CONTRACT

USINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE • JULY 1968

LANDMARK ISSUE NO. 5

Dallas usa

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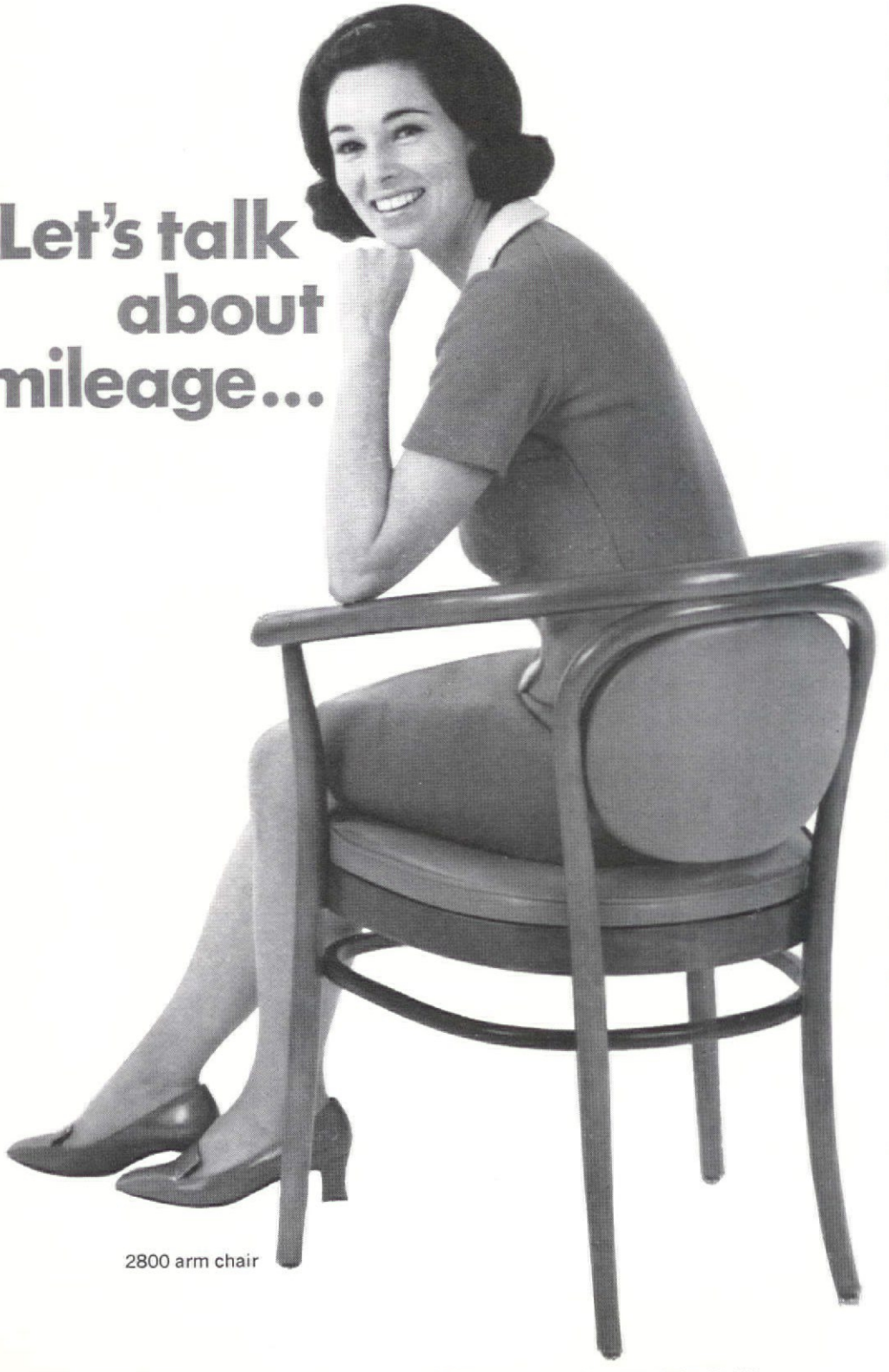

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Circle No. 1 on product card facing P. 144

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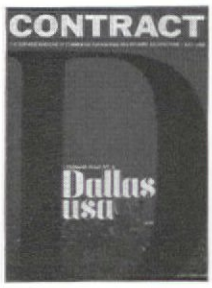

The Cover

Big D in cover designed by Norman Blechner stands for Big Design in Dallas, USA, sophisticated metropolis of the southwest prairie and subject of our fifth Landmark Issue.

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS AND INTERIOR ARCHITECTURE

VOL. IX, No. 7 **JULY, 1968**

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

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COMING IN CONTRACT

AUGUST—Mid-Year Product Review—a comprehensive report on new contract furniture, furnishings, and accessories; an important article development on creating visual interest with environmental lighting; and a review of the latest lamps and lighting products and developments. Plus—the highly informative and sometimes controversial Contract '68 Seminars.

SEPTEMBER—An in-depth study of the Albert Parvin & Co., West Coast planning/designing/furnishing firm with international and national operation—detailing how professionalism leads to profit. Plus—a preliminary design report on New York City's new World Trade Center.

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Circle No. 4 on product card →

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Vinyl Wallcoverings

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Circle No. 5 on product card facing P. 144

CALENDAR

1968

July 7-11. Pacific Northwest Furnishings Market. Seattle, Wash.

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

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

July 14-19. Los Angeles Furnishings Market. Home 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 Center, San Francisco.

August 11-16. Montreal Furniture Market & Lamp Show. Place Bonaventure and Queen Elizabeth Hotel, Montreal, Canada.

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

September 8-13. American Institute of Interior Designers, 37th Annual Conference. Century Plaza Hotel, Beverly Hills, Calif.

September 9-11. Boston Furniture Show. War Memorial Auditorium, Boston, Mass.

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

September 15-19. Jamestown Furniture Market, Jamestown, N.Y.

September 16-19. American Hospital Association. Convention Hall, Atlantic City.

September 18-20. Southern Furniture Manufacturers Association Annual Meeting. Williamsburg Inn, Williamsburg, Va.

October 7-10. National Hardware Show. New York Coliseum, New York City.

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

October 24-25. National Association of Store Fixture Mfrs., Annual Fall Meeting. Bermuda.

October 28-30. 2nd National Interior Design Show. Queen Elizabeth Building, Toronto, Canada.

October 28-November 1. Business Equipment Manufacturers Association, annual exposition and conference. International Amphitheatre, Chicago.

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

November 11-14. National Hotel & Motel Exposition. New York Coliseum, New York City.

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

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LETTERS

CONTRACT '68 PLAUDITS

Dear Sir: Please accept my sincerest thank you to you and your staff for the many courtesies extended to me at Contract '68.

I was genuinely delighted with the entire convention, and to coin a phrase, "you hit a home run with the bases loaded" in my opinion.

RICHARD J. LUDWIG
Executive Vice President
Corco, Inc.
Chicago, Ill.

Dear Sir: Everyone there should be happy to know how Texama had good traffic and Protasil was thoroughly pleased with what was happening with their traffic at Contract '68.

HARRIET SCHOENTHAL
Harold J. Siesel Co., Inc.
New York, N.Y.

Dear Sir: A brief note to express my appreciation for the seminar program which you and your organization put together for the annual Contract show.

The subjects were extremely well selected, the speakers were most informative, the seminars of very high quality throughout.

I am certain that everyone who was in attendance shares these views.

JOHN HYMAN
Founders Furniture
Pleasant Garden, N.C.

Dear Sir: Congratulations to you and your staff for the very fine, well organized Contract '68 exhibit. We found it to be very good for us. I know the tremendous amount of time, details, and planning to get it "on the road."

H. R. VANDERIET, AID
Manager/Landscape Furniture
Uniline
Grand Rapids, Mich.

Dear Sir: I attended Contract '68 where my client, International Special Products, a Division of Sico Inc. had two booths. Although the quantity of people attending was not great, it was our feeling that the quality was very good.

We introduced a new product at the show and we think that we received very good exposure for it. It is our hope that CONTRACT will establish shows such as this in other areas of the country.

CHARLES C. WANOUS
Kerker-Peterson, Inc.
Minneapolis, Minn.

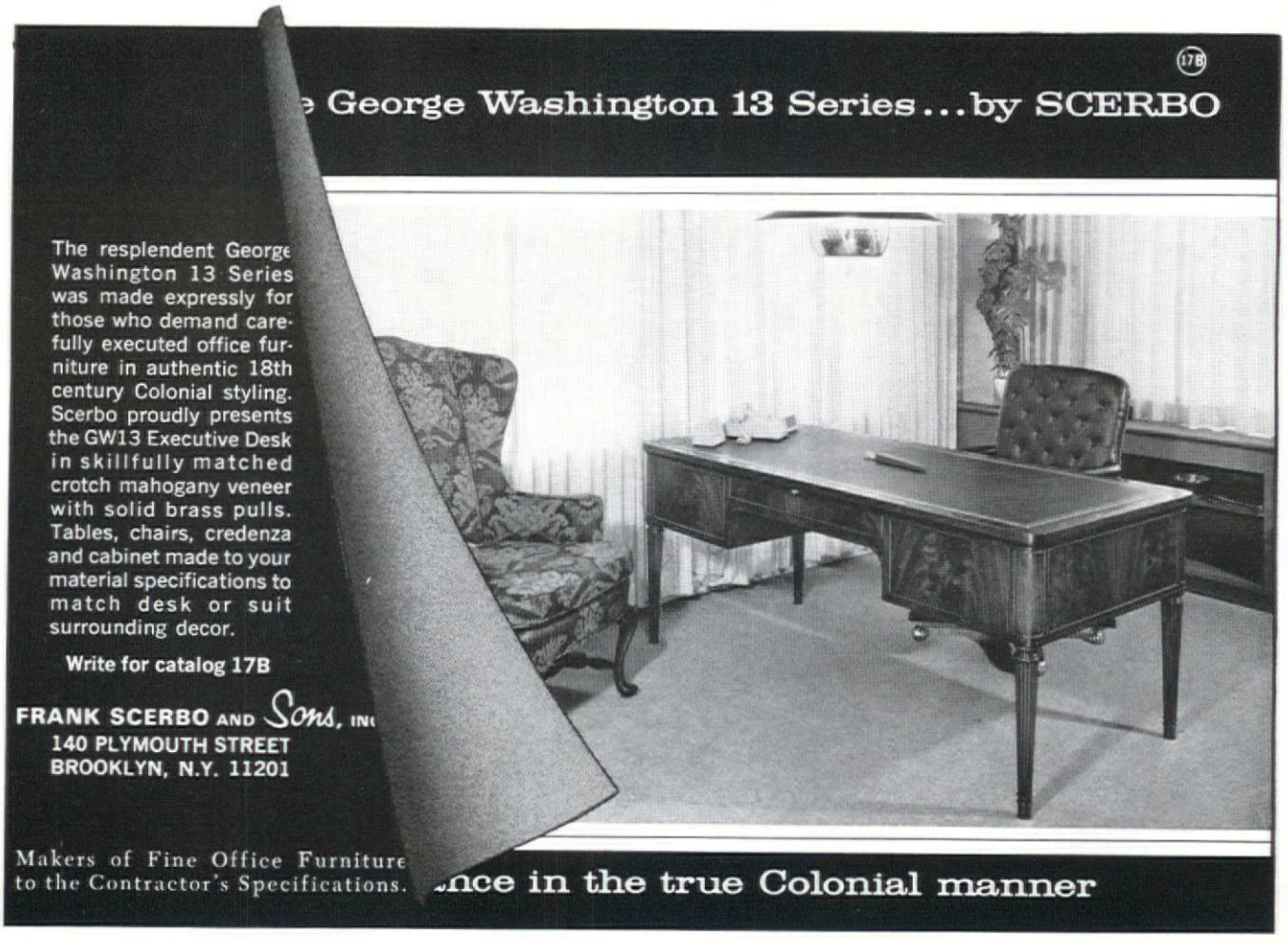
INPOST RECOGNITION

Dear Sir: Thank you for the coverage on Inpost in your May issue.

This organization is receiving national recognition for the progress being made toward solving the same problems that face all urban communities.

On behalf of Rev. Terrance McDonald, executive director of Inpost, and myself, I wish to thank you once again for your interest in this project.

JOHN P. MAZZOLA, NSID
John P. Mazzola Interiors
Akron, Ohio



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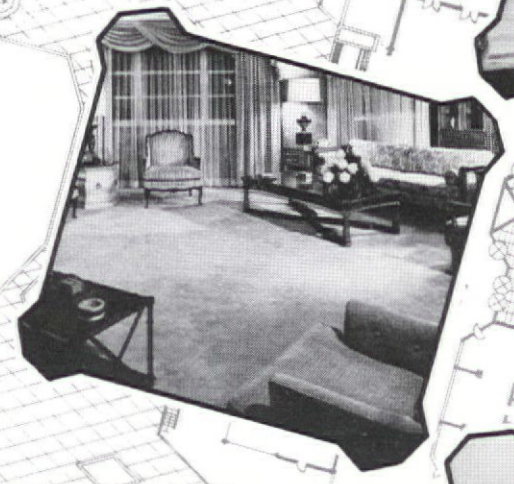
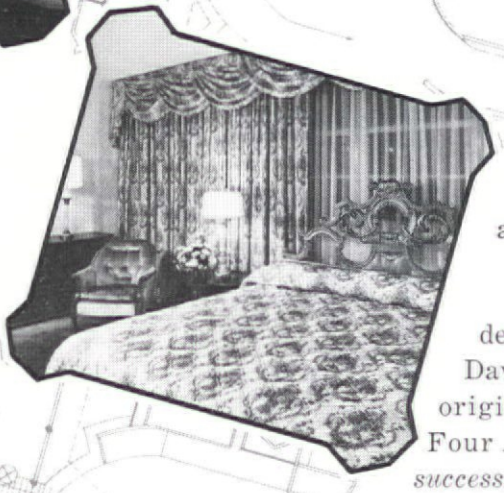
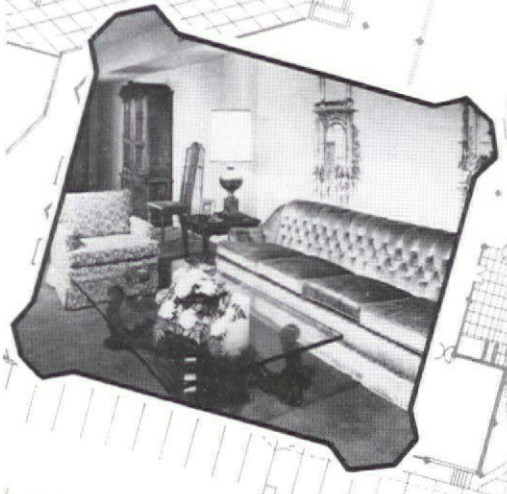
The Sheraton Four Ambassadors...







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Circle No. 8 on product card facing P. 144

OFFICE LANDSCAPE HOT DEBATE AT CONTRACT '68

Proponents and opponents of the controversial Office Landscape system added fuel to the burning controversy during a highly successful seminar program attended by overflow crowds at New York City's Coliseum last month

Tinder-dry comments on the controversial Office Landscape concept added more fuel to a hot fire that spilled into an overflow audience during Contract '68's highly successful seminar program in New York City's Coliseum. William H. Spencer, office management executive for Eastman Kodak Co., Rochester, N..Y, found himself out of the audience and on the podium at the behest of moderator Ben Hellman, publisher of CONTRACT magazine, to describe his experience with a new office landscape. The project had recently been completed in conjunction with Hans J. Lorenzen, Quickborner Team For Planning & Organization, one of the seminar participants.

This unusual action took place after Norman DeHaan, head of his own interior design/architect firm in Chicago and seminar participant, had leveled criticism at the Office Landscape concept because of the "rigid rules" set down by proponents of the system. Lorenzen, whose firm was instrumental in developing the concept and at whom the barbs were aimed, sprung to the defense with a heated verbal thrust that defended office landscaping as an eclectic concept, made up of a number of different design talents, and that there was no reason spelled out by landscape proponents to adhere to inflexible rules.

"In fact," Lorenzen said, "there is wide latitude in design, depending upon the needs of an office as determined by communication and paperwork surveys."

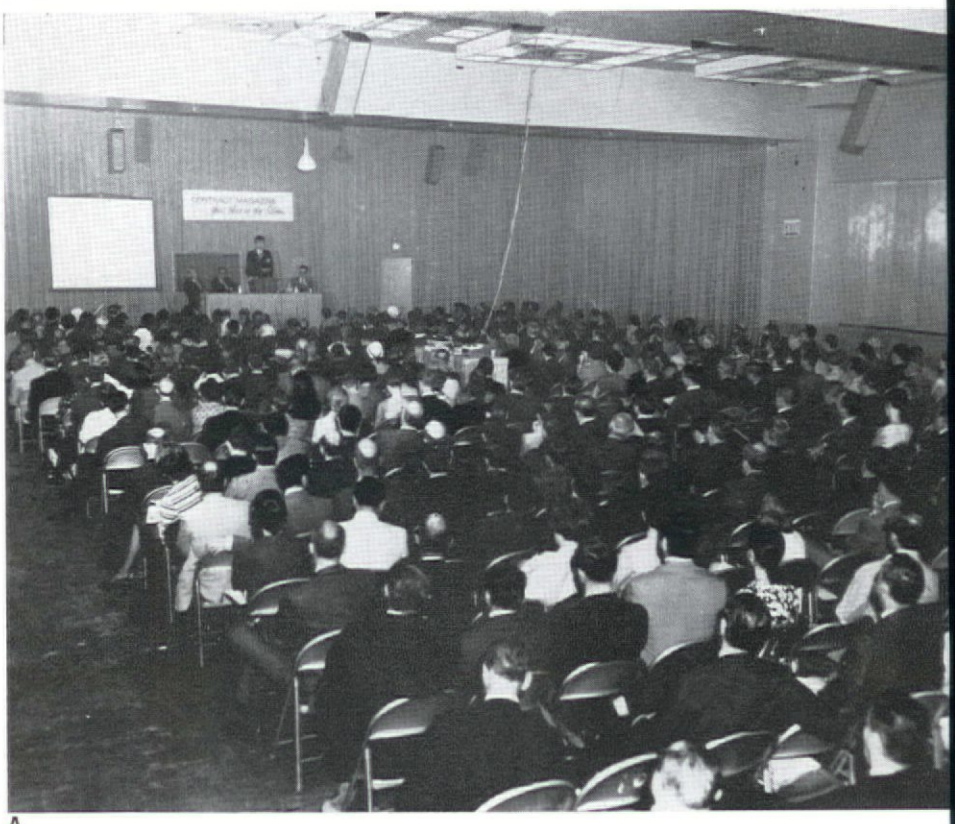
Why not overhead electric lines?

The audience involvement occurred when Hans Krieks, Hans Krieks Associates, Boston and New York, asked why common modules with underfloor telephone and electrical work had to be used with office landscaping. "Why can't these things be designed—albeit tastefully—to come down from the ceiling?" he asked, with a resultant request by Lorenzen that Spencer come out of the audience to outline the design at Kodak, which incorporates that exact variation.

DeHaan got things off to a fast start as initial speaker when he said that people are trying to escape from constant observation and togetherness and intimated that an office landscape scheme is comparable to having a bathroom without walls. From that point on, that session (as did several others) had a hard time concluding, with many designers, specifiers, and others flocking around the podium and continuing discussions with speakers.

New lines introduced

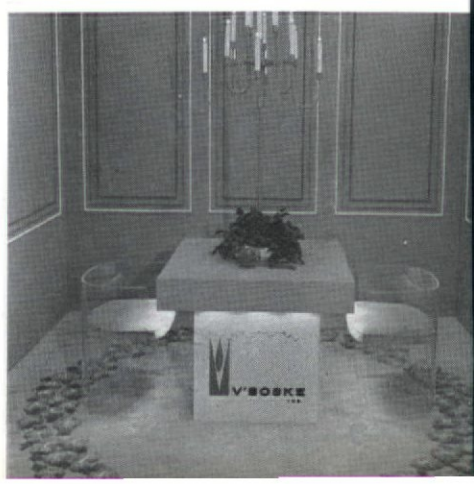
On the Contract '68 Exhibition floor, contract lines being introduced at the show reflected some of the new trends currently developing in commercial/



A

"Office Landscape is like having a bathroom without walls," said Norman DeHaan **(A)**, *sparking a hot debate on this new concept that was defended by Hans Lorenzen of Quickborner Team before a huge audience at Contract '68. In another session, Miss Montyne Bisher* **(D)** *and George Baer, both with the federal government, cleared up some of the mystique that clouds government bureaus. After the highly successful seminars, the audience visited the more than 175 booths. Among them:* **B**—*V'Soske;* **C**—*Masland Duraleather;* **E**—*Westinghouse, Syracuse, Mitten Letters;* **F**—*John Stuart.*

B



F

institutional design. Office Landscaping again came into the picture with a large display of newly developed office landscape furniture by Uniline, Inc., Grand Rapids, Mich. Jerry Jonkers, vice president of the company, comments: "I'm very well pleased with the show. Traffic has been of a very high quality, and we have had a lot of dealer action from throughout the country on our new lines. The seminar program, too, has been of very high quality. Especially in the area of Office Landscaping, which is of great interest to us."

All of the seminar sessions drew raves from designers, planners, specifiers, and buying influences, many from as far as Hawaii, Alaska, and many western and southwestern states. Exhibitors also praised the extremely high quality of show traffic visiting exhibits during the three-day session, with a number reporting substantial sales now developing from contacts traced directly to Contract '67.

Typical of designer/architect/specifier comments heard throughout the show were these: Mr. and Mrs. Harrold and E. V. Obst, Obst Architects, AIA, Palm Beach, Florida, "We think the show is great. It certainly stresses the importance for architects to establish their own design departments. The exhibits are extremely helpful to us, and I can't say enough for the high quality and professionalism of the seminars. We wouldn't miss it."

Eugene Lowe, AID, NSID, Lowes Design, Pasadena, Calif., commented: "This is the first time we have come to the show. We have a staff of seven interior designers and three came here with me. There is no question of the value of this type of show and exhibit to our sales effort . . . we are very strong in business offices, hospitals, and church interior design. The seminars are really fine, well presented, and with excellent participants. We feel it is as good a concentration of valuable teaching aides that we can get."

SEMINARS TO BE PUBLISHED

The complete Contract '68 seminar program will be published in the August Issue of CONTRACT.

Many products make debut

New fabrics, floor coverings, objets d'art, wallcoverings, and casual furniture lines came in for a major share of attention at Contract '68. Van Heugten, U.S.A., as a case in point, introduced its new lines of carpet squares, which simply are laid down and which stay firmly and safely in place without the use of an adhesive. Much designer attention was focused here, as it was on such diverse lines as AGI office furniture; the new Taffet' 75, a new space-saving buffet that converts to a walnut and stainless steel table with accompanying chairs, introduced by the ISP Division of Sico, Inc.; new fabrics by Maharam Fabric Corp.; a new patented method of furniture construction in new lines by La Chaise, Inc.; silicone chemical carpet treatment for stain-free carpets by Protasil Ltd.; and a number of other lines developed exclusively for introduction at the show.

Unintegrated design efforts costly

Another overflow audience seminar was that on "Designing Hotels For Profit," which featured Ellen L. Mc-

(Continued on page 12)

New ideas explored during seminars; new products on display at booths

B

Cluskey, Ellen L. McCluskey Associates, New York, and Roland Wm. Jutras, Roland Wm. Jutras Associates, Boston, two established hotel design authorities. Mrs. McCluskey pointed out the waste of money incurred in unintegrated design procedures. She said: "There is approximately a 12 percent increase in cost if designers are called in after construction has begun on a project, which shows the

A

importance of early consultation between the designer and architect."

In addition to the above participants, the following speakers participated in the seminar program: George E. Baer, Chief Designer, Naval Facilities Engineering Command, Department of the Navy, and Miss Montyne Bisher, Design Consultant, Veterans Administration, who spoke respectively on: "Government Procurement — How To Do Business With The Federal Government" and "Importance of Interior Design for the Federal Government."

Paul Bischoff, Executive vice president, Albert Parvin Company, Los Angeles, joined with H. E. Glave, vice president Thalhimers Industrial Sales Corp., to talk on "Competition and How It Is Transforming the Planning and Furnishings of Hotels/Motels." Malcolm Wheeler-Nicholson, vice president, JFN Associates, New York, took a solo stint on "Managing A Large Space Planning and Office Design Firm." An afternoon session featured Robert Duffy, president, Duffy, Inc., New York, speaking on "Cost Controlling the Big Contract Job."

Pulling no punches, John F. Pile, associate professor, Pratt Institute, told a first-session-of-the-day audience: "Young people today are aware of the 'dishonest' aspects of the Interior Design profession . . . where the wrong people get credit for design efforts, where many things are not what they appear to be on the surface, such as woodgrains on metal, plastic . . . everything but wood."

C

D

Emily Malino **(A)** *stressed the new materials available but seldom used for hospitals. New lines were debuted by ISP* **(B)**, *Drexel* **(C)**, *Yawman-Erbe* **(D)**.

"New Challenges in planning and Furnishing Schools," was the subject of a seminar by Richard J. Ludwig of Corco, Inc., who subbed for Jack P. Solovy, president. Three other well-attended sessions were "How To Make Presentations To Corporate Clients," by Niels Gabel-Jorgensen, Director of Design, J. Gordon Carr Associates; "Space Counseling, A New Dimension in Planning," by Leon Gordon Miller, President, Leon Gordon Miller, & Associates, Cleveland; and "Special Service and Demands of Hospital Design, by Emily Malino, President, Emily Malino Associates. The final session of the program was on "Nursing Homes and Geriatric Communities" by Max Wechsler, architect, Wechsler & Schimenti, New York. **(C)**

Circle No. 9 on product card facing P. 14

Vernon Smith, *Vernon & James Smith Co.*
ings: Vicrtex MONTAGE and TAIWAN
Howard Decker
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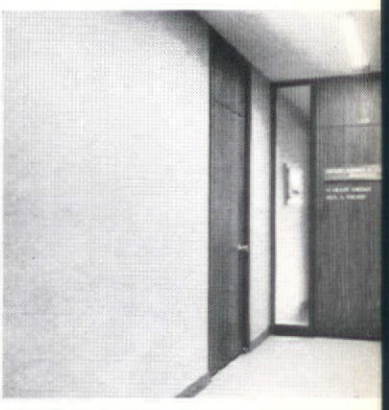

43rd Floor Corridor, *Republic Nat'l Bank Bldg.*
Wallcovering: Vicrtex MADAGASKA
Architect & Designer: Nall, Ramsey & Assoc.

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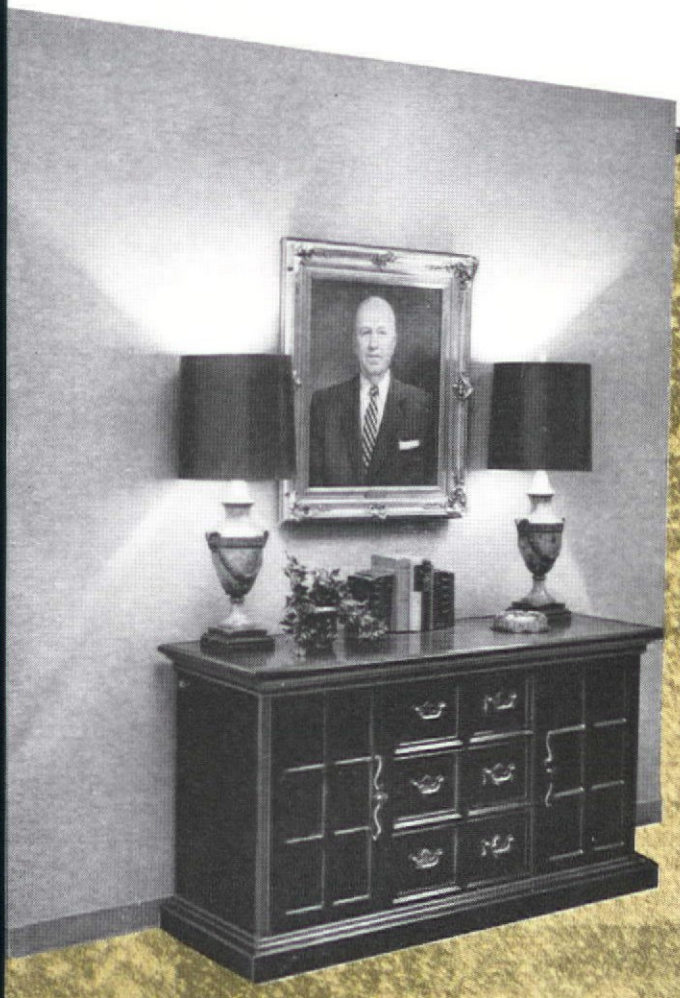
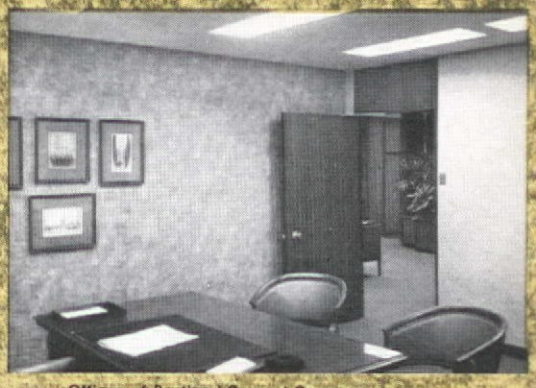
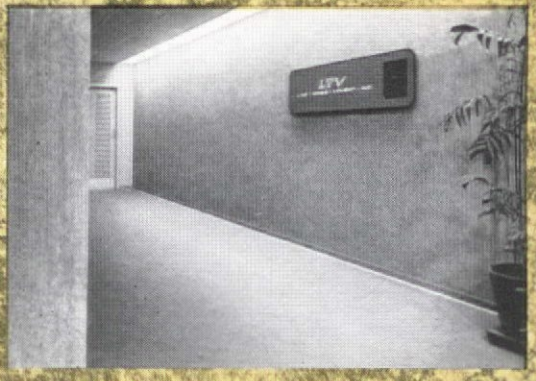


Reception Area of *Harris Moore & Associates*
Wallcoverings: Vicrtex RAJMAHAL and MONTAGE
Architect: Dale Y. Foster
Designer: Architectural Interiors



Offices of *Portland Cement Company*
Wallcovering: Vicrtex MONTAGE
Architect: Nall, Ramsey & Associates
Designer: Beth Boston of Titches Com'l. Sales



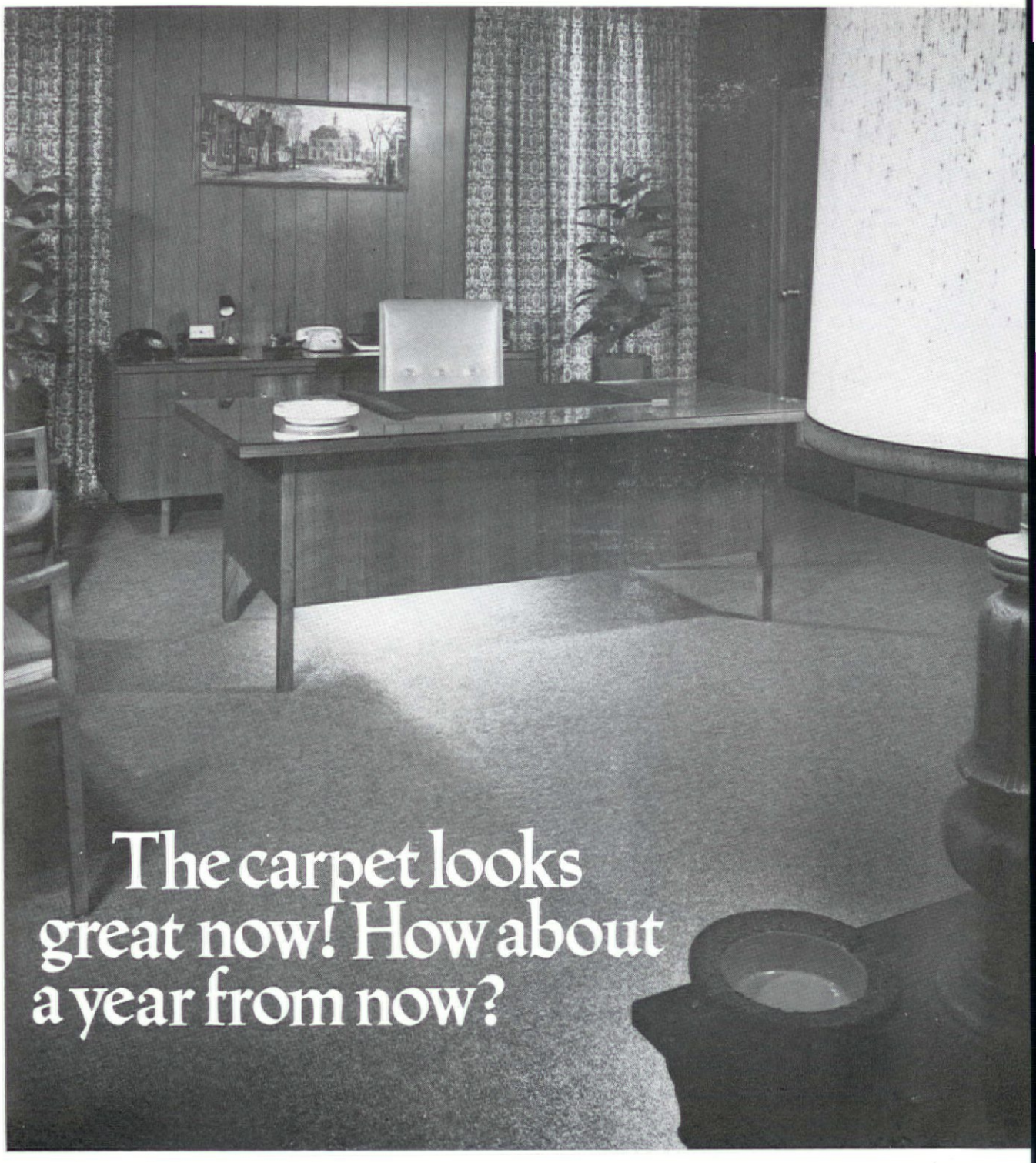
12th Floor Elevator Lobby, *LTV Building*
Wallcovering: Vicrtex STONEHENGE
Architect & Designer: Dale E. Foster

Write today for our helpful booklet: "A Practical Guide to Specifications, Selection and Use of Vinyl Wallcoverings." We'll also send some interesting swatches.

All Vicrtex Fabrics U/L Rated

LE CARPENTER AND COMPANY — A DAYCO COMPANY

EMPIRE STATE BUILDING, NEW YORK, N.Y. 10001 LONGACRE 4-0080 · MILL: WHARTON, N.J.



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.*

DOW BADISCHE ZEFKROME ACRYLIC

*Zefkrome, trademark of Dow Badische Company

LEWIS CARPET MILLS, INC.

P.O. Box 490, Cartersville, Georgia

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.
Primary Back: Poly / Secondary Back: 3/16 HDR & Jute / Total Weight: 104 Oz. HDR, 77 oz. pile / Widths: 12'

Circle No. 10 on product card facing P. 144

Circle No. 11 on product ca

In Dallas, if you're doing a lounge, a club or an entire building you're probably already specifying Shelby Williams seating. Or should be.

In just about any part of Dallas, in clubs, restaurants, lounges, offices, hotels or motels chances are you'll sit on a Shelby Williams chair.

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.

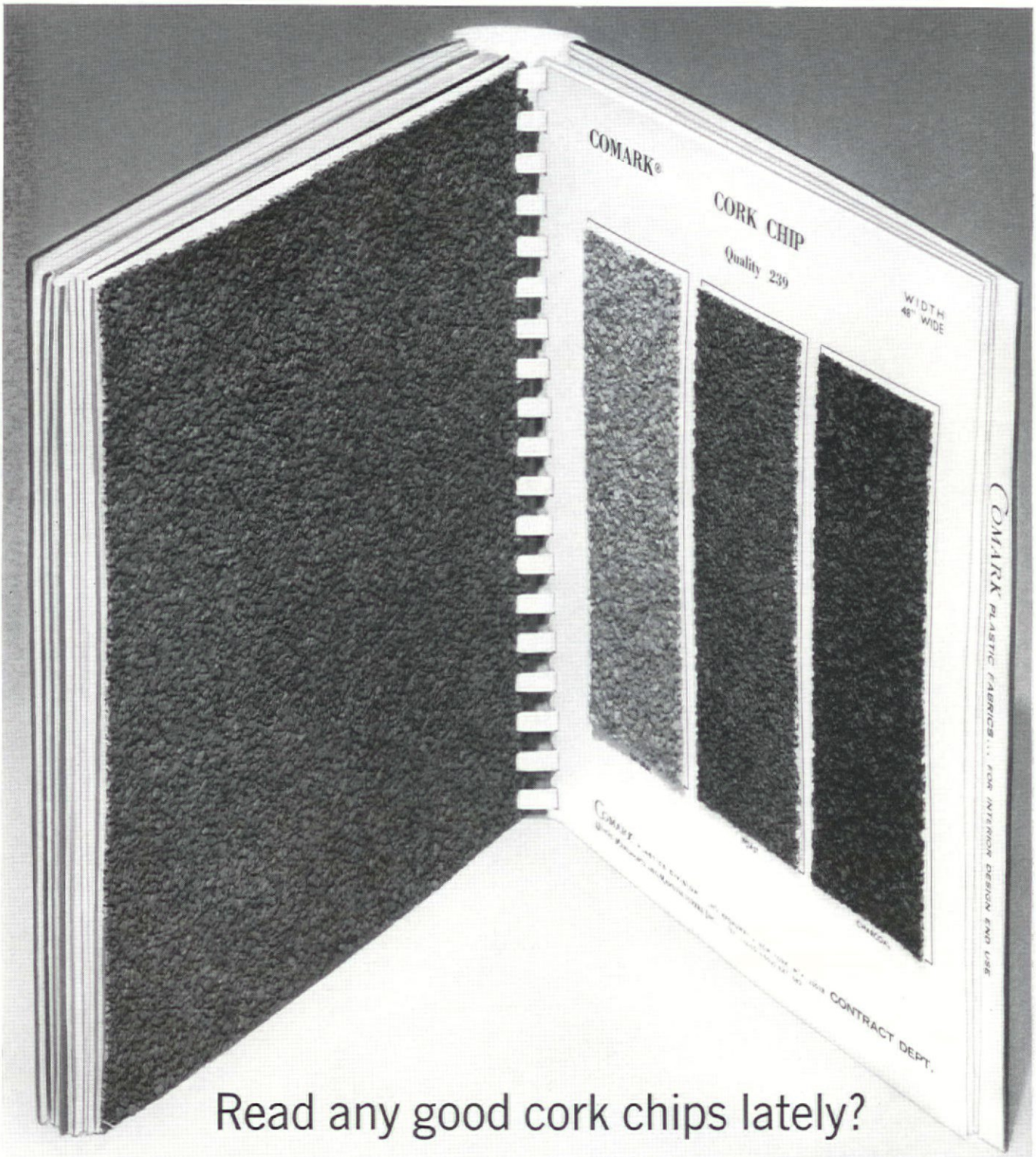
Or write for a free copy of our new catalog.

Shelby Williams Industries
MERCHANDISE MART, CHICAGO, ILLINOIS 60654

2600 Stemmons Freeway
Dallas, Texas 75207, (214) 631-3870

1 GREAT CONTRACT SOURCE

Visit us at the 53rd National Hotel Motel Exposition, New York Coliseum, November 11-14, 1968, Booths #4089-90.



Read any good cork chips lately?

Not like ours, you haven't — Comark Cork Chip 239 in a 48″ x 35 yds. continuous roll. Genuine chips of cork on a woven backing that's specially treated to support the cork surface. And we make it in 3 values — Natural, Toast and Charcoal. So if you haven't read any good chips lately, write or call. And uncork some good ideas.

COMARK®

Do you have our COMARK Designers Reference File? Write Contract Dept. Box C768

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

Circle No. 12 on product card facing P. 144

Circle No. 13 on product card

so you want carpet that looks good and can take it...

JORGES makes it!

"LEGEND" MADE OF 100% ENKA SPECTRODYE®
CONTINUOUS FILAMENT NYLON

PACESETTERS IN 5/64" CARPET GAUGE

JORGES

J. J.
JORGES CARPET MILLS, INC.
420 W. Lake Avenue, P.O. Box 698
ROSSVILLE, GEORGIA 30741

Dear "JJ", I'm interested in "LEGEND"
☐ Please have salesman call.
☐ Send free sample.

NAME_____
ADDRESS_____
CITY_____
STATE_____
ZIP CODE_____

JORGES CARPET MILLS, INC., 420 W. LAKE AVE., P. O. BOX 698, ROSSVILLE, GA. 30741, PHONE 404-998-8646
SHOWROOMS: CHICAGO, SPACE 13-155, MERCHANDISE MART/**DALLAS**, SPACE 3040, TRADE MART

"Can you give us furniture that combines Old English atmosphere with modern convenience?",

they asked.

"Yes," we said.

And so we created a special design of our Casa Loma group for the Royal Coach Inn, in Dallas, Texas. 526 rooms full of furniture that gives the businessman plenty of spacious convenience, and yet creates the warmth of an English inn.

In addition, our regular Casa Loma group has been chosen for all 250 rooms in the new Royal Coach Inn in Beaumont, Texas.

If you're looking for the right furniture, you can't go wrong with American. Any questions? Write or call A. R. Coskrey, American of Martinsville, Martinsville, Virginia.

AMERICAN OF MARTINSVILLE

Circle No. 14 on product card facing P. 144

PEOPLE

NORMAN POLSKY, president of Fixtures Mfg. Corp. Kansas City, Mo., has been elected to the Young Presidents' Organizations Inc., an educational association of chief executives who become presidents of sizable companies before the age of 40.

DAVID A. HARDIE has been named design director of Imperial Wallpaper Mill's design studio. He succeeds WILLIAM YEO who is retiring. JANET N. SEEKAMP will assume Hardie's former duties as assistant design director.

TOM BATEN has been appointed to head the newly established contract carpet division of Sequoyah Carpet Mills as national sales manager.

NORMAN G. PHILLIPS has been appointed marketing manager-rug cushion for B. F. Goodrich Consumer Products division.

TED CIEPLEY has been promoted to the newly created post of director of design for furniture hardware for Faultless Caster Co., Evansville, Ind.

Bigelow-Sanford has appointed DAVID J. THOMPSON as sales manager-national accounts.

The appointment of DANIEL STEFANEK as vice president of sales, Creative Carpet Co., has been announced.

MARIAN ROMER has been appointed national director of specialized marketing of Aldon Rug Mills' contract carpet engineering division.

WILLIAM C. McKNIGHT has joined Leewood Corp., as director of marketing. His headquarters will be in the firm's soon-to-open San Francisco office.

L. M. BOND has been appointed assistant general sales manager of the Ozite Corp., Chicago-based floor covering firm. He was formerly Great Lakes regional manager. HARRY C. SCHULZE was named assistant general manager, marketing of the firm.

A. B. STEEVES and CHARLES W. GILLES have been named to newly created positions at B. F. GOODRICH, Ohio. Steeves is now manager, contract sales, for the consumer products marketing division. Gilles, as marketing manager, will be responsible for upholstery and miscellaneous vinyls.

E. STUART FILES and ROBERT I. LOGAN have been elected to the board of directors of B. Brody Seating Co., Chicago manufacturer of dining furniture.

RICHARD J. STEPCICK has joined American Carpet Institute, Inc., as marketing manager. RUTH HOLMAN has been appointed director public relations.

P. C. CHESNEY has been appointed vice president of Tex-Syn, a new sales and marketing division of Textile Rubber & Chemical Co., Dalton, Ga. ROBERT F. HOWALT has been named sales coordinator.

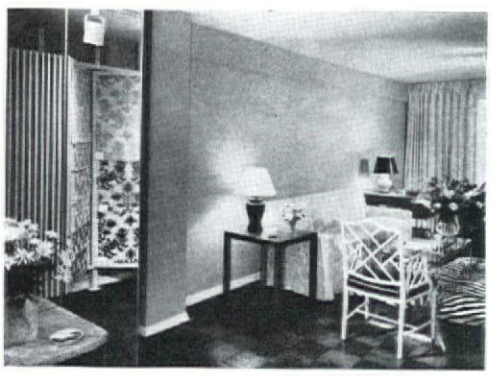
Any rooms for improvement? See us.

An investment in exciting furniture brings many, many happy returns. Because pampered, comfortable guests come back. And they spread the good word about you. At American, we put your guests first. So they'll put you first. ☐ Send for our brochure, and see our entire line. Enclose 25c to Carolyn Langley, American of Martinsville, Martinsville, Va. Or visit our showrooms: New York, Chicago, San Francisco, Dallas, Atlanta, Martinsville, Va.

AMERICAN OF MARTINSVILLE

From our 16-piece Casa Loma group, available in Antique white or Mission finish.

ANITA HENRY'S FABRIC SAFARI



With zebras and leopards underfoot, Anita Henry Inc. has moved into new and expanded headquarters in New York City. Concurrent with the showroom opening, Mrs. Henry has introduced five new fabric designs. The floor throughout the showroom is dark waxed parquet with a leopard carpet in the anteroom. A stainless steel table sits on a zebra skin rug. An Edwardian armoire of bird's-eye maple turned to resemble bamboo sports a mirror front. A section of wall-hanging wings contains samples of the approximately 40 designs in Mrs. Henry's hand-screened fabric collection with the open wing showing her Challenge design. Other features include open-backed armchairs with black leather seats, the bamboo motif painted off-white and table lamps with Chinese bases. After 10 years of independent operation, Mrs. Henry is devoting herself to the contract market. (**C**)

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 extraordinary office wear and tear. It's obvious Co/ordimate is solid quality. Suzy is hooked on it. The other girls in her office are too. So is her boss. And her boss's boss. Tho' he may never admit how little it cost to go first class. But it's really no secret! Call your Drexel representative. Or write for free, color brochure giving all the facts about the complete line of Co/ordimate office furniture. Contract Department, Drexel Enterprises, Incorporated, Drexel, North Carolina 28619.

DE
DREXEL®
ENTERPRISES, INC.

Co|ordimate

Circle No. 16 on product card facing P. 144

The fearless carpet. Its price won't scare anyone. Except tile makers.

Ludlow's new indoor/outdoor carpet costs about the same as tile. That's the initial cost. When you figure installation and maintenance it 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 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.

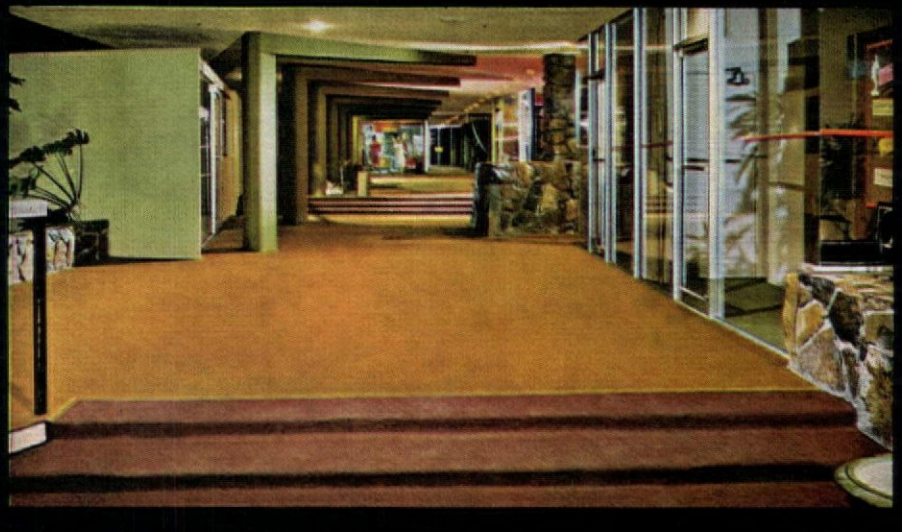
So you needn't worry about using it on any floors where you want the acoustic, insulative and design advantages of carpet. Hallways. Entrances. Reception rooms. Offices. Stores. Theatres. Schools. Hospitals. You name it. It goes there unafraid.

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 or padding 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.

SCOPE OF MARKET SEEN IN OPENING OF SEARS' CHICAGO CONTRACT CENTER

Everyone talks about how big the contract market is *and is going to be* and someone *is* doing something about it. Sears, Roebuck, Inc., has acknowledged the tremendous scope of contract sales with the recent Chicago opening of the first of 175 contract centers to be established in all parts of the country.

After 10 years in the contract business, a corporate decision to provide aggressive backing, strong organization, and sales efficiency to the expected rapid expansion of contract sales is evident in the projected rapid opening of so many other centers.

While Sears is reluctant to talk about share of contract market, some trade estimates had contract installations by Sears at the $44 million mark in 1965, with considerable expansion of that figure in the past three years. One supplier, who for obvious reasons wants to remain anonymous, points out that his firm sold approximately $100,000 worth of furnishings in the first four or five months of this year to Sears and that Sears' total contract sales for 1968 should be from $55 to $69 million, with that figure projected to go to $100 million in the next few years.

Smallest of four major divisions

The Contract Furnishings Division of Sears is one of four major merchandise divisions in Sears' nationwide commercial sales department, yet despite its sales volume, is the smallest. It was organized specifically to serve architects, designers, commercial developers, and a wide range of business enterprises, according to George P. Greene, manager, commercial sales, Chicago Metropolitan area.

The thoroughness with which Sears established its first contract center is shown not only in the care with which the company designed its 7,000 square foot pilot center on the sixth floor of the company's Loop-located State Street Store in Chicago, but also in two contract publications it is distributing. One is a 68-page "1968 Contract Furnishings Catalog," which looks every bit like a regular, seasonal Sears consumer catalog, including type styles, layouts, illustrations, prices, and catalog numbers for each of 200,000 contract items represented in it. The other is an eight-page brochure entitled "Total Concept—The Sears Approach To Contract Interiors." On the inside front cover of the latter, as in the center spread of the catalog, is carried a complete explanation of the purpose and policy of the contract department, including commercial credit terms.

Initial design to installation

Here are some typical excerpts: "The Sears Contract Division has been set up specifically to work directly with service and institutional groups . . . will work closely with you to achieve the effect you want at a price to fit your budget . . . merchandise carries the famous Sears guarantee of satisfaction . . . capacity to handle most any variety of contract installation . . . new office buildings, nursing homes, dormitories, motels, restaurants . . . where Sears handles the design and furnishing, from initial blueprint planning stages to the final installation of furnishings. . . ."

The brochure is printed in full color and carries picture of a cross section of completed Sears contract installations, including Holiday Inn Penthouse, Waterloo, Iowa; Bristol Nursing Home, New Bedford, Mass.; and Desoto Chemical Coating Co., Inc., Des Plaines, Ill.

While the Sears Contract catalog does not identify major manufacturers, whose lines are featured in it and which carry only catalog numbers, such lines are identified by Sears designers when working with clients, with the exception of dormitory lines, bedding, carpeting, and a line of lounge seating. The latter are made by major manufacturers to Sears' specifications and carry the Sears name, much like Kenmore washing machines, for example, are produced for Sears by RCA-Whirlpool Corp. for the consumer major appliance division, says Donald L. Williams, manager, contract sales, Midwestern territory.

Sears Contract is 10 years old

Personnel from the other three major divisions—industrial supplies; apparel for commerce, industry, and institutions; and builder materials and appliances —work very closely with contract sales personnel. They, in fact, *are* contract personnel, depending upon the job and type of sale, according to Williams, which accounts for recent publicity explaining that Sears had been in the contract business for 44 years.

"The performance of actual contract work, as such, dates back only one decade, however," Williams says, and adds, "We are selling design capability —the professional approach to commercial interior design work."

As for the opening of 175 field office

(Continued on page 24)

Circle No. 17 on product card facing P. 144

Donald L. Williams (left), Sears' manager of Contract sales midwestern territory, and George P. Greene, commercial sales manager, Chicago metropolitan area, discuss presentation board completed by new contract center.

