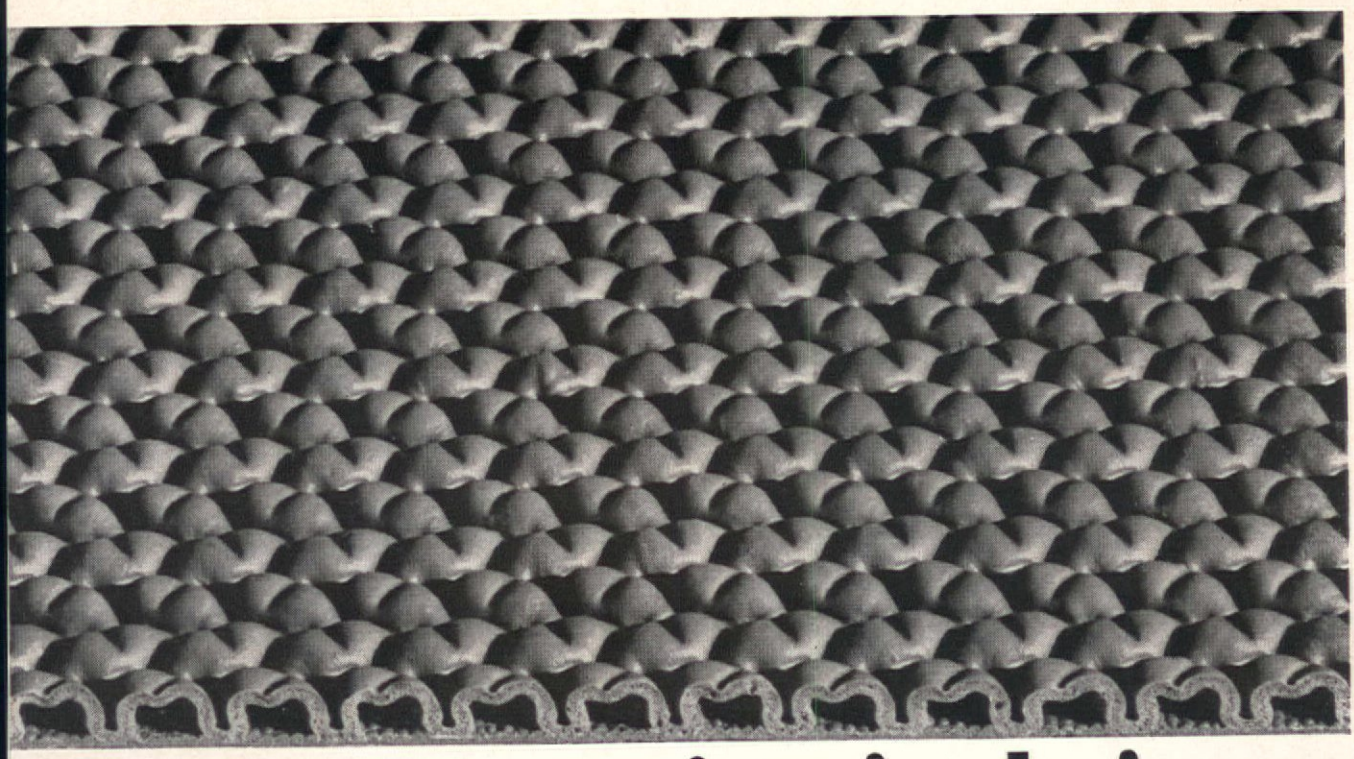
- Something Excitingly NEW under the Sun
- EXPANSIVE shelter from SUN and SHOWER for all outdoor areas—up to 270 square feet
- Freedom for furniture around single center column
- Simple installation—for you and your customer—easy UP and easy DOWN
- Sturdy long lasting construction and materials

Taylor Made GAZEBOÉ adds festival fashion to pool areas, patios or anywhere that a large area of shade is desired. It's a production product that excels in protection and style and covers large areas with ease. No other stock product can cover such areas—no custom made installation can compete. GAZEBOÉ is styled in three sizes and tailored of sun-tested fabric in five fashion colors—solid hues or bold stripes.

Full color brochures and details are yours for the asking. Write today or phone 518-455-0681 and ask for Ron Banovic.

Taylor MADE® **N. A. TAYLOR CO., INC. • GLOVERSVILLE, N. Y.**

See the Taylor Made GAZEBOE in CONTRACT '67—Booth 706



Why are so many interior designers throwing in the sponge?

It's the best thing they can do for a carpet.

So, when they recommend carpet to a client, they go ahead and recommend B.F.Goodrich sponge rubber carpet cushion, too.

Our Plateau II, likely.

It's a flat and ripple cushion combined. Soft, but not mushy. The flat's on the top to support the carpet. The ripple's on the bottom to grip the floor and add the bounce. And, combined, the flat and ripple make the carpet last longer.

We make this cushion out of natural rubber. So it doesn't flatten out, never loses its bounce.

Unlike jute or hair cushion, you never see Plateau II that's mildewed or gone rotten. That's because millions of air cells keep it breathing.

No carpet cushion is this good, you say? To prove our point, we guarantee Plateau II. Without time limit.

Next time you need to soften up a client, throw in the sponge. Our sponge. Plateau II or any other B.F.Goodrich carpet cushion. There's one for every client. One in every price range.

Drop us a line on your company letterhead. We'll see that you get some samples. B.F.Goodrich Consumer Products, Dept. CC-3, Akron, Ohio 44318.

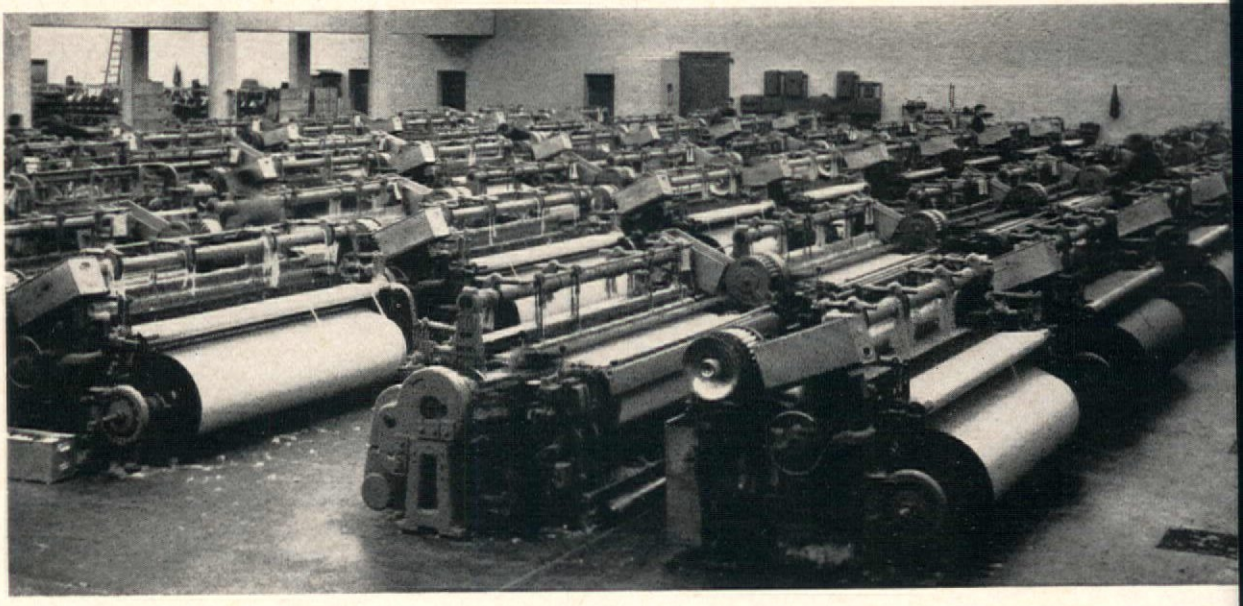
B.F.Goodrich

Circle No. 49 on product card facing P. 107

Circle No. 48 on product card facing P. 107

Charm
Beauty
Fashion
Quality

BELGIAN LINENS MEAN BUSINESS



Forget these glib adjectives. Let the facts speak for themselves. Modern machines and production methods in Belgium convert the world's tallest flax into a vast range of linen weaves. No country makes such novelty weaves. The more traditional create superb backgrounds for prints.

These fine decorative fabric firms design and sell Belgian linens. They know they mean business.

F. Russell Anderson
Artlee Fabrics
Brunschwig & Fils
Henry Calvin Fabrics
Henry Cassen
Arundell Clarke
Connaissance Fabrics
Dan Cooper Designs
Creative Looms
David & Dash
Decorative Fabrics
Decorators' Walk
Design Tex
Duralee Fabrics
Eaglesham Prints
Elko Fabrics
Erbun
Facade by Paaul
Falstaff Fabrics
Gian Fabrics
Greeff Fabrics
Henrose
Anita Henry
S. M. Hexter
House of Verde
Howard & Schaffer
Jofa
Kent Bragaline
Kravet Fabrics
Laverne International
Arthur H. Lee
H. B. Lehman-Connor
Gene McDonald
Herman Miller
Norbar Fabrics
Patterson Fabrics
Myron Paul Originals
Ben Rose
Rowen Fabrics
Scalamandre Silks
F. Schumacher
Isabel Scott
Souveran Fabrics
Stroheim & Romann
Thaibok Fabrics
J. H. Thorp
Tressard Fabrics

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

What hospital operation cuts out noise?

(The installation of Gulistan Carpet of course)

The Mercy Hospital of San Diego, California, chose Gulistan® Carpet with good reason. The more than 7000 yards of *Charter Oak*, a Gulistan commercial deep loop pile quality of Acrilan* acrylic pile, provides many benefits. Performance rated for Heaviest Traffic, it cushions steps and hushes sounds, provides the peace and quiet and home-like comfort so welcome to patients and personnel. It provides non-slip safety. All this plus easy care and low maintenance costs. Ask for the complete Gulistan story, and see our catalogue in Sweet's Architectural File #13L, A.I.A. File 28.

Stevens Gulistan Carpet

*Reg.TM Monsanto's Textiles Division

At Mercy Hospital, Gulistan Carpet of Acrilan offers many advantages. Architect Frank L. Hope & Associates, A.I.A., Contractor, Broadway Linoleum & Carpet.

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

Please send me the whole story on how Gulistan Carpet contributes quiet, warmth, comfort and beauty at less cost to hospitals. Include free samples of Gulistan Carpet.

Name_____

Hospital_____

Position_____

Address_____

City_____ State_____ Zip_____

C-3-67

Circle No. 51 on product card facing P. 107

Circle No. 50 on product card facing P. 107

HARDWICK

customized this beautiful, durable carpeting for the consistently used ballroom of Milwaukee's famous Phister Hotel. A combination of 70% wool and 30% nylon, plus sturdy 3-frame 9-wire construction ensure long lasting service and graceful mellowing through many years of genial hospitality.

The Phister selected an exquisite gold and beige design against a soft blue background to complement the rich paneling of the ballroom decor. And they selected Hardwick for their unequalled carpet crafting experience.

Milwaukee's Phister Hotel rolls out the party decor

(1038 square yards of it!)

Contract

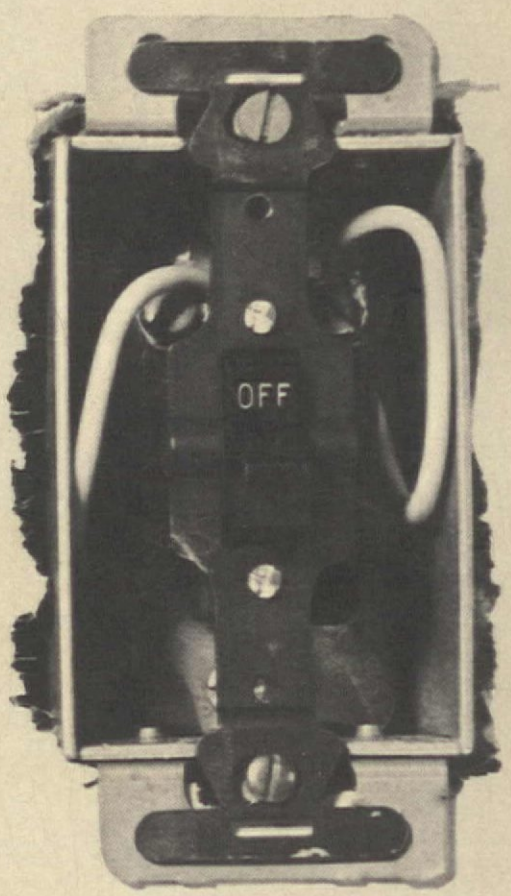
CARPET

from Hardwick comes in a limitless selection of colors, fibers and patterns . . . and it always comes on-time with the best edge on price thanks to modern streamlined operations.

HARDWICK & MAGEE COMPANY

Lehigh Avenue at Seventh Street, Philadelphia, Pa. 19133 □ Chicago Dallas Detroit New York San Francisco Los Angeles Denver Louisville

Circle No. 52 on product card facing P. 107



A few minutes ago this wall was covered.

This is what covered it.

You're holding a rather remarkable new concept in wallcovering.

It isn't wallpaper.

For one thing it's made with Avisco rayon. So it's much stronger than paper.

When you want to remove it, it strips off in whole sheets. Without steamers and scrapers. (How else could we take it off in a few minutes?)

It's also completely washable. And strong enough that it doesn't rip, curl, and pucker like wallpaper does when you're putting it up.

Nor is it wallfabric.

It doesn't cost nearly as much. And it can be printed like fabric never could. It can even be embossed. (We knew you'd find this hard to believe. So we included this actual sample.)

It is strippable wallcovering.

International Paper makes the substrate. We make the Avisco® rayon. And the companies listed below make this new strippable wallcovering available in hundreds of different patterns, colors, and styles. Ask them about it.

AVISCO FIBERS
American Viscose Division
fmc CORPORATION

Provincetown Printers, Inc., New York, N.Y. (Piedmont®) • F. Schumacher & Co., New York, N.Y. (Strippable) • United Wallpaper Co., Chicago, Ill. (Feminique®, Varlar®, "Flocks Unlimited") • Wall Paper Mills, Inc., Penndel, Pa. (Cadillac®) • York Wall Paper Co., York, Pa. (Fabritex®

If a carpet wants to keep up a good front, it better start out with a darn good back

How well a carpet holds up, often depends on what holds the whole carpet together. In the case of tufted carpeting, the primary back holds the whole carpet together.

Poly Bac is a primary tufting back woven of polypropylene yarn. It keeps tufted carpeting better looking, over a longer period of time than ordinary primary backings.

To begin with, carpeting made with Poly Bac can be shampooed as often as is needed. Since Poly Bac doesn't contain oils or lignins, there's no danger of unsightly stains (browning) coming through to mar the face of the carpet.

In addition, bugs and bacteria will have nothing to do with Poly Bac. And that old problem of mildew causing the backing to rot, is no problem where Poly Bac is concerned. Even in below grade installations.

Finally, carpets tufted on Poly Bac are more stable. (Poly Bac is completely impervious to humidity, the major cause of carpet shrink or buckle.) Restretching is minimized.

So remember, no matter how much (or how little) tufted carpeting may cost, if it wants to keep up a darn good front, it better start out with a darn good back.

Poly POLYPROPYLENE Bac®

Patchogue Plymouth Co.
295 Fifth Avenue, New York 16, New York

Circle No. 54 on product card facing P. 107

← Circle No. 53 on product card facing P. 107

Circle No. 55 on product card facing P. 107 for Simmons →

Give me a room with some zing.
Give me a room that's comfortable.
Give me a functional room.
Give me a room that's warm and peaceful.

Give them Simmons rooms

The coed, the convalescent, the nurse and the traveling salesman have very specific ideas about their rooms—ideas that dictate very different types and styles of furniture.

Anticipating all their needs is the business of our Contract Division—the major supplier of furnishings for dormitories, nursing homes, hospitals, hotels and motels.

Simmons makes it easy for you to specify the latest in styles and functions for the rooms you're designing or furnishing.

Take the exciting new PACE Collection, for example. PACE dormitory furniture lets you design interiors precisely the way you want without the expense and uncertainty of ordinary millwork cabinetry. It gives you an extensive selection of wardrobes, desks, chairs, built-in beds and accessories in the style, color and finish you prefer.

PACE hospital and nursing home furniture excels in durability, construction simplicity for easy cleaning and maintenance, style and long-term value. The line of Simmons patient-care beds and bedding, including famous Fabrisan-covered Beautyrest mattresses, gives you the widest selection in the health-care field.

For hotels and motels, ask for Simmons Britannia—a popular new line of English colonial wood furniture, or Castillo—quality wood furniture with an exciting Spanish flair.

Call your local Simmons representative for advice on any contract furniture buying. And be sure to ask him about Simmons liberal financing plans. If you prefer, write directly to us.

SIMMONS

CONTRACT DIVISION • MERCHANDISE MART • CHICAGO, ILL. 60654

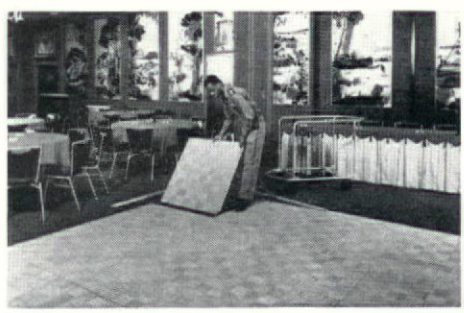
When profit counts in an establishment, this is the dance floor to specify.

SICO Dance Floors provide room versatility not possible with expensive, permanent dance floors. Their top grade parquet oak dancing surface reflects uncommonly good taste, enhancing the decor of any establishment. Yet it's built to stand up under years of use. Once in position, an assembled SICO Dance Floor will not creep, even on carpet.

Any large public dining or banquet room can earn an extra $20,000 and more in just one year with a 9 x 12-ft. SICO Portable Dance Floor. The arithmetic is simple. Take 10 couples spending an average of $64.10 per evening of dancing. Multiply that figure by six evenings a week. Multiply again by the 52 weeks in a year and you have a figure in the neighborhood of $20,000. And that's a good neighborhood to be in at the end of the year.

What better way to build customer satisfaction, sales and profits in hotels, motels, clubs and restaurants?

Write for free demonstration sample and brochure. No obligation.



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® Ozite is the registered trademark of the Ozite Corporation — 7-120 Merchandise Mart — Chicago, Illinois
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Finest quality high-density foam rubber back!

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But the wheel, which quickly spins off years of wear, barely makes a dent in Ozite Carpet Tiles. Ozite's unique manufacturing method permits use of staple fiber of higher tensile strength than normally used in regular carpet.

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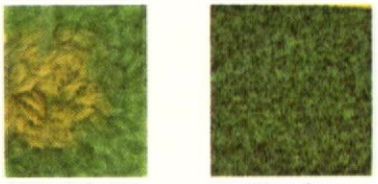

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Competitive carpet fibers absorb moisture to varying degrees, up to 27%. But Vectra polypropylene fiber has zero (0%) moisture regain — making it amazingly stain resistant. Vectra fiber is resistant to most acids, alkalies, salts, solvents and oxidizing agents that tend to bleach and stain competitive products. Ozite Carpet Tiles resist spotting and bleaching from ammonia, chlorine, coffee, tea, soft drinks, shoe polish, merthiolate, catsup. Vectra fiber won't rot or mildew, won't support fungus growth, is non-allergenic and virtually non-static.

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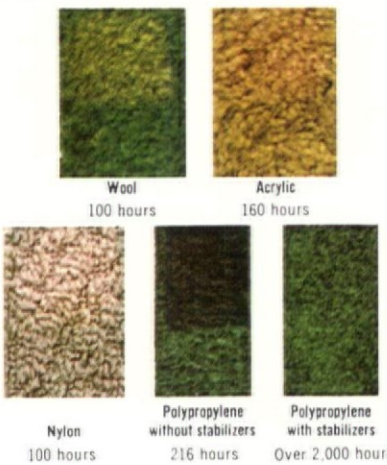

Wool 100 hours | Acrylic 160 hours

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

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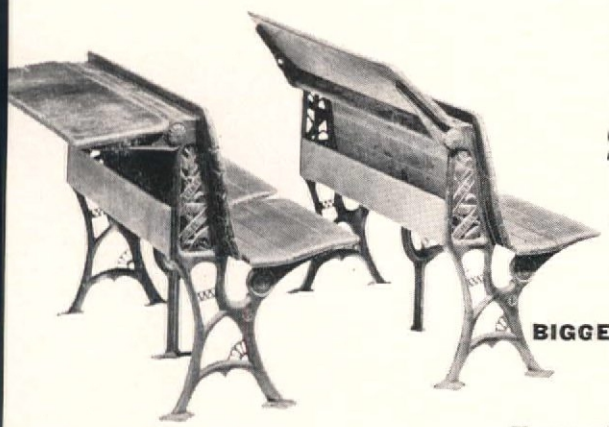

rtesy, American Seating

SCHOOL FURNISHINGS—I

A $600 MILLION YEARLY FURNISHINGS MARKET, CURRENTLY CONTROLLED BY LARGE SPECIALIZED MANUFACTURERS BECAUSE ORDERS ARE HUGE, SCHEDULES INFREQUENT. BIGGEST BUYER IS THE FEDERAL GOVERNMENT, ACCOUNTING FOR ONE-HALF OF ANNUAL EXPENDITURES. BY LOUIS S. BING

TOTAL educational construction costs in the United States were in excess of $6 billion in 1965. Since an additional 10 percent is the average for furnishings and equipment, a gigantic new market, amounting to approximately $600 million has been added to the furnishings industry. Owing to peculiar economic conditions, most of this purchasing of furniture, carpeting, fabrics, and equipment goes to specialists in the field. Once a seasonal industry, with peak purchasing in April for delivery in August, the pattern of school buying has broadened and is becoming a year-around industry. In some measure this change is due to the inability of vendors to deliver all necessary material within a limited period of time. There is also the impact of Federal government funds, through the U.S. Department of Housing & Urban Development, amounting to more than $300 million in grants and subsidies to level out peaks and valleys of buying and delivery.

