New Directions.
Furniture design takes a popular new turn. To molded plastics.
Here, gently contoured fiber glass has been combined with foam-cushioned comfort. The look of the future, the look of now. And the inspiration for this custom floor design achieved with standard Armstrong flooring materials.
This is Montrel™ Excelon™ Tile, the vinyl-asbestos tile made for commercial projects that require consideration of budget as well as beauty. The background is Montrel in rich Atrium Black crisscrossed with Cafe White Montrel and scarlet Excelon Feature Strips. Only a sample of the floors you can create when you use your imagination—and the world’s largest selection of resilient flooring.
lap of luxury unlimited ... defined by David and Dash ... glowing upholstery fabrics ... AURORA animated colors matched with KENWOOD complementary companion solids ... 54" wide, yarn-dyed, richly interwoven with lush chenille ... for projects that enjoy sitting pretty!

The Great Sit-in...

All upholstery and drapery fabrics available with DAVID and DASH

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Philadelphia, Cleveland, Chicago, Dallas, Los Angeles, San Francisco, Minneapolis,
Washington, D.C., Toronto, Honolulu, Portland, Seattle, Boston, Atlanta, London, Rome

Circle No. 2 on product card facing P. 116
Our kind of town, Chicago

When you put outdoor furniture outdoors in the Windy City, you better be sure it can take the kind of punishment this town dishes out. Smoke, smog, dust and dirt. Rain, ice, snow and fog. You name it. It's here. So furniture materials have to be tough. Heavy-gauge, extruded aluminum that ends rust and corrosion problems. Acrylic baking enamels that will stand up under bad weather as well as repeated washings. Extruded vinyl that won't stretch or become brittle and break, no matter how cold it gets. These are the materials we use. The best obtainable. Then we put them together in a manner that Midwesterners appreciate. Strong, substantial welds. No bolts, rivets or screws. Good designs that are pleasing to the eye, comfortable and care-free. Actually, with all these things going for us, you might say we make our furniture Chicago-style. Ask for our new 48-page catalog. We'd like to send you one.
The Cover
Office swivel chair bottoms make an interesting pattern on this cover designed by Patrick Norado to introduce this issue's office planning and design coverage, which starts on page 64.

VOL. IX, No. 6   JUNE, 1968
PUBLISHED EVERY MONTH FOR FIRMS AND INDIVIDUALS WHO BUY, SPECIFY, DESIGN, INSTALL, OR REPLACE CONTRACT FURNISHINGS

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COMING IN CONTRACT
JULY—Landmark Issue No. 5: Dallas, U.S.A., a comprehensive look at the sophisticated and growing metropolis of the Southwest prairie, where the space of the great outdoors is brought indoors, including a cross section of interior installations that cover the spectrum of commercial and institutional design, plus a projection of the future growth of the contract market in Dallas, and a review of market sources.

AUGUST—Mid-Year Product Review—a comprehensive report on new contract furniture, furnishings, and accessories. Also, a wrap up on Lamps and Lighting, and a review of Contract '68 Seminars.

CONTRACT is published monthly by H.M.S. Publications, Inc., division of Gralla Publications, 7 East 43 St., New York 17, N.Y. Phone MCMVIII Hill 7-2644. Lawrence Gralla, president; Milton Gralla, vice president; B. H. Hellman, secretary. Subscription price: one year, $5.00; two years, $9.00; Canada and foreign, $7.00. Single copies 25c. $1.00 for firms and individuals who specify, design, buy, or replace contract furnishings. The publisher reserves the right to reject any advertising not in keeping with the publisher's standards. SHIPPING ADDRESS CHANGES: Please send old and new address to our N.Y. office at least four weeks in advance. Contract circulation postage paid at Orange, Conn. Other Gralla Publications: APARTMENT CONSTRUCTION NEWS, BANK EQUIPMENT NEWS, BUILDER'S KITCHEN GUIDE, KITCHEN BUSINESS, PLASTIC LAMINATING, SPORTING GOODS BUSINESS.
Why do the biggest mattress makers go to Texfoam for their "big ones"? Because when mattresses go to super-size, Texfoam makes them easy to handle, easy to sell. Texfoam can fold up, roll up, bend around corners and get through doors — with ease. Makes delivering the "big ones" a cinch for you. Makes moving them or making them up no chore at all for your customers. And Texfoam never needs turning. Yet it's so lightweight, it's no problem to turn. King-size, Queen-size, any size. It's bacteria-retardant and non-allergenic. Stays cool and fresh. Never mildews or holds a musty odor. Won't sag or lump. And there's nothing in it to break down, wear out or set up a squeak.

So follow today's trend to the "big ones" with Texfoam. The bigger the mattress you sell — the bigger the profit you make. And the greater the advantages of Texfoam to help you make it! For more information, write The B.F.Goodrich Company, Consumer Products Division, Akron, Ohio 44318.
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Give them all a thorough physical

Write for our catalog, today.
GOOD WORKING ENVIRONMENTS ARE PROFITABLE TO THE CLIENT!

There was a time when it seemed appropriate to furnish offices as superficially as a stage set. Executive offices were "decorated" to reflect the rank and the alleged taste of the various members of top management. All other offices were "equipped" to reflect the lack of rank and supposed lack of taste of everyone else. The concept was simplistic, if not simple-minded, and the solution consisted of bringing in a less-than-realistic interior decorator to choose as many unuseful items as the traffic would allow for the executive suite and bringing in an office-supply salesman to choose as many uneautiful items as the budget would allow for the other offices. The results were often as could be expected: a splurge-where-it-shows, scrimp-where-it-doesn't effect of early robber-baron ornamentness in the management areas and a disenfranchised, disinherited conglomerate of early typewriters, desks, chairs, wastebaskets, adding machines, and pencil-sharpeners everywhere else.

All this took place, if you please, in what was advertised as a classless society. Today, this sort of comedy happens only in the mindless society of those organizations which still conduct their affairs on a folk level. Elsewhere, throughout the country, something different has been taking place. The great changes in contract interiors that have come about in the last decade or so all can be traced to one central fact: an increasing awareness of the real purpose of contract interiors. This is the direct result of a new sophistication that is itself a product of the fantastic jump in the quantity and quality of information flowing to us all in what some like to call the "communication explosion." This steadily rising sophistication involves not only management, which hands down the ultimate go/no-go decisions about contract interiors, but also the designers themselves, who present the proposals that trigger the management decisions.

Environment influences work performance

Management has begun to accept several new and rather logical concepts about contract interiors. First, there is the realization that contract interiors constitute—for better or for worse—a working environment that affects all those who work within it. Any working environment, by affecting its occupants, affects the work performed within it.

There are factors thought of as more or less physical (thermal, sonic, luminous, tactile, and such), which must be controlled, but there are also other factors (visual and aural modulation, proximity to other employees, spatial crowding, degrees of identification of employees with the particular esthetic idiom), which are conceded to be psychic in nature and that must be consciously taken into account. (Many of these factors, to be sure, rest primarily in the purview of the architect, but many also are the legitimate concern of the professional interior designer, working with the architect.)

Arbitrary budgets are prejudicial

With so many variables in the equation of creating successful working environments, management has come to suspect that a schedule and a budget arbitrarily arrived at might hopelessly prejudice the long-term results. Management also has begun to suspect that the former standard requirement for expressing the taste of the one or two top executives, perhaps, should not be assigned the highest rank in the long list of salient items in the program agenda, particularly if this contradicts solutions for other, more important requirements. In short, management has begun to realize that an insistence upon the expression of executive ego through interior design may not always really be in the best interests of the organization.

It has become more and more understandable to management that the working environment, of itself, communicates impressions to employees, to visitors, to customers, to clients, and to prospects that cannot often be communicated in any other way. These impressions generally relate to concepts difficult and even impossible to express verbally and believably: progressiveness, modernity, helpfulness, ethicality, expertise, knowledgeability, productivity, efficiency. There has been as a result of today's national and international commerce an increasing implication that any company that is good and modern ought to look good and modern. This has not escaped management's notice so much lately as it had before.

Provincialism is a liability

Somewhat in the same context, management has spent some time with the notion that it is no longer appropriate for any truly ambitious company to speak to its public with a regional accent of any kind. Provincial methods may be an asset in the case of some companies in very special situations—and provincial appearances can be faked in such (Continued on page 8)
They no longer say "Metal" --

Discriminating Designers Say
"Wallingford Stainless"

Not just metal -- not anymore. Smart designers are specifying Wallingford stainless steel tubing - round, square, rectangular - for all types of office furniture and designs. And for good reasons: stainless is the "jewel" of metals; it's flawless, stronger; it combines quality with unmatched durability; and it's so easy to maintain the natural beauty.

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Circle No. 6 on product card facing P. 116
cases as we all know. But these are theatrical situations (e.g., the phony folksiness of several well-known whiskey distillers and the counterfeit grandmotherliness of almost all large U.S. bakeries) and are, fortunately, exceptions to the world of real business. In the great majority of cases, provincialism—whether expressed in office procedures, customer relations, corporate stationery, or working interiors—is a distinct liability to any business.

Some management can now see the connection between good, pleasant working environments and a better grade of job applicants from which to choose employees, an arrangement that in effect allows management better control over its own destiny. And some management knows that there is a positive relationship between well-planned working environments and lower employee turnover.

In sum, the new sophistication among those in management has brought a new awareness of what good working environments are for: they are for making money.

One could say, then, that the best definition of good contract interiors is that they are the ones consciously designed to make money for their owners. They do this by helping to enhance a company's reputation as well as its self-esteem. They do this by helping to dramatize a company's approach to production and service. They do this by showing the world what a company thinks not only of its top management, but of all its employees. They do this by making a public statement of what a whole company thinks of itself. And, certainly not least, they do this by deliberately encouraging efficiency and productivity through careful attention to the facts of human behavior.

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Interior Designers: Frank Colangelo Associates.

Vinyl Wallcoverings

Stauffer

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POINTER OF VIEW—continued

(Continued from previous page)

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permon/fabron detron/vinco

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POINTER OF VIEW—continued

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Vinyl Wallcoverings

Stauffer

Circle No. 7 on product card facing P. 116

POINTER OF VIEW—continued

(Continued from previous page)
We go far afield for natural beauty. (Very far!) All the way to Brazil for the most exotic woods. To create elegant executive appointments. To supplement our metal designs. Style coordinated furniture for entire organizations. In a broad spectrum of decorator finishes and fabrics. Ask your Royalmetal Dealer for a panoramic view. Or write Royalmetal Corporation, One Park Avenue, New York, N. Y. 10016.
Institute Of Texan Cultures designed by Californians

The Southwest went West for just the right combination of talent to create the popular Institute of Texan Cultures at San Antonio's HemisFair '68 (see cuts). Two nationally known design firms, Usher-Follis, Inc., Los Angeles, and The Office of Gordon Ashby, San Francisco, were responsible for creating the permanent, centralized historical information center for the state and for the exhibition, which provides information on the 24 ethnic groups whose cultural contributions influenced Texas' heritage.

After visiting clusters of showcases and graphic illustrations on each of the ethnic groups, visitors end up beneath a 90-foot ceremonial dome, where a multi-screened film presentation is made.

Architecture-oriented course offered at Kansas State

Professionalism in interior design has grown greatly in the past decade, yet it still has a long way to go. Only by attacking the problem of unqualified personnel at a grass-roots level can the profession attain the necessary expertise demanded by business.

One notable step was recently taken by the College of Architecture & Design at Kansas State University with the establishment of a new option in its curriculum program: Interior Architectural Design.

The program is based on five years, 160 credit hours—the same requirements for a regular degree in architecture. For the first two years, the student follows a basic architectural curriculum. The last three years broaden the student's interior and architectural vocabulary in such areas as interior and architectural design, furniture design and construction, specifications, materials acquaintance, and structural design, air conditioning, illumination, and other related areas.

The basic philosophic concept underlying the program, according to Associate Professor Jack Durgan, AIA, director of IAD, is that of total design and the aesthetic and functional integration of all phases of the design process. The addition of IAD was prompted by the increasing trend by architectural firms to establish their own interior design departments and an increasing demand for designers oriented in architectural interiors.

Scholarships by Celanese

Celanese Fibers Marketing Co. has designated five interior design schools to receive the Celanese Scholarship Awards. Each school will select a student to receive the $1,000 award. The five schools selected for the 1968 awards are: New York School of Design, N.Y.; University of Florida, Gainesville, Fla.; Richmond Professional Institute, Richmond, Va.; University of Oregon, Eugene, Oregon; and the University of Kansas, Lawrence, Kansas.

Contract expansion anticipated

Signing of long-term leases at the Western Merchandise Mart, San Francisco, by 28 furniture and furnishings manufacturers augers an increase in sales over the next four to six years, according to the Mart. Included in the list of lessees are manufacturers of furniture, floor coverings, lamps and art exhibitors, who plan to expand their wholesale showroom facilities.

Ford study to update courts

Step into any courtroom (as a visitor, hopefully) and what you see is a plan and design based on a precedent that has been long obsolete. To help correct this, Ford Foundation recently made a grant of $179,000 for a two-year study to establish standards for modernizing the physical facilities of courts and court-related agencies. The (Continued on page 13)
Look at the money you'll save. On mops. Floor-waxes. On maintenance men. Polyanna needs none of them. This World carpet with pile of 100% Herculon™ olefin fiber is engineered for rugged wear and maximum practicality. Neat where feet meet in restaurants, schoolrooms, drug stores, hospitals, libraries, motels, hotels, banks, supermarkets. Specify Polyanna. In one of the many out of this World colors. It’s decidedly in your interest and to your credit.

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Pre-fabricated wall panels.
With Concept* by Terson, the new nylon-vinyl material that leaves nothing uncovered. We've laminated it to just about everything. (Sometimes with foam for extra softness.) Concept is already dressing up dozens of national brands—from bathroom hampers to typewriters. And we're working on an infinity or two more.
How about you? We'd gladly try Concept on something of yours, without cost or obligation, as they say. Drop us a note on your company letterhead.

There are 23 brilliant Concepts in all—solids and stripes. And in a short time we'll have a batch of zingy prints. Concept is completely tailorable, pliable, color- and shape-fast...just about indestructible. But with the look and feel of velvet. There's bound to be Concepts that are just right for everything you have in mind. Stick 'em up. We'll getcha covered.

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Pre-fabricated wall panels.
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study will be conducted under the supervision of a joint committee representing American Bar Association and American Institute of Architects. The study will assess the physical environmental needs of courts, as well as specialized court-related activities and technological advances in court administration.

Seven U.S. libraries awarded
A jury composed of architects selected seven U.S. library buildings to receive architectural awards in the fourth Library Buildings Award Program sponsored jointly by American Institute of Architects, American Library Association, and National Book Committee. Awards covered three categories: academic, public, school libraries.

Three Awards of Merit/Academic were awarded to:
Harrison & Abramovitz, for Library Institute for Advanced Education, Princeton, N. J.; Marcel Breuer and Hamilton P. Smith, for Saint John's University Library, Collegeville, Minn.; Warner Burns Toan Lunde, for Hofstra University Library, Hempstead, Long Island, N. Y.

Three Awards of Merit/Public Library were issued to:

One Award of Merit/School Library was given to: Benjamin Thompson & Associates, Inc., for Mount Anthony Union High School Library, Bennington, Vt.

Indian Arts award for peacock
The first biennial exhibition of American Indian Arts & Crafts was recently held in Washington, D. C., during which painter Yeffee Kimball was awarded the third prize in textile design for Peacock's Peacocks. Miss Kimball was commissioned by Peacock Wallpaper Collection for the design.

Tokyo builds huge landmark
Tokyo's multi-million dollar urban redevelopment project was advanced with the recent completion of Japan's largest department store in the Shinjuku terminal station building (see cuts above). The total redevelopment project involves three terminal areas, with Shinjuku the first target in the huge program of the Tokyo Metropolitan Government. Since March 1960, the terminal has undergone a $40 million complete remodeling.

The mammoth terminal building, largest in Japan, has three stories below street level and 14 above. The completion of Odakyu department store, major unit in the terminal, marked the end of the Shinjuku project. The store, occupying the second basement and all floors from the second above street level, has a total sales floor space of about 1/5 of a square mile. Takenaka Komuten Co., Ltd., faced the challenge of an odd-shape for the store. It is sandwiched between existing parts of the terminal, and one end is abutted on an abnormal curve of the railway tracks. All work was done during off hours, without once disrupting train schedules.

Arts Center refurbished
Decorative Arts Center, one of New York's first and oldest showroom buildings, just underwent a face lift that involved a new facade, enlarged lobby, and adjoining conference lounge. The 17-story building has housed manufacturers of top quality furnishings for both home and office ever since it was built in 1927. Tenants in the building include: Kittinger Co.; Baker-Manor House; Dunbar; Nahon; Scalia, Schmieg & Kotzian; Milling Road; Melding; Wood & Hogan; Richard Wheelright; Mason-Art; Wycombe, Meyer Co.; Romweb; American of Batesville; Ficks Reed, Lee L. Woodard; Kent-Costikyan.

The facade and lobby facilities were redesigned by John Gerald, AID.

"Excellence In Corporate Design" awarded to Sarnoff
Recipient of the 1968 National Design Center Award for Excellence in Corporate Design was Robert W. Sarnoff, president and chief executive officer of RCA. The award cited Sarnoff's leadership in advancing the art of in-
Only Summitville offers an idea... for every foot of every floor

"Summitville" is the most complete quarry tile line anywhere... a size, a shape, a color, a texture, a style, a finish for every fashion, every function. All Summitville quarry tile is extruded... the only manufacturing process that produces the inherent density and strength to wear for lifetimes in all types of structures. You can specify a Summitville tile for every square foot of every type of floor to meet the "beat" of every foot. See the full line in Sweet's or contact your Summitville rep, distributor or tile contractor. Check too, on the complete Summitcrest commercial carpet line.

Contourettes
... miniature Contoured Quarry tile. Available in 4 shapes, 5 natural earth colors and 12 jewel-like crinkle and crystal glazes for floors and walls. Shipped 1 sq. ft. sheet mounted.

Quarry Tile
... available in 6 natural earth colors famous for consistency of quality and color. Also available as frostproof glazed quarry tile in 12 contemporary colors. Summitville textured quarry tile is available in 9 patterns and 9 sparkling color combinations.

Quarryettes
... miniature Quarry Tile available in 1 sq. ft. sheet mounted 1" x 1",... 5 natural earth colors and standard blends plus 12 sparkling glazes for floors and walls.

Contoured Quarry Tile
... available in 10 classic shapes, 6 natural colors and 5 exclusive, super-tough antique floor glazes. NEW SUMMITSTONE COLONIALS provide the true handcrafted shape, finish and colors.