Two members of the staff of interior design specialists check final details on exclusive supper club project before making formal presentation to client.

Sears' custom-made student suite (above), for campus dormitory provides abundance of wardrobe and drawer storage. Zone planning separates sleep, study, and storage areas to assure privacy, comfort and utility. Hospital and convalescent facility (below), uses wood-grained plastic laminate on the Sears-designed furniture. Adjustable-height hospital bed, in both electric and single crank hi-lo models, is equipped with Trendelenberg spring. These are two of the 12 room settings in the Contract design center.

First of 175 centers features 12 room settings in 7,000 square feet of space in 10-year contract evolution at nationwide chain.

contract centers, Williams continues, "Each, I understand, will be set up with a manager and salesmen. These offices also are involved with selling industrial supplies or appliances to builders, building materials, and carpeting. In these offices, at least one of the salesmen will be exclusively contract.

"Here in Chicago, we have four designers, headed by Frank Riley, director of design, and six sales personnel for contract."

Like the rest of the Sears operation, the Contract Division is a line organization. Ken Warner is national contract sales manager for the entire country. Under him are managers of territorial offices around the country, each with a commercial sales manager and a contract sales manager responsible for personnel in their territories. There also is a national director of design and line people involved with purchasing, specifications, and policy.

Weekly sales meetings held

Twelve complete room settings in the Chicago contract showroom are: a cocktail lounge, college dormitory room, student lounge, two motel rooms, two executive offices, a laundromat, business training room, an office reception area, an efficiency apartment, and a business conference room. The latter is used for weekly sales meetings of contract personnel, usually with a manufacturers representative invited to provide a complete rundown on his line. When CONTRACT visited Sears, a representative of Robert John Co., office furniture manufacturer, was delivering a talk to all sales personnel in the department.

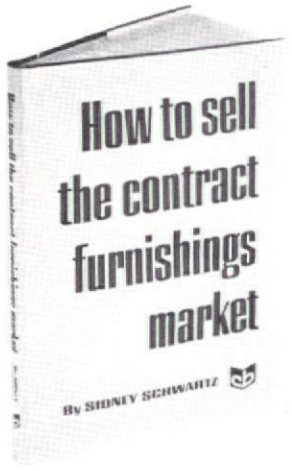
Three merchandise displays consisting of builder appliances, carpeting, and lighting fixtures also are incorporated into the Contract Center showroom.

Culver J. Kennedy, vice president of Sears' Midwestern territory, has pointed out the "one-stop" nature of the Sears Contract Department. He emphasizes that Sears is stressing its offer of a "total concept" approach, a distinct service advantage, which starts with space-planning, proceeds to design, and then provides the merchandise and installation, while coordinating the entire project.

As for residential and contract overlap; the Sears catalog makes the policy quite clear. It says: "We deal only with the commercial buyer . . . all merchandise has been carefully selected to meet rigid contract requirements, and is available at these prices only to the commercial user." (**C**)

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!



How To Sell The Contract Furnishings Market.
By Sidney Schwartz

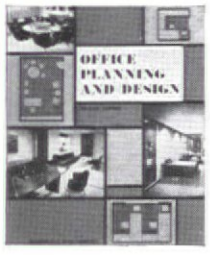
Mr. Schwartz, merchandising director of Trend Mills, Inc., and a veteran in establishing and running contract departments for leading manufacturers of furniture and furnishings, has written a complete sales manual—A MUST for companies and sales personnel who want to sell their products and services to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

Here's what HOME FURNISHINGS DAILY says about the book:

"A powerful merchandising text . . . a book to be read, reread, and then kept on the desk for ready reference. A bonanza map through the contract field."

$20; Call N.Y. office for bulk rates for your sales force.

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, students. 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 intents 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.

Art in Architecture. By Louis G. Redstone. Unique reference book for architect and designer on integration of art with architecture. Splendid photos, wealth of technical information; endorsed by AIA. 252 pp., $19.95.

Architectural Rendering. By Albert O. Halse, AIA. The techniques of contemporary presentation—a comprehensive manual of treatments for interiors, exteriors, lighting, perspective, media. Over 300 illus. Quarto vol., 277 pp., $16.50.

Lighting in Architectural Design. By Derek Phillips, Architect & Lighting Consultant. A thorough presentation of the techniques of lighting for architects and designers; 385 illustrations. 312 pp. $18.50.

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

N.Y.C. Telephone: 212/758-3470

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

Name .....

Company .....

Address .....

City ..... State ..... (ZIP)

- ☐ How to Sell the Contract Furnishings Market $20.00
- ☐ Office Planning & Design 14.50
- ☐ The Office Landscape 19.50
- ☐ Legal Forms for the Designer 15.00
- ☐ Art in Architecture 19.95
- ☐ Architectural Rendering 16.50
- ☐ Lighting in Architectural Design 18.50
- ☐ **Free:** Complete Catalog of Books

Books total .....
Plus 50¢ postage/handling per book .....
TOTAL .....

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

Circle No. 18 on product card facing P. 144

CONTRACT BUSINESS: NOTES & COMMENTS

TORONTO PLANS HUGE COMPLEX

An exciting and extensive building project in the middle of the city will soon be under way in Toronto, Canada. The $50 million scheme involves the development of a site opposite the new City Hall, designed by the late Viljo Revell of Finland. Architect for the scheme, Toronto-based firm of Webb Zerafa Menkes, was selected through a world-wide competition.

The development of the south side of Civic Square was conceived to emphasize the significance of City Hall, probably the most significant single architectural form in the city. The multi-level complex will link together by means of landscaped pedestrian malls and walkways a hotel, theater, art gallery, department stores and boutiques, and other public amenities.

Prime tenant is Hilton International, which will construct two 50-story twin towers with 1,400 guestrooms and a low center block containing banquet and other facilities (see cuts). Main lobby of the tower is a 45-foot-high volume. Glass perimeter walls will provide views of the hotel's landscaped terraces and Civic Square. Interior walls and columns will be of warm gray textured aggregate to contrast vividly with rich terra cotta.

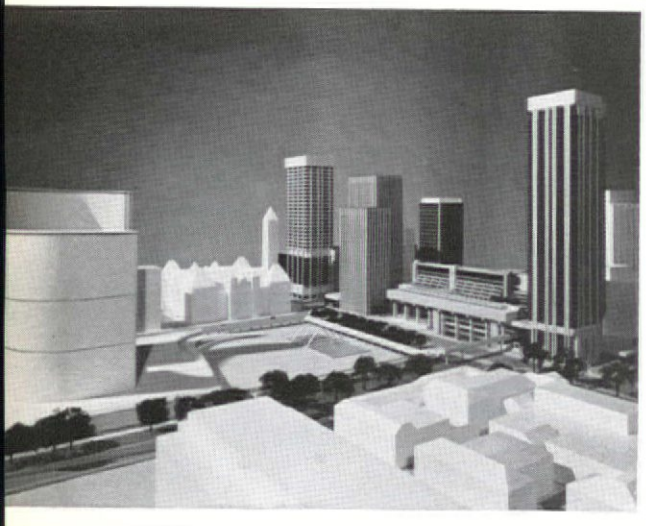
Roland Wm. Jutras, Inc., noted hotel interior design firm of Boston, has been commissioned as interior consultant. The firm's philosophy of total design will be applied to every phase of the hotel design from basic planning through architectural detailing to special design of eighty percent of all interior furnishings.

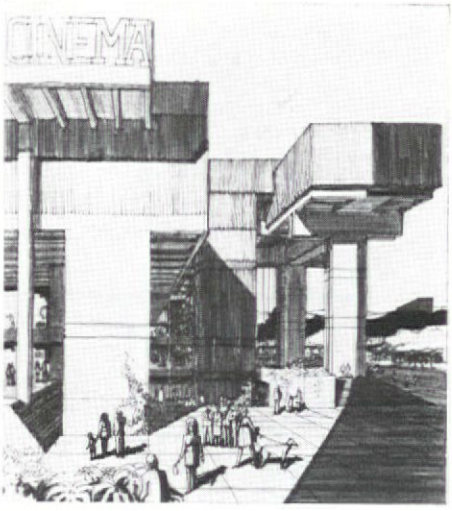
Many types of guestrooms will be included: twin bedrooms, studio rooms, king and queen size double rooms, convertible entertainment / meeting rooms, small business suites, apartment suites, and luxury suites.

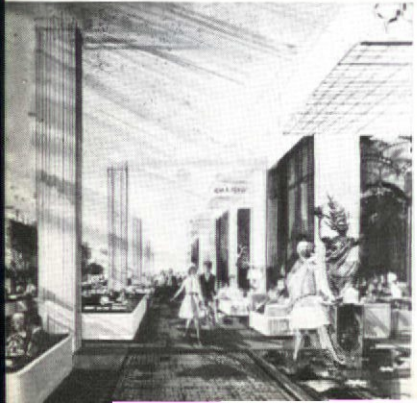
Guestrooms will have teak casepieces with marble tops, large-scaled lounge chairs, and individual chest-vanities and desks. Fabrics for spreads, draperies, and upholstery will be specially loomed.

The hotel will also offer the best in public areas. Spacious and elegant, the Roof Top restaurant and cocktail lounge will have panoramic views of the Toronto skyline. For banquets, meetings, and social functions, the Grand Ballroom will accommodate 2,000 persons. The room may be divided to form four individual rooms, each with private reception areas.

There will be a variety of restaurants and more than 20 dining rooms. An air-conditioned mall will link the hotel lobby with international boutiques, a major department store, and a sidewalk cafe.

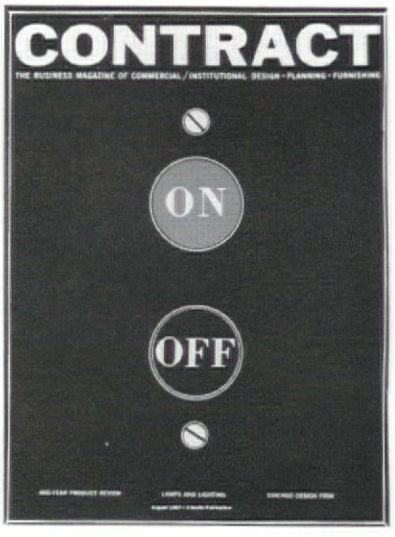






CONTRACT WINS DESIGN AWARD

CONTRACT Magazine is a winner in the Society of Publication Designers 196 Magazine Design Awards Contest. A distinguished panel of judges selected the August 1967 cover of CONTRACT to receive a Certificate of Merit in the Business Category for two-color and black-and-white cover designs. Designed by Angelo Abbate, interior designer/planner, New York City, the cover (see cut) simulated an on-off



electrical switch and plate that was significant of the Lamps and Lighting special section of that issues. Over 1,200 publications in both business and consumer categories, were entered in the contest, with award-winning entries hung and displayed at Gallery 303 in New York City for display through the summer and to be featured in the August-September Issue of CA Magazine.

STUDENTS DESIGN PROGRAM: "HYPOTHETICAL" OFFICES

Prepare hypothetical design concepts for Samsonite's new executive offices was the instruction given to interior design students at University of Colorado, University of Denver, and Colorado State University. The event was a competition co-sponsored by American Institute of Interior Designers and Samsonite Corp., Denver-based manufacturer of luggage, furniture, and toys. Almost 100 students were given the assignment, with predetermined room finishes, colors, materials, overall design ideas, and a budget limitation. A panel of five judges selected three winners from a group of 16

(Continued on page 28)

Variations to fit any theme

The flair of modern... the quiet atmosphere of distinctive traditional ...whatever the theme, with Costa Mesa you can reflect the unique individuality of the man behind the desk. Six complete lines of superbly crafted office furniture... 700 variations in each line... plus a complete catalog of accessories and options.

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finalists. First Prize of $200 was awarded to Nancy Reed; University of Denver; Second prize of $150 to Marv Dobkins, Colorado State University; third prize of $100 to Rose Marie Wildman, University of Denver.

Now the question is: Will Samsonite use any of the schemes in its new executive offices, scheduled for early next year?

LUCKMAN, OGDEN MERGE

In an unprecedented move in the practice of architecture, Charles Luckman Associates, architectural firm, was acquired by Ogden Corporation. The merger was formally completed last month. At the time a preliminary agreement was signed in January, Charles Luckman was named president of the Ogden Development Corp., in addition to his duties as chairman of the board and chief executive officer of CLA. Ogden Development has entered aggressively, the announcement stated, into the opportunities offered by the development of creative, quality real estate ventures. A number of projects are now being planned.

LUMEN AWARD TO FRIDEN

The street floor showroom of Friden, Inc., New York City, was honored with top prize in the first annual Lumen Awards program to honor "outstanding lighting installations of 1967 in the Metropolitan New York Area." The first award, made at a dinner of the New York section of Illuminating Engineering Society, was presented to David A. Mintz of David A. Mintz, Inc., New York lighting consultant, and Robert J. Duffy, president of Duffy, Inc., space planning/design firm of New York City.

Lumen Award was presented to (l. to r.) David A. Mintz and Robert J. Duffy by Gene G. Rae, of Northeastern region of Illuminating Engineering Society.

DRIVE-IN HOTEL FOR ATLANTA

Unique feature of a new high-rise hotel slated for Atlanta, Ga., will be a spiral driving ramp or "helix" flanking the 15-story, 45-room facility (see cut). Cars ascend on one ramp and guests can drive to a parking location in front of their room door,

even on the top 15th floor. The other ramp will handle descending traffic. This unusual drive-to-your-door hotel is now under construction and will be ready for occupancy by January 1970. Yet to be named, the hotel will be a complete convention facility for 1,000 guests and will include meeting rooms, banquet facilities, swimming pool, roof garden, and a private men's health club. The "park-in" concept was created and designed by L. S. Emmert & Associates, architects/engineers from Elkhart, Indiana, with Henry Whitehead, Jr., as associate architect in Atlanta.

HARLEM TO GET MOTOR HOTEL

Hotel Corp. of America is planning to build a first-class motor hotel of 200 to 300 rooms in New York's Harlem Ghetto. The project will serve as an on-the-job training center for Negroes and Puerto Ricans in all levels of hotel employment.

NEW ASSIGNMENTS . . .

ISD, Inc., Chicago-based design and planning firm, has two major projects under way. ISD will completely redesign existing business offices for Hershey Foods Corp., now located on two floors in an old, high-ceilinged building in Hersey, Pa. Taking advantage of the 11 foot ceilings, ISD will keep the scheme as open as possible and partitions will be included only when necessary to define department boundaries. ISD will also provide com plate space planning, interior design and graphics for the Chicago law offic of Baker & McKenzie. The firm i moving into 27,500 square feet of spac in the Prudential Plaza. . . . **Richar Plumer-Miami**, interior design firm will redesign the branch office o Chase Federal Savings & Loan i Miami Beach. Restyling will includ extensive interior architectura changes. Plumer will also design interiors for a new modern library fo the City of Coral Gables, Florida. Nov under construction at a cost of $1 million, the building was designed by Edward T. Rempe, AIA, and Wray G Succop, AIA. . . . **Edward Don & Co.** large contract food service equipment/ furnishings firm in Miami, will design and furnish all food service equipmen for the new Flagler Systems 250-room hotel now under construction on Paradise Island, Nassau, Bahamas. The firm will also purchase and supply al room furniture, food service equipment and supplies for the new 200-room hotel adjoining the Paradise Island Casino, also on Paradise Island . . . **Western Contract Furnishers**, Office Furniture Division in San Francisco has been commissioned by First Federal Savings & Loan Association to furnish and provide interior color selection for its new San Mateo office where both traditional and contemporary styles will be combined. The project is being coordinated with the architect, Melvin A. Rojko. . . . **Corco Inc.**, Chicago institutional design/ equipment firm, will provide built-in furnishings for the new 170-bed extended health care facility of Jewish Welfare Federation, Indianapolis, Inc The $1,800,000 project is scheduled for completion in the spring of 1969. . . **Gordon E. Obrig**, AID, FIDSA, a partner in Peter Alan Designs, Inc., New York design firm, has been named coordinator of interior design for Buck Hill Inn & Golf Club, Buck Hill Falls Pa., and will initiate a compete design renovation program for the inn. First step is creation of additional seminar rooms for corporate use. . . . **B. Brody Seating Co.**, Chicago manufacturer of commercial/residential dining furniture and office seating, has received contracts to supply seating equipment for installations in Georgia, California Wisconsin, Florida, Kentucky, and Puerto Rico. (**C**)

Tighter texture for easier rolling Universal BONANZA VINYLOC

Universal has licked the static problem of continuous filament nylon. Designed especially for commercial installations, and fabricated by the innovators of the 2400 needle 5/64" gauge tufting machine, BONANZA VINYLOC is ideally suited for use in chain stores and heavy traffic areas. With 42% more tufts per square yard than most other contract carpets, BONANZA VINYLOC is of super high-density construction, shock-free, long-wearing, and a sound investment.

BONANZA BENEFITS OF **BONANZA VINYLOC CARPET**

- Eliminates static electricity
- Provides easy-rolling surface
- Improves acoustics
- Creates luxury atmosphere
- Adds walking comfort
- Reduces breakage
- Quickly installed
- Easy to maintain
- Super loop lock
- Waterproof backing

BONANZA VINYLOC SPECIFICATIONS

- Primary Backing: Dupont Typar® Spunbonded Polypropylene
- Secondary Backing: Solid Vinyloc
- Face Yarn: 100% yarn-dyed continuous filament nylon
- Tufts per sq inch: 128
- Tufts per sq yard: 165,800
- Pitch: 345
- Gauge: 12.8
- 20 lb loop lock

Universal BONANZA VINYLOC exceeds these tests: Acoustical, Abrasion, Compression, Light Fastness—FHA standards for heavy wear.

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CONTRACT NEWS

WORLD WIDE WALLCOVERINGS, INC., will represent GENE MCDONALD INC., wallpapers and fabrics firm, at 8310 Montgomery St., San Francisco, and at 407 S.E. Pine St., Portland, Ore.

THE NAHAN CO., INC., New Orleans interior design firm, has acquired, as a wholly owned subsidiary, Southern Importers & Exporters of Houston, Tex., one of the South's largest display supply houses.

UNIMARK INTERNATIONAL, worldwide corporation for design and marketing, has opened a Cleveland office at One Erieview Plaza. Other Unimark offices are in Chicago; New York; Detroit; Denver; Aspen, Colorado; and Milan, Italy.

LUDLOW CORP.'S floor covering division has been aligned into three separate regions: the Eastern States, based in New York; the Central States, based in Chicago; and the West Coast, based in Los Angeles. Each region is set up autonomously, with its own customer service representatives and staff of salesmen.

B. BRODY SEATING CO., Chicago manufacturer of dining furniture, has opened new warehouse facilities in Charlotte, N.C., and St. Petersburg, Fla., to service the southeastern section of the country.

HOWARD MILLER CLOCK CO., Zeeland, Mich., has announced the acquisition of WORLD TIME CLOCKS, New York.

EGETAEPPER, INC., manufacturer/importer of Danish rya rugs, has begun construction on a new office-and-warehouse headquarters building in Long Island City, New York. The 7,500-square-foot single-story structure will provide five times the size of present warehouse space.

HOLIDAY INNS OF AMERICA, INC., has recently purchased JOHNSON FURNITURE CO., Grand Rapids, Mich., and BIANCO MFG. CO., St. Louis, Mo. Acquisition of each firm was made by an exchange of stock. Johnson specializes in contract furnishings and cabinetry. Bianco produces commercial seating of all types.

PPG INDUSTRIES, INC., Philadelphia, Pa., opened a new multimillion dollar fiber glass textile yarn plant in Lexington, N.C. Containing over a half-million square feet of floor space, the new facility is designed to produce more than 40 million pounds of fiber glass yarn annually.

AMERICAN VISCOSE DIV., FMC CORP., has announced plans to increase the production capacity of its polyester fiber facility at Lewistown, Pa., from a present 40 million pounds to over 200 million pounds. Facilities for production of polyester resin have also been added.

O. N. JONAS CO., Dalton, Ga., manufacturer of tufted carpeting and rugs, has begun a half-million dollar expansion program which will include the addition of 73,000 square feet of manufacturing space to the main facility in Dalton, and a new regional warehouse in Avenel, N.J.

she'll make the meet on a met

The XIX Olympiad! Would it be the same without Lady Fairly, as in Games past, applauding from a front-row sofa? Thanks to her unconquerable will and a sporting assist from Mexicana de Aviacion (the airline with Amigo Power), it appears our game Lady and her deep-seated companion (the sofa) will be making the scene again.

To match the splendor of Estadio Olimpico, she's chosen this dashing seven-footer from Metropolitan's crack Contract J contingent. This one knows its way around gold-medal competition. And it always comes through in style, no matter how tough the event.

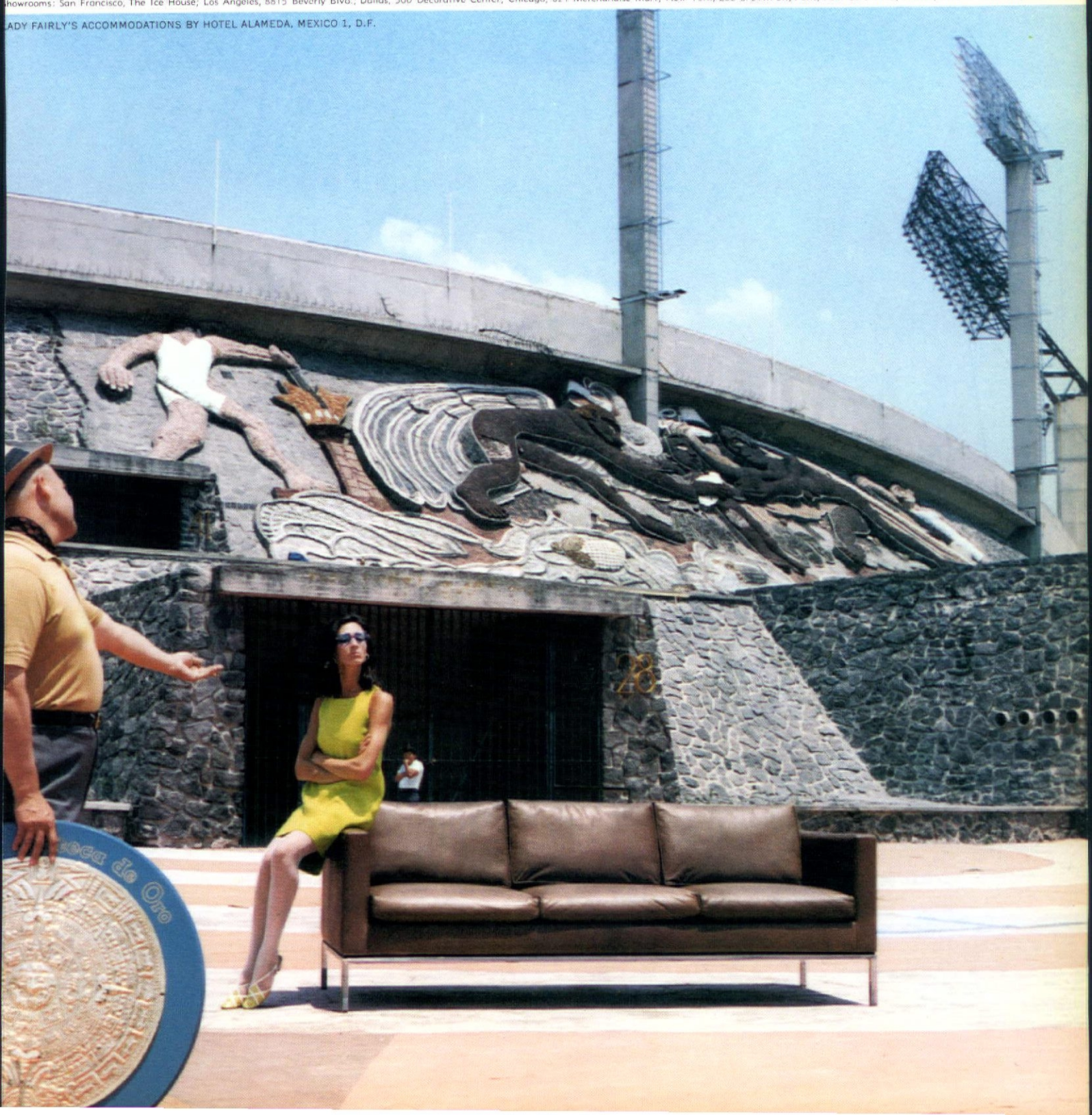
Contract J offers a fast-moving medley of sofas, sectionals, settees, and chairs. For more on these and other winning entries, relay your letterhead request to Metropolitan Furniture Corp., 955 Linden Avenue, South San Francisco, California 94080.

METROPOLITAN
IMPORTED FROM SAN FRANCISCO

Scotchgard
FABRIC PROTECTOR
All fabrics available with "SCOTCHGARD" Brand stain repellent

Showrooms: San Francisco, The Ice House; Los Angeles, 8815 Beverly Blvd.; Dallas, 500 Decorative Center; Chicago, 621 Merchandise Mart; New York, 232 E. 59th St.; Paris, Poin Care 9495; Seattle, 1703 E. Olive Way

LADY FAIRLY'S ACCOMMODATIONS BY HOTEL ALAMEDA, MEXICO 1, D.F.



Myth:

Sure, you can get custom-made furniture. Just be prepared to wait months and months for delivery.

George B. Clark, General Sales Manager, with a sofa from our Blueprint Series

It took some doing to get rid of this one.

We had to design an ultra-modern plant, planned for maximum efficiency in stocking and movement of materials. We developed a way to make certain standard parts in advance. Finally, we set up a data processing system that lops hours, even days, off the time it takes to process orders and get fabrics and materials delivered. (Sometimes this system frightens us, it's so fast.)

Altogether, these efforts have paid off in the fastest delivery in the office and institutional furniture business. And, what we're delivering is custom-made to specific requests.

Write us for the name of the Monarch rep nearest you. He can bring you up-to-date on all the obsolete myths.

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

Circle No. 22 on product card facing P. 144

Colors by design

68 new solids for a solid '68! In new suede finish! Capture the fancy of people with designs on colorful, carefree living.

Bold colors! Subtle colors! House and Garden colors. Our biggest introduction ever! 49 in stock now; 19 available on factory order. In our new suede finish!

The biggest choice is yours for color-coordinated use with our patterns . . . with new lines of appliances and fixtures . . . and with each other!

Call your Formica representative today. Turn your prospects on with solid new color ideas, exclusive from Formica!

There are other brands of laminated plastic but only one

FORMICA® BRAND

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...SEE WHAT THE INNOVATORS HAVE DONE WITH WOOL

PURE WOOL PILE

The wool mark is your assurance of quality tested carpets made of pure wool pile.

Beautytuft triumphs again! introducing 5/64th gauge commercial carpeting of pure wool pile

Beautytuft is victorious again in the contract field . . . with this winning twosome . . . the excellence of 5/64th gauge, hi-density tufting and the superior quality of pure wool pile.

The top competitors: *"Proud Moment"*, Beautytuft's fabulous piece dyed 5/64th gauge carpeting of pure wool comes on strong in 20 lavishing colors. *"Expo"*, 5/64th gauge of three pile pure wool yarn features static retardent and is offered in eight dashing colors.

As an added distinction, these carpets bear the wool mark label—the mark of the world's best . . . pure wool pile.

Innovators in the contract field . . . Beautytuft has done it again, with wool!

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Circle No. 23 on product card facing P. 144

Circle No. 24 on product card

You can't please everybody with one ball caster.

And Bassick's out to please everybody.

That's why we've expanded our already broad line of ball casters. Now, in addition to our 6 electroplated die cast metal finishes, the line includes 6 colors in DuPont's Delrin.*

And we don't stop there. We have a rubber tread type for hard floors. That makes a dozen plus one.

Bassick's Dozen.

Add in a wide variety of stems, plates, and sizes and one thing becomes pretty obvious. Bassick has the right ball caster to go with your furniture.

Maybe you can't please everybody.

But nobody's trying harder than Bassick.

*T.M. of Du Pont

Bassick's Dozen

Bassick

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For Total Environmental Control

Low initial cost and zero-maintenance make this high pressure plastic laminate wall system the ideal choice for permanent beauty. Quality-engineered tongue-and-groove installation displays perfect continuity of pattern. Also available with decorative reveals in fast installation clip system.

Illustrated
Wilson-Art
Brown Indian Teak (1323).

When the chips
are down . . .
A Wall
is a Wall
is a Wall . . .

unless it's a Wilson-Art® Plastic Laminate Wall System

Then it's a thing of beauty that lasts forever.

Wilson Wall Systems provide quiet dignity in the most luxurious office setting, yet are durable enough to maintain their beauty in heavy-traffic commercial areas.

Competitively-priced Wilson Wall Systems usually cost less initially —*always* cost less ultimately.
You can forget maintenance costs when you specify Wilson-Art high pressure plastic laminate in new, modular Wilson Walls.

So, whether your primary concern is beauty, durability, or economy, Wilson Wall Systems with Wilson-Art give you all three. After all, you want all three.

Wilson Wall Systems are composed of high pressure plastic laminate with melamine overlay adhered under pressure to a 43# density particle board with phenolic backing sheet. Available in 8' and 10' panels of varying widths, Wilson Walls come in the commonly used thickness of 7/16" (total thickness). Also available in 1/2", 5/8" or 3/4" on special order.

Wilson-Art has the quickest delivery schedules in the plastic laminate industry. Quick-Delivery warehouses in: New York, New Jersey, Atlanta, Miami, Chicago, Seattle, San Francisco, Los Angeles and Temple, Texas.

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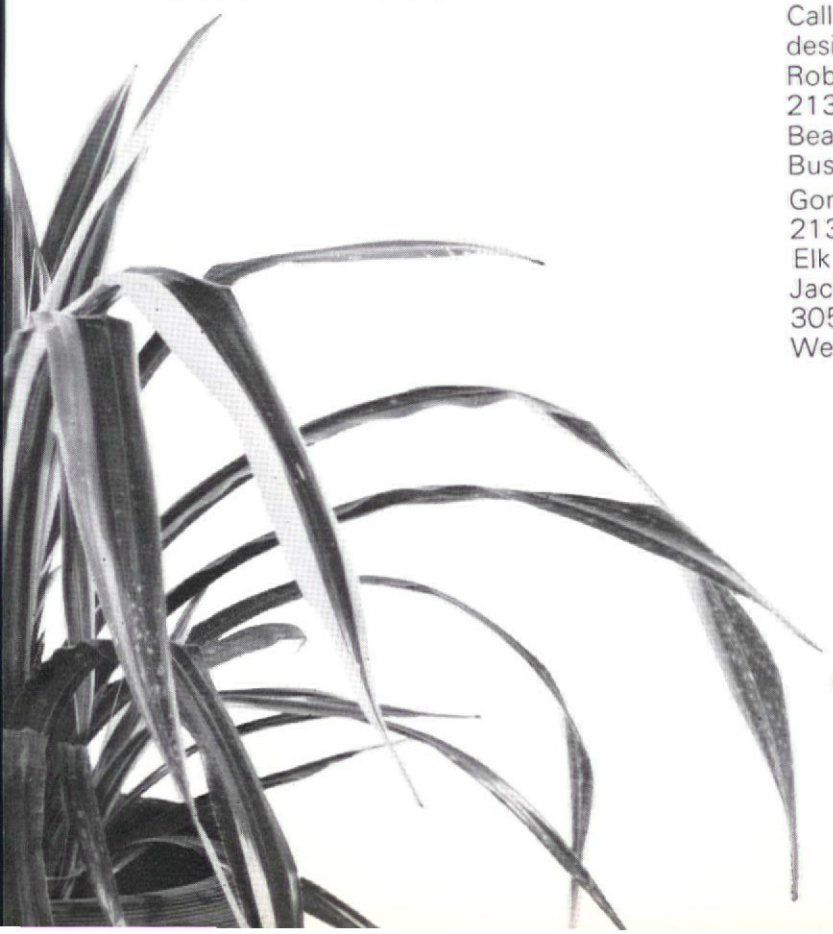

Wilson Art®
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RALPH WILSON PLASTICS COMPANY . . . TEMPLE, TEXAS
a Division of Rexall Drug and Chemical Company

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General Tire Sponge Rubber Carpet Cushion serves the world of fashion at Dallas' Apparel Mart

General Tire sponge rubber carpet cushion . . . 20,000 square yards of luxury underfoot . . . complements the new Apparel Mart's dramatic architectural motif. And it's as stylish in performance as the high fashion atmosphere it quietly serves. General Tire underlay tailors superbly to any installation - large or small - and nine quality grades simplify its specification. You can be sure, too, that General's exacting quality control delivers yards and years of extra value at minimum price. If you have a project on the board which demands easy installation, consistent quality, trouble-free service and long, luxurious carpet life . . . do it the smart way. Specify General Tire Sponge Rubber Carpet Cushion.

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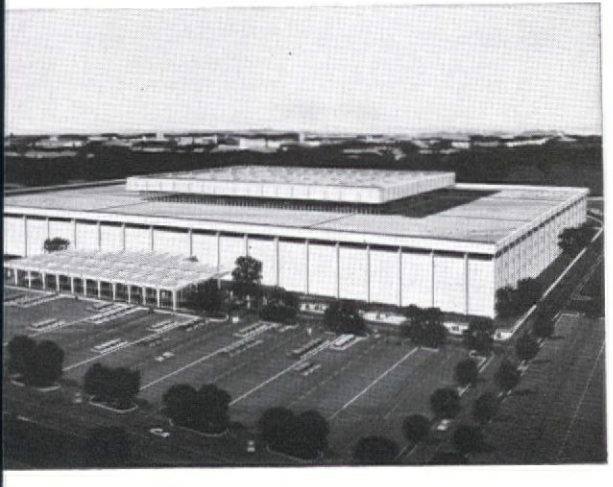
Guaranteed Unconditionally

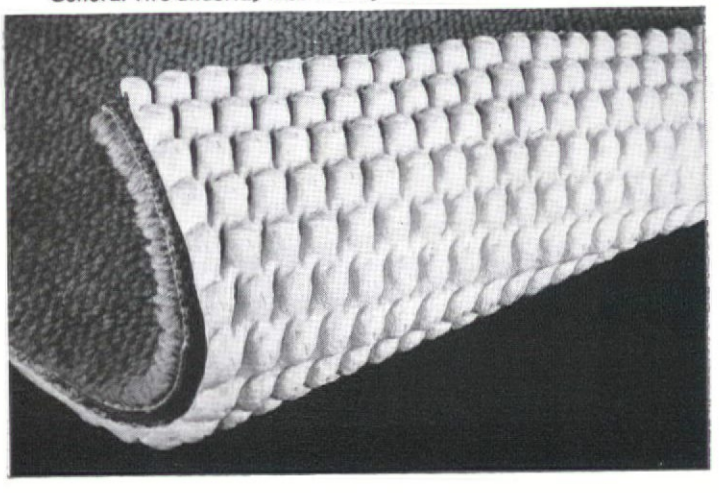
All qualities of Sponge Rubber Carpet Cushion manufactured by The General Tire & Rubber Company are guaranteed to provide satisfactory performance for the life of the original carpet. This guarantee applies to installations on grade and above grade, to include use over radiant-heated floors and cement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

GENERAL TIRE T.M.
CHEMICAL/PLASTICS DIVISION
Jeannette, Pa.

Circle No. 26 on product card facing P. 144

General Tire underlay installed by Bernard-Fain Company, Dallas.





Designare is a most comprehensive line of office and institutional seating. There is a design to fill any specific function in an interior designer's plans and every one is endowed with the quality of materials, the precision of tailoring and the aura of color to answer the most insistent demand for correct decorating. Ask for the Designare full color catalog . . . on your letterhead, please.

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Circle No. 27 on product card facing P. 144

Circle No. 28 on product card

Try our "convince-the-inspector" test for Du Pont X-12* Flame Retardant

Show a fire inspector fabric treated with Du Pont "X-12". He might not believe it retards flames.

But let him put a match to it and the "X-12" makes its presence known. As soon as the flame is removed, the fabric stops burning, with no afterglow.

The hand and feel are the same as an untreated fabric's. Color, shade, and light fastness are unaffected. There's no crocking or blooming. In fact, only fire can tell the difference between treated and untreated material.

"X-12" will work on any natural fiber or viscose rayon. This means you can provide flame retardancy for a wide variety of materials such as wadding, quilting, mattress fillers, carpet backing and nonwoven disposable garments. Its long-term protection lasts until the material is washed or drycleaned. Being a renewable flame retardant, it is easily reapplied.

Convince yourself. We'll send you a fabric test sample along with additional information on "X-12". Mail the coupon now.

*Du Pont Trademark

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- ☐ Please send a fabric test sample and additional information on "X-12".
- ☐ I am interested in flame retardancy for _____.
- ☐ I am interested in talking to an "X-12" applicator.

Name_____

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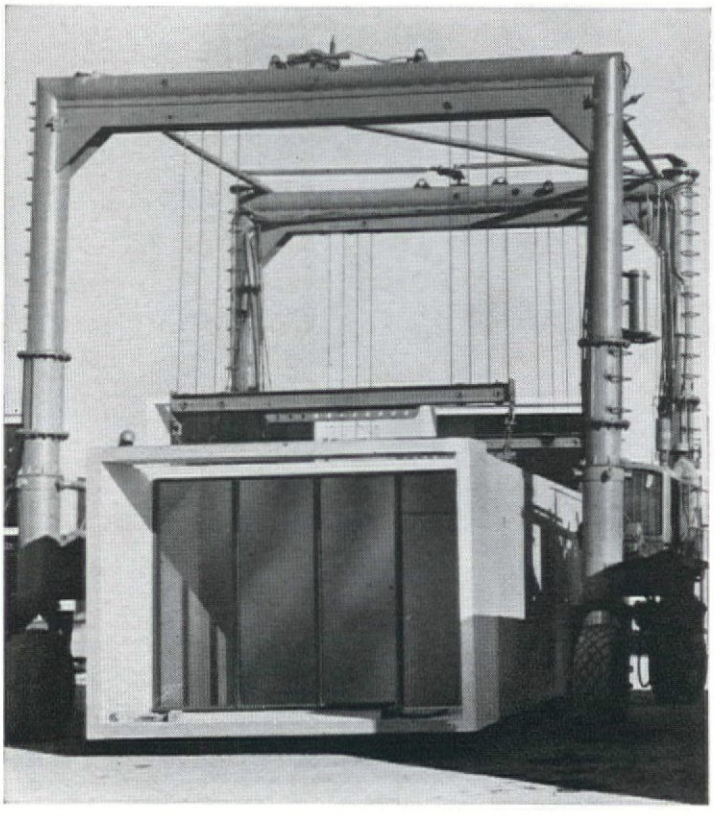
DUPONT Better things for better living

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

Koroseal—T.M. Reg. U.S. Pat. Off.

Circle No. 29 on product card facing P. 144

Circle No. 30 on product card →

Sweetwater announces the Dallas 15 ft. carpet.

Everything is larger in Dallas. Sweetwater has just completed its newest and greatly expanded warehousing facilities. The fully equipped Dallas Warehouse featuring a full range of carpeting in both 12 and 15 foot widths.

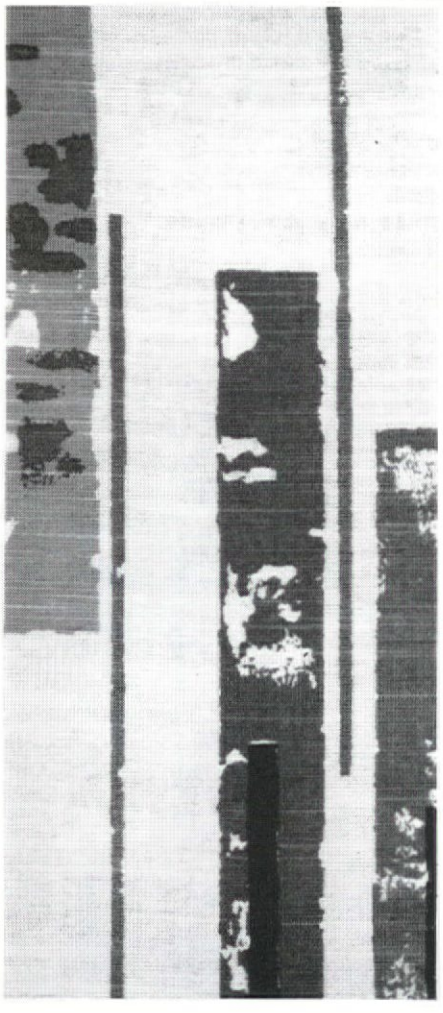
Out of Dallas, Philadelphia, Portland and Los Angeles we can offer faster service and delivery when you need it, all across the country. And if this isn't enough reason to go Sweetwater, come down to Ringgold, Ga. and see what a really modern carpet mill looks like.

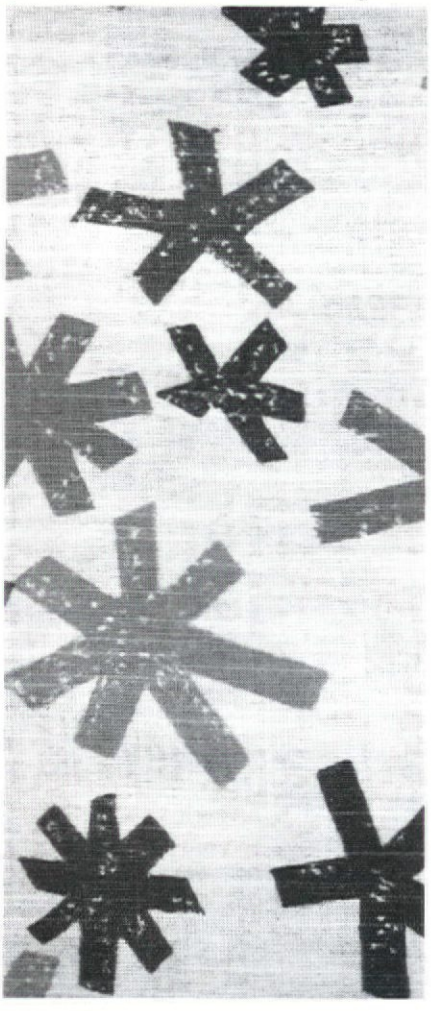
Sweetwater Rug Corporation
309 Fifth Avenue New York, N.Y. 10016

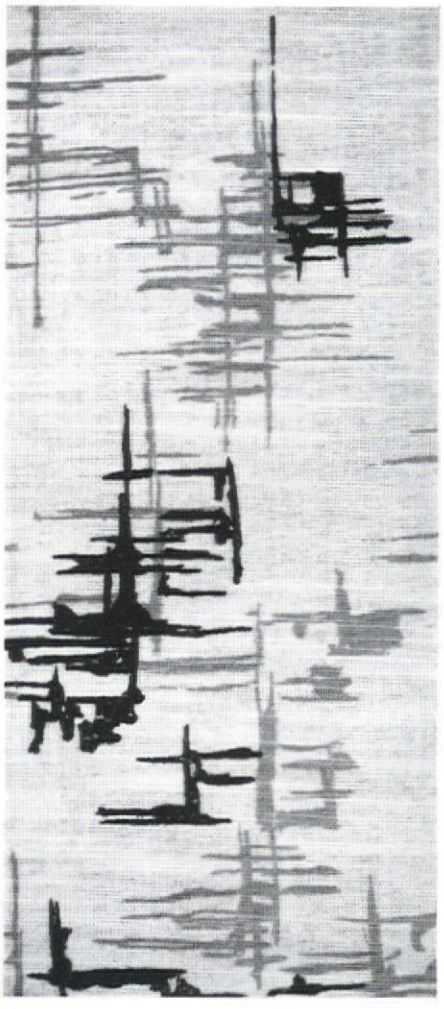
Verdune

Portage's new flame-resistant drapery fabric

"Verdune" comes in six handsome prints. Sorry we could show only three. See the rest at one of the jobbers listed below. The linen-look fabric is flame-resistant, of course... combines 70% Verel modacrylic, 19% flax and 11% rayon.







Verel®

modacrylic

Jobbers:

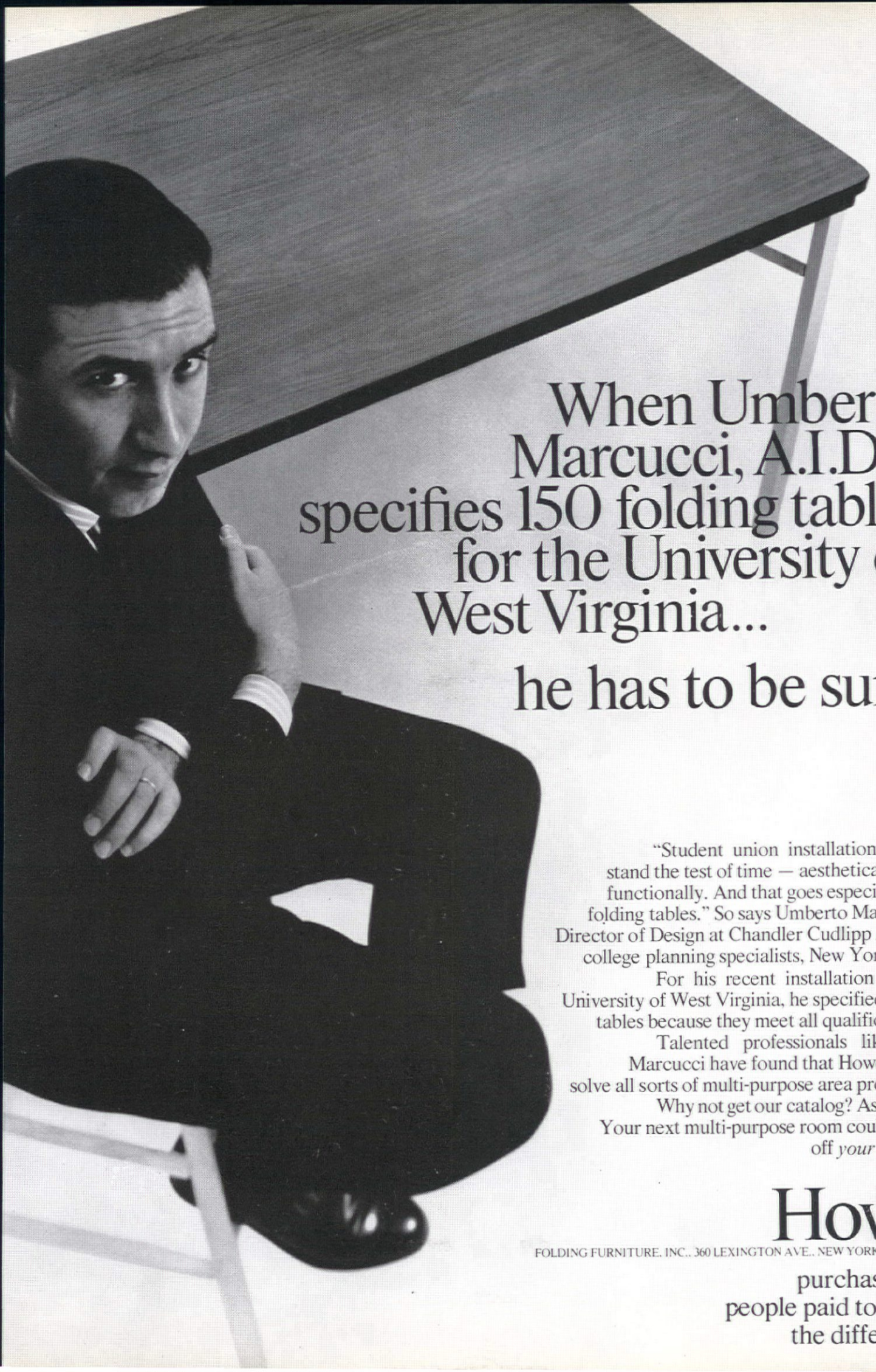
Skyline Mills	Maharam Fabrics	Davis Associates	Consolidated Textiles
1288 Upshur St. NW	420 North Orlean St.	800 Forest Park Blvd.	1470 Mission St.
Washington, D. C.	Chicago, Illinois	Fort Worth, Texas	San Francisco, Calif.

Kodak Eastman Fibers

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. 141

Circle No. 32 on product card →



When Umberto Marcucci, A.I.D., specifies 150 folding tables for the University of West Virginia...

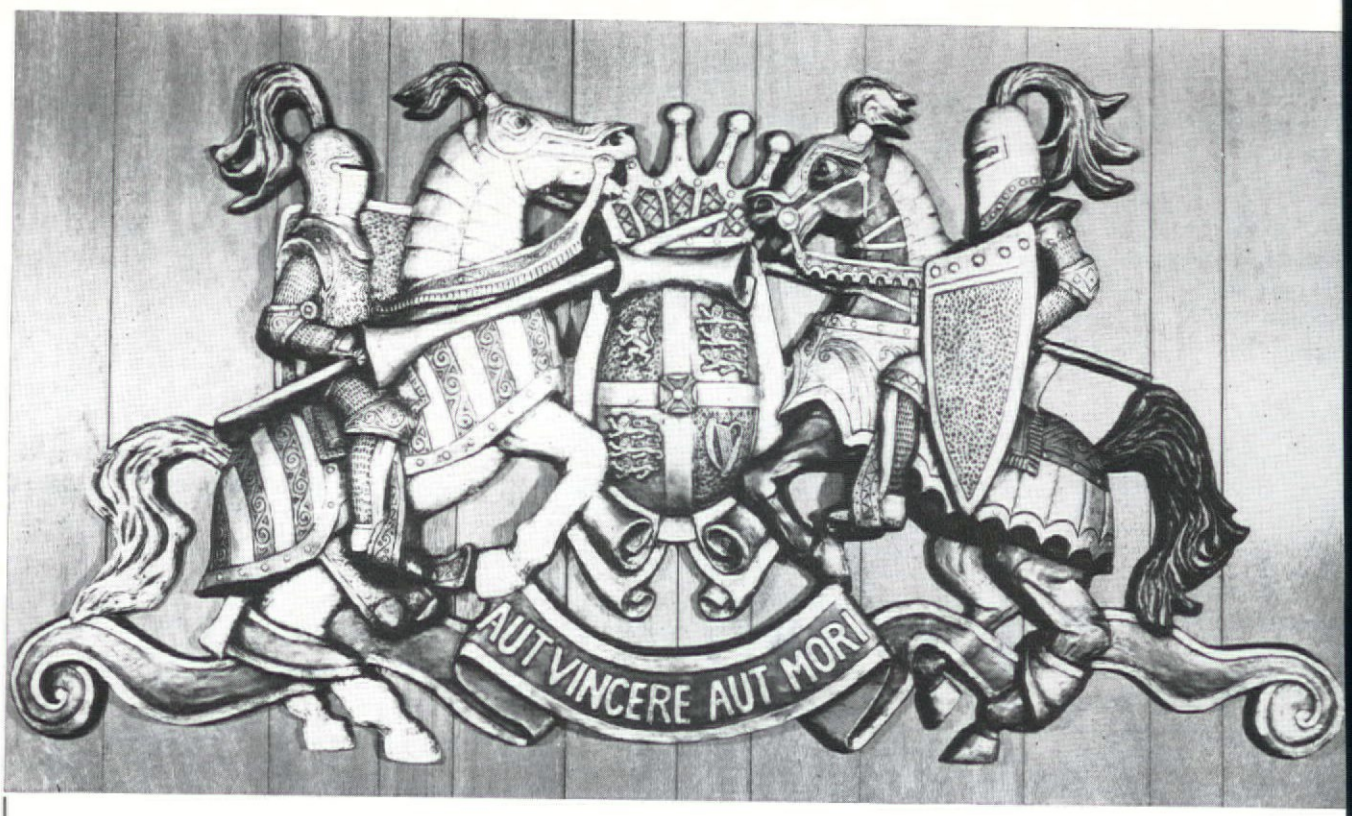
he has to be sure.