It is largely the impact of huge orders on an infrequent schedule that creates difficulty for the average local or regional factory to bid for and secure business from educational institutions. As a result, a major portion of this lucrative trade flows to a few national giant companies with producing plants in various parts of the United States. They are therefore able to shift output as required to maintain an orderly flow of production. In addition, many local and regional factories participate in this market. This is especially noticeable in areas such as the West Coast, Southeast, and Southwest, where markets are geographically protected, and also in the classifications of bedding and seating for lounges, libraries, and student union buildings where local upholstered furniture factories are keen competitors. Metal and plastic chairs and tables for dining are also purchased locally throughout the country owing to their availability.

In case goods for dormitory bedrooms, the heart of the education furnishing trade, the principal competition of the large factory resources comes from the local contractor on the job, either using his own woodworking mill, or a millwork subcontractor who can provide a built-in substitute product of wardrobe, desk, storage chest, and bed frame attached to the bedroom wall. A peculiarity of the furnishings for dormitories is the fact that Federal dollars are available only if the furnishings are actually attached to the walls or floors; movable furniture pieces become ineligible for Federal financial subsidy. As a result, factory manufactured furniture has also

This is the first of a two-part series on School Furnishings. The second installment will appear in the April issue.

become, largely, prefabricated built-in furniture. Special problems of design, engineering, and production therefore tend to eliminate the smaller and less experienced factories and business usually flows to national producers or local woodworking mills.

The organization of the educational-institutional industry is of special interest, and quite different in its pattern from the movement of furnishings for offices, hotels, motels, or other contract uses. Since the principal source of funds is from various levels of government (Federal, State, county, or city subdivisions), purchasing tends to centralization. Private and parochial colleges also often participate in public grants, and their purchasing parallels that of public schools and colleges.

At the fountainhead of the distribution of funds and the placing of orders are the government educational officials. However, there is no uniformity of pattern. In many states of this country, purchasing flows from the various G.S.A. offices (General Services Administration), or from state Departments of Education, or state offices of Purchase of Supply. At county and city or township level, purchasing can be from purchasing agents, or school principals, or special school authorities.

A successful operation and a model of efficiency is the Dormitory Authority of the State of New York, with offices in Albany; it is one of the largest purchasers of educational institutions in the United States. Created in 1940 by an act of the New York State Legislature, this agency has the privilege of issuing its own tax-free bonds. The Dormitory Authority of the State of New York supervises, finances, designs, constructs, furnishes, and equips educational facilities for private colleges in the State of New York. For the State University colleges, the Dormitory Authority is empowered to do only dormitories and dining halls. Bids are requested and contracts

The new student center at Canisius College, Buffalo, N.Y., designed by Thomas Justin Imbs, AIA, boasts a main lounge on the second floor centered around an upholstered sunken fireplace pit (left). Ottomans covered in gray and persimmon Ford fabrics replace end tables. Bucket seats from Directional, set up around marble tables, provide accent furniture grouping for writing letters, etc. The main foyer in the Center (above), features 100-ft. long Canadian granite wall, two open stairways with teakwood railings, floor strips in white, lavender, and olive, special chandeliers with Altimira glass.

Dramatic view of Heywood-Wakefield installation of auditorium chairs in the Loretto-Hilton Theatre for the Performing Arts at Webster College, Webster Groves, Mo. (right). The riser-mounted chairs have wood panel inserts, aisle lights, wood arms, and row numbers. Auditorium wings form lecture rooms through the use of partitions that open up from the main floor semi-circle. Architect was Murphy & Mackey. Circle No. 101.

Mathematics/science desk from American Seating (below) is one-piece unit featuring sculptured seat and air-cushioned back. Seat swivels a full 100 degrees. Basic math tables appear on desk top which can be marked by grease pencil. Circle No. 102.

Scooped seat, upholstered contour back, and wall-saving construction are distinguishing features of American Chair Co.'s student chair (above). Circle No. 103.

Combination wardrobe, lavatory, and dresser from Corco (near right), functions as room divider separating rooms at the Quincy College Friary, Quincy, Ill., into sleeping and study quarters. Circle No. 104.

Herman Miller MBP-C pedestal base chairs (far right) were installed on a sloping floor in lecture room at the University of Illinois campus in Chicago. Shells are black fiber glass, pedestals are black with stainless steel floor caps. Counter tops have Eames vinyl edge and plastic laminate tops. Circle No. 105.

awarded for an eighteen-month period. Orders are placed against these contracts for the various projects, creating enormous continuous factory cuttings. One of the sources of funds in New York State and other states is frequently government grants or loans, authorized and arranged in advance. There is a minimum of credit risk in the educational field. Firm orders are normally rediscounted at commercial banks and are for practical purposes the equivalent of cash.

Working in cooperation with the state, local government or private college, the architect is designated for the design and construction supervision of each job. It is he (personally or with his associates or an employed professional designer) who designs or selects the furnishings, writes specifications, and usually offers the complete job for competitive bidding on private college projects. State University dormitory and dining hall project furnishings are selected and specified by the Dormitory Authority of the State of New York.

A minimum competition of three bidders on Government jobs is the usual procedure, although private college and school jobs may be with one preferred contractor. If furnishings of any kind are included in the general construction, the bidding contractors request estimates, and in due course, one of the general contractor bidders gets the award of the job. It is at this point that there usually occurs a strenuous re-submission of bids and offerings and prices are refigured to "bed-rock." Big national manufacturing companies customarily use their own highly trained sales representatives to make contacts with architect and G.C. (general contractor), and find themselves re-bidding "against the field": including other large manufacturers, local factories and distributors, sub-contracted lumber mills, and in California, Illinois, Massachusetts, and several other states, prison-made products of state institutions.

For servicing, these national producers usually share responsibility with their dealer-on-the-spot, and pay a percentage fee to them for the logistics of delivery service on breakages and damages. Dealerships are vested in many types of organizations, including office supply dealers, school equipment dealers, independent local furniture stores, architects, designers, contract furnishers, and others qualified to serve.

The completion of the furnishing jobs is usually by delivery, priced f.o.b. under cover to the site of construction. Actual placing of the furniture is done by local labor, often college employees and students themselves.

A new trend in dormitory construction and operation is the entrance of private capital for an income producing investment. Tishman Realty & Construction Co. of New York and other active enterpreneurs have built dormitory facilities at the University of Wisconsin, University of Illinois, and other large colleges and have enjoyed a good return on capital. These enterprises take advantage of the uniformity of public dormitory facilities to add more luxury and hominess and to give more comfort to the group of students of better than average affluence.

This huge segment of the interior furnishing industry is not without its problems, and there is much evidence of self-criticism. Most often enunciated objection to current practices is that insufficient time is allowed for planning and implementing jobs. Too often, architects, interior decorators, and vendors are rushed to apply their best talents to a new school or college building, and are under too much pressure for immediate delivery of service or merchandise. The very immensity of the demand has spread the buying pattern from a seasonal to an all-year industry, but tensions for speed of accomplishment still prevail.

There is also criticism that all too often financial pressures compel the purchase of inadequate furnishings—not sub-standard in quality, but often lacking in good taste or individuality. Most contracts for purchasing include a condition that qualifies articles as specified or "equivalent substitutes," which often results in undistinguished and monotonous repetitions of decor.

Comment is frequent too that servicing of merchandise is inadequate and that too often there is not sufficient financial margin to provide service facilities. Complications arise from the relationships of manufacturers and dealers, but misunderstandings do not mend chair legs broken on delivery.

Most of the emphasis in school and college furnishings is on equipment for

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A *Bevco posture chair features center post seat height adjustment, assures comfort with formed plywood or melamine seat and back. Circle No. 106.*

B *General purpose chair from Jens Risom, with solid white ash frame and walnut back and seat, can be stacked, used as side or lecture room chair. Circle No. 107.*

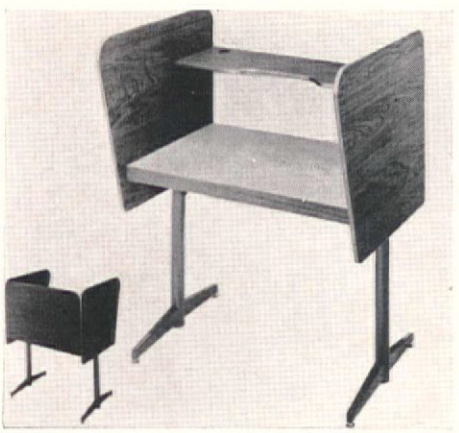
C *Dormitory lounge furnishings from Armstrong Furniture feature frames of solid oak. No screw-in legs are used. Circle No. 108.*

D-E *The Pace line of dormitory furnishings from Simmons includes dressing units with chest, shelf and mirror, wardrobes, desk, wall-a-bed which enables the bed to fold up into the wall. Furniture walls utilize ganged bases with common sides, one side wall doing the work of two. The open wall-a-bed unit consists of bed frame with counter balancing mechanism, upholstered headboard, and mattress. Circle No. 109.*

F *The Study/Mac 90 from McNeff Industries can be used individually or in groups with common side and divider panels which completely close in the sides of the unit. Circle No. 110.*

G *The I-frame solid steel structural system is the basis for this line of Hugh Acton school furnishings, which includes study and test tables, carrels, dictionary stands, and bookcases. Circle No. 111.*

H *Thonet built-in student room furniture at Sigma Alpha Mu fraternity house, Syracuse, N.Y., features wardrobe-storage units, desks, bookshelf units, cork tackboards, and chests. Circle No. 112.*



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original installations. With an average life of five to seven years for bedding, eight to ten years for upholstered furniture, and twenty to twenty-five years on case goods, the replacement market is often neglected. Often replacements are ordered by school superintendents or purchasing agents who follow a path of least resistance and reorder equipment as originally provided. Opportunities to improve school environment and efficiency are thereby lost, as the communications about new designs do not percolate to this widespread level of ordering and buying.

Many participants in the industry would welcome the addition of new factories producing and adding to available resources. Almost without exception, the biggest furniture manufacturing producers are not active in providing material for this enormous and growing market. The principal sources now active have given excellent service, but often are booked to capacity and unable to deliver large orders within a period of many months. In this industry, with its variable incidence of purchasing, regional and local factories will not be eager to take risks with their usual production and distribution. Local millworking plants are mainly an expedient substitute for more sophisticated furniture, which should be engineered, designed, produced, and distributed for the peculiarities of this new demand.

In California the 1960's have brought a new phenomenon in college development; the ready-made complete college, from farm land to campus in one leap. Californians have seen the expansion of state colleges, at new campuses in Santa Maria, San Mateo, Palo Alto, and a new university at Santa Cruz; others are opening to accommodate thousands of students from their inception. Other states will follow this example, and equipment of all kinds for education in the U.S.A. will grow in volume and in specialization. (**C**)

A *Room setting at Pratt Institute, Brooklyn, N.Y., with furniture by Royalmetal, contains an L of furniture components including a bed, three-drawer dresser, bookcase, and desk. The worktop is especially designed for art students, and can be raised, lowered, and angled on a pole hidden in one of the pedestals. Storage for drawing boards is located under the top. Circle No. 113. Adjustable Luxo lamps located over the desks, provide the basic lighting. Circle No. 114.*

B *Stacking chair from John D. Williams is made of solid walnut or oak/oiled finish. Six chairs stack 48 and one-quarter inches high in an upright position. Circle No. 115.*

C *Interior view of the Academic Center, University of Texas, Austin, designed by I.S.D. Inc. Architect was Jessen, Jessen, Millhouse, Greeven & Crume; George L. Dahl, associate architect.*

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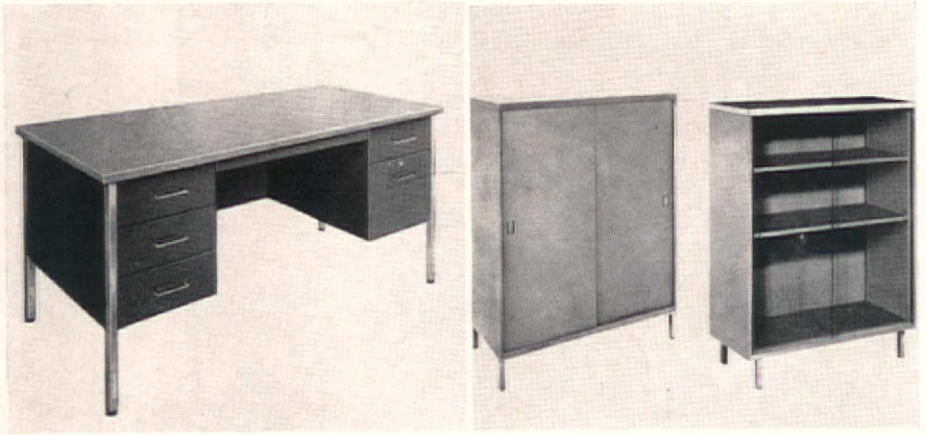
D *Lounge at Utah State is furnished with modern chairs, tables, sofas, end tables, and cushioned benches from Metropolitan Furniture. Circle No. 116.*

E *Unique study top combinations from Virco Mfg. provide for left or right side entry so that one of each unit can be placed side by side to eliminate conventional aisle spaces. The trapezoidal shaped tops can also be used to form curved seating arrangements following the shape of the room. Circle No. 117.*

F *A double pedestal, all-steel desk for teachers or administration personnel from Stylex, features chrome-steel legs, flush drawers, flush sides, and a one-piece panel. The right-hand pedestal includes a suspension file drawer, and the bow drawers have adjustable partitions and double-wall fronts. Circle No. 118.*

G *Corry Jamestown is offering a series of redesigned bookcases with plastic track assembly assuring quiet opening of doors. The Doric (left), has legs and trim frame base. The Doric II (right), has no trim frame. All models have sturdy painted steel tops. Circle No. 119.*



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H *Student dining room at University of Illinois, Champaign, is furnished with Howell rectangular and round tables and side chairs with satin chrome frames. Circle No. 120.*

I *General Fireproofing chairs with tablet arms are used in a free-standing arrangement in photo. At the Chicago Circle Campus of the University of Illinois, they are also attached to pedestals in classrooms or, without tablet arms, they are used with stacking tables. Circle No. 121.*

As built in 1881 . . .

remodeled in 1900 . . .

and again in 1927.

RENOVATION: UPDATED LOOK IN DOWNTOWN AKRON

TWO ENTERPRISING BROTHERS— ONE A REALTOR, ONE A DESIGNER— JOIN FORCES AND TRANSFORM MONEY-LOSING COMMERCIAL BUILDING INTO A CIVIC GAIN

LOCATED just one block from a major urban renewal area in downtown Akron, Ohio, an old commercial building at 73 East Mill Street faced a rather bleak financial future. Built in 1881, it suffered by comparison with the newer structures rising in the renewal district, rental space remained vacant, and the building, up for sale, had no buyers.

Realtor/builder Russell Mazzola, who had the listing, took stock of the situation. Empty for four years, with out-moded facilities and very little eye appeal, the building still had the advantage of its downtown location. It lent itself well to a professional office building, and updated rental space of that sort was scarce in the area.

Gambling on the potential of the property, Russell Mazzola with his brother John Mazzola, NSID, who heads his own interior design firm in Akron, joined forces and purchased the building. They set up a plan and budget for a thorough renovation, with John in charge of the design program, both inside and out.

While work on the new exterior was underway, realtor Russell approached prospective tenants with renderings of the proposed renovation and detailed floor plans. The biggest selling point was the rental rate of $2.50 per square foot, including heat and air conditioning, as well as janitorial services—a figure one-third less than comparable office space. In short order, the entire building was rented.

As part of the lease agreement, tenants were able to incorporate their space requirements, planned by John, into basic construction work, at a cost savings for themselves and the Mazzola owner/builder team as well. While working with John on their space solutions, the tenants realized the advantages of total integration of design and ultimately commissioned John to design their interiors. The result is a handsome and harmonious entity, with exterior facade, inner public lobby, corridors, and elevators, plus tenant floors complementing and fortifying the basic over-all design concept.

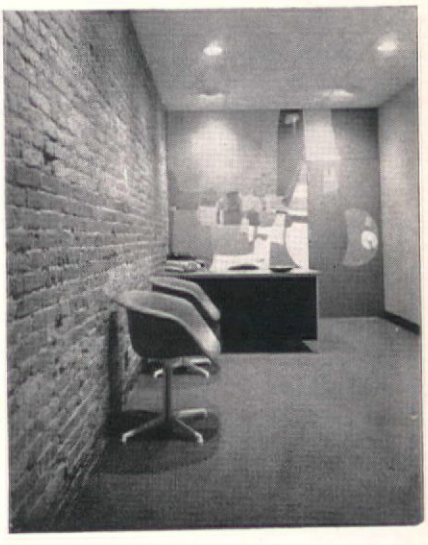
Typical of the interior planning are the offices of the Jewish Family Service and Jewish Welfare Fund agency. The size of the building was ideal for their needs, using two floors to separate the Family Service, which does counseling, from the administrative Welfare Fund.

The space needs of Family Service on the third floor included the agency director's office, ample counseling

Before and after views of the main floor lobby. The original brick wall was retained and turned into a handsome sculpture by Harry Wheeler. Photo below looks into first floor tenant's reception room, which is highlighted with a mural by John Kitner.

73 East Mill Street, as it appears today (left and above) after extensive renovation by Russell and John Mazzola. For the project, Akron's Urban Design and Fine Arts Committee recently honored the Mazzola's with a design award in recognition of the building's esthetic contribution to the city.

Remodeled elevator area on upper floor (below) is sheathed with Videne wall paneling.

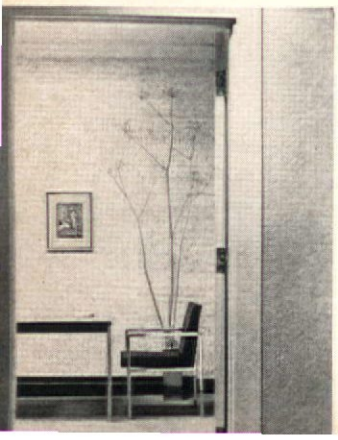


First floor reception room.

Bleak interior of the third floor (above) was transformed into a handsome set of offices for the Jewish Family Service and Jewish Welfare Fund agency, including (left) new third floor reception area.

Two typical "after" offices (above).

New entry to front office.



RENOVATION

rooms, plus reception room and office for two secretaries who have easy access to work areas and storage areas. Color scheme for this floor centers on nectarine carpeting, charcoal brown upholstery, teak Videne paneling, natural woven wallcoverings, and off-white painted walls.

On the fourth floor, the Welfare Fund is equipped with a reception room, general offices, secretarial area, record room, storage and mimeograph room. In addition, there is a kitchen in which to prepare business luncheons.

The largest space on this floor is devoted to a special conference room, which serves several types of groups—a forty-member agency board, periodic civic meetings, weekly meetings for smaller groups. To accommodate both large and small groups with equal ease and comfort, John Mazzola furnished the room with a large forty-foot-long conference table of teak Formica. The table was custom designed and fabricated with five bases that are bolted to the floor. Twenty chairs are always positioned around the table, while twenty more are stacked conveniently behind folding doors at one end of the room. The lighting system consists of a series of charcoal black light beams spanning the room, visually increasing its width and introducing a strong architectural element. Completing the room are glazed gray cork wallcovering, natural linen drapery, black chair upholstery, and black venetian blinds. Ceiling is composed of a sprayed-on acoustic plaster, stained charcoal.

The striking new facade has a highly sculptured effect. Not surprising, for the Mazzolas commissioned sculptor Harry Wheeler for a major portion of the work. Wheeler developed the unusual texture of the facade that blankets the entire windowless street front. Center areas are natural concrete color, columns dark brown, and center spacers charcoal brown.

Wheeler was also commissioned to carve a sculpture into the existing structural brick wall of the lobby. This was done with an air hammer. Concrete was then applied in a sgraffito effect, the texture applied by a special wood tool developed by the sculptor. Door handles are cast aluminum, designed by another sculptor, Don Drumm. Exterior lights, over the entrance, were custom made, using Sylvania 250 watt quartz lamps for uplights, and 50 watt floods for downlights.

The handsome building today bears no resemblance to the original property. The cost: $27,500 for the initial purchase, plus another $175,000 for the entire renovation. Regardless of the total expenditure, says John Mazzola, "we still have a bargain."

Thus, through the imaginative foresight and combined professional skills of both Russell and John Mazzola, the building was shaped into a functional facility and a sound investment, while contributing esthetically to the downtown area. For this amazing transformation, the building was recently honored with a design award by Akron's Urban Design and Fine Arts Committee. **(C)**

Remodeled fourth floor for Jewish Welfare Fund bears no resemblance to the original space (immediately above). Largest facility on the floor is a multi-purpose conference room, with its own reception area (top). Folding doors (right) at one end are opened to reveal small kitchen. Closet on right stores stacking chairs and venetian blinds cover existing windows. Drapery (upper right) conceals windows as well as a projection screen. The 40-foot long table was custom designed, pedestal bases anchored to floor.