Summitcrest Commercial Carpet
... one of the most complete lines available. All the famous fibers: Nylon, Acrylic, Polypropylene, Modacrylics and Wool, featuring super-tight, 10th gauge construction, wide contemporary color selection. Available through Summitville Tile reps and leading Ceramic Tile distributors and contractors.

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dustrial design in corporate life through the use of modern graphics, interiors, advertising, packaging, and all other forms of communication that convey impressions to the public.

**Old keys presented to Miller**
The latest move to new and larger quarters by The Miller Organization, Inc., New York City, resulted in a nostalgic presentation of a key sculpture (see cut) to Sy Miller, president, by members of his staff. The sculpture consists of all the old keys of outgrown offices used by the staff in the firm's various locations. The new offices are located at 545 Fifth Ave., New York.

**New assignments . . .**
Karl Steinhauser, AID, NSID, Chicago interior designer and merchandising specialist, has been retained by American Carpet Institute, Inc., to design its new showrooms in the Merchandise Mart, Chicago. . . . Dorian Hunter, AID Interiors, Fullerton, Calif., will redesign the Brentwood branch of United California Bank. The major design project includes new floor plans, electrical layouts, bank fixture placements, and furnishings. The existing structure was originally designed about 13 years ago. Architect for the project is Robert E. Faxon, AIA, of Faxon, Gruys & Sayler, Los Angeles. . . . Capitol Business Interiors, Charleston, West Virginia, has been retained to provide interior space service for the new $10.5 million University Fieldhouse at West Virginia University in Morgantown. Upon completion, the fieldhouse will have a seating capacity of 13,500, augmented with various public lounges, reception areas, offices, and educational spaces. Architect for the project is C. E. Stilling & Associates. Capitol is also currently space planning and designing offices of News-

paper Agency Corp. of Charleston in a major remodeling project. Architect is Donald Moses & Associates. . . . B. Brody Seating Co., Chicago manufacturer of commercial furniture, has been awarded seating installation contracts in nine states. These include: Ramada Inn Southwest, Burr Ridge, Ill., with seating furnished by Space Planning Services, a division of Carson Pirie Scott & Co., Chicago; Remington Rand Office Systems, Library Bureau, Indianapolis, will handle installations of Brody seating for Fort Wayne Public Library; Shenandoah Country Club, Orchard Lake, Mich., will be equipped by Harry Altman & Sons, Detroit; Holy Redeemer College, Waterford, Wis., will be handled by Institutional Buyers Service, Park Ridge, Ill.; Civilian Club of Wright Patterson Air Force Base will have seating installed by Gardner Restaurant Equipment & Supply Co., Franklin, Ohio; Ramada Inn, Sherman Tex., through Dallas Foundation & Fixture Co.; Carriage House Motel, Lebanon, Va., through Sears, Roebuck & Co., Knoxville, Tenn.; Cobb General Hospital, Austell, Ga., will be handled by American Hospital Supply, Chamblee, Ga.; Presidio NCO Club of Letterman Army Hospital, San Francisco, through Huffman Sales Co., San Francisco. . . . Western Contract Furnishers, San Francisco, has been awarded the interior design and furnishings contract for the new Vallejo (Calif.) Elks Club, which calls for dining, banquet and lodge rooms. (C)

**SEARS CONTRACT IS SERVICE ORIENTED**
Planning, specifications, and installation are keystones upon which 175 field offices of Sears, Roebuck will provide contract service across the entire range of commercial and institutional installations. The first regional office was opened in Chicago, recently, in 7,000 sq. ft. of designed space, to serve as a pilot interior design center for the chain. With 12 room settings and a complete sales and design staff, the center offers complete "one-stop" planning and installation capability to clients. The editors will bring you more details of this gigantic contract operation and the reasons for its formal establishment in the July Issue of CONTRACT Magazine.
Marvin Glyn, Industrial Designer of Glyn Associates, Syracuse, New York. He commands carpeting of Allied Chemical nylon fiber from Seamloc Loma-Loom for this all-new interior of the renowned Chateau Madrid in New York. Why? Because he wanted something special and unique: Spanish scroll pattern; rich, true red coloring; fabric high in durability and low in maintenance. Especially important to a high-traffic area like this popular night club. Mr. Glyn commands carpeting of Allied Chemical nylon.
Specifications for the carpeting in the new Chateau Madrid night club.

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</tr>
<tr>
<td>Wires/Inch</td>
<td>10</td>
</tr>
<tr>
<td>Pile Height</td>
<td>0.150 inches</td>
</tr>
<tr>
<td>Backing</td>
<td>3/16&quot; sponge rubber, permanently vulcanized.</td>
</tr>
<tr>
<td>Pitch</td>
<td>243</td>
</tr>
</tbody>
</table>

Become a Commander. Specify carpeting of A.C.E. nylon on your next contract. Allied Chemical is the only fiber producer to back its labelled carpeting, the A.C.E. label, with an unprecedented 3-year Guarantee.

For more information, write to Allied Chemical Corporation, No. 1 Times Square, New York, New York 10036, or telephone (212) HA 2-7300, Ext. A.C.E.

In top command of commercial carpeting.
New Showrooms

DESIGN—TAKEN FROM THE TOP

In the new showroom and offices of Integrated Ceilings, Los Angeles, the design of the interior spaces flows from the ceiling surfaces, which feature the firm's complete line of lighted ceiling systems. In the lobby (above, left) the 8 foot ceiling over the receptionist's desk incorporates low voltage lighting set into a wood ceiling, while the foyer ceiling rises to a 13-foot skylight.

The skylight effect is created by using redwood paneling on the tapered walls of the well beneath the Contoura luminous ceiling. Close up (above) shows the lighting diffusers and three-dimensional contour grids.

A conference room provides a showcase for the Celestial lighted ceiling system (left) installed as a rectangular chandelier floating away from the walls at a 10 foot level. The system uses three separate lighting systems, each with its own dimmer control, functioning air diffusers, and a public address system. A series of experimental new lighting systems dominates the design studio (far left).
DAVID B. BENNETT has been appointed to head the newly formed contract furniture division of Burris Mfg. Co. Known as Consolidated Burris International Ltd., the new division will manufacture and market seating for offices, motels, hotels, restaurants, dorms.

ROBERT KESSLER has been named national sales vice president for Domore Office Furniture Co.

DEWEY MARSHALL has been named assistant sales manager for Universal Carpets and J & C Carpet Co.

PAUL GIFFORD LIPS, AIA, and EDWARD J. MEYER, AIA, have become partners in the architectural firm of J. Gordon Carr & Associates.

MAURICE M. ROSEN has been elected senior vice president of Walter Kidde & Co. He will continue to serve as president and chief executive officer of Lighting Corp. of America, a Kidde division.

W. PAUL FISHER has been appointed Western regional sales manager for Enjay Fibers & Laminates Co. He will handle merchandising and sale of Nevamar laminates in the 13 western states, Hawaii, and Alaska.

EUGENE B. ROSCOE has been appointed sales manager of Emeco Div. of Standard Furniture Co. and Metwood Mfg. Co.

National Industries has made the following appointments: EDWARD F. WIELAND, product promotion manager; HYMAN ROSEN, sales manager of restaurant and school furniture; KENNETH HICKMAN, sales manager of Natcolite and hospital patient room furniture.

PHILLIP M. KENTFIELD has become director of market planning and JOSEPH A. KING was named director of field sales for C. H. Masland & Sons.

CLAIR S. MELLANG, recently promoted to executive vice president, will head the Sico division which handles school and institutional furnishings. He will retain his position as treasurer of Sico Inc.

SUBBY PAVONI has been appointed sales manager of the newly created contract and institutional furniture division of J. R. Clark Co.

ALBERT F. FLASH was elected executive vice president of Birge Co. MATTHEW A. KUCLAR was elected to the board of directors.

ANTHONY A. CLEVENER has been named to head Fred Schmid Associates’ Hawaii office.

H. M. McGRAYEL has joined Berven of California to fill the newly established position of Berven Carpets Corp. marketing manager — distributor lines.
pamper your customer!

HE'LL APPRECIATE IT....

PRESTIGE GROUP
ALSO AVAILABLE WITH WALNUT BASES

FOR YEARS, AND YEARS, AND YEARS....

PATRICIAN

SHOWROOMS:
TORCH/TEPPER INDUSTRIES
419 PARK AVENUE, SOUTH
NEW YORK 10016, N.Y.
H & W DISTRIBUTORS
507 WESTLAKE, NORTH
SEATTLE 4, WASH. 98109
LEFEBVRE ASSOCIATES
166 HOWELL STREET
DALLAS, TEXAS
PEOPLE

IAN H. GRAHAM has joined the floor covering division of Ludlow Corp. as marketing manager.

WILLIAM WEBER has been named vice president and national sales manager for Isabel Scott Fabrics Corp.

ALLEN I. HUNTING has been appointed president of Stow/Davis Furniture Co., Grand Rapids, Mich.

ROBERT B. CADWALLADER has been named vice president of marketing for Knoll Associates, Inc. and DONALD R. JOMO was named vice president of finance.

JOHN W. BROOKS, president and a director of Celanese Corp., has been named chief executive officer. CHARLES C. PARLIN, has been elected chairman of the board of directors. EARL BALDRIDGE and JAMES R. KENNEDY were elected vice chairmen of the board of directors.

MARVIN ROSENBERG has been appointed national sales director of Nessen Lamps Inc.

Trend Mills has made the following major realignments of marketing personnel: CHARLES L. GREENE has been named national sales manager, Trend Mills of Georgia. SIDNEY SCHWARTZ was named to the new position of director of merchandising-advertising for all operating divisions, and SHELDON CHEMIN is the new national sales manager, Trend Contract. JACK LOVE is new Northeastern regional manager.

DANIEL R. DONALDSON has been named sales and marketing manager of Smith Metal Arts Co.

JAMES C. SIGNORE, JR. has been named executive vice president of Signore, Inc. and of Plex-O-Wood Inc. Signore, Inc., was recently acquired by AMV Corp.

CHARLES T. TWOMEY has been appointed assistant to the sales manager of hotel and restaurant division of Oneida, Ltd.

JOHN KING has joined ISD Inc. as vice president in charge of the firm's New York office, enabling Louis M.S. Beal, executive vice president, to devote full time to practice development and business planning.

IRVING B. LAST, wall decor manufacturer and interior decorating consultant, has been appointed vice president of design for Mikara, Inc.

CHARLES S. SHAUGHNESSY, JR., appointed executive vice president of Moore Furniture Industries in 1966, will now head the company’s complete marketing program and contract division.

HERBERT J. BRONER has taken over the newly created position of director of marketing and merchandising—furniture for Mohasco Industries.
“Ok, so it’s Vectra fiber... but I still say it looks like Fred.”

Amtico’s new “In ‘N Out” carpet looks ‘natural’... but there’s nothing natural about Vectra fiber’s amazing resistance to stains, fading and abrasion.

Specifications:
- Gauge: 5/64” (12.8)
- Stitch rate: 8
- Tufts per sq. inch: 102
- Face weight: 26 oz. 100% Vectra olefin fiber
- Pile height: 1/8 inch
- Primary backing: 100% polypropylene
- Secondary backings: 1. Jute
  2. High density foam
  3. Homogenous vinyl

Please send me complete information on new In ‘N Out carpet:

Name ____________________________
Company ____________________________
Address ____________________________
City ____________________________ State _______ Zip __________
Phone ____________________________

*Vectra olefin fiber is manufactured by Enjay Fibers and Laminates Company, Odenton, Maryland, a division of Enjay Chemical Company, Odenton: (301) WO 9-9000, New York: 350 Fifth Avenue, (212) LD 3-0720, Charlotte: One Charlotte Center, (704) 233-0761. Enjay makes fiber, not carpets.
If you doubt that steel furniture belongs in executive offices, take a good look at Steelcase Chromattecs.

When you do, you'll enjoy a pleasant sense of discovery. You'll see things you've never seen before in steel office furniture. Or any other. Like lustrous Ember Chrome, whose onyx-like surface glows with muted reflections of its surrounding colors. (With brown, for instance, it takes on the look of polished tortoise shell.) And unique new Matte Textured acrylic enamels that make panel and drawer surfaces warm, pleasant to touch. Chromattecs' colors are appropriately muted. Brown and gold are basic, in a palette from umber to olive. With an entirely new range of handsome upholstery textures and colors, that will add rich dimensions to your clients' offices.

Steelcase Chromattecs are luxurious but unobtrusive—elegant yet businesslike. Practical, economical. Dozens of personal preferences are provided for. Such as: hand-rubbed wood tops for desks and credenzas; solar glass table tops; superbly comfortable chairs; a communications center; and many credenza arrangements. Visit one of our showrooms soon and see how Chromattecs can bring a refreshing difference to your next office project. If this isn't convenient, we'll have a representative call with samples or we'll send complete information. Just write Dept. K, Steelcase Inc., Grand Rapids, Mich.; Los Angeles, Calif.; Canadian Steelcase Co., Ltd., Ontario.

Communications Center: vertical telephone panel, pull-out dictating machine shelf, vertical letter file.
Proven perfect answer for specifiers for carpeting areas with wheel activity...

Direct glue-down installation of double Jute-backed carpets

Nothing could be simpler. Double Jute-backed carpet cemented directly to the floor... new or old concrete or wood. Or over previously installed resilient flooring. No cushion back on the carpet. No padding under it.

Works perfectly, as Ford Motor Co. proved in a two-year test in Dearborn. Ford is now practically standardized on this technique in new office building construction and for replacements in existing structures.

Benefits
The acoustical qualities, esthetics, luxury and thermal advantages of carpet... plus easy wheel and caster movement. Conventional wheels and casters can be used. Pads are unnecessary under chair casters if carpet pile is of good commercial grade.

Savings
Double Jute-backed carpets cost substantially less than cushion-backed carpets with equal pile specifications... or equivalent carpets plus separate underlayment. Installation is greatly simplified.

Jute's function
Jute secondary backing is vital because it provides maximum floor bond. This quality also guards against delamination of the secondary backing from the basic carpet. Jute's greater stability prevents carpets from shifting, which can misalign floor outlets with cut-outs in carpets.

Applications
Use in any location where free movement of conventional wheels and casters is desired. General offices, hospitals, libraries, supermarkets, computer areas, restaurants, etc.

Taking up
When replacement is necessary, Jute backing comes off easily with solvents or fast-operating scrapers. None of the removal problems common with cushion backing, such as crumbling and sticking.

Write for complete copies of editorial features shown, plus outline of glue-down installation technique and additional material.
CONTRACT NEWS

CENTURY DESIGNS is a new planning and design consultant firm, Allentown, Pa., formed by EDWARD SOULIA and ARTURO SOBRINO, NSID.

DYLAN CARPET, INC. has added the following reps: KNEEDELER-FAUCHERE, for 13 western state's Alaska, and Hawaii. HERSMAN & Co., Dallas, in Texas, Arkansas, Oklahoma, and Louisiana. WATSON SMITH, in Illinois, Indiana, Iowa, Minnesota, Nebraska, North and South Dakota, Missouri, and Kansas. JOE SHERRY ASSOCIATES, Miami and Atlanta, will serve Tennessee, North and South Carolina, Mississippi, Georgia, and Alabama.

JORGE'S CARPET MILLS, INC., Rossville, Ga. has appointed the following distributors: R. N. HOLMER Co., San Diego, Cal., covering San Diego and Imperial counties; TRI COUNTY PLASTICS, INC., Colton, Calif., covering San Bernardino, Riverside, and Inyo counties in California, and Las Vegas and its vicinity; HAYES & LUDEA, INC., San Francisco, covering northern California, and Reno and its vicinity; and STANTON CO., Philadelphia, covering greater Philadelphia.

The Decorative and Home Furnishings Div. of OWENS-CORNING FIBERGLAS CORP. has been re-aligned into three major areas to concentrate on new trends and opportunities. The reorganization has created the curtain and drapery market, special products market, and a national sales organization. WILLIAM D. RADER, has been named manager of the curtain and drapery market. GEORGE E. MITCHELL to manager, special products market, and MARK A. FAY, manager national sales.

OZITE CORP., Chicago outdoor carpeting manufacturer, plans to triple the capacity of its carpet printing facilities by mid-1968, to meet the demand for patterned carpeting. Advanced processing equipment is being planned for the screened printing of the firm's new line, Futuristic.

CLAPPER'S MFG. INC., Meyersdale, Pa., manufacturer of laminated panels, has announced the acquisition of two new buildings, bringing its manufacturing and warehouse space to 80,000 square feet.

VICKERY & CO., Dallas, Tex., has been named to distribute DOWNS CARPET Co.'s line in Texas, Louisiana, and parts of Oklahoma and New Mexico.

ELLER & SUMNER, Minneapolis's, will represent THAYER COGGIN INSTITUTIONAL in Minnesota, Western Wisconsin, South and North Dakota, Iowa, Nebraska.

KENTILE FLOORS-HIGHTSTOWN CARPET has appointed three distributors: GEORGE MARTIN Co., Detroit; HEREGAN DISTRIBUTORS, INC., Minneapolis; NORTHERN DISTRIBUTORS, INC., Miami.

MARLITE DIV., MASONITE CORP., is constructing a 180,000 sq. ft. plant in Modesto, Calif., to produce its line of plastic-finished hardboard wall and ceiling paneling. The new $1 million plant will be in operation by August.

SUNROC leads with innovations in engineering and design features acknowledged by imitators...

Is first with designs like the semi-recessed and fully recessed drinking fountains...

And first with engineering features such as lefthand bubbler, package cooling, and vandal proof drain...

With realistic pricing to meet most any construction budget...

With constant attention to the small as well as large engineering details, to assure lasting satisfaction for your most exacting client.

See Sweet's Architectural File or Mechanical Products Catalog for basic specification data, or write for A.I.A. Catalog.

Box 86
Glen Riddle, Pa. 19037

SUNROC
Announcing CONTRACT BOOKS, INC. a new publishing company launched to create books for you—the contract professional

JUST PUBLISHED! A COMPLETE SALES MANUAL—THE ONLY BOOK OF ITS KIND!

By Sidney Schwartz
Mr. Schwartz, merchandising director of Trend Mills, Inc., and a veteran in establishing and running contract departments for leading manufacturers of furniture and furnishings, has written a complete sales manual—A MUST for companies and sales personnel who want to sell their products and services to the multi-billion-dollar contract market.