"Student union installations must stand the test of time — aesthetically and functionally. And that goes especially for folding tables." So says Umberto Marcucci, Director of Design at Chandler Cudlipp Assoc., college planning specialists, New York City. For his recent installation at the University of West Virginia, he specified Howe tables because they meet all qualifications. Talented professionals like Mr. Marcucci have found that Howe tables solve all sorts of multi-purpose area problems. Why not get our catalog? As he did. Your next multi-purpose room could show off *your* talents.

Howe

FOLDING FURNITURE, INC., 360 LEXINGTON AVE., NEW YORK, N.Y. 10017

purchased by
people paid to know
the difference



WALL DECOR (above) . . . Classic "Jousting Knights" design; 72 inches (6 feet!) wide; over 3 ft. high . . . A massive, deep-relief "spectacular," richly colored in antiqued golds, silvers, reds, blues, and browns. Raised Latin inscription on ribbon translates "To Conquer or to Die." $360.00, less trade discount.

FLORE DORS (right) . . . "Forester" design, with four deep-carved panel productions in Florestone . . . so real you can feel the grain. $145.00 each, less trade discount.

NEW FROM Florestone

Write on letterhead for full color catalog, trade discounts, etc.; includes hundreds of wall accessories, twelve doors—$1 (refundable) from Florestone Arts, Inc., 618-20 Marshall Avenue, Memphis, Tennessee 38103, or any franchised factory: Florestone of Arkansas, Inc., 727 Space Center Drive, West Memphis, Ark.; Decor by Florestone, Inc., 167 Pennington Road, Hopewell, New Jersey 08525; Florestone of Illinois, 1836 Ogden Ave., Lisle, Illinois 60532; Florestone Arts of Louisiana, Inc., 1955 Scenic Highway, Baton Rouge, La. 70802; Florestone of Maryland, Inc., P. O. Box 156, Brandywine, Md. 20613; Florestone of Texas, Inc., 3109 Bryan Ave., Ft. Worth, Texas; Florestone of Northern California (correspond to Memphis), Florestone of Florida, Inc., 12 South Hughey, Orlando, Florida.

Circle No. 34 on product card

For contract, consider the great advantage of a V'Soske pure wool rug.
And, particularly, where the rug is for an important traffic area. For here, not only must the element of beauty be retained, but the functional properties which provide for long wear and easy maintenance. All V'Soske rugs bear the wool mark label.
The V'Soske rug shown was commissioned by Gene Adcock, A.I.D., K-S Wilshire, Inc., Los Angeles for installation in the Beneficial Insurance Co., Home Office, Los Angeles, Office of the President.
THE MARK OF THE WORLD'S BEST.
PURE WOOL PILE
The wool mark is your assurance of quality tested carpets made of pure wool pile.
REPRESENTATIVES IN: BOSTON • CHICAGO
CINCINNATI • CLEVELAND • DALLAS • GRAND RAPIDS
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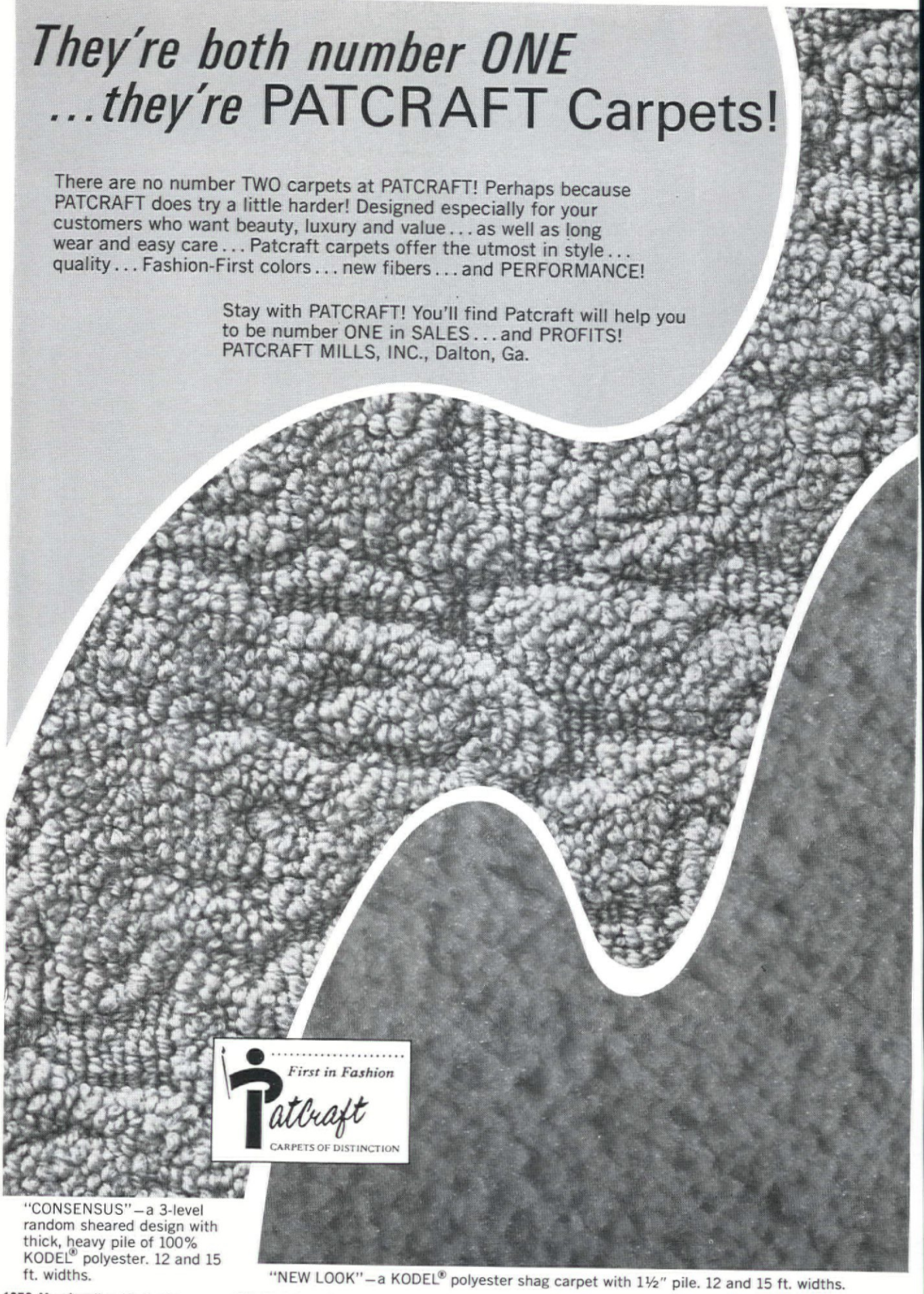
They're both number ONE ...they're PATCRAFT Carpets!

There are no number TWO carpets at PATCRAFT! Perhaps because PATCRAFT does try a little harder! Designed especially for your customers who want beauty, luxury and value... as well as long wear and easy care... Patcraft carpets offer the utmost in style... quality... Fashion-First colors... new fibers... and PERFORMANCE!

Stay with PATCRAFT! You'll find Patcraft will help you to be number ONE in SALES... and PROFITS!
PATCRAFT MILLS, INC., Dalton, Ga.



First in Fashion
Patcraft
CARPETS OF DISTINCTION

"CONSENSUS"—a 3-level random sheared design with thick, heavy pile of 100% KODEL® polyester. 12 and 15 ft. widths.

"NEW LOOK"—a KODEL® polyester shag carpet with 1½" pile. 12 and 15 ft. widths.

1078 Merchandise Mart, Chicago • 295 Fifth Ave., N.Y. • Trade Mart, Dallas • Merchandise Mart, Atlanta • Merchandise Mart, San Francisco

Circle No. 35 on product card facing P. 144

X-10

A dynamic new chair by Davis. Just one of the new things in the Davis parade of smart designs in functional furniture for the office or institutions.

Pure poetry of design and form wrought in mirror chrome bar stock steel and foam cushioning.

Comfortable! Amazingly so!

Cushions are channelled or plain and offered in a variety of dramatic decorator colors.

Write for the Davis brochures.

DAVIS FURNITURE INDUSTRIES, INC.

High Point, North Carolina 27261

Texfoam tames the big ones

B.F.Goodrich Texfoam takes all the fight out of super-size mattresses. Makes them easy to handle — in the store, in delivery and in your customers' homes. Because Texfoam can fold up, roll up, bend around corners and get through doors.

And super-size Texfoam sells as easy as it handles. It 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.

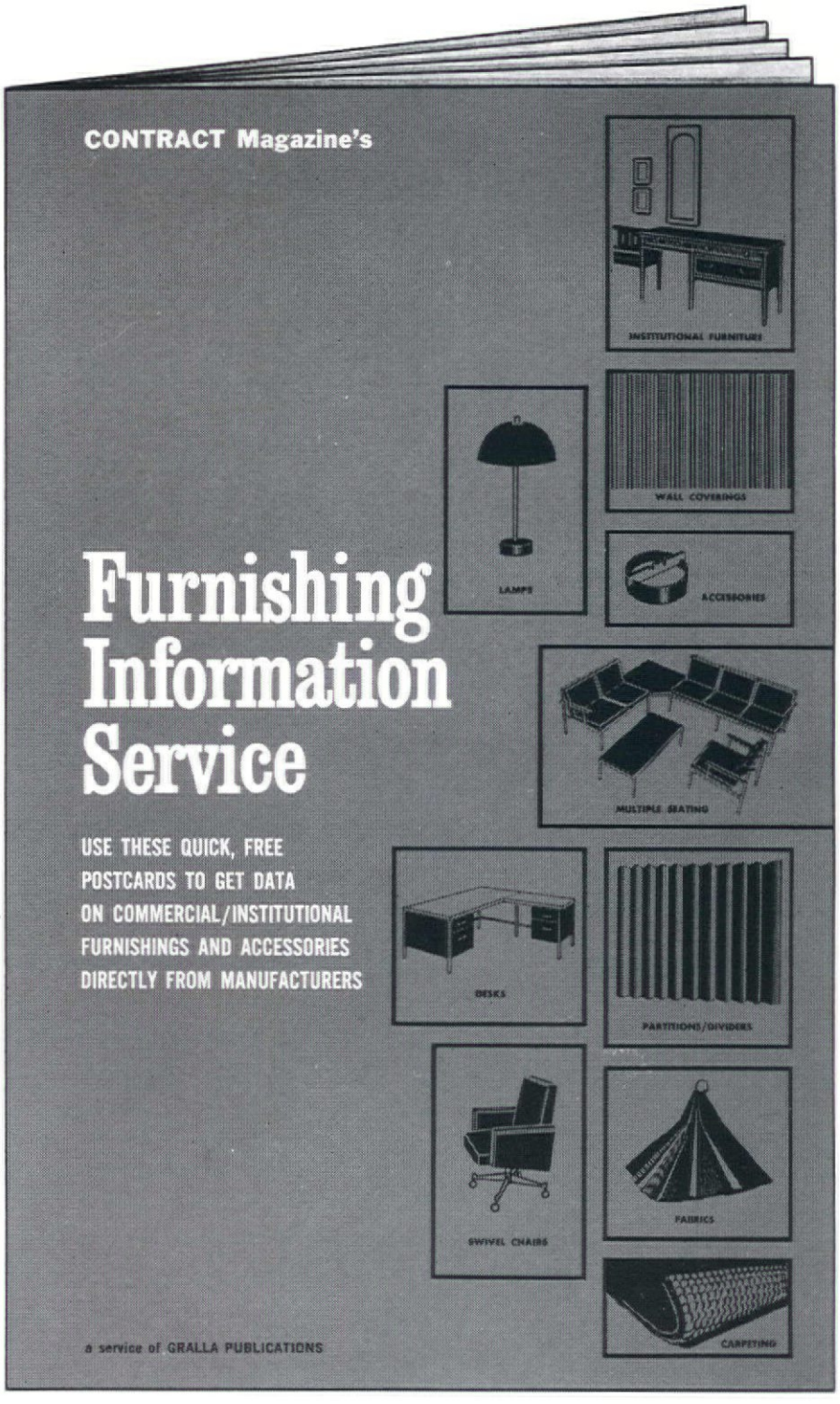
TEXFOAM®

THE BIG ONE IN LATEX FOAM

B.F.Goodrich

Circle No. 37 on product card facing P. 144

New Service for CONTRACT Magazine advertisers; first mailing, Sept./'68



A low-cost, direct-mail sales lead source for manufacturers of commercial/institutional furnishings and accessories. Each post-card advertiser enjoys these values:

- **SATURATION CIRCULATION** to 51,000 frequent volume buyers of contract interior products.
- **HUGE SAVINGS** over your own direct mail; cost just over 1¢ per name.
- **BETTER RESPONSE** than individual direct mail.
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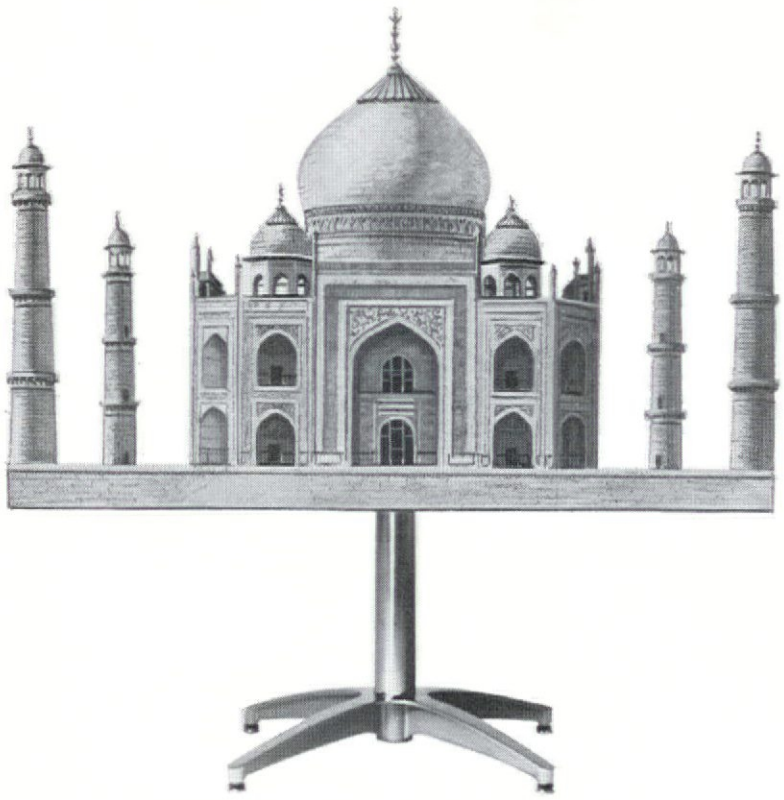
For additional information and/or advertising rates please contact Gralla Publications—New York—Chicago—California



It's no "Wonder"

CREST REGAL DERBY SARATOGA

creative designers choose Big-M bases

The "Wonder" of Big-M Base designs is the functional flexibility and eye-appeal that will add volume to your product's sales. Investigate the possibilities of Big-M Bases. Write for full details.

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LEAR SIEGLER, INC.

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MIDDLETOWN *MANUFACTURING DIVISION*

P. O. BOX 98 • SIMPSONVILLE, KY. 4006

Circle No. 39 on product card facing P. 144

SURPRISE!

If you haven't seen a Nevamar sample chain lately, get ready to kick up your heels.

You'll see exciting three-dimensional finishes never before offered in high-pressure laminated plastic. Such innovations as Slate . . . Leather . . . a Fresco Woodgrain finish. Even solid colors with a true dimensional finish. All exclusives, available only from Nevamar. Completing the surprise package are new "tomorrow" colors and abstract designs, plus industry standards in pattern and finish. Write for your free sample chain now . . . and keep looking to Nevamar for the newest.

ENJAY
NEVAMAR
newest look in Laminates

Manufactured by Enjay Fibers And Laminates Company, Odenton, Maryland 21113, A Division of Enjay Chemical Company

Circle No. 41 on product card facing P. 144

SALLÉE CARPETS are made only with PURE WOOL PILE!

REPRESENTATIVES IN: San Francisco (The Ice House), Portland-Seattle, Salt Lake City, Dallas, St. Louis, Chicago, Milwaukee, Minneapolis, New York, Honolulu.

IN DALLAS . . .
Salleé "Cairo" Carpet
(9 lbs. wool loop with shear)
was specified for the
LOUNGE AREA PIT
in the hostess college of
BRANIFF INT'L AIRLINES

SALLÉE
MANUFACTURERS OF QUALITY CUSTOM CARPETING

As an added distinction, all SALLEE CARPETS bear the wool label mark — the mark of the world's BEST . . . pure wool pile!

144 NORTH ROBERTSON BOULEVARD, LOS ANGELES, CALIFORNIA 90048

Circle No. 42 on product card facing P. 144

Lyon doesn't Stop with the most Versatile Design

MAKE US PROVE IT!

LYON METAL PRODUCTS, INC.
732 Monroe Avenue, Aurora, Illinois 60507

☐ Please send me more complete information
☐ I'd like the name of my nearest dealer

Name _____

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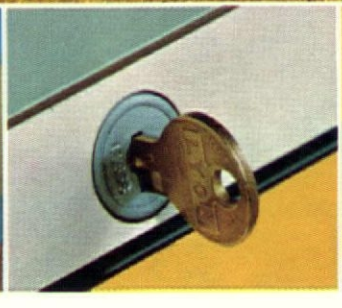
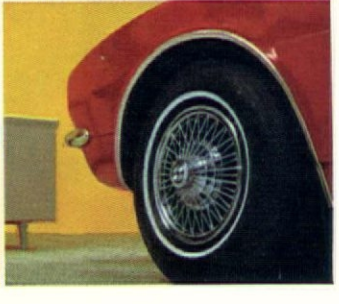




The freedom to select and join components to fit your needs is a big advantage in itself. But wait'll you've pounded on our desk top and discovered it has *two* layers of steel, with a ribbed underside for extra strength. Wait'll you've thumped the back and end panels and felt the vault-like solidity of double-wall welded construction. Found sound deadeners *everywhere*—in the back panels, pedestals, and even the drawers. Tried the exclusive Lyon "lock-in-top" that controls *all* drawers. Learned that the *100% acrylic* finish will last with the furniture. *Then* you'll agree that Lyon is a better buy in *many* ways. *See your Lyon Dealer.* Or, write: Lyon Metal Products, Inc., 732 Monroe Ave., Aurora, Illinois for our free color brochure.

LYON OFFICE FURNITURE

Showrooms: New York, Aurora, Los Angeles

Circle No. 43 on product card facing P. 144

(Carpet Dealer: O'Krent Floor Covering, San Antonio, Texas)

©Copyright 1967, HemisFair

Evans-Black Talks Contract

HemisFair invited us over; but then they put us to work!

We've been invited to lots of birthday parties but this was special. An invitation to HemisFair '68, San Antonio's 250th birthday fiesta, whose guest list includes countries and counts, states and statesmen, governors and senators, even presidents. Evans-Black Carpets by Armstrong was proud to be included.

Then we found out they wanted to walk on us.

HemisFair officials needed an amazing carpet. A carpet compatible with the many moods and colors of the fair yet tough enough to withstand punishment from millions of people. They chose Top Performance from Evans-Black Carpets.

Top Performance thrives where traffic jams. A single loop pile carpet with a 3-ply tweed yarn, Top Performance has a pile height of .250", a pile weight of 30 oz. per sq. yd. and a total weight of 4.56 lbs. per sq. yd.

It is constructed into a tight, dense pile by combining 8 rows per inch and 8 stitches per inch to give it a total pile density of 64 tufts per square inch. And, the tighter and denser the pile, the better the wear.

Top Performance from Evans-Black Carpets is constructed of stock-dyed yarn and maintains consistent colorfastness in excess of 40 hours.

HemisFair officials wanted a carpet that stayed tough and colorful from the day the fair opened until the day it closed. They chose Top Performance from Evans-Black Carpets.

Whether you're buying contract carpet for an office, a motel, a school, hospital or any other type of heavy traffic facility, it will be years and years before millions of people have crossed it. That's why you should choose Top Performance from Evans-Black Carpets by Armstrong.

SPECIFICATIONS

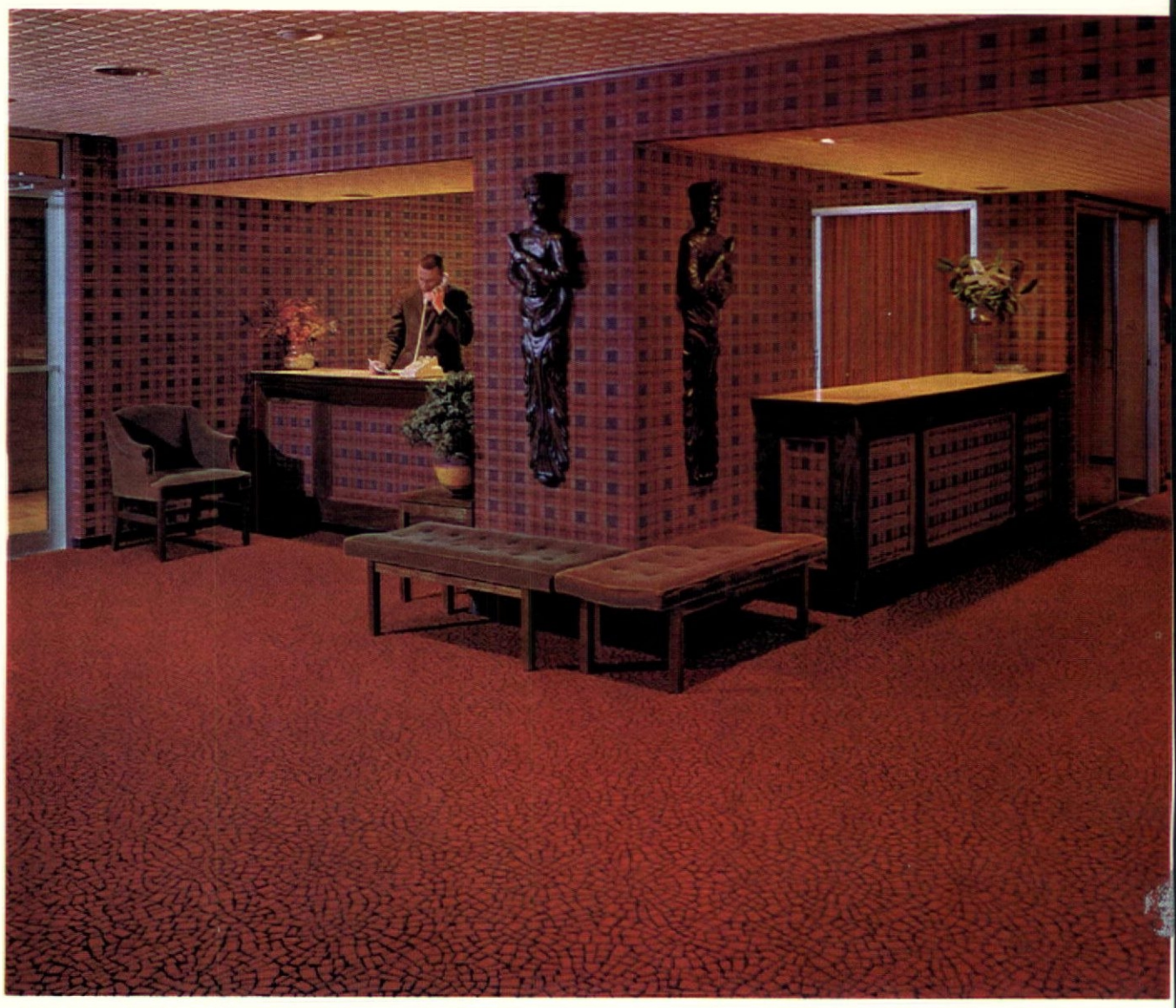
Yarn... 100% Creslan Acrylic
Size Yarn... 3.00/3 ply
Pile Weight... 30 oz. per square yard
Pile Height... .250"
Machine Gauge... 1/8 inch (216 pitch)
Rows per inch... 8 rows per inch
Stitches... 8 stitches per inch
Density... 64 tufts per square inch
Coloration... Stock Dyed
Color Fastness... Excess of 40 hours
Backings... (1) Primary 9 oz. plain weave jute
(2) Secondary 9 oz. plain weave jute
Total Weight... 4.56 lb. per sq. yd.

Laboratory tested and approved for quality and performance by American Cyanimid Company, N.Y., N.Y.

Evans-Black carpets by Armstrong

8888 Governors Row, Dallas, Texas 75247
214 631-4060

Circle No. 44 on product card facing P. 144



New from Ozite...lowest priced pattern carpet ever!

It's Ozite Outdoor-Indoor Pattern Carpet! Now get all the proven features of original Ozite Outdoor-Indoor Carpet made with Vectra fiber...and striking patterns, too! These aren't burned-in designs that catch and hold dirt. They're actual patterns...three in all...*Brick, Wrought Iron* and *Mosaic*...and each pattern comes in different colors. We call it Ozite Fiesta Carpet. Amazing Vectra fiber is colorfast...won't rot. Dense, firm surface resists soiling, is not affected by mildew. Low-cost installation. Seams beautifully. Face yarn will not ravel or sprout. There's no finer decorative carpet value for commercial and residential installations...indoors or out!

Solid colors with rubber back! There isn't a more solid carpet value than Ozite Town-Aire Carpet! All the durability of Ozite Outdoor-Indoor Carpet, but with built-in high density foam rubber back for indoor use. Outstanding dimensional stability. Easy to install and maintain. See new Ozite Fiesta Carpet and Town-Aire Carpet at your Ozite dealer now.

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

Ozite® CARPET PRODUCTS *made with* **Vectra®** OLEFIN FIBER

Ozite® is the registered trademark of the Ozite Corporation, Merchandise Mart, Chicago, Illinois.
Vectra® olefin fiber is manufactured by Enjay Fibers and Laminates Company, Odenton, Maryland, a division of Enjay Chemical Company. Enjay makes fiber, not carpets.

Circle No. 45 on product card facing P. 144

Circle No. 46 on product card facing P. 144

Beautiful

**ask a secretary to describe this chair,
she'll tell you it's beautiful,
wonderfully comfortable!**

CRAMER INDUSTRIES INC.

A Subsidiary of USM Oil Co.

Cramer—The leader in style and quality

URBAN GROWTH IN LONGHORN COUNTRY

Landmark Issue No. 5
DALLAS, U.S.A.

Dallas—wild and wooly, big and brawny, high-riding, shoot-'em-up town . . . whoa! That was long ago. Today, this Metropolis of the Prairie, Big D, Money Capital of the World, is a big and sprawling, dynamic and growing urban center. Dallas is a city of quiet dignity, a city of strength, vitality, and—despite a president's death—a city of culture, thought, and gentility.

In a word, Dallas is a perfect example of urban growth in longhorn country. The rootin'-tootin' aspect, so well known to everyone outside of Texas, is more an exaggeration spurred on by the late Edna Ferber's distorting book *Giant*, and by the spectacle of Texas debutantes at Eastern cotillions flambouyantly bowing low enough to touch their foreheads to the floor and then struggling awkwardly to get up gracefully.

One important factor about Dallas that has a tremendous influence on the contract industry, both in terms of distribution and on interior designers and planners is that it basically is a wealthy community, a center for banking and insurance, and a huge distribution center for the Southwest. Typically, while municipalities the country over were taking advantage of Federal funds for urban redevelopment, Dallas (not without criticism from those community leaders who enviously eyed some of those funds) launched its own privately financed downtown redevelopment — the Main Place complex of high-rise office buildings, which will include a department store with a 400-room motel on top.

While the city is comparatively young, just past 125

Patrons of the arts gather in remodeled center court of West Wing of Dallas Museum of Fine Arts, designed by Enslie Oglesby Architects, who specified interior furnishings.

D

years old, its fast growth started with oil about 40 years ago. In the lore of the city, one A. T. "Pappy" Waggoner will go down in Dallas history for having said, upon discovery of oil on his ranch: "Dammit, cattle can't drink that stuff!" One hundred million dollars later, he didn't really care. But that is when the population of Greater Dallas started rapidly toward its current 1.5 million mark, punctuated by the greatest concentration of millionaires in any city in the country, plus a billionaire or two.

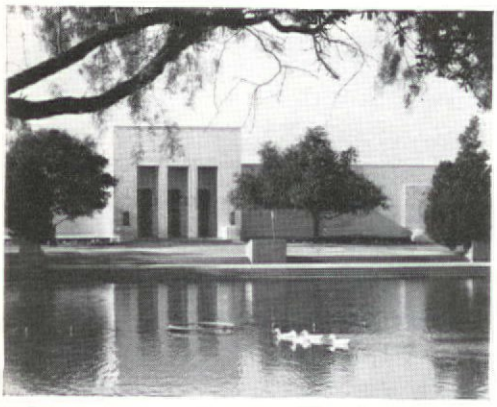
Unlike Los Angeles or other major metropolitan cities that are filling up too rapidly and spilling over mountain ranges into remote valleys, Dallas, with its surrounding prairie, offers unlimited room for expansion. In excess of 500 million dollars will have been spent for 60 major buildings that have been planned or are in the works in the downtown section of the city alone aside from the fast-expanding metropolitan area.

Dallas' growth is a reflection of the growth of the rest of the country, with some surprises of its own. Its commercial and institutional building extends across the entire spectrum of museums, banks, schools, restaurants, hotels, churches, and office buildings. As a focal point of international trade and transportation, Dallas serves one-fifth of the total American market. The overall market it serves includes a population of close to 20 million people, with an annual buying income of $42 billion. Within this population concentration are merchants numbering more than 100,000 from 20 states, who send their buyers to merchandise markets in the city every year.

As a retail center, Dallas has no equal for cities its size. The Northpark shopping center, one of the latest all-enclosed, mall-type centers in the country, as a case in point, has within it a branch of Bache & Co., the stockbrokers, presumably so that shoppers can check the ticker, ascertain how much extra money they have to spend, and then drop into the Neiman Marcus branch next door to spend it. In the Arts, Frank Lloyd Wright left his mark with the Dallas Theatre Center. There are superb museums and schools. Opera companies and symphony orchestras have discovered Dallas' fertile cultural soil. Houses of worship of unusual contemporary design abound in the city.

As a sports center, there is the famous Cotton Bowl,

Alfred J. Loos Stadium and Field House, for Dallas Independent School District students, Fred Buford & Associates, architect.



Dallas Museum of Fine Arts West Wing, Roscoe DeWitt, architect.

Terminal expansion for American Airlines at Love Field, by Jack Corgan & Associates.

Owens Fine Arts Center, Southern Methodist University, George L. Dahl, architect.

Dallas County Government Center, The Associated Architects & Engineers: Broad & Nelson, Jack Corgan & Associates, Smith & Warder, and Thomas & Jameson.

and the Dallas Cowboys, to mention two institutions. The latter has been the subject of a tongue-in-cheek campaign resulting from an oft-made threat by the Murchison interests to move the club to nearby Irving, Texas, if a new, downtown stadium was not developed by the city fathers. Bumper stickers sprouted in the city carrying the tag: "Irving Cowboys."

Dun & Bradstreet in 1967 listed 473 "Million Dollar" companies located in Dallas, a total exceeded only by New York, Chicago, and Los Angeles. More than 310 of Fortune Magazine's Top 500 corporations have offices, distribution centers, or factories in Dallas. There are 179 Dallas-based insurance companies. It is a major air transportation hub. It is among the top 10 convention and exposition centers. The list goes on and on.

In the area of economic development, Dallas has no equal in the United States. Consequently, its contract industry, buoyed by the proliferation of commercial and institutional buildings, offers market potential second to none. Not just space to be filled with yesterday's pallid ideas, but rather space designed with the freshness and vitality of an up-to-the-minute design community and ready to be accepted by an almost avant-garde, sophisticated generation of decision makers.

The cross-section of installations on the pages of this fifth Landmark Issue of CONTRACT Magazine shows the progress of Dallas very graphically as being in the vanguard of meaningful, contemporary design. It reflects a harmony of effort among designers, distribution sources, and manufacturers—a blending of their unique talents that augers well for the future growth of the contract industry in the thriving metropolis that is Dallas. That is why we chose Dallas for this special in-depth study.

There is a tour bus driver, who points to the two red neon-lighted flying horses atop the Socony-Mobil building and says, "There are two horses there to prove that Dallas is not a 'one horse town.'" Far from it. And, insofar as they represent the Dallas interior design/planning/specifying profession, both horses are odds-on favorites to win.

Lee Corlin

GREATER DALLAS

NEW SCIENCE-ORIENTED INDUSTRIES GROW IN BIG D

By H. Alden Deyo
Director
City Plan Commission

Most cities received their impetus for early growth from favorable geographic location. Perhaps it was the lack of natural advantage which caused the settlers of the small stream crossing that was Dallas to redouble their efforts and find both challenge and opportunity in each new situation. Even the first railroad through north Texas would have passed it by but for great effort and sizable funds put forth by Dallas leaders.

Civic pride, great vision, and progressive leadership evolving out of early achievements have prevailed, making Dallas the nation's only great city without significant geographic or natural features on which to build.

Early industry and business, oriented to trade and agriculture, included leather goods, wagons, cotton ginning, wheat and cotton marketing and processing, and banking. Recognizing the trade, marketing, and distribution potential of this sprawling, advancing settlement of the State, Dallas leaders pushed ever harder for the transportation and communications facilities to link them to each new outpost. New railroads were convinced to vary their routes to pass through the city. A network of highways began to radiate out to the expanding market area.

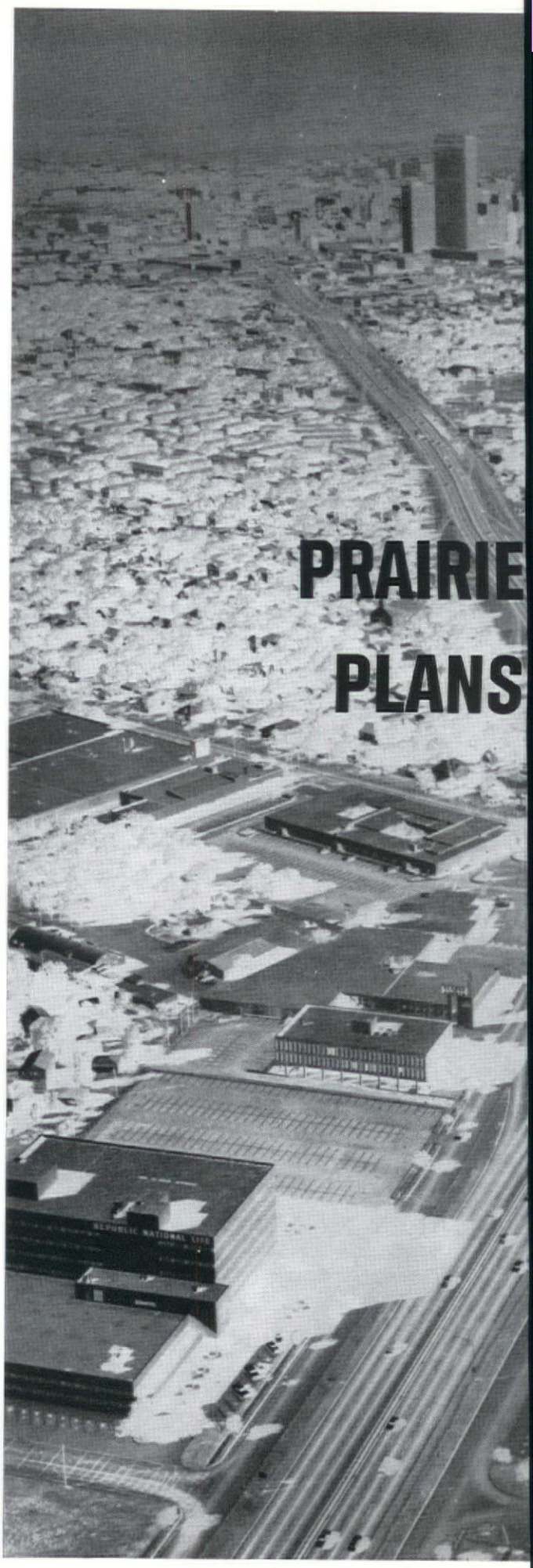
Seventh ranking air travel center

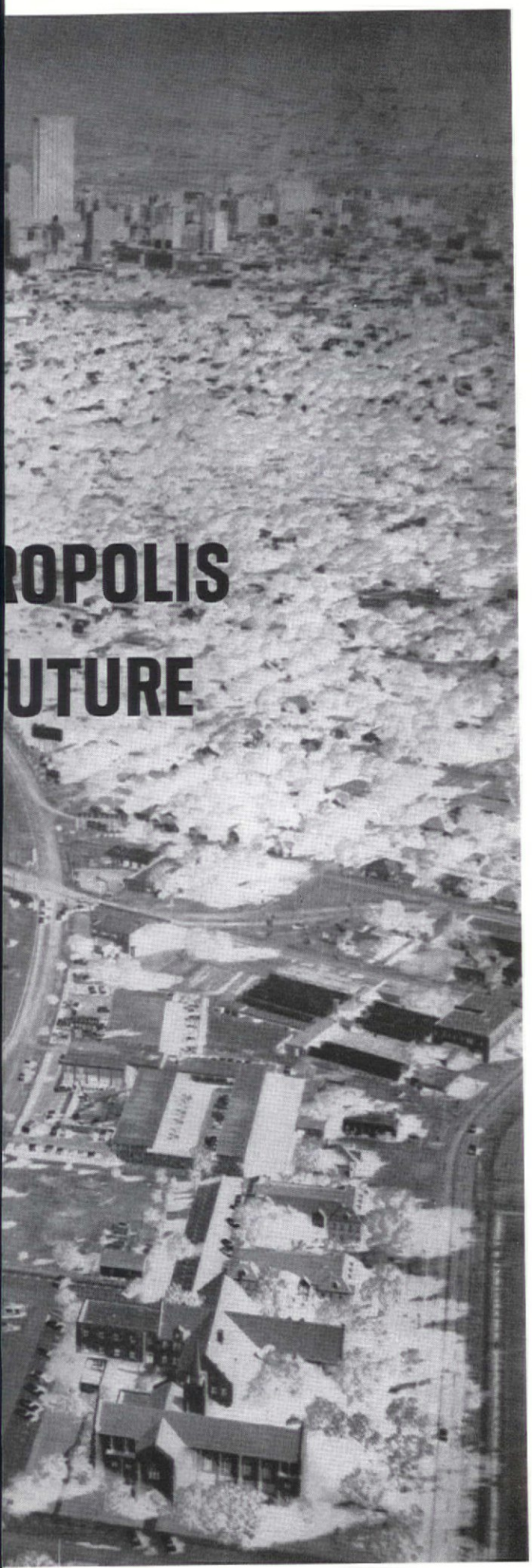
With the advent of air travel, this same vision and aggressiveness has persisted through four decades to make Dallas the air hub of the Southwest—the nation's seventh ranking air travel center. Dallas-Fort Worth Regional Airport, now moving from design to construction, will be the world's largest when it opens in 1972, with nearly 20,000 acres of land and more than $225 million invested.

As it entered the 20th century, Dallas was already the commercial, medical, communications, trade, and cultural center of the Southwest. What was needed now was to turn this "drummer's capital" into a real city. Dallasites set about doing just that.

Determined that theirs should be a planned city, they commissioned renowned city planner George Kessler, whose 1910 plan has had profound influence on the city. This was followed in 1927 by the Ulrickson plan, the Bartholemew plan in 1943, and the

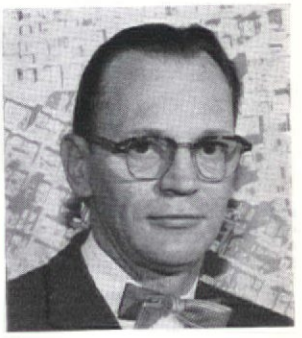
(Continued on p. 66)





THE CENTER CITY

CENTRAL BUSINESS DISTRICT EXPANSION IS AMBITIOUS



By Lloyd M. Braff
Executive Director
Dallas Central Business District Association

Dallas is alive with dynamic change. There is a sense of excitement here, a sense of great things yet to be done. There is a certain atmosphere, a certain flair, which tells even the most casual visitor that this is a city where progress is a way of life.

Thriving shopping centers and office and business complexes appear throughout the entire metropolitan area. Modern, large-scale facilities fulfill the special requirements of their business occupants. Planned industrial areas combine functional design and landscaped open spaces into a pleasant environment that promotes business efficiency. Everywhere the vast physical plant of Dallas is being fashioned to satisfy the needs of varied and expanding business activity and more and more people.

Downtown Dallas, the core of the city, is the vital, exciting center of this dynamic area. Its skyline jutting out of the Texas prairie has become the significant image that is Big D—the symbol of its metamorphosis from a tiny frontier village into the metropolitan center of the Southwest.

$500 million for new structures

The Central Business District—930 acres of business, finance, communication, and government action—is the heartbeat of a metropolitan area of nearly 1.5 million people, the place of employment for more than 130,000. In excess of $500 million in new major structures have been completed or are under construction in the Central District since 1950.

Sixty major downtown structures add 15 million square feet of prime office space on 819 floors, averaging 26,500 square feet. Other Central District construction provides 3,000 hotel rooms, 1.3 million square feet of government office space, 250 levels of parking structures to accommodate 15,000 vehicles, and a convention hall.

Main Place, a spectacular 10-acre, $140 million development now under construction in the heart of Downtown Dallas, will provide 3.3 million square feet of office space in three buildings, 4,000 below-grade parking spaces, 500,000 square feet of retail space, and a 400-room luxury hotel. Concepts of vertical separation of functions and three dimensional use of real estate are highly developed. Two major

(Continued on p. 67)

Willow Creek apartment complex within Dallas provides many facilities for dwellers. Collaborating Architects of Dallas were: Hubert S. Miller, Jr., for design; Ralph Kelman & Associates for planning. Dawson & DeMay, Watertown, Mass. served as project consultant; Naud Burnett, of Dallas, was landscape architect.

St. Monica Catholic Church, by Thomas E. Stanley, Dallas architect, reflects a Gothic influence in its contemporary design.

The Cotton Bowl, seating 75,400 football fans, is the home stadium for both SMU of the Southwest Conference and the Dallas Cowboys of the National Football League. The New Year's Day Cotton Bowl Classic is the most famous event held in this stadium every year.

GREATER DALLAS: PLANNING IS KEY TO GROWTH

continued

City's Master Plan series of 1957-63.

Each of these planning efforts has contributed to orderly, quality growth and development of the city, but of equal significance, this planning awareness has influenced private development. Dallas was a pioneer and still is a leader in planned retail centers. It is one of the finest examples of planned industrial districts.

A vast $40 million planned market center with more than 3 million square feet in five buildings has figured prominently in making the city a leading wholesale center, with annual sales reaching nearly $7 billion. In apparel, gifts, and furniture it is the number three market in the nation.

Attitude of planned progress

This attitude of planned progress has extended to every facet of the city's life, resulting in great cultural achievements, sports and recreation, a great State Fair, education, good government, development of water resources and others. Parks are outstanding with more than 18 acres of developed park land per 1,000 population.

Today, Dallas draws its strength from diversity. It is a center, not only of trade and transportation, but of finance, insurance, fashion, manufacturing, culture. As a city, Dallas' economic and cultural influence is growing. As a people, Dallasites remain dedicated to progress, but not at the expense of traditional values: home, family, church. It is a good place to live.

Of particular significance during recent years has been the growth of new science-oriented industries, with more than 100 aerospace and electronic companies. Relatively young firms such as Collins Radio, Texas Instruments, Ling-Temco-Vought, and others account for about a third of the area's total manufacturing employment.

Many other segments of the economy make important contributions to the area's growth. More than 100 oil industry firms headquarter in Dallas, each with net worth of a million dollars or more.

Big EDP center

Dallas' stature as a leading banking and insurance center is well recognized. Two of its major banks exceed $1 billion deposits each, and total deposits in 100 county banks exceeds $4.3 billion. It is the number one insurance center in the south—America's fourth ranked—with home offices of more than 178 insurance firms.

It is a dynamic and responsive electronic data processing center with advanced hardware and growing EDP service businesses responding to the sophisticated nature of the aerospace, banking, insurance, petroleum, and electronic industries.

Southern Methodist University, nearby branches of the State University system, and the new Graduate Research Center are in the midst of major expansion of programs, facilities, and staffing to meet the fast-growing needs of local industry and business for facilities and personnel.

A new regional post office is authorized and will soon provide automated, improved mail service and delivery for a vast southwestern area. The massive military PX relocated its world headquarters in new Dallas facilities in 1967.

The tradition of accomplishment is being vigorously upheld today as the mixture of progress and opportunity moves forward—ever faster. In one of its largest election turnouts ever, the citizenry approved a whopping $175 million capital improvement bond program nearly 2 to 1. Through this and other programs, Dallas citizens are dealing "adequately with the future—not to be run over by it." (**C**)

Cullum & Boren sportswear and equipment store brings the countryside to downtown Dallas. It was designed by Dallas architectural firm of Pierce-Lacey & Associates, which received the Texas Society of Architects award for the job.

downtown streets will be converted to bi-level facilities through the complex, providing sub-grade access for truck and delivery service, transit loading and unloading, a post office, and three parking levels.

A lower level retail plaza is being built around expansive, exciting pedestrian areas, featuring a major fountain that will rise through the spacious landscaped site.

One Main Place, a 32-story office tower, is ready for occupancy, and construction on the second office building is scheduled for completion in 1972. Built on a tract of about four acres, the second structure will rise 625 feet and will span Main Street.

The first motor hotel in Downtown Dallas, the first new motion picture theater in 30 years, and a multi-level, self-park garage are combined in the 23-story Elm Place project now under construction opposite Main Place.

Numerous major projects underway

Current public programs involving more than $70 million for city, county, state, and federal facilities are keeping pace with the private development capital flowing into Downtown Dallas. Existing auditorium, parking, and open spaces, are being augmented with 53 million additional dollars for a municipal building, convention exhibit space, site for cultural facilities, a major downtown park, and three below-grade parking levels interconnected through the entire 45-acre complex by functionally separated passageways. Twenty million dollars in federal, state, and county funds are providing other major government facilities in Downtown Dallas.

A bi-level system of separating street functions moves toward reality, as traffic and planning consultants complete a plan and feasibility study.

Planned, orderly central district traffic flows on street improvements resulting from more than $25 million of City of Dallas capital improvement funds allocated to the area since 1952.

The freeway loop around downtown connects and provides interchange among seven major radial, limited access highways, branching into 12 radials at the county line to provide interstate and freeway links with all areas of the vast Southwest.

Huge banking industry center

Via these corridors 90 thousand persons come to work in 48 thousand automobiles and an additional 30 thousand arrive by transit busses. Throughout the day another 100 to 150 thousand people arrive to shop, bank, transact business, participate in meetings, dine, be entertained, or otherwise participate in the many varied activities which fill the busy day of Downtown Dallas.

The Dallas Central District encompasses the entire business spectrum, but its dominant activities are finance and banking, investments, insurance, petroleum, real estate and development, textiles, retail trade, distribution, and transportation.

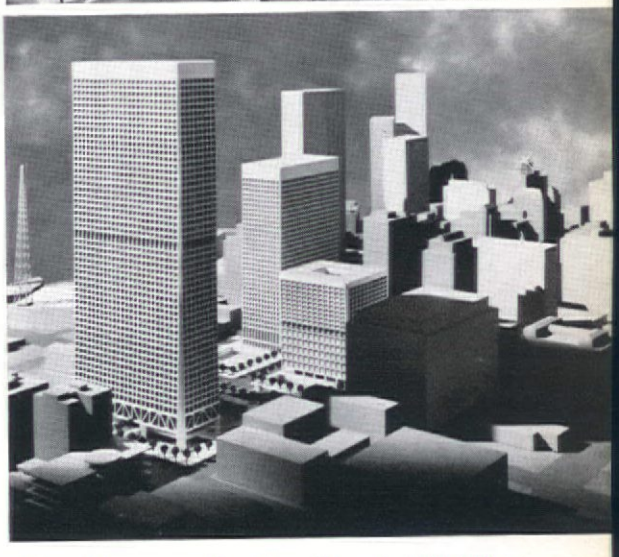
Dallas' $4.3 billion banking industry is concentrated in the Central District. Through its vast resources and progressive management the city has been built and the entire Southwest has moved forward at a breathtaking pace.

There are 230 insurance firms with home offices in Dallas, making it the nation's fourth ranking insurance center. Their assets combine with those of other major insurance companies now moving into the region to provide an ever-increasing investment pool which keeps pace with vigorous area growth.

First new downtown dept. store

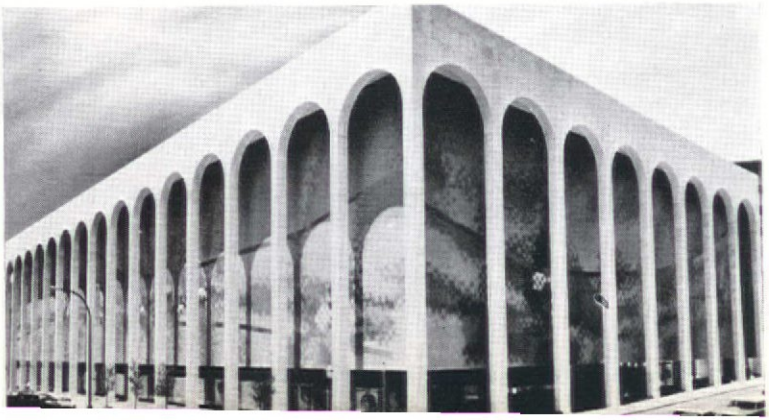
The post-war exodus of downtown retail business to exciting new shopping centers caused near panic among Dallas merchants as it did in most cities. Here again farsighted vision, which has characterized Dallas' growth, countered the trend with the advent of the first new downtown department store in decades. Nearly ½ million square feet of prime retail space costing $7 million restored retail stability in Downtown Dallas.

Another reversal of trend is evident in the current construction of a major downtown theater, the first of its size in any central city in three decades. The high level of development of cultural, educational, entertainment, sports and recreational facilities and programs provide the leaven which raises this vigorous metropolitan embryo to maturity. **(C)**



Main Place (top photo), a 10-acre, $140 billion downtown redevelopment project, was planned by Skidmore, Owings & Merrill, New York City, in association with Harwood K. Smith & Partners of Dallas. The complex includes (in photo immediately above), a massive office tower on the left, 34-story One Main Place Building in center, and department store with a 400-room motel on top, at right of the model.

Sanger-Harris (below) is the first new downtown department store to be built in the central city in 30 years. By Thomas E. Stanley, the architecture blends classic and contemporary.



WHO'S WHO IN DALLAS DESIGN

Background sketches on interior designers, planners, and architects, whose projects, beginning on page 74, are those selected as outstanding examples of the design art in Dallas.

Robert Preston Henry

Willow Creek Barbers

Robert Preston Henry, AID, has operated his own design firm since 1963, after being associated with John Astin Perkins for more than five years. A native of Austin, Texas, Henry received his B.S. from the University of

Texas and also studied at New York's Parsons School of Design. An active member of the AID, Henry has served on several state committees and has held the office of treasurer for the Dallas/Fort Worth association. In addition to work in Texas cities, he has completed projects in Oklahoma, Tennessee, and Beirut, Lebanon.

Anderson's Furniture

Ling-Temco-Vought

Thomas F. Tittle, AID graduated from New York's Parson School of Design in 1952 with his degree in interior design. Born in Ohio, Tittle moved to Texas soon after

graduation. He joined Anderson's Furniture Studio, the design department of Anderson's Furniture Store, in 1960 where he is now a senior staff designer.

Integrated Design Associates, Inc.

Hilton Inn Lobby

Founded in 1956 by Richard Kramer, Integrated Design Associates' work reflects the founder's philosophy of a total design approach, which not only aims at functional and esthetic goals, but also "creates settings in terms of human needs." Well-qualified to approach design problems with both of these criteria in mind, Kramer has been an interior designer and food

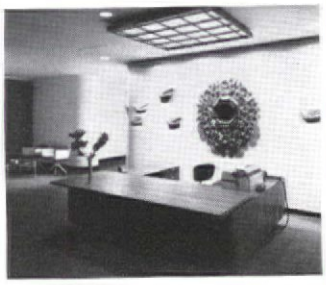
service consultant for more than 20 years, studied art, architecture, and interior design — plus applied psychology. Vice president and director of design Kiyoshi Nishimi has been associated with Kramer since the inception of the California firm.