Schedule of Suppliers

Exterior concrete: Medusa Portland Cement Co. **Paneling:** Videne by Goodyear Tire & Rubber. Travertine hardboard by Celotex. VIP panels by Formica. **Wallcovering:** Cork wallcovering by Warner Co. **Carpeting:** All wool, by Bigelow Sanford. **Desks:** Costa Mesa Furniture. **Side Chairs:** Madison Furniture Industries. **Reception desks, conference table:** custom designed, fabricated by Ken-Ed Cabinet Co. **Conference chairs** Lewis Street Metals. **Drapery fabrics:** S.M. Hexter. **Upholstery:** Seat coverings by U.S. Rubber. Custom upholstery by Kent Upholstery Inc.

NOLEN-SWINBURNE: AN INTEGRATED ARCHITECTURAL AND DESIGN FACILITY

"A successful commercial interior is the result of talent and experience applied to the practical and esthetic arrangement of mass and materials, lighting and color. Accessories are few, and cannot be depended upon for effect." With this statement, Mrs. Elisabeth Fraser underscored the difference between interior design and decoration, and the need for the interior designer in today's contract world. Mrs. Fraser, AID, has been, for the past four years, head of the interior design department of Nolen-Swinburne & Associates, a major Philadelphia architectural firm specializing in commercial and institutional work.

Nolen-Swinburne believes that interior design is an integral part of its architectural responsibility to the client, and therefore maintains an interior design department within its organization. During the past several years this department has expanded greatly, broadening its scope from mere color selection and consultation to include material recommendations, specification writing on interior furnishings and equipment, interior architectural detailing, and design of specialized equipment. It has increased in size as well, and the department now comprises 6½ percent of the total staff. "This high relative percentage is significant of the increased importance placed on the profession within the framework of the architectural firm," Mrs. Fraser said.

The interior design department works closely with the firm's architectural and engineering departments to produce a "total concept" in building, resulting in projects that combine both esthetics and function. The interior designer must have a thorough knowledge of all materials and their applications, furnishings, fabrics, and accessory sources, and be experienced in purchasing and shipping methods. He acts as the liaison between the client's needs and the architect's interpretation, providing the furniture, carpeting, etc., but he does more than "decorate"—he completes and develops the concept set before him by the architectural design team.

At N-S, when the design work is fairly complete and the furnishing contract is secured, job responsibility is undertaken by one of the staff designers. This designer is thoroughly conversant with the plans, program, colors, and finishes. He maintains close contact with the client, and it is at this point that the job is again programmed. Each interior space is scheduled for its unique requirements, which usually necessitates several private consultations between designed and client. Each area and private office must receive special consideration according to its functions and the needs and preferences of the individuals who will use each area. For example, the Communications Building at Temple University is designed with three separate Dean's suites, each requiring individual tailoring.

The services of the interior design department may be negotiated at the time the architectural contract is drawn, or after the building is in progress. Furnishings are contracted for separately. **(C)**

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County Medical Society Building, Philadelphia, by Nolen-Swinburne & Associates, reflects the close collaboration between the architectural staff and interior design department of N-S, and is an example of the "total concept" in building. The lobby has a natural brick floor and dark stained oak dividers contrasting with neutral walls. Furnishings include deep-tufted velvet settees by Stendig, and custom carpeting by V'Soske. The auditorium, designed by Elisabeth L. Frazer, head of the interior design department (far right, center), functions as a meeting or dining room. Sliding walls of oak and grille cloth allow space conversion. Black vinyl stacker chairs are Norwegian imports through Duncan & Huggins. The board room is furnished with an oval walnut table by Domore, foil wallpaper through Duncan & Huggins, carpet by Masland, chairs by Knoll, upholstery by Larsen.

A cross section of recent work illustrates the range of projects handled jointly by the N-S architectural staff and interior design department. For the Glass Bottle Blowers Association, (1,2), a private men's club, an underlit shelf for visual privacy was installed. When the two cubicles are not in use, the light is turned off, draperies opened, and the space becomes one. At Temple University's Mitten Hall, the board room (3) gains drama from custom designed lighting fixtures by N-S, and the dining room (5) can be divided by teak and glass sliding panels into areas seating from 25 to 75. Penn Manor Elementary School (4) has a grid ceiling in the dining room-auditorium which incorporates both incandescent and fluorescent lighting. The new dormitory at Gwynedd-Mercy College (6) features a custom reception desk.

THE FLOOR COVERINGS MARKET

SOFT, HARD, POURED, RESILIENT—A BIRD'S-EYE VIEW OF WHAT'S NEW FOR THE CONTRACT SPECIFIER. BY IRVING LEOS

For the first time in history, spending for commercial construction will outstrip outlays for residential home building. So goes the prediction for 1967. To the specifier of contract flooring and floor covering, this means an increment in tender loving care from makers and marketers of these products.

Translated into tangibles, this solicitude shows in expansion and refinement of contract services. Those producers who previously lacked contract departments are setting them up. Those who already have them are enlarging them. Specialized manufacturing methods, tailored to the contract specifier's needs, continue to appear in greate number, along with advances in technology.

Thus the carpet industry bids for favor with multi-color effects achieved in nylon by cationic dyeing, with expanded offerings of foam- and sponge-backed carpet, with denser carpet pile produced by one-tenth gauge tufting machines, with a major move into outdoor carpeting, and with the promise of solving the static electricity problem through the use of stainless steel yarns invisibly incorporated in the carpet pile.

Coincidental with increasing attention to area rugs on the part of carpet mills, the hardwood flooring industry offers factory-colored, prefinished oak woodblocks in a broad range of colors. Nuclear science is applied to another hardwood flooring product, resulting in a plastic-impregnated material, which after irradiation becomes a tough homogeneous flooring with minimum maintenance needs. Color may be incorporated during the manufacturing process. Growing use of urethane finishes for hardwood flooring contribute to a stronger maintenance story for this product family.

The burgeoning seamless or poured floor industry (*Contract,* July 1966) continues to move toward maturity, expanding design potentials, and in the case of one producer, offering a matte finish embodying new esthetic appeal, as well as a non-skid surface.

Perhaps the favorite target of all the above, when the competition gets past the kid gloves stage, is resilient flooring. Understandably, since vinyl asbestos tile and asphalt tile continue to predominate in contract applications. Resilient flooring makers now offer contract grades of cushioned vinyl sheetgoods, incorporating these benefits: noise reduction, indentation recovery, softness underfoot, and a minimum of seams.

For hospital operating rooms and possibly other areas where a conductive floor (to carry off static electricity) is needed, one manufacturer now offers a conductive vinyl sheet material. With all the slate, pebble, travertine, and grouted tile motifs put forth by this industry, the term "smooth surface" hardly applies to resilient flooring any more. Yet these textures serve the user well in masking minor irregularities and indentations, while adding visual interest.

Design in resilient flooring is branching out from its rocky road, however, with new textured woodgrains, Mexican tile motifs, and other novel effects in evidence. Not that all resilient flooring is textured; many impressive smooth-surface innovations have been shown in recent weeks.

Following is a summary of some of the more significant introductions and developments in the floor covering field. Since many items conceived basically for residential use serve well in appropriate contract applications, this rundown includes a selection of such products, along with those developed specifically for contract.

Aldon. A total of eight broadloom lines in Eastman's Kodel polyester fiber now is available, including four 1967 introductions: Athena, saxony plush in 13 colorings; Tuscany, deep pile plush in 11 colors; Fontana, sculptured leaf in 12 colors, and Contour, multi-level shear. Titan, Aldon's first offering in DuPont's Antron, is a sheared pattern effect in 12 colors.

American Novawood. Gammapar, parquetry created by impregnating wood slats with a plastic, then bombarding them with intense gamma radiation provided by Cobalt-60, now is available in light, medium, and deep wood tones; black, red, green, and blue colorings; and a natural wood tone. The line includes stair and landing treads, risers, thresholds, transition strips, and mouldings.

Amtico. Round Hill is a vinyl version of pebbles in a sandy bed, varied in shape and shading, their smooth contours creating a nubby texture. Available in five colorings, one-eighth-inch thick, 12″ by 12″. In vinyl asbestos tile, 3/32″ thick. Random Slate simulates rough-hewn flagstones set in cement, four arrangements to a box, for variety. Available in five colors, 12″ by 12″.

Dutch Wood is a sheet vinyl combining a pegged plank look with Delft tile designs for provincial decor, available in seven colorings. In 1/16″ vinyl asbestos, Yosemite is a mottled stone effect in five color combinations. Valley stone suggests shale fragments in a bed of gravel, six colorings. Both the above are 12″ by 12″.

Armstrong Cork. Recent introductions from Armstrong include Cambrian Vinyl Corlon, sheet vinyl with foamed vinyl backing plus open-mesh glass scrim for added strength, and Seranada, the fourth in a series of

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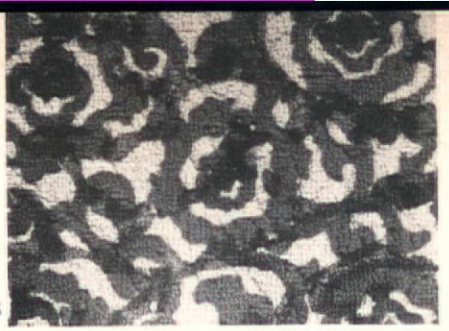

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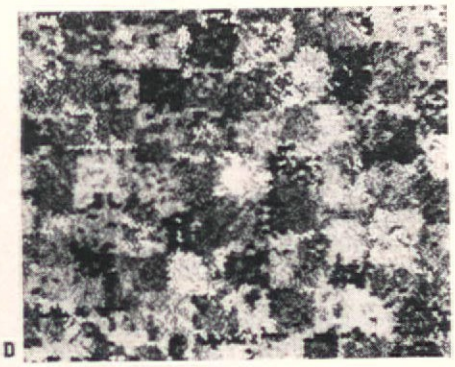

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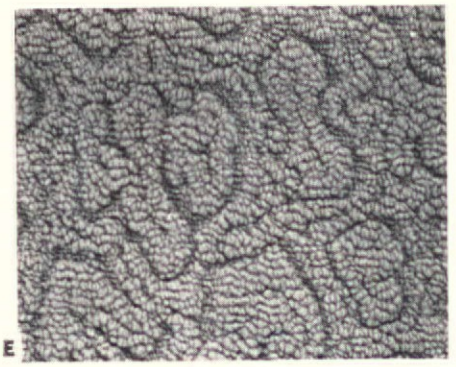

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CARPETING

A *Affluent, an Acrilan random sheared in 3 levels by Monarch, offers 4 tweeds to match 10 solids. Circle No. 122.*

B *A bold-scale printed design on a 3-level patterned loop is Next Step, of A.C.E. nylon in 7 colors by Chatham Carpet Mills. Circle No. 123.*

C *Of 100 percent Herculon olefin fiber, Columbus Mills' Contract V is loop tufted in 5 tweeds. Circle No. 124.*

D *Mohasco's Artistry, an Axminster in 9 and 12 ft. widths, has 100 percent acrylic surface yarn. Circle No. 125.*

E *Patcraft's heavy-tufted 3-level pattern loop, Westcliff, is made of Eastman's Kodel polyester in 12 colors. Circle No. 126.*

F *Explorer by Viking Carpets is woven of high-density nylon and is bonded to Goodrich sponge rubber cushion. Circle No. 127.*

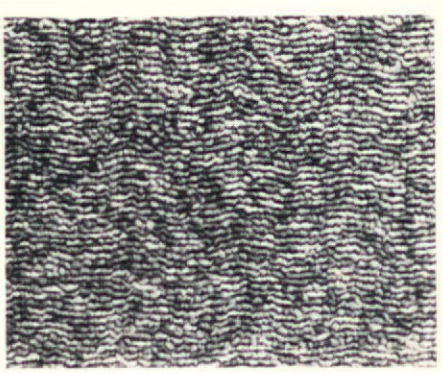
G *Chicago's famed Pump Room has tri-plume motif woven into 700 sq. yd. of Philadelphia's Wilton carpet. Designer: Richard Himmel, AID. Circle No. 128.*

H *Thomas Pride's Fortress is vat-dyed in multi-color level loop. Of A.C.E. nylon, it has an 8 color range. Circle No. 129.*

I *Continuous filament Vectra fiber makes up this two-level random sheared design by Loomweve Carpets of Congoleum Nairn. Circle No. 130.*

J *Callaway's multi-colored Carnival is a geometric Wilton, the first produced in a tufted carpet. Circle No. 131.*

K *Bold Shepherds Plaid by Bigelow is an all-wool Wilton, in 4 two-color combinations. Circle No. 132.*



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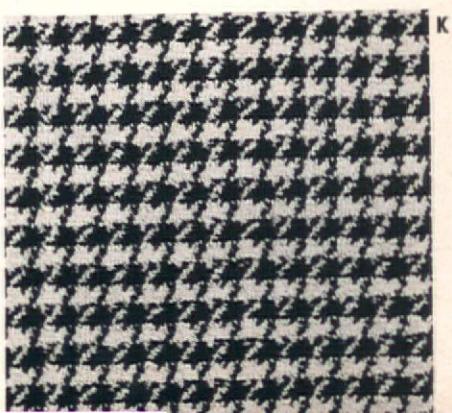

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.090″ gauge inlaid vinyls which can be installed directly over a firmly bonded resilient floor without tearing up the old flooring material. This is done by Armstrong's Perimiflor method.

Cambrian, premiered in eight colorings, has tiny vinyl chips in a monolithic pattern, with a nubby surface effect. Seranada, six colorways, features a non-directional arrangement of translucent chips. It is seen as enabling faster, more economical flooring replacement in older homes and apartment buildings, as well as non-residential remodeling situations.

Among other newcomers from Armstrong are Excelon Feature Tiles, a selection of ten plain colors in ⅛″ gauge, 9″ by 9″ and 12″ by 12″ sizes. These are aimed at aiding the designer in creating a customer floor design. Woodtone is a new vinyl cove base, in an embossed woodgrain effect, in two shades—medium oak and teak.

The new Dungate pattern of Coronelle Vinyl Corlon simulates a field of ceramic tile boxed off by wood planking, a sheetgoods effect with an English Tudor feeling. Available in two colorings, it can be installed at any grade level, and by the Perimiflor method.

Azrock. Onyx Italia, embossed vinyl asbestos tile, 3/32″, 12″ by 12″, has a pattern of large chips of translucent vinyl which contain particles of real marble, all under a vinyl wear surface. Available in four colorings. Tarantino is an embossed travertine motif, in non-directional tracery; 3/32″, 12″ by 12″, four colorings.

Barwick. Trail blazer Gene Barwick launches 13 new contract grades this year, including three qualities made on the one-tenth gauge tufting machine, providing unprecedented pile density. These include Explorer, 80% Acrilan acrylic, 20% modacrylic, 44-oz. level loop moresque; Frontier, 80-20 as above, 25-oz, level loop moresque, and Astron, 100% nylon, 24-oz. space dyed, level loop moresque.

Six new patterns in the Colorset line are offered: Spanish Tile, 100% nylon, in five colorings; Tapa Tiki, 100% nylon cut pile, supplied in any two colors from the Apollo color line; Meadowlane, 100% nylon in five colors; Olympian, 100% nylon cut pile in five colors; Op-Town, 100% nylon in four colors; and Bourbon Street, 100% DuPont Antron, in four colors.

Brockton is a multicolor moresque in Herculon olefin, supplied in any two colors from the Apollo line. Boca Raton is a 100% nylon in a level loop, eight colors; Lancer is 100% nylon, a level loop multicolor moresque in 12 colors. Bayview, Herculon olefin furnished in any single color from the Apollo line, is similar to Apollo, comes in 12′ goods only. All other Barwick contract qualities come in both 12′ and 15′ widths, available in cut order or roll.

Bigelow-Sanford. Beauville and Bramwell are new contract grades, the former a nylon in Bigelow's Echoweave construction, in 11 designs; Bramwell, loop-pile acrylic Wilton in 10 stylings. Eight new residential grades include: Siboney, short shag nylon in 6 Tuft-Dyed color ways; Chatelaine, nylon in deep-carved leaf, 12 colorings, 5 tweeds; Cragmor, polypropylene in textured cut pile twist; Elation, 12 tweed colorings in cut pile; Louvette, tip-sheared acrylic in high-low loop, multi-tone plaid, 14 colorings; Rexpoint, level loop, tight flat tweed, space-printed in 9 colors, Cushionlok back, 54″ wide; Talomar, random two-tone texture look pile in Wilton acrylic, 12 color ways, and Towncliffe, random sheared, deeply sculptured cloud effect in 14 colors, 5 tweeds, nylon.

Bruce. Urethane-finished laminated oak blocks are winning increased acceptance for hardwood flooring in contract applications. The finish makes the floor much more resistant to abrasion, dents and scratches, as well as proof against water spots. Unit-Wood Blocks, solid oak held together with metal splines in the vacks, may be installed over any type of subfloor. Laminated oak blocks, ½″ by 9″ by 9″ in prime or standard grades, 8½″ by 8½″ in standard and better, are of tongue-and-groove construction. Unit-Wood Blocks are 25/32″ thick, come in three stock sizes, two special order sizes, and are of tongue-and-groove construction.

Brunswick. Brunsmet is a stainless steel fiber, developed primarily as a solution to the problem of static electricity in carpet. The flexible, hair-thin fiber, when blended in with carpet yarns, also makes carpet more resistant to soiling, easier to clean, and therefore longer-lasting, it is reported. Brunsmet has been slated for inclusion in contract carpet grades of Aldon, Bigelow-Sanford, Cabin Crafts, Chatham, Gulistan, Noxon, Oxford and Roxbury.

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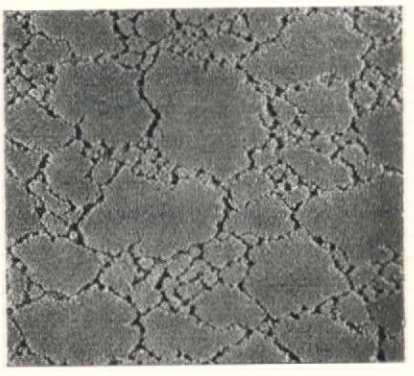


CARPETING

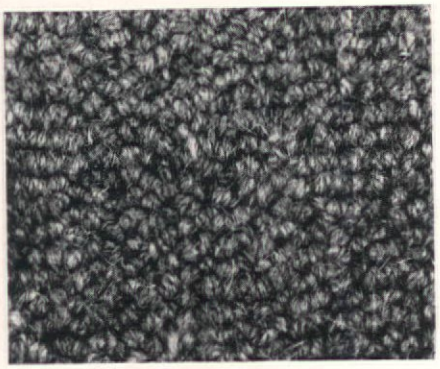
A *Painter's Belle Fair scroll design is made of Eastman Kodel polyester. Among colors, a rich avocado green. Circle No. 133.*

B *Loop pile Navajo, made by Exclusive Carpets of DuPont 501 continuous filament nylon, has a wide range of colors, from subtle to bold. Circle No. 134.*

C *Alexander Smith's Alexandrian is tufted in many colors of 70 percent Creslan acrylic, 30 percent modacrylic. Circle No. 135.*

D *All-wool contract carpeting, 1,100 yd. in all, is used at Providence, R.I., Holy Name R.C. Church. The pattern is Hardwick's Harlok. Circle No. 136.*

E *Barwick's Mystic Touch, in 15 colors, has high lustre cut and loop*

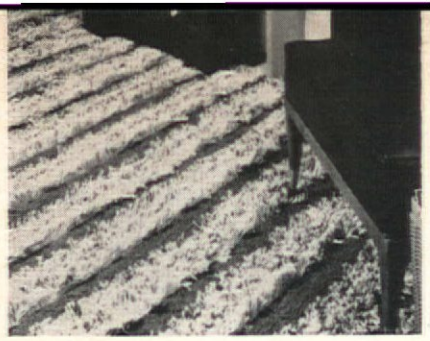


Acrilan in a horizontal design. It has a Dual-Loc-Bac. Circle No. 137.

