Modular Seating: The space-saver systems

Cado Center world HQ opens in Copenhagen
Scandinavians put stress on quality design
Lighting: Designers have a crystal ball
Rock and roll lives in chair components
There's a lot more to the eye—or the ear. When you see it, Armstrong Quiet Zone looks like a modern, attractive Armstrong Vinyl Corlon® floor. But when you walk on it, and feel its comfort, and listen to your footsteps, you might think it's carpet.

Because underneath, Quiet Zone is unlike any floor you've probably ever seen. A thick backing of Cushioncord® vinyl foam muffles footsteps and the clatter of dropped objects. It also cushions feet, for more walking and standing comfort.

You know how important quietness and comfort are. You know how important good design is. And you know how important practicality is.

Quiet Zone is all of that. Its rugged, heavy-duty vinyl surface resists scuffs and stains. Maintenance is simple and economical. And Quiet Zone is available in two handsome patterns, which are richly textured to help disguise traffic marks and subfloor irregularities.

Install Quiet Zone. Listen to it work. More information? Please mail the coupon.

Shh.
Quiet Zone™ at work.
You know it's vinyl, but you might think it's carpet.

83020 Brown
83021 White
83022 Beige
83023 Gold
83024 Green
83025 Gray-Beige

The Quiet Zone pattern illustrated here is called Grand Central.

For more information, send this coupon to Armstrong, 308 Naylor St., Lancaster, Pa. 17604.

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Company________________________
Address___________________________
City_____________ State__________ Zip__________

FROM THE INDOOR WORLD® OF
Armstrong

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We didn’t improve upon nature, we only custom made it. Pure wool carpet, seamless to size, to 40 feet and in irregular shapes. And Berwool retains all the vitality and excitement of nature itself because it is nature, transformed. 100% pure wool in six colors with the authentic North African Berber look, rough hewn and natural. Easy to clean, flame resistant, naturally resilient, rugged wool.

Berwool, the only custom made Berber wool carpet in the world and the only all wool Berber carpet manufactured in the United States.
COVER — U-S-L-C-O-E-T-Y-H-J — these are just some of the shapes that can be arranged with highly flexible modular lounge seating available from more and more furniture manufacturers, as depicted in the cover design by Applebaum & Curtis for article starting on page 50.

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COMING IN CONTRACT

SEPTEMBER — Designer’s Saturday Preview — products, people, and places in New York’s high-style furniture showrooms, October 18 and 19, are highlighted in an issue primarily devoted to show previews. Also, advance coverage on National Office Products Association Show, McCormick Place, Chicago, October 19-22, and New York City’s Come To The Marketplace, October 14-18, with news of building activities, exhibits, and social events. Arts and Graphics — how designers specify art, their sources, and a wrap-up of art availabilities. Import Furniture — the latest designs produced by foreign firms and available in the U.S. marketplace. Marble — a comprehensive primer on marble specifications, maintenance, and basic facts. Plus a Carpet Scope article to be announced.


Advising Representatives


West Coast: Nail Silverstein, Gralla Publications, 16203 Ventura Blvd., Encino, Calif. 91316. Phone: (213) 788-0271.

Gralla Publications

Before you pull the padding out from under another rug, read this.

Whenever your carpeting budget is up against the wall, the first thing you’re tempted to do is pull out the cushion. Before you do, consider the underlying contributions carpet cushion can make to your next installation.

1. A carpet cushion more than doubles a carpet’s acoustical properties. A carpet with cushion makes a room even more quiet. In tests to measure impact noise reduction, carpet only received a +14 rating, while carpet over cushion had a +25 rating. In a similar acoustical test measurements were taken for noise reduction. A carpet by itself measured a noise reduction coefficient of only 0.25, while the coefficient for a carpet over cushion was more than twice as great, 0.65.

2. Separate cushion makes a carpet seem thicker and more luxurious. It upgrades the carpet’s underfoot feel and simply makes it feel better. Cushion also adds to the carpet’s ability to lower the peak impact force when an object, such as a foot, hits it abruptly. In a quantitative drop test, cushion reduces the impact exerted on the floor covering by one-half when compared to carpet alone.

3. Carpet cushion can help retain heat. Cushion improves the overall thermal insulation properties of the floor covering. The heat loss factor of a floor covered by a low pile carpet and a cushion is about one-third of what it would be with the same carpet alone.