Titche's Commercial Interiors

General Portland Cement Co.

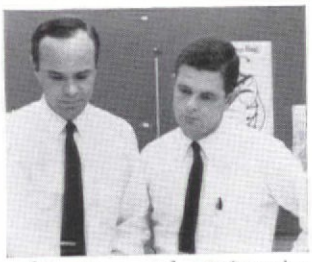
Mrs. Beth Boston, AID, joined the design staff of Titche's Commercial Interiors in 1966, after working for several years for several prominent Dallas architects. With a solid professional background in interior architectural design and furnishings, Mrs. Boston now works exclusively in contract. She is a graduate in Interior design from North Texas State University.

Pierce, Lacey & Associates



Braniff International Hostess College

Architect/planners John Allen Pierce and Neal Lacey founded their organization in 1964, with three associates. Based on their philosophy that overall design responsibility must be the architect's responsibility, the firm retains control from concept through execution, to completion on all phases, including



architecture and engineering, interior design, landscape design, graphics, and lighting. The firm's recent work includes three shopping centers, a bank, a hospital, two churches and Dallas' largest auto dealership.

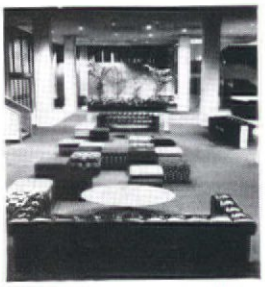
Anderson's Studio

Taylor Publishing

Joyce K. Wynn, AID, a senior staff designer at Anderson's Furniture Studio, is a graduate of Gulf Park, Miss., with a degree in interior design. A native of Texas, Mrs. Wynn has over 20 years experience

in design, with 15 years at Anderson's. She is currently working on the design plans for the Preston State Bank in Texas.

Designs & Delineations



El Centro Junior College

Dallas Cowboys Football Club

A native of Riga, Latvia, Del Hermanovski comes from a family of interior designers. He was graduated from Parsons School of Design, New York City, in 1963, and moved to Dallas where he formed Designs & Delineations in

1965. His wife, Carol Koch Hermanovski, a native of New York City, also is a graduate of Parsons. Current and recent projects include three public libraries for the city of Forth Worth, and one for Haltom City, Tex., inte-

rior and graphic design for Pandemonium, a Dallas boutique, and design for a private club in Dallas.

Thomas E. Stanley

First National Bank

Thomas E. Stanley and George L. Dahl, each the head of his own architectural/engineering firm, joined talents to create the 50-story First National Bank and Tower. Stanley, who graduated from Clemson with a bachelor of science in Architecture, founded his firm in May, 1959, and helped it grow to be one of the top 40 in the country. The firm specializes in commercial and industrial buildings, with the emphasis on banks and office buildings.

Wm. A. Brannon Interiors

Oak Cliff Savings & Loan

A son of Texas, Bill Brannon was born and educated in Dallas, where he studied fine and commercial arts. His firm, William A. Brannon Interiors, handles both commer-

cial and residential work. He is presently engaged in a space design, planning, and furnishings project for Vernon & James Smith Co.

J. F. Clark Co.

Southern Methodist University

Actively associated with the design development and marketing of educational equipment products, John F. Clark established his own company

in Dallas in 1965. Formerly with Brunswick Corp., where he served on the design committee when the firm entered the educational equipment field, Clark now specializes in counseling, planning, and budgeting. He works closely with school administrators and architects in planning.

Ralph Kelman & Associates

Ralph Kelman Office

Hilton Inn

Ralph Kelman, architect and head of Ralph Kelman & Associates, graduated from the University of Houston School of Architecture in 1958, and established his own firm more than six years ago. Involved in all phases of architecture, Kelman has designed hotels, office buildings,

shopping centers and multi-family projects. Within the firm's twenty-five man staff, Kelman has amassed top talent to provide a single source of total design — urban planning, architecture, interior and graphic design.

Stewart Office Supply Company

Republic National Bank of Dallas

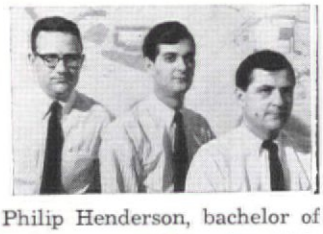
Joe W. Toomey was the design department of Stewart's, when he joined the firm in 1958. Under his leadership, the department has grown to

include five designers, capable of handling all types of commercial projects. A graduate of the University of Texas, Toomey came to Dallas after being discharged from the military service.

Pratt, Box & Henderson

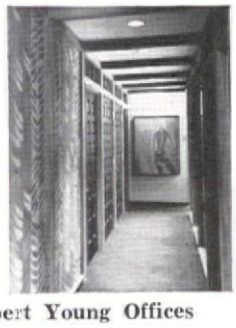
Great Hall, Apparel Mart

The individual interests and experiences of the partners, James Pratt, Harold Box, and Philip Henderson, contribute to the process of creating distinctive buildings, such as the Great Hall of the Apparel Mart. Pratt, master of architecture, Harvard, 1953; Box, bachelor of architecture, University of Texas, 1950; and



Philip Henderson, bachelor of architecture, Cornell, 1953, are each active in the affairs of the community and their profession. The firm has produced a film, A Study of Downtown Dallas, and designed the Better/Best Dallas, an exhibition on urban rehabilitation.

Robert Young Associates



Robert Young Offices

Two brothers, Robert C. and Harvey M. Young, are the principals of Robert Young Associates. The firm, founded

in 1965, deals exclusively with retail store planning and design. Both graduates of the University of Cincinnati, Robert majored in architecture and industrial design,

Harvey in business administration and design. The scope of services offered by the firm includes business analysis, planning, interior design, construction, supervising bids and contracts, and overall coordination.

Enslie Oglesby Architect

El Centro Junior College

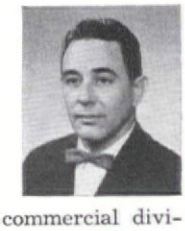
Enslie O. Oglesby, AIA, TSA, is a graduate of Cornell University and of Massachusetts Institute of Technology, in the United States, and the Royal Academy, Stockholm, Sweden.

The visiting architectural critic at Cornell and design critic at the University of Houston, Oglesby has also acted as chairman of Young Collections Art Exhibit and of the Dallas Design Committee for Greater Dallas Planning Council. He established his own firm in 1950, and in 1967 was joined by James Wiley and Robert L. Halford.

Thomas E. Stanley

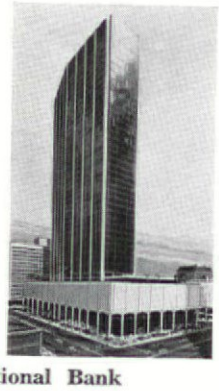
First National Bank

Joe B. Ligon, a native Texan, graduated from the University of Texas in 1943, with a Bachelor of Science in architecture and a minor in interior design. Ligon, who joined Contemporary House as man-

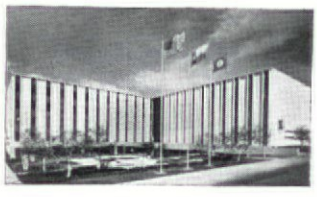


ager of the commercial division in 1964, was with Thomas E. Stanley when he collaborated with Ede on First National Bank interior design.

George L. Dahl Associates



First National Bank

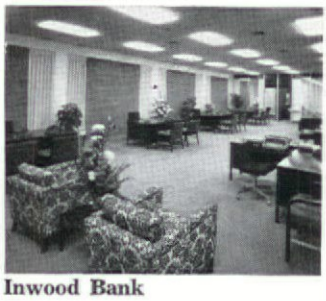


Southwestern Life

George L. Dahl, a registered architect in 33 states, is a graduate of University of Minnesota, and Harvard. Dahl is author of Portals, Doorways and Windows. Included

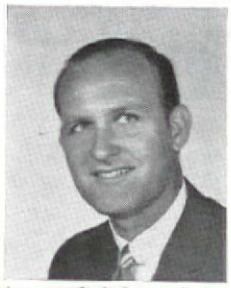
in his recent projects are S.M.U. Fine Arts Center, Dallas Memorial auditorium, and the Public Library, and the Southwestern Life Insurance Building.

Lenox Jenkins Interiors



Inwood Bank

Lenox Jenkins, a graduate of the University of Texas, founded his own firm in 1960 to specialize in the interior design of offices, banks, motels, and other public areas. Since then, the firm has designed interiors all over the southwest, ranging from sets for TV commercials, and



hunting and fishing lodges to manufacturer's showrooms. Jenkins is currently involved in the design plans of several office buildings, a bank, and seven Ramada Inns.

Peter Wolf Associates, Inc.

Gay Gibson Showroom

Steak 'N Ale Restaurant

Golden Palace Restaurant

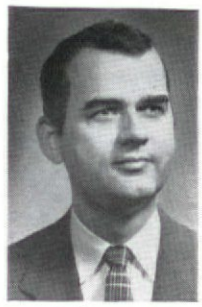
Theatrical flair and drama distinguish the Peter Wolf approach to interior design. Founded in 1951 by Peter Wolf, the firm is housed in an 85,000 square foot shop in Fair Park. In addition to commercial interiors, the firm is active in theatrical design and industrial trade shows

and expositions. Peter Wolf was born in New York and educated at the Yale School of Drama. He designed summer stock in the Northeast before moving to Dallas.

George L. Dahl Associates

First National Bank

Arlis Ede, a member of the American Institute of Interior Designers, graduated from the Art Institute of Chicago. He

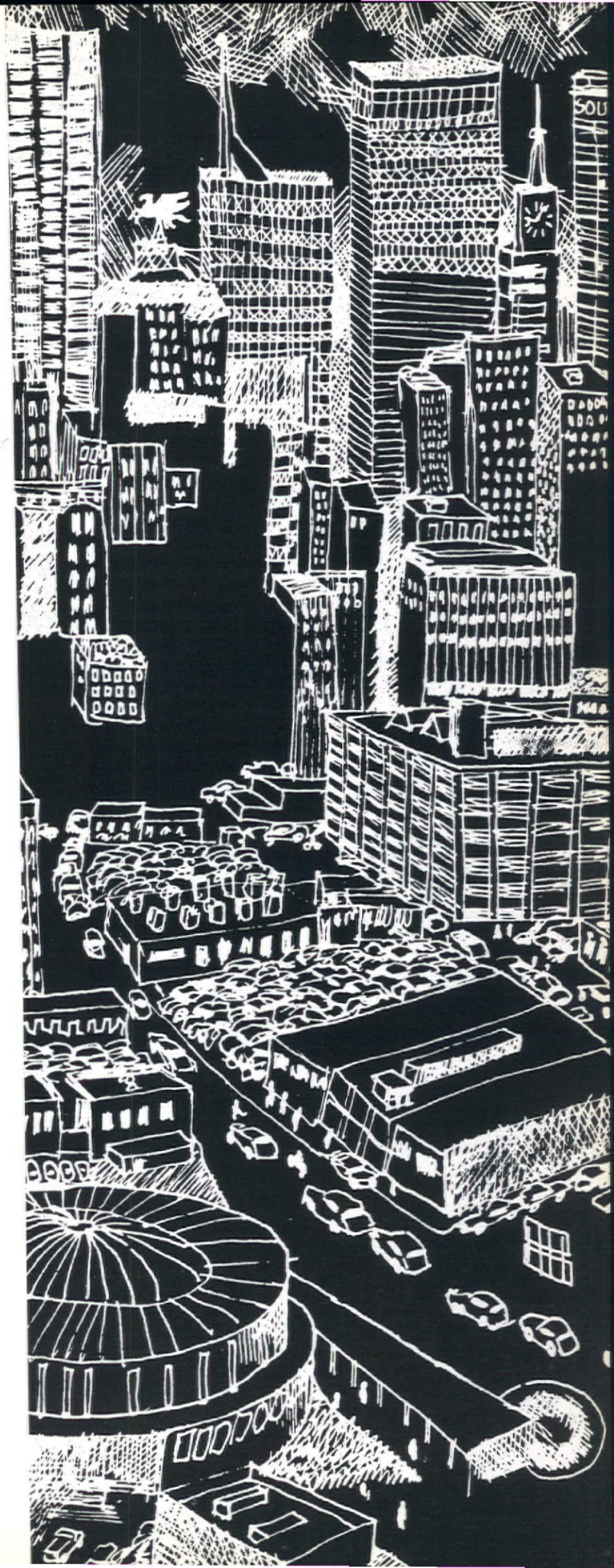


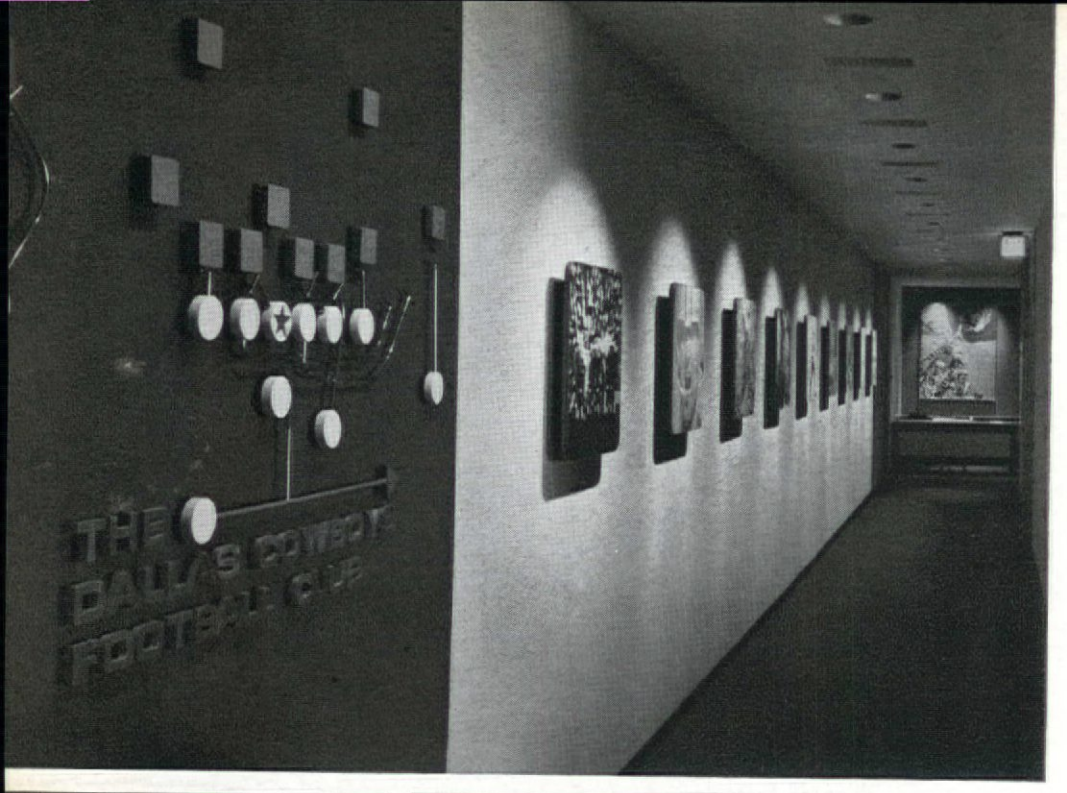
came to Dallas in 1952 and, as a member of the design staff at George L. Dahl, Inc., worked on the interior design of the First National Bank. Ede specializes in commercial interiors including banks, offices, clubs, and stores.

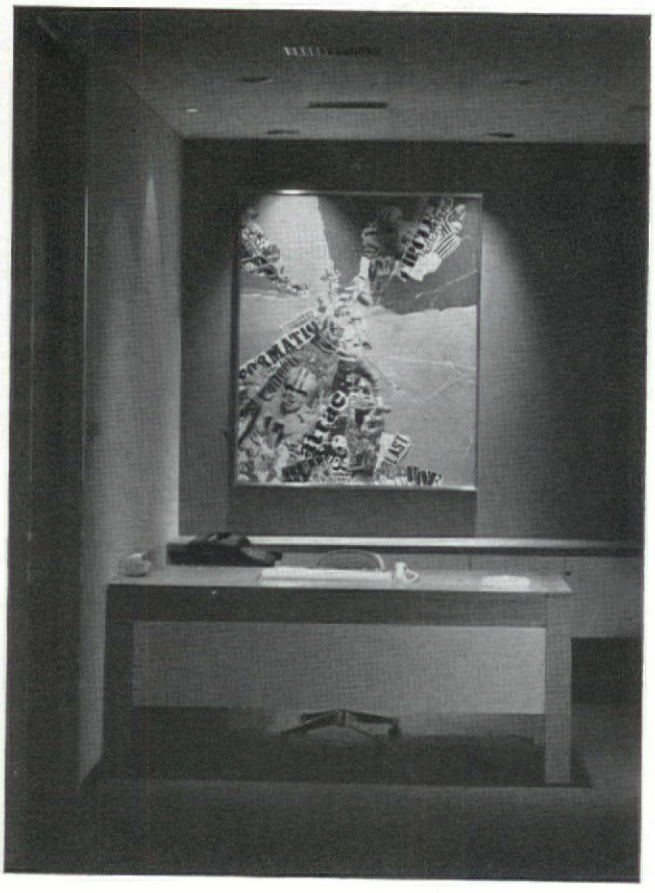
GROWING URBANITY IN DALLAS DESIGN

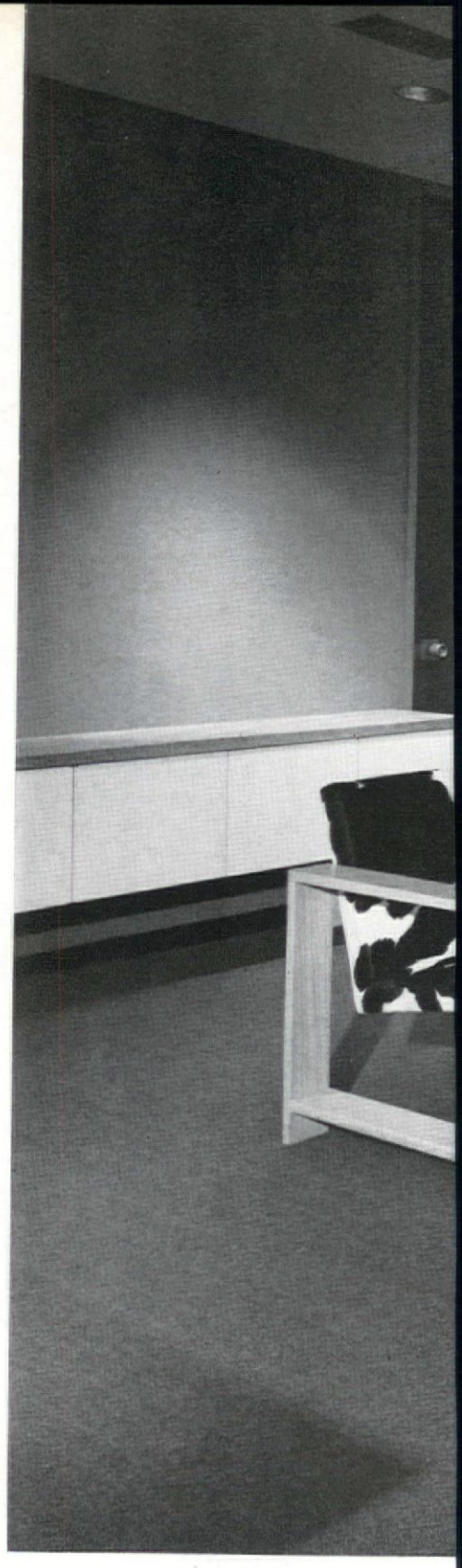
The Dallas design projects on the following pages, created with few exceptions by Dallas interior planners and designers, represent a superb blending of space planning, design, and furnishings specification and selection. They are exceptionally successful in their treatment of the extraordinary large spaces typical of Dallas architecture. As a cross-section of the efforts of the Dallas design community, these installations have common denominators. One is the good design achievement in the selection of furnishings and graphics that bring these huge spaces into proper scale and perspective. Another is the uniformly good contemporary work covering the entire range of contract interiors found in profusion in the most urbane design centers, such as New York and Chicago. Lacking, however, is the thrust into experimental design areas that is the spice of the larger metropolitan cities. There, the avant-garde approach to interior space planning and design, of course, starts with not only the designer, but also with clients who must be willing to accept innovation, despite the safety of tried and tested design that is available to them. Nevertheless, it would be hard to fault the Dallas design community for its efforts. The installations listed below and illustrated on the following pages speak eloquently for themselves.

74 Dallas Cowboys Executive Offices
78 Braniff International Hostess College
82 El Centro Junior College
86 Great Hall at The Apparel Mart
88 Southwestern Life Insurance Co.
90 Caruth Hall, Southern Methodist Univ.
92 Republic National Bank
94 Offices of Robert Young Associates
95 Sixth Church of Christ, Scientist
96 First National Bank
98 Golden Palace Restaurant
99 Steak 'N Ale Restaurant
100 Oak Cliff Savings & Loan
102 Offices of Ralph Kelman Associates
103 Inwood National Bank
104 Ling & Co. Conference Room
105 Willow Creek Barbers
106 General Portland Cement Co.
107 Gay Gibson Showroom, Apparel Mart
108 Taylor Publishing Co.
109 Hilton Inn Lobby









GRAPHICS DRAMATIZE DALLAS COWBOYS OFFICES

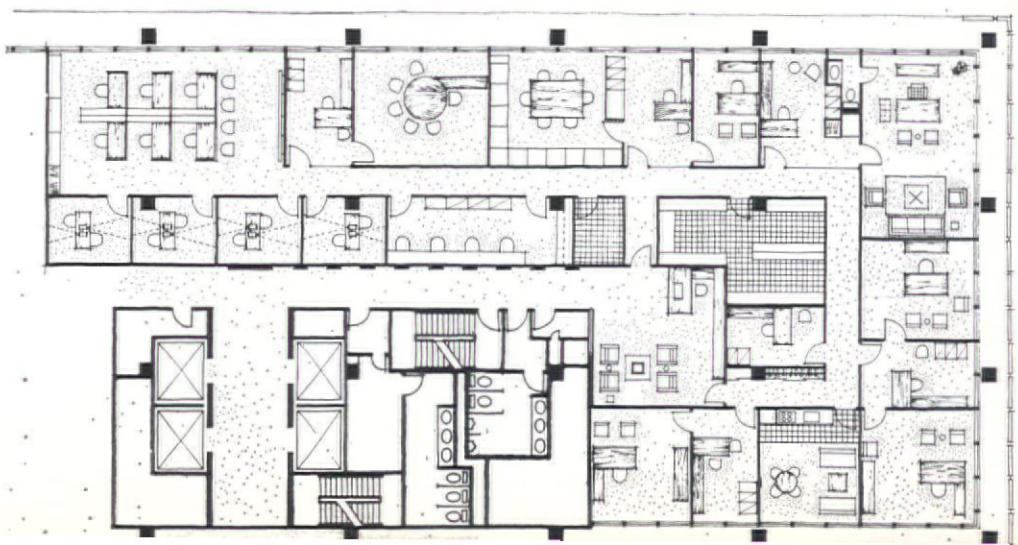
Dallas Cowboys Executive Offices ■ Interior Designers: Enslie Oglesby, Jr., Enslie Oglesby Architects, with Del and Carol Hermanovski, Designs & Delineations ■ Architects: Welton Becket & Associates

Bold and dramatic graphics throughout the offices of the Dallas Cowboys Football Club executive offices make it clear that this is no ordinary business office. It is the heartbeat of a dynamic, winning ball club, and the

offices are the focal point of strategy conferences and negotiations with players that involve dollars by the hundreds of thousands.

The club recently moved from dull uninspired offices into an exciting office environment, with an interior that the designers say was created to provide the same sense of excitement as the game itself.

Graphic art plays a large part in the overall effectiveness of the public



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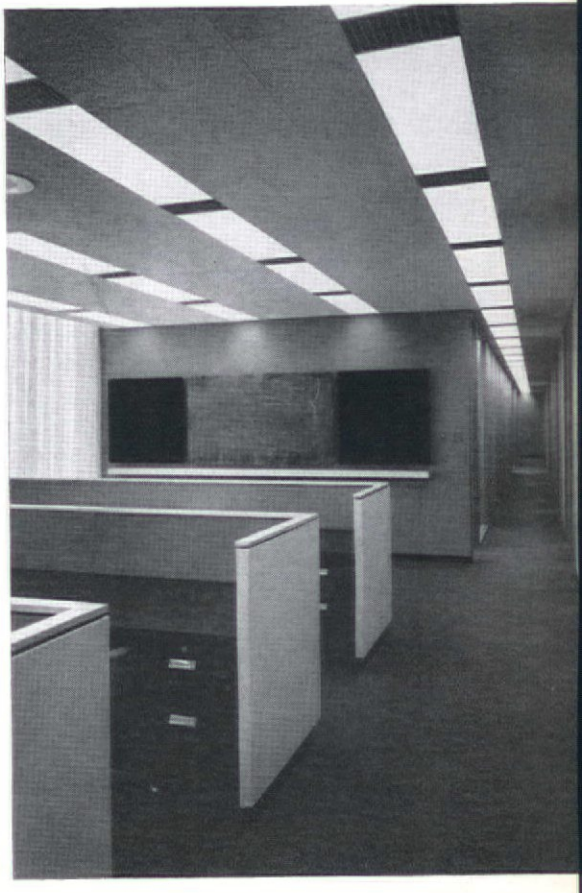


COWBOYS—continued

NO CLICHE SOLUTIONS

areas, say the designers, who felt that they could convey through graphics the fact that this is a football club, without using cliches or expected solutions. The furnishings, too, reflect up-to-the-minute design that will continue saying to visitors for a long, long time, "This is a dynamic, go-getter ball club that deserves your support!"

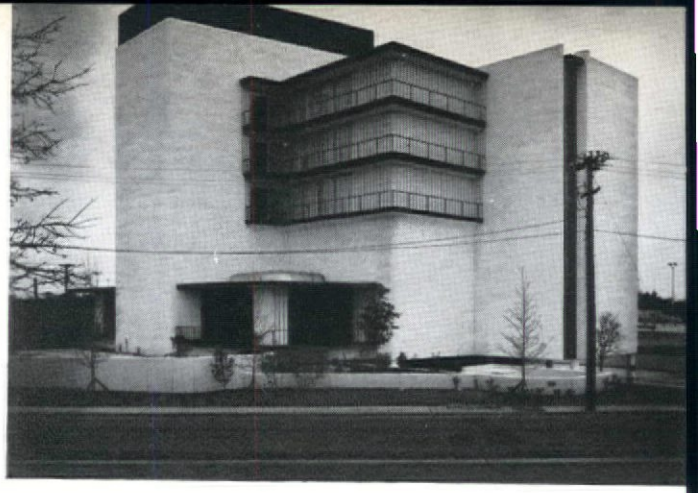
The great color and excitement of the sport was conveyed through the use of silk-screened graphics and dramatic professional photographs of football action. To achieve a sense of masculine scale, superstats were used in the reception area and ticket office, and the reception area furniture was designed to strengthen that feeling. Clipped calfskin was selected not only for its graphic pattern but also for its symbolic "cowboy" connotation.

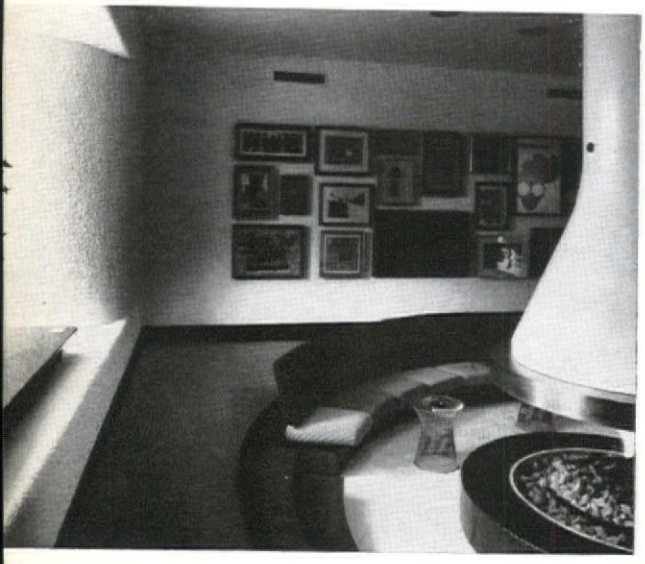
Sources, Reception: Desk, return cabinet, lounge chairs—designed by Hermanovski, made by Modern Store Fixtures, with Sevacraft Mfg. upholstery. Chair—Knoll. Table—Harvey Probber. Carpeting, all wool—Mohawk. Smokers—AMV. Employee lounge: Table—AMV. Bentwood chairs, table, settees—Stendig. Settee upholstery—Herman Miller. Clock—Secticon. President's office: Furniture, drapery fabrics, table—Knoll. Sofa and chairs—Sevacraft, with Isabel Scott, Jack Lenor Larsen upholstery. Area rug—Moreddi. Head Coach's Office: Ticket counter—Otto Coerver. Wall unit—Omni. Bench—JG Furniture. Desk accessories—Smith Metal Arts. Smoke stand—Habitat. (C)

D

Dallas
1961

"PINK PLANE" HOSTESS COLLEGE WEARS RAINBOW OF COLOR





Braniff International Hostess College ■ Interio
Designers: Pierce, Lacey & Associates, wit
Charles Ax, Braniff Airlines Consultant
Architects: Pierce, Lacey & Associates

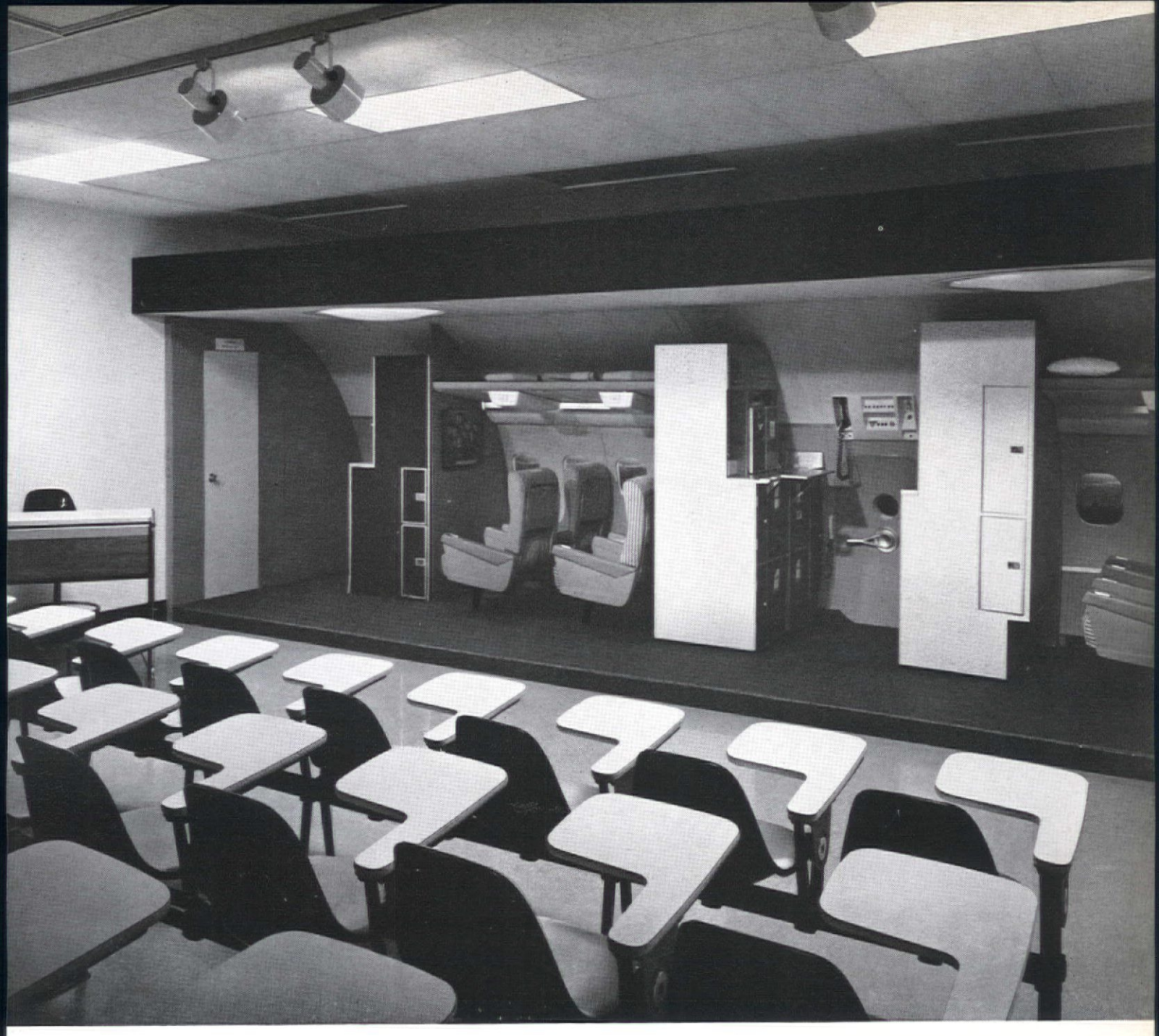
They laughed when Braniff International Airlines painted all of its airplanes pink, violet, red, blue, and othe colors in the rainbow. And they kep laughing as they traveled more an more with this imaginative air carrier

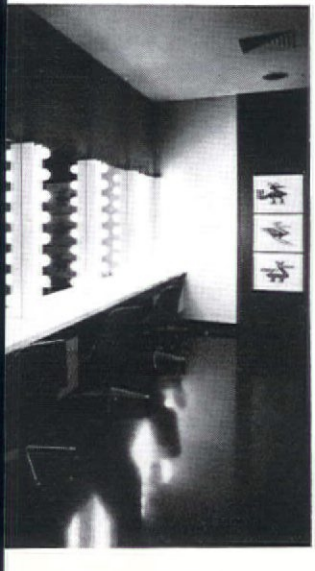
As the airline strengthened thi bright, colorful image—mostly green like money in the bank—air passenger across the country enjoyed a visua color treat every time they spotted a Braniff airliner on the ground or in the air. The idea even resulted in the president of Braniff marrying the president of the advertising agency that thought up the idea.

All of which proves that laughter, love and marriage, and profit are all related to color, thus prompting Braniff to take the color route in the design of its new Hostess College. The airplanes, however, can't hold a candle to the color scheme incorporated throughout this new, five-story facility, designed to accommodate 140 stewardess trainees.

Color is everywhere in $250,000 worth of predominantly Knoll and Herman Miller furniture and fabrics in the building. The fabrics are used in panels for colorful highlighting of white walls throughout the installation. Even a stairwell, normally the dullest part of a building next to the boiler room, boasts a five-story panel of fabric that extends almost the height of the building through an opening on each floor and is illuminated with special spotlights, so that the effect is startling.

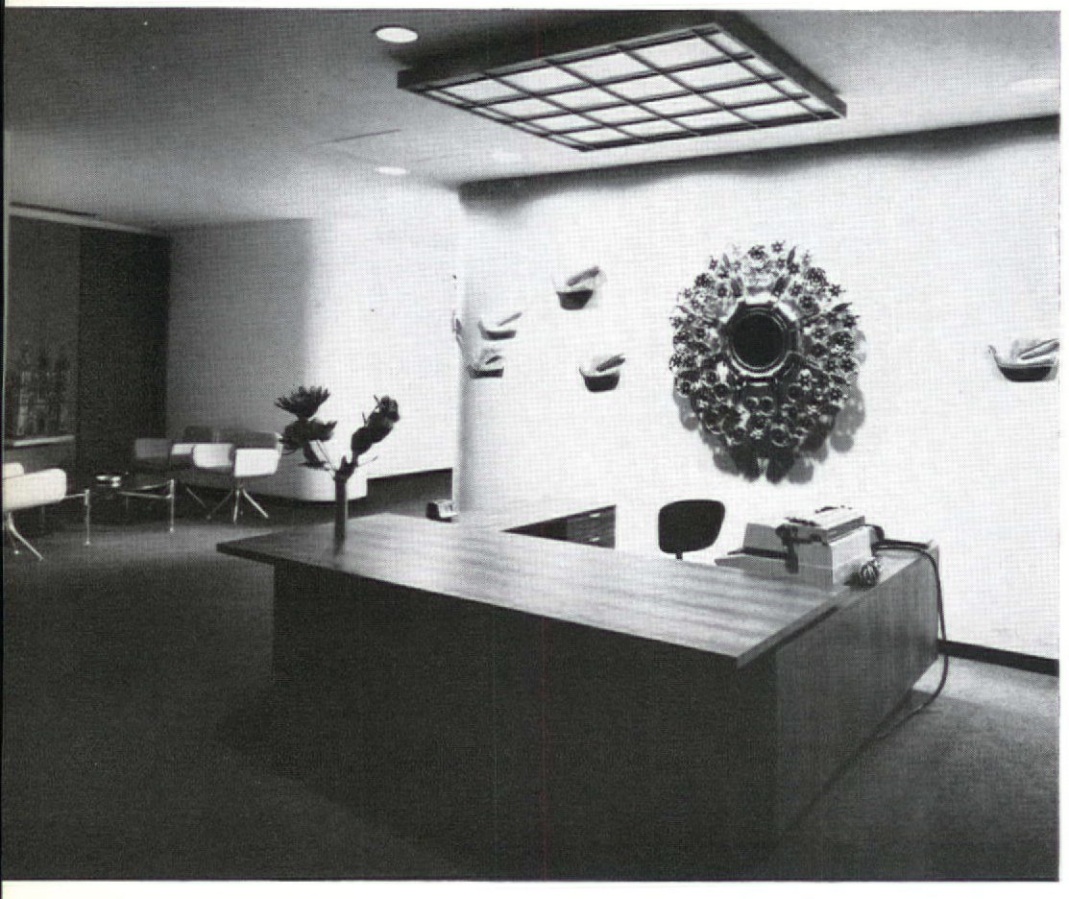
According to the designers, the building, first of all, has to be a practical, functioning structure for instruction of the new hostesses and for housing them, as well, while at the same time being as feminine as an haute couture salon. It also had to extend and enhance the new public image of Braniff International, reflec-

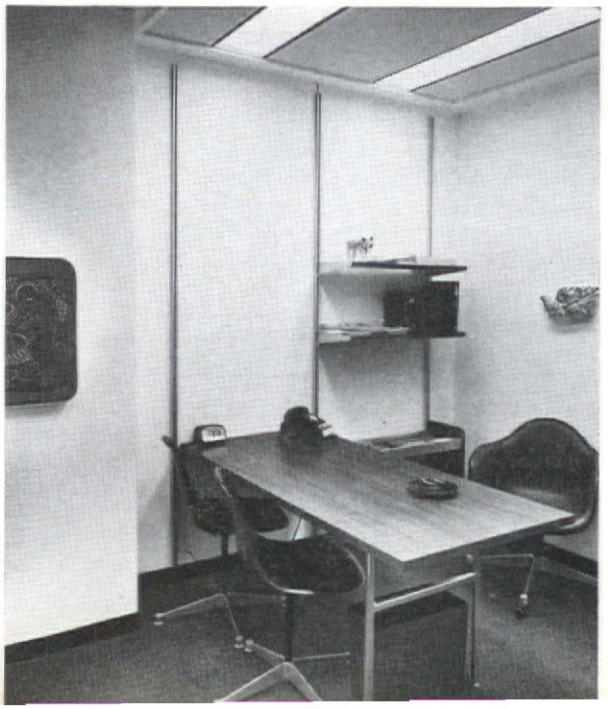




HOSTESS COLLEGE—continued

FEMININITY AND FUNCTION COMBINED





ting the airline's new look in th continuity of colors, decor, and forn

"The problem really had sever parts," says Neal Lacey, partner. "Fir to create a living environment for th trainees that would be beautiful, fem inine, and functional; second, to ex tend Braniff's new corporate identit which was established for aircraft an their passenger lounges, and transla it to a major structure; and third, balance quality against initial co and maintenance.

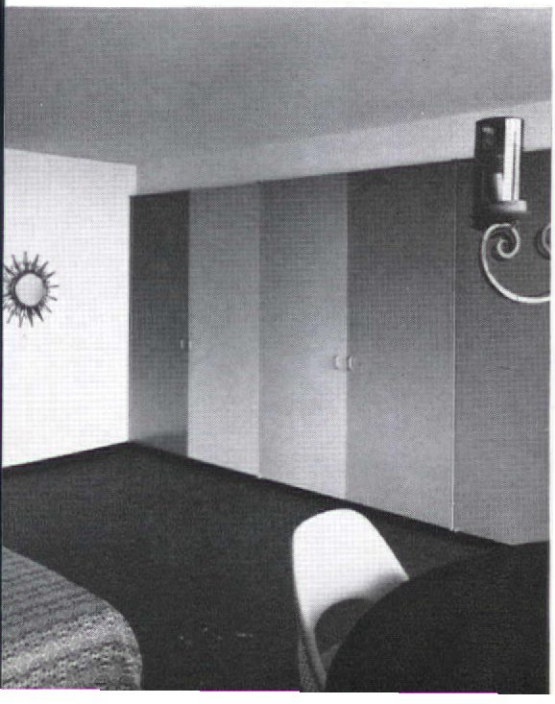
"The key to the solution of th problems was taken from Braniff itsel in its creative and extensive use c color and art. The fabrics and furnish ings, artifacts, and graphics wer selected from the broadest possibl sources. There is extensive use c Alexander Girard's furniture designe for Braniff, as well as Knoll, Herma Miller, Mexican, and South America sources. Chuck Ax, Braniff's consult ant on color, art, graphics, and desig with whom our firm collaborate closely, travelled throughout Braniff domestic and South American syste collecting over a thousand original art works and artifacts to use in th building.

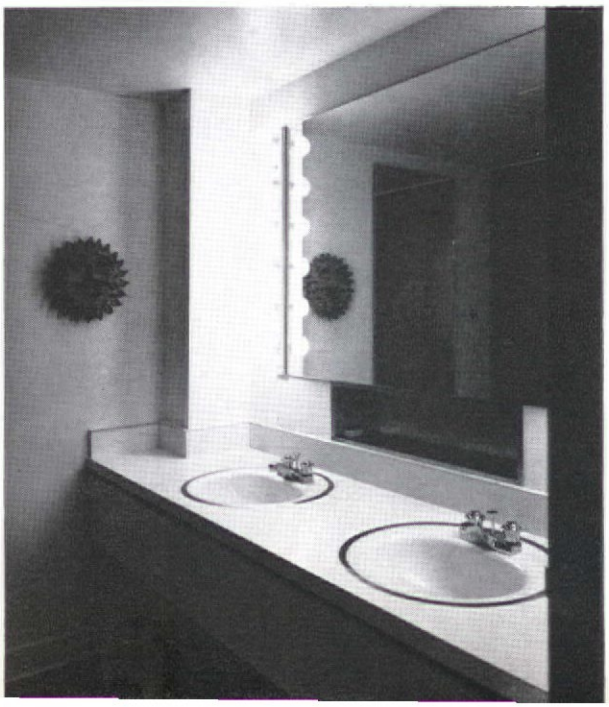
Use of color is directly related t the accessories and artifacts—mostl native art from South America—use in the building, so that color is unin hibited and yet judiciously used. Th complete spectrum of color is used i intense values. Typically, across th north end of the lounge and dinin room, a graduated rainbow of fabric covered panels and doors extends th full width of two rooms.

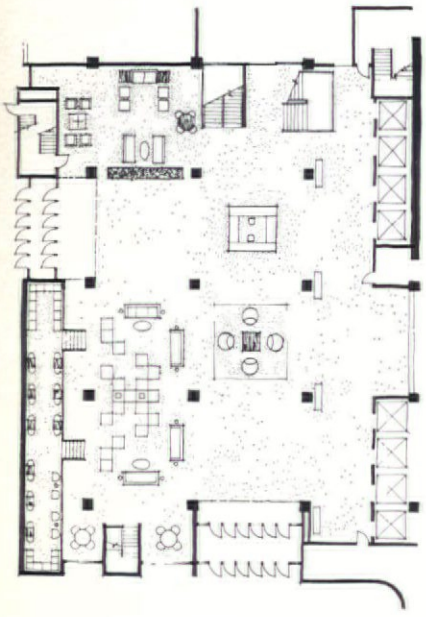
Each dormitory room has its ow color scheme, coordinated with close doors and furniture covering, dra peries, tackboard panels, and bed spreads. In the exercise and visua poise training rooms, color has bee eliminated altogether to focus ever more attention on the space users.

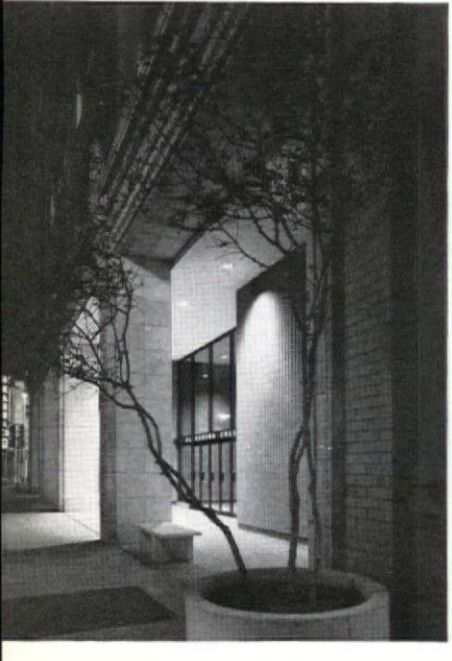
A mosaic with the Braniff fligh symbol in gold is found inside th "cafetorium," with smaller symbol used in the widest variety of color and materials—glass, ceramics, wood cloth, metal—throughout the school.

Sources: Furniture—Knoll Associ ates and Herman Miller. Fabrics—Her man Miller. Carpeting—Lees. Lightin fixtures—Artes de Mexico. Planters— Architectural Pottery. Accessories— Evans-Monical. Carpet underlay U. S Rubber. Flooring—Azrock. (C)

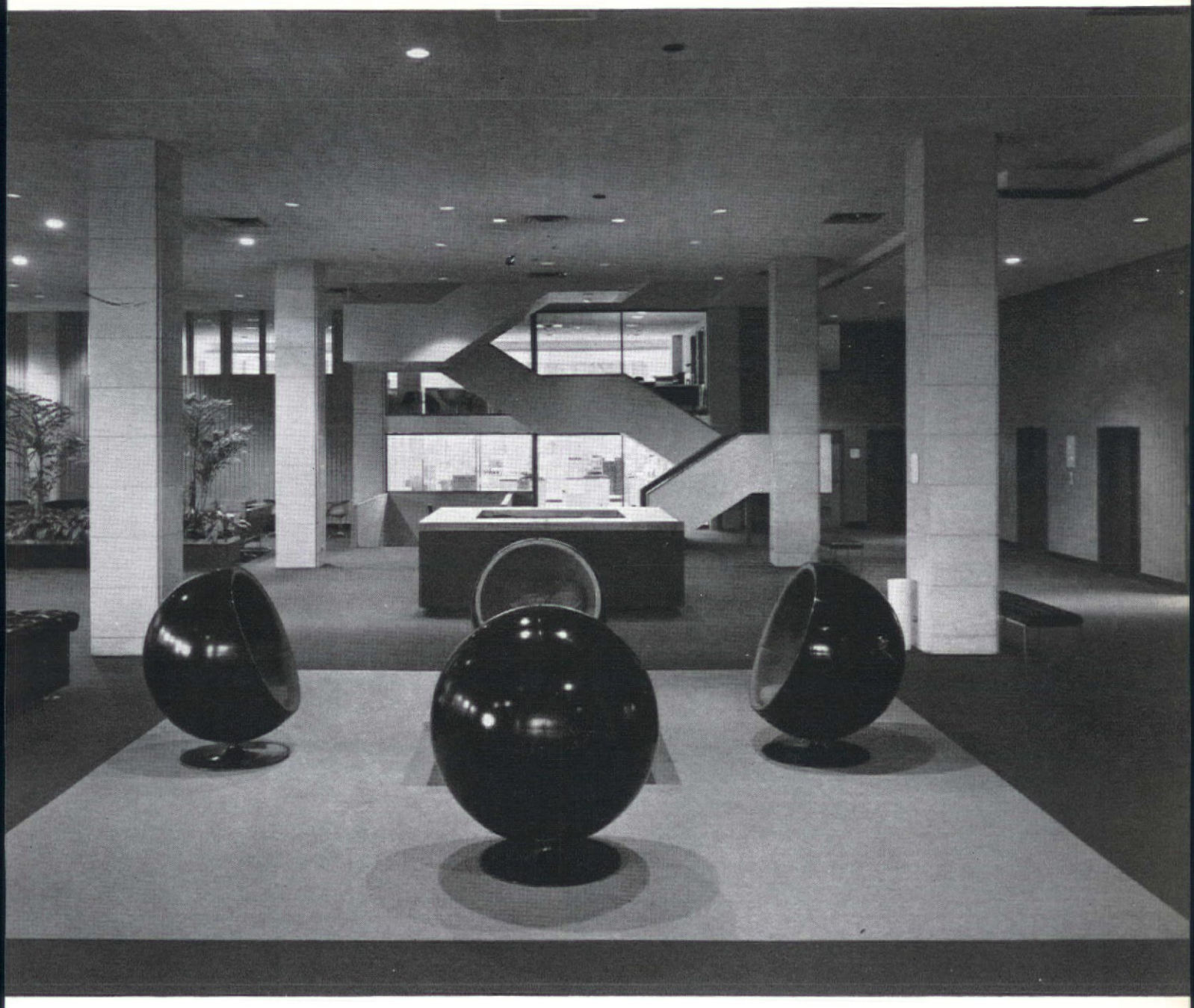








AGING DEPARTMENT STORE BECOMES JUNIOR COLLEGE

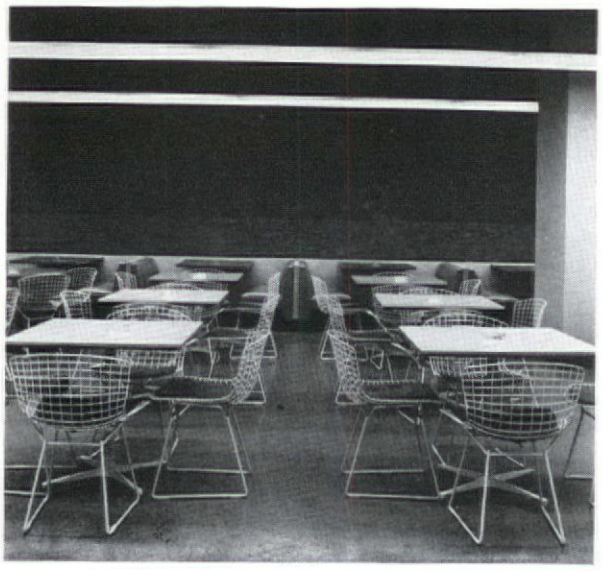


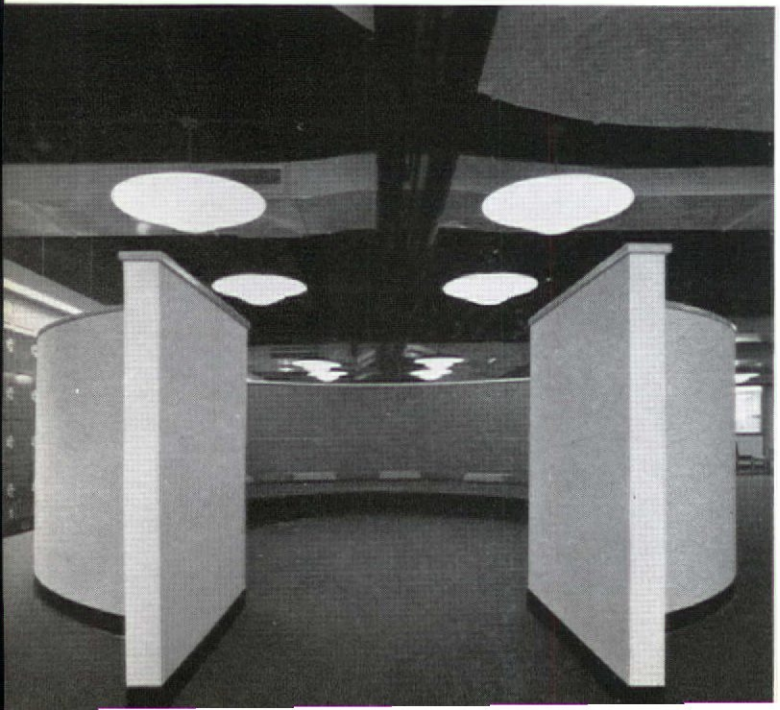
El Centro College ■ Interior Designers: Enslie Oglesby, Jr., Enslie Oglesby Architects, with Del and Carol Hermanovski, Designs & Delineations ■ Graphics: Crawford Dunn ■ Architect: Enslie Oglesby Architects

The challenge of creating a new design in an old but updated and spacious shell was met with innovative creativity by the architect and interior designers of El Centro College, central building and first of seven proposed campuses in the Dallas County Junior College District. Located in the downtown section of Dallas, the building housing El Centro College is a complete renovation of one of the city's oldest stores, Sanger-Harris.