F *Accent on Luxury, of Acrilan pile by Downs, is highlighted by tip shearing in its tufted construction. In a wide range of 14 colors. Circle No. 138.*

G *In the Spanish tradition, Seville, a new Acrilan Axminster in Firth's Meritus collection, is in elegant shadings of golden copper. Circle No. 139.*

H, I *Designed for heavy-duty wear, Greeff's gros point Hamilton (H) comes in 6 natural wool yarns, in standard 12 and 15 ft. widths, plus custom sizes up to 30 ft. It's installed in Greeff's own showrom (I), which also features rugs to match fabrics. Circle No. 140.*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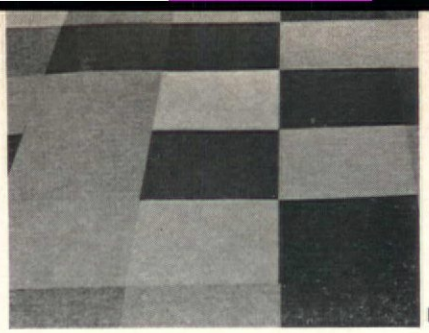
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CARPETING

A *A striped effect is achieved by alternating a 5-in. multi-colored shag with low loop rows. Its strong construction comes from Acrilan acrylic fiber. The pattern is Camarada, by Cabin Crafts. Circle No. 142.*

B *Ozite's carpet tiles come in 16 colors that can be mixed or matched at will. Each tile is 12-in. square and rubber backed. Circle No. 143.*

C *Lounge/reading area at Oral Robert's University, Tulsa, Okla., has flooring of Commercial Carpet's Modu-Nyl, a round cross-section, fully delustered commercial nylon. Circle No. 144.*

D *Magee's Reflections is of DuPont 501 nylon in a nubby, figured texture,, in 6 two-tone and 9 plain colors. Circle No. 145.*

E *Flintpoint, an extra-heavy tweed designed expressly for contract use by World Carpet, is of 100 percent Acrilan acrylic pile, comes in 13 colors, 12 ft. width. Circle No. 146.*

F *Crown Rubber's Nova, a vinyl sponge-backed carpet, has a tightly woven nylon face yarn in a tweed pattern. Circle No. 147.*

G *Bold pattern makes up James Lees' paisley, part of its all-wool New Flair series. Circle No. 148.*

H *Hasbrook, a Moresque loop in 100 percent 2-ply nylon is offered in 12 bright colors, 12 and 15 ft. widths. By Roxbury, it has double-jute backing. Circle No. 149.*

Burke Rubber. Rubber tile in a travertine styling is offered by this West Coast producer. The ⅛″ thick tile is supplied in seven colors.

Cabin Crafts. Pavillo is a high-loop nylon three-color design, suited to medium traffic areas. Ten colorings, 12′ width. Contino is a multicolor high-low design in differential dye yarns of DuPont nylon. In 12′ and 15′ widths, 10 colorings. Composition, a heavier version of Pavillo, has 3/16″ high density foam rubber backing. This 100% nylon carpet is aimed at school, office, and supermarket use. In 12′ widths.

Callaway. Seven contract items are presented in a library of binders prepared by Callaway for contract specifiers. Among these is Carnival, Du Pont 501 nylon quality, using cationic dyeing for three-color effect in a subtle diamond texture. Available in 12′ and 15′ widths, 16 colorings.

Other new items include: Marque, Polycrest olefin in a random shear, 12 colors, 12′ and 15′ widths; Risque, multilevel loop pile with starburst motif, DuPont nylon in 20 colors, 12′ and 15′ widths. In Acrilan acrylic, Callaway offers Lafitte, large scale sculptured effect, and Domani, medallion relief, both in 15 colors, 12′ and 15′ widths.

Chatham. Four "companion" qualities made of A. C. E. (Allied Chemical Engineered) nylon have been designed to offer the contract specifier a compact package incorporating varied but coordinated colors, textures, and constructions. A Dozen Ways is a tight, one-eighth gauge, one-level loop construction for high-traffic areas, 12 tweedy colorings, 12′ and 15′ widths. The Next Step, a bold Mediterranean printed design on a three-level patterned loop pile, aimed at lobbies and theatres, has six colors in 12′ and 15′ widths. Uptown is a deep cut-pile shag designed for executive interiors, 12 tweedy colorings. Matchstick, a multitone, umber strie level loop construction conceived for large public areas, comes in nine colorings. Uptown and Matchstick are supplied in 12-foot width only.

Collins & Aikman. A new, extra-dense acoustical resilient floorcovering has been developed by Collins & Aikman through its subsidiary, Painter Carpet Mills. The carpet-like product is produced on extremely fine-gauge machinery, resulting in 162,000 tufts per square yard, and is almost three

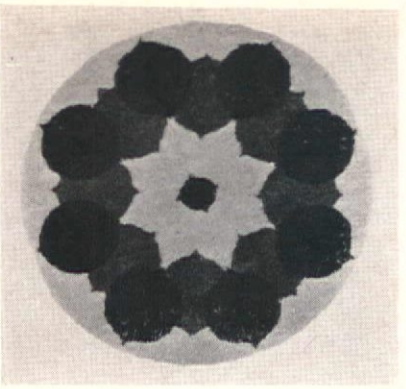
imes as dense as ordinary commercial arpeting, according to the firm. The ew material is of low-loop construction and has a polypropylene primary ufting back, a pure vinyl pre-coat, and secondary backing. In 6-ft. width, f 100 percent nylon pile construction, t is available in 11 tweed color combinations. C&A has also developed a ard vinyl-backed version for such nstallations as supermarkets, to accommodate the pivotal traffic of shopping carts. The Powerbond-constructed materials are cemented or taped directly to the floor.

Commercial. Modu-Floors is the name given to this firm's program of tailoring carpet to the needs of a given contract. This involves not only manufacturing carpet in modular widths geared to the dimensions of specific interior spaces, but also producing carpet based on specific yarns, constructions, backings, and cushions for the requirements of any given area. Thus, depending on varying estimates of traffic and use in different areas, carpets from one line in one color may be produced in varying face weights, as indicated for each portion of the installation.

The Modu-Floors series includes four carpet lines and one cushion. Wool-Six is a wool carpet using a yarn based on a combination six carpet wools. Acrylic 73 is a line using a 70/30 combination of CCC's Creslan acrylic yarn spun on the long staple worsted system, plus round cross-section delustered nylon. Poly 8 is an olefin fiber carpet produced in four face weights, and Nylon 360 D is made of a round cross-section, fully delustered nylon developed for commercial use. Modu-Cushion, the new underlay, comes in permanently bonded form or as a spearate cushion in slab or ripple sponge rubber.

Because waste is eliminated by giving the end-user only the amount of carpet he needs, and installation costs are reduced by eliminating on-the-job cutting and minimizing or eliminating seaming, the result is drastic reduction in carpet costs, CCC executives explain. In a recent 20,000 square-yard installation for Oral Roberts University, Tulsa, savings equal to the cost of 2,000 square yards were effected, it is indicated.

Coronet. This firm's Commercial-Contract division, set up in the past year, has established regional offices nationwide, staffed by specialists available for consultation with contract users and specifiers. Coronet has more



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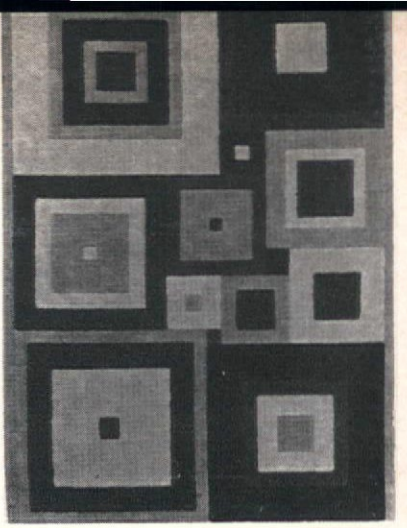

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AREA RUGS

A, B *Kronblad (A), the Danish for petal, is a round, high-pile 100 percent pure wool rya rug available through Unika Vaev. It measures 9 ft. 2 in. in diameter. Square Dance (B), a relief-cut, high-pile rug, designed by Ross Littell for Unika Vaev, is pure virgin wool, measures 7 ft. 6 in. by 10 ft. 7 in. Its multi-colors include red, blue, beige, or orange. Circle No. 150.*

C, D *V'Soske's 1967 collection includes Marco Polo (C) in a soft beige-brown-black color combination. In 2 by 2 ft. size, the oriental design has a low, flat tapestry texture. Domino #1 (D), also by V'Soske, has a deep luxurious pile, is highly textured, and measures 2 by 3 ft. Circle No. 151.*

E *Broadloom Imports is showing a large variety of Oriental reproductions woven in Belgium of finest wool yarn. Illustrated is a colorful Mossoul, in combinations of gold/blue; gold/green; gold/red; also, red, black, and gold. Available in a variety of sizes up to 9 ft. 10 in. by 13 ft. 2 in. Circle No. 152.*

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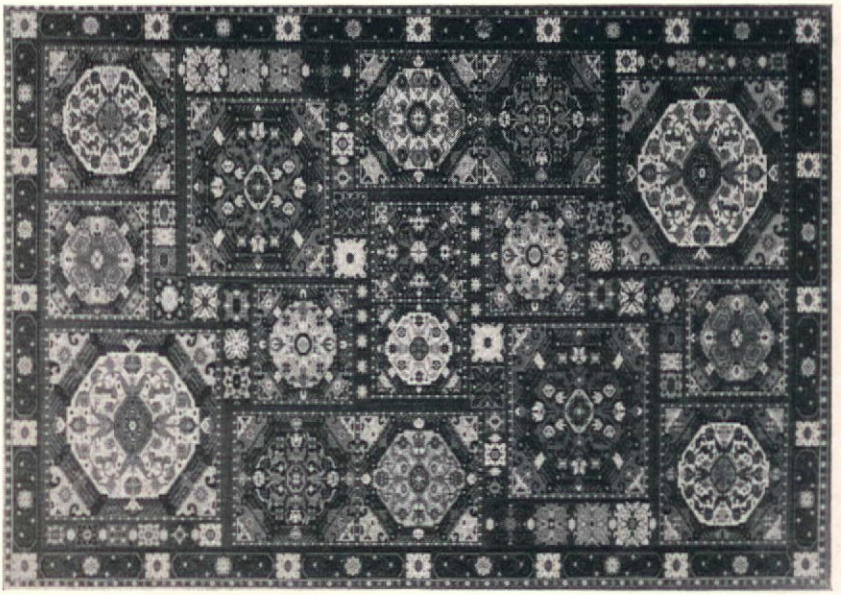

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than a dozen contract qualities in its line, supplied with either double-jute or high-density foam backing. Labeled grades of 501 DuPont nylon, Acrilan acrylic, and Herculon olefin are included. Among these: Calais, cationic-dye 501 nylon; Pompey, Acrilan; and Royal Regiment, Herculon. Color choices range from 8 to 15.

Crown Rubber. Nova features continuous filament nylon fused to a sponge-vinyl backing with closed-cell top and bottom composition. Four tweed colorings are offered in Nova which comes in 25-yard rolls, 54″ wide.

Crown Tuft. Two new carpets of Herculon polypropylene Olefin fiber of dense one-tenth gauge, are Ultimate and Architect's Choice. Both are rugged qualities, with Ultimate recommended for extremely heavy traffic areas, such as lobbies, elevators, stairs, and Architect's Choice for such heavy traffic areas as offices, corridors, retail stores, banks, and restaurants. Both are available in several widths with high density commercial rubber backing in 8 solution-dyed colors.

Of one-tenth gauge continuous filament nylon, processed especially for commercial installations, Crown Tuft offers Commercial Adventure in 6 colors, Mark X, and Commercial Supreme, both in 8 colors. Their dense construction enables burns or other damage to be easily cut out; the replacement is cemented in place.

Custom Floor Covering Mills. Seamless carpet up to 30-feet wide in simple L, T, and U shapes is this firm's specialty, with the natural wools its forte. These are offered in seven colorings and three stylings: plush velvet, tip sheared and regular loop pile. For heavy traffic areas such as theaters, Custom offers Shalimar, heavy plush two- and three-color velvet, available in a broad range of stock-dyed yarn combinations. Super Shalimar, medium quality, 56-oz. face weight, uses three-ply yarn. Executor is a tip sheared styling and Cerrazzo is a round wire construction. To meet special requirements, Custom can combine three constructions in one piece of goods.

Corridor, dense round wire loop pile goods, available with or without borders in widths from 27″ to 72″, comes in 16 stock colors, any two or three of which may be combined. Mark V is made of any two colors of 46 stock-dyed yarn hues, in a pencil-point motif. The Skein-Dyed Series comes in any color, five stylings, or combinations thereof. Custom also has a four-inch shag carpet, a square yard weighing almost 12 pounds.

Downs. Ramset is a tightly tufted Cumuloft nylon, latex-bonded to a 3/16″ high-density foam back. Moresque yarns come in 8 colorings. Grand Flair, luxury wool cut-pile Wilton, has a subtle wave motif, offered in 10 colors. Accent on Luxury, tip sheared Acrilan acrylic comes in 14 colors. Lively Arts, nylon shag, has 7 two-tone, and 7 single-tone hues. Garden Walk, three-level Acrilan, is offered in 12 colorways.

Exclusive. Navajo uses piece dyeing of 501 DuPont nylon for a space-dyed look, in a striae effect, 12′ and 15′ widths. Castleton, a leaf motif in Allied Chemical's Caprolan nylon, has a Wilton look. Seventeen colors, 12′ and 15′ widths.

Edward Fields. Kolorwud, A.I.D. 1967 International Design Award winner in the hard surface flooring class, is an oak woodblock made by E.L. Bruce, designed by Elliot Fields, and sold exclusively through Edward Fields showrooms. The flooring comes in a wide range of colors, pre-stained and finished at the factory, and coated with Acrinyl finish.

Firth. Four new tufted grades include two multi-level figured textures, a deep plush, and a tip sheared effect. Among these is Trebon, a plushy Kodel (Eastman polyester) carpet in 11 colorings, 12′ and 15′ widths. Golden Age is a textured wool in 11 colors, 12′ and 15′ widths. Lochland, multi-level loop in Polycrest, U.S. Rubber's olefin, 8 two-color blends, 12′ and 15′ widths. Flairway uses Herculon olefin for a multi-level loop pile, 7 solids, 4 tweeds, 12′ and 15′ widths. Firth's latest offerings include many new Axminster stylings.

Flintkote. Colonial Stone is an interpretation of weathered stone in vinyl asbestos tile, 12″ by 12″ by 3/32″, in six colors.

Fusecolor. Fuse-craft seamless floors now are available in 15 color combinations developed in cooperation with color consultant Faber Birren. The firm's flooring can incorporate any of 18 solid-color flakes, 3 variegated hues, and 8 metallics.

Greeff. Five Acrilan acrylic carpets in 12′ and 15′ widths are offered, four of them in 15 colorings. Deerfield is a cut-pile velvet plush. Whitney is a cut-pile velvet tweed plush. Stuart is a textured loop. Rockford is a textured tweed loop. Galaxie, dense tweed shag, is offered in 9 colors.

Goodyear. Deluxe True Vinyl Travertine is available in 36″ by 36″ slabs (37″ by 37″ untrimmed), in 6 colorings. Available on special order in the ⅛″ thickness is the firm's Textured Woodland pattern, in 6″ by 12″ by 12″ tiles. Goodyear's smooth surface multi-marbleized pattern of 9″ by 9″ tile, 15 colors, also comes in ⅛″ gauge for commercial use. For walls, counters and lighter-traffic floors, this line is available in 45″-width rolls, in the 1/16″ thickness also in tiles.

Hardwick & Magee. Wevelok is a continuous-filament nylon loop-pile moresque offered in 6 colorings, stocked in 12′ width. Sheer Elegance is a high-pile luxury wool Wilton, 15′ width only, 9 colorings. Verree is an Acrilan acrylic Wilton in an abstract floral, offered in 9 colors.

Johns-Manville. The new Vinylcraft vinyl asbestos tile line includes four designs, each conceived so that the individual tile is a complete de-

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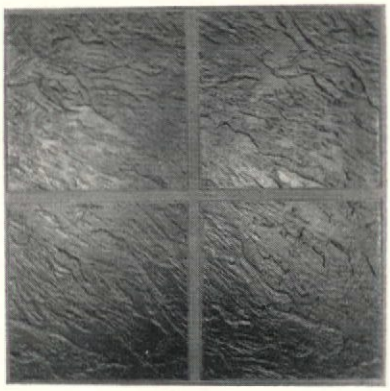

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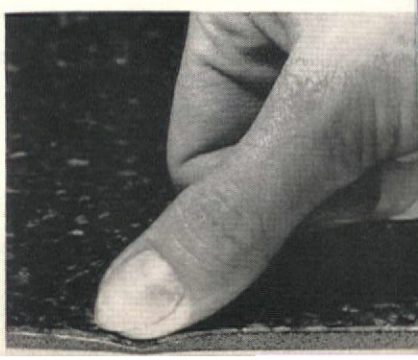

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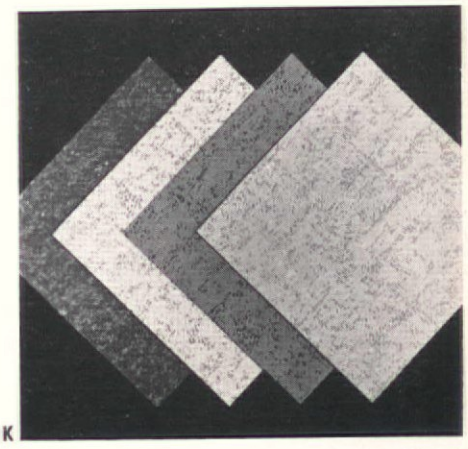

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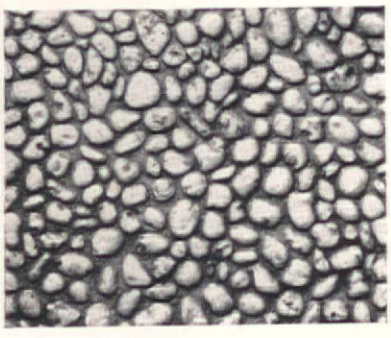

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RESILIENT FLOORING

A *Johns-Manville's Vinyl Quarry, part of the Vinylcraft line, is richly embossed to resemble quarry tile; in three colors. Circle No. 153.*

B *Kentile's Colonial Brick solid vinyl tile, designed by David Barrett, AID, withstands heavy traffic of bakery shop. Circle No. 154.*

C *Cross-section of Armstrong's Cushioncord Back shows its cushiony surface. It springs back without leaving indentations. Circle No. 155.*

D *Ruberoid's new sheet vinyl, Carmel, offers wear surface of 100 mils plus heavier properties of foamed interlayers and asbestos backing. In seven colors, it is geared for light-traffic commercial areas. Circle No. 156.*

E *Ripple is a new textured pattern in 1/16 in. solid vinyl, by Vinyl Plastics Inc. In eight colors, 12-in. Micro-squared tiles. Circle No. 157.*

F *70,000 sq. ft. of Flintkote Colonial Stone vinyl asbestos tile was installed at Toy Center, New York. The tile is umber-color, with black feature strip. Circle No. 158.*

G *Round Hill vinyl from Amtico has appearance of polished pebbles set in sandy grout. Three versions of white, plus beige and black, come in 12-in. squares by ⅛ in. Circle No. 159.*

H *Goodyear's heavy-duty vinyl, installed at Akron General Hospital in 1954, has never been waxed, is maintained by nightly soap and water washing and buffing. After 13 years, it still has its mirror-bright finish. Circle No. 160.*

I *Rectangular 6 by 12-in. solid vinyl tiles by Goodyear can be arranged in many different patterns. Circle No. 161.*

J *Abbey, adapted from an old ceramic floor tile by Mannington Mills, has subtle color variation in its textured surface. In 6-ft.-wide sheets. Circle No. 162.*

K *Tarantino, vinyl asbestos tile from Azrock, captures the texture of travertine marble in each of its four colors. Circle No. 163.*

L *Robbins Conductive Sheet Vinyl, in 7 colors and 6-ft. width, is virtually seamfree when installed properly. It is Sanitized treated, ideal for hospitals. Circle No. 164.*

sign element in itself, with lines between tiles minimized. Vinyl Brick and Vinyl Quarry designs have a mortar-like border which masks the seams. Vinyl Brick, in brick red or white, can be installed with embossed bricks running in one direction if desired. Vinyl Quarry, embossed to look like four squares of natural stone, comes in blue-gray, red, and ivory.

Marrakech incorporates a Moorish tile pattern in a slate-textured field, offered in five colors. Lunette creates an interlocking circle effect when seen in an expanse. Embossed slate-like surface also has travertine-type perforations. Available in four colors. All Vinylcraft tiles are 12″ by 12″ by 1/8″.

Kessler. Tweed is a new pattern in Elegance Vinylstep vinyl matting. Supplied in 20-yard rolls, 27″ and 36″ wide, Tweed comes in six colorings.

Lees. Each of Lees' current introductions offer an average of 14 colorings compared with nine in 1959. Among the new entries are shags: Rave Review, nylon, 14 colors; and Swarthmore, wool, 15 colors. Vitality, velvety nylon plush, comes in 17 colors, and can be custom-dyed as well. Discovery, rough-textured twist, comes in 20 colors. Lees' indoor-outdoor entry Topside, using Polyloom polypropylene yarn by Chevron for a tip sheared look. Backing is a non-skid synthetic rubber. Six colors.

Lock Loom. Execu-Twist is a heavy-duty nylon twist carpet with 3/16″ rubber backing which meets Federal Specification D.D.D. C-95. The 24.7-ounce pile features a 19-pound tuft bind for durability, and waterproofed back. For use on any grade level, the carpet comes in more than 30 colors. Petite Point, 16-ounce nylon with polypropylene primary back, is a contract quality available with or without rubber cushion.

Magee. Regents Row uses natural undyed wools in ridged loop texture supplied in 12 color blends, 12′ and 15′ widths. For medium-traffic uses, Interplay, looped tweed in Monsanto's Cumuloft tweed nylon, backed with 1/8″ high-density foam, comes in 12 colorings. Reflections uses DuPont's 501 nylon for a varied texture in 15 colors, 12′ and 15′ widths. Iris offers a magnified tweed in Monsanto's Acrilan acrylic in 10 colorings, 12′ and 15′ widths.

Monroe. An inexpensive concrete floor resurfacer for treating spalled concrete and masonry, leveling depressions and low spots, reforming curbs and repairing large cracks, supports normal traffic after an overnight cure. Light gray when dry, it is available also in a non-slip finish.