Contents: Part I. Pinpointing the Contract Market—Offices, Educational Market, Religious Market, Hotels & Motels; Restaurants, Clubs & Resorts; Industrial; Government; Store, Shops & Showrooms; Places of Entertainment, etc.—including lists of leading customers in each of these market segments and how they buy. Part II. The Organizations in the Contract Market and Their Roles—The Contract Dealer, Architect, Contract Designer, Corporate Purchasing Agent, Government Procurement Agencies, Hospital Planners, Store Planners, etc. Introduction by Ben Hellman, Publisher of Contract Magazine. $20.00; illus.

ANOTHER FIRST! JUST PUBLISHED.
Office Planning and Design. By Michael Saphier.
Written by the Chairman of the Board of Saphier, Lerner, Schindler, Inc., this book is the first authoritative guide to the science of office planning, specifying, and furnishing. Explores in detail the techniques that have evolved over the past 20 years—esthetic goals; best methods of working within budgets; fee structures; specifications and standards; "do's and don'ts" checklists. PLUS, an indispensable chapter on how to organize and run a successful office planning firm. Includes a large number of detailed drawings and photos.
$14.50; illus.; 256 pp.

FORTHCOMING—FALL, 1968. SPECIAL PRE-PUBLICATION OFFER
The Office Landscape. By Hans Lorenzen and Dieter Jaeger, Partners, The Quickborner Team, Inc.
The definitive book on the most exciting, most controversial concept to hit the office planning field in the past ten years! By the originators of the Office Landscape theory, The Quickborner Team of Hamburg, Germany, which is now applying its working philosophy to major assignments in the U.S. for such clients as DuPont and other leading firms. The Office Landscape is the first comprehensive study of this revolutionary new system—an illuminating guide for designers, architects, consultants. Tells how to achieve optimum environmental conditions, improved information flow, greater flexibility for expansion of the client's operations, and increased staff efficiency at all levels. Illustrated with charts, matrices, photos, graphs, architectural renderings.
Price, $22.50. Special pre-publication price, $19.50.

OTHER TITLES
Legal Forms for the Designer. By Lee Epstein, attorney. Mr. Epstein, the outstanding authority on design protection and copyright law, has written an indispensable manual for the designer who does business with clients, sub-contractors, suppliers, etc. The book includes forms for contracts, cancellations, joint payment authorizations, letters of intent and many others, plus a running commentary by Mr. Epstein on how to use the law to protect yourself in doing business. Price, $15. Fall 1968 publication.


CONTRACT BOOKS, INC., P.O. BOX 45, CROTON-ON-HUDSON, N.Y. 10520

Please send me the book(s) I have indicated. My check, including 50¢ postage charge per book, is enclosed.

□ How to Sell The Contract Furnishings Market $20.00
□ Office Planning & Design 14.50
□ The Office Landscape 19.50
□ Buildings, Plans & Designs 100.00
□ The Use of Color in Interiors 15.00
□ Art in Architecture 19.95
□ Architectural Rendering 16.50
□ Lighting in Architectural Design 18.50
□ Free: Complete Catalog of Books

Books total $18.50

Plus 50¢ postage/handling per book $18.50

TOTAL $37.00

CHECK MUST ACCOMPANY ORDER. PAYABLE TO CONTRACT BOOKS, INC.

Circle No. 22 on product card facing P. 116
CALENDAR

1968

Through October 6. Hemisfair, 1968 World's Fair
San Antonio, Tex.

June 4-6. CONTRACT '68—The National Contract
Show & Convention, sponsored by Contract
Magazine. New York Coliseum, New York City
For details contact: Mr. Jerome Brown, National
Expositions Co., 14 West 40 St., New York, N.Y
10018. Tel.: 212/864-8714.

Chicago.

Hotel, New York City.

June 23-27. New York Lamp and Furnishings Show
New York Coliseum, New York City.

June 24-29. American Institute of Architects, An­
nual Convention. Memorial Coliseum, Portland
Ore., and Hilton Hotel, Honolulu.

July 7-11. Pacific Northwest Furnishings Market
Seattle.

July 7-12. Dallas Furnishings Market. Dallas Mar­
ket Center, Dallas, Tex.

July 8-12. Southern Furniture Market, High Point,
N.C.

Furnishings Mart, Los Angeles.

July 15-19. Atlanta Furnishings Market. Merchandise
Mart, Atlanta, Ga.

July 22-26. Western Furnishings Market. Western
Merchandise Mart and International Market Cen­
ter, San Francisco.

August 23-25. 14th Annual Florida Furniture Mart.
Miami Beach Convention Hall, Miami Beach, Fla.

September 7-13. American Institute of Interior De­
designers, 37th Annual Conference. Beverly Hills,
Calif.

September 14-18. National Association of Furniture
Manufacturers' International Woodworking Ma­
chinery & Furniture Supply Fair. Louisville, Ky.

Convention Hall, Atlantic City.

October 18-25. Southern Furniture Market. High
Point, N.C.

October 28-November 1. Business Equipment Manu­
facturers Association, annual exposition and con­
ference. International Amphitheatre, Chicago.

October 31-November 3.—NOPA Annual Conven­
tion. Americana Hotel, N.Y. Hilton, Coliseum,
New York City.

New York Coliseum, New York City.

December 5-7. American Hotel & Motel Association
Annual Convention. Denver, Colo.

A stock chandelier that gives a
custom-quality splash of Spanish . . . more
evidence of lighting styles that fit your
interiors at prices to fit your budget.

July 7-12. Dallas Furnishings Market. Dallas Mar­
ket Center, Dallas, Tex.

July 8-12. Southern Furniture Market, High Point,
N.C.

Furnishings Mart, Los Angeles.

July 15-19. Atlanta Furnishings Market. Merchandise
Mart, Atlanta, Ga.

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Merchandise Mart and International Market Cen­
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tion. Americana Hotel, N.Y. Hilton, Coliseum,
New York City.

New York Coliseum, New York City.

December 5-7. American Hotel & Motel Association
Annual Convention. Denver, Colo.
Suppose you checked into your own hospital tomorrow. You’d welcome a Beautyrest.
You'd find out what mode
equipment can do for a patient's confidence.

It's easy to see how a patient would figure the doctor's skill is of the same vintage as the hospital's equipment.

Here, there's no problem recognizing newness. Or comfort. Or solid construction. You'll see it all around you in Simmons intensive care equipment.

Doctors see it from another angle. Our beds, for example, adjust to more medical and surgical positions than any other bed available. And Simmons beds are fitted for accessories, like IV rods, safety sides, orthopedic frames.

Simmons makes everything easier on everybody.

There's more to Simmons than mattresses.
erile rooms don't have to feel that way.

It may be an advantage to keep patient rooms sterile, but do they have to look that way?

Simmons says no. And we can argue that point with several styles of patient room furnishings. And wood-grained finishes. And sparkling chrome. And plush vinyls. Nice to look at.

Even staying in bed is easier because Simmons motorized, patient-operated beds chase away that “helpless” feeling. And they leave nurses and attendants free for other duties.

But there's more than comfort and looks. Surfaces seem like wood but wear like iron. Cornerless drawers clean as easily as a soup bowl. High-impact drawer fronts won't tell if someone bumps them with a cart. They're as tough as they are good looking.

SIMMONS

There's more to Simmons than mattresses.
You might even agree that a mod...
ting solarium is a medicine all its own.

There's hidden therapy in a cheerful lounge where you can relax, make friends with fellow patients and visit with relatives who come and kid you about your "vacation."

Simmons upholstered furniture creates this kind of quiet, comfortable atmosphere in Contemporary, Modern or Traditional styles.

And they're all easy to take care of because they're made with high-traffic areas in mind. Heavy vinyls. Sturdy fabrics treated to defy oil and water-borne stains. Wood-grain melamine plastic laminate table tops that won't warp, stain or burn.

They do wonders for staff morale, too.

There's more to Simmons than mattresses.
Simmons' business is helping you do a better job in yours.

We understand what it takes to make patient living easier. Easier for the patient and the people taking care of him.

That's because our experience in school, hotel, business and health care furnishings taught us a lot about making furniture functional and easy to take care of—as well as good looking.

Our Beautyrest mattress with Fabrisan is a good example. Fabrisan is a waterproof, flameproof, odor-proof covering. It's Sanitized to prevent growth of bacteria, fungus or mildew. It's non-toxic and resists staining from urine, blood, oils and normal hospital chemicals and medicines. It's about as carefree as a mattress covering can be.

Or take high-pressure plastic laminate. Looks just like wood. But it won't absorb or stain, and it really fights off scratches, abrasions and burns. So does Sim-Clad, our exclusive wood grain or textured covering. Bonded onto synthetic board or steel, it's just as tough as melamine.

We're extra proud of our one-piece, die-formed steel drawers. They stay solid because there are no joints to loosen. They clean quickly because there are no corners or cracks. And our high-impact thermoplastic drawer fronts are tougher than football helmets.

These are just a few of the features that keep Simmons furnishings from getting old before their time. There are many more. In fact, everything we could think of to make patient care more convenient and maintenance easier has gone into our broad line of special hospital and nursing home furnishings.

And with the Simmons system, your complete patient room, treatment room, lounge and office furnishings package can be financed to make budgeting easier, too. We offer extended term and leasing plans through our American Acceptance Program.

Next time you think about furnishings, think about Simmons.

For further information, contact Ed Ranahan, Box H, 1870 Merchandise Mart, Chicago, Ill. 60654
are the "uncontract" contract carpets.

Above is one example of the multitudes we are asked by your confreres to design, match or suggest. In an equal multitude of colorations, patterns and textures. For every task and purpose. And "uncontract" contract carpeting is what we provide. Via the wider latitude our years of weaving skill allows. And via the demanded performance all wool face yarn endows. There is the added prestige, too, in the wool mark label—mark of the world’s best... pure wool pile.

Since you are also vitally interested in commercial carpeting which looks "uncommercial"...

REQUEST FURTHER INFORMATION AND OUR COLORFUL CONTRACT BROCHURE.

DOWNS QUALITY CARPETS
DOWNS CARPET COMPANY, INC., Philadelphia, Pa. 19134 • Quality Carpets Since 1865

Circle No. 25 on product card facing P. 116
Cabin Crafts carpet specified again at Salishan Lodge
We were fortunate to have been able to observe the wearing qualities of the Cabin Crafts carpet in our first one hundred units for over two years before we specified Cabin Crafts again.” These are the words of Mr. Alex Murphy, General Manager of the magnificent Salishan Lodge at Gleneden Beach, Oregon.

Salishan boasts 126 of the most luxurious rooms you'll find anywhere. Just recently completed is the new Chieftan House with 26 more deluxe suites—complete with Cabin Crafts carpet of Acrilan acrylic fiber. “The fact that dirt gets on the carpet rather than in it would be reason enough for installing it,” Mr. Murphy adds, referring to the density of the pile. “We are definitely pleased with our Cabin Crafts installation.”

Salishan Lodge is a perfect example of how Cabin Crafts becomes an integral part of the architect's and designer's scheme of things. Cabin Crafts styling, coloring and manufacturing leadership give them the ability to fit your exact specifications. For more information, send the coupon below.

---

**Salishan Lodge, part of a 600-acre ocean front development on the central Oregon coast, consists of 14 buildings—the spacious surroundings reflect a casual, relaxed atmosphere.**

---

**Mr. Campbell F. Petty**
Contract Advertising Department  
WestPoint Pepperell  
P. O. Box 1208  
Dalton, Georgia 30720

Please send me information on your complete contract/commercial carpet line. Please have a contract specialist call to make an appointment.

Name_________________________Title_________________________
Firm_________________________
Street Address_________________________
City_________________________State____________________Zip Code_____________________
Myth:

If you make furniture with class, you've got to charge an arm and a leg for it.

We made up our minds to do away with this one a long time ago at Monarch. We figured that most people have to consider budgets as well as appearances. And most furniture that fit the budget was pretty hard on the eyes. Or it was so poorly built that it wasn't around very long.

So we worked hard to find ways to make fine-looking, well-built office and institutional furniture at a reasonable price.

So far, we think we've been pretty successful at it. Look our furniture over; then look over the prices. We think you'll be pleasantly surprised.

Just write for the name of the Monarch rep nearest you. He can give you the full story. Just don't expect myths. He doesn't believe in them either.

Monarch Furniture Company, High Point, North Carolina, 27261. Showrooms in High Point; 440 Park Avenue South, New York; 3720 La France, Dallas.

Harold Greenman, Vice-President, with one of our executive swivel chairs.
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 8 1/4". In 24", 33" and 42" diameters.

Starbursts of light in settings of sparkling glass, on a convex polished brass dome. Depth 6 1/2". Available in 31" and 39" diameters.

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

Delivers all you need to do the trick

It's easy. You start with six complete lines of distinctive wood office furniture, 700 variations in each line, and a big catalog of accessories, finishes and options. Now add quick delivery and handsome durability. Whether it's one desk or a hundred... with Costa Mesa you always come up with a beautiful answer.
Where will this rich, new, natural-looking Wellco Decathlon carpet made with Vectra fiber find happiness?

In some traffic-heavy, stain-prone, fade-inducing place where most other carpets would find grief.

**SPECIFICATIONS:**

- **Yarn Count:** 3.00 cc (3 Ply)
- **Primary Backing:**
  - 100% polypropylene
- **Secondary Backing:**
  - (weight per sq. yard)
    - A. 9 oz. jute
    - B. 32 oz.—high density rubber
    - C. 20 oz. special all-weather back
  - (all bonded with 26 oz. of latex)

- **Pile of 100% solution dyed Vectra® olefin fiber**
- **1/10 Gauge (270 Pitch)**
- **Pile Wt.:** 33 oz. per yd.
- **Pile Ht.:** 1/4” or .125
- **Stitches per inch:** 9
- **Tufts per sq. inch:** 90

For additional information and samples on Decathlon write to: Wellco Carpet Corporation, Department V, P.O. Box 281, Calhoun, Ga. 30701

Circle No. 28 on product card facing P. 116

JUNE 1968
In recognition...
of the special requirements of the contract market for well-designed, soundly constructed furniture, A. G. I. proudly presents an original new collection of institutional furniture.
Backgrounds from the orient! An exciting collection of Grass Cloth, Burlaps, Reed Textures, Foils and Linens. New colors and textures to help you create pacesetting interiors of quiet luxury and elegance, charm and personality in the Warner tradition of beautiful wallcoverings. Write today for samples.

The Warner Company
100 South Desplaines Street
Chicago, Illinois 60606

Please send me samples from Backgrounds of the Orient.

Name: ___________________________
Address: ________________________
City: __________ State: __________ Zip: __________

Circle No. 30 on product card facing P. 116
It's Chatham. It's flame-resistant.
It's 100% VEREL® modacrylic.

Chatham offers a distinguished new group of drapery fabrics in Verel. This and five other Chatham fabrics come in the colors shown. That adds up to dozens of beautiful answers to your contract needs. Credit Verel for the rich, wool-like texture... for the graceful drape, shape retention, resistance to sun deterioration... and, above all, for the built-in flame resistance.

Available through a Chatham drapery distributor in your area.
For further information, write Drapery Division, Chatham Mfg. Co., 666 N. Lake Shore Drive, Chicago, Ill. 60611.

EASTMAN CHEMICAL PRODUCTS, INC., subsidiary of Eastman Kodak Company, 260 MADISON AVENUE, NEW YORK, N.Y. 10016. Verel is the trademark for Eastman modacrylic fiber.

Circle No. 31 on product card facing P. 116
The carpet looks great now! How about a year from now?

It's Winchester by Lewis... made from Zefkrome Acrylic®

In a word, great! Or even five years from now for that matter, because Winchester 44-oz. carpet is made to stand up to business pressures. The durability of Zefkrome® keeps your clients happy day after day. Specify Winchester... it's good business.

Manufacturing specifications: Winchester
Pile Yarn: 70% Zefkrome Acrylic, 30% Modacrylic/Yarn Size: 220/2 ply/Pitch: 270/Rows: 9/Pile Height: 250/Yarn Weight: 44 oz.

LEWIS CARPET MILLS, INC.

Circle No. 32 on product card facing P. 116

Circle No. 31 on product card facing P. 116
THE VIEW FROM THE TOP
AN WORKS HARD TO REACH THE TOP FLOOR.
NOW, FROM HIS Vantage POINT, THINGS LOOK PRETTY GOOD. DON'T LET ANYTHING GET IN HIS WAY.

NOT WHILE LEVOLOR MAKES RIVIERAS.
YOU SEE, LEVOLOR RIVIERAS CONTROL LIGHT THE WAY ONLY BLINDS CAN. YET DO IT IN A WAY NO OTHER BLINDS CAN: WITH SLENDER SLATS THAT SEEM TO DISAPPEAR, NEARLY INVISIBLE POLYESTER LADDERS AND, INSTEAD OF TILT CORDS, TRANSPARENT LORITE RODS WE CALL "MAGIC WANDS."
YOU CAN'T SEE? THAT'S WHY WE CALL THEM "MAGIC."

LEVOLOR RIVIERA
THE SLIM-SLAT BLIND THAT DOES JUSTICE TO YOUR DESIGN.
ARCHITECTS SHREVE, LAMB & HARMON ASSOC. SPECIFIED LEVOLOR RIVIERA BLINDS FOR THE AMERICAN TOBACCO COMPANY'S PARK AVENUE, NEW YORK HEADQUARTERS. FOR COMPLETE DETAILS ON THOSE AND OTHER SPECIALIZED BLINDS, WRITE TO:
LEVOLOR-LORENTZEN, INC.
718 MONROE STREET,
HOBOKEN, NEW JERSEY 07030
Funny, it doesn't look like a hotel room.

But it is. And it's completely equipped from bathroom fixtures to wiring. And furnished right down to the carpet cushion.

For this is one of the modular units for the Hilton Palacio del Rio in San Antonio, Texas.

The carpet cushion is from B.F.Goodrich. It's natural rubber so it'll last longer.

The Hilton designers also chose Matador-pattern Koroseal vinyl upholstery fabric for use in the lobbies, restaurants and bars.

And firm, comfortable, non-allergenic Texfoam mattresses for the bedrooms.

If these B.F.Goodrich products are good enough for the unique Palacio del Rio, maybe you should look into them for your next project.

But don't stop short with carpet cushion, upholstery and mattresses. We also make Koroseal vinyl wall covering, pure latex foam pillows and Texfoam molded foam cushions. A complete line of contract furnishings. Any way you look at it.

For all the details, write B.F.Goodrich Consumer Products, Akron, Ohio 44318.

B.F.Goodrich

Circle No. 34 on product card facing P. 116
File cabinets don't have to just stand there. Not if you have better ideas. Make room dividers of them. Recess them from floor to ceiling. Slip them into corridors. You can with Oxford Lateral cabinets because they're wall huggers, 2 feet shallower than standards.