Its importance to the contract field is reflected in the $1½ million spent for furniture and equipment, with approximately $3.6 million for remodeling, and about $2.2 million for the existing building and adjacent block.

Display spaces and high ceilings common to a department store invited an architectural and interior design treatment of unusual beauty and plentiful space, with planter separations between some columns that utilize small, tree-like shrubs. Floor-to-ceiling windows and inset spotlights provide a high level of illumination on the first floor student center and add a feeling of openness to space that is dressed up with such contemporary pieces as Stendig Ball Chairs and





JUNIOR COLLEGE—continued

EACH FLOOR DIFFERENT

Herman Miller tufted Tuxedo sofas. A library, an auditorium, and lounge lecture rooms are located on the second floor, with classrooms and laboratories on floors three through eight.

Where possible, some of the antique architectural detailing was retained, such as checkered black and white tile walls in the cafeteria and wall niches that were fitted with custom designed, shiny red vinyl seating units. Bentwood chairs by Thonet, covered

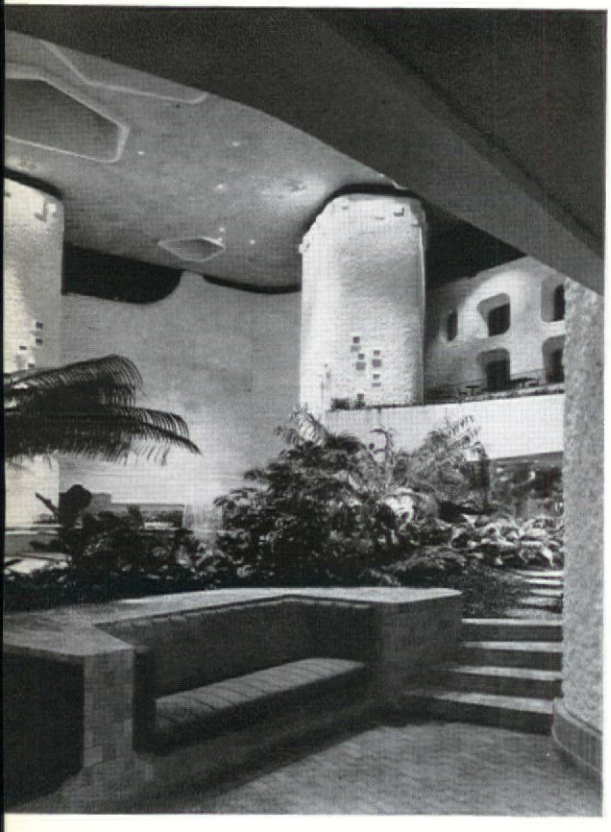
with Herman Miller vinyl, are designed in six vivid colors. The floor is black and beige tile. In the basement snack bar, an existing brick wall in the background is painted gray to contrast with red, yellow, and blue pads on white wire Knoll chairs.

Different floors provide students with a changing visual environment so necessary for the human psyche, according to the designers, who wanted the interior to reflect the age and the enthusiasm of the students. Since El Centro is a non-resident campus, located in downtown Dallas, the designers felt that the interiors, wherever possible, should be slick and sophisticated.

Sources: Sofas, chairs—Herman Miller, Stendig, Knoll, with Bassick and Faultless casters. Bentwood chairs—Thonet, with H. Miller vinyl upholstery. U-shaped seating — Sevacraft, with H. Miller fabric. Club chairs—Sevacraft, with Maharam fabric. Ball chairs—Stendig. Ottomans—Sevacraft, with Kroll fabric. Booth seating, tables—Madison. Tables—Chicago Hardware Foundry, Knoll. Table bases—AMV. Cube tables—Otto Coerver. Drawer pulls—Engineered Products Co. Carpeting—Commercial Carpet Corp., of Caprolan nylon. Vinyl wallcoverings—Gilford. Planter—Modern Store Fixtures. Smoking urns — Architectural Pottery. (**C**)

D Dallas 1961

"GREAT" HALL IS UNDERSTATEMENT: IT'S STUPENDOUS!



Great Hall at The Apparel Mart ■ Interior Designers: James Pratt, John H. Box, Phillip C. Henderson, Pratt, Box & Henderson, Architects/ Planners ■ Architect: Harold Berry, AIA

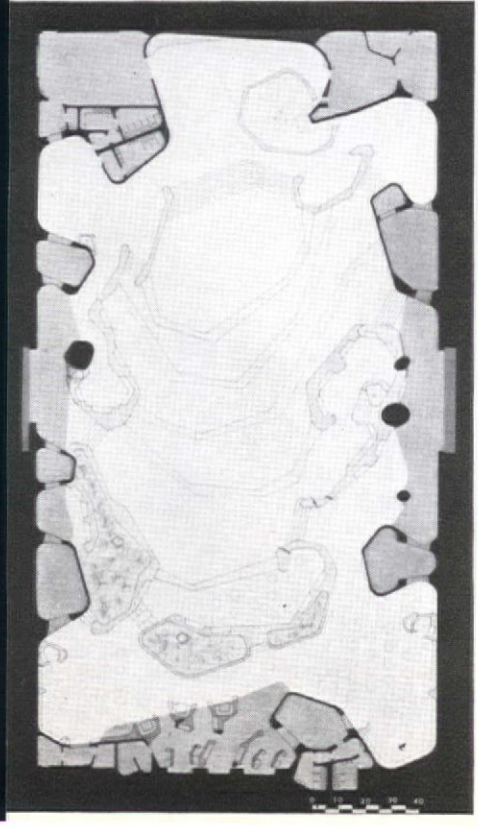
Give a Dallas architect an inch and he'll design a mile. That, apparently, is what the designers of the unique Apparel Mart did with the facility's Great Hall, which is massive in scale.

Consider that the floor of the hall is terraced on seven levels, sloping toward the stage. On either side of the hall, balconies from the three upper floors extend between 60-foot columns. Eight fountains are spotted around the room—one, on the stage, shooting three jets of water 40 feet toward the ceiling and failing miserably to hit it. Tall potted trees are permanent parts of the stage. And a velour curtain 60 feet high by 60 feet wide, in vertical strips of five bright colors—amethyst, blue, green, maize, and sunset orange—hardly fails to catch the eye.

One wag in the Dallas design community (one who didn't get the job) referred to the Great Hall as being designed in "polar bear baroque," because of the massive stucco pillars and walls. The space is 42,000 square feet in area and is surrounded by showrooms totaling one million square feet.

Planning of the Great Hall included stage equipment and curtain, built-in furniture, design of dining tables and chairs, selection of tableware, and miscellaneous furnishings, as well as collaborating closely with the landscape architect. The total Mart cost $15 million. The building covers two city blocks on a 20-acre site and has 1,250 showrooms. On the ceiling, 68 speakers provide excellent sound transmission during shows and special events.

Sources: Permanent dining area chairs, tables—Birmingham Ornamental. Tabletops—Formica woodgrain. Seat covering—Naugahyde. Special banquet seating—Shelby Williams. Resilient flooring—Azrock. Built-in seating—Novikoff, with fabric upholstery by Westgate. Carpet underlay—General Tire. Stage curtain—fabricated by Oklahoma Scenic, of LaFrance Velour fabric. Fountain sculpture, sun sculpture, and standards—Bjorn Wiinblad. Sculptural terra cotta walls—Richard Lincoln. Planters—Architectural Fiberglass. Interior landscape—Boyd & Heidrick. (C)



D

DRAMA WITHOUT DISTRACTION AT SOUTHWESTERN LIFE

Southwestern Life Insurance Co. ■ Interior Designer: Arlis Ede, AID, George L. Dahl, Inc. ■ Architects: George L. Dahl, Inc.

Continuity without monotony and drama without distraction were the realized interior design objectives in the massive Southwestern Life Insurance Company new home office. Dallas designer Arlis Ede, AID, used only four accent colors in the 300,000-square-foot, six-level building, which is column-free—almost a Dallas tradition for Texans with a hankering for elbow room.

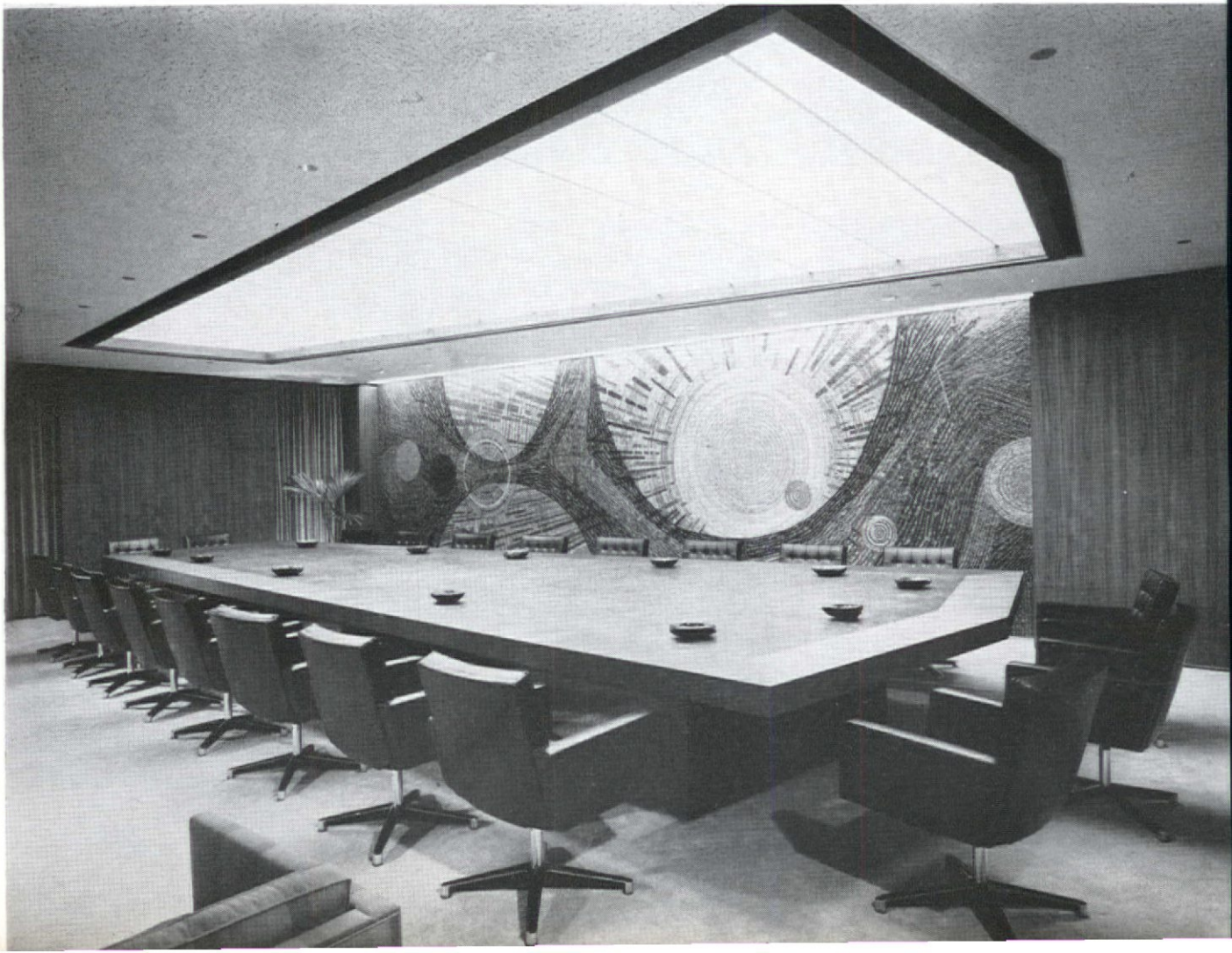
The colors are blue, olive green, orange, and gold, which are threaded together with black and a basic neutral beige tone. Each floor is keyed to one accent color with its use on all flooring areas and screens. The other colors are used in furnishings and decorations.

A reflection of Dallas' emphasis on nurturing the work of its own artists is the use of two colorful mosaics designed by Dallas artist John Barthel and executed in Byzantine glass in Pietrasanta, Italy, by Dallas artist Merritt W. Yearsley. These mosaics, depicting the sun and the moon, are companions to a larger mosaic depicting the universe in the board of directors room on the third floor.

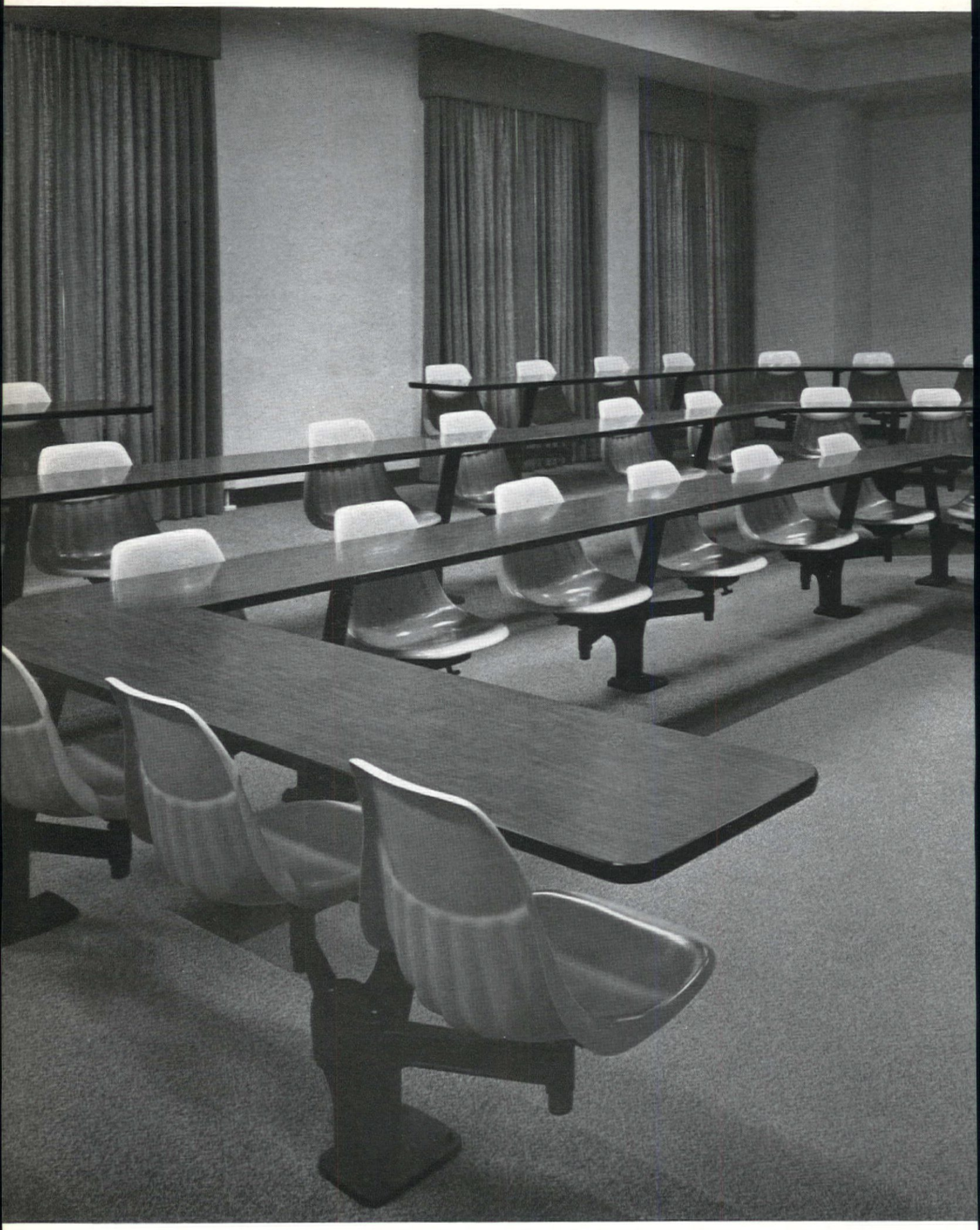
A 25-foot long, tapered boardroom table seats up to 24 persons and is fabricated in Carpathian elm burl, a beautiful hardwood grown in the Carpathian Mountains of Hungary. It is believed to be the only board of its kind.

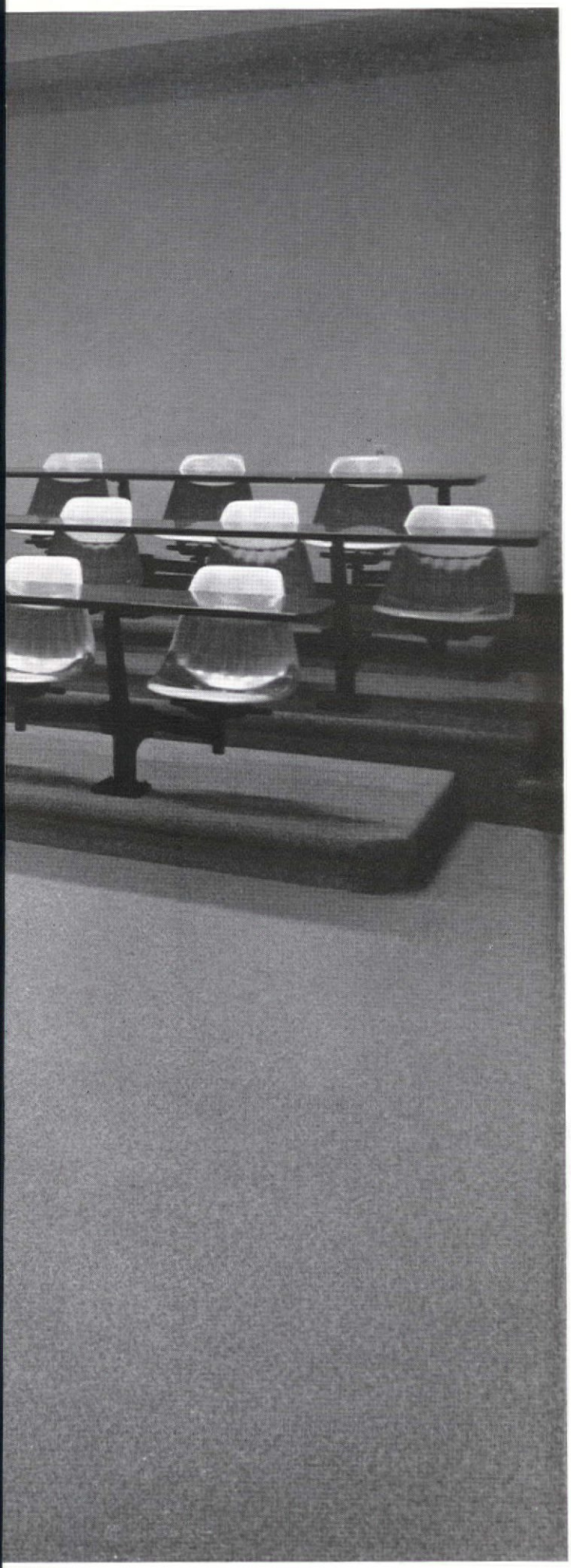
The move from an old 17-story building took 32 hours, over one weekend, with 64 experienced movers and four large vans that shuttled back and forth more than 110 times. About 800 modern desks and 1,600 chairs were purchased by the company for the new quarters.

Sources: Furniture: John Stuart Inc., Knoll Assoc., Jens Risom, Herman Miller, C.S. Campbell, Baker. Carpet—Rug Corp. of America. Upholstery fabric—Boris Kroll. Draperies—Boris Kroll. Wallcovering — Vicrtex. Glass mosaic murals—John Barthel. Stacking chairs—Herman Miller. (**C**)



Interior photos: Lawrence Joseph





SEATING IS ECLECTIC AT SMU

Caruth Hall, Southern Methodist University ■ Interior Designer: John F. Clark, J. F. Clark Co. ■ Architect: Collins & Dryden & Associates

With revolutionary educational concepts developing mostly at elementary teaching levels, school administrators at Dallas' Southern Methodist University were way ahead of the field when they adopted new eclectic seating for their Caruth Hall lecture room. Facing the problem of a long narrow room, in which it was both difficult to seat students so that all could have a good vantage point for lectures or film presentation, and in which acoustics were bad, John F. Clark, interior designer specializing in school and university installations, came up with a creative solution. He recommended new cantilever seating originated and developed by Clarin Mfg. Co.

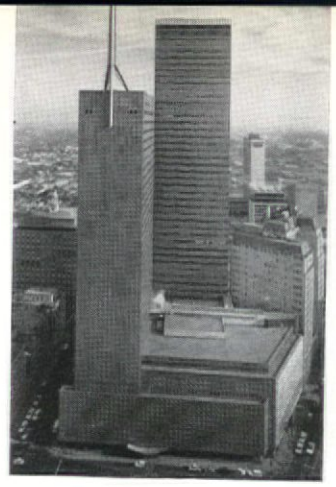
SMU officials wanted multi-use of the room, which combines lecture-seminar use with audio-visual presentations, and which also was to be used as a staff meeting room and an auxiliary classroom.

The Clarin units provide a larger working surface in contrast to the traditional tablet arm arrangement. Seats swivel for better eye contact during question-and-answer periods, and the articulated tilt of the chair provides both a relaxed attentiveness and excellent line of sight for screened presentations. The riser design also allows eye contact between the speaker and audience. Carpeting and draperies aid acoustics.

The seating is designed for the adult body configuration, a departure from previous practices of marketing the same seating designs and sizes for both junior schools and colleges.

In addition to the large number of SMU installations, this seating also has been adopted by General Dynamics, Texas Christian University, Texas Instruments, and LTV Aerospace Corp., all in the Dallas marketing area.

Sources: Eclectic seating—Clarin Mfg. Co. Draperies—Penco Fabrics. Carpeting, of Cumuloft nylon—Lees Carpet. (C)



CONTRAST IN THE TOWER

Republic National Bank ■ Interior Designer: Joe W. Toomey, Steward Office Supply Co. ■ Associated Architects: Harrell & Hamilton; Thomas, Jameson & Merrill; Grayson Gill, Inc.

If 33 members of the Continental Congress, wearing powdered wigs and knee britches, were seated at the huge mahogany table in the board room of the Republic National Bank of Dallas, you would swear that the year was 1776. The entire executive section of the country's 20th largest bank reflects a traditional design typified by authentic Williamsburg detailed walls, ceilings with elegant chandeliers, rich mahogany furniture, and antique accessories.

In contrast, the bank's Time Credit Department is a model of contemporary design, with travertine columns, maple paneling, and contemporary chairs and desks illuminated by a field of inset spotlights.

Designer Joe W. Toomey of Stewart Office Supply describes the design challenge he faced: "The new tower was located so that the existing floors of the bank could be expanded into the new areas. Interiors for the existing building were predominantly traditional, so that the job we had to do was to coordinate the two with furnishings that would complement each other. Each department, even though furnished very similarly, had its own air of individuality. Wall hangings, fabrics and leather colors were carefully chosen to avoid obvious repetition. At the same time, we had to be sure that as you traveled from department to department or from floor to floor that the colors had a pleasing continuity."

The bank occupies 30 percent of usable space in the two buildings, for an aggregate of 1,765,000 gross square feet of banking and office space. Translated into furnishings and discounting the inordinate amounts of space used in high ceilings, the dollar expenditures are huge.

Sources: Time Credit Dept. Furniture—General Fireproofing, Knoll, Stow/Davis, Gunlocke, Stationers Mfg. GF chair hardware—Bassick Flo-Tilt swivel, Bassick casters. President's Office Furniture—Stow/Davis, Kittinger, Baker, Laverne. S/D chair hardware—Collier-Keyworth swivel, Faultless casters. Board Room Furniture—Kittinger, Saybolt & Cleland, Baker. Carpeting throughout, all wool—Bigelow. Drapery fabrics—Lee Behren. Upholstery fabrics—Schumacher, Lackawanna Leather, Odenheimer & Baker. Chandeliers, lighting—Meletio Electric. Paneling, board room table, cabinetwork—Adleta. Lamps—Cele Johnson. Accessories—Select Imports, Cele Johnson, Steuben. Flooring—Azrock. (C)

D

Dallas

OFFICE TRAFFIC CONTROLLED

Photos: Don Hagen

Offices of Robert Young Associates ■ Interior Designers: Robert Young Associates ■ Architects: Woodward-Cape Associates

A highly functional layout combined with an unusual flair for imaginative interior design was translated into a well organized, attractive office for Robert Young Associates, the only firm specializing in store planning and design in Dallas and the Southwest, according to the principals.

Robert and Harvey Young, using 2,000 square feet of space, designed offices that discourage visitors from interrupting work in progress in the production department. The front portion of the offices are reserved for the use of the partners, business associates, and clients; the back for production.

A conference room just across the hall from the two executive offices is utilized for planning sessions with clients. In the executive offices, a very practical grass cloth and vinyl fabrics over tack boards enable an entire presentation to be tacked to office walls without damage to walls.

From carpeting to upholstery fabrics, color works throughout the offices, in a broad spectrum that includes blues, greens, bold shades of red and orange, gold, black, beige, olive, and fushia. Redwood columns, wiped with white stain, provide a link to the exterior.

Sources: Furniture—Art Woodwork, Herman Miller, Knoll, Burke, Domore, Hank Loewenstein, Carter/Glenn. Chair casters—Shepherd. Drapery fabrics—Boris Kroll, Cartier Mills, David & Dash. Carpeting—Commercial Carpet Corp., Bigelow (wool). Resilient floor—Armstrong Corlon. Wallcoverings—Karl Mann, Peter Schneider, Lamps—Lightolier. Accessories—R. C. Young Sr. concrete wall sculpture, Rosilla Hagen painting. (**C**)

CANTILEVER SEATING FOR CHURCH

Sixth Church of Christ Scientist ■ Interior Designers/Architects: Stinson & Summers

The ancient and puritanical requirement that church pews be hard, unyielding, and uncomfortable to keep church goers awake during boring and tedious sermons has happily passed to the great beyond. Church goers at Dallas' Sixth Church of Christ Scientist now can nod off in greater comfort during tiring sermons because of new, cantilevered individual seating installed during a recent renovation.

Carpeted throughout, the church also utilizes globular downlight fixtures and inset spotlights to provide soft lighting. Because of the cantilever arrangement of seating, vacuuming and maintenance is made easier.

In the church Sunday School, which occupies the same size and shape space on an upper floor, individual room effects are achieved with wall partitions, so that small, individualized classes can be conducted without disturbing other classes, yet group activities or lectures can be undertaken simply by having children shift their chairs toward the center stage. The latter is an excellent example of design planning for multiple use of space.

Sources: Seating—Burke Div., Brunswick Corp. Cabinetwork, millwork—Elliot Shiels. Architectural wood detailing, decking—Ward & Capers. Spotlights—Silvray-Litecraft. (C)

Photos: James M. Couch

D Dallas 1961

DESIGNERS HAVE A FRIEND AT THE FIRST

First National Bank ■ Interior Designers: Arlis Ede, AID, George L. Dahl Co.; and Joe B. Ligon, NSID, Thomas E. Stanley Interiors. Architects: Thomas E. Stanley and George L. Dahl Co.

Upon entering the fourth floor main banking lobby of the First National Bank in Dallas, one cannot help but be reminded of that old saw about the three successful Texans exchanging information about the size of their holdings. One explains that he owns a 100,000-acre ranch with 250,000 head of cattle on it, and he calls his spread Bar None Ranch. The second points out that he owns several oil fields, has 100 producing wells on 30,000 acres, and that he calls his spread Greater Texas Oil. The third hesitantly tells the other two that all he owns is a few acres of land. "What do you call your spread?" smirk the others. He answers modestly, "Downtown Dallas"!

That's about the size of it. There are 50 teller stations lining three sides of the main banking lobby, which covers 13,860 square feet of floor space. The flooring is white marble, the lobby is two stories high and is enclosed by glass walls on three sides, with huge glass panels measuring 20½ by 9 feet. These are covered by approximately 3,000 square yards of draperies. Furnishings are in warm shades of blue and gold, in excellent style and taste, despite the cavernous interior spaces that are so much a part of Texas interior architecture.

This building cost $35 million, has a two-level underground parking garage, eight subterranean floors, and a tower of 44 stories. It encompasses a total of 1,510,000 square feet of space, which includes 700,000 square feet of lease office area.

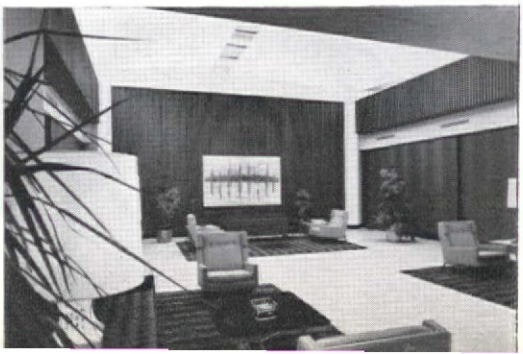
Materials from around the world were used in the construction and furnishings, including marble from Greece, teakwood from Burma, carpets from India, Italy, and Puerto Rico.

The interior designers/planners took the predominant theme of light against dark set by the white marble base that contrasts the dark gray tower against the white mullions and carried the technique into the bank's interiors with expanses of brown teakwood paneling that rise above the white marble flooring. Rich colors of the contemporary furniture add more elegance to the look. Green planters, art objects, sculpture, and reflecting pools are in abundance. Even the 27 elevators are teak-paneled. A public service auditorium seats 300. The ninth floor has a landscaped terrace with sculpture and fountains amid green ground cover.

Finally, the board of directors room has a 40-foot table in the bank's symbolic hexagonal shape that seats half of Texas and the room could double as the auditorium. These superlatives are a small indication of the total mark.

Sources: Furniture—Metropolitan, Knoll Associates, Steelcase, Jens Risom, John Stuart, Robert John. Custom check stands—Stembridge. Upholstery fabric—Boris Kroll. Drapery fabrics—Design-Tex. All-wool carpeting—V'Soske, Vergani, Rug Corp. of America. Planters—Habitat. (C)

Interior Photos: Lawrence Joseph



RESTAURANTS ARE SHOW BIZ

Golden Palace Restaurant and Steak 'N Ale Restaurant ■ Interior Designers: Peter Wolf Associates, Inc.

Because many visitors come to Texas in search of the Old West, the Golden Palace restaurant at The Inn of the Six Flags (above), adjacent to Six Flags Over Texas historical amusement park, catches that spirit. It is a 20th century version of the traditional saloon, with balcony and box seats, pine wood floor, and old pressed tin ceilings (silk-screened acoustical tiles that resemble the originals). Lamps, chairs, pillars, draperies, and decorations generally reflect this Western feel.

Sources: Tables—custom-made with butcher block tops. Chairs—Sturgis. Drapery fabric—Dazians. Decorative lighting fixtures—Ruby. Stage lights and equipment—Century. Wallpaper—Dwoskin. (**C**)

Photos: Kornegay Studios

With a ceiling as high as a giraffe's eye, even an English pub has Texas stature in Dallas. The extraordinary height of the ceiling at Steak 'N Ale (above), also designed by Peter Wolf, is more reminiscent of a German beer hall, but this matters not to the profitability of the chain, since the total population of Englishmen in Dallas is probably three, and they couldn't care less, as long as the steak is charcoal black on the outside and blood pink on the inside.

Unusual lighting fixtures, chalet-like interior wood detailing, and a huge heraldic symbol over the fireplace provide England in longhorn country.

Sources: Chairs — Shelby Williams. Tables — custom-made with butcher block tops. Carpeting—Calloway. Custom lighting—Roland Associates. Stock lighting — Prescolite. Uniforms — custom-made by Dallas Costume. (C)

GLASS WALLS EXPAND OPEN SPACES

Oak Cliff Savings & Loan ■ Interior Designers: William A. Brannon Interiors ■ Architects: Braden & Jones

Photos: Messina Studios

To design and plan space for a savings and loan that inspires awe, like walking on the prairie at sunset, is worthy of the plaudits of a designer's peers. The effect achieved with contemporary furniture, warm wood paneling, high ceilings (two floors high in the atrium-like center of the bank), and glass walls that make big space seem bigger, is that of a plush prairie. Even the bas relief and cactus-like plants add to the feeling, as do the graphics, art pieces, and sculpture.

In the board of directors room and some office areas of the bank, pebble-grained stucco ceilings and rock-like walls heighten the feeling of being outdoors in the midst of splendiferous contemporary luxury. It took a Texan to deliver the feeling of a home on the range in a luxurious bank.

Sources: Furniture—Jens Risom, Stanley Mfg., Knoll Associates, Harvey Probber. Upholstery—Payne & Co. fabrics, U.S. Naugahyde vinyl. Chair casters—Faultless. Carpeting—Croyen Carpet Co., of Acrilan. Hard surface flooring—black slate. Resilient flooring—Azrock. **(C)**

D Dallas 1961

LIGHTING HIGHLIGHTS FURNISHINGS

Offices of Ralph Kelman Associates, Architects ■ Interior Designer: Ralph Kelman, Ralph Kelman Associates

Light source—tall, floor-to-ceiling windows, a working fireplace, a standard lamp, a high-intensity lamp, inset spotlights, and ceiling-hung spotlights—provide a lighting environment capable of infinite variation. The lighting level can be adjusted to promote efficiency and reduce eye fatigue by providing a high level of illumination at the desk surface.

That is what Ralph Kelman, architect and interior designer, wanted for his own offices, and that is exactly what he designed and installed. He designed the double-barreled lighting fixture over his desk to increase the lighting intensity and to bring the light source close to desk level, while also reducing the number of overhead light sources.

Contemporary furniture shows itself to best advantage in varying lighting situations that depend upon the whim and the mood of the architect when he is in his office.

Sources: Desk—Stendig. Leather chairs—Herman Miller. Credenza and end table—John Stuart. Cocktail table—Dux. Sofa—Thayer Coggin. Carpeting—Karastan. Desk lighting fixture—custom-designed by Ralph Kelman. Lamp—Affiliated Craftsmen. Lighting fixtures—Lightolier. (**C**)

FLOWER POWER BRINGS OUTSIDE INSIDE BANK

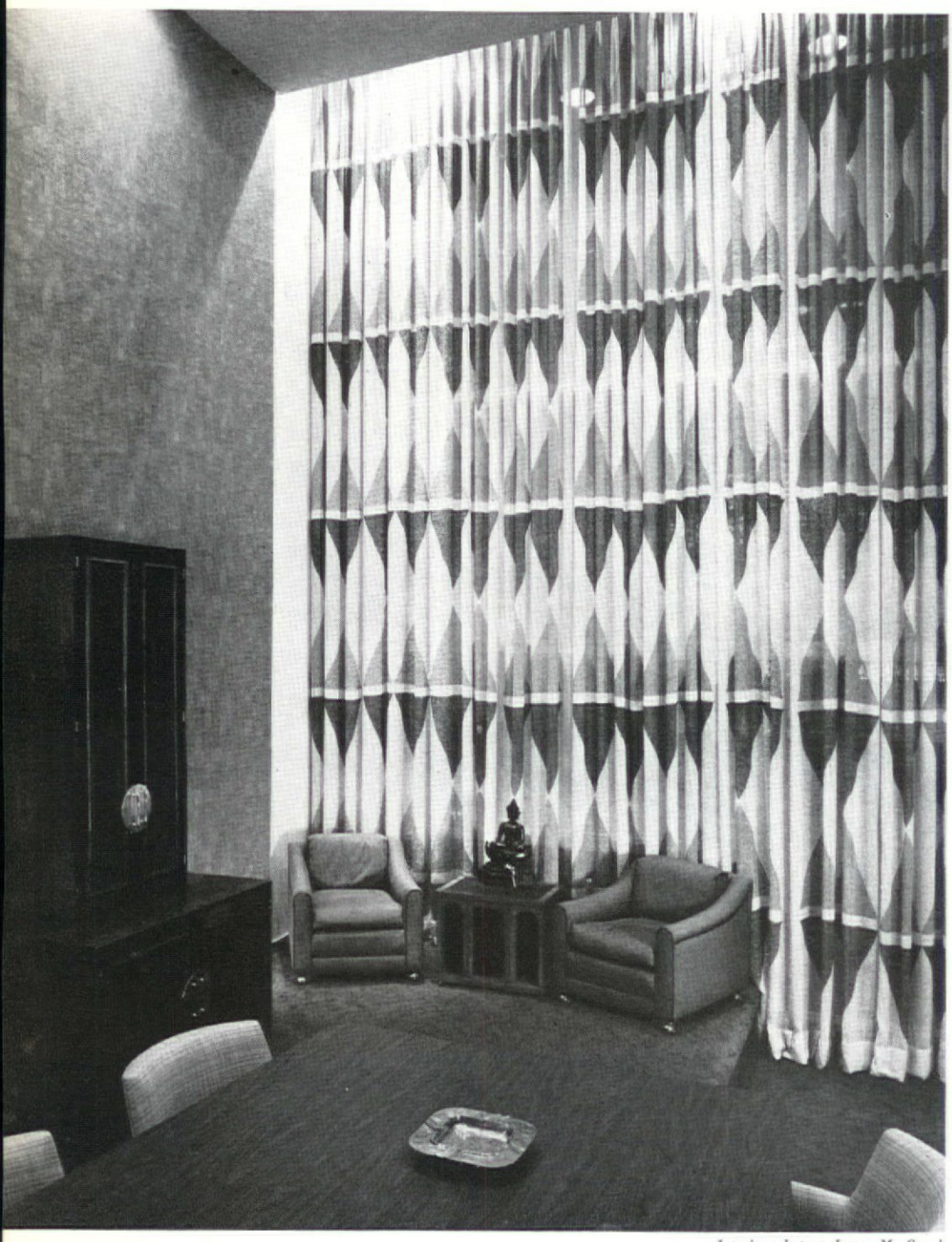
Inwood National Bank ■ Interior Designer: Lenox Jenkins, Lenox Jenkins Interiors ■ Architect: Jack Wood, AIA

Fresh-cut flowers, plants, and flowered fabric on some seating serve to bring a touch of nature to office workers at Inwood National Bank. Even interior walls of the conference room and president's office were designed with clear glass from floor to ceiling to keep visibility lines open and permit touches of color, provided by the plants and flowered fabrics, to be seen from any position in the premises.

Sources: Carpet—olive and copper tweed by Stephen Leedom. Underlay—U.S. Felt. Desk—dark oak finish with black band by Domore. Guest chairs—black linen fabric by Style Upholstery. Sofa—designed by Lenox Jenkins, with Kravett velvet. Swivel chair—black linen fabric, Scotchgard-treated, by Steelcase. Draperies—100% Verel, by Design-Tex; Verel casement by Westgate. Tellers windows—G.E. Textolite. Guest chairs—copper suede leather with brushed aluminum inserts by Interior Crafts. Chair casters—Shepherd. Chest—antique white, by Artes de Mexico. Conference table—Domore. Wallcovering—Comark, through Dwoskin. (C)

Photos: Messina Studios

TAKE TWO—THEY'RE SMALL!



Interior photos: James M. Couch

Ling & Co. Conference Room ■ Interior Designer: Thomas F. Tittle, AID, Anderson's Furniture Studio ■ Architect: Harwood K. Smith

Two conference tables and 24 chairs, appropriately in gold treatments, grace the conference room used for sales meetings of the company's brokers and for customer lectures at Ling & Company in the LTV Building. A large blackboard is concealed behind the Nova-stone and is pulled out when needed. An electrically operated projection screen is installed in the copper hood, which has the company symbol enamelled on it in blue and gold. This sets the gold and blue color scheme carried out throughout.

Ceiling height is in keeping with the prevalent style of providing an air of spaciousness, as well as dissipating the smoke in smoke-filled planning rooms.

Sources: Conference chairs, tables, custom-designed cabinets—Stationer's Mfg. Chair ball casters — Shepherd. Plastic table top—Wilson Art. Sofa, end table, lounge chairs—Tomlinson. Original Wall Screen—Lucian Leinfelder. Curtain fabrics—custom screen print on wool and mohair casement by Westgate Fabrics. Carpet—Laurelcrest Mills. Nova-stone and Vicrtex vinyl wallcovering—Dwoskin, Inc. (**C**)

HIGH STYLE BARBER SHOP IS CUT ABOVE THE NORM

Willow Creek Barbers ■ Interior Designer: Robert Preston Henry, AID

A man's haircut is now called a styling and the cost is more like 40 bits, thus assuring the barber a fair profit and an opportunity to pay for the furnishings. Willow Creek Barbers apparently is the barber shop for the man who has everything, a page out of what future tonsorial parlors will look like.

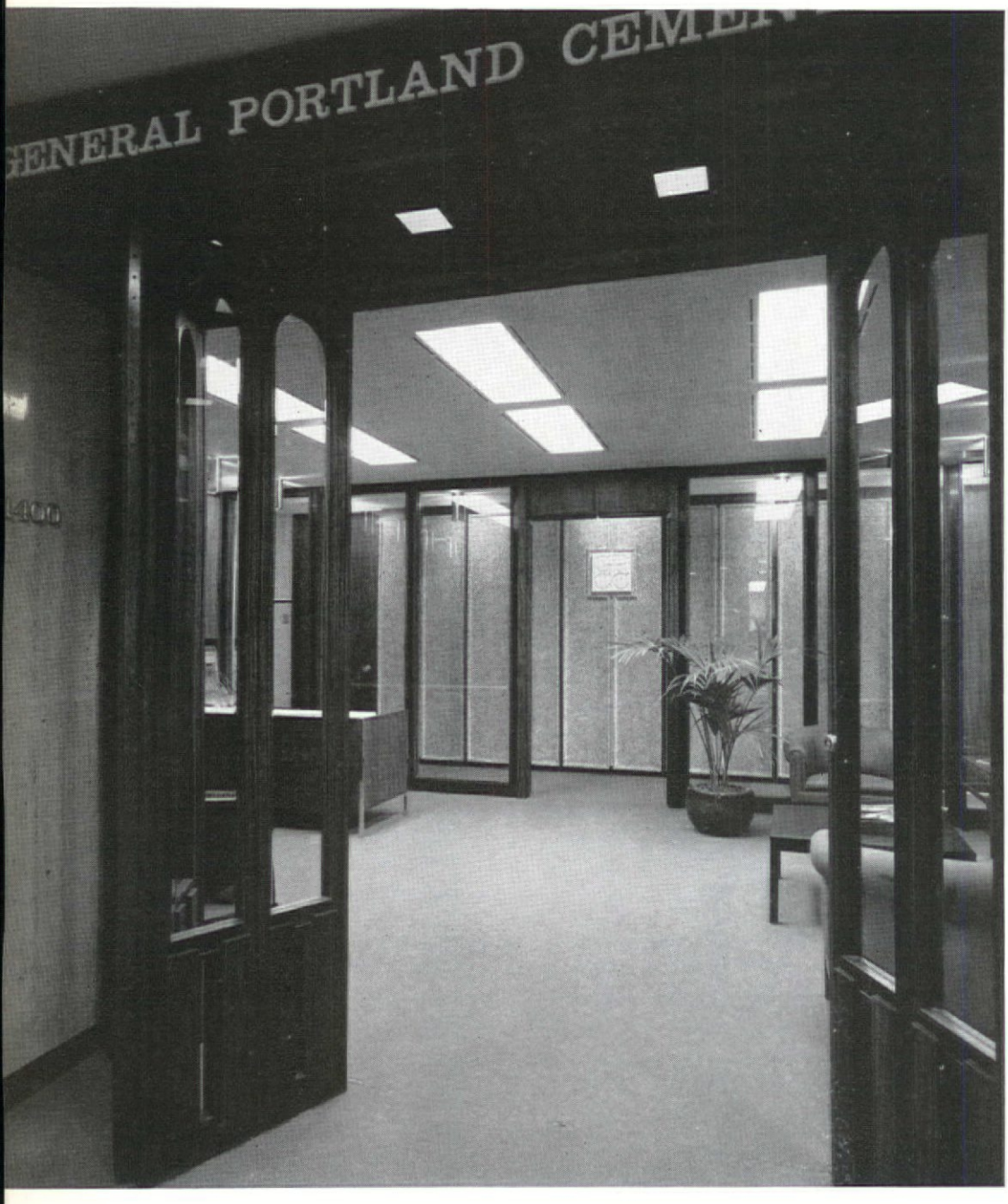
The trappings are distinctive, yet efficient; male oriented, yet colorful. The color scheme consists of burnt oranges and golds, accented with dark browns and pale beiges, all repeated in a Van Luit wall mural depicting earth, the planets, and their relative positions.

Comfortable yet functional, furniture is covered in a burnt orange vinyl that is repeated as wallcovering in panels outlined with rough hewn cedar strips. Anyone walking into this barber shop is bound to get a fair shake. As the rugged cedar shakes on the outside wall indicate.

Sources: Barber chairs —Takara. Club chairs—Charlotte Chair, with U.S. Naugahyde vinyl upholstery. Side chairs—Shelby Williams. Brazier table —Artes de Mexico. Tables and bar—custom made by Mixon Industries, with Pioneer Plastics laminate. Cabinets and walls—custom designed by Mixon, with Wilson-Art travertine and Monarch plastic laminate. Drapery fabric—Claude Bloodworth. Wall mural—Van Luit. Wallcoverings.—U.S. Naugahyde. Carpeting—Patcraft Mills, of 70% acrylic, 30% modacrylic fibers by Dow Badische. Flooring—Azrock vinyl and Flintkote accent strip, custom designed by French-Brown. Wall lantern—Brite Lite. Barber pole—Jo Mead Designs. (C)

William J. Dav

CONCRETE PANELS FOR CEMENT COMPANY



General Portland Cement Co. ■ Interior D signer: Beth Boston, Titche's Commercial Sale Div. ■ Interior Architects: Stephen Owen Na & Ross Ivy Ramsey. Architects/Planners Architects: Harrel & Hamilton

To design the offices of a raw materia manufacturer with his own produc in this case, concrete, and make i work—that is the designer's art. An that is what the designer of office for General Portland Cement Co. di in the Republic National Bank Tower

Stephen Owen Nall combined tra vertine marble, walnut, and precas concrete paneling in the receptio area. Despite the antiquated graphic and almost Gothic feeling imparted b the entrance doors, the interior recep tion area is a comfortable one. Th softness of the copper-toned carpetin and bright blue furniture contrast with the concrete surface of the panel ing, easily visible through glass parti tions and open doorway leading to th inner offices.

On the inside, planters, walnut slot ted screen partitions, and unusual ob long-clustered wood lighting fixture add distinctive touches to this conserv atively designed working office.

Sources: Seating and tables—Met ropolitan and Ward Bennett. Fabric — Boris Kroll and Unika Vaev. Carpet— Roxbury. Executive secretarial desk —Domore Mfg. Co. Other secretaria desks and chairs—All-Steel Equipmen Co. Filing system—Brown-Morse. As trays—Val St. Lambert. Accessories— Smith Metal Arts and Duk-It. (C)

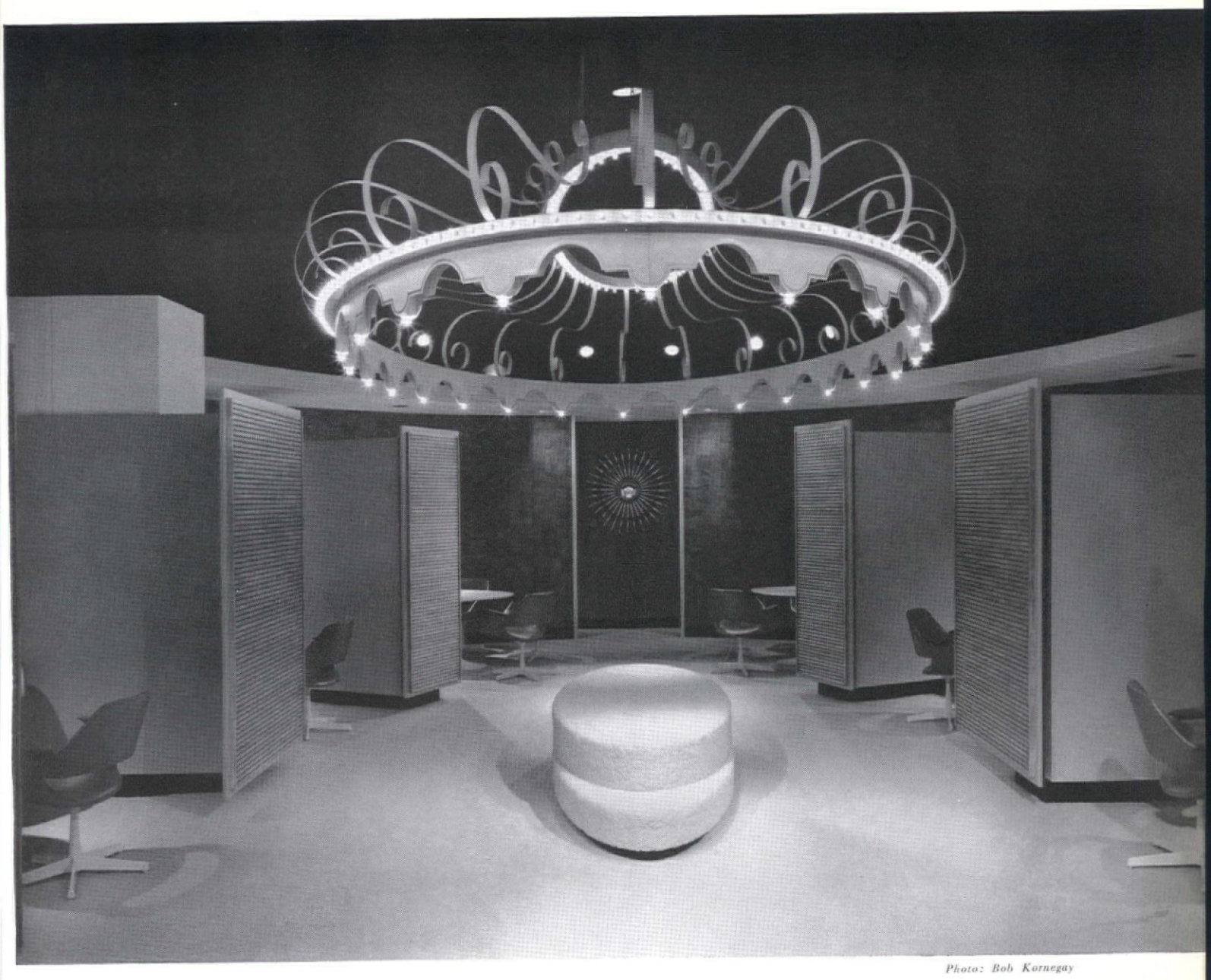


Photo: Bob Kornegay

CARROUSEL FOR SELLING

Gay Gibson Showroom, Apparel Mart ■ Interior Designer: Peter Wolf, Peter Wolf & Associates

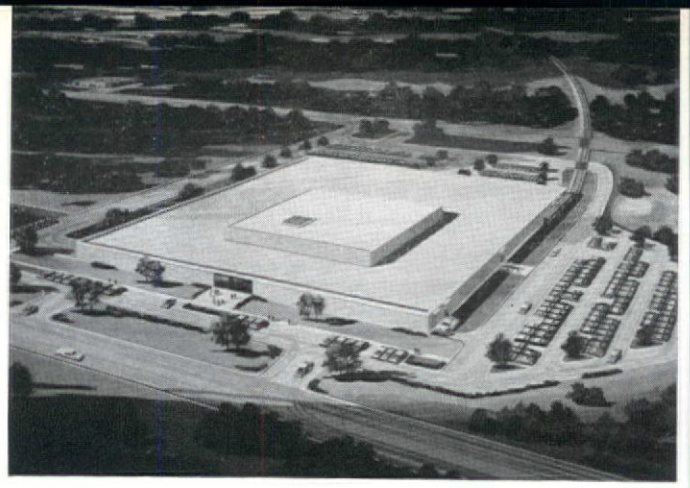
A gay setting for the Gay Gibson wholesale display room in the Dallas Apparel Mart establishes an international and cosmopolitan atmosphere for the garments sold there. The bright and happy carrousel effect was achieved by the use of a giant steel chandelier bearing more than 100 lights, suspended over an oval modeling platform.