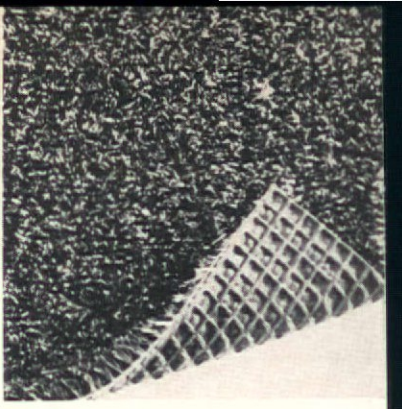
Mohawk. Five new grades with 53 patterns, plus 30 new patterns of established grades now are coming from Mohawk's mills. Contract types include Bardport, loop pile texture in Herculon olefin, 7 tweed combinations, 12′ width; and Trendtex constructions Bradwyn and Champlain. Bradwyn's loop pile is etched by rhythmic yet almost random bars. The 70% Acrilan acrylic carpet comes in 12 shadow tones, 12′ and 15′ widths. Champlain, also 70% Acrilan, has random colors, varying pile heights for a homespun texture effect offered in 10 colorings, 12′ and 15′ widths. A cut shag in 12 two-color combinations, Larchmont, uses Eastman's Kodel polyester, comes in 12′ and 15′ widths.

Monarch. DuPont's spunbonded polypropylene backing, Typar, enables Monarch to use its new 1/10 gauge machines for greater pile density, while the backing contributes to improved dimensional stability. The results can be seen in Monarch's Colorset line, currently augmented by four new patterns: Coindot, continuous-filament nylon with Rubber Loc Bac; Palazzo, Antron in a circular mosaic tile design; Viscount, French brocade design in Allied's A.C.E. nylon, made on 1/10 gauge machines, and Firespray, nylon corridor design with jackstraw motif.

Orcco. Sun & Shade CarvTone is Orcco's latest entry in the outdoor-indoor carpet sweepstakes. The embossed pattern resembles a stone chip mosaic, the Herculon olefin product available in 11 colors. La Costa is another embossed pattern in Spanish tile styling. Exclusive with Sears is Madrid, resembling brick or quarry tile, in three colors.

Ozite. Town-Aire Carpet Tiles and Town-Aire carpet are offered by Ozite for indoor use only. The 12-inch square tiles come in 16 colors of Vectra olefin, and like Town-Aire carpet have a high-density foam-rubber backing. The carpet, available in broadloom widths up to 12′, like the tile, may be installed below grade. Combining carpet with tiles opens a variety of design possibilities.

Patchogue Plymouth. The maker of Poly Bac olefin primary backing is readying two new products, a second-



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OUTDOOR CARPETING

A *Village Green, by World Carpets, has natural grasslike look, with flat yarn filaments similar to blades of grass. In 12-ft. widths, it is made of 50 percent saran/50 percent olefin, and has olefin primary and latex foam waffle secondary backs. Circle No. 165.*

B, C *Embossing adds dimension to Orcco's CarvTone indoor/outdoor carpeting, constructed of 100 percent Herculon polypropylene olefin fiber. Random stone design (B) comes in 12 colors. Brick pattern (C), called Madrid, comes in cardinal red, gold, and bronze. Circle No. 166.*

ary backing of polypropylene, and a polypropylene face yarn. The secondary backing, designed as a companion to Poly Bac, is expected to result in all-synthetic contract carpet. The face yarn, Patlon, is slated for introduction as an outdoor carpeting yarn initially.

Patcraft. For heavy-duty contract installations, Windswept is a tri-color DuPont nylon shag, made of a heat set three-ply yarn, using DuPont's new cationic dyes for permanent color and texture. Twelve color combinations, in 12′ and 15′ widths. Bold Look is an extra heavy, bold pattern shear, in 12 solid colors, with custom dye available in quantities of 400 square yards or more. In both 12′ and 15′ widths.

Patcraft also offers new styles made of Eastman's Kodel Polyester fiber: Westcliff, a 3-level pattern loop, is heavy tufted and comes in 12′ and 15′ widths and 12 colors. Consensus, in same color range and widths as Westcliff, is a 3-level pattern shear. New Look has a luxurious plush shag with 1½″ pile height, in 16 colors and 12′ and 15′ widths.

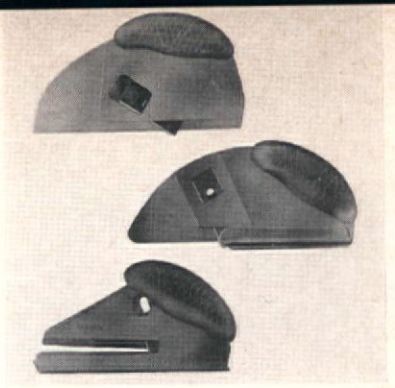
Philadelphia. Picot is a tightly tufted level-loop contract grade using Enka's continuous filament nylon. Offered in 9 two-tone and two-color combinations, Picot is available with either jute secondary backing or 3/16″ high-density rubber.

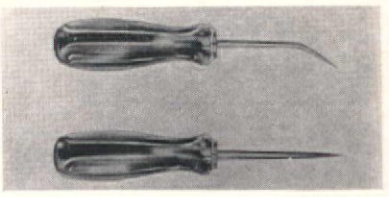
Poraflor. A matte finish which also is non-slip, custom color matching, and abstract design effects are among the possibilities offered by the Poraflor seamless resilient flooring system. Poraflor offers 22 stock colors of flakes, plus metallics and mother of pearl, which may be applied to any of 17 base colors in its three-step process. Poraflor's factory-licensed dealers can help contract specifiers visualize color schemes with a special Select-O-Scope device, enabling user to overlay samples of various flake combinations on the base colors.

Porter. Now available on the East Coast through Moray Carpets, Philadelphia, are 1/10 gauge contract grades made by Porter Carpet, supplied in 12 colorways.

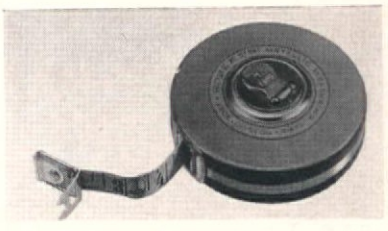
Robbins Products. Two new solid vinyl tiles, one in a woodgrain pattern, the other in a Mexican tile motif, and a conductive sheet vinyl flooring head this firm's new items. Four clay stamp designs are set as tiles on each piece of Provina, framed with a grout-like border, available in 6 colors. Paragon suggests wooden "block front" motifs associated with the Mediterranean mode, with three design elements being framed in a woodgrained border. Paragon comes in 7 colorings. Both tiles are 12″ by 12″ by ⅛″. Textured Royalty features a translucent marble look with a subtle texture. Made in 9″ by 9″ and 12″ by 12″ in ⅛″ thickness, it may be ordered in a variety of special sizes and shapes.

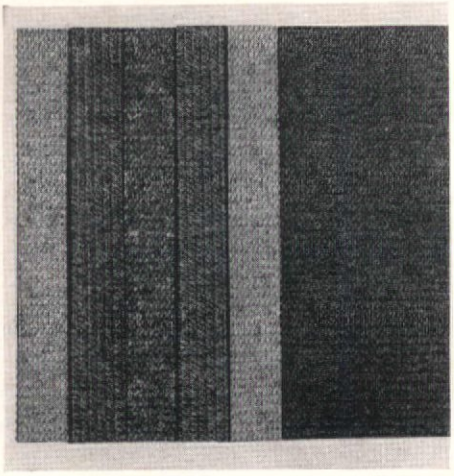
For operating rooms and areas with





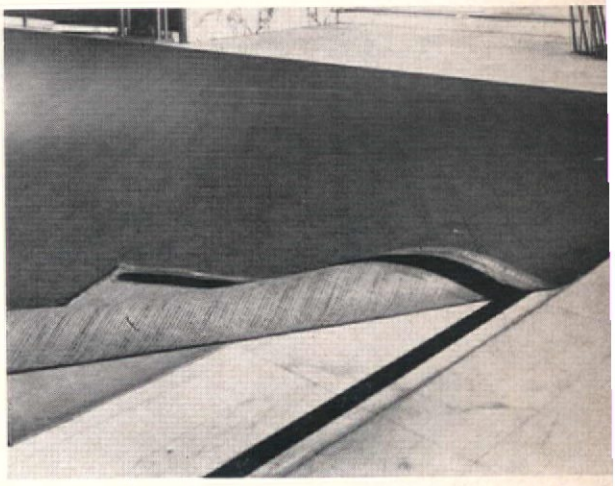
Tools of the Trade: *Roberts Consolidated Industries has new carpet installation equipment. Cutting tools (upper) are designed for cushion backs, carpet backs, loop piles. Turner tool and awl (above) aid in tucking carpet into gully without damage to baseboard or fibers. Tape measure (below) is 50 inches, has easy-to-read black numerals, in ¼-in. increments, on white reinforced tape. Fast rewind handle folds flush, is released for use by a handy push-button. Circle No. 202.*





Kessler Products' new Tweed pattern, all-vinyl matting can be installed over carpeting and most indoor/outdoor surfaces to protect from excessive wear. Newest addition to the Kessler Carpeted Vinylstep line, Tweed is available in 20-yd. rolls, 27 and 36-in. widths, and in 6 colors. Circle No. 167.

A new concrete floor resurfacer by Monroe Co. may be applied to wet or dry surfaces, indoors or out. It is self-bonding and needs no primer. The non-slip surface is trowelled directly onto deteriorated concrete at depths as thin as ⅛ in. by available maintenance personnel. Circle No. 168.



With Schumacher's Velcro tape, carpet edges are securely anchored, a safety factor for hotel lobbies, etc. Floor tape has pressure-sensitive backing; Velcro-40 glue applies tape to carpet back. For cleaning, the tapes simply pull apart from each other and from floor, leaving no markings. Circle No. 169.

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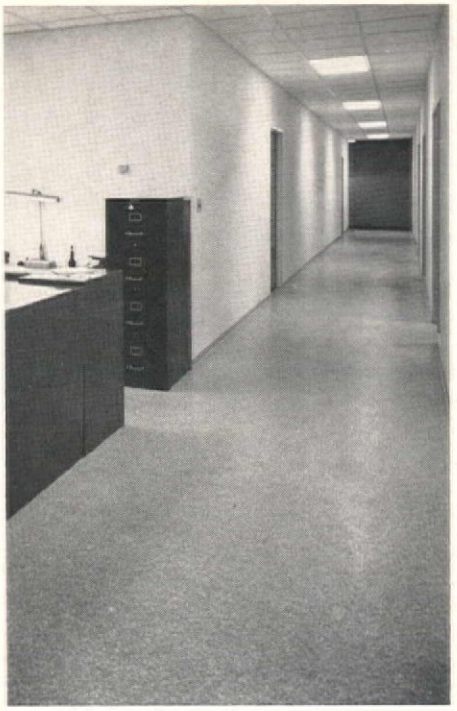

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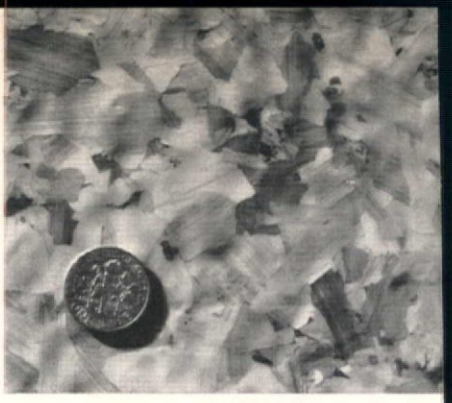

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POURED SEAMLESS FLOORS

A *Selby, Battersby's trowel-applied outdoor Promdek is waterproof and lightweight, requires low maintenance, and weighs only 2.2 pounds per square inch at recommended ¼-inch thickness. Available in both pastel and dark colors. Circle No. 203.*

B *Office corridor is composed of Poly-Flec Seamless Flooring (Co-Polymer Chemicals). Poly-Flec is available in 25 basic colors, can be mixed for any number of patterns. Circle No. 204.*

C *Variegated Duresque, by Torginol, features chips in several soft pastel shades. Circle No. 205.*

D *Sancoura, by Seamless Systems, Inc., forms the firm's own corridor. The center runner is flocked wallpaper affixed to the floor and protected with glaze. Circle No. 206.*

E *Poraflor's simple four-step process, from top to bottom: Colored base coat liquid is poured on floor. Base is spread evenly with applicator. Before base coat dries, a special machine evenly blows a prepared flake mix. After flaked base coat has dried, the clear high-gloss top coats are applied. From two to five protective coats are used, depending on traffic expectation. Circle No. 207.*

F *Poraflor created this special flooring to demonstrate just one of many design possibilities. Circle No. 208.*

G *Fusecraft has improved underlayment material and technique to seal and condition almost any type of substrata. The Fusecraft system includes a chip formulation that is impervious to solvents, eliminating the possibility of "bleed." Circle No. 209.*

comparable requirements for draining off static electricity charges, Robbins offers its Conductive Sheet Vinyl. Sanitized treated, it makes a seam-free floor when installed as specified by Robbins. It comes in 7 colorings, and can be self-coved. The product carries the approval of Underwriters' Laboratories, and is guaranteed by Robbins to meet all requirements of NFPA Bulletin No. 56.

Roxbury. Innroad is a knitted loop pile tweed using a threeply yarn of 50% wool, 30% nylon, and 20% miscellaneous fibers. Seven colors. Hasbrook, moresque loop in two-ply nylon, is offered in either double-jute back or 3/16" high density foam, 12 colors. Ambercrest is a two-level textured Para-Bond quality, offered in 12 colors. The Jet-Nyl II line of Para-Bond carpet-tweedy nylon bonded to 3/16" natural sponge rubber backing has been enlarged with ten new colors.

Ruberoid. For light commercial use, Ruberoid presents Carmel sheet vinyl, with foamed interlayer and asbestos backing, a polished rock pattern in seven colors. In its Builders Vinyl sheetgoods line, Montego is a beachstone motif with asbestos backing. Monte Carlo, a veined marble design, has Quiet-Cor vinyl foam layer and asbestos backing.

Schumacher. Use of Velcro closures, consisting of a nylon pile tape and a nylon hook tape, is aiding contract carpet users in solving maintenance problems and keeping insurance costs down, it is reported. Typical is the application to the rug in the lobby of the Americana Hotel, New York City, which formerly presented a hazard because of cross-aisle traffic. Glueing Velcro pile tape to the carpet and hook tape to the floor resulted in a closure which holds edges down firmly and prevents slipping.

Maintenance men can lift the carpet at the edges when they are working on the marble floor and replace it snugly afterwards. When the marble requires a major refinishing treatment, the Velcro hook tape, held with pressure-sensitive tape, is removed easily, leaving no holes or other unsightly reminders of the carpet installation. The same technique was used in the elevator cabs of New York's Drake Hotel, permitting quick and easy removal and replacement when cleaning is needed.

Seamless Systems. The continuing refinement of seamless flooring techniques is evident in Seamless System's Sancoura, which offers "thousands" of color combinations. Among those illustrated in its literature, aside from the more conventional blends of flakes, are an unusual overlay in either black lace or gold lace. In one installation, a flocked wallpaper was bonded to the floor and then covered with Sancoura's glaze coating.

Seamloc - Loma - Loom. Space - Nyl is a multi-dyed filament nylon tweed, available in six colors. V.I.P., all-wool, has a random stria effect which can be supplied in either short splashes or long flashes, as specified. Available on special order. Both Space-Nyl and V.I.P. are woven carpets, made with 3/16" built-in sponge-rubber cushion.

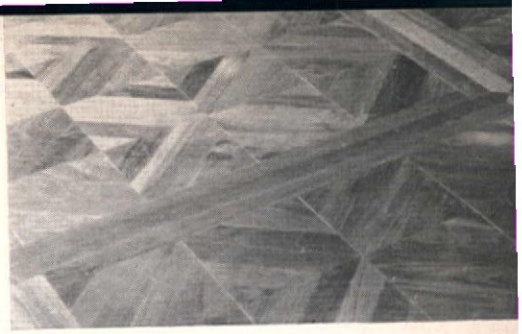
Smith. High Lea has a nubby texture of Herculon olefin pile, furnished in 7 plain, 5 tweed patterns, 12′ and 15′ widths. Alexandrian, 70% Creslan acrylic, has a contemporary carved look, obtainable in 14 colorings, 12′ and 15′ widths, plus a full line of fringed rug sizes and shapes. Nearly 40 patterns have been added recently to established Smith grades.

Vinyl Plastics. For light traffic areas, VPI offers Wood Grain, .080" solid vinyl tile in seven colors. Ripple, in 1/16" gauge, uses color chips in a ridged texture, offered in eight colors. Both the above are 12" by 12".

V'Soske. Textural finesse is wedded to color in the 13 rugs making up the V'Soske collection for 1967. A prime example is Jasmine, combining three textures and three levels. The gamut of designs ranges from Afghanistan, a very old Oriental motif, through the Mayan Samara, and including Domino 1 - 2, for the contemporary in texture and design.

World. Flintpoint and Rough N' Ready are new heavy-duty commercial carpets from World, featuring dense, level loop tweed styling of 100% Acrilan acrylic pile. Stocked in 12′ widths, 13 color combinations. World's grass-look outdoor carpet entry is Village Green, made of 50% saran/50% olefin pile, olefin primary and latex foam waffle secondary backs. Flat yarn filaments in four different shades enhance grasslike character of the product, furnished in four colorings.

Two new items in Eastman's Kodel polyester are offered, East Ridge, high-low, random-sheared loop in 14 colors and Royal Estate, deep plush in 15 colors, in 12′ and 15′ widths. **(C)**



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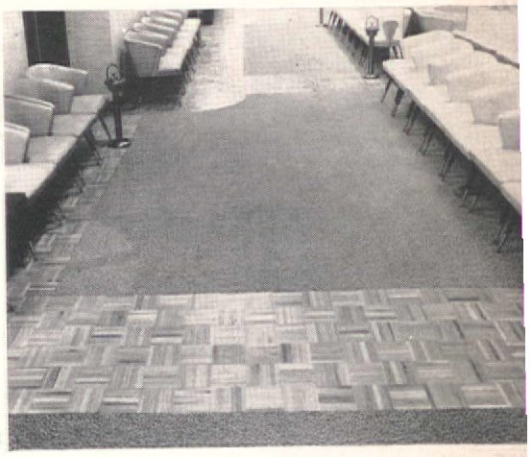

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WOOD FLOORING

A *Bangkok Industries offers 7 basic wood flooring patterns with many combinations of standard sized pickets and dividers. In combination, many design variations are possible. One is Diamond Martinique (shown) made of Thai Teak, one of three woods imported from Thailand. The others are Kerriwood and Karpawood. Circle No. 210.*

B *Installed by Frischer Carpet Co., flooring at A.S. Beck shoe salon has islands of inlaid carpet surrounded by plywood tile. Parquetry was supplied by Nassau Flooring. Circle No. 211.*

C *E. L. Bruce Unit-Wood Block floor was installed with a special dark finish to harmonize with modern furnishings. Set at 45 degree angle, Unit-Wood Blocks are made of regular solid oak, held together with metal splines on the backs. Circle No. 212.*

CONTRACT '67, THE INDUSTRY SHOW, ALL SET FOR APRIL 25-27 AT NEW YORK COLISEUM

THE many diversified aspects of the multi-million-dollar contract industry will be effectively united at CONTRACT '67, the national contract trade show and exposition that will be presented at the New York Coliseum, April 25-27.

Morning seminar sessions

A series of seminar and panel discussions will be held each morning during the three-day event, from 9:30 to noon daily. Seven distinguished speakers, all authorities in their respective fields, will focus on the problems and procedures of various facets of contract work that will be of vital interest to interior designers and planners, contract furnishers, architects, corporate and institutional specifiers and buyers, plus other professionals directly concerned with the contract field. Topics and speakers include:

Fees—the best methods of charging for contract design and planning services, by Lawrence Lerner, president of Saphier, Lerner, Schindler, Inc., New York-based interior design/planning firm.

Maintaining standards of quality in contract design while simultaneously fulfilling corporate client requirements, by Marvin Affrime, director of The Space Design Group, New York interior design/planning firm.

Where is the personnel for the booming contract design industry coming from?, by Forrest Wilson, feature editor of Progressive Architecture Magazine, lecturer on design topics, and former associate professor at Pratt Institute.

Contract furnishings requirements of religious institutions, by Rev. William F. Burke, Ph.D., Director of Institutional Services, Inc., of the Catholic Diocese of Brooklyn.

How the government goes about specifying and procuring contract furnishings, by Robert Hughes, chief of Furniture & Furnishings Branch, General Services Administration of the U.S. Government.

What the space planner/designer should know about the law and contract with clients, by Lee Epstein, noted New York attorney and counsel for the design industry.

New problems and logistics that confront the hotel designer, by Tom Lee, president of Tom Lee Ltd., New York design firm.

Following the last prepared talk on Thursday, April 27, all speakers will join in an extemporaneous free-for-all discussion, during which questions and comments from the floor will be invited.

Exhibitors

Opening at 11:00 a.m. each day and closing at 6:00 p.m., exhibits at CONTRACT '67 will offer a cross-section of products that go into commercial/institutional interiors throughout the country. These include all types of furniture and furnishings, fabrics, flooring, wallcoverings, lighting, partitions, plastics, synthetic fibers, accessories, metal and steel equipment plus the other essential materials and products specified for contract installations.