No gaping "garage door" flaws on Oxford Lateral cabinets. They have handsome rigid front panels with recessed swivel handles. Color-matched 2-shelf storage units can be fitted on top.

Pore over the Oxford Lateral brochure and let your imagination run riot. For your copy, write to Oxford Filing Supply Co., Inc. Clinton Road, Garden City, N. Y. 11530.

Oxford Lateral Cabinets. If you have ideas of your own.
They'll clean up.
1969 LIVING BEDROOMS

Both stain-wise and promotion-wise—thanks to Du Pont Ze Pel® stain repeller.

Where there are snacks there are stains. And today people spend more time in the bedroom eating snacks while watching TV, reading or doing homework. So where else would you find a better place for fabrics with the stain protection of Du Pont Ze Pel?

Rooms designed for living—that's the idea behind the six 1969 Living Bedrooms created by Karl Steinhauser, AID, for a group of cooperating manufacturers. And that idea will be told to millions via a six-page, four-color ad in October HOUSE & GARDEN.

So while Ze Pel cleans up the stains, you get set to clean up on this promotion.

See the 1969 Living Bedrooms at the Chicago June Market in the showrooms of Restonic Corporation, 445 American Furniture Mart.

And don't miss seeing the complete, exciting lines of these other participating Living Bedrooms manufacturers:
- Stanley Furniture Company, 613 American Furniture Mart
- Kirsch, 1306 Merchandise Mart
- The Seeburg Corporation, 445 American Furniture Mart
- Mand Carpet Mills, 13-122 Merchandise Mart

Circle No. 36 on product card facing P. 116

JUNE 1968
A showroom is to look around.

Go to a Stow/Davis showroom and what do you see? Everything. Because you can see around corners. It's a place to work out spatial solutions with office furniture of the highest calibre. Look around Stow/Davis. NEW YORK, 49 E. 53rd St. (212) 688-9410 • CHICAGO, 1181 Merchandise Mart (312) 321-0436 • LOS ANGELES, 8899 Beverly Blvd. (213) 878-3050 • DALLAS, 650 Decorative Center (214) 742-1661 • GRAND RAPIDS, 25 Summer Avenue, N.W. (616) 456-9681. For a designer's library of Stow/Davis, write on your professional letterhead to Dept. 99 Stow/Davis, Grand Rapids, Michigan 49502.
Carpet System from CCC with Acrylic 73

Engineered to cover every detail of your carpet project. The benefits are yours. The responsibility is CCC's.


For example: if you’re carpeting an office building, CCC will analyze every element involved — right from your blueprints. Everything is evaluated (nature of activities, traffic patterns, design concepts, maintenance, acoustics). And precise carpet recommendations are made covering constructions, weights, cushioning, fibers.

Acrylic 73 has complete flexibility. The fiber blend is 70% long-staple Creslan acrylic, 30% long-staple, heavy-duty nylon — combining unequalled stamina with design versatility.

With CCC engineering, there’s no overcarpeting or undercarpeting — each area gets exactly what’s needed. And the carpet is produced in appropriate widths — minimizing waste and installation costs.

CCC will arrange for certified installation, warrant it, and set up a complete carpet maintenance schedule. CCC is the world’s largest manufacturer of commercial and institutional carpet systems. That’s why if you’re after top-to-bottom carpet coverage, all you do is send in the coupon. CCC experts will do the rest.

Creslan is a product of American Cyanamid Company, New York.

Commercial Carpet Corporation
Dept. 112
10 West 33rd Street
New York, New York 10001

Attention: Mr. Walter Brooks
Please send me a copy of the booklet, "Office Carpet Systems, with Acrylic 73". [ ] Please have a CCC Consultant contact me. [ ]

Name: ____________________________
Company: ____________________________
Address: ____________________________
City: __________________ State: ______ Zip Code: ______
You expect carpet to lose up to 5% of its face yarn in 6 to 9 months . . .

This one doesn’t!

It’s Crown Tuft’s Diamond Point series . . . made with an exclusive Hot Melt polymer backing lamination process that locks each fiber in place more securely than any other process. This means that up to 5% more fibers stay in the carpet to provide longer life. Fuzzing, pilling are now history. Hot Melt polymers are applied only on the back of the carpet. No damaging heat is applied to the pile. This not only adds longer life . . . it also provides clearer, more wide-awake colors.

Crown Tuft’s exclusive Hot Melt polymer backing lamination process creates stronger carpets . . . provides neat, clean seams that are virtually invisible, yet are stronger than any heretofore possible. Diamond Point’s wear-resistant Zefkrome\textsuperscript{a} acrylic fiber provides superior performance and soil resistance . . . plus new multichrome effects to keep carpet looking new, vibrant.

DIAMOND POINT CUSTOM OPTIONS:
Exact Yardage Program: On every contract order of YARDAGE. Buy only what you need. No penalty. No price premium.
Special Colorations: Crown Tuft will make any coloration from existing eight standard colors for minimum order of 250 sq. yd. with 25¢ premium per sq. yd.
Special Widths: Crown Tuft will make any width from 9' to 15' for minimum order of 250 sq. yd. with 25¢ premium per sq. yd.

DIAMOND POINT CONTRACT DISPLAY/SPECIFICATIONS KIT, COMPLETE WITH CARPET SAMPLES AND YARN POMS, $5.00. WRITE: CONTRACT DIVISION, CROWN TUFT CARPET, INC., 444 N. HAMILTON ST., DALTON, GEORGIA 30720

Circle No. 38 on product card facing P. 116

ZEFKROME® IS THE REGISTERED TRADEMARK OF DOW BADISCHE COMPANY, NEW YORK CITY, FOR THEIR ACRYLIC FIBER

CROWN TUFT CARPET INC.

Atlanta/Chicago/Dalton/Denver
Los Angeles/New York
San Francisco/Seattle
Woodard In Contract

A mood of intimacy and romance is created with decorative detail and the functional beauty of Woodard's Andalusian Wrought Iron Furniture group.

Refer to the new Woodard Catalogue, all in color, when planning dining facilities serving the public. Wrought Iron is practical, long-lasting, comfortable and beautiful.
Accent from Invincible is not only beautiful—it's the most practical furniture you can buy!

Complete—Accent offers basic desks and add-on units to meet any office situation. Bookcases. Chairs. Credenzas. L-returns. Tables. And more... in a wide variety of sizes, styles and colors.

Strong—I-Beam construction provides a framework of built-in strength... does not rely on top for primary support. Makes every Accent desk firm and solid... and a solid investment, too.

Convenient—Cross-file drawer suspends papers at finger-tip reach. One of many ideas to make your job easier. For your Accent color brochure, write to: Invincible Metal Furniture Co., Dept. C1, Manitowoc, Wisconsin 54220.

Circle No. 40 on product card facing P. 116
WHO IN HIS RIGHT MIND WOULD PUT HIS CHEF ON A CARPET?

It's being done. The old ideas about spills and treating carpets like fragile flowers are out of date. Carpet today can go anywhere. With little worry about maintenance yet all the extras only a carpeted floor can give. It's quieter. Reduces breakage and slippage. It's easier on feet and legs. Boosts morale. And it's just plain beautiful.

Take the carpets we make of Acrilan® acrylic fiber. Barwick Mills was among the first to use man-made fibers such as Acrilan because of their superior resiliency, low absorption of soil and moisture, and styling possibilities. Combine these advantages with our own more recently developed process for tufting carpet more durably dense than even before, and it's easy to see why you'll find Barwick carpets of Acrilan practically everywhere you go—in schools, cafeterias, locker rooms, hotels, office buildings, industrial plants, and even in outdoor installations.

It's innovations like these that have made Barwick the industry leader in not quite 20 years in business. With more carpets, in more colors, patterns, and textures to choose from than anybody. Maybe it's time you talked to Barwick about putting your employees on the carpet.

E.T. BARWICK MILLS, INC. / Chamblee, Georgia
If you’re doing a room for elegant dining in a luxurious atmosphere you’re probably already specifying Shelby Williams seating.

Or should be.

Shelby Williams, America’s leading manufacturer of fine seating, offers you a choice of more seating, in more distinctive styles, than any other manufacturer anywhere. Visit a Shelby Williams showroom and see what we mean. Or write for a free copy of our new catalog.
Universal "Vanguard" carpet made with Vectra fiber looks so "natural"... only your shepherd will know for sure.

In Vanguard fine gauge tufted carpet, you get the prized "natural" look, coupled with the stubborn stain, fade, abrasion and static resistance you get from spun yarns of 100% Vectra® olefin fiber. And Vanguard is available in eight heather colors. The cost? Impressively low.

In short, no matter where you decide Vanguard carpet belongs... it belongs. For Vanguard is an indoor-outdoor carpet in the truest sense. But once you see how lush and natural it looks indoors... you may not have the heart to put it outside.

Specifications
Pile of 100% solution dyed Vectra® olefin fiber
3/4" Gauge (12.8)
Pile Weight—28 oz. per sq. yard
Pile Height—1/8" or .125
Stitches per inch—10
Tufts per square inch—128
Primary Backing—4 oz. 100% non-woven polypropylene
Passes ASTM E-84 flame spread test on jute back
Secondary Backings (wt. per sq. yard)
1. 40 oz. high density rubber
2. 9 oz. jute
3. 60 oz. vinyl for indoor-outdoor

A new stain, fade, abrasion and static resistant tufted carpet...in a flock of decorator colors.

For samples and information on Universal Vanguard...the carpet for commercial installations, schools, churches, lobbies and all other heavy traffic areas...write:
Universal Carpets, Inc.
Department A, Ellijay, Ga. 30540

Name
Company
Address
City
State
Zip

Circle No. 44 on product card facing P. 116
Now! The warmth and beauty of rosewood... even for Suzy Jones in the secretarial pool!

Why not? Co/ordimate office furniture from Drexel is built for expensive tastes at budget desk prices! Exotic teak, rich rosewood, lustrous walnut—you'll swear Co/ordimate is for executives only... until you see the cost! It's priced to compete with steel desks! Drexel's exclusive Drexelwood makes the difference. It gives Co/ordimate the subtle, satiny look and touch of hand-rubbed woods. It heightens the rich, vinyl wood-grain patinas, yet is undaunted by even extraordi-
Antron picks up just as much day-to-day soil as any other carpet fiber. But your clients will never believe it.

"Antron" is the surprising new fiber from Du Pont that keeps its new look longer—and keeps the appearance level of the busiest buildings at their highest.

Even light colors look clean longer, because Antron® nylon minimizes the appearance of soil. Some carpet fibers are transparent, so you see not only the dirt on the side facing you, but the dirt on the opposite side is magnified. "Antron" is different. It is specially structured to be opaque. It controls absorbed, reflected and transmitted light to minimize the appearance of soil.

And "Antron" is remarkably durable. It resists crushing, pilling and fuzzing and is easy to clean.

When you combine all these benefits, your clients end up with carpets that need less frequent cleaning and keep their new look longer. Carpets with pile of "Antron" deliver a long term saving. And that's something you will believe!

"Antron" is the optimal carpet fiber for high traffic areas and is available in a wide variety of contract styles from leading mills. Ask CORONET about "Lifetime."

For a free brochure on "Antron" (and Du Pont’s other contract fibers) write: Contract Carpet Specialist, Du Pont Company, 308 East Lancaster Avenue, Wynnewood, Pa. 19096.

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Even light colors look clean longer, because Antron® nylon minimizes the appearance of soil. Some carpet fibers are transparent, so you see not only the dirt on the side facing you, but the dirt on the opposite side is magnified. "Antron" is different. It is specially structured to be opaque. It controls absorbed, reflected and transmitted light to minimize the appearance of soil.

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*Du Pont registered trademark. Du Pont makes fibers, not carpets.

Circle No. 45 on product card facing P. 116
HOW JFN USES THE COMPUTER AS AN IMPORTANT PLANNING TOOL

Big volume space planning firms can put electronic data processing profitably to use in determining client requirements despite high costs of research, programming.

No man or group of men can effectively retain and mentally inter-relate all factors essential in determining client needs. Not when they're concerned with areas ranging from 750,000 square feet down to 25,000 square feet for a roster of more than 40 nationally prominent clients. And JFN, systems-engineering oriented space planning firm, doesn't even try.

The answer for JFN is the computer. It does the same thing the human brain does, but at a speed calculated in nano-seconds (which is to a second what a second is to thirty years).

No one at JFN is more dedicated to computer usage than Douglas Wheeler-Nicholson, president of the firm. Yet, he is the first to warn of problems that exist. One problem lies in initially setting up a meticulously worked-out program for the computer. It requires infinite time, thought, and foresight.

The computer is not indicated for firms concerned with planning space, furniture, equipment, layout, and physical environment unless, he cautions, there is enough volume to cover initial research and development programming cost. This can be quite high, in terms of the hours top management must spend in order to decide what it wants to program. In addition, there is the payroll expense of well-paid programmers ($20,000 is standard). To this must be added the cost of computer time for testing programs. If an outside service is used, this can run to $250 an hour.

EDP—but first, intuition

A growing number of architects and a handful of space planners have just started to employ electronic data processing. Those involved have done so with the full knowledge that the systems and equipment they're now using will eventually become obsolete. But Doug Nicholson has no doubt that EDP will soon become standard procedure for all large, and even many medium-sized, architectural and space planning firms.

And when it is indicated, he says, they must remember that data gathering and analysis, whether by computer or not, is still not a scientific process.

"Initially, experience, and empathy," he stresses, "must play a role. Often when we ask a question or collect a set of facts we cannot be precise about why we do so. In certain areas, we must feel our way until satisfied that all the relevant data is assembled."

Whether or not a computer is indi-
JFN and The Computer—continued

SERP and VTS studies provide valuable data for analysis

cated for other planning firms, the system that JFN applies in data gathering and analysis should prove useful as a guide line. Indeed, it is currently of use to several firms around the country that have collaborated with JFN. These organizations include builder-developers, real estate firms, architects, interior design firms, and the internal staff of large corporations.

**First step: educate management**

At JFN the process starts immediately after a client has commissioned a project. The first step—and one of the most important—is to educate top management and everyone else right down to the receptionist, secretaries, and mail clerks as to what, why, and how JFN will be researching in the ensuing weeks.

JFN prepares indoctrination memos, agenda, and schedules which, in Napoleonic terms, consider “the last but-ton on the sleeve of the last soldier in the last platoon.” The purpose: to get complete understanding, involvement, and cooperation from the client’s senior management. Once this is accomplished, the chances are better than excellent that the attitude will be transmitted down through all levels.

**SERP: getting detailed data**

JFN is now ready for its first study: SERP—a word fast becoming a generic term in the profession. SERP, in the JFN lexicon, stands for Space & Equipment Requirements Program. It is a computerized method for recording, calculating, and printing data reports about space and equipment requirements for all large space studies and design projects. It is an open-end and flexible program that can be customized for the particular needs of specific clients.

SERP handles existing inventories, optimum present, requirements, and future requirements. It records the results of workplace studies, design studies, and traffic studies. It creates equipment-procurement lists and equipment budgets, as well as itemization of total space needs.

It includes organization names, job titles, status, employee names, space types, and equipment. It can also handle detailed data about each of these such as locations, adjacencies, colors, materials, conditions, and costs.

SERP records the area requirements for private offices, conference rooms, libraries, reception rooms, computer rooms, and filing areas, as well as unit area allowances for workplaces and equipment from which it can automatically compute requirements for large open areas.

The SERP data are summarized on three levels: 1) Units which consist of 10 to 15 persons; 2) Sections which consist of groups of units; 3) Departments, of groups of sections.

Questionnaires are prepared for all unit, section, and department heads, so that they can elucidate and confirm the data obtained. This provides JFN with a “triple-check” on its questionnaires and responses elicited.

In collecting this data, JFN is also guided by a set of constraints that go beyond what most persons think is the role of the space planner.

It weighs requirements such as the labor market and the client’s personnel recruiting problems, the desired public image, company and industry

7. Indicate the type of tasks which might require special lighting and the hours occupied by these tasks in a normal week.

<table>
<thead>
<tr>
<th>Task Description</th>
<th>Hours per Week</th>
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<th>2</th>
<th>3</th>
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<td>Drafting</td>
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<td>Reading &amp; Proofing</td>
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<td>Color Identification</td>
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</table>

8. Indicate the types of activities you perform at your workplace by marking the appropriate maximum hours per week.

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<tr>
<th>Task Description</th>
<th>Hours per Week</th>
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<td>Editing, word processing</td>
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<td>Talking or Working with Others</td>
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<td>Telephone or Intercom</td>
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<td>Calculating or Accounting Machines</td>
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<td>Typing</td>
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<td>Dictating (Person to Person)</td>
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<td>Taking dictation</td>
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<td>Working on Collating</td>
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<td>Transcribing</td>
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<td>Key Punch</td>
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**Typical pages from comprehensive employee questionnaires give JFN the facts to feed into the computer.**

9. Indicate the number of meetings per week at your workplace according to the following criteria:

A. The total number of meetings held.

<table>
<thead>
<tr>
<th>Meetings per Week</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tr>
<td>Total Meetings</td>
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</table>

B. The number of persons attending other than yourself.

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<th>Persons Attending</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tr>
<td>One Person Attending</td>
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<tr>
<td>Two Persons Attending</td>
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<td>Three Persons Attending</td>
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<td>Four Persons Attending</td>
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<td>Eleven Persons</td>
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C. The type of person attending.

<table>
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<tr>
<th>Person Attending</th>
<th>1</th>
<th>2</th>
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</table>
| C. Other 

D. The nature of work conducted.

<table>
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<tr>
<th>Nature of Work Conducted</th>
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<td>Working with documents</td>
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<td>Working with reference material</td>
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<td>Working on taking notes</td>
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</table>
practices and traditions, management cosmology and strategy, future trends.

These constraints must be defined as accurately as possible, not only for the present, but also for the length of a lease or the life of a building.

The office as a "system"

All of JFN's research, incidentally, starts with a history and study of the current capacity of the client, set in a framework of the client's industry and projection of future growth of both.

In this regard, one of the firm's internal position papers describes the office as a "system" made up of three components: 1) people as individuals and in groups (human factors); 2) organizations, systems, procedures (software); 3) the building, furniture, equipment, layout, physical environment (hardware).

Traffic—valid and useless visits

JFN's second computer study is called Visitor Traffic Survey. It, too, is fed into SERF to determine adjacency requirements. This study determines not only the existing patterns, but also the desired traffic patterns among employees and visitors.

Some of the factors that JFN considers in its internal and external visitor traffic survey are these: visits whose business ends are not commensurate with the cost in lost productivity of the visitor or employee; visits that could be made by persons of lesser status; visits in lieu of mail or data distribution; visits in lieu of telephone calls; social visits; the visits employees believe valid but, in fact, are useless.