Sources: Tables and chair—Madison Furniture. Drapery fabrics — M.H. Lazarus. Wallpaper — Warner Wallcovering. Lighting fixtures — Lightolier. Custom Chandelier — Liberty Sign. **(C)**

D

Dallas
1981

TRADITIONAL OFFICES COULD BE PLUSH CLUB



Taylor Publishing Co. ■ Interior Designer: Joyce K. Wynn, AID, Anderson's Furniture Studio ■ Architect: Harwood K. Smith

A club-like atmosphere in the offices of Taylor Publishing Co. is achieved with traditional furnishings and generous use of space. As in practically all new buildings in Dallas, Texans could average three feet higher than they are and still pose no danger of getting anywhere near the high ceilings built into this office.

A combination of panelled and linen-covered walls and pastel green wall-to-wall carpeting over "acres" of office space provides a superb color backdrop for mahogany and black-toned furniture, as well as bright chenille stripe in bronze, white, and celadon green lounge chairs. The absence of windows—a distinct disadvantage in these offices—is in part made up for by the spaciousness of the surroundings and an atrium.

In the board room, board members by simply moving a coffee table or two could run a few scrimmages, with little danger of the passer hitting the ceiling with the football. It would be equally possible, if not improbable, that a liveried waiter appear and quietly take orders for refreshments from "club" members, so plush and club-like are the office areas.

Sources: Sofas—Tomlinson of High Point. Sofa fabric—Meershaum leather. Lounge chairs: Tomlinson. Coffee tables and commodes: Tomlinson. Wallcovering: S.M. Hexter linen. Carpet: Karastan Spruce Green. Accessories and lamps: antiques. Executive desk: Mt. Airy Furniture Mfg. Guest chairs—Oxford Ltd. Guest chair cover—Meershaum leather. Sofa—Henredon. Sofa cover—antique gold leather. Lounge chairs—Heritage. Desk, credenza—Mt. Airy. Console—Heritage. (**C**)

HILTON INN LOBBY IS UP-ORIENTED

Hilton Inn Lobby ■ Interior Designer: Richard Kramer, Integrated Design Associates, Inc., Beverly Hills, Calif. ■ Architect: Ralph Kelman

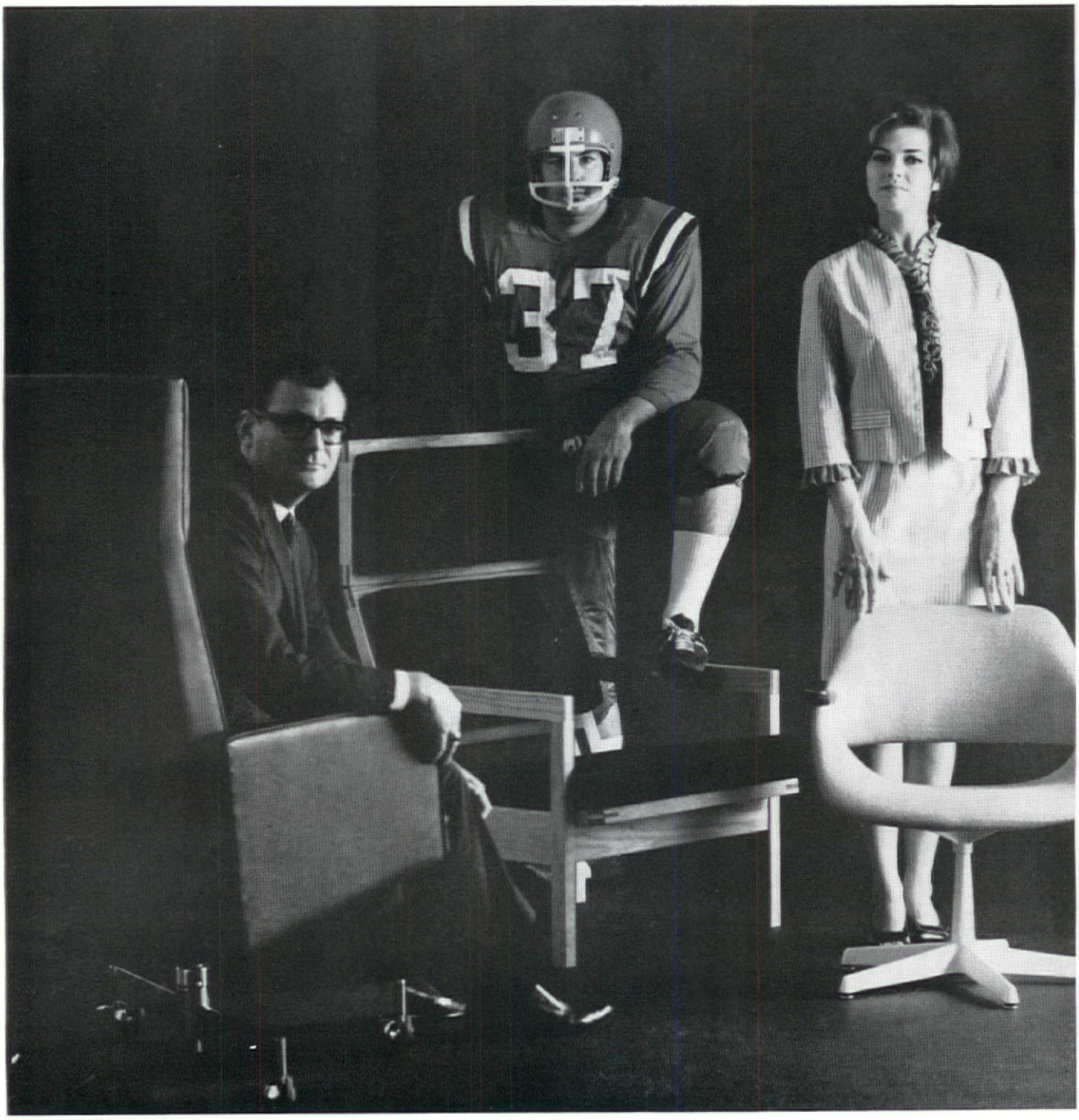
The Hilton Inn lobby has done for man's ability to move his head upward and downward what the mini-skirt has done for sideways movement (in a double take). It gets hotel visitors looking upward—almost in awe—at draperies reaching almost 25 feet from floor to ceiling, at brick faced pillars of almost equal height, at a massive chandelier, and at rubber trees of unusual height. This Hilton Inn, largest in the chain, with 406 rooms, is new to Dallas and features furniture of large scale in the lobby to tie in with the surroundings.

Liberal use of planters throughout the lobby provide visual contrast to the fabrics and other textural treatments. The interest, however, is focalized on the height of the lobby and the design oriented to stressing it. Edna Ferber would have been thrilled.

Sources: Chandelier — Champion Lighting. Carpeting — Lees. Lobby furniture — Stendig. **(C)**

Madison designs for
Harvey T. Jones, *Dean*
Bo Svendsen, *Fullback*
Penny McCallum, *Librarian*

Madison designs seating, seating systems, tables, beds and storage units for administrative offices, reception areas, student lounges, student and faculty dining areas, dormitory rooms and libraries in walnut, teak, rosewood, solid oak, aluminum, steel and all kinds of fabrics. Now, isn't that worth an A+?



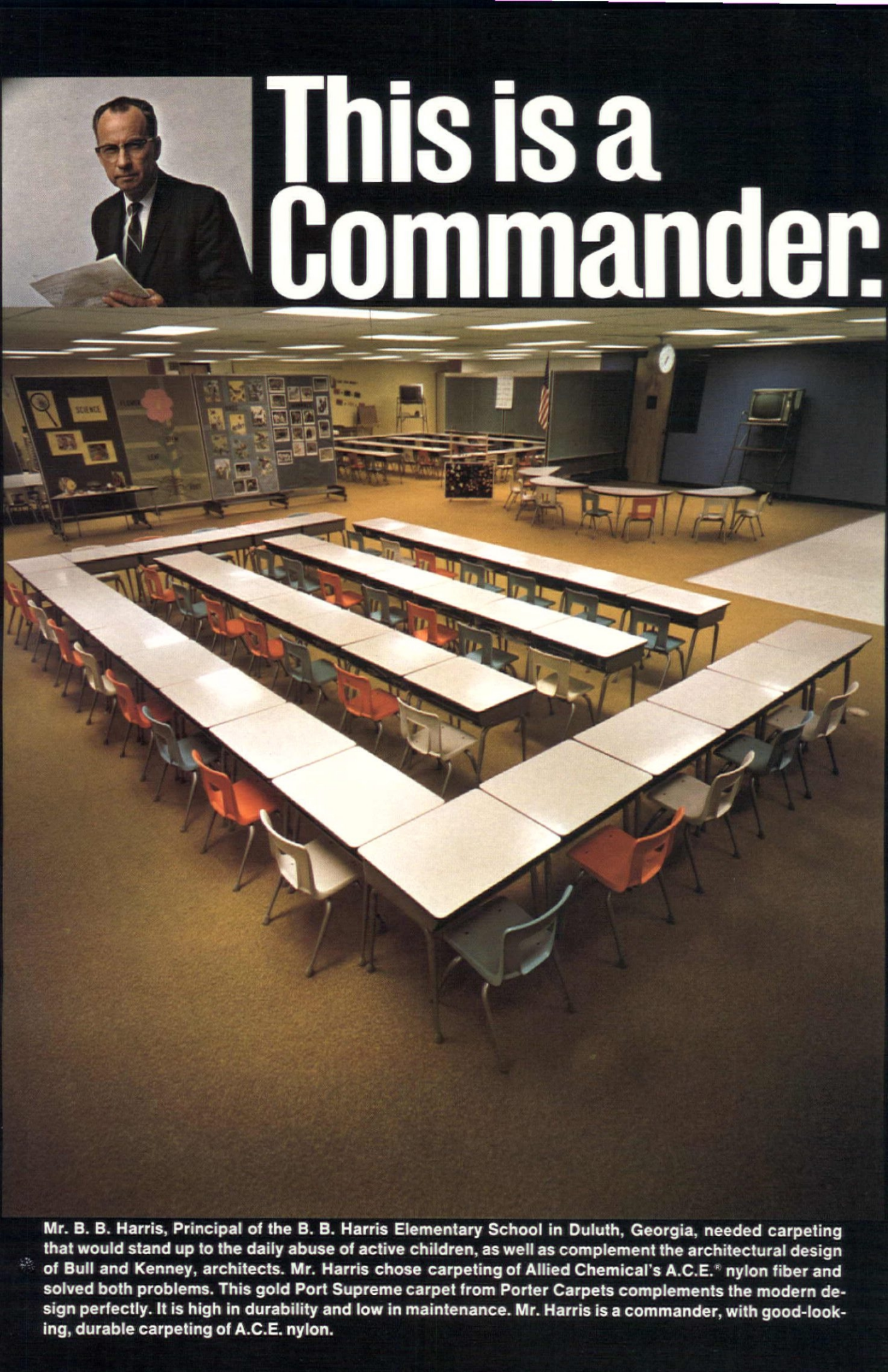
MADISON
FURNITURE INDUSTRIES
Canton, Mississippi

Showrooms: Chicago, Dallas, Los Angeles, New York, San Francisco, Seattle.

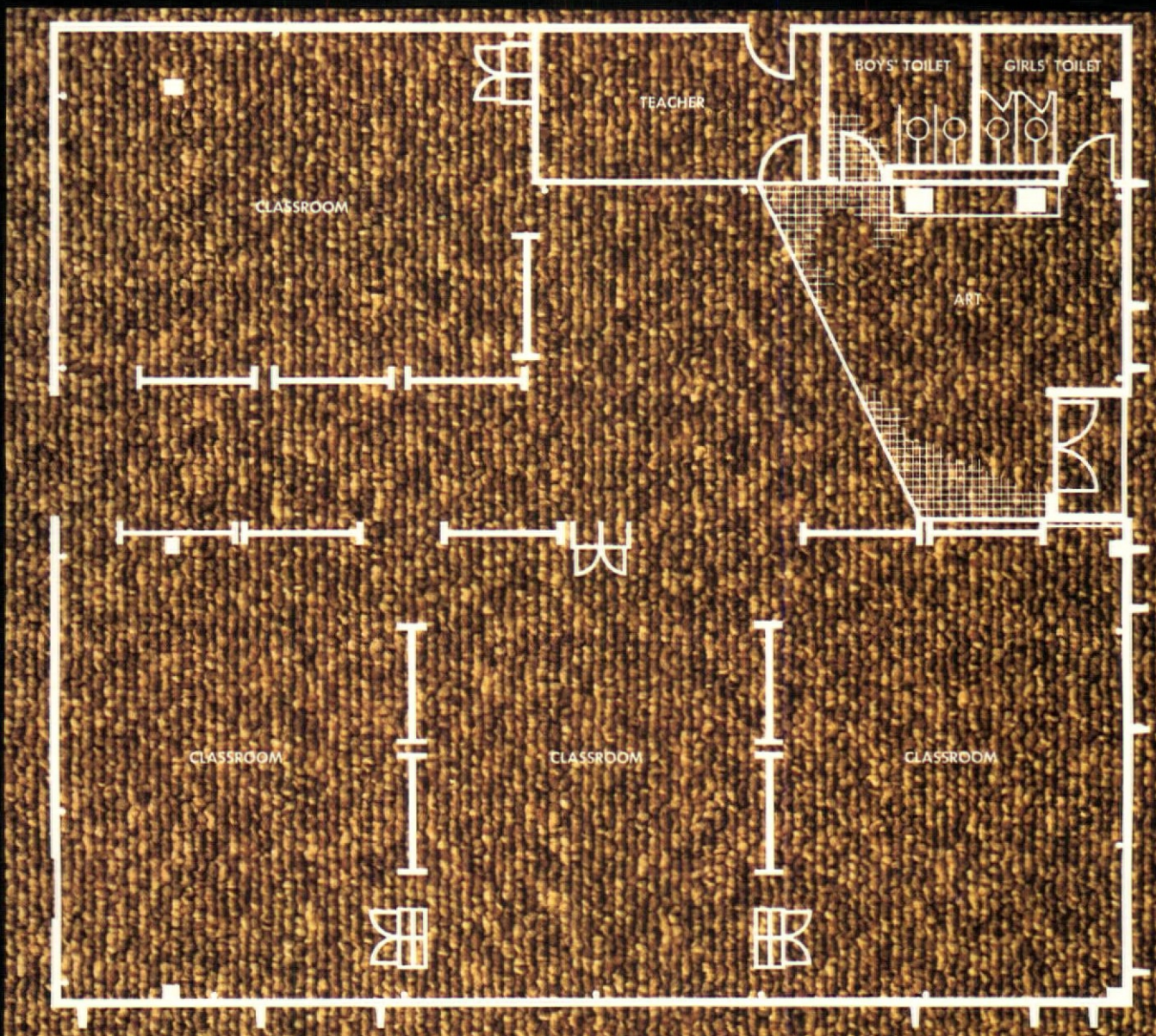
Subsidiary of Shelby Williams Industries, Inc., Chicago, Illinois.

Circle No. 47 on product card facing P. 144

Circle No. 48 on product card



Mr. B. B. Harris, Principal of the B. B. Harris Elementary School in Duluth, Georgia, needed carpeting that would stand up to the daily abuse of active children, as well as complement the architectural design of Bull and Kenney, architects. Mr. Harris chose carpeting of Allied Chemical's A.C.E.® nylon fiber and solved both problems. This gold Port Supreme carpet from Porter Carpets complements the modern design perfectly. It is high in durability and low in maintenance. Mr. Harris is a commander, with good-looking, durable carpeting of A.C.E. nylon.



Specifications for the carpeting in the B. B. Harris Elementary School

Yarn	100% continuous filament A.C.E.® (Allied Chemical Engineered) nylon round cross-section.
Yarn Specifications	3-ply twist, single end space-dyed, textured.
Yarn Weight	28.25 ounces per square yard.
Primary Back	9 ounces per square yard of high-quality jute.
Back Sizing	Approximately 16 ounces per square yard of pure latex precoat.
Secondary Backing	A. 8 ounces per square yard of high-quality jute. B. 38 ounces per square yard of High-Density Foam, 3/16" thickness.
Warp Count	30 tufts per three inches.
Weft Count	216 rows per 27 inches (1/8" gauge).
Pile Height	0.218 inches.
Total Carpet Weight	A. Double Jute—61.25 ounces per square yard. B. High-Density Foam—81.25 ounces per square yard.

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DALLAS CONTRACT MARKETPLACE SWINGS

BROAD CROSS-SECTION OF SHOWROOMS, MANUFACTURER REPS, AND OFFICE SUPPLY DEALERS SERVES BIG D'S FAST GROWING CONTRACT DESIGNER/PLANNER/SPECIFIER COMMUNITY

Marketing in the furnishings industry, like most other American industries, is becoming more and more regionalized. Firms engaged in national, and even international, trade have learned that maximum effectiveness can be best achieved by adapting their business operations to fit this growing framework.

A result has been the evolution of market centers in the United States, such as New York and Chicago, each serving a wide geographic area. In the Southwest, the regionalized hub of market activity is Dallas, important transportation, distribution, manufacturing, and financial center.

The contract furnishings industry in Dallas received its impetus from its own building boom of the '60s, thereby providing an enormous built-in market for all types of commercial/institutional products and services. This marketplace responded quickly and efficiently.

Today Dallas offers a broad cross-section of showrooms, manufacturer representatives, and office supply dealers, each dispensing those products and services essential to contract designers, planners, and specifiers. Some designers, however, still make annual trips to other markets. Not so much to see what's new, but rather to compare and be assured that the Dallas showrooms are up-to-date with the newest offerings by national firms.

Hub of market activity

A strong influence on Dallas' role as the furnishings market center of the Southwest is the Dallas Market Center, a multi-million square foot complex that embodies five groups of buildings just minutes from downtown Dallas. More than 7,000 manufacturers and importers display their wares in the 1,350 permanent and 1,600 temporary showrooms in the Homefurnishings Mart, Trade Mart, Apparel Mart, Decorative Center, and Market Hall. Seventeen markets a year and daily business in all branches of merchandising attract some 250,000 retail buyers from a 32-state area.

The Dallas Market Center was created in 1955 with the first of its buildings and it is continually expanding. By next month, nearly a quarter million square feet of additional merchandise space will have been completed. From the original 200 manufacturers who exhibited in the Market Center ten years ago, the list has grown to some 10,000 firms regularly exhibiting during major shows. Three of the five buildings—Decorative Center, Homefurnishings Mart, Trade Mart—primarily serve the furnishings market.

DECORATIVE CENTER

Oldest of the Market Center groups of buildings is the Decorative Center, which formally opened in 1955. Composed of five one-story buildings, the latest completed in 1965, the Decorative Center complex houses an elite corps of more than 250 manufacturers represented in 34 showrooms. While the mainstay of business is home furnishings, many of the firms are actively involved with contract work and several are devoted exclusively to commercial/institutional fields.

Firms staff own showrooms

Among manufacturer-maintained showrooms at the Decorative Center is Knoll Associates, which devotes approximately 3,500 square feet of its space to displays of its complete lines of furniture, both residential and contract, along with a vast array of textiles. From this location Knoll operates its regional sales office, covering the four-state region of Texas, Arkansas, Oklahoma, New Mexico.

Based on its 15 years in Dallas, Knoll foresees an unprecedented rate of growth in the contract furnishings field, particularly in the business and education areas. In the past year alone, the Dallas office has experienced the beginnings of this pattern with a substantial sales increase.

Steelcase, Inc., one of the largest office furniture manufacturers in the country, maintains one of its 13 regional showrooms in the Decorative Center. Its 6,000 square foot space functions as a "working" showroom for the planning/design community. In actual settings, Steelcase shows its contemporary reception room/lounge groups, executive office lines, and secre-

Decorative Center, one of five buildings in Market Center, houses elite corps of furnishings firms. Examples of showrooms are shown below and on the following page.

At Knoll, part of the Platner collection.

One of Steelcase's special displays.

Room setting at Domore Office Furniture.

tarial and clerical work stations. On display are desks, chairs, files, convertibles, credenzas, tables, and accessories—plus a fabric center of upholstery materials. Through its 10,000 square foot warehouse, the Dallas facility also handles stocking and distribution for the Southwest.

Domore Office Furniture, dealing exclusively in office furnishings, has been in Dallas since 1953, covering Texas, Oklahoma, Arkansas, and Louisiana. Domore has just about doubled its sales volume in the past five years. It notes that more and more orders originate from architects and interior designers, an indication that the Dallas designer community is maturing in approach and scope.

Romweber Furniture Co. also carries office furniture and represents six other firms, including American Furniture Co., in its showroom. About 40 percent of sales are in contract, for offices, motel bars and cafes, and restaurants.

There are other prestigious names in the furniture field with showrooms of their own in the Decorative Center. Stow/Davis displays quality office furniture, all in the handsome contemporary designs for which it is well known. On the traditional end of the spectrum is Baker Furniture Co., with both residential and contract lines, and its division Milling Road Furniture.

Lee L. Woodard Sons, also displaying Medici Ltd. lines, devotes most of its space to wrought iron casual and outdoor furniture. In Dallas for nine years, Woodard reports greater use of wrought iron in many commercial installations.

Fabrics are well represented in a broad range of quality lines. Payne & Co., Arthur H. Lee & Sons/Jofa, Inc., F. Schumacher & Co./Waverly, all have their own showrooms to display extensive varieties of high-styled drapery and upholstery fabrics.

All types of wallcoverings and textiles are in abundance at Warner Co. of Texas, noted for its own Warner Wallcoverings and Backgrounds from the Orient collections. Other prominent firms represented are Birge Co., Jack Denst Designs, Fabricraft, Fabrikona, Imperial, Multicolor Gravure, Provincetown Printers, F. Schumacher, C. W. Stockwell, Timbertone, and United Wallpaper.

J. H. Thorp & Co. supplements its quality fabrics with lines by W. H. S. Lloyd, Inc., Morton Sundour, Edinburgh Weavers, Fedi Cheti, Arthur Sanderson.

In addition to its own collections, Fancher Furniture Co. carries furniture from Molla, Inc., both outdoor and casual, plus institutional. Among other firms represented are Chapman Lamp Co. and Heirloom Upholstery.

At William A. Taylor showroom, with its own accessory and carpeting lines, there are the furniture firms of Crossroads, Dunbar, and Tropitone.

Vignettes of Royal System wall units and Robert John grouping at Hennings showroom.

Reps carry diverse lines

In addition to the manufacturer-maintained showrooms at the Decorative Center, there are a number of manufacturers' representatives whose roles cannot be minimized in affording regional distribution for manufacturers. Many show both a mixture of contract and residential lines, with the heaviest concentration on furniture and textiles.

Goldblatt Associates represents 23 nationally prominent firms, most of them in the contract furniture field. Among them are Empire State Chair, Fixtures Mfg., Robert Garvin, Gasser Chair, Kent-Coffey, Lee Ltd., Marden Mfg., Valtronic Corp., Worden Co. In lamps and lighting fixtures, Goldblatt carries lines from McInnis & Co., and Dazor Mfg.

Lee L. Woodard showroom.

E. C. Dicken represents an impressive roster of firms. In furniture, Brown-Jordan, Yale R. Burge, Kittinger, Phillip LaVerne, and Terra all have contract lines. Carpeting and rug firms include Stark Carpet Corp. and Griffin. Accessories are from Dean Trimble Imports and Sherle Wagner.

Textiles are found in abundance at the showroom of C. Robert Morton, representing Brunschwig & Fils, Franciscan Fabrics, Jack Lenor Larsen, Louma Fabrics, Winn Anderson Fabrics, all fabric houses, plus Rugcrofters, for its distinctive lines of rugs and carpeting.

I. H. Pritchard has diverse furnishings among the ten firms represented. In furniture there is S. J. Campbell and John Stuart. Wallcoverings and fabrics are from Bill Keliehor Designs, Boris Kroll, Karl Mann, Thaibok, Webb Textiles.

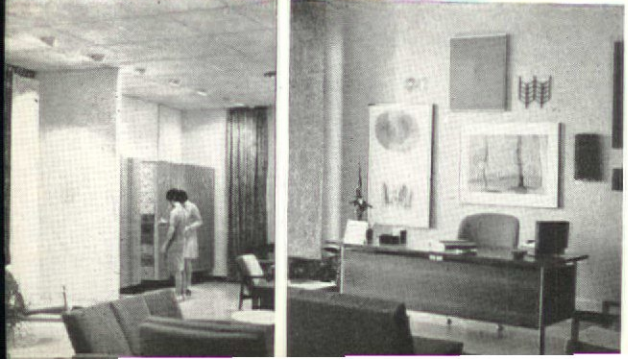
Many types of furnishings are also in evidence at Hersman & Co., which represents Croydon, and Norman Trigg, fabrics; Grand Rapids Upholstering Co., Richardson/Nemschoff, Robinson-Johnson, Scroll, Whitecraft Rattan, Widdicomb Furniture, and John Widdicomb Co.

Variety is also apparent at Castlebury-Held. Among its 20 firms are Bead Decor, Bergamo Fabrics, Boussac of France, David & Dash, Philip Graff Wallpapers, Lackawanna Leathers, Nancy McCelland Wallpapers, and Wycombe, Meyer.

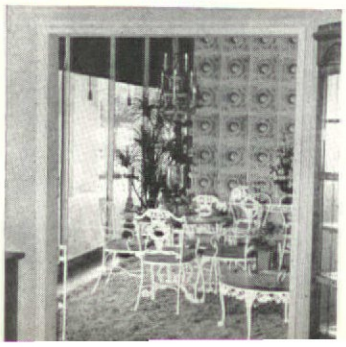
At Martin & Wright, Inc., furniture firms include Gallo Original Iron Works, Metropolitan Furniture Corp., Thayer Coggin Institutional, Costa Mesa Furniture, and Foster-McDavid. Decorative screens and dividers are by B-C Screens.

Furniture also dominates the showroom of C. J. Hall Associates, with lines from

Wallcoverings, fabrics, and furniture make up 25% of contract business at Pritchard's Decorative Center.



New Molla dining group at Fancher showroom.



C. R. Morton Showroom at Decorative Center carries fine fabrics and wallcovering lines.

Charlotte Chair, Ficks Reed, Ralph Morse, Mount Airy, and John B. Salterini.

W. Glenn Hennings & Associates, with 75 per cent of its sales slated for contract installations in a five-state area, carries such top lines as furniture from Bodart, Cocheo, Dux, Robert John, Royal System, Tropicraft, Westin-Nielsen; lamps from Nessen and Marshall Studios; accessories from Smith Metal Arts.

Displayed at George Steinfeld showroom are lamps by Edward Alden; casual and outdoor furniture by Ames-Aire and Meadowcraft, plus bedding, imports.

Flooring is amply covered in the G I Groth showroom, which features Cabin Crafts, Dellinger, Gene Smiley, and Tai Ping. Flooring products are also shown at Haynes Floor Decor showroom with Hardwick & Magee, and five other lines.

From antiques to bedspreads, furniture to lamps, William Q. Smith & Son exhibits a broad range of furnishings produced by the 22 firms represented. Among them are Frederick Cooper Lamps, Georgian Lighting Studios, Meyer-Gunther-Martini, Mitman, Nadler, Scalia Schmieg & Kotzian, and Trouvailles.

HOMEFURNISHINGS MART

Second major unit to be built in the Dallas Market Center, the Homefurnishings Mart was opened in July 1957 and was doubled in size by January 1958. The 434,000-square-foot, two-story structure is one of the few buildings in the country built specifically as a furniture mart. Furniture

Entrance to Homefurnishings Mart.

from every manufacturing center in the country is on exhibit in the mart's 185 showrooms, which accommodate more than 350 leading lines.

While most of the Mart's showrooms are geared for the retail buyer, a number of the firms represented carry contract lines. Among some of the nationally prominent firms serving the office, hotel, motel, restaurant, and other institutional markets are: Birmingham Ornamental, Calif-Asia,

Trade Mart (above), with fountained dining court. Examples of showrooms are shown here and next page.

Right: Best Imports.

Davis Co., Empire, Englander, Futorian, Heywood-Wakefield, Hickory, Kroehler, Restonic-Regal Sleep Products, Sealy Mattress, Selig, Stakmore, Standard Furniture, Stanley, Valley Upholstery, Victorian Furniture, Virtue Bros., and Williams Furniture.

THE TRADE MART

Of the three buildings catering to the furnishings market, the Dallas Trade Mart is the largest and is a relative newcomer to the Market Center. Completed in January 1960, the Trade Mart devotes its 960,000-square-foot, 4-story building to 2,250 lines of furniture, appliances, floor coverings, curtains and draperies, lamps, gifts, accessories, plus several non-furnishings lines—all in 500 showrooms.

Since it opened, the Trade Mart has undergone several expansions to accommodate the demand for display space from prospective exhibitors. Thus, within a year of its opening it was doubled in size. The latest, recently completed building program added 58,000 square feet of new showroom space, which included development of the first floor and the addition of three floors to a one-story section.

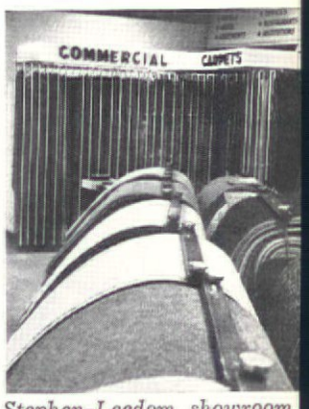
The roster of firms represented is virtually a who's who of the furnishings industry. Like the Homefurnishings Mart, the Trade Mart primarily serves the retail buyer. But compared with their counterparts at the Homefurnishings Mart, many firms do a larger percentage of contract work, dealing directly with specifiers from a four-state area.

To list such a voluminous collection of producers is virtually impossible here, but highlights of some of the nationally prominent contract firms can give a good cross-section of wares available.

From traditional to modern

Furniture firms appear in great abundance, running the style gamut from stately traditional, such as the Barnard & Simonds collections, to highly contemporary, such as the lines by Burke Division of Brunswick. Other office furniture

Molla installation.



Stephen-Leedom showroom.

Magee's newly designed showroom.

of all types range from desks and chairs to filing systems. A sampling of some of the firms indicates the total range: Chromecraft, Authentic, Hamilton Cosco, Hamilton Mfg., Leif Wessman, Madison Furniture Industries, Paoli Chair, Thayer Coggin, Lewittes & Sons.

Outdoor and casual furniture are well represented by Bunting Co., Carolina Forge, J. R. Clarke, Finkel Outdoor, Foster-McDavid, Vogue Rattan, Kessler Industries, Molla, Virginia Metalcrafters.

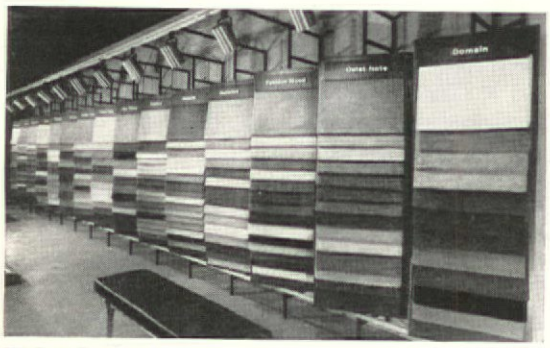
Specialized institutional furniture, covering such categories as hotel/motel, stores, hospitals, nursing homes, can be found in the showrooms of American of Martinsville, Basset Furniture, Broyhill, Burton Dixie, Kent-Coffey, Molla, Simmons, Weinberg Co., and Willow & Reed.

Stylized lines, with items from accessories to casegoods, are offered by Best Imports, Cal-Mode of California, Colonial Art-Mex Co., Interiors Import/Palladio, Spanish Trading Center. A notable producer in this group is the Dallas-based

Trade Mart Showrooms carry entire range of furnishings, as shown here. Right: Duk-It products at Eix.

Dallas MARKETPLACE

SUPPLY HOUSES ARE EXCLUSIVELY CONTRACT



Mohawk Carpet.

Philadelphia Carpet.

Quartite Creative.

Madison Furniture.

Mohawk Carpet.

Burke (above) and Callaway (right).

firm of Artes de Mexico, which does about 25 percent of its business from the Mart in contract work throughout the entire Southwest. In Dallas for 20 years, Artes de Mexico has seen an upward trend in volume and expects it to continue.

Wool the favorite, synthetics gaining

When it comes to carpeting and rugs, the choice is almost unlimited. Serving a wide arc in a 6-state area, Dallas showrooms of national mills do anywhere from 25 percent to exclusively contract selling. Wool seems to be the favorite fiber, although the use of synthetics is increasing.

Among the many major carpet mills represented in the Trade Mart are: Aldon Rug Mills, E. T. Barwick, Berven, Bigelow Sanford, Cabin Crafts, Callaway, Chamblee Mills, Chatham, Chickamauga Carpet, Coronet, Dan River, Downs, Duraloom, E&B, Firth, Gulistan, Hollytex, Imperial, Jorges, Laurelcrest, Lees, Lewis, Loomweve, Magee, Mand, C. H. Masland, Mohwak, Monarch, Patcraft, Philadelphia, Roxbury, SeamLoc Loma-Loom, Sequoyah, Alexander Smith, Stephen-Leedom, Sweetwater, Tempo-Asia, Thomas Pride, Trend, World, and WundaWeve.

Carpet underlays and mats are provided by Allen Industries, Crown Rubber, and B. F. Goodrich. Indoor/outdoor carpeting are specialties of such firms as Four Seasons and Ozite.

Resilient flooring is well represented by such national manufacturers as American Biltrite, Armstrong, Azrock, Congoleum-Nairn, Johns-Manville, Ruberoid.

Textiles get wide representation in the broad lines carried by Belgian Linens, Functional Fabrics, McCanless Custom Fabrics, Nettlecreek, Myron Paul, Pacific Draperies, Quaker Fabrics.

Lighting, particularly lamps although there is a sprinkling of wall- and ceiling-hung fixtures, are available from Artes de Mexico, Best Imports, Bradley Lamps, Brite-Lite Lamps, Camer Glass, Century Lamp, Crystal Mart, Murray Feiss, Feldman, Greene Bros., Haeger, London Lamps, Marbro, Phil-Mar, Quartite Creative, Rembrandt, Revere, Ruby Co., Safran & Glucksman, Stiffel, Sundial.

Accessories, both functional and decorative, span the gamut from desk items and planters to wall hangings and mirrors. They are offered in an extremely wide choice, particularly from these notable producers: Aaron Bros., Abstracta, Accessories for Interiors, Artini Arts, Austin Reproductions, Baumgarten Imports, Basset Mirror, Burwood, Cal-Mode of California, Continental Imports, Dahlgren, Design-Technics, Duk-It, Era, Florestone, Haeger, Hillside House of Originals, Hyalyn Porcelain, Jo Mead, Lu'Anne, Modern Art, Oneida Silversmiths, Pieri Creations, Rainbow Wood, Replogle Globes, Segura Studios, Witco, Yorkraft.

Other specialized items serve specific needs: Bemco Mattress, Dayco Products (Koolfoam Div.), Harvard Mfg. (bedding), Nevamar Laminated Plastics.

OFFICE SUPPLY HOUSES

Although the complex of buildings that constitutes the Dallas Market Center dominates the furnishings marketplace by virtue of its immense size, Dallas offers quite a number of other sources to the design community. A long-time and important role is played by the highly competent equipment and supply dealers in Dallas through the many services offered and lines represented. All of them serve the commercial/institutional field exclusively.

One of the major firms in Dallas, Stewart Office Supply devotes a large share of its business to the office field, with its college/university department expanding rapidly. Stewart dates back to 1912 when it operated from one small office in an office building. Today it occupies more than 100,000 square feet in six buildings including two downtown stores and an up-to-date furniture repair/refinishing shop. Ten years ago Stewart started a full-time design department with one designer. It now staffs a five-man team, headed by Joe W. Toomey.

Stewart carries lines, many franchised, from a very lengthy list of top manufacturers. Among some of the prestige furniture firms are General Fireproofing, Herman Miller, Gunlocke Chair, Leopold, Stow/Davis, Dux, Knoll, Jens Risom, Fritz Hansen, Sevacraft, Hardwood House, Omni, HON, Sturgis Chair, Chicago Hardware Foundry. Among accessory and lighting suppliers are Architectural Pottery, Habitat, Duk-It, Lightolier, Raymor, Howard Miller Clock, Affiliated Craftsmen, Peter Pepper Products.

While Stewart has been recognized as the first dealer to pioneer the contemporary look in Dallas, Clarke & Courts earns the distinction of having been one of the first to open an office furniture showroom, introducing new styling ideas and use of color in the office. Clarke & Courts

operates both retail and wholesale offices in five Texas cities, including Dallas, and carries franchised lines from Croydon, Standard Furniture, Taylor Chair, McDowell-Craig, Royalmetal, and Paoli Chair. Clarke & Courts design department, started in 1950, concentrates on general offices, banks, universities, and hospitals.

Another firm that has had a long and successful operation in Dallas is Wilhide, Inc., founded in 1923 as Wilhide Equipment Co. Until shortly after World War II, the company was primarily an engineering and contracting firm specializing in bank and courthouse furniture. Today, Wilhide deals exclusively in office furniture and interior design and has recently completed a remodeling and expansion program that involved warehouse facilities totaling 20,000 square feet and an 800 square foot showroom. Complementing the management team and a sales force of furniture specialists is a two-man interior design section.

To supply its bank, government center, hotels/motel, college and university roster of customers, Wilhide offers a wide range of furniture, from economy to luxury lines, including many quality names such as Steelcase, as well as a host of accessories and objets d'art.

Another leader is Dallas Office Supply Co., which was started 50 years ago as a commercial stationer. In the 1930s, the firm started handling furniture and became active in contract furniture about 15 years ago. Currently one of the top 4 or 5 dealers in Dallas in size, it devotes itself exclusively to commercial/institutional work. The predominance of work is in offices and schools, with a fair amount of hospitals, restaurant, and hotel projects.

Some of the major lines available through Dallas Office Supply are: Alma Desk, American Chair, All-Steel, Borroughs Steel, Brown-Morse Filing, Burke Div. of Brunswick, Chancellor Chair, Domore, Gregson, Interstate Industries, Jasper Chair, Jasper Desk, Krueger Metal, Lehigh, Madison Furniture, Metropolitan Furniture, Monarch, Royalmetal, Shelby Williams, Springer-Penguin, Stendig, Thonet. Many of these furniture lines are franchised as are a number of accessory items, from such firms as Architectural Pottery, Lightolier, London Lamps.

There are quite a number of other office furniture suppliers in Dallas, including Bennett's, almost a pioneer in the Southwest. It started in business in 1889 and has been in Dallas since 1927. Bennett's serves the area with a ten-man sales force, covering everything from office supplies and printing to furniture.

Billing itself as the "businessman's department store," the Dorsey Co. has been operating since 1884 in much the same manner as Industrial Office Supply. Complete lines of office furniture and supplies are also found at Vance K. Miller Co., which carries Hoosier Desk furniture.

Institutional services

In addition to the primarily office supply dealer, there are a number of other firms in Dallas that cater to specialized institutional markets.

Serving the food service field, Gardner Hotel Supply was founded in 1933 in Oklahoma City, opened its Dallas operations in 1944, and became a separate and autonomous unit in 1958.

Today, with a staff of 33 employees, it does an annual volume in excess of $2 million. Its design and contract department designs, specifies, and furnishes commercial food service equipment, fixtures, and furnishings, totaling in this department alone an annual volume of more than $1 million.

A sampling of the many major producers represented by Gardner are: K-C Booth Co., West Coast Industries, Schafer, Shelby Williams, Tri Par, Thonet, Fixtures, Chicago Hardware Foundry, L&B, and Falcon in furniture; Formica, Consoweld, Parkwood for plastic laminates; Lees, Mohawk, Callaway for carpeting; plus an almost endless list of drapery and upholstery fabric producers.

Planning, engineering, and consulting services are also offered by Dallas Fountain & Fixture Co., which has equipped and supplied numerous restaurants, hotels, schools, institutions, cafeterias, bank and store installations.

Specialty services and fixtures for stores, banks, and office interiors frequently used by Dallas designers and architects come from Adleta Showcase & Fixture Mfg. Co., a leader in custom manufacturing of architectural woodwork.

In the same realm is Otto Coerver Co., producer of fine woodwork, store fixtures, bank fixtures, and cabinetwork.

Dept. store contract arms

In the area of contract branches of department stores, Titche's Commercial Sales Division of Titche-Goettinger Co. ranks high. Organized in 1948, the division now occupies its own, specially designed building adjacent to the Dallas Decorative Center. Approximately 14,000 square feet in size, it houses showroom, presentation room, carpet department, executive and sales offices, design department, warehouse.

Originally a wholesale outlet for hotel, motel, and school furnishings, Titche's has expanded into the complete design and furnishings for any non-residential job.

Taylor Robinson, AID, organized the design department in 1952 and since 1963

Office supply dealers in Dallas have long served the design community. Among the leaders is Stewart's (above). Others are below.

Lobby setting at Wilhide, Inc.

Furniture display at Dallas Office Supply.

Reception room at Titche's.

Banquette display at Gardner's.

has headed the commercial interiors section. About a fourth of all commercial work is done in collaboration with architectural firms.

A partial list of furniture suppliers at Titche's includes Jens Risom, All-Steel, Robert John, Dux, Burke, Carolina Seating, Thonet, Drexel, Monarch, Shelby Williams, Hugh Acton, Metropolitan, Stendig, and Hickory Chair. Lighting is from Habitat and Phil-Mar; accessories from Duk-It and Smith Metal; textiles from Karl Mann, Maharam, Design Tex, F. Schumacher, David & Dash. Carpeting by Barwick, Lees, Karastan, Bigelow.

Specialty contracting

A notable wallcovering and paint supplier covering all areas of the Southeast and Southwest through its network of regional branches is Dwoskin, Inc., whose services and products are used and specified by almost all top designers and architects in Dallas and the surrounding region.

Founded in 1914, Dwoskin is the country's largest distributor of wallcoverings and a leader in fabrics, painting, decorating, and contracting services. It carries what is reputed to be the largest selection of outstanding U.S. lines.

The Dallas office opened in 1957 and has since had to move to larger quarters adjoining the Dallas Market Center, because of increasing volume. Among the many wallcovering firms represented by Dwoskin in the Dallas area are Birge, L. E. Carpenter (Vicrtex vinyls), Comark, Manuscreens, James Seeman, Standard Coated (Sanitas and Wallclad).

Dallas-based E&B Carpet maintains showrooms at its local HQ and in Trade Mart. B. Brody's local office installed seating at North Texas State U. Below: Chicago Hardware's sales office showroom.

DISTRIBUTORS: VINYL TO CHAIRS

There are many distributors of national lines in Dallas, as could well be expected in a major marketing hub. Among them, Rosco Products distributes Cohyde vinyl wallcoverings by Interchemical Corp. and Genon vinyl wallcovering by General Tire & Rubber. Rosco is also a fenestration specialist of prestige contract drapery fabrics and supplied the special fabric in the newly remodeled Hilton lobby.

Harris Floor Co. distributes Kentile Floors and carries extensive lines to fill all contract areas.

B. Brody, noted contract seating manufacturer, is represented by Charles W. Miller Co. in Dallas. Many of its lines have been installed in outstanding projects in the area, including the new Student Union Building at North Texas State University.

REGIONAL OFFICES

Because of the growing volume of contract work in the area, many nationally prominent firms have opened Southwestern regional offices in Dallas.

Chicago Hardware Foundry recently established a new sales office, showroom, and warehouse facility in order to be where the action is. The opening of the showroom initiated an important expansion program that includes the display of the full CHF line and stresses complete customer service. Its contract items include table tops and bases, upholstered chairs, stools, counters, benches, and conference tables, all geared for use in schools, hotels, motels, restaurants, public areas (airports, lobbies), hospitals, and offices.

Shelby Williams institutional seating at its own showroom. Below: Dwoskin's Dallas office carries extensive wallcovering lines.

Another prominent institutional seating, manufacturer with its own showroom in Dallas is Shelby Williams Industries, represented as well by several equipment dealers. Shelby Williams has had its quality lines installed in major projects not only in Dallas, but also surrounding areas.

Other national firms have recognized the importance of Dallas' pivotal position in the Southwest and maintain representation there, some with, some without independently run showrooms. To name just a few: All-Steel, Art Metal, Art Steel, Cole Steel, Corry Jamestown, Dazian's, Gunlocke Chair, Lyon Metal, Herman Miller, Peerless Steel, Simmons Contract.

HOME BASE: DALLAS

Dallas, of course, is extremely proud of its vital role in serving the furnishings marketplace. It exhibits an even more chauvinistic pride by the manufacturing firms that make Dallas home base from where they operate on a national level.

Topping the list is Hank Loewenstein, importer of high-style and contemporary furniture. Both the Burke and Hugh Acton divisions of Brunswick are headquartered in Dallas from where they produce exceptionally fine lines of furniture for offices, libraries.

Venetian Marble Co. is relatively new in Dallas. The progressive, six-year-old firm produces high-quality custom products made of 100 percent quarried marble.

Dallas is headquarters also for McNeff Industries, manufacturer of furniture for churches, schools, dorms, and libraries; Plastics Mfg. Co., accessories; Stemple Mfg., with a diverse line of products from coat racks to business machine tables; and Artes de Mexico and Best Imports.

In the nearby city of Temple are two major contract producers: American Desk Co. serves the school and office market; Ralph Wilson Plastics is well known for its high-pressure laminates.

GIANT ON THE MOVE

Dallas is indeed growing in its sophisticated approach to the contract market. Ten —even five—years ago it was a relative newcomer as a marketing center. Today it ranks among the top five marketing and distribution centers of the U.S. With its progressive attitude, with its projected building programs not only in the city but also in the entire Southwest, with its increased understanding of the needs of contract designers and architects, with the development of the design community in honing its contract approach and scope, the next five years should prove a magnificent study of a giant on the move. (C)

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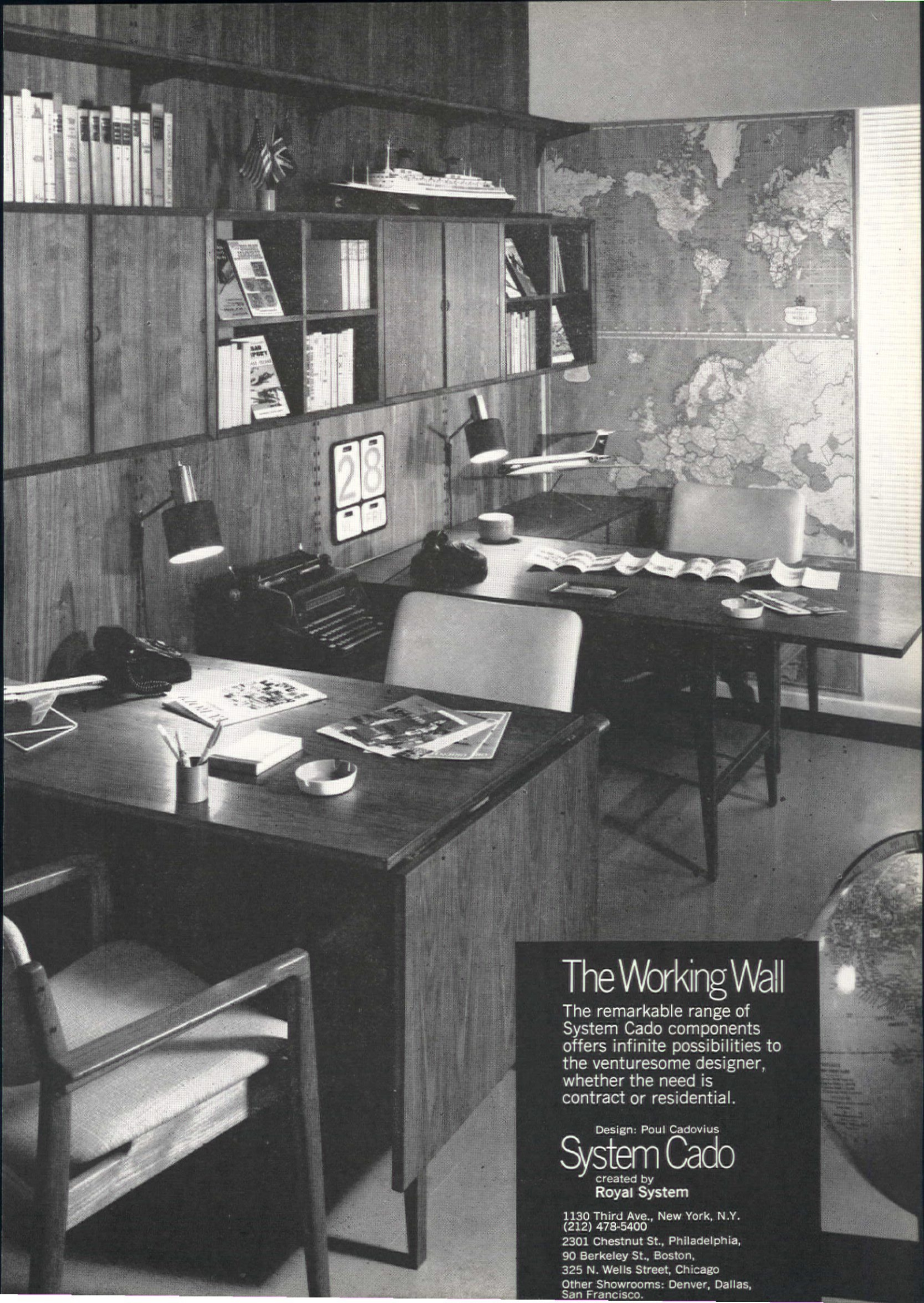

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Design: Poul Cadovius

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Other Showrooms: Denver, Dallas, San Francisco.

SUPPLIERS

AN ALPHABETICAL LISTING OF CONTRACT MANUFACTURERS SUPPLYING FURNISHINGS AND FURNITURE FOR THE INSTALLATIONS FEATURED IN THIS LANDMARK ISSUE.