Exhibitors to date include: Acme National Refrigeration, Allied Chemical, American Mat, Barwick Mills, Bigelow Sanford, Birmingham Ornamental Iron, Borden Chemical, Brite Lite Lamps, B. Brody Seating, Brunswick, Burwood Products, Callaway Mills, L. E. Carpenter, Chairman of the Board Co., Central Irvel Drapery, Chemstrand, Chicago Hardware Foundry, Clark Casual Furniture, J. R. Clark, Columbus Coated, Commercial Carpet, Coronet Carpet, Contract Magazine, Craft Associates, Crown Products, Crown Rubber, Crown Wallcoverings, Cypress Furniture, DeJong, Deluxe Fabricators, Design - Tex, Downs Carpet, duCor, DuPont, Durawall, Etchings Inc., Etchings International, Excel Mfg., Fine Hardwoods Assoc., Finesse Originals, Fixtures, Frankel Assoc., Gasser Chair, General Drapery Services, General Tire & Rubber, Goodall Fabrics (Burlington), Gladwin Plastics.

Also: Hercules Inc., Hightstown Rug, Holland Shade, House of Italian Handicrafts, Hunt Country Furniture, Institutions Magazine, International Crating, I. V. Chair, Jackson China, Jansko, Kirsch, Laminated Veneers, Larand Corp., Rudolph Lesch Fine Arts, Levolor Lorentzen, Luxo Lamp, McCordi Corp., McDowell-Craig, Maharam Fabric, Karl Mann, Marble Industries, Menell Assoc., Middletown Mfg., Mohasco Industries, Molla, Murphy Bed, Norquist, No-Sag Spring, Owens Corning Fiberglas, Oxford Mills, Painter Carpet Mills, Permaglass by Obi, Pictures for Business, Porter Carpet, RCA Service, Rockland Mills, Royalmetal, Rugcrofters.

The New York Coliseum, the nation's topmost exhibition center, will be home of the first annual CONTRACT '67 national trade show and convention on April 25-27. From initial pre-registration forms already received, leading contract designers, specifiers, architects, institutional buyers, contract furnishers, and other professionals with a decisive role in specifying and purchasing billions of dollars of contract products annually will converge here to attend the three-day event.

Also: Seamloc Loma Loom, James Seeman Studios, Segura Studios, Spaeth Display, Standard Coated Products, Stanley Furniture, State of Newburgh, Stephen-Leedom Carpet, Stauffer Chemical, Stylume Products, Sweetwater Rug, Syracuse China, N. A. Taylor Co., TechFab, Timbertone, Tree Time, Trend Mills, Tri-Mark, United Chair, U.S. Vinyl Products, Valtronic, Virco Mfg., Virtue Bros., Albert Voigot Industries, M. G. Wheeler, Wilmar Co., Ralph Wilson Plastics, Winn Anderson Fabrics, Lee L. Woodard, Wunda Weve, Yorkraft.

Pre-registration information

To eliminate the tedium of having registrants stand in long lines at the Coliseum on opening day, CONTRACT '67 is offering the convenience of pre-registration by mail. Response thus far has been widespread, as a result of direct mailings, advertisements, and posters on display at leading manufacturer showrooms throughout the country. Virtually all states are represented, as well as Puerto Rico, attesting to the national interest in the show and and convention.

Identification badges will be issued on request prior to opening day. These can be obtained by writing to: Mr. Jerry Brown, Managing Director, National Expositions Co., 14 West 40 Street, New York, New York 10036 (telephone, 212/564-8714).

April: Show Preview Issue

The major portion of the April issue of CONTRACT Magazine, which will be mailed well in advance of the show, will be devoted to a comprehensive preview of CONTRACT '67. This special edition will include: A detailed program of seminar events, with dates, hours, speakers, and topics; biographical profiles of all speakers; a complete list of exhibitors, including booth numbers and a keyed floor plan; an illustrated review of major products to be displayed. **(C)**

CONTRACT SPOTLIGHT TURNS ON CALIFORNIA

WHAT is being accomplished in terms of architectural design, building construction, and interior planning and furnishing in California right now is pointing the way for the rest of the country, Ben Hellman, publisher of CONTRACT Magazine, told members of the industry at a cocktail party on February 7 at the Beverly-Wilshire Hotel in Los Angeles. Occasion for the party was the announcement of CONTRACT'S June issue, which will be a Landmark Issue, called California: Superstate.

About 75 manufacturers, sales executives, and designers attended the party at which Hellman spoke briefly about the magazine's plans. The June issue, he told the industry members present, will explore the ways in which the contract business in California has responded to the vast movement of people and industry into the State in recent years. The Landmark Issue, he said, will describe and explain the motivation for facilities that have been recently built or are now in progress, and will pinpoint and characterize California's unique contributions to contract design and to the logistics of commercial/institutional planning and furnishing. The issue will discuss in depth the enormous marketing apparatus behind the new installations and how these marketing centers themselves are developing in unique and unprecedented ways. In addition, Hellman stated, the June issue will describe a cross-section of the manufacturing facilities devoted to contract products within the State and their relationships with producers throughout the United States. (C)

At right, members of the industry at CONTRACT Magazine's cocktail party in Los Angeles heralding its June Landmark issue on California. At top, Doyle Peck and Ben Hellman, of CONTRACT, flank Norris Goldman, vice president of Albert Parvin Co.

ACOUSTICALLY SPEAKING . . . Conventional carpets installed with quality *Allen* cushions add 104 to 178% more sound absorption than "Rubber Backed Carpets" or carpets without padding . . .

4 MORE REASONS WHY ARCHITECTS AND DESIGNERS PREFER CONVENTIONAL CARPETS INSTALLED WITH *Allen* RUG CUSHIONS:

1. WIDTHS—Unlimited carpet assortments in 12′ and 15′ seamless widths mean fewer seams to pull apart in heavy traffic areas; lower installation and maintenance costs.

2. ECONOMY . . . LESS WASTAGE—A good installer pre-cuts and fits the Allen cushion to keep wastage at minimum levels.

3. LOWER FREIGHT COSTS—Handling and shipping of separate carpet and Allen cushion assures minimum in-transit costs. Savings in freight run as high as 40%.

4. REPLACEMENT—Conventional carpet and Allen cushion can be readily moved or shifted if required. Damaged or worn areas may be replaced in sections as needed without waste or floor damage.

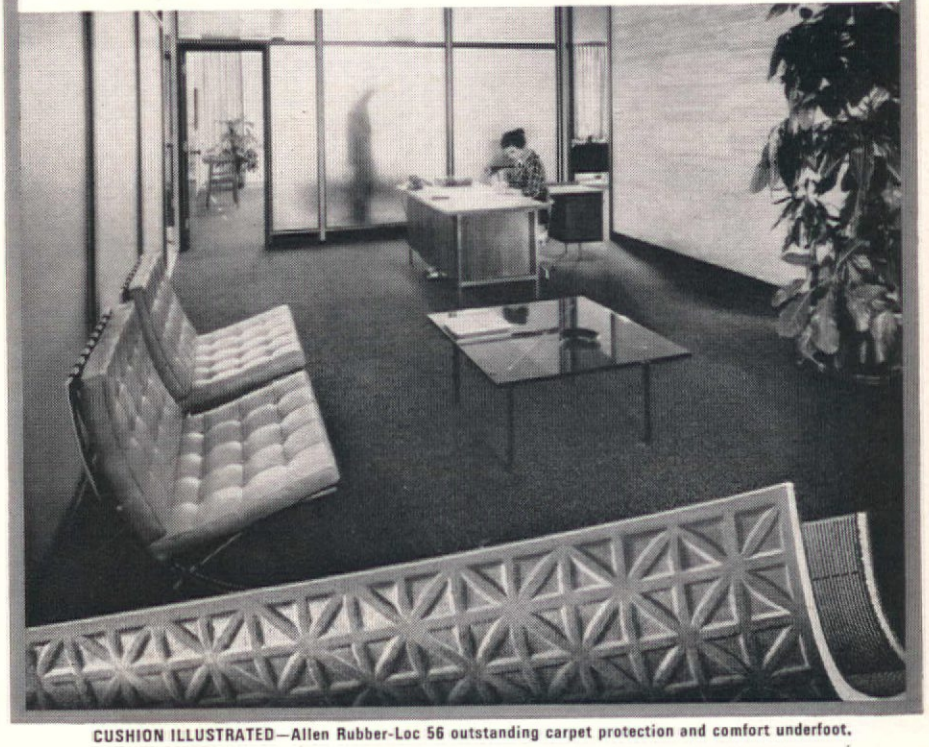
STILL ANOTHER PLUS—Conventional carpets installed with Allen Rug Cushion provide more for your money in style and design as well as underfoot comfort. You can choose from the designs, fibres and textures of over 2,000 separate carpet looms . . . with the additional choice of 41 JOB-ENGINEERED CUSHION MODELS ALL MADE BY ALLEN.

*HERE'S CONCLUSIVE PROOF

This chart compares the noise reduction coefficient (NRC—a measure of sound absorption) of "rubber-backed carpet"; commercial grade carpet installed without padding; and commercial grade carpet installed over representative Allen rug cushions. (The higher the number the greater the sound absorption.) The results are clear. *Quality Allen Cushions add substantially to sound absorption values!*

TYPE OF CARPET	NRC Without Cushion	NRC VALUE WHEN TESTED WITH ALLEN Rubber-Loc Rubber-Top	ALLEN Airytread 50 Superfoam	ALLEN Top-Flite Ultra	ALLEN FederalFoam1 Warwick	ALLEN Pacer 250 Pacer 300
Commercial grade carpet —all wool loop construction—latex back—(tested without padding)	.29	.61	.60	.59	.55	.45
"Rubber-backed carpet" of the tight round wire type with 3/16" sponge laminated thereto	.22					

*From tests conducted by Geiger & Hamme of Ann Arbor, Michigan, one of America's foremost sound laboratories.

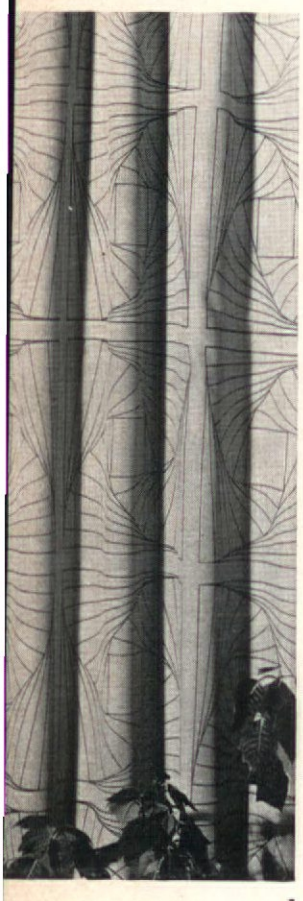


CUSHION ILLUSTRATED—Allen Rubber-Loc 56 outstanding carpet protection and comfort underfoot.

For information and samples on the Allen cushion best suited to your particular requirements write:
Allen Industries, Inc., Contract Division, 1927 Leland, Detroit, Michigan 48207
Or see our Catalog in Sweets Architectural File.

Circle No. 58 on product card facing P. 107

CONTRACT PRODUCTS AND SERVICES



A

B

C

E

F

D

January Market Report

A,B,C *Geographics, a new print collection from Ben Rose, is based on squares, circles, and lines adapted to symbols used in architectural drawings denoting land treatment. Sight Lines (A) is an all-over linear showing a square delineated by parabolic lines. This one-color print is available in sheer and opaque fabrics and has a 24-inch repeat. Flower Bed (B), a two-color print, is a collection of solid circle and simple petal shapes shown across strong horizontal lines and has a 26-inch repeat. Earthforms Linear (C), a one-color print, uses a linear design suggesting eons of land build-up. It has a 36-inch repeat. Circle No. 170.*

D *This classic Pernilla II chair is from the latest Dux Inc. collection. Created by Swedish designer Bruno Mathsson in the mid-1930's, its distinctive lines are still in keeping with today's comfort-minded styles. The sculptured laminated bentwood frame is shaped in curves inspired by a growing tree. The almost custere frame is contrasted with softly tufted cushion and headrest, upholstered in Dux fabrics which offer a wide variety of patterns and colors. Circle No. 171.*

E,F *Two chairs among the furniture at the John Strauss showroom. The high back swivel chair (E) with polished chrome base is manufactured by Lakeside Furniture Co. It is 25 inches wide, 25 inches deep, and can be ordered with minimum height of 36 inches and maximum of 39 inches. The tufted leather lounge chair (F) from John Mascheroni Furniture Co. has polished chrome tubular supports and is 44 inches wide, 26 inches high, and 36 inches in diameter. Circle No. 172.*

Contract?

How long have you been missing out on those thousands and thousands of yards of extra profits in contract carpet sales? Sweetwater's contract department is ready to provide your customers with extra value, finer quality and the widest range of styles, shades and textures available. Sweetwater's principal to principal policy assures you of faster, surer service when you need it.
Are you ready for greater sales and bigger profits?

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Your local Sweetwater representative or Contract Dept.,

Sweetwater

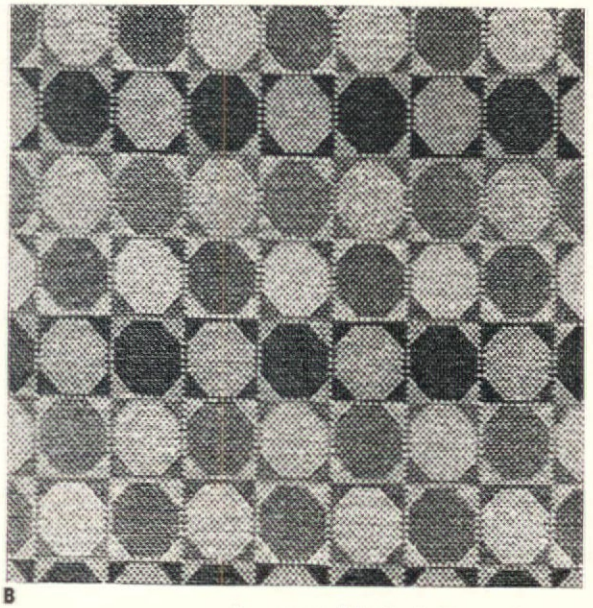
Rug Corporation, Ringgold, Georgia

Be sure to see us at Booth #613
Contract '67 April 25, 26, 27—N.Y. Coliseum

Circle No. 59 on product card facing P. 107

CONTRACT PRODUCTS AND SERVICES

A



B

C

D

January Market Report

A *The Nessen hanging lamp, winner of the 1967 AID International Design Award for lighting fixtures, features a white circular plastic grid louver made up of half-inch diameter cells which provide 45 degree shielding. The reflector measures 11½ inches in diameter and is made of spun aluminum finished in baked satin white enamel inside and outside. The lamp is available with cord and plug or for outlet box mounting. Circle No. 173.*

B *Prism, from the Boris Kroll Jacquard Designer's Collection, winner of the AID International Design Award 1967 for Contemporary Woven Fabrics, is a multi-color, optical interplay of octagons on squares. It is available in 11 colorways, is stain-resistant, and acrylic backed. Circle No. 174.*

C *Natural cane armchair from Shelby Williams is timeless in design. With bent-wood frame, the chair is available with either the natural cane or upholstered seat and back. It is 22 inches wide, 24½ inches deep, and 35 inches high and has an exceptional strength-to-weight ratio. Circle No. 175.*

D *Van Luit's newest collection, Florals Et Cetera, includes Vinyl Daisy Daisy, a shower of gay, contemporary blossoms, and Broderie (not shown) which captures the artistry in Oriental needlework. The Daisy pattern, printed on white vinyl background, is available in four colors, with optional color-coordinated striped border. The Broderie wallpaper is available in five colorways. Circle No. 176.*

Circle No. 60 on product card facing P. 10

Mediterranean Pecan W-51

Rosewood W-39

Colonial Cherry W-50

Black Oak W-45

Cathedral Walnut W-27

every period comes alive with . . .

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Laminated Plastic in Rich Authentic Woodgrains

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Select Walnut W-46

Black Walnut W-42

Dusky Walnut W-48

India Teak W-22

Brown Oak W-43

Antique White Walnut W-24

Golden Oak W-44

Clear Birch W-38

Fruitwood W-47

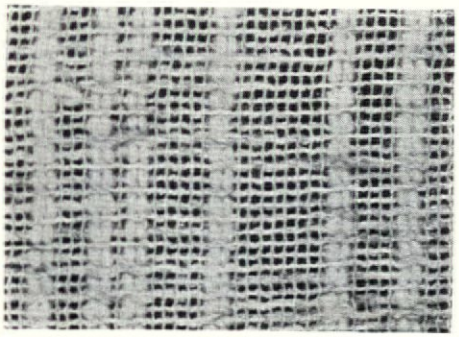
Pecan W-49

CONTRACT PRODUCTS AND SERVICES

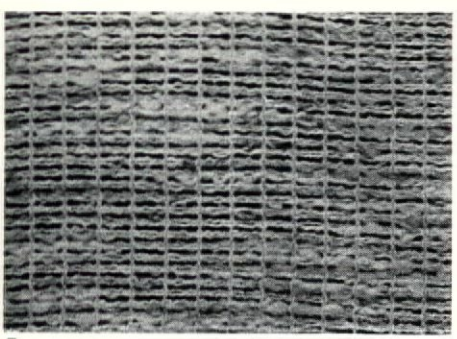
A

B

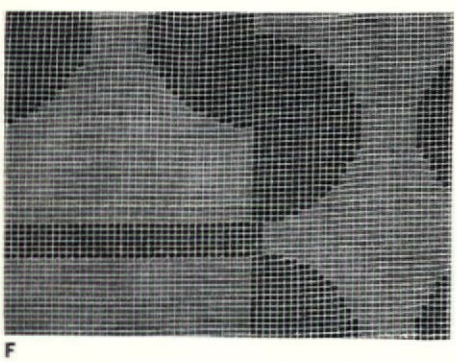
C



D



E



F

January Market Report

A *Designed by Kipp Stewart for Directional Contract Furniture Corp., this desk is made of imported English brown oak, and combines the hidden, easy accessibility of the old roll top desk with modern styling and efficiency. Files in both corners of the top, with tambour closings that can be locked, offer ready accessibility and visibility to files material. One drawer is engineered to hold a dictaphone and other service equipment; on the opposite side of the desk, there is a secretarial pull-out. Matching cabinet has a storage well with tambour tops, and can be compartmentalized to almost all requirements. Circle No. 177.*

B *Mohasco Contract Furniture exhibits Italian styling in its six new lines of case goods for hotel/motel installations. Of classical inspiration, the Italian group is in deep walnut finish. The triple dresser shown is one of a broad selection of pieces. Circle No. 178.*

C *Broadsides, a series of lateral filing cabinets from Steelcase Inc., features 16 optional, interchangeable interiors for every opening, accommodations for letter and legal size interior components, and one basic module plan for each cabinet to simplify floor plans and utilize space. Files feature roll-out shelves with receding doors and drawers with full progressive suspension systems. An interlock assures that no additional drawers or shelves can be opened while another is in use. Circle No. 179.*

D,E,F *From a collection of 22 drapery fabrics by Jens Risom Design Inc. dubbed Light & Shadow are Chalk Stripe (D), Texture (E), and Baluster (F). The fabrics, all in white, off-white, and neutrals, were designed to control light and create shadow. The closest woven fabric permits approximately 15 percent light transmission; the most open, about 67 percent. Fifteen of the fabrics are inherently flame resistant, and the others can be effectively treated. Where design considerations require it, fabrics have been leno woven to minimize yarn slippage. Circle No. 180.*

Circle No. 61 on product card facing P. 107

The Low Cost of the Long View

The unparalleled beauty of Hauserman Engineered Wall Systems, such as the Signature partition shown here, reflects an appreciation of value. Their recognized sound control and full function, however, are only part of the story.

A lifetime financial bonus appears on closer examination of the facts. Hauserman Systems are fully movable. The entire wall, or full floors of it, can be relocated, cleanly and quickly, when the need arises. The inevitable interior layout changes, over the life of the building, are resolved at a fraction of the cost of destroying and rebuilding fixed walls. A return of 8% or more each year on the partition investment is the Hauserman movability bonus.

For the full story, write today for "The Low Cost of Quality." The E. F. Hauserman Co., 5877 Grant Ave., Cleveland, Ohio.

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HAUSERMAN

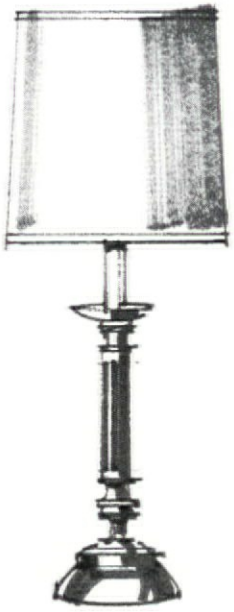
Excel

LIGHTING THAT LASTS

C-6596

TWO-WAY — Distinctive bedside or desk lamp, 25″ high, 25″ wide overall. Unusually heavy steel base is finished in satin black. Two metal pushbutton switches operate individually. Two-tone walnut column. White Coconada washable shades tilt for directional light. Available also in oiled walnut and satin chrome contemporary design.

COMPANION — Matches Excel Model C-6596. Same basic structure. 36″ tall. For wedge table, chest or console. Also available in 30″ height (C-6564) and in contemporary design.