The VTS is correlated with a workflow or task sequence study, and/or workplace studies for each individual and for each unit. Frequently the results are of inestimable use to management in revealing undesirable traffic patterns which can be corrected by either expediting or inhibiting access of specific persons or groups to other persons or groups.

The VTS becomes the basis for locating workplaces in the best possible relationship to other workplaces or common use facilities within a unit. It also provides a basis for evaluating inter-relationships of the persons involved and whether or not they should be physically close regardless of the organization chart structure.

It also provides data on the need for visitor chairs, privacy, conference space, access to elevators, and reception and prestige environment for external visitors, clients, and customers.

Workplace—Who sits where, why

The third study, the Workplace Requirements Analysis, is based on a workplace questionnaire that takes only 20 minutes per individual. But the answers obtained from the computer, programmed with other data and properly analyzed, provide JFN with information which permits it to be a realistic problem solver.

It asks, for example, the kind of work the person does: reading or editing only, reading and writing, drafting or sketching, talking with others, and the like. How many hours per week for each kind of work. Whether the person uses equipment and what kind (calculator, dictating machine, typewriter, intercom).

It records the frequency of meetings, the number of persons attending them, and a description of the kind of meeting. It checks the need for and types of reference materials; the number and kinds of items needed on the work surface at one time.

It lists the number of separate jobs performed simultaneously on a normal day; whether conversations on the

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<th>11. Indicate the maximum amount of hours that you work after normal business hours on any given day.</th>
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<th>12. List the contacts you make in person everyday with employees of your organization by: list name, title, department and number of visits per day.</th>
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From the readout, JFN analyzes space and equipment needs, paper flow, communications flow, location of workplaces.
JFN and The Computer—continued

**Design and layout solutions based on EDP readout**

For a large corporation, JFN prepared schemes showing alternate vertical locations within a new building in which the client will be the major tenant.

phone or in visits are confidential; the types of persons who should not hear conversations or see visitors; the need for security for items kept at the workplace.

Not the least important among the other questions asked concerns the individual's present satisfaction or dissatisfaction with his environment, location, convenience, and decor.

At this point the answers to the Workplace Questionnaire are analyzed and recorded in the computer program and checked by unit, section, and department heads.

**Design determined by data analysis**

Now, and not until now, with its computer print-outs in hand, can JFN begin to come up with a data analysis and begin schematic design and layout solutions to the functional requirements of workplaces and groups.

Ideally, the building the client will move into has not yet been designed. If it has been designed, its configuration is one of the factors to be considered at this point.

JFN analysts then develop typical workplaces for similar requirements and assign them by job title, while recording the components and space allocation in the SERF program. They summarize the adjusted VTS results based on management's decisions on which traffic patterns they want to expedite or inhibit. They also establish recommendations for communication and special facilities, such as reception rooms, mail and messenger service, food service, telephone and conference room requirements. SERF can then calculate and print out total space requirements by unit, section, and department.

**Now—the design solution**

Up to this moment JFN hasn't taken any steps toward arriving at the design solution. Before it does so it has an orientation meeting with the client's senior public relations officers, and a coordination meeting with the architects to discuss design concept.

It checks out whether the client manufactures products that should be used; or, in the case of service clients, whether any of the client's customers have products that should be considered in the design solution.

Frequently JFN has helped determine the building standards and allowances. These are now reviewed and become part of its preliminary design concept. JFN, for example, helped determine building standards and studied the space and other architectural requirements of Banco Popular de Puerto Rico (see contract, July 1967) before its new building was designed. Sometimes JFN is called on to study existing facilities and to recommend and estimate the cost and efficiency of renovating existing buildings versus design and construction of new buildings.

**Purchasing, patch-ups via computer**

The client—or JFN—can now enter into lease negotiations and request appropriations from the building owners. All the information previously acquired during data collecting analysis is brought into play: JFN does not have to ask for items that the client does not need; it can trade these for those items the client does need.

With negotiations completed, JFN and its client are ready for the final step: the actual design phase. The client is presented with a design concept along with a preliminary budget. After these have been approved, JFN presents its approved, detailed furniture layout, its final design presentation, and the completed budget.

To expedite preparation of client's purchase orders and delivery of furniture, orders can be processed by computers. JFN then completes its working drawings and details of interior construction and cabinetwork.

To assure the client of the final result—and to make sure the results reflect the effort in data gathering analysis, planning, and design—JFN assists in letting the contracts and always supervises the execution on site. On move-in date, a staff of JFN supervisors is present to make sure that every detail is correct.

A punch list is then made of "patch ups," such as broken ceiling tiles, scratches on paint, damaged plaster, faulty balance in the air conditioning system. And the computer programs are called upon once again as part of a system to maintain a space/environment standards program.

JFN's last step is to give the client a manual outlining how future changes are to be accomplished, whether by the client's office manager or internal staff of JFN.
After painstakingly analyzing all information gathered during the survey phase, JFN issues a bound report to clients. Often close to 100 pages, the report covers all information regarding present and future office space requirements. It details summaries and conclusions on such items as personnel projections, standards, total space required, adjacencies, building space analysis. The report is supported by all necessary charts and graphs, such as the three on this page prepared for a New York-based firm.
WHERE SPACE IS SCARCE—GO

VERTICAL

Space, the one commodity that is used up as fast as money, is being used by designers to better advantage in existing office, dormitory, school, and other applications as the result of the development of unusually flexible component systems.
Because office space is becoming scarce—and expensive—Hardwood House puts walls to work, using the area from the desk top up. Hardwood's new system of component wall furniture (left) has three basic supports—free-standing wood standards, a fully adjustable wall-mounted device, and an extruded aluminum pole. More than 100 individual cabinets in traditional and contemporary styles come in three modulars, 18, 30, and 35 inches, and two depths, 14 and 181/2 inches.

Circle No. 105.

Economy of space and inexpensive materials characterize the general office areas (right) at the Stendig, Inc., New York showroom. Double rows of desks are separated by wallboard partitions, with built-in storage and shelving, designed by The Space Design Group. The desks are standard tables; legs at one end are removed and the top is secured to the white-painted gypsum wallboard divider, thus creating a custom job with standard materials.

Circle No. 106.

What have the designers of the Murphy Bed, supermarket refrigerated display fixtures, and skyscrapers got in common? The answer is a solution to the problem of the high cost of space—the use of heretofore unused air space in laterally defined areas. All three reached for the sky in utilizing space ordinarily wasted.

Today, due to the development of built-in and component furniture systems, the trend is for interior designers and planners to fill space upward, as well as laterally, in offices, dormitories, schools, and other commercial and institutional buildings.

In crowded metropolitan areas such as New York City and Los Angeles, where office space is at a premium due to an inability of developers and builders to keep pace with the demand, expansion renovation by taking advantage of vertical air space is proving highly popular. It has to, considering that the average cost of office space is about $6.00 per square foot per year, with costs ranging as high as $12.50 per square foot per year in very desirable buildings.

The reason for the soaring cost of office space in densely populated urban areas is easy to determine when one considers the inflating cost of mid-town land. For example, 150,000 square feet of buildable area around New York's Grand Central Station would be worth about $400 per square foot, just for the land. Added to this $60 million land cost would be the cost of the building and all the costs that such an enterprise entails. The result, of course, has been sale of air rights, such as over Grand Central Station, which will permit a building to be erected that will be larger than the neighboring Pan Am building and which will offer some two million square feet of rental space. The cost
for such space will have to exceed the $6.00 per square foot average, if rents continue their upward pace.

**Space for telephones or bars**

Similarly, interior designers and space planners will be asked by clients in growing numbers to make maximum use of existing space. Like TWA, they will be designing up, up, and away! Many interior designers already are designing to take advantage of vertical air space, using either wall-hung, pole, or free-standing furniture systems, which provide a place for everything from telephones to office bars to files in space that usually goes to waste.

In office layouts, where there are open spaces not fully utilized because of their lack of proximity to walls, the free-standing wall and pole systems permit establishment of almost instantaneous room divisions. These permit a full use of space, no matter how tight, simply because components then can be added in over-desk-height space to provide an efficient work area, if not one that is spacious.

Systems apparently vary from manufacturer to manufacturer only in the number and type of components to be hung and how they are hung.

**Limitless design potential**

For example, Omni Plus, an architectural furniture system for custom designing active storage and work areas, provides for flexibility in arrangement of its system components by a multidirectional-connection-plus-configuration bracket, which joins the system's support rails and allows complete vertical and/or horizontal enclosure of space. It offers a complete selection of component drawers, files, panels, work surfaces, and organizers in a variety of materials, including walnut veneer, clear or bronze glass, plastics, and laminates.

Apparently limitless design potential is made possible by the extruded aluminum rails and brackets, which economically and mechanically permit any type of arrangement and application. The installation may be free-standing, wall supported, wall-and-front supported, or with floor-to-ceiling support. The free-standing units are well suited for "office landscape" installations.

**High density "spatialization"**

Herman Miller's Comprehensive Panel System provides flexibility in configuration as well as office layout and design. It combines panel-partitions, interlocking poles with simple connectors, and wall-hung furniture components, with panels designed to interlock with poles for the organization of any number of rectilinear spaces. These intersecting right-angled panels, extending beyond both sides, provide stabilization for the system. Standard components such as: desks, display units, tack boards, shelves, storage units, drawers, file bins, and pigeonhole units are hung from poles.

More than 1,300 combination configurations, it is estimated by the company, can be created, with sliding doors of wood or glass, flipper doors, drop-fronts, and easels to broaden the scope. The CPS system permits high-density "spatialization," encouraging free use of vertical space, with wall channels for future mounting of shelving, worktops, cabinets, and light-

**Use of VERTICAL space is made simple with highly flexible component systems**
Newly developed by Herman Miller, the Comprehensive Panel System (topmost) combines panel-partitions, interlocking poles with simple connectors, and wall-hung furniture components. Desks, display units, tack boards, shelves, storage units, drawers, file bins are compactly integrated, providing semi-private work area while making use of otherwise wasted vertical space. Immediately above: In the traffic department of New York ad agency BBDO, just about every available inch of wall surface is fully utilized, with Miller’s Comprehensive Storage System literally going up the wall. Circle No. 107.

Using a minimum of floor space, Omni Plus wall-attached, six-bay installation (shown with panels opened and closed, topmost photos) can be fitted with any of the many standard components to suit particular needs. Immediately above: Instant office is how Omni describes its architectural furniture system for vertical work organization and active storage. Units can be quickly rearranged in any number of schemes. To assure privacy, panels connect the bays, supported by extruded aluminum rails to create a “wall,” making it ideal for the wall-less office landscape concept. Circle No. 108.
ing to produce storage walls, display units, carrels, secretarial stations.

System Cado and Royal System is based on a series of rails and stanchions to which shelves and cabinets may be added at any given point, with the manufacturer claiming over 16 million different arrangements. Cado provides a custom-designed paneled storage wall in any room by means of matched floor-to-ceiling panels of fine hardwood, which are secured to an existing wall, or erected back-to-back to form a partition wall.

Component cabinets and shelves in matching woods, hung invisibly on these panels, may be combined in a great variety of arrangements to fulfill storage and esthetic requirements. The invisible supporting system for the line is a neat vertical row of holes that borders each wall panel and which utilizes angled wooden dowels that are built into the back of each component piece and that are inserted downward at an angle of 40 degrees into the angled holes. No further supports or screws are necessary, no matter how much weight the cabinets are required to contain.

Two different approaches

Hardwood House’s system of component wall furniture has three basic supports: free-standing wood standards, a fully adjustable wall-mounted device, and extruded aluminum poles. More than 100 individual cabinets are offered in three modules: 18 inch, 30 inch, and 36 inch, in 14 inch and 18½ inch depths. Cabinets can be used with any of the three basic supports, and a series of desks and tables can be combined with the component wall system to provide executive and clerical work areas. Wardrobes and Murphy beds also are available as an executive library furniture line.

Two manufacturers recognizing the utility of vertical space, but approaching the problem from different points of view are Grant Pulley & Hardware Corp., and Marble/Imperial. Grant makes a versatile shelf system that permits a wide variety of wall arrangements for office storage purposes. Marble/Imperial, on the other hand, attacks the problem by offering components that add on to free standing desks, to provide vertical storage and filing areas as part of a desk, rather than wall or pole system.

Systems offer rearrangement flexibility to designers/planners

In all cases, the trend is up, insofar as space usage is concerned, with an additional benefit accruing to designers using any of these systems: flexibility of office arrangement. Departments can be set up, expanded, torn down, and relocated with ease, using simple tools and a minimum of labor. Some of the systems feature built-in raceways to accommodate electrical and telephone outlets. Others have built-in lighting fixtures. Some lend themselves to the office landscape.

It would benefit the designer, however, to look into more than one system when planning, since the systems and their components do vary, and depending upon the design of the space, one may be better suited than another. Only close inspection and a familiarity garnered with demonstrations can chart the way to which is best for what new application. (C)
A full line of office equipment, including this bookcase storage cabinet (topmost), was specifically designed for the office landscape installations by Uniline Furniture. The portable units are ruggedly built with a flexible construction system. Immediately above: Uniline's vertical storage makes the most of limited space in dormitories. This one at Lancaster General Hospital for resident staff incorporates wardrobe, cabinets, drawers, shelf space, and a desk. Circle No. 111.

Vertical Space Planning system by Marble/Imperial is applicable to both standard module planning and office landscaping. As exemplified by this desk (topmost), the series provides needed storage space by going up — with credenza-like units rising from desk tops. Circle No. 109.

Immediately above: Albert Herbert, AID, designed this travel agency office using System Cado in walnut. Cabinets, shelves, desk, and lights are movable units, which may be secured to the wall or erected back-to-back to form a partition. Circle No. 110.
DESIGN ELEMENTS IMPROVE COMMUNICATIONS FLOW

A feeling of spaciousness compatible with its suburban location is also achieved by ISD, Inc., at Scott, Foresman & Company, educational publishers.

To fit a commercial building complex into a fashionable residential surrounding—that was the design objective of the architects, The Perkins & Will Partnership. To extend the open and spacious architecture and the changing seasons indoors—that was the interior design objective of ISD, Inc. Both succeeded in creating a free-flowing interchange of spatial relationships in the campus-like cluster of four brick and precast concrete buildings, joined together by glass-enclosed connecting links, at Scott, Foresman & Co.'s new quarters in Glenview, Ill.

While ideally suited to presently serve this publishing company's personnel and client needs, the interiors are adaptable to future needs, as well. Only the perimeter walls, walls of executive offices, and mechanical cores are permanent. All other interior walls are movable steel partitions set in steel channels laid on top of the carpeting, which covers 95 percent of the floor area in the buildings. By installing the partitions after the carpet was laid, labor costs were lowered and flexibility of space was achieved.

These movable steel partition walls in all buildings are painted the same neutral color to give continuity to the interior spaces. Office doors are painted a different color in each unit to create variety and identity. Side chairs, desks, and permanent walls are in livable, low-keyed colors.

ISD found that only about 5 percent of the company's furniture was reusable. Replacement of such items as special filing cabinets and storage pieces would have been extremely costly, according to ISD, so it had these spray-painted to match the new furnishings and they were then integrated into the design. The designer specified the use of standard components, rather than custom-designed units in the majority of instances, to save both time and money.

In addition to esthetics, one of the key elements desired by executives, as determined in pre-design question and answer sessions with the designers and executives, was a free flow of space and communications for an unrestricted exchange of ideas. Open glass areas, consequently, abound. Even the dining room figured into plans for a better communication environment, with special china, flatware, and glassware carefully selected by the designers to set the mood. (C)
The three-story skylighted reception lobby (left) in Building A of the new Scott, Foresman complex conveys a sense of immense vertical space. Glass wall at the rear provides a view of the courtyard and other buildings. Furnishings include a warm brown and black carpet, natural leather furniture, a reception island of Gothic oak, and Plexiglas display cases (above). Brick walls are brightened by precast concrete with quartz aggregate, echoing the exterior.

Board room (above) in Building A provides spaciousness and light, achieved by maximum use of glass. The specially designed table is a warm brown oiled wood; chairs are of light tan leather.

Art department in Building C has a series of work stations (right) specially designed by ISD. Built-in fluorescent lighting illuminates the custom-designed drafting board, tack board, and extra work surface provided by filing cabinets.
Design Improves Communications—cont.

Floor-to-ceiling window walls bring four seasons of outdoor atrium into each executive's office of this attractive publishing complex.

Top: Typical executive office has white walls, oak parquet floor, warm brown oiled wood, oyster white drapery, light tan leathers, providing a neutral ground for color accents in area rugs and side chair.

Center: Open secretarial areas surround the center light well. Service wall on right includes full-height bookcases, coat closets, storage and file enclosures.

Bottom: Executive dining room has ISD-designed tables of mirror-finished Gothic Oak. ISD selected special china, flatware, and glassware for the room.

SCHEDULE OF SUPPLIERS

CONTRACT
An editor's office in Building D brings an exterior view of the courtyard inside. Dark wood and leather desk chairs are accented by light-toned side chairs in a casual grouping for conference and study. Mounted shelving on the brick wall keeps the work area clear and provides a neat display of reference materials.
ADEQUATE WAITING ROOM IS KEY DESIGN FEATURE OF ATTORNEY’S OFFICES

Three guest seating areas serve six waiting clients

Unlike a dentist’s or a doctor’s office, where waiting patients silently commiserate with one another, waiting rooms of lawyer’s offices seldom are good places to socialize with neighbors. The business at hand usually is more emotionally charged; the waiting periods could be lengthy, considering the complex discussions that involve the law; and clients would rather wallow in their own private misery.

That is why Veronica R. Morgan, AID, interior designer in Boston, took such pains with the design of the waiting room area in a complete renovation of an entire seven-room suite for the Boston law offices of Joseph J. Balliro & Associates.

Of the three design areas, the reception room offered the greatest challenge to her in space planning. Demands on the 11 by 25 foot area consisted of accommodations for two legal secretaries, six waiting clients, plus the usual complement of files, guest coat storage, and reading material. These elements had to be planned so that they would not obstruct passage through seven doors opening off the room—an entrance, five private offices, and the conference room.

Limited and unevenly distributed wall space provided the impetus for three, individual guest seating areas, each distinguished in upholstery and art work by its own monochromatic coloring (shades of deep blue, magenta and blue-purple).