AMV, Inc. (tables, accessories), 136 Brownell, Birmingham, Mich.
Adleta Showcase & Fixture Mfg. Co. (paneling, tables, cabinetwork), 1914 Cedar Springs, Dallas, Tex. 75201
Affiliated Cratsmen (lamps), 2128 Canyon Dr., Costa Mesa, Calif. 92627
Allied Chemical Corp., Fibers Div. (Caprolan carpet fiber), 1 Times Sq., New York, N.Y. 10036
All-Steel Equipment Inc. (office furniture), Aurora, Ill. 60507
Architectural Fiberglass (planters), 2020 S. Robertson Blvd., Los Angeles, Calif. 90034
Architectural Pottery (planters, ash receptacles), 2020 S. Robertson Blvd., Los Angeles, Calif. 90034
Armstrong Cork Co. (resilient flooring), Liberty & Mary Sts., Lancaster, Pa.
Art Woodwork Ltd. (furniture), Sunar, 74 Victoria St., Toronto, Ontario, Canada
Artes de Mexico Internacionales, Inc. (brazier table, furniture, lighting fixtures), 163 Pittsburgh St., Dallas, Tex.
Azrock Floor Products (resilient flooring), P.O. Box 531, San Antonio, Tex.
Baker Furniture Inc. (furniture, upholstery materials), 35 Milling Rd., Holland, Mich.
Bassick Co. (chair hardware), 960 Atlantic St., Bridgeport, Conn. 06602
Lee Behren Silks Ltd. (drapery fabrics), Merchandise Mart, Chicago, Ill.
Bigelow Sanford Inc. (carpeting), 140 Madison Ave., New York, N.Y. 10016
Birmingham Ornamental Iron Co. (furniture), P.O. Box 1911, Birmingham, Ala. 35201
Claude Bloodworth (drapery fabric rep for S. Harris Co., Kravet Fabrics), 1505 Hi-Line Dr., Dallas, Tex.
Brite Lite Lamps Corp. (lighting fixtures), 30 Prince St., Brooklyn, N.Y. 11201
Browne-Morse Co. (filing systems), 110 E. Broadway Ave., Muskegon, Mich. 49444
Burke Div., Brunswick Corp. (furniture), 5140 Westmoreland Rd., Dallas, Tex.
Callaway Mills Inc. (carpeting), La Grange, Ga. 30240
Carter-Glen Inc. (furniture), 13906 Denton Dr., Farmer's Branch, Texas.
Cartier Mills, Inc., Div. David & Dash (.draperies), 2445 N. Miami Ave., Miami 37, Fla.
Century Lamp Co. (stage lights, equipment), 2436 E. 12 St., Los Angeles, Cal. 90021
Champion Mfg. Co., Inc. (chandeliers), 450 W. 28 St., Hialeah, Fla. 33010
Charlotte Chair Co. (furniture), Pearl & Lovett Sts., Charlotte, Mich. 48813
Chicago Hardware Foundry Co. (furniture), Commonwealth Ave., North Chicago, Ill. 60064
Clarin Mfg. Co. (furniture), 4640 W. Harrison, Chicago, Ill. 60644
Otto Coerver Co., Inc. (cube tables, counters), 3311 Elm, Dallas, Tex.
Collier-Keyworth Co. (chair hardware), Gardner, Mass. 01440
Comark Plastics Div. United Merchants & Manufacturing Inc. (vinyl wallcoverings), 1407 Broadway, New York, N.Y. 10018
Commercial Carpet Corp. (carpeting), 10 W. 33 St., New York, N.Y.
Dallas Costume Shoppe (uniforms), 3400 Parry, Dallas, Tex.
Reese B. Davis (Wesgate Fabrics, draperies, upholstery materials), 800 Forest Park Blvd., Ft. Worth, Tex.
David & Dash Inc. (draperies), 2445 N. Miami Ave., Miami, 37, Fla.
Dazian's Inc. (drapery fabrics), 40 E. 29 St., New York, N.Y.
Design-Tex Inc. (drapery fabrics), 19 W. 24 St., New York, N.Y.
Domore Office Furniture Inc. (office furniture), 2400 Sterling, Elkhart, Ind.
Dow Badische Co. (Zefkrome carpet fiber), 350 Fifth Ave., New York, N.Y.
Duk-It McDonald Products Corp. (accessories), 721 Seneca Ave., Buffalo, N.Y. 14210
Dux Inc. (furniture), 5000 City Line Rd., Newport News, Va.
Dwoskin (distributor fabrics, wallcoverings), 1625 Stemmons Frwy., Dallas, Tex.
Eastman Chemical Products Inc. (Verel fabric fiber), 260 Madison Ave., New York, N.Y. 10016
Engineered Products Co. (furniture hardware), P.O. Box 108, Flint, Mich.
Evans-Monical (accessories), 2750 Kirby Dr., Houston, Tex.
Faultless Caster Corp. (chair hardware), 1427 N. Garvin St., Evansville, Ind. 47717
Flintkote Co. (resilient flooring), 480 Central Ave., East Rutherford, N.J. 07073
Formica Corp. (plastic laminates), 4614 Spring Grove Ave., Cincinnati, Ohio
French-Brown Floors Co. (custom flooring designers), 7007 Greenville Ave., Dallas, Tex.
G.E. Textolite (plastic laminates), Coshocton, Ohio 43812
General Felt Products (carpet underlay) 2301 S. Paulina St., Chicago, Ill. 60608
General Fireproofing Co. (furniture) Youngstown, Ohio 44501
General Tire & Rubber Co., Chemical Plastics Div. (carpet underlay), 1708 Englewood Ave., Akron, Ohio 44309
Gilford Inc. (wallcoverings), 387 Park Ave., S., New York, N.Y. 10021
W. H. Gunlocke Chair Co. (furniture), Wayland, N.Y. 14572
Habitat Inc. (planters, smoke stands), 341 E. 62 St., New York, N.Y. 10021
Henredon Furniture Corp. (furniture), Morgantown, N.C. 28655
Heritage Furniture Inc. (furniture), 1690 English, High Point, N.C.
Interior Crafts Inc. (furniture), 1321 S. 55 St., Cicero, Ill.
J. G. Furniture Co. (furniture), 160 E. 56 St., New York, N.Y.
Cele Johnson Custom Lamps (lamps), 226 Inwood Village, Dallas, Tex.
Lenox Jenkins Interiors (custom sofas), 3300 W. Mockingbird, Dallas, Tex.
Karastan Rug Mills (carpeting), 295 Fifth Ave., New York, N.Y.
Kittinger Co. Inc. (furniture), 1893 Elmwood Ave., Buffalo, N.Y. 14207
Knoll Associates Inc. (furniture, fabrics), 320 Park Ave., New York, New York, N.Y. 10022
Boris Kroll Fabrics Inc. (upholstery, drapery fabrics), 979 Third Ave., New York, N.Y. 10022
Kravet Fabrics Inc. (upholstery materials), 201 E. 56 St., New York, N.Y.
Lackawanna Leather Co. (upholstery materials), Hackettstown, N.J.
La France Industries, Div. Riegel Textile Corp. (fabrics), 145 E. 32 St., New York, N.Y. 10016
Jack Lenor Larsen Inc. (fabrics), 232 E. 59 St., New York, N.Y.
Laurelcrest Carpet Mills, (carpeting), Laurel Hill, N.C.
Laverne International Ltd. (furniture), 979 Third Ave., New York, N.Y.
M. H. Lazarus & Co. (drapery fabrics), 516 W. 34 St., New York, N.Y. 10021
James Lees Carpets (carpeting), Bridgeport, Pa. 19405
Liberty Sign Co. (chandelier), 2787 Irving Blvd., Dallas, Tex.
Lightolier Inc. (lighting fixtures), 346 Claremont Ave., Jersey City 5, N.J.
Hank Loewenstein Inc. (furniture), P.O. Box 12383, Dallas, Tex. 75225
Madison Furniture Industries (furniture), Sharon Rd., Canton, Miss. 39046
Maharam Fabric Corp. (upholstery materials), 130 W. 46 St., New York, N.Y. 10036

(Continued on page 123)

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Furniture that's handsome . . . styled to bring new beauty to every area of the modern office. Furniture that's adaptable to the requirements of every work station. Furniture that's durable . . . built for years of distinguished service with a minimum of maintenance. Furniture that's constructed with the same care and precision that mark the most expensive, yet is moderately priced. That's office furniture by Cosco.

With desks, chairs, credenzas, tables, lounge furniture, and utility seating, Cosco can satisfy your every office furniture need . . . superbly!

Designers, architects and other office specifiers should ask for the "Architects Package" when they write to Dept. C-18.

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Hamilton Cosco, Inc., Office Furniture Division, Gallatin, Tennessee

Model 1245

Model 1205

These new stacking and folding chairs were conceived especially for designers. Some of the "plus" features are:

- Same modern design concept in both stacking and folding chairs.
- Sturdy solid steel frames with durable chrome-plated finish.
- Comfortable molded fiberglas seats and backs with textured finish in seven decorator colors.
- Designed for compact storage, both chairs have "built-in" nesting feature.

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Hamilton Cosco, Inc., Institutional Furniture Division, Gallatin, Tennessee

Karl Mann Associates (wallcoverings), 232 E. 59 St., New York, N.Y. 10022
Jo Mead Designs (barber pole), 17 N. Elizabeth St., Chicago, Ill. 60607
Meletio Electrical Supply (distributor chandeliers, lighting fixtures), 315 S. Central Exp., Dallas, Tex.
Metropolitan Furniture Corp. (furniture), 950 Linden Ave., South San Francisco, Calif.
Herman Miller Inc. (furniture, fabrics), 104 W. McKinley, Zeeland, Mich. 49464
Mixon Industries (distributor laminates, custom tables, cabinets, walls), 3418 E. Illinois, Dallas, Tex.
Modern Store Fixtures (furniture, planters), 939 S. Lamar, Dallas, Tex.
Mohawk Carpet Mills, Div. Mchasco Industries Inc. (carpeting), 295 Fifth Ave., New York, N.Y. 10016
Monsanto Co., Dept. 804, Building Products Dept. (Acrilan and Cumuloft carpet fibers), 800 N. Lindbergh Blvd., St. Louiis, Mo. 63166
Moreddi, Contract Div. (area rugs), 1326 Luis Obispo Ave., Long Beach, Calif. 90804
Mt. Airy Furniture Co. (furniture), Mt. Airy, N.C.
Novikoff Inc. (built-in seating), 2100 E. Richmond, Ft. Worth, Tex.
Odenheimer & Baker Inc. (upholstery materials), 137 N. Robertson, Los Angeles, Calif.
Omega Ind. (globular lighting fixtures), 404 E. Dallas Rd., Grapevine, Tex.
Omni Div., Aluminum Extrusion Inc. (wall units), 815 W. Shepherd St., Charlotte, Mich. 48813
Oxford Ltd. (furniture), Merchandise Mart, Chicago, Ill.
Patcraft Mills Inc. (carpeting), P.O. Box 1087, Dalton, Ga. 30720
Payne & Co. (upholstery fabrics), 3500 Kettering Blvd., Dayton, Ohio
Penco Fabrics Co. (draperies), 271 Fifth Ave., New York, N.Y. 10016
Pioneer Plastics Corp. (plastic laminates), 355 Lexington Ave., New York, N.Y. 10017
Prescolite Mfg. Corp. (lighting fixtures), 1251 Doolittle Dr., San Leandro, Calif.
Harvey Probber Inc. (furniture), 979 Third Ave., New York, N.Y. 10022
Jens Risom Design Inc. (furniture), 444 Madison Ave., New York, N.Y. 10022
Robert John Co. (furniture), 821 N. Second St., Philadelphia, Pa. 19123
Roland Associates Inc. (custom lighting), 2914-20 Hall St., Dallas, Tex. 75204
Roxbury Carpet Co. (carpeting), 2 Central St., Framingham, Mass. 01701
Ruby Lighting Corp. (lighting fixtures), 128 Fifth Ave., New York, N.Y.
Rug Corp. of America (carpeting), 1811 N. Lamar, Dallas, Tex.
Saybolt & Cleland Inc. (furniture), 326 N. 17 St., Philadelphia 3, Pa.
Peter Schneider & Sons Co. (wallcoverings), 36 E. 53 St., New York, N.Y.
F. Schumacher & Co. (upholstery fabrics), 939 Third Ave., New York, N.Y. 10022
Isabel Scott Fabrics Corp. (upholstery fabrics), 979 Third Ave., New York, N.Y.
Secticon/Smith Metal Arts Co. Inc. (clocks), 1721 Elmwood Ave., Buffalo 7, N.Y.
Select Imports (accessories), 1135 Trade Mart, Dallas, Tex.
Sevacraft Mfg. Co. (furniture), 1156 107 St., Arlington, Tex.
Shelby Williams Industries Inc. (furniture), 325 N. Wells, Box 3442, Chicago, Ill. 60654
Shepherd Casters Inc. (chair hardware), P.O. Box 209, Benton Harbor, Mich. 49022
Elliot Shiels Planing Mill Co. (cabinetwork, millwork), 4001 East Side, Dallas, Tex.
Silvray-Lightcroft Corp. (spotlights), 100 Dayton Ave., Passaic, N.J.
Smith Metal Arts Co. Inc. (desk accessories), 1721 Elmwood Ave., Buffalo 7, N.Y.
Stanley Mfg. Co. (furniture), 2310 N. Main St., Ft. Worth, Tex. 76106
Stationers Mfg. Co. (furniture), 421 S. Ballinger, Ft. Worth, Tex.
Steelcase Inc. (furniture, fabrics), 1120 36 St. S.E., Grand Rapids, Mich.
Stendig Inc. (furniture), 410 E. 62 St., New York, N.Y. 10021
Stephen-Leedom Carpet Co. Inc. (carpeting), 295 Fifth Ave., New York, N.Y. 10016

(*Continued on page* 124)

Circle No. 51 on product card

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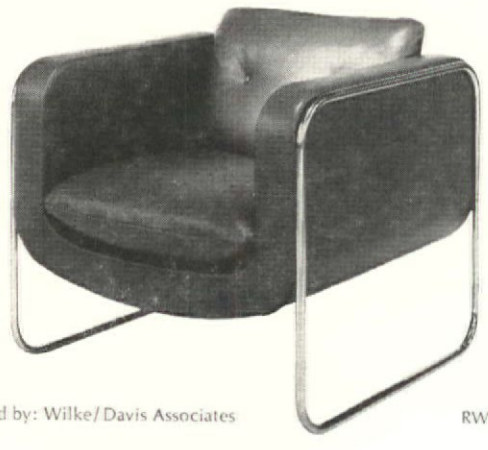
Circle No. 52 on product card facing P. 144

ROFFMAN

160 East 56th Street, New York, N.Y. 10021, PL 3-4252 • RJS Associates, 351 Peachtree Hills Avenue, N.E. Atlanta, Ga. 30305 • Russ Lewis, P.O. Box 550, Toledo, Ohio 43601; F. Shane Franz, 189 Sycamore Street, East Aurora, New York 14250 • Patterson Representation, 307 East Hennepin Avenue, Minneapolis 55414 • Lloyd Brotherton & Associates, P.O. Box B, Richardson, Texas 75080 • C. J. Welch + Associates, The Ice House, 1150 Sansome Street, San Francisco, Calif.; 8900 Melrose Avenue, Los Angeles, Calif. 90069 • Gonzalez Padin Company, Box 2312, San Juan, Puerto Rico 00903; Designs, Inc., 66 Condado Avenue, Santurce, Puerto Rico 00907. Catalog on request.

EDWARD AXEL ROFFMAN ASSOCIATES, INC.

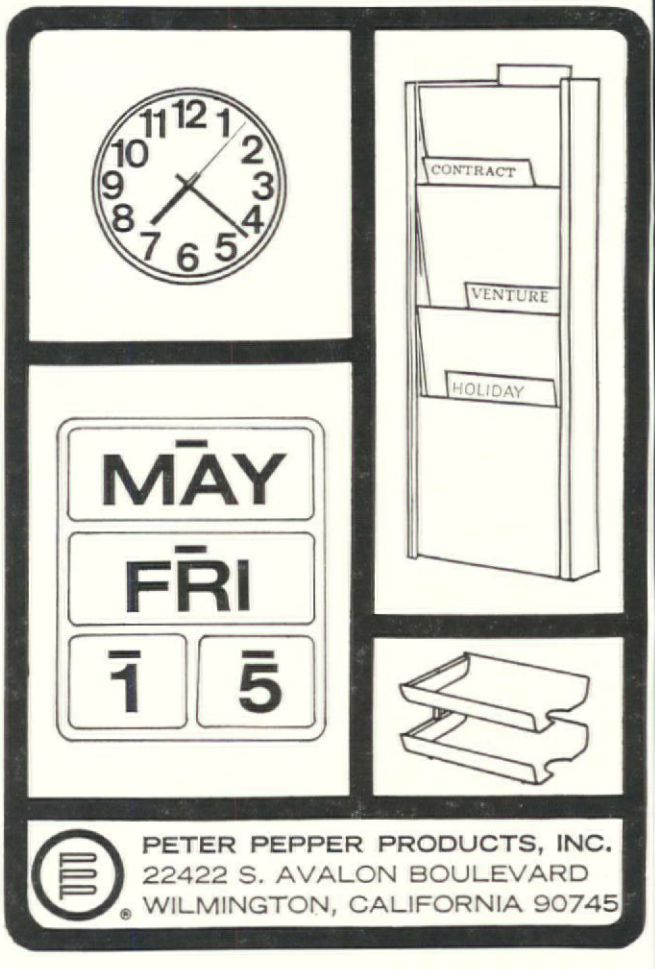


Designed by: Wilke/Davis Associates RWD Series

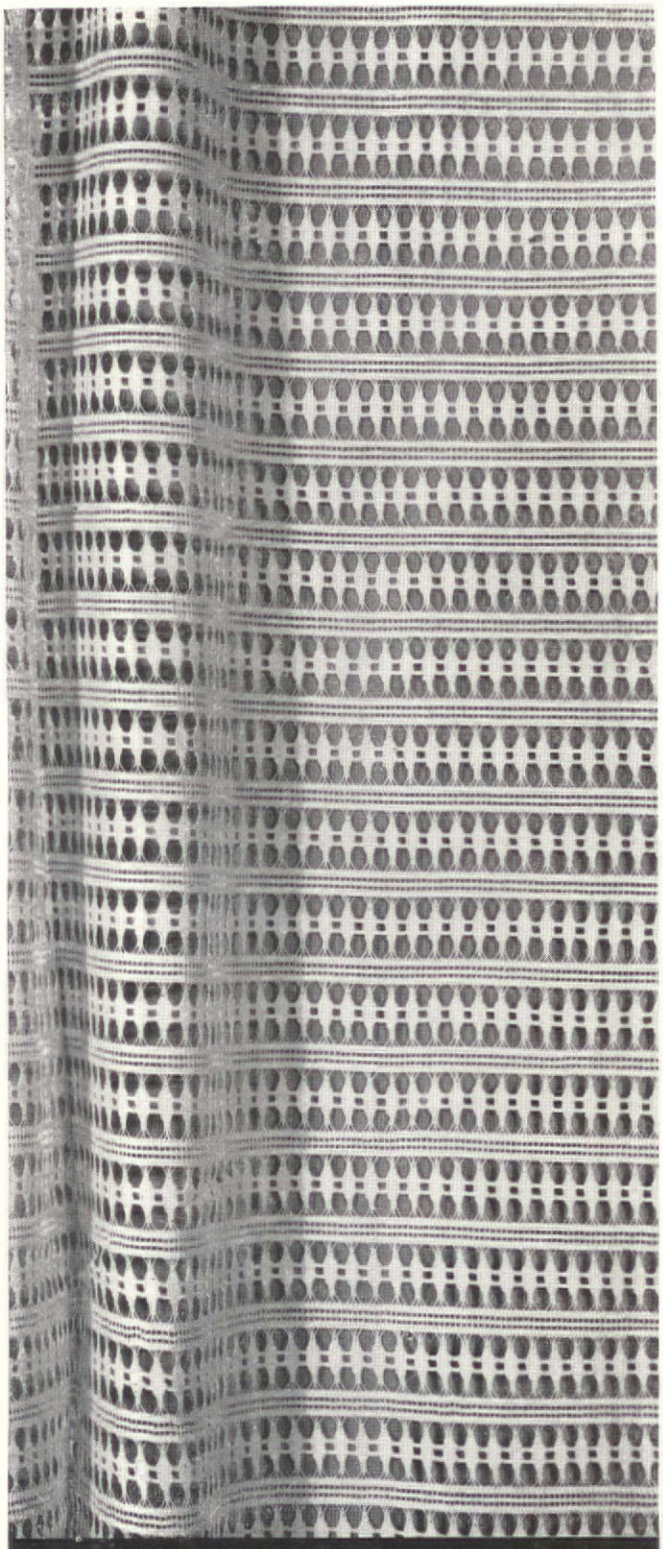
Circle No. 53 on product card facing P. 144

SUPPLIERS—continued

Stow/Davis Furniture Co. (furniture), 25 Summer, N.W., Grand Rapids Mich. 49506
John Stuart Inc. (furniture), 205 E. 58 St., New York, N.Y. 10022
Steuben Glass (accessories), Fifth Ave. at 56 St., New York, N.Y. 10022
Style Upholstering Co. (fabrics), Merchandise Mart, Chicago, Ill.
Sturgis Co. (furniture), P.O. Box 100, Sturgis, Mich. 49091
Takara Co. (barber chairs), 241 41 St., Brooklyn, N.Y.
Thayer Coggin Institutional Inc. (furniture), South Rd., High Point, N.C. 27262
Thonet Industries Inc. (Bentwood chairs), 1 Park Ave., New York, N.Y. 10016
Tomlinson of High Point (furniture), 305 High Ave. W., High Point, N.C. 27261
Unika Vaev Corp. (fabrics), 979 Third Ave., New York, N.Y. 10022
Uniroyal Inc. (U.S. Rubber carpet underlay), 1230 Sixth Ave., New York, N.Y. 10020
Uniroyal, Textile Div. (Naugahyde upholstery material), 1230 Sixth Ave., New York, N.Y. 10020
Val-St. Lambert, Div. Jackson China Co. Inc. (ash trays), 212 Fifth Ave., New York, N.Y. 10010
Albert Van Luit & Co. (wall mural), 4000 Chevy Chase Dr., Los Angeles, Calif. 90039
Vergani Carpet Mills (carpeting), 3838 Trade Mart, Dallas, Tex.
Vicrtex Sales Corp. (wallcoverings), 40 E. 53 St., New York, N.Y.
V'Soske (carpeting), 155 E. 56 St., New York, N.Y.
Ward Bennett Designs, Brickel Associates, Inc. (furniture), 515 Madison Ave., New York, N.Y. 10022
Ward & Capers (architectural wood detailing, decking), 154 Howell, Dallas, Tex.
Warner Co. (wallcoverings), 106 S. Desplaines Ave., Chicago, Ill. 60606
Ralph Wilson Plastics (plastic laminates), 600 General Bruce Dr., Temple, Tex. 76501



Circle No. 56 on product card facing P. 144



The crisp architectural pattern illustrated (#38723) is from a wide range of contemporary Nottingham cotton lace nets made in Scotland for us alone. Twenty-five patterns in all. 48" wide; ivory or eggshell.

E. C. Carter & Son, INC.

A SUBSIDIARY OF Greff FABRICS, INC.

CONTRACT DIVISION

155 E. 56th Street, New York, N. Y. 10022

6800 EX. Executive swivel tilt Naugahyde® with attached ribbed pillow back, 4" foam seat, polished aluminum base, hooded ball casters. Overall width: 23½"; depth: 26"; height: 33". Inside back height: 24". Inside seat width: 20"; depth: 19½". Fabric seat optional.

This is a Jansko Chair.

It swivels and tilts. It's very comfortable and durable. In fact, it compares with some of the most expensive chairs of its kind — in everything but price.

Jansko also makes very fine tables, desks, couches, ottomans and benches. They will never swivel or tilt.

Pictures, descriptions and prices are contained in our colorful new brochure. Send for it.

Write David C. Jackson, President

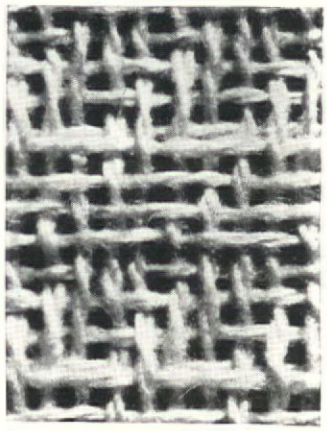
jansko, INC.

P.O. BOX 1756,
FORT LAUDERDALE, FLORIDA 33302

Circle No. 57 on product card facing P. 144

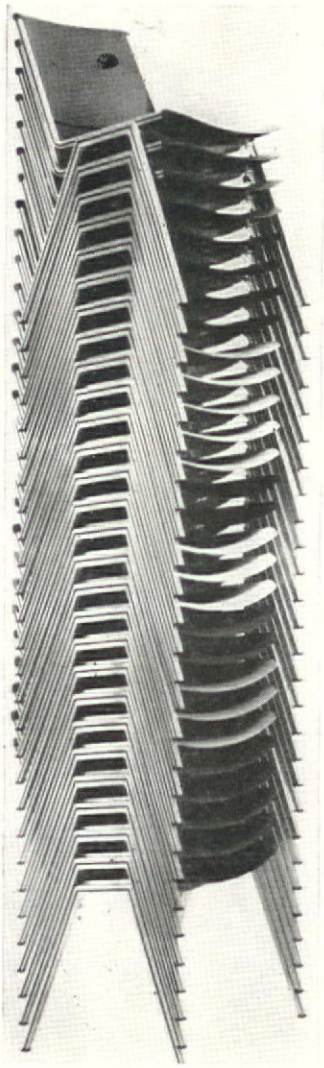
CONTRACT PRODUCTS AND SERVICES

A



B

C



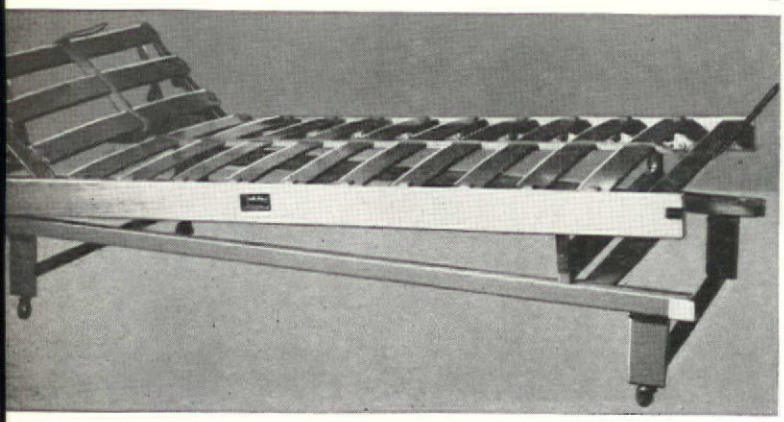
A: Vinyl-metal laminates from Arvinyl div. of Arvin Industries surface the fronts and tops of filing furniture from Mosler. The new side filers combine walnut and teak vinyl-metal laminates to achieve an attractive design. Twenty-five colors are available. Circle No. 100.

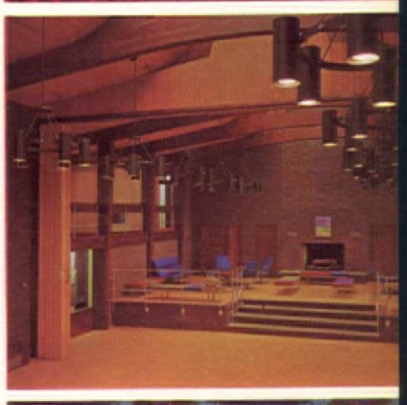
B: Vertical open-weave pattern in a mix of Verel and rayon creates the design of Hydra, part of the new collection of casements by Isabel Scott. It is a 50-inch width fabric in limestone white. Hydra is especially suitable for use as an Isabel Scott Permaneat drapery—a system of controlled accordion-pleated panels which can compactly stack. Circle No. 101.

C: The First Chair, by Steelcase, has the comfort and styling of an office chair, the utility of a stacking chair, and the durability of an institutional chair. Suspended sling seat and curved back of polypropylene plastic gives like a cushion under an occupant's weight. Weighing 11 pounds, the chair has a flared leg design which permits stacking as high as a man can reach. A stack of 15 chairs stands 5 feet 7¼ inches high and each additional chair increases the stack by 2⅝ inches. The armchair model can be stacked eight high. An optional adjustable ganging attachment permits placement of chairs in straight or semi-circular rows. Colors are red, blue, putty, black, charcoal, olive, russet, and gold. Frames are satin finished with a black recessed strip for accent. Circle No. 102.

D,E: Wooden spring base without metal parts is the basis of a new bed design called Lattoflex, a division of Dyn Corp. The base can be used with most bed frames and studio couches or delivered as a complete piece of guestroom furniture. The spring base consists of 12 individual wooden boards, 9-ply, mounted on rubber moldings, noiseless for automatic adjustment to weight. Circle No. 103.

D E





how much density?

Carpeting must be specifically tailored to the traffic level of the installation. The densely constructed carpet shown above is built to perform perfectly in the most heavily used commercial areas. Get the full story, including information on Nyloc made with A.C.E. continuous filament nylon, in the "Contract Carpet Guide", a full color booklet from the source that offers full scope capabilities in commercial and institutional carpeting... Beattie.

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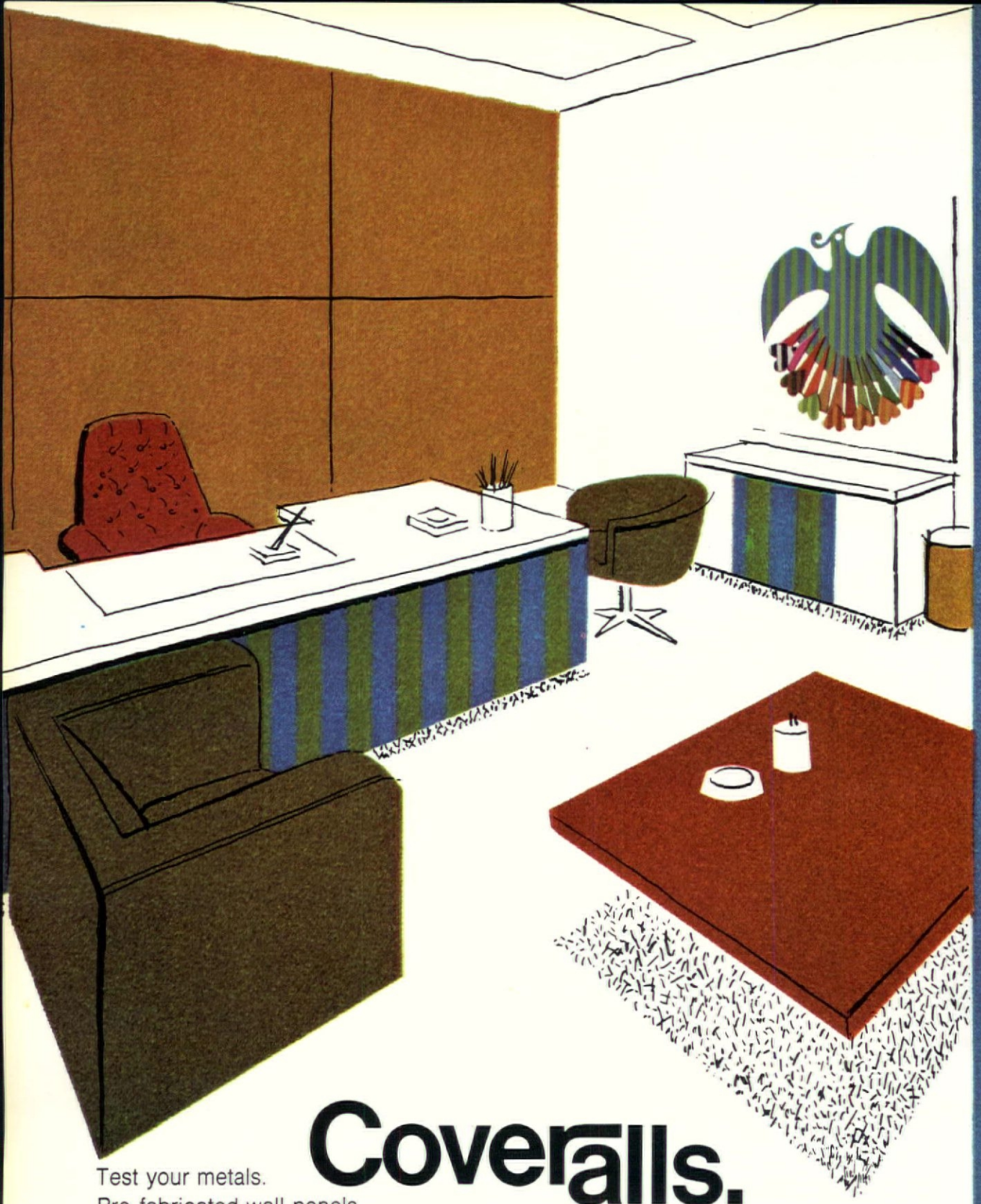
THE BEATTIE MANUFACTURING COMPANY, LITTLE FALLS, NEW JERSEY. Showrooms in Atlanta, Chicago, Dallas, Denver, Los Angeles, New York, San Francisco

Circle No. 54 on product card facing P. 144



Coveralls.

Test your metals.
Pre-fabricated wall panels.
Particleboard. Plastic. Or what-have-you.

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.

*Concept is DuPont Antron† (either napped or knitted weaves) stabilized by Terson expanded vinyl. For more information and a complete swatch book write Athol Manufacturing, Division of Emhart Corp., Butner, North Carolina. General Sales Office: Butner, North Carolina. Sales Office: New York, Boston, Chicago, Detroit, St. Louis. †® Reg. T.M. DuPont Corp.

ADD THE TOUCH OF TERSON VINYL FABRICS

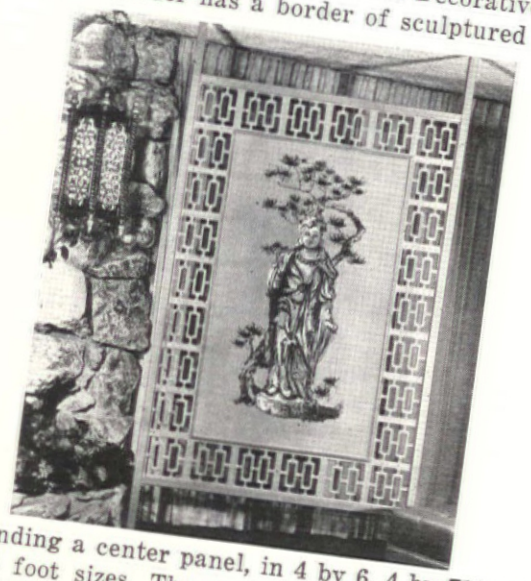
Circle No. 55 on product card facing P. 144

PRODUCTS & SERVICES

Versatile room divider

CONTINUED

Mural Concept in filigree is a new decorator-styled room divider available from Crown Decorative Products. The divider has a border of sculptured panels

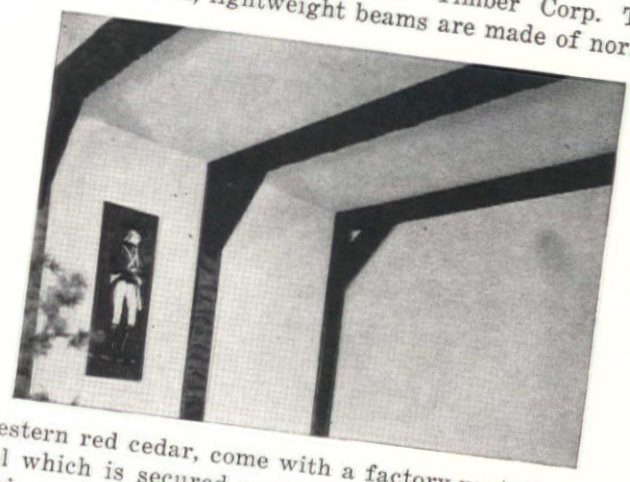


surrounding a center panel, in 4 by 6, 4 by 7½, and 4 by 8 foot sizes. The center panel can be had in Oriental, Mediterranean, or Traditional handcrafted designs or the space can be adapted to accept mirrors, shelves, and other components.

Circle No. 104 on product card facing P. 144

Hand-hewn genuine wood beams

Competitive in price with plastic imitations, hand hewn decorative beams of genuine wood are a new product from the Westchester Timber Corp. The adze-surfaced, lightweight beams are made of north-



western red cedar, come with a factory-routed channel which is secured over a furring strip with finishing nails. The beams, in 4 by 5, and 2 by 6 inch sizes, are available in standard lengths from 8 to 24 feet, in 2 inch increments.

Circle No. 105 on product card facing P. 144

Decorative book shells by the yard

Books-by-the-Yard will supply 18th and 19th century leather bound books for decoration and display.

Circle No. 106 on product card facing P. 144

DIMENSIONAL VINYLS
from our new
STYLEMODE COLLECTION

of imported, durable and easy-to-maintain paper-backed vinyls . . . steam, stain, and scuff resistant.

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Circle No. 58 on product card facing P. 144

No. 468

Luxury on legs... and swivels!

Take the comfort of foam rubber, the richness of premier fabrics, add the design versatility of swivel bases or legs . . . and you have contemporary seating that is equally at home in luxury dining areas or offices . . . cocktail lounges or reception rooms . . . anywhere full-support seating, with outstanding design appeal, is needed.

To build customer confidence, and your reputation . . . buy Brody.

No. 448-24

No. 465

No. 441-24

Brody*

B. BRODY SEATING COMPANY
5921 W. Dickens
Chicago, Illinois 60639

Circle No. 59 on product card facing P. 144

PRODUCTS & SERVICES

CONTINUED

Custom-made moldings for furniture

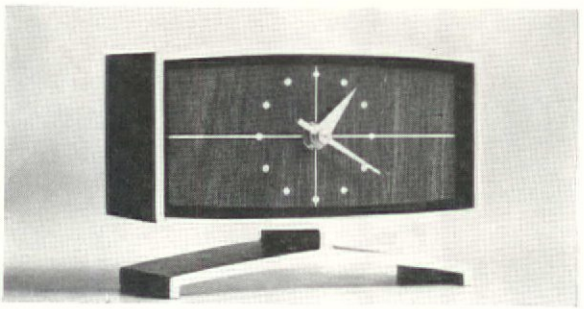
Fiberesin Plastics has custom-made moldings of high density polyurethane for component furniture

parts. The solid parts can take furniture finishes and look, feel, and sound like wood. Molds are low-cost and can duplicate any carving shape, or contour, of the design. Uses for the moldings include pedestals, legs, headboard panels, and case goods.

Circle No. 107 on product card facing P. 144

New design for cordless clock

Clock 21, a new elongated rectangular-shaped cordless clock, was designed by Chan Miller Smith for



Peter Pepper Products. Clock 21 is made of one piece of aluminum extrusion in colors with polished edges and rosewood or white faces. Size is 6 inches by 4 inches by 2½.

Circle No. 108 on product card facing P. 144

Herculon fiber adapted to upholstery fabrics

The easy cleaning properties of Herculon olefin fiber have been adapted to upholstery fabrics. These fabrics, produced by Park Silk Co. Inc., have the same built-in resistance to stains; clean with the same ease as in carpets; are virtually static free; do not pill, fuzz, or abrade. They are also mothproof, mildew proof, and nonallergenic. Colors are locked-in. Available in a broad range of traditional and mod designs, the fabrics include novelty weaves, blended tweeds, nubby textures and stripes.

Circle No. 109 on product card facing P. 144

Darker resilient flooring colors

Custom Cortina Series, a new styling in Azrock vinyl asbestos floor tile, comes in darker, more earthy colors: Java Spice, a black brown color; cin-

namon, sage, a deep gray; sesame, an off-white; and allspice, a cream-colored tile. Flecks of color are distributed throughout the full thickness of the tile, making Cortina excellent for installation in heavy traffic areas. Tile size is 12 by 12 inches in three gauges—1/16 inch, 3/32 inches and 1/8 inch.

Circle No. 110 on product card facing P. 144

Finials for chairs, lamps, sofa arms

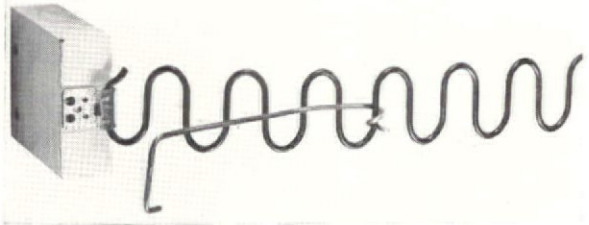
Finials in a broad variety are now available from Selby Furniture Hardware to meet a wide range of

furniture styles and applications. Newest designs are Italian Provincial, Mediterranean, and Spanish styles, with heavy emphasis on acorn and pineapple shapes. Finishes are polished brass, antique brass, and pewter.

Circle No. 111 on product card facing P. 144

Spring shortens attachment time

Luxury-Edge, a new heavier gauge spring wire from the No-Sag Spring Div. of Lear Siegler, Inc. Has a



single "pigtail" configuration to permit attachment in a fraction of the time required for the conventional double-end edge springs.

Circle No. 112 on product card facing P. 144

BWANI WANT TO BUY HATRACK; 7½, 7⅜, 7¼?

The enterprising Ungawas have brought their tribal skills into the hatrack business.

The Ungawa product isn't competitive yet, because it requires a dirt floor to be stuck in, and accommodates only one hat. **STEMPEL**, however, is competitive. They have a complete line of costumers with stands and multiple hooks. In fact our new plastic hooks are unbreakable and non-tarnishing unlike the antiquated metal variety. **STEMPCO** Costumers are handmade from tough, rich-grained, kiln-dried hardwoods, pretreated to prevent shrinkage, cracking and warping. Perfectly matched legs provide perfect balance and eliminate rocking. With satin smooth, natural finish **STEMPCO** costumers add an executive elegance to any office. Don't "stick your neck out" on a costumer, sell the brand without headaches . . . **STEMPCO**, sizes 6 through 9½.

STEMPEL

STEMPCO

MANUFACTURING COMPANY

2830 Roberta Street, Dallas, Texas 75203

1418 E. Slauson Ave., Los Angeles, California 90011

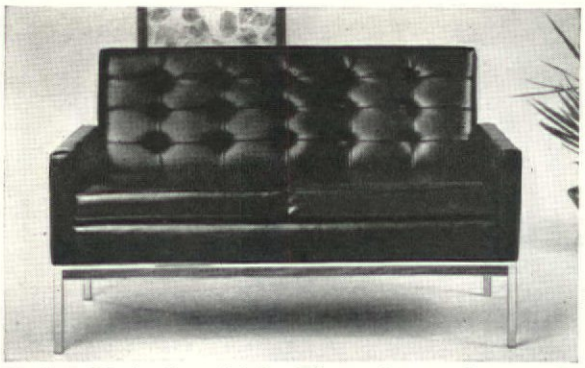
Circle No. 60 on product card facing P. 144

PRODUCTS & SERVICES

CONTINUED

Love seat for reception areas

Designed for maximum effectiveness in areas where precise seating is important, this love seat by Myrtle Desk Co. measures 51 inches wide by 30 inches



deep by 30 inches high. The mirror chrome base with walnut trim across the stretcher adds a custom detail. There is a choice of approximately 350 variations of colors, patterns, and materials. Selection illustrated has button tufting on black vinyl.

Circle No. 113 on product card facing P. 144

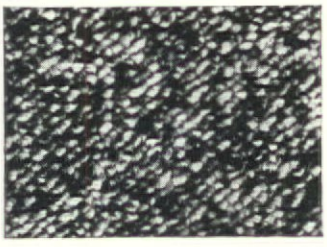
Two-toned effects in single dye proceess

A new light dye Kodel 641 polyester fiber enables manufacturers to produce a tone-on-tone carpet in one dye process. By Eastman Chemical Products, Inc., the fiber accepts less dye and is used in combination with regular Kodel 241 polyester fiber to achieve a range of color contrasts in polyester carpeting. Random shears, tip shear, and shags can be styled with the fiber. Tone-on-tone carpeting comes in 12 and 15 foot widths in bright colors, pastels, and dark tones.

Circle No. 114 on product card facing P. 144

New heavy-duty carpet

World Carpets has introduced a new contract grade engineered specifically for heavy-duty use. Called Paladin, its 5/64-inch gauge construction gives it an extra dense, level-loop surface that provides maxi-



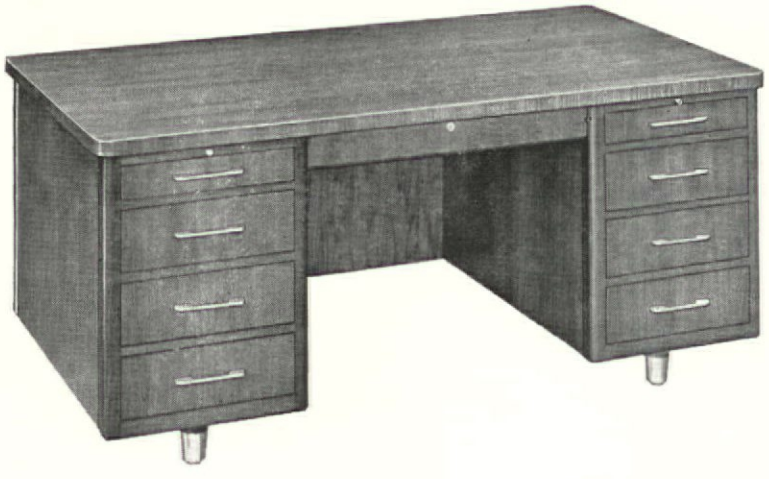
mum durability and stain resistance. It utilizes a 100 percent Allied Chemical continuous filament nylon pile. Made in a 12-foot width and available in six multi-color combinations, it will be stocked with both a jute secondary backing and a high density foam rubber back.

Circle No. 115 on product card facing P. 144

The man is Leonardo da Vinci...

The desk is Hoosier Flex-Eze...

both showed the way in space



450 years ago Leonardo da Vinci discovered theories that influence space-travel thinking today. Hoosier is now showing office executives and designers practical methods for office space utilization, with the complete Flex-Eze series. Glowing genuine walnut veneer exteriors, solid polished brass hardware, and interior features that promote office efficiency. For information, blast off a note today to Dept. 87.

"Built true clear thru for over 50 years"

HOOSIER DESK COMPANY
Jasper, Indiana

Circle No. 61 on product card facing P. 144

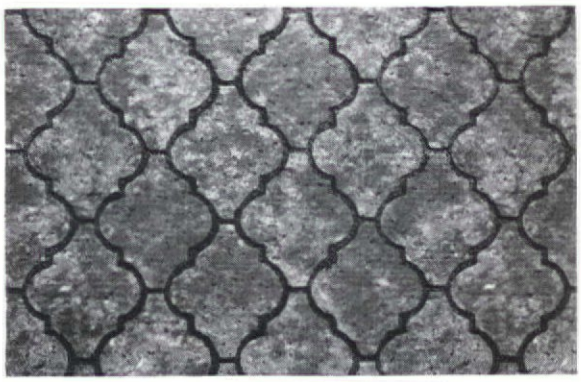
Quick-change table top

Flip the top of the Old Hickory Furniture's barrel game table and it changes to a flat dining table Made of solid oak, the game top has a center section covered with Naugahyde in one of a choice of 13 colors. Base is constructed of a 55 gallon solid white oak barrel, providing a 55 gallon storage area. Both chairs are made from 15 gallon barrels upholstered in Naugahyde, and swivel 360 degrees. Chair on right comes with or without arms.

Circle No. 116 on product card facing P. 144

Mini-sized Spanish tile

A mini-sized Spanish tile pattern, Algiers, is part of the Luran regency embossed sheet vinyl flooring line for 1968. Created by the Floor Products, Div. of General Aniline & Film Corp., the pattern comes in six Mediterranean shades: warm white, green, rust, yellow, brown, and terra cotta. Algiers is available in 6-foot rolls and a Quiet-Cor vinyl foam interlayer helps heel indentations spring back into place.



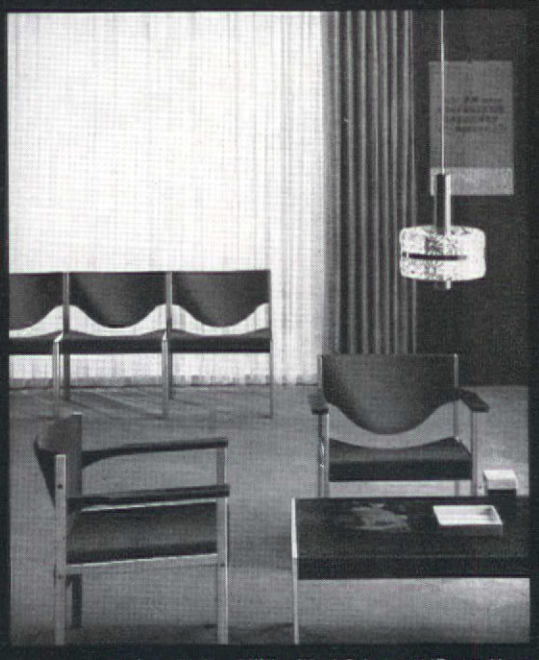
Circle No. 117 on product card facing P. 144

Ten new lines offered

R-Way Furniture Company has entered the office furniture field with the introduction of ten new complete groups including traditional, chippendale, modern and contemporary. The groups include desks, credenzas, bookcases, and returns, tables, and desk and office accessories. Distinctive office seating has also been introduced to complement the groups.

Circle No. 118 on product card facing P. 144

team form



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.

For a closer look at how **team form** can fit into your future, visit any Harter showroom, or write for your brochure.

Showrooms: New York / Chicago / Denver / Los Angeles

HARTER Lübke

HARTER CORPORATION
730 Prairie Avenue
Sturgis, Michigan 49091

Please send me the Harter/Lübke team form *brochure.*

Name

Title

Firm

Address

City State Zip

Circle No. 63 on product card facing P. 144

Circle No. 62 on product card

Circle No. 64 on product card facing P. 144

9250-28WSJ

Sevacraft. Clean, contemporary lines. Furniture of sure-handed craftsmanship. Focal point for trend-setting contract installations. New catalogue now available.

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PRODUCTS & SERVICES

New woodgrains in paper and film

Walnut, pecan, and cherry, three woodgrain patterns available in both decorative laminate paper and plastic film, especially suitable for furniture fabrication, have been designed by Mead Corp. Because Mead designs, engraves, and prints patterns for

both paper and film, these new woodgrains can be matched perfectly on any surface. They are available in three standard colorings, light, medium, and dark, and can be color-styled to meet specific needs. Pecan, developed from book-matched furniture panels, is based on a 6 inch module and is scaled to be fabricated for furniture.