C-6565

Excel produces lighting that lasts . . . lamps with superweight bases, heavy-duty hardware throughout, washable shades, easily repaired lamps and fixtures. Replacement parts always available. The same models are always available. Send for free catalog of stock items, or let us custom make to your specifications.

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Circle No. 62 on product card facing P. 107

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CONTRACT will help you get full information on any of the products and services shown in this issue. Use this postage-paid air mail card to request more information on all advertised products, services and literature. At the heart of our recently installed processing system is a new hi-speed computer printer. This advanced system enables us to speed your inquiries direct to the manufacturers on a regular weekly basis. A number identifies all advertisements and product items. Circle the corresponding numbers on the cards at the right, fill in your name and address and other requested information, and mail. Each company will send you full information. There is no charge or obligation for this service.

TO KEEP INFORMED AND UP-TO-DATE, USE THIS CONVENIENT **FREE AIR MAIL INQUIRY** SERVICE WITH EACH ISSUE OF CONTRACT.

PRODUCTS & SERVICES

CONTINUED

Contemporary desks

The Series 6000, a new line of desks designed by William Sullivan for Marble/Imperial Furniture Co., division of Dictaphone Corp. makes use of the popular bronze look. The six basic models within the Series 6000 include the executive L unit, executive typing L unit, secretarial L unit, double pedestal desk, and single pedestal desk. Shown are the fan top desk (top) and the double pedestal flush top desk (bottom). All desks have the options of bronze or chrome pulls; natural walnut, cordovan walnut, or customer's choice of wood; and overhanging or flush tops. All desk tops have burn-resistant aluminum foil and impact-resistant Duolox under the surface wood.

Circle No. 184 on product information card

Antique furniture reproductions

This Historic Newport reproduction by Kittinger Co. Inc. was copied from a chest of drawers made in 1792. The block front combined with shell carving are worked by hand in mahogany with antique distressed finish, and all drawers have locks. Overall height is 34½ inches, the base is 37¾ inches, wide and 21 inches deep. The Queen Anne side chair, also in mahogany is part of the Historic Newport collection.

Circle No. 185 on product information card

inviting ANYPLACE...

In contemporary or traditional decor, this trend-setting new table by Johnson is available in satin or polished chrome, brass plate or aluminum. Specify the J-70 in dining, continental or cocktail heights. Full selection of famous Johnson tops in all sizes. Write for details, prices.

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JOHNSON plastic tops, inc.

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Representatives in all major cities

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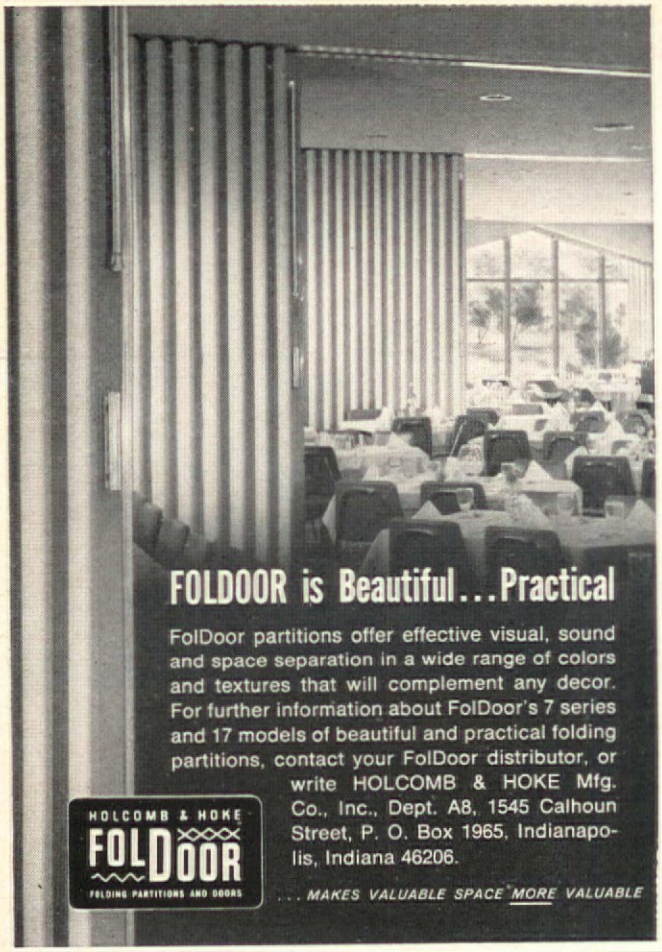
Circle No. 64 on product card facing P. 107

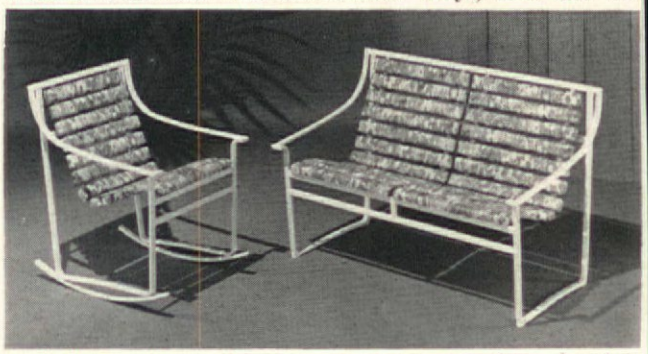


PRODUCTS & SERVICES

CONTINUED

Upholstered outdoor furniture

Samsonite unveiled a new outdoor furniture collection, similar to its award-winning Sunrest. Made of padded slats on a sturdy steel frame, with a resilient suspension system, these seating units adjust to body contours and spring back to their original shape. The slats are dielectrically welded and covered with weather-resistant vacuum-formed vinyl, and are attached to allow air to circulate around each slat. Maintenance is low, and damaged slats can be replaced individually. The new collection includes a rocker, loveseat, side chair, lounge chair, ottoman, folding serving cart, umbrella table, side table, and chaise lounge, and is available in three floral color combinations, blue-green, orange-yellow, and gray-blue.



Circle No. 186 on product card facing P. 107

The Beauty's Free *What you buy is the rugged Provincial Elm construction, extra bracing, gluing and doweling, and the durable finishes that make Country Contemporary almost indestructible . . . tough enough to stand the abuse it gets in dormitories, lodges, and troop installations. We don't charge extra for Country Contemporary's casual, relaxed, elegant air . . . its special beauty that sets a whole new mood in interior decor. Over fifty perfectly coordinated pieces, available in a choice of dark or light antique finish. Our catalog's available on request . . . why not write for it?* 6-2

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SPARTA FURNITURE SHOPS, INC.
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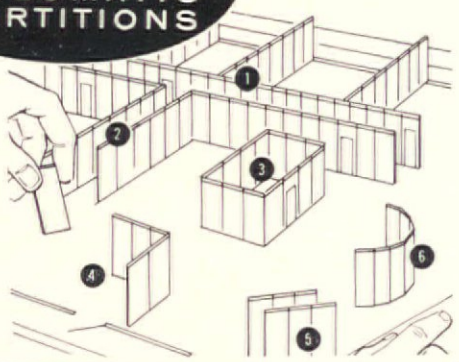
Circle No. 65 on product card facing P. 107

Circle No. 66 on product card facing P. 107

MIND CHANGER'S DELIGHT . . .

Air Wall
PATENTED
PNEUMATIC
PARTITIONS



LOOK what can be done with AIR WALL pneumatic partitions

(1) build temporary halls and rooms **where** and **when** they are needed . . . (2) use a double-run with an airspace between to separate "noisy" functions . . . (3) build a room within a room . . . ideal for dressing rooms, private caucus areas, etc. . . . (4) utilize panels as traffic guides near entrance doors or as privacy shields throughout the room . . . (5) set up a checkroom or ticket booth and . . . (6) set up a series of panels in a curved arrangement to provide a dramatic backdrop or focal point.

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

AIR WALL'S . . . *provide unlimited design flexibility for meeting & dining rooms or educational and assembly areas.*

* **RETRACTABLE WHEELS:** A retractable wheel assembly has been designed and is now available for AIR WALL panels. The wheels allow the installer to roll the panels into place reducing most of the lifting usually required. The panels can be installed, relocated or stored easily . . . quickly! Especially recommended for 4' wide panels.

CONSTRUCTION: The wheels are spring loaded and mounted in the base of each panel, approximately 1½" from the edge (2 wheel assemblies in each panel). They are set in the base with screws and the adjustable tension is set sufficiently to raise the panel clear of the floor when the panel is deflated, thus allowing the panel to be rolled freely. When the panel is inflated, 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.

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CONTRACT SEATING FOR YEARS TO COME

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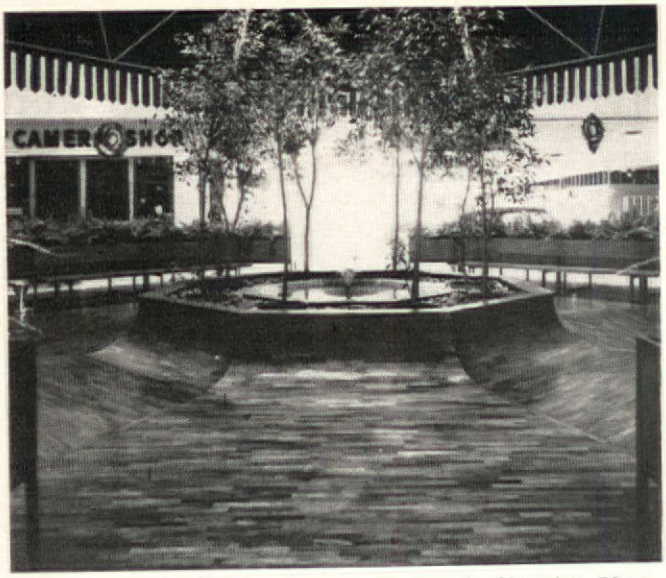
Circle No. 67 on product card facing P. 107



Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects

Move up to the elegance of "Thai-Teak" Floors

WITHOUT MOVING THEM OUT OF THEIR PRICE RANGE!

Thai-Teak (Botanical name, Tectona Grandis; imported from Thailand) is the most elegant flooring in the world. It's lustrous and luxurious . . . easy to maintain with just an occasional waxing . . . withstands the hardest wear . . . resists termites, rot, decay. And now, Thai-Teak is available at a cost that compares with medium-priced carpet and vinyl . . . and comes in 85 different patterns. Only Bangkok Industries offers you this endless variety.

Consult Sweet's Light Construction Catalog for technical data and write Bangkok Industries for Custom Design Book.

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Thai-Teak Brick Pattern in King of Prussia Shopping Plaza, Evantash & Friedman, Architects

Circle No. 68 on product card facing P. 107

PRODUCTS & SERVICES

CONTINUED

Privacy and convenience in roll top desk

A new roll top desk from High Point Furniture Industries, Inc., provides privacy and a compact and convenient storage structure. Available in a 36-inch by 72-inch conference overhang model and a 30-inch by 60-inch standard executive model, the roll top affords a 27-inch deep and 54-inch wide storage area, and a desk top work area of 53½ inches by 15 inches. Legal

and letter size filing is in the left pedestal file drawer, which is on a ball-bearing extension glide system; the top compartment contains a series of vertical and horizontal pigeon-holes to accept a full array of paper, forms, pads, and envelopes. The desk is surfaced throughout with Formica laminated plastic in an American walnut woodgrain, and desk legs are available in mirror chrome or Formica woodgrain finish.

Circle No. 187 on product card facing P. 107

Quick, convenient way to keep posted on contract products. . . . See page 106 for complete details about CONTRACT'S new computerized service.

"VELDOR"
WOOL PLUSH VELVET

Finest virgin New Zealand wools
15 colors • Sample Book $6.00

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Circle No. 69 on product card facing P. 107

new glides won't snag fabrics

screw-on bumpers
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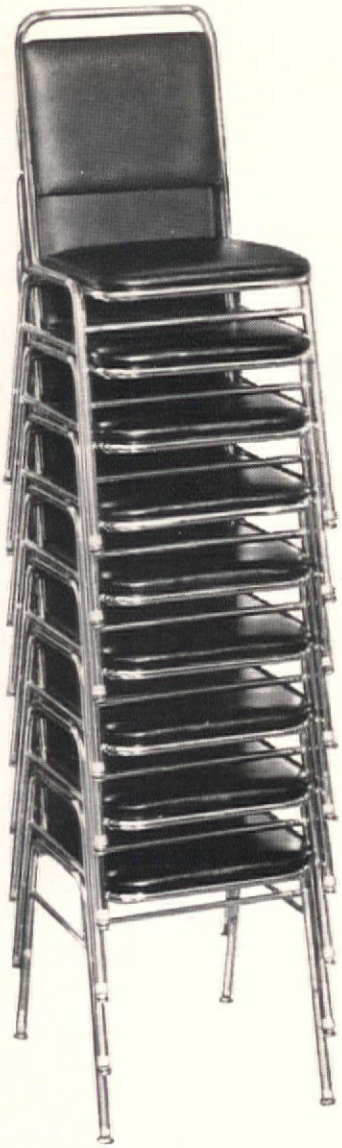
extra strength frame

modern design

and, it stacks straight up!



No. 400
Stacking Chair.
Tubular frame
in chrome and
enameled
finishes.

Brody*

B. Brody Seating Company
5921 West Dickens • Chicago, Illinois 60639

Circle No. 70 on product card facing P. 107

Wunda Weve carpets are

born tough!

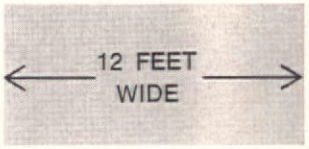
Wunda Weve took extra pains to create commercial carpets with *everything* an institution needs.

They're here. And they're tough!

So dish it out. Wunda Weve commercial carpets are made to take it—the scuffle and shuffle of school children. The pounding of heavy traffic. Mud, snow, sand—you name it.

And pour it on. Wunda Weve carpets are made to clean quickly—just for the liquids and foodstuffs that spot and spill in cafeterias, hospitals, clubs . . . everywhere.

Put the colors to the test. Wunda Weve's fashion-rich colors were created to last! The carpet born tough, that's Wunda Weve. Tough and big —up to 12′ wide—to eliminate



seams, to look better and wear better. Little wonder the extra-strong, extra-thick pile and jute or high-density foam backing promise less wrinkling, shedding, balding or restretching.

Get tough! Get Wunda Weve!

See us in "SWEET'S"— 11L/Wu

WUNDA WEVE Carpet Company
A DIVISION OF DAN RIVER MILLS, INC., DANVILLE, VA.
P. O. Box 167 • Greenville, South Carolina 29602

Please have Wunda Weve carpet consultant call on me with the Wunda Weve library of specifier kits.

NAME_____

FIRM_____ TITLE_____

ADDRESS_____

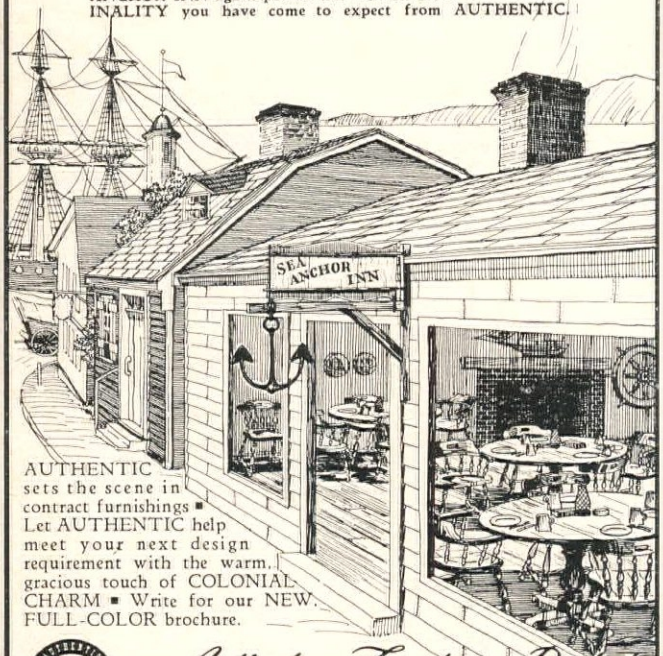
CITY_____ STATE_____ ZIP_____

Circle No. 71 on product card facing P. 107

Circle No. 95 on product card facing P. 107

Down by the Sea with AUTHENTIC

From our exciting "GALLERY OF IDEAS," the old SEA ANCHOR INN again proves the VERSATILITY and ORIGINALITY you have come to expect from AUTHENTIC.



AUTHENTIC sets the scene in contract furnishings ■ Let AUTHENTIC help meet your next design requirement with the warm, gracious touch of COLONIAL CHARM ■ Write for our NEW, FULL-COLOR brochure.

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Chicago, Illinois

General Offices & West Coast Plant:
607 Nash Street, El Segundo, Calif.

East Coast Plant
100 Mayhill Street
Saddle Brook, N.J.

PRODUCTS & SERVICES

CONTINUED

Olde English taverne chair

A new chair from Chairmasters, Inc., which is designed in the traditional Old English style, is suggested for the currently popular Old English pub interior. It has a solid-oak hand-carved frame with

saddle seat and an upholstered, nail-finished back rest. The back is enclosed with oak panels in a cut-out design. The chair is available in a wide selection of wood finishes and upholstery coverings.

Circle No. 191 on product card facing P. 107

Porter CARPETS' SPECIFICATIONS ARE PREFERRED COAST TO COAST. . .

TUFTING CONTRACT

A+Plus Value

Why? . . . No two installations ever require identical performance features. Below are a few examples of Porter Carpets' ability to design and engineer specific requirements for individual installations.

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  Houston, Texas
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- *Owens Corning Glass*
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- *Pot-O-Gold Food Store*
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  Puerto Rico
- *Fairview Apartments*
  Dayton, Ohio
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  St. Albans, New York
- *Texas Christian University*
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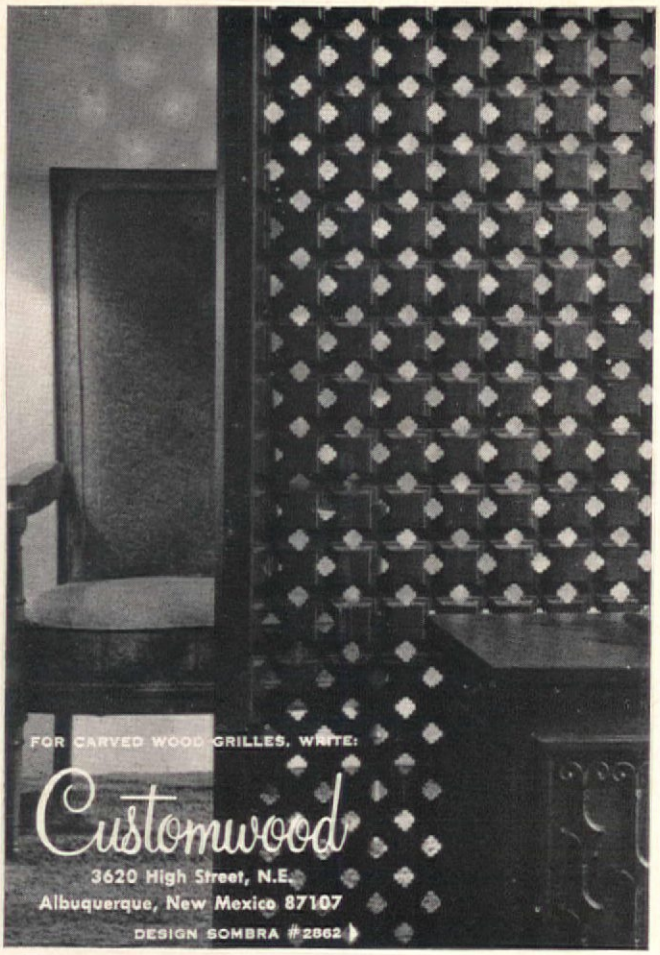
Inquiries receive immediate attention
P. O. Box 333, Cartersville, Georgia • A Division of Tifton Rug Mills

Circle No. 73 on product card facing P. 107



so comfortable...so luxurious...

You'd never believe it also STACKS!

A new Hjorth design — ideal multi-use arm chair for dining, meeting or reception rooms. Perfect for cocktail lounge, hotel or motel use. Combines natural hardwood beauty, foam padded comfort, and choice of color decor. Gang them neatly — stack to save space — or use individually for real relaxing comfort!

STACKS . . . straight up, no tilt, no tip
10 chairs in less than 4 sq. ft. floor space!