SCHEDULE OF SUPPLIERS


One of the three seating groups (uppermost) sits under soffit designed to house existing air conditioning/heating ducts. Two teak and natural tan suede magazine racks (above) were mounted and doweled together to form one space-saving unit next to teak file cabinets. Secretarial desk (right) was designed using standard desk components.
Attorney Balliro's desk (left) faces a wall paneled in 2-foot modules of oiled teak, with half-inch reveals between panels covered in black Naugahyde. The antique pine dry sink was a Charles Street curio shop "find." The long narrow proportions of the conference room (above) dictated the use of a boatshape conference table, a custom design made of two-inch teak top supported by two 11-inch square pedestals of Portuguese aurora-rosa marble. The columns pierce the top and are flush with the teak surface.

Careful attention to details is illustrated in this narrow corridor (far left) leading to an associate's office. One of seven doors located off the reception area, this one has space enough for the display of Cactus Flower, a bronze wire sculpture from America House. Door plate (near left) has natural ten cousinide surface with teak surround. Door jamb of teak-stained oak is accented with a black-painted reveal, used wherever one material or surface joins another. Doors are solid core birch finished in matte black-lacquer and have concealed, magnetic-type catches.
"COLORLESS" COLOR SCHEME IN UTILITY OFFICES

Offices remodeled by Interiors for Business uses art, rich textures, and neutral colors to achieve feeling of quiet dignity without being traditional.

Every designer should remember the three purposes of color in interior design: 1) function—that is to create a mood or give a depth perception effect; 2) communication—to achieve a result, such as emphasize a wall or de-emphasize columns; 3) neutralization—to achieve color harmony through a choice of natural color materials and textures.

Joe Langford, project designer, and Mary Nikas, president, both of Interiors for Business, Atlanta, Georgia, used neutralization to come up with a completely colorless "color scheme" in remodeled offices of Georgia Power Company, Atlanta.

Arguing that the southern heritage of richness, dignity, and graciousness is not necessarily obtainable only through Williamsburg styles, the designers used classic designs from the present, special art selections of exclusively Atlanta artists, and the interplay of natural colors and textures to achieve grace and charm.

The richness achieved in texture and materials is without ostentation, ranging from gray-brown tight loop pile carpet to silver-gray foil on one wall, to natural cork on one wall of the lobby and dark gray vinyl on the other walls.

Art work throughout the executive suite is with only two exceptions deprived of "color." All of it was chosen with great care by one of the power company's executives and Mrs. Nikas from hundreds of varied art works, including several sculptures, created exclusively by Atlanta artists. An abstract still life in one of the offices uses blue and red with bold blacks and white and is the only definable color in the entire suite. Another office uses a black ink drawing on white paper and a block print of neutral colors, with a lobby painting done in all white oil, hung over an off-white gray tweed sofa.

Langford fully exploited the self-imposed "limitation" of using neutrals throughout. He mixed woods: walnut, elm burl, birch, ebonized pine, oak paraquet, and dark walnut; and he used stainless steel and lacquered wood and marble as well. Through his carefully controlled "color" scheme, he unified all the materials and textures into an harmonious atmosphere.
From glass-walled reception room (left) to executive offices of vice president Eugene Yates (above and right) and division manager Hoyt A. Wiggins (lower right) a carefully controlled color scheme of neutrals is heightened by a mixture of textures in fabrics, carpeting, and wall-coverings, as well as by original paintings and sculpture by Atlanta artists. The offices are well lighted, with considerable flexibility of levels and a combination of fluorescent and incandescent fixtures. In several areas, the fixtures are given a custom look by grouping walnut trimmed fluorescent fixtures around air ducts.

**SCHEDULE OF SUPPLIERS**


JUNE 1968
DESIGN CHANGES BANK’S IMAGE

Morgan Guaranty Trust Company’s newest branch at 48th Street and Park Avenue, New York City, was designed by Chandler Cudlipp Associates to reflect its venerability without being stuffy about it.

Give some designers an old, venerable institution to design, and they’ll inevitably come up with a block of granite from a quarry in New Hampshire. Chandler Cudlipp Associates, on the other hand, came up with a mixture of traditional and contemporary that not only sets a solid image, but launches the newest uptown branch of Morgan Guaranty in high style and in sharp contrast to the formally traditional downtown main office.

Working closely with the architectural firm of Eggers & Higgins, the interior designers dealt successfully with a full house of challenges, including an odd shoe-box shape of the main floor, to produce a two-floor banking establishment distinct in size, mood, and design.

A long sweep of ceiling in the main floor banking area was broken by the designers with installation of three lowered sections, each with a luminous oval cutout framing a spectacular three-tiered, gold-and-aluminum chandelier. On one side, 23-foot floor-to-ceiling panels of muted green silk- and-linen draperies frame tinted windows. On the opposite wall, are perfectly matched panels of English oak.

Efficiency aided by desks

The back wall, too, uses soaring vertical panels of fine-grained wood, accented only by a massive gold sunburst clock. Throughout, spruce green wool carpeting sets off the wood tones.

Efficiency coupled with craftsmanship is the combination provided by the office furniture in both executive areas of the banking floor and the second floor executive areas. The desks, particularly, incorporate labor-saving efficiencies that provide plenty of storage for papers, envelopes, and bank forms, while concealing telephone wires in internal raceway channels.

Imaginative lighting on the second floor in contrast with the elegant contemporary chandeliers of the first, consists of softly glowing recessed panels that provide shadowless light.

The main floor of the new uptown branch (above) reflects a contemporary mood, in sharp contrast to the main banking area of the original office (right) in downtown New York City’s bustling financial district.
View of the second floor (above) of the new Park Avenue office. The muted green and gold scheme is softly lighted with glowing recessed panels for excellent illumination.

Secretarial desks (above), designed and fabricated by Cumberland Furniture, are made of finely grained walnut with a natural oiled finish. The half-groove detail around the outer edge adds lightness, conceals a slide-out panel. The shallow middle drawer, with an exclusive lock mechanism, appears to form a continuation of the contour. Incorporated in each desk is a pull-out stationery file of unusual capacity (left), a locked cabinet for valuables, special channels for telephone cords. Executive desks are similarly designed for such efficiency.
Exotic Wood and Polished Steel
In Newest Designer Lines

A Gleaming Stainless Steel in one inch by one inch bar stock is shaped to frame Mueller Furniture's new line of contract furniture. Biscuit-tufted seat and back cushions are upholstered in a variety of colors in leather, vinyl, or fabric. Solid bronze frame is available also. Circle No. 112.

B Steelcase Broadsides are lateral files in 42-inch, 30-inch, and the new 36-inch widths. The three units, each 18-inches deep, can be used in combination to maximize use of available space. Overfile add-on units, used in space above cabinets, are also available in the new 36-inch size. Circle No. 113.

C The Cube Is the Root of Herman Miller's new group designed by George Nelson for use in offices, lounges, and clubs. Shown here, framed in light oiled ash with the bold contrast of black leather cushions and black lacquered ash for the sides, backs, and drawer fronts of the desk, are the pull-up chair, sofa, and desk, with black Naugahyde top. The group also includes an armchair, another desk, two tables, and two credenzas. Circle No. 114.

D Add-on Furniture System begins with Art Woodwork Ltd.'s console (top, left in photo D), featuring stationery storage in the top and reserve storage below. Bin file will hold all file sizes. A built-in wastebasket, pencil tray, and pin/clip tray are provided. An add-on writing table or desk top may be attached (lower left). In addition, a mini-file (top right) may also be utilized. Circle No. 115.

E Executive Book or Display Cases top Fima International's rosewood or French walnut, and stainless steel credenza. The bookcases, with glass doors, are finished inside and out, with magnificently grained wood. Shelves are adjustable, with units available in three, four, or five section pieces. Circle No. 116.

F The Organizer. Robert John's new work desk, provides a place for everything—with easy reach. Combining the advantages of table, credenza, shelves, and files, the desk is almost a complete office. It features a distinctive sleigh base in polished or satin chrome, satin brass, or shadow bronze finishes. Circle No. 117.

G The Duo-Desk, by Scandia Craft Import, Inc., is 311/2 by 63 inches in size and is available in teak and in rosewood. Fea-
I The Stephens chair, designed by Bill Stephens for Knoll Associates, combines graceful design with exceptional strength. Oak frame design utilizes and enhances laminated wood. A special process for fastening the shell to the frame eliminates the need for stretchers. Circle No. 120.

J New lounge furniture by Harter Corp. features a massive oak frame with thick, rounded edge cushions of fire retardant polyurethane foam. The group includes single chairs, settees and sofas, single benches, cubes, and a series of tables, in three heights. Circle No. 118.

K Executive And Secretarial Seating must provide posture control with comfort, says Thinline Mfg. Co. Other important qualities are beauty, utility, and durability, all to be found in the firm’s seating collections. Circle No. 122.
OFFICE FURNITURE REVIEW

Layout Flexibility and Seating Innovations Featured

A Mobility and Maximum Efficiency blend in Oxford's Executive pendaflex file. Steel constructed with a Formica top, the file will contain letter and legal-size hanging folders, concurrently if desired. Available in two styles. Circle No. 123.

B Traditional Design is provided for the firm or executive who prefers the look of collector's items for the office, by Baker Furniture. A comprehensive collection combines elegance with efficiency and practicality. Circle No. 124.

C Three Views of contemporary design show Davis' #3265 chair, which features a 16 gauge frame of steel available in mirror chrome, ember chrome, mirror bronze, and antique bronze. The upholstery covers are in a variety of fabrics, leathers, and vinyls. Circle No. 125.

D Versatility in The Contemporary manner is found in Magnum, Monarch Furniture's new line of correlated chairs, sofas, benches, and tables. The forty-six piece group is available with chrome or walnut bases. Basic design in the chrome series is Bauhaus, while the walnut group gives a transitional look. Feature attractions in both series are the fastback chairs and tuxedo sofas. Circle No. 126.

E Executive Swivel chair is manufactured by Cramer Industries in chrome or bronze finish on the arms, and free-wheeling swivel base. The adjustable posture back and tilting seat are available in a complete selection of vinyls, fabrics, and colors. Circle No. 127.

F Solid And Substantial is the look of Domore's Eton group of office furniture. The coordinated and comprehensive grouping includes desk, credenza, lounge chair, and desk chair. Circle No. 128.

G Tuxedo Styling is reflected in Jansko's sofa and chair with chrome and steel bases. Loose cushioned, the pieces are available covered in soft glove black vinyl, or in grade 2 Naugahyde. Circle No. 129.

H Link Bench acquires arms and back units and a variety of new looks and uses. Units by Design Service, may now be assembled in any length, with or without backs. The arm units, with solid walnut cap, may be used between links, or at the ends of several links. Circle No. 130.

I Diplomat, richly grained walnut furnishings by Globe-Wernicke, is designed to accent the status of executives and secretaries in the middle management group. Desks and matching credenzas feature woodgrain plastic tops and polished bar stock legs. Circle No. 131.

J A New Office Overnight is possible with Art Metal's unique system of panel dividers. An interlocking stud and keyhole slot design permit firm attachment to the backs or sides of desks, returns, tables, or files. The panels are available in standard modular sizes and need no special tools or skills to set up. Dividers may also be free standing. Circle No. 132.

K Distinctive Seating is designed into the Lunar chair by Lehman Hansen for Stendig, Inc. The rounded silhouette of reinforced fiber glass is tightly upholstered in natural or black leather. Loose, down-filled cushion fills in seating area. Circle No. 133.

L Wing Desk Chair, a Milo Baughman design for Thayer Coggin, has straight back with headroll. Arms are low, and back and seat are slightly scooped. Mirror chrome steel base on ball casters has easy mobility and a contemporary look. Shown in vinyl, the chair is available in leather and a range of fabrics. Circle No. 134.
OFFICE FURNITURE REVIEW

Menswear Upholstery Fabric, Sculptured Seating Introduced

A Imposing Appearance, ideally suited to the executive office, is seen in Carolina Seating's component cases. The deck, 64 inches wide, by 12¾ inches deep by 52 high, is in two sections. Left section has one fixed and two adjustable shelves behind locked doors, with the right section an open bookcase. Below, the credenza has two locking drawers and two storage compartments. Circle No. 135.

B Architecturally Styled furniture designed for the contract-institutional market, is shown here by A.G.! Selected pieces from the Dante' series, presidential series, and encore series are assembled in the setting shown. Circle No. 136.

C Solid Beech is framed by Tech Furniture to carry poly/Dacron seat cushions on rubber webbing. The back cushions and arm pads are filled with Dacron for additional comfort and softness. For easy care, the cushions are loose, and the removable arm pads are attached with Velcro. Circle No. 137.

D Seating Modular as designed by Gregson Mfg. in the Series 60 institutional lounge seating units, has three upholstery styles, four base finishes, and with or without arms, in one, two, three and four seat units. A variety of covering materials is also available. Circle No. 138.

E First Impression is the name of the contracting line at Patterson Furniture, and the line is enlarged to include a new conference swivel chair. The high back provides comfort and proper back support. Circle No. 139.

F Beech Plywood with a walnut finish is used by Taylor Chair Co. to create this lounge grouping. The cushions are extra soft full top grain leather with dacron fibrefill. Circle No. 140.

G The H Series, by Indiana Desk, takes its name from the walnut or English oak H-frame leg style of this line. This group includes three double, and three single pedestal desks, returns, tables, two chairs, and cabinets. Circle No. 141.

H Sculptured Lounge Chair, handcrafted in Switzerland and imported by Hank Loewenstein, Inc., is appropriately named Flor (Swiss for flower). White fiber glass shell contains thick foam padded leather interior in black or orange. Circle No. 142.

I Source Group, designed by Warren Platner for Corry Jamestown, features recessed hardware on files and a choice of toe space of flush base. Available in two, four, and five drawer heights in both letter and legal sizes. Circle No. 143.

J Polished Metal strongly supports Thonet's conference room furniture. Chrome base chair is upholstered in durable vinyls, soft fabrics, or in client's own material. The tables, three feet wide by ten feet long, have plastic laminated tops in a fruitwood design. Bases are polished aluminum pedestals. Circle No. 144.

K Look Ahead Styling for the office is shown by Murphy-Miller, Inc. in the Custom 70 group. Decorative graining in walnut and polished chrome legs and hardware have a distinctive look. Group includes desks, cabinets, chairs. Circle No. 145.
EVOLUTION OF CONTRACT DEALER DUE TO EXPANSION OF SERVICES

BY SIDNEY SCHWARTZ

Who is the contract dealer? How did he start? What is his function? What is his future? This excerpt from the chapter on contract dealers in Sidney Schwartz's new book, "How To Sell The Contract Furnishings Market," provides important answers to these probing questions.

The dealer who can supply a complete package of furnishings for a motel, a dormitory, a school room is the contract dealer. He is in the business full time. Most contract dealers provide a "turnkey" service, starting with the over-all design of the facility right on down through purchasing, installation, and including financing of all the furnishings. In addition, there are many single item specialists, such as carpet dealers, drapery houses, or furniture dealers who specialize in the contract field.

A contract dealer—or furnisher—may serve one or more areas of the contract marketplace exclusively—motels and hotels, restaurants, educational facilities, institutions—or he may sell any area he can. Dealers generally develop a basic area of expertise, although they may be called into other areas because of their exposure to the market.

In each segment of the contract business there are large, highly specialized and well-established dealers who serve that segment. They rarely stray from their basic area. In the bank supply field, for instance, Bank Builders of America, headquartered in St. Louis, is the most important national furnisher and supplier of banks and allied properties. In the hospital supply industry, there is American Hospital Supply Co., Inc., of Evanston, Ill. In school furnishings, there is American Seating Co. of Grand Rapids. The drug store furnishing and supply field has McKesson-Robbins Corp., New York.

Some suppliers even manufacture

Each of these major suppliers is national, even international, in scope. They maintain branch offices, satellite facilities, and in some cases, manufacturing plants for certain products.

In the hotel-motel field, Revere Furnishings & Equipment Co. of Washington, D.C., and Albert Parvin Co. of Los Angeles are the closest thing to being truly national operations. They do not have satellite facilities and branch offices and thus cannot compete locally in a real sense across the nation. They are national in the respect that they design and furnish projects all over the country (and abroad) and are capable of handling the complete package anywhere in the country.

The Dohrmann division of Parvin-Dohrmann covers the entire West Coast in the field of restaurant supply, has branch offices and satellite facilities, but it cannot be called national in the real sense of the word. There are few major houses in the restaurant supply business that can handle installations any place in the country because the business itself is really more local than national.

Aside from these and a few other highly specialized national giants, most contract dealers are relatively small and local. While many have the staff and capacity to pick off jobs outside of their trading area, and often do, their regular business is generally confined to a radius of a few hundred miles. The Morton Textile Co. of Chicago, for example, handles major installations, particularly motels and nursing homes, in such distant places as Florida and California and operates branch offices. Still its basic business is probably within five hundred miles of its Chicago headquarters—and Morton is one of the largest and most versatile contract dealers in the industry.

Few department store contract divisions in existence

The majority of local dealers are either privately owned independent concerns or divisions of larger businesses, such as furniture stores or department stores. Relatively few department stores can boast a truly active and professional contract operation that
The contract division of Barker Bros., Los Angeles, is integrated with the retail operation, making full use of Barker's immense buying power and credit facilities. A core of specialty salesmen (left) services a wide area in Southern California. The contract division devotes almost half of its 10,000 sq. ft. display space to office equipment (below left).

Thalhimers Industrial Sales, the largest contract dealer in the south, provides the products and services for all types of contract installations—from churches to colleges, offices to hotels. At its showroom in Richmond, Va., room settings display merchandise to best advantage. Example (below): motel room.

compares with the independents. Most are little more than a decorating accommodation. Those that do support active contract divisions have usually seen them grow and prosper. Thalhimers' Commercial & Industrial Division, Richmond, Va., and the contract arm of Watt & Shand, Weshaw Design, in Lancaster, Pa., the contract divisions of Carson Pirie Scott and Marshall Field & Co. of Chicago, or the Bon Marché of Seattle, are examples of professional and prosperous contract divisions allied to department stores.

The function of the contract dealer is to provide the products and services necessary to furnish the project of his contract client. Though the extent of products and services offered by individual contract dealers may vary, the basics are the ability to provide the furnishings product, to handle the installation, and to render professional advice.

The products usually include furniture, carpeting, resilient flooring, wall-covering, lamps, lighting, mattresses and bedding, linens, curtains and draperies. Of these, the prime supplies are: furniture, floor coverings, bedding, wallcoverings, window coverings, and lighting. There are other more specialized products that are highly profitable to supply even though they may not be one of the basics. The services supplied by the dealer usually encompass decorating and design, coordination, installation, financing.