Circle No. 119 on product card facing P. 144

A complete new source
specializing in drapery & upholstery fabrics
for residential and institutional use

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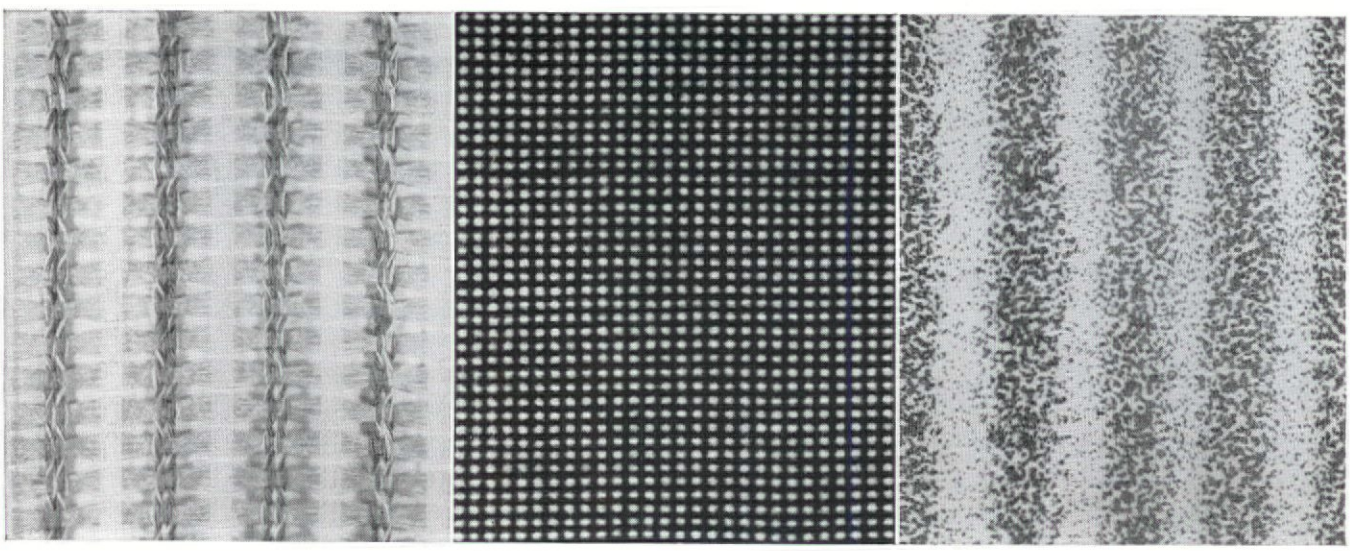
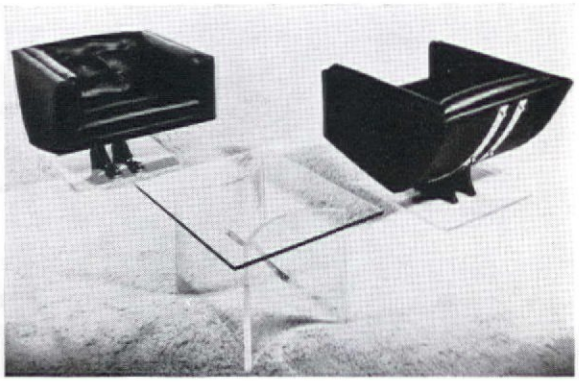


Circle No. 65 on product card facing P. 144

Plexiglas is used for sofas

A combination of Plexiglas, leather, and metal is being used by MB Designs Inc. to produce a new line of sofas, chairs, and a series of end and coffee tables. The backs and seats in the New Yorker series are made of simulated glove leather and rest on a polished steel spring. One end of the spring is attached to a

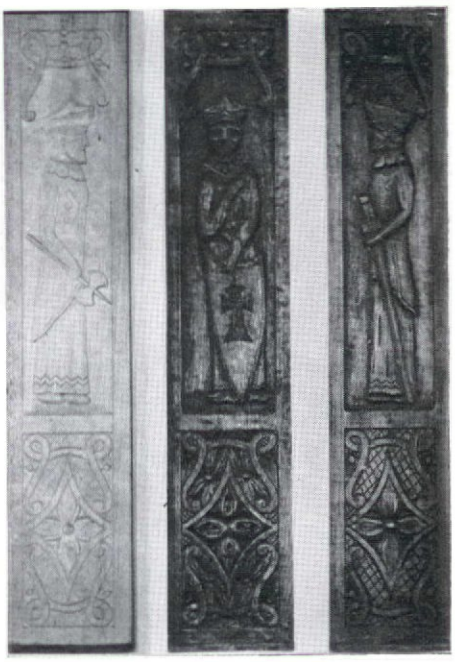


flat sheet of ¾ inch-thick colorless transparent Plexiglas which forms the base of each unit. The end table is supported, without any attachments, by two ¾ inch-thick sheets of colorless transparent Plexiglas. A one-inch-diameter polished chrome pole joins the two acrylic bases. The end table is three feet square, two feet high. Plexiglas acrylic plastic, used more and more as an exciting new material for all types of furniture, is a trademark of Rohm & Haas Co.

Circle No. 120 on product card facing P. 144

Hand carved wood wall plaques

These Mediterranean-styled wood wall plaques have been copied from an old Moorish design. Hand-



crafted by Decor Doors, each measures 11¾ inches by 62 inches and has been carved in alder woods. Plaques can be hinged to make a room divider or used separately, and can be ordered unfinished or stained to any finish.

Circle No. 121 on product card facing P. 144

TRI-MARK DESIGNS

SUPER-BENCH

IT A BENCH? . . . IS IT A DAY BED? . . . IS A PSYCHIATRIST COUCH? IT'S SUPER-NCH. DESIGNED FOR LOBBIES, MUSEUMS, CEPTION AREAS, RESIDENTIAL USES. RITE FOR CATALOG.

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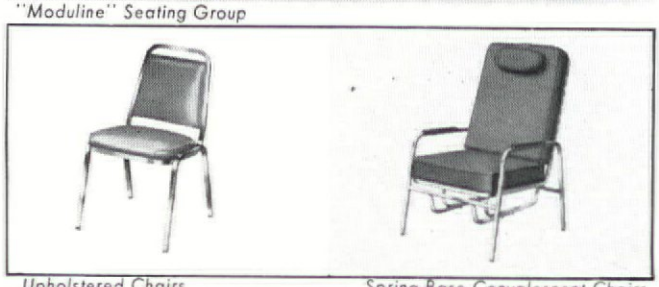
"Moduline" Seating Group



Upholstered Chairs

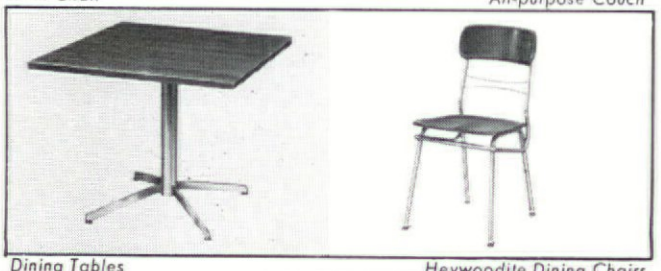
Spring Base Convalescent Chairs

Fiberglass Institutional Chairs/Rockers

Fiberglass Stack and Gang Chairs

Arm Chair

All-purpose Couch



Dining Tables

Heywoodite Dining Chairs

Unbreakable, unchippable, unrustable, unbeatable. Unmistakably Lloyd of Menominee.

Lloyd has just about everything for business or institutional metal seating. Stack chairs. Armchairs. Gang chairs. Dining chairs. Rockers. Convalescent chairs. Plus tables, to coordinate. Backed by Lloyd's century-and-a-half reputation for the highest standards in comfortable, durable construction and good design.

Lloyd

Lloyd Manufacturing Company, Menominee, Michigan.
nationally known—established 1826
A division of Heywood-Wakefield

Circle No. 67 on product card facing P. 144

PRODUCTS & SERVICES

CONTINUED

Mobile folding table

The Adjust-A-Table rolls anywhere on sturdy ball-type casters and stores out of the way in three inches of space. The top measures 25½ inches by 15 3/4

inches and adjusts to any position. The table itself adjusts in height from 27 inches to 39 inches. The sculptured walnut Formwood top in melamine finish is stainproof and liquidproof and wipes clean with a damp cloth. Manufacturer is All-Luminum Products.

Circle No. 122 on product card facing P. 144

BALLROOM LIGHTING

Exquisitely designed chandeliers exemplify the typical superb craftsmanship traditional with City Knickerbocker's precise custom workmanship. Created exclusively for the Sheraton British Colonial Hotel, Nassau, Bahamas, these three 9′ 6″ diameter chandeliers spotlight Governer's Hall with a breathtaking brilliance. James Frew Associates, Ft. Lauderdale Florida, architects and designers.

"WHAT WE DON'T SHOW AUTHENTICALLY — WE REPRODUCE FAITHFULLY"

CITY KNICKERBOCKER INC.

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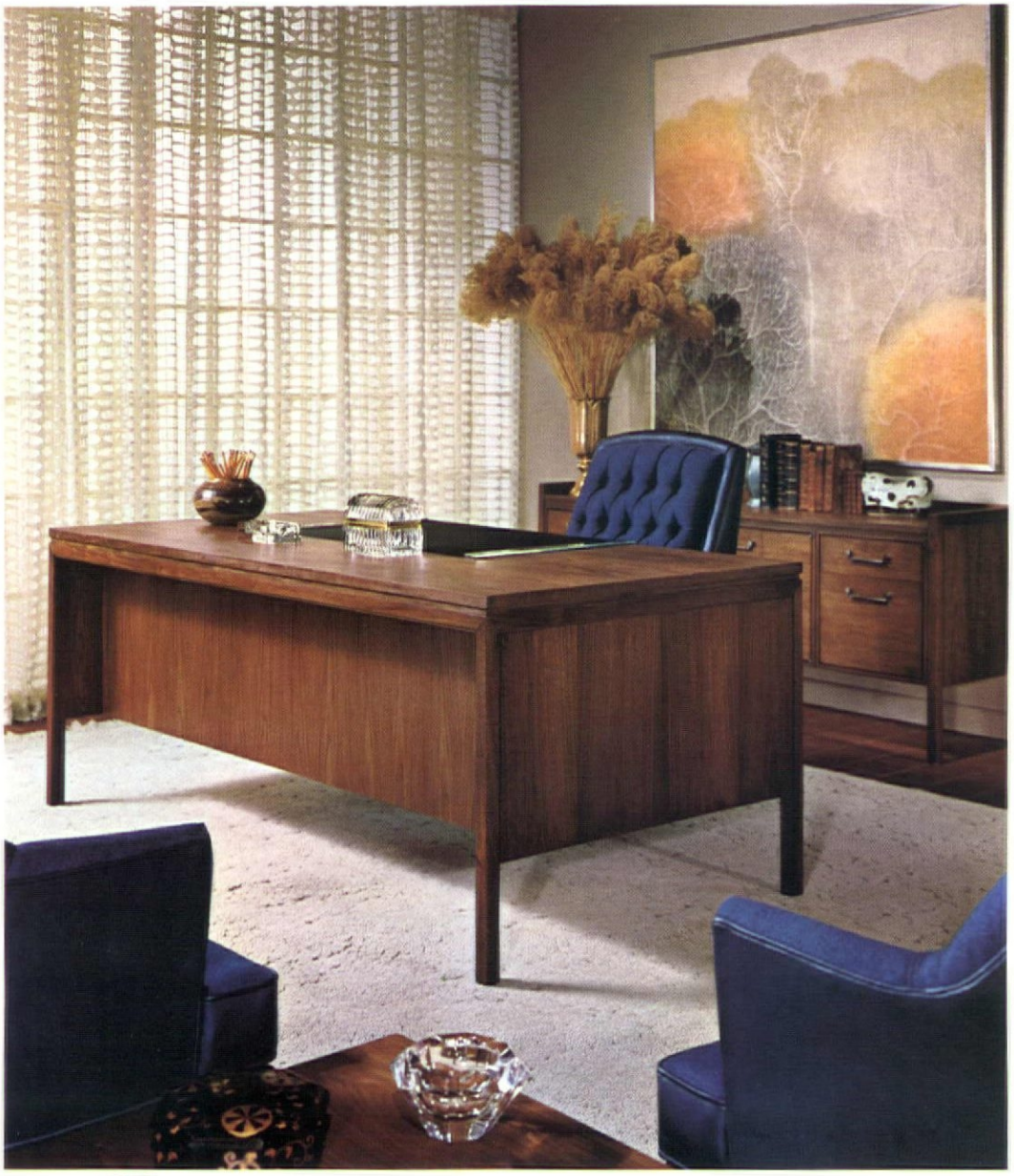
Circle No. 68 on product card facing P. 144



Series 4000

An office should be a place of beauty and comfort, as well as efficiency. The executive sees more of it than he does of his own home. Don't condemn anyone to days of drabness if you can help it—and you can. Only a man's signature says more about him than his office.

alma

See the Alma Series 4000 in our showrooms in High Point and Chicago (Space 1140, Merchandise Mart). For a full-color brochure illustrating this and several other Alma Series, write Alma Desk Company, Dept. CM-10, Box 271, High Point, N.C. 27261.

Space contributed as a public service by this magazine.

One gift works many wonders

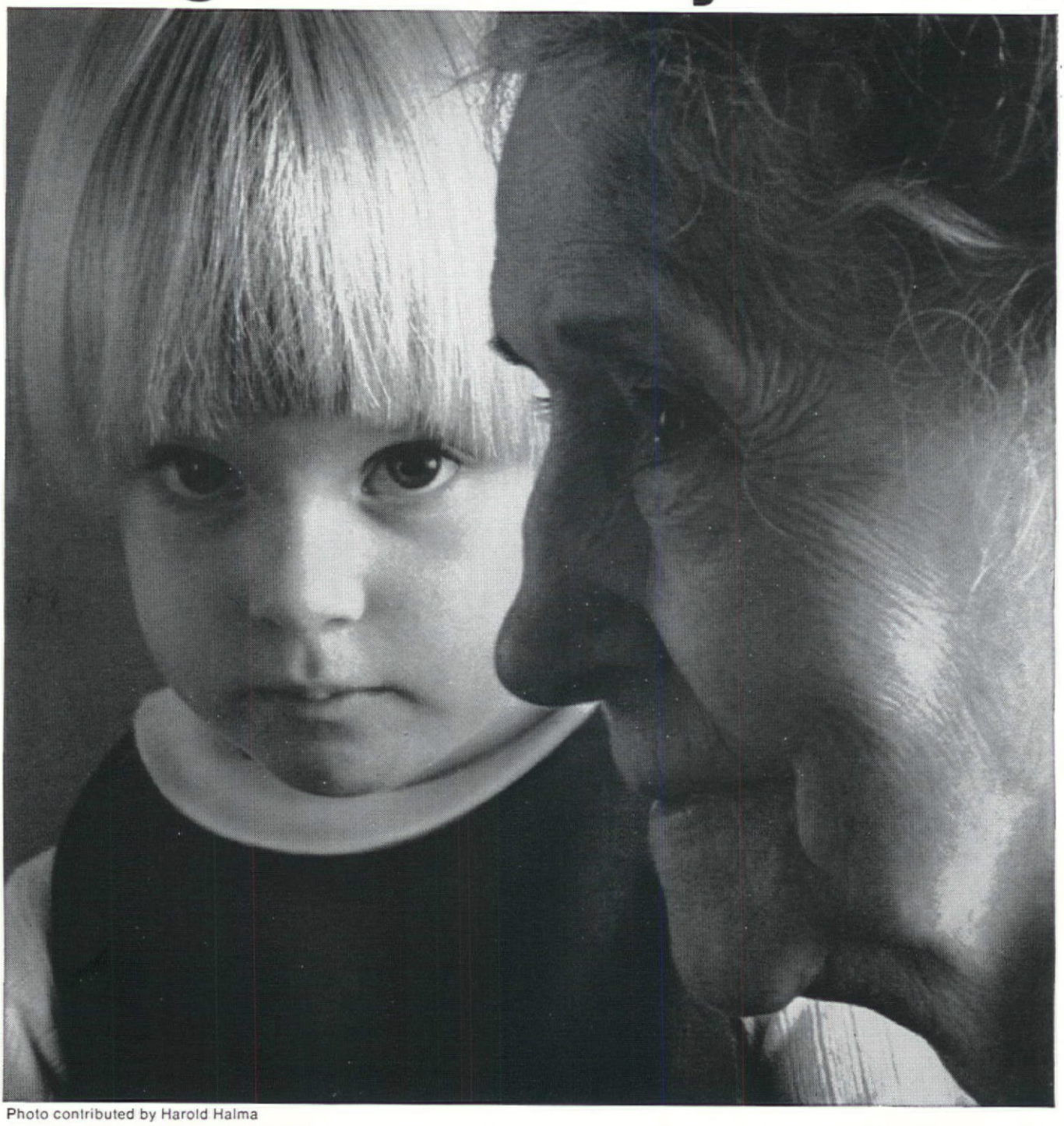


Photo contributed by Harold Halma

GIVE THE UNITED WAY

Help work wonders for the poor, the sick, the aged, the young. Give them the hope, the health and the happiness they might never have without you.

Your fair share gift works many wonders ✓ **THE UNITED WAY**

27.5 million families benefit from child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces through 31,300 United Way agencies.

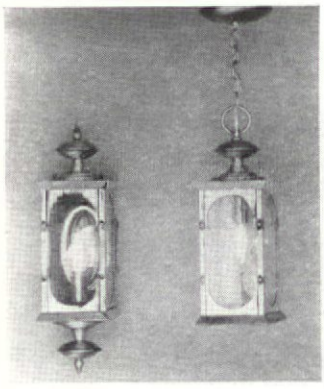
Circle No. 69 on product card facing P. 144

PRODUCTS & SERVICES

CONTINUED

Outdoor-indoor lanterns

Weathered brass highlights this colonial lantern design by American Lantern. Made of solid brass, it



is finished to be used outdoors as well as indoors. The wall mount No. 1450 is 20½ inches long; the chain drop No. 1455 has a cage length of 16¼ inches. Both are 5½ inches wide.

Circle No. 123 on product card facing P. 144

Patterns added to Loomcrafted woven wood line

The Del Mar Co. has added 29 new color combinations to its line of stock woven wood patterns. Eight new series names make up this group which features a myriad of new colors and textures. The line includes everything from burgundy to black with new yellows, greens, reds, and blues. Three of the new line will feature wide ebony stained slats for dark Mediterranean and Spanish furnishings. Samples come in a new display case with display cards showing installation ideas.

Circle No. 124 on product card facing P. 144

Wallcovering for restaurants, motels

A flocked damask-type of vinyl-coated wallcovering has been produced in 13 striking colors for the Cohyde wallcovering line of Interchemical Corp. The

new pattern, Victoria, was designed to meet the demand for this type of decor for restaurants, hotels, and motels. It can also be used with another Cohyde wall covering, Dynasty. Victoria requires a minimum of maintenance and can be wiped clean with a damp cloth.

Circle No. 125 on product card facing P. 144

TOP COMMANDERS' CARPET REQUIRED FOR TRAFFIC IN L. A. POLICE BLDG. CAFETERIA . . .

For the very constant trample of heavy policemens' feet, specs required the carpet that really stands up where it counts . . . 100% A.C.E. (TM) continuous filament Caprolan (TM) ALLIED CHEMICAL ENGINEERED for commercial conditions by the "top commanders."
This carpet not only wears better, its color lasts longer, it cleans more easily and users report up to 50% savings in maintenance. Samples, delivery and attractive prices on request.
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Circle No. 70 on product card facing P. 144

PRODUCTS & SERVICES

CONTINUED

Wall cleat speeds off-the-floor installations

An extruded aluminum wall cleat has been introduced by Hardwood House as an addition to its com-

ponent wall system furniture line. The cleat permits wall attachment of all the firm's standard cabinets and shelf units. A continuous thread, extruded into the wall cleat permits infinite height adjustment and instantaneous locking of furniture components.

Circle No. 126 on product card facing P. 144

Upholstered seat, back on stack chairs

Foam filled seat, high upholstered tapered back, and walnut finished hardwood armrests are features of Brody's new stack chair. Individual chair height

is 33 3/4 inches. Finishes include polished chrome, satin chrome, and enamel. Functional advantages include recessed-type polyethylene stacking bumpers fastened to legs with screws. Stem-type bumpers are attached to stacking bars. Rubber cushioned chrome glides with plastic boots are also used.

Circle No. 127 on product card facing P. 144

Circle No. 71 on product card facing P. 144

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GRIGGS MAKES THEM LAST!

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Dress up your entire building, from the reception area to the president's office with Griggs Ultimá furniture, the extra touch of sophistication that makes a lasting first impression.

- ☐ **Ultimá 24—sturdy, dependable office and lounge furniture designed to occupy minimum space with maximum comfort and style**
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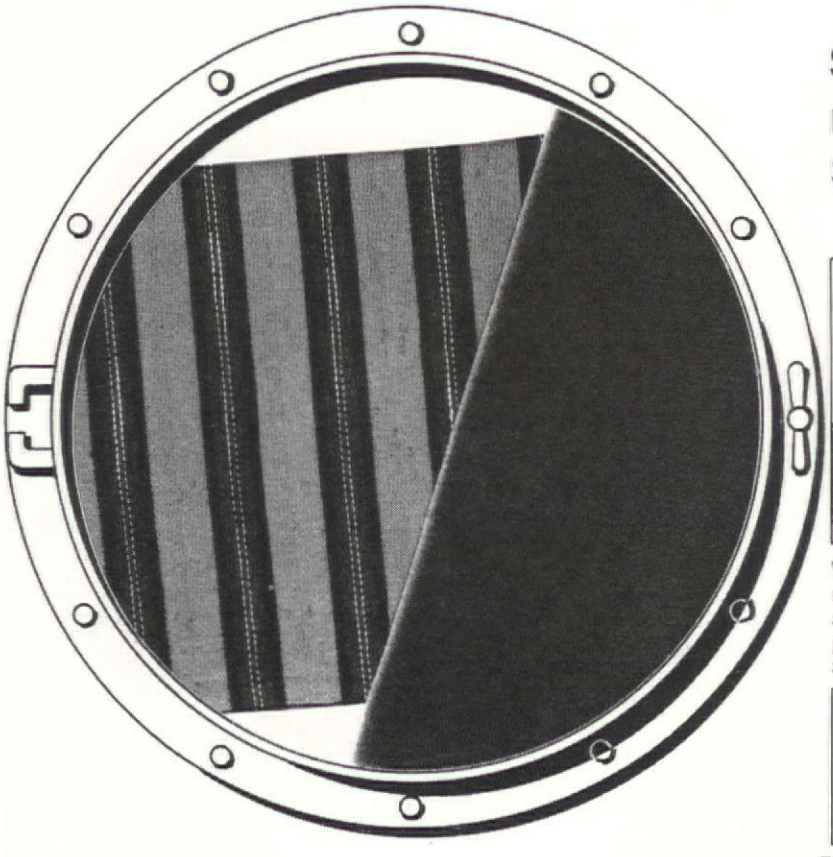
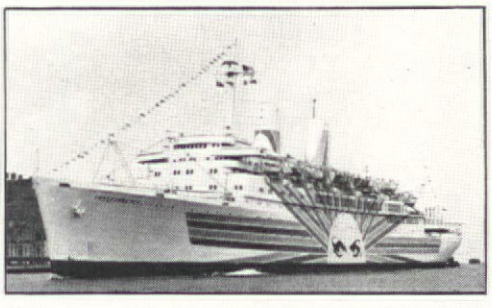


Schumacher Fabrics now sailing on the S. S. Independence.



We're proud to have been selected to supply many of the fine decorating fabrics for the newly and most luxuriously refurbished S.S. Independence... Robert Miles Runyan, designers... Samson Contract Furnishing Co., Contractors.

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Circle No. 72 on product card facing P. 144

PRODUCTS & SERVICES
CONTINUED

Parquet effect duplicated in vinyl

The texture and coloring of natural parquet wood flooring is duplicated in Armstrong's Accotone cushioned vinyl floor covering. Each wood block in the Classic Parquet pattern is realistically embossed to

stand out in relief. Also recently added to the Accotone line is Madino a pebble-textured effect in a choice of five colors. Designs in the Accotone line are rotogravure printed on a vinyl-coated felt backing and protected by a fused-vinyl wear surface. Flooring is available in continuous rolls, two, three, and four yards wide.

Circle No. 128 on product card facing P. 144

Carpet upholstered chair

A new tubular steel stacking chair using sponge rubber backed Densylon carpet covering on the seat and back has been developed by Vista-Costa

Mesa Furniture Co. Available in 14 different washable colors, the carpet has a 3/16-inch sponge backing which stops bacteria, fungus, and mildew. Stackable, the carpet chair is available with tablet arms and ganging mechanisms. The chrome-plated steel frame stands 30½ inches high.

Circle No. 129 on product card facing P. 144

THE TABLE THAT CAN'T BE HURT — Nothing damages the beauty of Johnson "Diamond Edge" Table Tops. Johnson's unique, resin-impregnated wood edge is compressed to a hardness unmatched in durability. They're just one of the many styles of Johnson Plastic Table Tops combining beauty and serviceability.

SOLID WOOD TOPS — Get the genuiness of warm, rich, enduring solid wood. In Johnson's Feudal Oak, Weathered Oak, rich walnuts, soft colored mahogany, mountain cherry, indestructible teak or almost any wood of your choice.

CONFERENCE TABLES that you just know have that Johnson touch. Handsome. Distinctive. A shape and size for any conference room. Unlimited selection of tops in solid wood or plastic . . . pedestals of any style, plastic, wood or metal.

NEW TABLE IDEAS that challenge your imagination.

- Solid Wood Table Bases
- Imported Preciouswood Slabs
- Heavy Duty Veneer Tops
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- Stainless Steel Seating

JOHNSON Industries

Known for years as Johnson Plastic Tops, Inc.

DEPT. C, 374 SUMMIT STREET
ELGIN, ILLINOIS 60120
Representatives In All Major Cities

Circle No. 75 on product card facing P. 144

It just rolls along trying to make things easier for you. Like maintenance. It's resistant to stains because the fiber won't absorb them. And it cleans easily and economically.

It withstands heavy traffic. Indoors and out. It resists mildew, rot and insects. It's non-allergenic and offers no static problem.

This carpet with a conscience is the brand new Four Seasons® 'Conquest'.

It's made with face of Marvess® olefin CG, a Phillips 66 fiber. A stronger, tougher carpet fiber. General Felt Industries designed this new durable needlepunched carpeting so you can put carpet where you never dared put it before.

'Conquest' is the thoughtful carpet. It quiets places down, warms them up. Softens them. Makes them colorful and they stay that way because 'Conquest' resists fading. The depth of color is sealed in the fiber. And it's safer too. (Cuts down on slips.)

It also cuts down on clatter. Chatter. The clicking of typewriters. The clacking of footsteps.

It's the thoughtful carpet that lets you hear yourself think.

To put it simply, Four Seasons 'Conquest' won't give you any headaches.

No earaches, either. MARVESS OLEFIN CG

FOUR SEASONS 'CONQUEST' IS A PRODUCT OF GENERAL FELT INDUSTRIES INC.

GENERAL FELT PRODUCTS DIV., 2301 SO. PAULINA ST., CHICAGO, ILLINOIS 60608 · CROWN PRODUCTS CORP. DIV., 295 FIFTH AVE., NEW YORK, N.Y. 10016

PHILLIPS 66*

PHILLIPS FIBERS CORPORATION, GREENVILLE, SOUTH CAROLINA, A SUBSIDIARY OF PHILLIPS PETROLEUM COMPANY. MARKETING OFFICES: 1120 AVENUE OF AMERICAS, NEW YORK, N.Y. 10036. PHONE: (212) 697-5050; DANIEL BLDG., GREENVILLE, S. C. 29601. PHONE: (803) 242-5366. PHILLIPS 66 FAMILY OF FIBERS: MARVESS® OLEFIN, QUINTESS™ POLYESTER, PHILLIPS 66™ NYLON.

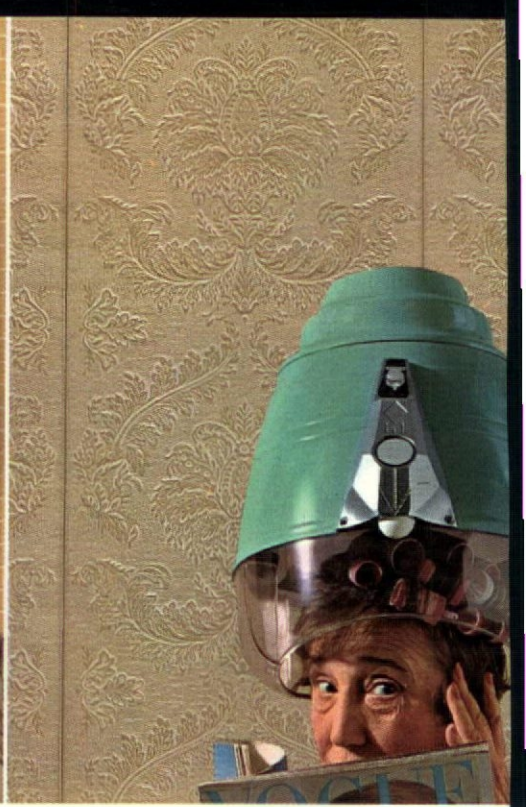
*REG. T.M. PHILLIPS PETROLEUM COMPANY

Four Seasons® 'Conquest'. The carpet with a conscience.

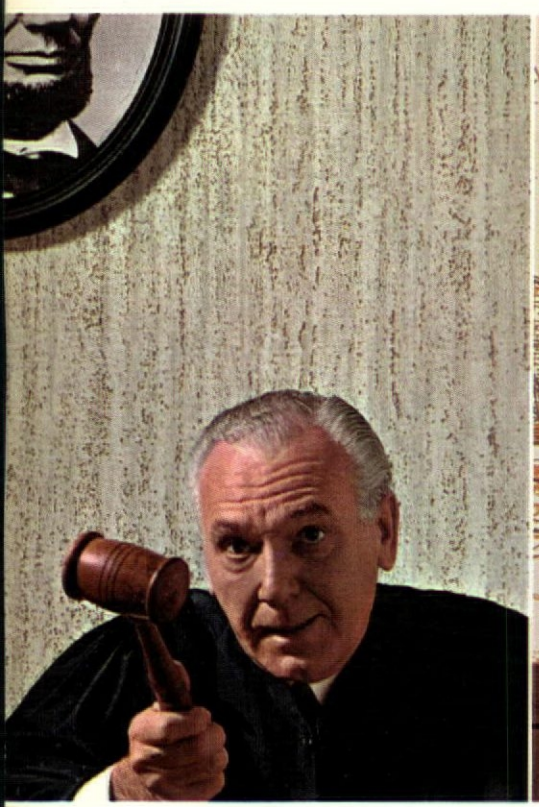
How Marlite paneling gets involved in everybody else's business.

New Rosewood does wonders for a corporate image by capturing all the rich grain and color of hand-rubbed natural wood. Only difference: Marlite stays like new, Annual Report after Annual Report.

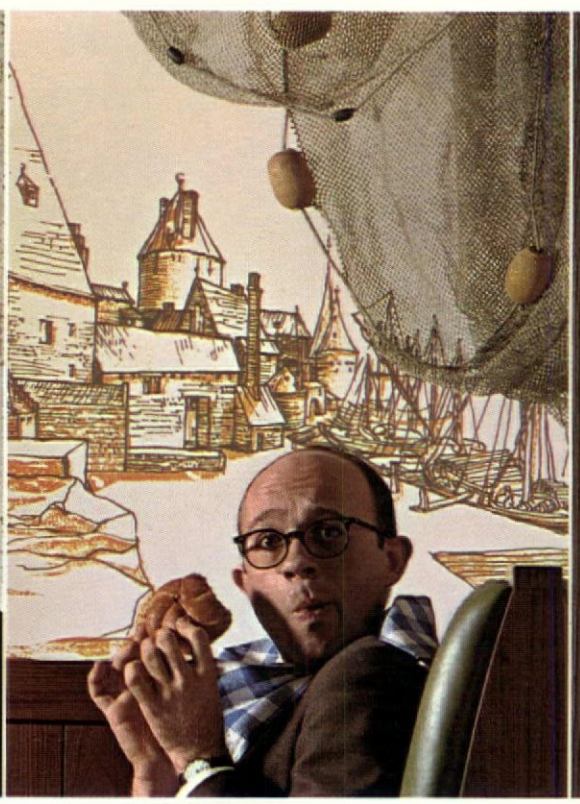
New American Tile is the answer where clean walls are the question. All the beauty of ceramic tile, but none of the problems of grouting. And like all Marlite paneling, this wall wipes clean with a damp cloth.



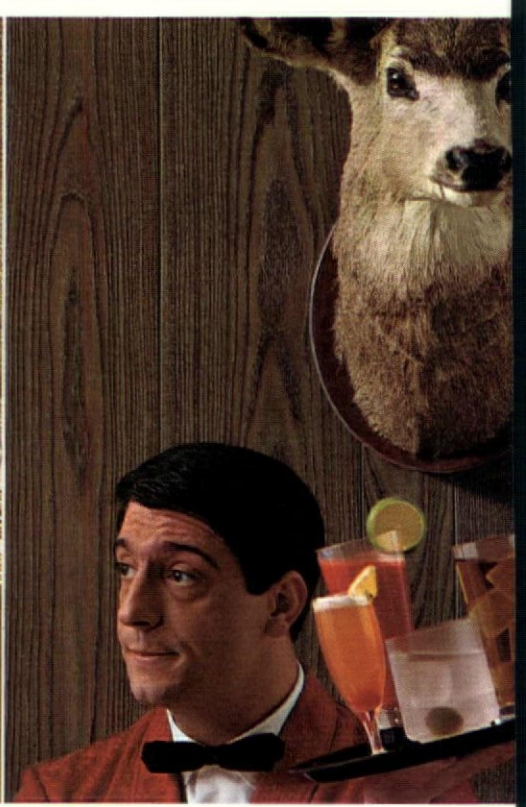
New Antique White Tapestry has texture you can see and feel—down to the most delicate thread. But Marlite texture can't peel off. It's deep-embossed in the panel for a lifetime of wash-and-wear beauty.



New Lombardy Travertine has been accused of looking like costly Italian limestone. That's the idea exactly. So if your customer wants magnificent walls without paying a heavy penalty, make a case for this Marlite paneling.



New Marlite Mural, entitled "Flemish Harbor," is crafted in deep brown and gold on a white background. Use this panel when you want pictorial effects in a hurry. (Marlite goes up fast without interrupting business.)



New Textured Oak gives you everything the real wood has except acorns. Authentic texture. Distinctive grain. Plus a rugged plastic finish that resists heat, moisture, stains and dents. A great background for any business.

See Marlite's new line of prefinished hardboard paneling (including new Fire-Test Panels) in Sweet's File or write Marlite Division of Masonite Corporation, Dept. 779, Dover, Ohio. 44622.

MASONITE CORPORATION

Marlite®
plastic-finished paneling

PRODUCTS & SERVICES

CONTINUED

Naugahyde now in glove-soft fabric

A new Naugahyde from UniRoyal is a soft, supple fabric with the look and hand of glove leather. Called Chamé, its soft hand is achieved by combining a napped elastic backing with UniRoyal's

casting process. Illustrating the vinyl is a Kroehler sofa designed by Terence Conran. The vinyl on the Chesterfield sofa buttons well and falls into natural form. It's pleasant to sit on and lends itself to the effect of deep cushioning with fiber filling.

Circle No. 130 on product card

Multicolor process for vinyl fabrics

A new process from Suval Industries uses a second

color in the printing of embossed vinyl fabrics. The first pattern utilizing this process is Adorna, a simulation of tapestry in 12 color combinations.

Circle No. 131 on product card

Dining chair in traditional style

Tailored back upholstery with welt detail concealing nails is featured on American Chair's new tradi-

tional dining chair. Wood is exposed on outside back frame. Matching arm chair is available. This pattern, No. 773, may be ordered with a cane back and upholstered seat.

Circle No. 132 on product card

Circle No. 76 on product card →

empire state chair co., inc.

Is Proud To Announce

The Acquisition and Reorganization of

empire state furniture industries, inc.

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This complete woodworking, cabinet, chair and fine upholstered furniture factory will supplement EMPIRE'S more than 40 years of experience in the custom manufacturing of designs for the trade.

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Circle No. 77 on product card facing P. 144

IT FOLDS

An outstanding institutional chair offering the warmth of wood and the luxury of supported vinyl upholstery . . . the most comfortable contract chair sold. This versatile chair folds and stacks for compact storage.

No. 220

Norquist

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

MANUFACTURERS'

LITERATURE

Institutional seating, tables, and coat racks are shown and described in Krueger Metal's new 1968 complete line catalog. Several new products in the extensive collection include: new upholstered Sequence Seating; modular seating combinations; newly designed pedestal base tables; custom hat/coat rack installations; space-saving single pedestal rack; a series of plain or upholstered heavy-duty stools. All are presented with detailed specifications, dimensional guides, colors, finishes, and upholstery selections.

Circle No. 133 on product card facing P. 144

Country Contemporary is a new line by Sparta furniture, shown in a new 28-page catalog. Chairs, sofas, occasional tables, and conference or dining tables are major lines in the group, with specialty items rounding it out. The quality line was designed by Mason Walker, styled by Walter Patton. Two finishes, a distressed light nutmeg and a distressed dark brown shade, add distinction to the pieces.

Circle No. 134 on product card facing P. 144

The latest contemporary-styled screening and railing systems are presented in a 68-page book from Julius Blum & Co. Included are many full-color application illustrations, sectional drawings, installation details.

Circle No. 135 on product card facing P. 144

■ We've been serving the contract trade for over 20 years and are priced accordingly! Our wearable and washable ceramic lamps — fabricated completely in our own pottery and assembly plant.

■ Write for our color catalog. If you don't find what you need, our design department can match your color and decorating scheme on orders of sufficient size.

MODERN ART
PRODUCTS CO., INC.
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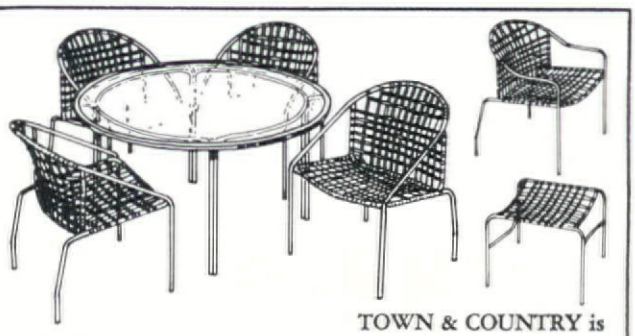
Circle No. 78 on product card facing P. 144



Town and Country
by MALLIN CO.

TOWN & COUNTRY is the ultimate in casual furniture for the discriminating public who seek the finest. Made of tubular steel, flawlessly welded and treated for years of rust free usage.

Laced in virgin plastic, hand tied to just the right tension. Frame and cord available each in four decorator colors.

For quality and styling, which will be yours to enjoy for years, we sincerely recommend "TOWN & COUNTRY."

Write for catalog

Mallin COMPANY

2335 E. 27th St., Los Angeles, Calif. 90058

Circle No. 79 on product card facing P. 144

A 124-page, full-color book describing and illustrating the 1968 line of lighting styles has just been published by the Residential Lighting Division of Thomas Industries, Inc. Lighting is segmented into styling periods and each style is shown in color with features and dimensions detailed in copy. The catalog is keyed M-107.

Circle No. 136 on product card facing P. 144

Specialty parts, trimming, and decorations for furnishings and furniture are displayed in an 8-page brochure by Walker & Zanger. Photos, drawings, and specifications cover such items as grilles, simulated wood carvings, cane, marble, granite, onyx and slate tops. For furniture, there are bentwood and curved plywood types, moldings, drawer bottoms, sides and backs, wood turnings and legs, custom-designed wheels, table pedestals plus many other components.

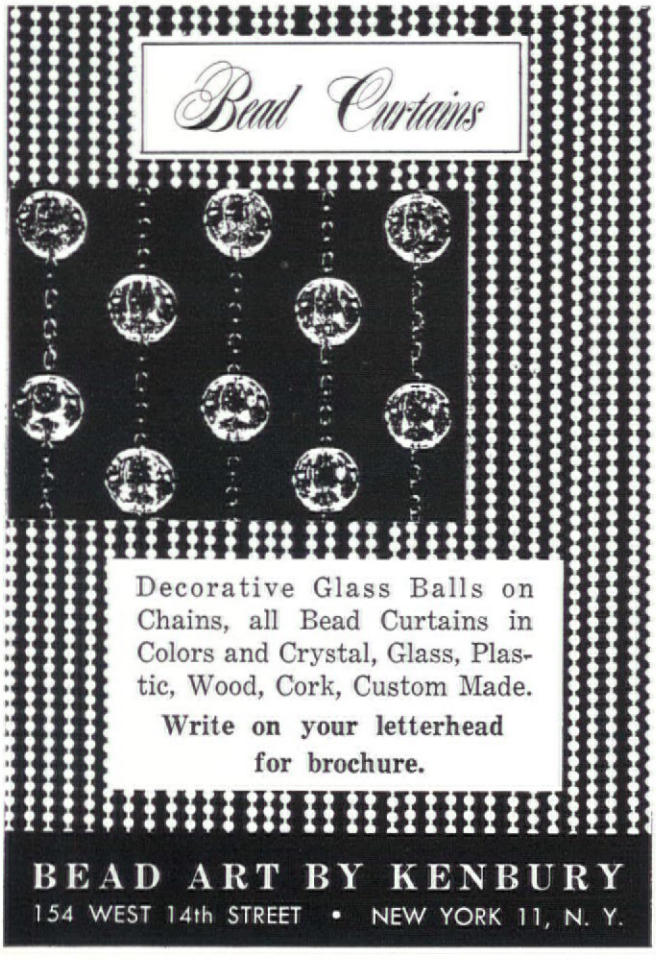
Circle No. 137 on product card facing P. 144

Ceramic tiles for floors and walls, imported from Europe exclusively for Country Floors, Inc., are original designs in colorful glazes. There are hand-painted Italian tiles, many in multi-colors, natural terra cotta floor tiles in many shapes from France; decorative hand-made tiles, moldings from Portugal.

Circle No. 138 on product card facing P. 144

Cochran contract catalog of upholstered furniture illustrates in color traditional and classic style chairs. For example, there's a judge's chair that tilts and swivels, executive desk chairs, side chairs, posture desk chairs, sofas, and lounge chairs. Benches, stools, and tables complement upholstered pieces.

Circle No. 139 on product card facing P. 144



Circle No. 80 on product card facing P. 144

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

design / construction / installation

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Circle No. 81 on product card facing P. 144

Circle No. 82 on product card facing P. 144

Chelsea, we love you. You put us on the map.

The Chelsea Chair and Ottoman from Britain are part of our new exclusive collection of moderate priced original design import furniture immediately available from our Dallas warehouse. Do you have a catalog?

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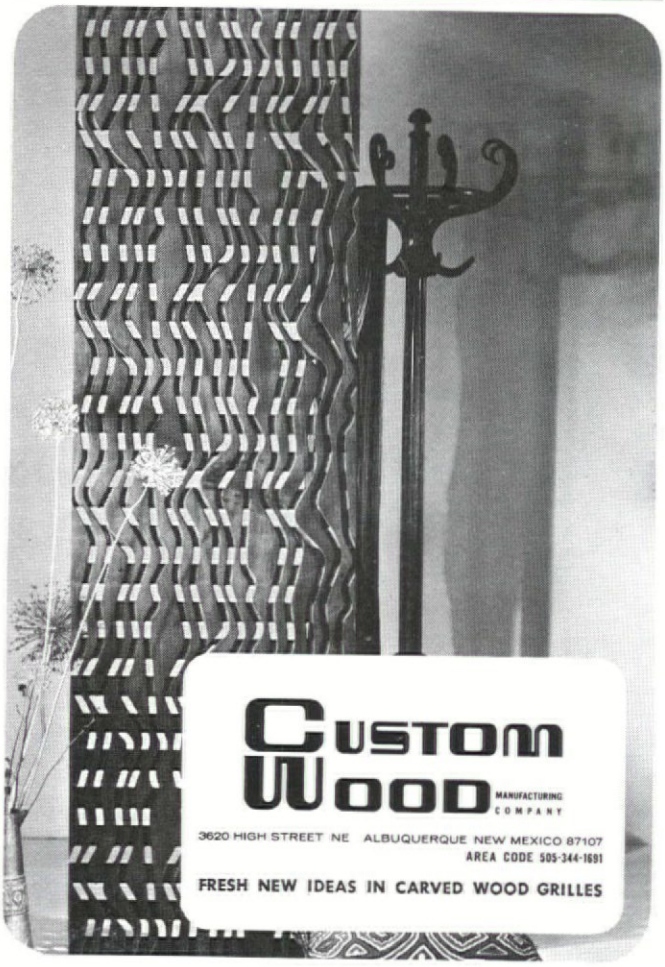

Circle No. 83 on product card facing P. 144

MANUFACTURERS' LITERATURE

CONTINUED

Literature sheets illustrate the Vogel-Peterson Veep folding coat rack and the Veep 400 folding, portable checkroom. One- and two-shelf models, hooks or hangers and other features are pictured including specifications and capacity diagrams.

Circle No. 140 on product card facing P. 144

Georgia-Pacific's 1968 product catalog is a valuable reference file that contains specifications, full-color illustrations, and use data on major products of both the forest and gypsum industries. The tabbed and indexed catalog has sections on such specialities as guides to products for concrete forms; for structural sheathing, subflooring, decking; for sidings; for interior paneling; for laminating; for special woodwork, cabinets, soffits, a guide for selection of hardboards.

Circle No. 141 on product card facing P. 144

Filigree Set is a new pattern technique developed by Adhesion Engineering Co. that enables custom designs to be translated into Venetian glass tile for striking repetitive or continuous patterns. Patterns are based on either one- or two-foot-square modules, with the glass tile paper face mounted. The glass tile itself is extremely durable for application on sidewalls, floors, ceilings, stair risers, counter facings, columns, spandrel panels, and benches and tables.

Circle No. 142 on product card facing P. 144

Circle No. 84 on product card facing P. 144

Introducing the complete Decar Imperial line of library wall and island shelving, charging desk, card catalog file cabinets, and a complete selection of tables, chairs, and study carrels. Decar Plastic's expanded school line/library color catalog includes construction and specification data. Modular in design, shelving can be ordered in textured imperial walnut or maple. Flush tops, Decarlite high-pressure laminate on shelves, panels, and top and bottom sections are some of the features of the library line.

Circle No. 143 on product card facing P. 144

European materials and traditional craftsmanship are used to create chandeliers, candelabras, scones, and brackets, all imported and marketed by Weiss & Biheller and illustrated in a 102-page catalog. More than 300 fixtures are shown in full color. There are brass, crystal, wrought iron fixtures; crystal prisms and pendalogues; chandelier accessories; and imported Belgium Zampa bulbs. The handsome catalog, quality printed on heavy stock and with a number of gatefolds, costs $4.00 per copy.

Circle No. 145 on product card facing P. 144

Plaques, mirrors, planters, consoles, sconces, and battery-powered decorator clocks and barometers are representative of more than 150 items in Arabesque's new and expanded 48-page catalog. Arabesque Div. of Burwood Products Co. arranges the catalog for easy reference; includes sizes and finishes available.

Circle No. 146 on product card facing P. 144

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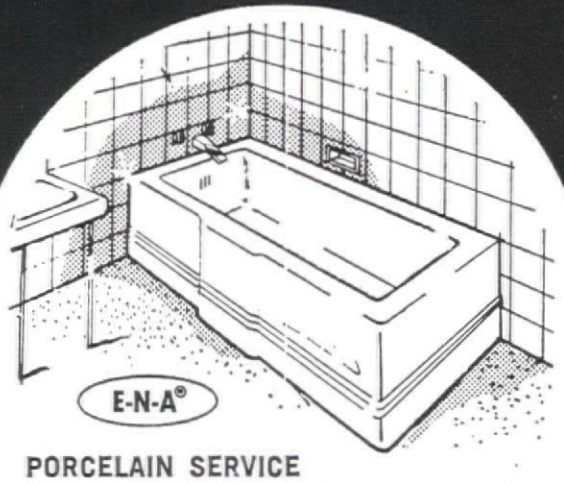
SAVE UP TO 80% OVER REPLACEMENT



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Circle No. 85 on product card facing P. 144

Circle No. 86 on product card facing P. 144

so comfortable...so luxurious...

You'd never believe it also STACKS!

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

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So make sure both primary and secondary backings in your tufted carpets are JUTE, for perfect compatibility between backings, and top performance.

Jute Carpet Backing Council, Inc.

Circle No. 87 on product card facing P. 144

Circle No. 88 on product card facing P. 144

Romantic Era.....

.... brought to life by this handsome replica of steel armor. The minutely detailed knight stands life size at 67" high. Overall height is 74". S-2866

Send $5.00 for new catalog to be applied on first order.

Make Request on Letterhead.

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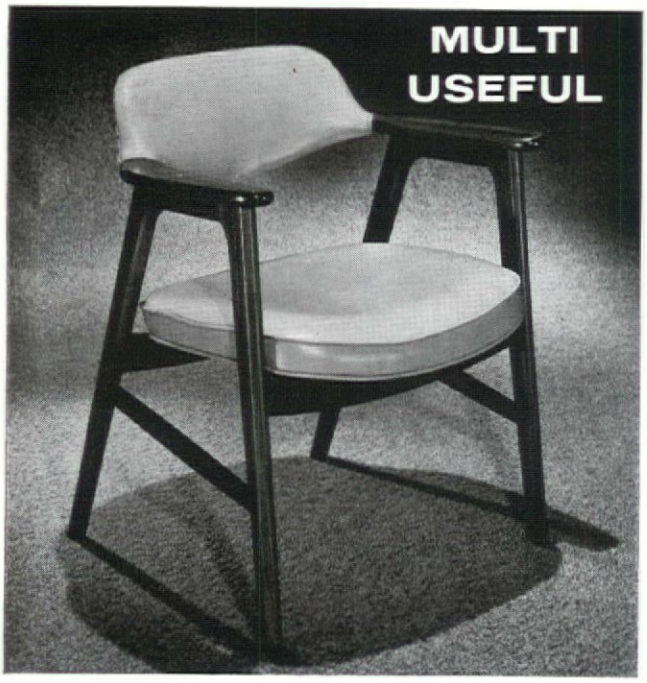

WRITE FOR COLOR CATALOG OF OFFICE AND CONTRACT CHAIRS

PAOLI CHAIR COMPANY
PAOLI, INDIANA

Circle No. 89 on product card facing P. 144

CLASSIFIED ADVERTISEMENTS

Rates: $15.00 per column-inch payable with order. Estimate 55 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.

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DESIGNER WANTED—Looking for a challenge—preferably interior store design experience—young growing firm—excellent opportunity. Salary open. Send resume to Box A-519, CONTRACT, 7 E. 43 St., NYC 10017.

LINES WANTED: New showroom in Ice House, San Francisco carrying French case goods desires additional lines which will fit well with this French style. Quality merchandise only. Will carry stock if necessary. Write to Box A-520, CONTRACT, 7 E. 43 St., NYC 10017.

SITUATION WANTED: Are you looking for an experienced interior designer to add to your staff? I am a young lady, university graduate with a B.S. in design plus several years of diversified experience in both residential and commercial work, and am seeking a responsible connection where technical proficiency and the ability to handle all phases of a project can be utilized. Member of a national professional society. Presently in the Midwest but can relocate. Free to travel if necessary. Detailed resume on request. Write: Box A-521, CONTRACT, 7 E. 43 St., NYC 10017.

LINES WANTED: Successful eastern office furniture representative now relocated on West Coast. Lines wanted in office furnishings and accessories. Write Box A-522, CONTRACT, 7 E. 43 St., NYC 10017.

HOTEL/MOTEL SALESMEN & WOMEN wanted for furniture, carpet, drapes, etc. Also furnishings for apartments, nursing homes, restaurants. Travel required—commission basis your choice low to high 5-figure. Territories: New England, New York, Pennsylvania, Great Lakes, Midwest, Florida and southeast, California, and Gulf Coast. Send resume to Box A-523, CONTRACT, 7 E. 43 St., NYC 10017.

HELP WANTED: Interior designer to take full charge of leading New York design office. Must possess contract experience in depth and be organizational oriented. Outstanding opportunity for the right person. Write Box A-524, CONTRACT, 7 E. 43 St., NYC 10017.

CONCEPT DESIGN STUDIOS: Design consultants offer services for contract interiors, industrial product design, graphics, and lighting. P.O. Box 913, New Canaan, Conn.

CONTRACT SALESMAN AND EXECUTIVES WANTED: Leading contract product manufacturers from time to time ask the assistance of CONTRACT Magazine in providing the names of qualified salesmen and sales executives in New York and other areas. If you have a background in this field and feel you qualify, send your resume to me in complete confidence. You will be consulted before we will show it to anyone. B. H. Hellman, Publisher, CONTRACT, 7 E. 43 St., NYC 10017.

SALES REPRESENTATIVES WANTED: By contemporary drapery and upholstery fabric firm. Call on architects, interior designers, specifiers, office furniture dealers and manufacturers. Outstanding line, excellent acceptance. Showroom not essential. ROWEN, INC., 127 West 25 Street, New York City 10001. Phone: (212) WA 9-1763.

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Circle No. 90 on product card facing P. 144

WALL SAND URN #250

Solid brass construction, available in satin brass, satin chrome or satin aluminum (solid).

Diameter of wall plate 13¼"
Depth of quarter sphere 6"

- Sand Urns
- Smoking Stands
- Waste Baskets
- Umbrella Stands
- Desk Appointments
- Costumers
- Waste Receptacles
- Planters
- Ash Trays
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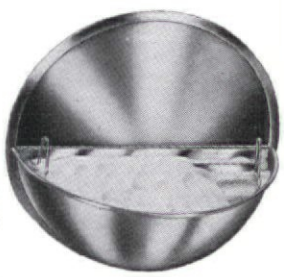

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