BIANCO MANUFACTURING COMPANY 2736 VICTOR ST., ST. LOUIS, MO. 63104

Circle No. 74 on product card facing P. 107

For complete information, write:

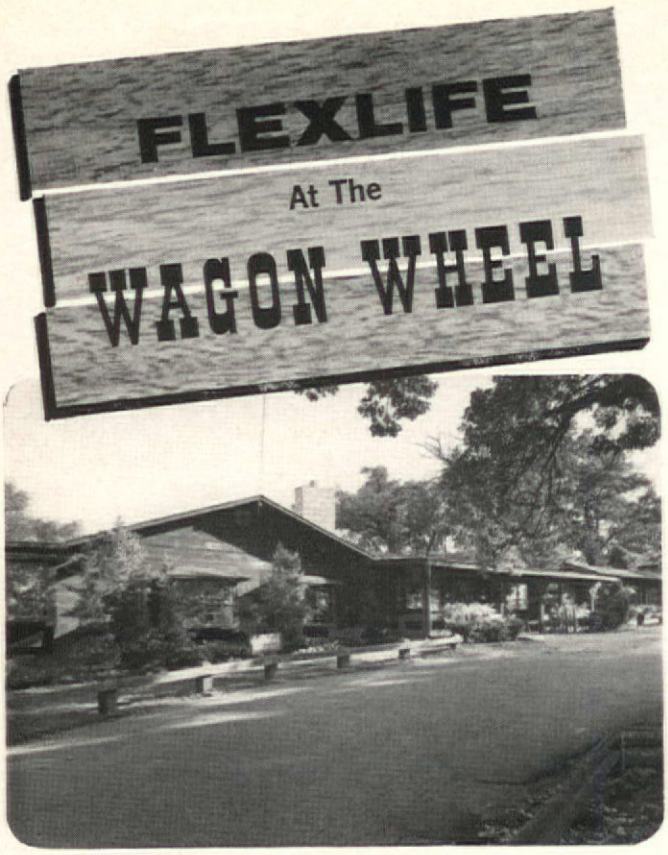
HARTER CORPORATION

230 Prairie, Sturgis, Michigan 49091

Harter Metal Furniture, Ltd., 139 Cardigan, Guelph, Ontario
Briones-Harter, S. A., Lago Iseo 96, Mexico 17, D. F.

Circle No. 75 on product card facing P. 107

Circle No. 63 on product card facing P. 107



It's one of the best-known resort hotels: the Wagon Wheel in Rockton, Illinois.

The job: restoring the pliability, beautifying the large folding doors used to separate various convention and dining rooms. Changing modern motif to rustic color decor.

The product: Flexlife.

Flexlife is the permanent flexible coating that is sprayed or brushed onto leather, leatherette or vinyl. It penetrates deep into materials, restoring strength and pliability, covering scuffs and scratches as it beautifies, protecting the material, too. Won't crack or peel, either.

Flexlife can save *you* time and money.

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C A H ® Another quality product from industries, inc.

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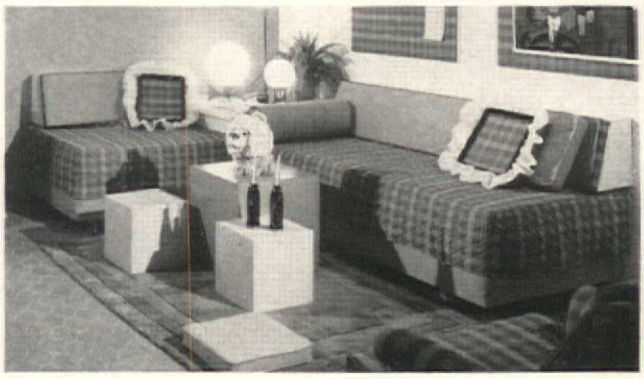
Circle No. 76 on product card facing P. 107

PRODUCTS & SERVICES

CONTINUED

Corner sofa beds

A new line of corner sofa beds known as Sit 'n Sleep by Restonic is a space saver for the small double-occupancy room or combination sitting room-bedroom. Corner sofas by day, the units convert to two individual twin beds at night. Connecting corner tables in three styles enhance the living room appearance, and are engineered to accommodate the end of one of



the beds, requiring 74 inches of wall space of the shorter side, and 108 inches on the longer side, including table length. The inner-spring mattresses slide under a posture-angled backrest which opens to store bedding. The box spring, backrests, and foam-filled pillows are upholstered, and the 36-inch deep mattresses are slipcovered.

Circle No. 192 on product card facing P. 107

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

design / construction / installation

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Circle No. 77 on product card facing P. 107

Circle No. 78 on product card facing P. 107

MATES CHAIRS
CAPTAINS CHAIRS
BAR STOOLS
IMMEDIATE DELIVERY!

#6000 Tufted Seat. Uph. Back #2000 Full Uphol.

All chairs can be made swivel
Any Furniture Finish desired
Upholstered in any vinyls Specified.
Free Color Brochure upon request

KING ARTHUR CHAIR CO., INC.
Largest On Hand Chair Stock in the South!
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HAT and COAT RACKS

The ultimate in coat rack design, quality workmanship and materials, the OV 1000 was made to complement today's beautiful interiors. It has brushed chrome standards and hanger rail with walnut inlays over black sculptured aluminum shelf brackets and modern base sections. Shelves are of heavy gauge ribbed and perforated black enamel steel. Sculptured umbrella holder and solid walnut hangers are some of the features of this beautiful rack.

For complete information on this and other racks in our design series write for Catalog OV-855

VOGEL-PETERSON CO.
ELMHURST • ILLINOIS

Circle No. 79 on product card facing P. 107

Furnish and design with Hardwood House Component Wall Systems

Start with this popular storage wall-and-desk unit by Hardwood House and your designing is well underway! What a beautiful way to solve space and storage problems in offices, reception rooms—*anywhere.*

You can work wonders with cramped quarters and otherwise dull walls using Hardwood House Component Wall Systems. Over 100 different cabinets to choose from, in four hand-rubbed finishes and seven color accents. Best of all, you're not forever working with your back to the wall. This storage wall-and-desk unit, for example, lets you come out into the room, make the scene. No need to fasten to wall or ceiling with our unique free-standing concept.

For more ideas on how you can take advantage of valuable space with wall-to-ceiling storage *and* beauty, send for free catalog and price list today.

HARDWOOD HOUSE INC.
10 St. James St., Rochester, N.Y. 14606.
Showrooms in Chicago and New York, dealers in principal cities.

Circle No. 80 on product card facing P. 107 →

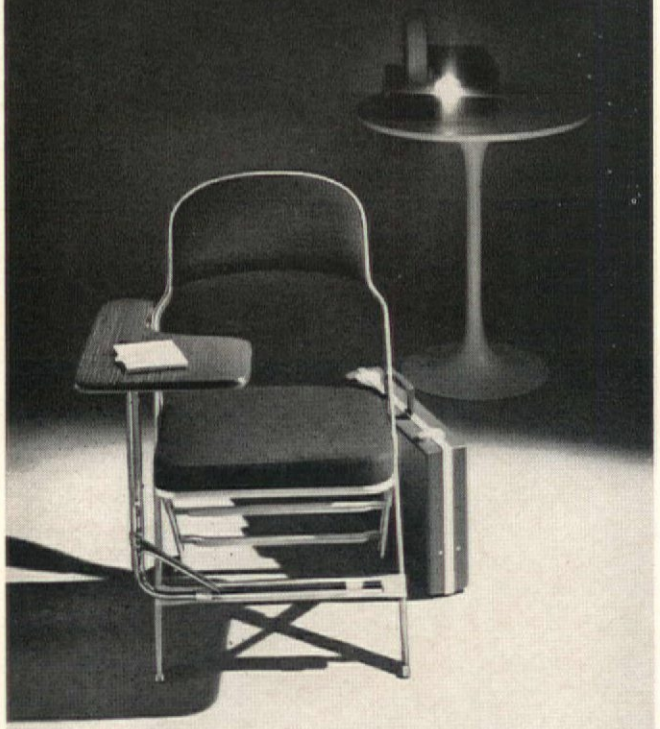
this CLARIN chair has attended more

SALES MEETINGS

TRAINING COURSES

BUSINESS SEMINARS

than any other chair



CLARIN "Reserve Seating"

Converts any area into meeting room. Chair folds to just 6" for easy portability and space-saving storage. Tablet arm folds down and out of the way when not in use. Available in plush nylons and expanded vinyls . . . or in C.O.M. accommodations.

Wouldn't you like more details? Write to Dept. C

CLARIN

MANUFACTURING COMPANY

4640 West Harrison Street • Chicago, Illinois 60644

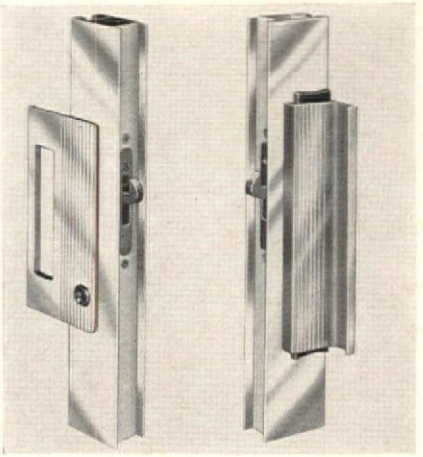
Circle No. 81 on product card facing P. 107

PRODUCTS & SERVICES

CONTINUED

Maximum security locks for sliding glass doors

The maximum security lock from Adams Rite Mfg. Co. complete with one-year warranty, can be operated either indoors or outdoors, and can be keyed to the front door key. If the door is closed with bolt in locked position, it retracts, preventing accidental lock-outs.



It has been tested to withstand 1,000 pounds of horizontal force, 900 pounds of vertical force, and 250,000 lock/unlock cycles, and has shown no damage or change in function. Adams Rite interior and exterior pulls are available in walnut, aluminum, satin chrome, and ebony satin finishes.

Circle No. 193 on product card facing P. 107

HAVE YOU SEEN THE FOLDING CHAIR *THAT DOESN'T FOLD?*

We're not trying to confuse you. It's just that when you learn the price of the new 26 ECON-O-STAK® Chair, you'd think it was a folding chair. But how many folding chairs do you know are attractive, comfortable, durable, lightweight, easy to handle and safely stack 26 high within easy reach? The ECON-O-STAK's flexible, thermoplastic seat assures individual comfort . . . and it's guaranteed for five years. You can store 500 ECON-O-STAK chairs in a room 10′ x 10′. For the same money you could buy a folding chair. But be careful . . . you might get pinched.

For Meetings — Auditoriums — Banquets — Cafeterias

Write for information on the new 26 ECON-O-STAK chair today!

chairs
stack chairs
tables
lounges
coat racks
bar stools
counter stools

Current Catalog 1-65 and Supplement 7-66

COMMERCIAL FURNITURE IN ADVANCED DESIGN

fixtures Mfg. Corp.

1642-C3 Crystal • Kansas City, Missouri 64126

Circle No. 82 on product card facing P. 107

Circle No. 83 on product card facing P. 107

Here is TOWN & COUNTRY by Mallin,
a superb product made with meticulous attention to details; hand tied straps of virgin plastic in six beautiful colors, tubular steel frames — flawlessly welded — unconditionally guaranteed for years of carefree service, and finishes that are available in magnificent colors.

A superior product that sells on sight and is priced to fit any budget.

For more information write for a complete full-color catalog.

Mallin CO., INC. 2335 East 27th Street, Los Angeles, California 90058

APPOINTMENT
A fresh concept in fine executive seating. Advanced in design styling, line and comfort. Ask for color catalog.

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

Circle No. 84 on product card facing P. 107

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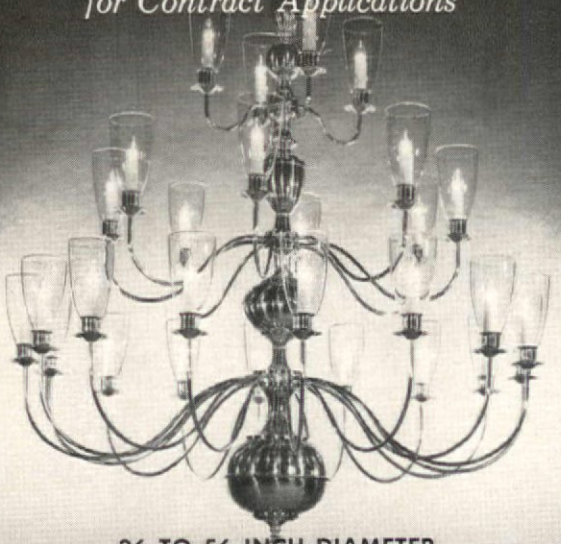
Americana
Colonial Lighting
for Contract Applications



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Now that the building's finished, will you leave your client nameless?

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We'll tell you this: your client's name will be *seen* on your building. And admired. For years and years to come. Which, when you think about it, will give *you* a lasting benefit, too.

Why not get your free Knight Catalog now?

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

70 Lane St., Seneca Falls, N.Y. 13148

Circle No. 86 on product card facing P. 107

PRODUCTS & SERVICES

CONTINU

Continental buffet bar

Designed and created by the design staff of Witc Inc., headed by William Westenhaver, is the contine tal buffet bar, surfaced with black velvet and topp by Formica. The top is 25 inches by 92 inches, t

cabinet, 20 inches by 84 inches; overall height is 2 inches. The wall plaque above, also by Witco, come with standard background of mustard Osnaburg wit walnut inserts and metal sculptured sails. It is 3 inches by 50 inches.

Circle No. 194 on product card facing P. 107

OUR 80TH YEAR

A
AMERICAN CHAIR COMPANY
SINCE 1887

Wide selection of contract seating with complementary tables. See your dealer or write for our distributor's name.

MANUFACTURERS OF CONTRACT FURNITURE, SHEBOYGAN, WISCONSIN
PERMANENT DISPLAYS: Atlanta • Chicago • Dallas • Miami • New York • San Francisco • Sheboygan

Circle No. 87 on product card facing P. 107

Circle No. 88 on product card facing P. 107

TCI/5063 CHAIR

DESIGNED BY MILO BAUGHMAN

SHOWROOMS: High Point, Dallas, Chicago, San Francisco, Los Angeles, New York—145 E. 57th St., Atlanta—1178 West Peach Tree St.

For literature write to Thayer Coggin Institutional, South Road, High Point, North Carolina 27262.

THAYER COGGIN INSTITUTIONAL

TCI/5063 Chair, w28½ d25½ h31 in., seat depth 19½ in., seat height 16 in., arm height 20¼ in.

ANNOUNCEMENT: SIMPSONS, LIMITED, CANADA

L. Earle Wicklum

R. A. Savage

G. Allan Burton, President of Simpsons, Limited, Toronto, Ontario, wishes to announce that, after nearly twenty years with the Company, Mr. L. Earle Wicklum, General Manager, Simpson's Contract Division, is retiring. Mr. Wicklum joined Simpson's in 1948 and has been responsible for the establishment and development of the Contract Division as one of the leading Contract Houses on the North American Continent.

R. A. Savage has been appointed General Manager, Contract Division succeeding Mr. G. Allan Burton, President of Simpsons, Limited. Mr. Savage joined Simpson's in 1958. He is a graduate of the University of Western Ontario and Osgoode Hall Law School.

The function of the Contract Division is to provide design, coordination and supply services to commercial and institutional customers. Contract Division offices are located Coast to Coast in all principal cities in Canada.

Crown Carpet Cover

STOPS DIRT AT THE DOOR

HEAVY-DUTY **VINYL-BACKED NYLON** MATS & RUNNERS SLASH MAINTENANCE COSTS . . . PRESERVE FLOORING

End unsightly floors with these handsome carpet-top dirt-trapping mats and runners! Quality cut-pile nylon dislodges dirt, mud, slush and snow off boots and shoes. Holds it sight unseen in the tweed designs, until you can conveniently vacuum it. Floor-hugging vinyl backing stays put—reduces slipping! Protects the 20% of your floors that takes 80% of the wear. Controls spike-heel damage and noise too! **Write for Bulletin 3019.**

MATS FOR EVERY PURPOSE—Carpet-top entry mats and matting and cushioned anti-fatigue matting. Ask your maintenance supplier today.

Crown **RUBBER COMPANY**

Fremont, Ohio 43420 - Phone 419—332-5531

The Originators of New Ideas in Floor Coverings.

Circle No. 89 on product card facing P. 107

QUALITY • BEAUTY PLUS PROMPT DELIVERY

AMTAB FOLDING TABLES

Conference Room Folding Tables
Square tubular legs. Softly textured plastic wood grained top with matching edge.

Folding Tables, Chalk Boards, Bulletin Boards, Easels, Revolving Boards, Chair Trucks, Table Trucks, Band Stands, Portable Stages, Choral Stands.

Precision made of the finest quality materials, designed and manufactured for long life & service. Whatever the need . . . whatever the application . . . there is an AMTAB product that will do it better!

Write for catalog and price list

AMTAB MANUFACTURING

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Chicago, Illinois 60622

Circle No. 90 on product card facing P. 107

Circle No. 91 on product card facing P. 107

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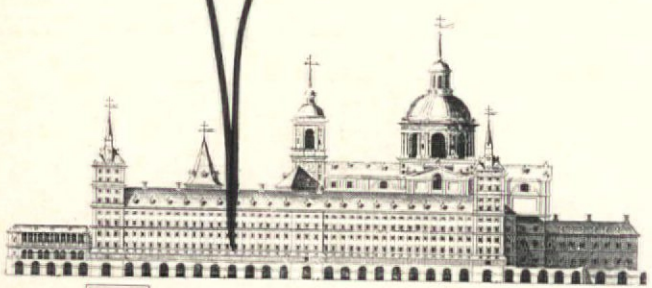
Young sells
the work of such
recognized artists
at a full trade
discount?
Incredible!



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ARMCHAIR COMFORT
...IT FOLDS

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

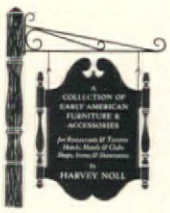
No. 240-A

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

Circle No. 92 on product card facing P. 107

MANUFACTURERS'

LITERATURE



Harvey Noll Associates, Inc., manufacturers' representative, has assembled a collection of Early American seating, lighting, tables, wall decorations and accessories from such companies as Yorkraft, George B. Bent, Brite Lite Lamps, Trimble House, Hunt Country Furniture, as a facility for interior designers. The catalog, now available, allows selection with a complete project in mind, and has a broad enough scope to insure individuality.

Circle No. 195 on product card facing P. 107

A 23-page catalog and accompanying price list for lounge and office seating are available from R/N Contract, Nemschoff Chairs, Inc. Swatch cards of fabrics and vinyls are available upon request.

Circle No. 196 on product card facing P. 197

The floor covering and building products division of Roberts Consolidated Industries, Inc., manufacturer of carpet installation tools and accessories, has prepared a definitive AIA specification sheet on carpetlaying devices, and a 32-page manual covering recommended installation techniques for all types of cushion-back carpets in large commercial areas, flash-coved kitchens, and on stairs with bull-nose return. Also, the 1967 Winter and Spring catalog describing Roberts' long line of carpet installation tools, accessories, adhesives, and replacement parts is available.

Circle No. 197 on product card facing P. 107

A 12-page full-color catalog and accompanying price list from Tree Time Inc. describes its comprehensive line of artificial trees and plants.

Circle No. 198 on product card facing P. 107

A flyer from Crown Rubber Co. describes Plush Cover, a sculptured 100 percent nylon pile-on-vinyl mat and runner, as well as suggestions for use in entrance ways, lobbies of public buildings and retail businesses to protect flooring from dirt and moisture.

Circle No. 199 on product card facing P. 107

CUSTOM MADE ORIENTALS
DESIGN REPRODUCTION RUGS
. . . now offered for the first time in custom made sizes in addition to our regular stock sizes.
Hotel Lobbies . . . Dining Rooms . . .
Offices . . . etc. . . .
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34 East 29th St., N.Y. 10016 • (212) 685-6820
Chicago Showroom: 13-186 Merchandise Mart • (312) 644-5911

Circle No. 69 on product card facing P. 107

CLASSIFIED ADVERTISEMENTS

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

LINES WANTED: Contract manufacturer's representative, specialist in Early American furniture & accessories, requires additional lines of wood and upholstered seating and bedroom. Good following, designers and suppliers, territory metropolitan New York City. Write: Box A-386, CONTRACT, 7 E. 43 St., NYC 10017.

MANUFACTURERS REPRESENTATIVES AVAILABLE: Immediate acceptance by leading contract dealers in Michigan, Ohio, Indiana, Kentucky and West Virginia assured by our 15 successful years representing leading manufacturers. Have room for quality chair and table lines. Write: Box A-387, CONTRACT, 7 E. 43 St., NYC 10017.

LINES WANTED: Manufacturers agent contacting architects and designers, and selling to jobbers is interested in furniture and accessory items for the states of Colorado, Wyoming, Utah and New Mexico. John E. Schmitz, 484 So. Oneida Way, Denver, Colo. 80222.

PARTNER WANTED: Designer—Contract office interiors—own business 7 years—mid Manhattan—established contact. Seeking designer on partnership basis to take over office duties, designing and production, freeing present designer to pursue growth of business contacts. Must have minimum 5 years thorough office planning background. Write: Box A-388, CONTRACT, 7 E. 43 St., NYC, 10017.

SHOWROOM: D & D Building, NYC—for sale or to share. Architecturally designed and fully furnished. Write: Box A-389, CONTRACT, 7 E. 43 St., NYC 10017.

ATTENTION: REPS—REGISTER WITH US!
Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings, and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publisher of CONTRACT Magazine. State your name, address, and area covered. This is a free service. Write to: Publisher, CONTRACT, 7 East 43rd St., New York, N.Y. 10017.

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Send for free Designer Catalog of custom made and standard letters, nameplates, signs, emblems and plaques... in bronze and aluminum.

USB **UNITED STATES BRONZE Sign Co., Inc.**
Dept. CO, 101 W. 31st St., New York, N. Y. 10001
Serving America's Leading Decorators for 40 years

Circle No. 100 on product card facing P. 107

Circle No. 93 on product card facing P. 107

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Sculpture ☐

No. 130
"Spanish Village"
(Steel w/gold & silver leaf
27" x 18" x 5"

SILVER AND GOLD-LEAFED STEEL • WRITE FOR LITERATURE

Circle No. 94 on product card facing P. 107

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