Cost-plus was by-word

Many dealers started in business by providing one basic service and then expanded into the others. One of the first services (rarely mentioned now) was price. Instead of using the conventional retail price structure when dealing with the commercial and institutional buyer and trading down, the contract dealer started with his cost structure and traded up. Cost-plus was his by-word. Cost-plus-ten became the standard. The contract dealer who operated on this basis functioned as a broker, supplying the products at a percentage.

As he became more involved with his commercial customers, the dealer soon discovered there were other profitable services that he could perform. He could install the products. But for this he needed a deeper understanding of his customer's operation. To handle an installation intelligent-
Contract Dealer Evolution—continued

W & J Sloane in Washington, D.C., emphasizes service and quality and has its own drapery, cabinet work, upholstery shops to supplement a wide selection of top-quality lines and its own private-label stock made to order. Among installations recently completed: Cowles Publications (right) in Washington focuses on Look Magazine covers integrated into reception room divider. Automobile Manufacturers’ Association (below), Washington, D.C., is keynoted by contemporary design in the spacious reception room.

NON-PROFESSIONALS NEED PROFESSIONAL ADVICE

ly he needed to know the contract buyer’s needs and capacities, time or season of peak operation and slow periods, and state of his finances. Who receives the furnishings for a new dormitory or a motel? Where are they stored? How long can they be stored? How are installations scheduled? Should all carpeting be installed and then all the furniture and then the mirrors? Or should the installation progress a room at a time, or a group of rooms at a time? If the latter, how do you arrange the logistics of pricing and shipping carloads with the manufacturers of the furnishings?

Solution of logistics problems

The service of solving these logistical problems was reflected in the cost. Frequently a first-time buyer, the contract customer was not equipped to anticipate these problems himself. As the contract dealer gained in experience he learned to anticipate the problems, to ask the questions when his customer did not, and came to offer a real service in the coordination of the job.

The advent of the small motel gave the entire market impetus. For many years, the hotel industry had been at a relative standstill. It was basically a refurbishing market. Hotel business was seasonal, ten or twelve weeks of feast and forty of famine. Financing had to consider these seasonal conditions. As motels grew larger and their furnishings more sophisticated, the initial investment capital became insufficient to cover the furnishings. Mortgages did not cover them entirely, so secondary financing became critical. As financing became common, secondary financing had to be stretched from two-year repayment to three to five years. The contract dealer had to understand money in order to arrange financing — because these properties began to develop peculiar financing problems.

The resort property in particular had peculiar characteristics. Business was seasonal, ten or twelve weeks of feast and forty of famine. Financing had to consider these seasonal conditions. As motels grew larger and their furnishings more sophisticated, the initial investment capital became insufficient to cover the furnishings. Mortgages did not cover them entirely, so secondary financing became critical. As financing became common, secondary financing had to be stretched from two-year repayment to three to five years. The contract dealer had to understand money in order to arrange financing — because these properties began to develop peculiar financing problems.

Complete package deliveries

So another service was born. The traveling salesman or mobile furnisher and supplier sought out the customer and brought a complete package directly to him. The quality and type of services varied considerably, depending on the dealer. While some were selling picture-postcard rooms, others began to personalize and decorate their installations. Motels got bigger. Hotels started to build new properties. Motels started to add facilities—dining and banquet rooms, lobbies, meeting rooms, bridal suites, swimming pools. A motel by the beach became a resort and a new business of resort-motels was on its way. The contract dealer expanded his services to better serve the market. One of the serious needs of this new market was financing — because these properties began to develop peculiar financing problems.

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(Continued on page 96)
From McDOWELL/CRAIG:
Fine steel office furniture with handcrafted wood panels...The new Aztec El Rey series!

For the man who puts together winning combinations...from the company with the same credentials. A case in point: Only McDowell/Craig has combined the warmth and prestige of rare handcrafted wood panels with the precision and tri-braced strength of a steel inner core...then accented its handsome look with color-coordinated plated legs and hardware in both desk and credenza.

Rich base lacquers make the Antique Walnut, Teak or Oak panels come alive...and stay alive for decades! The new Aztec El Rey series..."coordinated variety" in fine steel office furniture from McDowell/Craig.

Write for the new Aztec catalog.

McDOWELL/CRAIG
13148 FIRESTONE BLVD., NORWALK, CALIFORNIA
range secondary financing, to handle conditional sales contracts and leases, to endorse paper, to finance the complete furnishings package—and yet another service was born.

Professional design service evolved
As projects grew larger and more elaborate, the interiors required more skillful planning. Few architects were able to provide this service because so few had any experience with it. The interior decorator was not yet involved in this field and so the design started to come from those who were directly involved: the owners, a few architects, and the contract dealers.

This service developed as the industry developed. From non-professional, to quasi-professional, through semi-professional to fully professional design service status. The new specialists who understood the functions, requirements, and characteristics of this industry began to develop an entirely new type of design. They even designed the products for the rooms. Conventional furniture looked out of place in the functional motel unit. The impetus for redesigning case pieces, wall-hung headboards, furniture that fit the motel's function came from contract designer affiliated with the contract dealer/furnisher.

From showing mom and pop a catalog picture and telling them what color to paint the walls, the contract dealer expanded his service to extensive staffs of interior design professionals, product designers, and architectural consultants, capable of integrating the interior design with the building design from its inception.

Not every contract dealer is this sophisticated or even needs to be. Many highly skilled, exceptionally experienced operators specialize in certain types of projects and can handle every facet of that project, including design, quite competently without the benefit of an extensive design staff. Every business has to expect complaints and make adjustments. In the contract business this is a particularly sensitive problem. Late delivery to the home of a retail consumer is frustrating and unpleasant but cancellation of the order is no catastrophe. Late delivery of a single product to a commercial installation can mean delay in completion of the entire project, loss of revenue, penalties, and liquidated damage clauses. Cancellation can be a disaster. The penalties of late delivery or cancellation on a substantial project can put a dealer out of business.

Continual performance is just as critical. The extended financing and personal endorsement that the dealer gives his customer, plus the delayed payments he assumes, puts the dealer in a serious position of responsibility. The headboards that warp at the beach, or the drawers that stick, or the mirrors that cloud, or the carpet that stretches, are his headaches. The manufacturer may have been paid but the dealer has his name on a long-term contract. The manufacturer may talk about inspections and adjustments, but the dealer must make sure that his customer does not lose occupancy or revenue.

Dealer is on firing line
The dealer is more than a middleman between the manufacturer and the contract consumer. He is on the firing line, facing the problems that are inevitable. He must be able to resolve them with the manufacturer as well as with his customer. If he becomes involved with the average manufacturer who thinks in retail terms about complaints and adjustments he may as well hang up his hat.

Often, the contract dealer must adjust the problem before he can advise the manufacturer of it. Even when he contracts out the labor or installation service, satisfactory performance is his responsibility. This aspect of the dealer's service is all too frequently overlooked by the manufacturer who has initially supplied him and by his contract customer while they are both busy counting their own profits.
Anybody can make furniture that converts to something else. But when it saves space doing it—that's news! And new Taffet' 75 is some of the best news in a long time. Applications are as unlimited as the imagination. It's a striking enhancement to a multitude of settings. Changeover is fast and simple. Basic construction is sturdy birch with velvet smooth woodgrain finish. Rigid support is provided by strong tubular steel frames. More information is easy to come by. Send us a note on your letterhead.
A Dupont's ZepeU-treated, David & Dash fabrics highlight the windows in the lobby and reception area of the Fontainebleau Hotel in Miami Beach. Between the windows, hung in blue and gold satin, are pictorial panels suggesting the French origin of the hotel name. Circle No. 146.

B On Wings of . . . could be the name of this natural polished steel sculpture, but it isn't. The sculptor, William Bowie, calls it Hawk on a Rock. It is just one of a new collection by the artist which also included a commission by a New York bank for a sculpture 88 feet long by 5 feet high. Circle No. 147.

C The Look and Feel of fine leather is captured in Plymouth Rubber Co.'s Flypel an ultra-soft, urethane-cushioned material. Flypel has the glove-soft hand and workability required for the plump, cushiony look in sofas and chairs. Circle No. 148.

D Logo in the Round, or square—for floor or the wall. A custom area rug by Greiff Fabrics, Inc. makes it all possible. This one, a six-foot round, was designed for the headmaster's office of Connecticut's Hotchkiss School. The all wool rugs are available in several qualities. Circle No. 149.

E The Sound of Music, math, or market reports, will surround the listener sitting in Eklektix, Inc. Expo II stereo chair. Ideal for use in an exhibit or display, the chair will also perform well in an art gallery or museum, language labs and like areas. Circle No. 150.
Freedom

The Source Group

Simple, enduring, functional, unified. The Source Group can be a significant addition to the office environment. Brochures and catalogues on this new and totally integrated line of desks, files, tables, credenzas and modular units are available on request.

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THE NEWEST DECORATIVE, DURABLE COVERING FOR WALLS
Design of the highest quality is combined with low installation cost... low maintenance cost... superior flame rating to produce this outstanding wall-covering. Features include Creslan® acrylic flocks, non-tarnishing metallics on vinyl impregnated, Dacron® reinforced base. Send for facts.
Indoor-outdoor wall fixture

For both exterior and interior applications, Artolier’s Grandfather-styled wall lantern is set off by three lights with candelabra sockets. Its clear glass gives a gleaming effect on weathered brass or copper finishes. It is 9 1/2 inches in width, 34 1/2 inches in height, has a 7-inch extension, 16-inch mounting unit.

Circle No. 151 on product card facing P. 116

393 Salesmaker Ideas

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Circle No. 50 on product card facing P. 116
Reversible motif needs no matching

Versailles marble is a swirled marble pattern flecked with gold and deeply embossed to capture the rich veinings of natural marble. The design is the latest addition to Ruberoid's Luran Regency Embossed Vinyl floor covering line and is especially suited to French and Italian decor. It comes in six shades: blue, white with golden metallic, green, white with gold ink, dark beige, and light beige. The overall marble motif is reversible and needs no matching, thereby creating a seamless look on the floor. The easily cleanable vinyl surface is underlined with Quiet-Cor Vinyl Foam. The six-foot-wide rolls are easily installed on, above, or below grade.

Circle No. 152 on product card facing P. 116

design: Walter Müller/Karl Odermatt/Franz Hero

team form starts with this refreshingly different seat and back, subtly—doubly curved for comfort.

From then on, the choice is all yours. Specify wood or upholstered seats and backs. Combine them with wood, chromed, or enamel finish frames. In models that gang, stack, or stand free. Add matching tables if you wish.

The concept is Swiss. The detail European. And Harter/Lübke puts it all together here in the U.S.A.

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Circle No. 51 on product card facing P. 116

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Circle No. 71 on product card facing P. 116

Circle No. 52 on product card
Lighting devices that are totally original... classic Bubble Lamps... all bear the unmistakable imprint of architect-designer George Nelson. A variety of shapes and sizes, all cast a soft even light. A choice of accessories turn the basic Bubble into adjustable ceiling fixtures, wall pin-ups, floor and table lamps. Now offered as a ceiling hung fixture with hangers and extra length cord for baseboard attachment. Write for our catalog. Howard Miller Clock Company, Zeeland, Mich. 49464
Lower file storage costs dramatically with Plan Hold's new square tube storage files. Super tough construction to permit stacking... quick reference index system... exclusive Velcro fastener—all for only $10.50 to $12.50—less than 40¢ per file compartment. For details, write P.O. Box 3458, Torrance, California 90510.

Kerosene lamp hung and electrified

The kerosene lamp of old has been updated in the New American manner by Moe Light of Thomas Industries. The chain-hung lighting fixture has burnished brass, deeply fluted oil front, and large brass key, set off with a black parchment shade, gold braid, and a gold shade liner. Pull chains separately operate the two 100-watt lamps. The fixture measures 17 inches in diameter, is 18½ inches high.

VINYL WALL BASE!

You can be certain VPI cove and straight base will never "wither away." It can't dry out, shrink or crack. In fact, it is so dimensionally stable we guarantee it. (See VPI's installation instructions.) VPI offers a wide selection: Ten beautiful decorator colors... Cove base ½" and .080" gauges... 2½", 4" and 6" heights... straight base 4" height... 48" lengths and 120' rolls... plus pre-formed outside cove and straight base corners and stringer material.

See Sweets Architectural file or write for samples and specifications.
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 LIGHTEST**

of the Thermoplastics
With or without arms. Stacks straight up.

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**THE STRONGEST**

Laboratory tests subjecting the chair to a 100 lb. force applied 30 times per minute registered a change of less than 2 cm. after 250,000 applications. Will not craze or crack. Resistant to mars and stains.

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**MOST COMFORTABLE**

The contour of the chair with its compound curvature creates its own structure that combines great strength together with a resilience that yields to the pressures of body weight and shifting positions.

---

**PRODUCTS & SERVICES**

CONTINUED

3-D metal textures

Metal sheets are textured in a number of new patterns by Rigidized Metals Corp. by means of a new texturing process called Duo-tex. The three-dimensional, design-strengthened texture is applied on two levels—on its upper surface and within the depressed areas as well. Duo-tex is offered in widths to 8 1/4 inches and thickness to .037 inch, in eleven distinctive patterns. Other designs will be available in widths to 52 inches. Available in all metals, ferrous or non-ferrous, any finish, solid or perforated, any color.

Circle No. 154 on product card facing P. 116

Early American table lamp in Federal design

One of the current additions to the Sandel collection of floor and table lamps is this Early American table lamp with a Venetian red center column. The column is embellished with gold leaf foliation and a matching finial and is set on a blue base with a wooden footing of gold leaf. The shade is textured white shantung, trimmed with self folds and grosgrain ribbon in coordinated colors matching the base finish. Model 776 is 44-inches high and has three-way lighting with a line switch.

Circle No. 155 on product card facing P. 116

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VIEWED FROM BENEATH

The seat is attached to the base with four self tapping screws which go directly into webbed bosses integrally molded with the underside of the chair seat. The angle and position of the screws are in line with the direction of the stress imposed on the chair when in use. Ball and socket, self-leveling glides.

Made in U.S.A. by JOHN STUART INTERNATIONAL

In use in 23 countries in schools, dorms, clubs, libraries, auditoriums, waiting rooms, hospitals, hotels, restaurants, banks, shops, offices and homes.

Write for catalog showing 14 versions of the chair, color chart and specs.

JOHN STUART INC.

Contract Division

205 East 58th St., New York 10022
Decor doors galore

Ponderosa series of hand-crafted wood panels are made by Decor Doors for attaching to the raised sections of commercial doors. The panels, manufactured to exact size of the raised section for a perfect fit are easily applied, providing the doors with a custom look. There are six different designs to fit 4-, 6-, 8-, and 12-panel doors. Complete Ponderosa doors with carved panels attached are also available.

Circle No. 156 on product card facing P. 116

Stretch wool—first of new upholstery line

Stow/Davis has introduced its new Stretch Wool, the first of a new upholstery fabric collection. Designed by Suzanne Huguenin and woven in Belgium, the fiber is a blend of 97 percent wool and 3 percent elastomere yarn, which gives the fabric double stretch properties. Both the warp and the weft provide the necessary stretch for such upholstery applications as contoured seating. Colors range from bright contemporary to earth tones, fourteen solids in all. Swatches, prices, and complete information on Stretch Wool are available through the new Fabric Division of Stow/Davis.

Circle No. 157 on product card facing P. 116

The look of leather

Airco’s new fabrics, Rembrandt and Van Gogh, follow the trend to more realistic reproductions of grain, shading, and texture of natural leather in durable, high-style vinyl. Van Gogh, on the contemporary chair by Moore Furniture Industries, features a soft matte grain that blends well with today’s wood tones. Rembrandt, on Thayer Coggin’s traditional reclining chair, simulates the glazed look seen in genuine leather.

Circle No. 158 on product card facing P. 116

PORTER CARPET LUXURY

Porter Carpets’ Sovereign installed in Rosary Hills College student apartments for girls, Buffalo, New York.

Specifications: Porter Carpets’ Sovereign; 1/10” gauge tufted carpet of rugged 6” maple fiber of worsted spun acrylic. Sovereign’s extremely tight face stands up under roughest use without problems of pilling. Luxury looks bounce back after daily vacuuming. Easy to clean, easy to repair. Comprehensive color selection.

Delivery 4 to 6 weeks . . . Samples on request.

Inquiries receive immediate attention

P. O. Box 333, Cartersville, Georgia
(A Division of Tifton Rug Mills)
Domore chair is custom-fitted

Domore's 150-XLW chair is a commodious model in contemporary design, featuring a dual spring mechanism for weight adjustment, and is custom-fitted to individual requirements. Its lean-back "permissive spring" assures that the chair will move with the body and provide the support lower back muscles need. Base is laminated wood.

Hutch has adjustable bookcase shelves

Husler Harbor's hutch features 90 inches of letter filing, regular or hanging folders, 77 inches of legal filing. Textolite plastic laminate work surface and bookcase top in all available patterns with polished or chrome trim, and finished back for room divider applications. Model H 76 has woodgrain vinyl drawers and is 76 by 41½ by 18¾ inches.

New addition to Minatone ceiling tiles

Newest addition to Armstrong's line of non-combustible Minatone ceiling tiles is Cortega. Random fissured surface design hides acoustical perforations. Washable white latex finish reflects light evenly. Cortega may be mechanically suspended or cemented to plaster, concrete, or gypsum base and comes in 12 by 12 by 3¾ inch tile sizes.

SCERBO BOARDROOM FURNITURE

Your most discriminating clientele will appreciate the functional beauty and design individuality of Scerbo's DT Series of director's tables for the selective boardroom. Custom-crafted of the finest woods, in a variety of shapes and sizes.

Write for catalog 17G

FRANK SCERBO AND SONS, INC.
140 PLYMOUTH STREET
BROOKLYN, N.Y. 11201

Makers of Fine Office Furniture, to the Contractor's Specifications.
The fearless carpet.
It costs about the same as tile.

That's the cost of the carpet. When you figure installation and maintenance Ludlow's new indoor/outdoor carpet costs a lot less.

It's a lot easier to maintain than tile. No waxing or polishing. Most common stains can be removed with mild detergent or cleaner. And it was made to work in areas where you'd normally select hard floor covering because of cost, heavy traffic or weather.

It comes in two fibers; Dow-Badische's Weatherbright™ acrylic fiber blend or 100% olefin. Both of them stand up to just about anything. They're fearless, indoors or outdoors.

Ludlow indoor/outdoor carpet passed the U.S. Government's Hill Burton Tunnel Test for flammability with flying colors. The 100% olefin sample showed a flame spread rating of 70. The acrylic fiber blend sample showed a flame spread rating of 44. Any rating below 75 is considered more than satisfactory.

Ludlow's indoor/outdoor carpet won't rot or mildew, stretch or shrink, ravel or curl; is completely non-allergenic, and insect proof.

So you needn't worry about using it on any floors where you want the acoustic, insulative and design advantages of carpet.


The range of colors, patterns and textures is big and beautiful. We made it for outdoor use. But designed it for indoor use.

It also comes backed with high-density foam rubber at little extra cost. Or Ludlow can supply quality carpet cushion from the most extensive line in the business.

So if money or practicality have been keeping you from specifying carpet in any situation, you've just lost your two reasons.

You needn't be afraid of specifying Ludlow indoor/outdoor carpet because it isn't afraid of anything, including tile.

New Ludlow Indoor/Outdoor Carpet.

For specifications, samples, recent installations write: Ludlow Corporation, Floor Covering Division, Dept. C, 295 Fifth Avenue, New York, N.Y. 10013.
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; New York, (212) OX 5-2236; TELEX 1-25961; TWX 710-989-0112

Circle No. 60 on product card facing P. 116
New moldings look and feel like wood

The Luron Industries line of decorative moldings provide the look and feel of hand-crafted wood parts. Completely flexible, they will bend if applied to curved surfaces and can be nailed, screwed, stapled, or glued. They can be finished by staining, painting, leafing, or antiquing. The selection includes a variety of stock patterns; custom designs may be produced to order.

Circle No. 162 on product card facing P. 116

TORTURE TEST!

365 days of this kind of treatment might be tough to take... for some outdoor furniture, that is... but not SurfLine. Even after 3,650 days... 10 years... SurfLine will still be as good as new. Made of strong nickel stainless steel and vinyl PVC cordwrap SurfLine is virtually maintenance free and the only outdoor furniture that carries a full 10-year warranty.

SurfLine®

NICKEL STAINLESS STEEL CASUAL FURNITURE

WALL TUBE AND METAL PRODUCTS CO.
NEWPORT, TENN. 37820

Circle No. 61 on product card facing P. 116
If I had a thousand walls I'd cover every one with Stauffer vinyl wallcoverings! We can't blame anyone for being overwhelmed by the wealth of design and color in our vinyl wallcoverings. There are multiple choices to complement every mood and decor. Trendsetters to experiment with. And new this season... an exciting selection of unusual designs created by exclusive techniques, using new materials. All in a beautiful array of decorator colors, tones and blends. After all, we do have the most complete selection in the business... four lines that include both coated and 3-ply laminated construction. In fact, we are unique - the only completely integrated manufacturer producing vinyl wallcoverings from his own raw materials. Stauffer's PERMON, FABRON and VINCO vinyl wallcoverings are U.L. listed. All are available with a top-bonded coating of super stain-resistant TEDLAR*. See our four lines—in color range—at New York's Decoration and Design Building. If you would like samples, write today to Stauffer Chemical Company, Wallcovering and Upright Sales, 979 Third Avenue, New York, N.Y. 10022.

*DuPont's registered trademark for its polyvinyl fluoride film.
Stauffer

permon®/fabron*/detron*/vinco™ vinyl wallcoverings

Stauffer
CHEMICALS
New lines of office and institutional chairs

Four lines of office and institutional chairs and multiple seating are new from Milwaukee Chair Co. The four, all contemporary designs, are Deville, Tempo, Ambassador, and Polara. All have 1/4-inch square steel tube frames in a variety of finishes. Deville (shown) has a molded foam rubber seat on Pirrelli webbing and molded foam rubber back. The frame comes in painted and brushed, or polished chrome. Line consists of swivel chair with full back, executive posture chair with full back and upholstered arms, side chairs, both leg and pedestal type, and steno chairs. There is also two- and three-seat multiple units with optional table surfaces.

Doric table lines expanded to 30 models

Corry Jamestown Corp. has expanded its Doric I and Doric II table lines from four to 15 models in each line. Top sizes range from 36 inches to 120 inches long and 24 inches to 42 inches deep. Models are available with a choice of two, one, or no drawers; brushed finish hardware, adjustable leg glides, and all-around, end-only or extra large overhangs. All table models may be ordered in any paint combination, including 16 standard and 9 custom colors. The Doric II, has flush top table and 60 by 30 inch plastic laminate top with legs of one-inch square steel tubing.
If you want 350 yards of strawberry, we won’t give you raspberry.

We’ll match anything you want to work with: a strawberry, swatch of French velvet, a piece of saddle leather. And we’ll custom-dye as little as 350 yards. And we won’t charge you an extra penny.

The name of this program is Contract 350, and it gives you the widest variety of specialized Contract carpets ever put together. One of them is Scotsmoor: a 324-pitch, thru-the-back grade with the tightest construction anybody can buy. (And as an added distinction, this carpeting bears the wool mark label — the mark of the world’s best... pure wool pile.)

And no other custom contract program can make those statements.

Contract 350—in pure wool pile.
Carpet by Roxbury.
The wall and front supported application of OMNI PLUS expresses structural order and organizational function while achieving more efficient utilization of space. The cantilevered effect of the wall supported application accentuates its classic architectural form which is compatible with any style or fashion. OMNI PLUS' system concept is the most complete and significant new product available to the interior designer interested in environmental design. Its vertical and horizontal flexibility has synthesized function with form, and when necessary can be front supported to combine the ruggedness needed in contract furniture with its architectural simplicity.

Wall supported offices can be equally well designed for the action directed, the reference (or storage) oriented, or both. Enclosures may be ganged or stacked as high as one can reach.

OMNI PLUS offices may or may not be designed to include a desk extended from one of its modules. In a typical application, OMNI PLUS uses as little as one third the floor space of traditional furniture. The many possible applications are an appealing solution to floor maintenance problems, and offer the designer freedom of vertically separated and/or varying depths of custom cabinetry. Rather than being object furniture, OMNI PLUS becomes the background element in any given interior.

OMNI PLUS is a complete component system which can be designed into wall supported or wall and front supported applications. It can be disassembled and reassembled in a new location, or be redesigned for a new function. The designer of a system has the freedom and flexibility of unlimited combinations of open areas, enclosures, semi-closures with variable organizer systems, work surfaces and accessories.

Write for the location of the showroom or dealer nearest you, and an OMNI PLUS brochure which shows a variety of applications and details about accessories. OMNI/Aluminum Extrusions, Inc., Subsidiary of Hoover Ball and Bearing Company, 868 Shepherd St., Charlotte, Michigan 48813.
Vinyl-coated flocked damask wallcovering

A flocked damask vinyl-coated wall covering has been produced in 13 colors for the Cohyde wallcovering line of Interchemical Corp. The pattern, Victoria, designed to meet the demand for this type of decor in restaurants, hotels and motels, can also be used with another new Cohyde wallcovering, Dynasty. Dynasty reproduces the weave of shiki silk and is available in 21 colors. Both require a minimum of maintenance and can be wiped with a damp cloth.

Circle No. 166 on product card

Poppies and daisies on vinyl

Two bright and colorful floral patterns called Poppy (left) and Daisy (right) are available on vinyl fabric from Suval Industries. Both come in expanded or trim weight vinyls and in a variety of colors.

Circle No. 167 on product card

amp complements Mediterranean decor

The slender, classic base of Phil-Mar's Santiago lamp is embellished by sculptured medallion and floral designs. The Chromecoat parchment shade in matching base colors provides a harmonious ensemble. The selection of color combinations includes antique white and charcoal, antique moss green and white, and antique jonquil yellow and white.

Circle No. 165 on product card

190 JR Executive Rotary Chair. From a series of five new office seating designs.

Schaefer Bros., Inc. / 1123 North McCadden Place / Los Angeles, California 90038

Circle No. 66 on product card
Perforated pattern tops Parisian collection

Chair seats and table tops are patterned with circular perforated patterns on Carolina Forge's new Parisian collection of wrought iron furniture. The firm puts emphasis on lighter weight, easier to move pieces, scaled to take up less space. A new, more durable finish is guaranteed for 10 years to withstand constant water splashing. Pieces in the collection include chairs, pedestal, lamp, cocktail, and cigarette tables, seat with cushion and a flower cart are in ten decorator colors.

Circle No. 168 on product card facing P. 116

Want your name remembered?
Set your client's in metal!

Architects and Decorators: Now that you've made "beautiful music"... building and interior, client and you, all in harmony... how about the words? They might be mundane words: Purchasing, Personnel, Production, even Please Enter. They might be the most important words in the world. Like: The Widget Company. And: Office of the President. But how they look is up to you.

Knight will cast your letters in solid bronze, brass or aluminum. With anodized, polished or satin finish. To your design, or from our huge variety of styles. Cost, about the same as painted letters. But these will last!

And you'll be remembered, with appreciation. First step: Get Knight's FREE CATALOG, now.

Circle No. 68 on product card facing P. 116

"REFLECTIONS" Gold and Silver Leafed Steel Wall Sculpture
Height 6", Width 16", Depth 6"  •  Write for Literature

William Bowie
THE SCULPTURE STUDIO INC.
202 E. 77th ST., NEW YORK 10021  UN 1-8480

Circle No. 56 on product card facing P. 116
ining design reflects early America
The new Liberty Hill group of tables and chairs from Authentic Furniture Products reflects an early American influence. The distress-styled mate's and captain's chairs have hand-rubbed Salem finish over select hardwood and feature deep carved saddle seats and heavy back and armrests. The 48-inch round table extends to 72 inches in length with two 12-inch leaves. Its mar- and heat-resistant plastic suede top is edged with 1 1/4 inch wood trim.

Circle No. 169 on product card facing P. 116

Fabric mated to wallpaper
David & Dash has developed a new collection of wallcoverings, Fabri-Mates, fabric combined with wallpaper. Two of the patterns in this series are Sunflower (left) on Columbia cotton and Rosette (right) on Algodon linen.

Circle No. 170 on product card facing P. 116

Holdbacks to match drapery rods
Two new Kirsch holdbacks, an interwoven fleur-de-lis and a decagon, can be used to match the company's Atavio drapery hardware. Non-tarnishing cast brass, the designs are finished in satin black and antique bronze to match the rods.

Circle No. 171 on product card facing P. 116
Williams Office Furniture’s new catalog and price list offers a choice of two interchangeable (curved or square) main pedestal styles along with a wide range of matching component pieces. The option enables two different styles with the same desk. Both main pedestals have suspensions and locks on all drawers, independent writing arm slides, 1/4-inch panels throughout, and a hand-rubbed oil finish.

Casters for every purpose are shown in Haydock’s 28-page, full-color catalog. The catalog introduces Straight-Line casters, designed to eliminate the protruding wheel so that the caster remains centered like a glide. The complete line includes light-duty to heavy-duty, institutional to decorator-styled casters, all stressing beauty and mobility. Sections show glides, caster hardware, and special plastic parts.

Vinyl Specifier Guide, prepared by Ford Fabrics, aids designer and manufacturers in choosing the proper vinyl fabric for any seating application. By turning the guide wheel to the appropriate seating application, the range of vinyl fabrics suitable for a specific job is indicated. The guide describes each of the Ford vinyls and lists weights, widths, and range of patterns and colors. On the reverse side is a cost estimator.

Practical information about almost every type of floor and floor covering for use in a library building is presented in a new 326-page book, Floors: Selection and Maintenance, by Bernard Berkeley. Five of the seven chapters are devoted to detailed descriptions of the properties of the major categories of floors and floor coverings. The book is intended as a guide to the choice and maintenance of flooring. Available through American Library Association; cost, $12.50.

Vogel-Peterson’s new 24-page, color catalog illustrates distinctively styled coat racks in a wide range of styles. There are free-standing and wall-mounted units, concealed and semi-concealed wardrobes, wall racks, and a lockerette that provides each person with a coat hanger and a deep lock box. All units can be ordered in various sizes and in special colors.

The Wilson Wheeler Dealer from Ralph Wilson Plastics color coordinates the 4 colors of the Wilson Art Daisy pattern with any of the 12 solids in the plastic laminate line by simply turning the dial.
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they’re putting us on!
32 sq. feet of Cavrok goes up in minutes inside or out

Now... all the color, texture and feel of brick, stone or wood realistically reproduced through the miracle of modern chemistry. Big 4 x 8 sheets of Cavrok go up quickly and easily with hammer and nails or Cavbond construction adhesive. Use Cavrok on new or existing walls and partitions—inside or out. Available at better building supply firms—coast to coast...

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

JUNE 1968
Floor and table lamps, ashtrays and accessories, all reproductions in weathered brass, aged mahogany, and "olde" metal, are illustrated in Edward Alden’s 24-page catalog. Among the new designs are five tier mahogany shelves and tray floor lamps. Circle 179 on product card

Services offered by Cathedral Studios are outlined in a descriptive folder. The expansive areas covered are sanctuaries, from initial design to art glass and furniture; commercial and industrial interiors, from design concepts to materials and workmanship. Circle 180 on product card

A new 4-color brochure tells the story of Peabody’s 300 series of classroom furniture, incorporating high quality at modest cost. The series includes new tablet armchair, stacking chair, adjustable open book box desk, chair desk, and study top combination. Circle 181 on product card

Hardboard interior panels are illustrated in color in Masonite Corp.’s 1968 catalog. Room settings, samples, specifications, installation details are given on Royalcote random grooved paneling, diplomat series, panels with hidden slots for brackets, marblstone patterns, illigree and pegboard panels. Circle 182 on product card

Curtainscreen, by Julius Blum & Co., can transform run-down building facades into handsome, contemporary properties. With its latitude of design and color, Curtainscreen is a flexible system, whereby a variety of patterns, scale, and texture is achieved through a stock component system. Curtainscreen obviates costly demolition or structural renovation. Circle 183 on product card

High density foam carpet backing facts are described in a 4-page folder on Texacote, made by Textile Rubber & Chemical Co. How it is produced, its advantages, when and where to use it, plus an outline on how to specify Texacote—these sections can provide the specifier with a knowledgeable background on carpet backings. For example, the brochure recommends 38-ounce backing for hotel guestrooms and 56-ounce high density foam backing for dining and meeting rooms. Circle 184 on product card

Comprehensive lines of lighting fixtures, designed and manufactured by Artolier, a division of Emerson Electric, are reproduced in a new 80-page, full-color catalog. The traditional designs include cast aluminum, finished brass lanterns and fixtures, wall-mounted, ring chandeliers, chain drops, post lanterns, wall and corner mounts, wall brackets, and ceiling-mounted fixtures. Complete specifications and finishes are listed. Single copy of the catalog is $1.00. Circle 185 on product card
CLASSIFIED ADVERTISEMENTS

Rates: $15.00 per column-inch payable with order. Estimate 35 words per inch. This section closes the 10th of preceding month. Please specify if box number is wanted; no extra charge. Classified ads may include situations or help wanted, lines wanted, representatives wanted. Merchandise offerings not acceptable; ask for display advertising rates.

MANUFACTURERS REPRESENTATIVES WANTED: Well established publicly owned company has choice territories available in its office furniture division. Promote well styled, highly flexible line of wood-laminated office furniture. Fast delivery from huge factory stock. State current lines carried and area covered in reply. Write: Box A-500, CONTRACT, E. 43 St., NYC 10017.

BUSINESS OPPORTUNITY FOR DESIGNER-SALESMAN: Are you completely honest? Are you a qualified and capable interior designer? Do you have an established sales record which can be proven? If the answer is yes on all three counts you could own a sound business established in office equipment and interior designing for 34 years without putting up a penny. Mail complete resume and photo and all details will be sent to you at once. Write: Box A-510, CONTRACT, 7 E. 43 St., NYC 10017.

HOTEL SALES REP WANTED: Man specializing only on calls to purchasing agents of hotels. We are manufacturers of major line of furniture. Various territories open. On commission basis. Write: Box A-511, CONTRACT, 7 E. 43 St., NYC 10017.

LINES WANTED: New showroom in Ice House, San Francisco, carrying French casegoods desires additional lines which will fit well with this French style. Quality merchandise only. Will carry stock if necessary. Write: Box A-512, CONTRACT, 7 E. 43 St., NYC 10017.

MANUFACTURERS REPRESENTATIVE AVAILABLE: Calling on leading contract dealers and specifiers in Ohio, Michigan, Indiana, and Kentucky. Has established lines, desires additional commercial products. Write: Box A-513, CONTRACT, 7 E. 43 St., NYC 10017.

CONTRACT CARPET SALESMEN WANTED: Old established carpet contractor wants salesmen with following for metropolitan area. Salary plus commission plus fringe benefits plus! Write: Box A-514, CONTRACT, 7 E. 43 St., NYC 10017.

EXPANDING LEATHER GOODS MANUFACTURER seeks well established contract representative to sell quality line of top grade cowhide desk accessories, baskets, etc. We also feature a complete custom design service. Liberal commission. For East Coast territory from Maine to Virginia. Write: Box A-515, CONTRACT, 7 E. 43 St., NYC 10017.

REPRESENTATIVES WANTED: Experienced representatives with showrooms—mfr. of finest contemporary polished steel glass top tables is now seeking additional territories with new and highly competitive line. National advertising in leading journals. Allied lines will be an asset but must be of high quality. Write: Box A-516, CONTRACT, 7 E. 43 St., NYC 10017.

SHOWROOM AVAILABLE: Sublet: desirable showroom, 1600 sq. ft. Excellent location. Recently decorated. Lobby floor of important decorator building in the East 50's, N.Y.C. Immediate occupancy. Write Box A-517, CONTRACT, 7 E. 43 St., NYC 10017.

CONTRACT FURNITURE SALES PERSONNEL: Must be top flight professional with strong background and proven performance in completely packaging hotel, motel and public area interior furnishing requirements. We are establishing a hard core sales staff in principal United States activity areas including yours and have available feasible financing programs which should enhance your earning potential substantially. We offer a draw plus expenses against sales commissions. To those applicants who qualify a personal interview will be arranged. Please reply confidentially to our showroom: ARNAIR CONTRACT INTERIORS, Contract Sales Division, 8718 W. Third St., Los Angeles, Calif. 90048.

IN AN EXCELLENT BUSINESS AREA OF LOS ANGELES, a 12-year old, well established furniture imports firm with large stock and work shop, due to rapid expansion, has incorporated, and is now seeking 3 or 4 ACTIVE PARTNERS to supplement the existing staff. We would consider only: 1) persons with interior decorating skills; 2) persons with furniture drawing ability; 3) persons with a knowledge of cabinet making, or capable of functioning as shop foremen. Interested persons are requested to submit address and a short resume in a sealed envelope to: "CORPORATION," P.O. Box 38056, Los Angeles, California 90058.

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, type of lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. Write to: Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

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JUNE 1968
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