4. The initial cost of a cushioned carpet need not be more expensive. Instead of putting money into a sub-floor, you can put it into a cushion. A cushion plus carpet can mask surface irregularities so that a lower-grade, less costly finish on sub-floors can be specified. In addition, a lighter weight, less expensive carpet can be used since the more expensive face yarns aren’t needed to provide cushioning. And there are no expensive labor costs involved in the removal of an old carpet, as there can be with glue-down installations.

5. Separate cushion makes a carpet easier to maintain. It lowers the maximum forces acting on the fibers, thereby reducing the pile crushing and the grinding action of imbedded dirt that can cut and fray fibers. That means a cushioned carpet—given a fixed maintenance cost—will look better for a longer period of time than a non-cushioned carpet.

6.7.8. and more reasons why carpet cushion will add life, and cost less to install, can be found in our new brochure. For your free copy of “The Supporting Facts about Carpet Cushion,” write: Carpet Cushion Council, P.O. Box 2048, Dalton, Georgia 30720 (404) 278-3176.

carpet cushion council

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The original CORBUSIER and PRAGUE bentwood chairs are now available in glossy red transparent aniline finish—hand woven with natural or nylon cane. Only our models are made in the original molds.

Stendig Inc. 410 E. 62 St.
New York City 10021
Both carpets cost the same. But 68% of the people we asked preferred the one on the left, thanks to high-density foam.

The carpet on the left has 22 ounces of fiber and 38 ounces of foam per square yard. The one on the right has 26 ounces of fiber and 18 ounces of foam. Both have exactly the same raw materials cost.

We asked 150 women in three cities—Philadelphia, Chicago and Los Angeles—to walk on both. Then we asked them to tell us which one they preferred. Which one they judged to be of higher quality. And which one they thought would be more expensive.

Of the 150 women we asked, 68% preferred the one on the left, 67% judged it to be of higher quality, and 63% thought it would be more expensive. Even though the one on the right actually had a higher fiber content.

The results speak for themselves. When you specify a quality high density backing for your latex foam backed carpets, you'll have noticeably higher perceived quality and greater consumer appeal. Which means you’ll have more satisfied customers, and be able to maintain higher mark-ups.

Your Goodyear Chemicals representative will be happy to discuss with you the complete results of this study. To get in touch with him, just write Goodyear Chemicals, Dept. 3087, Box 9115, Akron, Ohio 44305.
AID/NSID merge into ASID at historic Denver conference

The formation of the world's largest interior design organization, American Society of Interior Designers (ASID), was effected with an overwhelmingly favorable vote by members of American Institute of Interior Designers and National Society of Interior Designers, at a joint convention meeting in Denver last month. With NSID members voting almost 90 percent in favor, and AID members over 80 percent in favor, the movement to merge was brought to fruition by elated members of both organizations.

The combined organization will have in excess of 13,000 members, some 11,000 of which are professionals and the remainder students.

Officers of both organizations were ebullient, although facing formidable problems in terms of meshing the operations of the two highly organized groups. Projected date for accomplishment of the merger details is January 1, 1975. New officers, however, will be elected in October by the Boards of Directors of each society. Via a draw of straws, AID will provide the combined organization's first President and Secretary, NSID will provide the first Vice President, Immediate Past President, and Treasurer.

Upwards of 1,300 AID/NSID members, exhibitors, educational program participants, and press representatives were in attendance at the historic merger meeting held at the Denver Hilton over the July Fourth weekend. So highly organized was the convention that exhibitors, almost without exception, expressed delight with exhibit attendance. Special market research questionnaires in each exhibit booth were filled out by designers as a requisite for eligibility in a large prize pool amounting to thousands of dollars worth of merchandise. In consequence, most designers at the convention visited booths, thus providing exhibitors with complete lists of potential customers.

The convention was replete with outstanding events such as an opening morning ceremony at Denver's Red Rocks Amphitheater, where Congressman Julian Bond addressed 1,300 participants, tour of the Air Force Academy, and an outdoor barbecue dinner at a ranch in Colorado Springs. Enthusiasm was expressed by the participants in a comprehensive educational program that was heavily geared toward contract design.

Dow Badische annexes Canadian fiber facility

Dow Badische Co., Williamsburg, Va., has purchased the nylon fiber business of Union Carbide Canada, Ltd., including plant facilities on a 250 acre site in Arnprior, Ontario, and warehouses in the Ottawa area. The Arnprior plant, which manufactures nylon filament and nylon staple for the carpet industry, will be supplied with caprolactam from Dow Badische's Freeport, Tex., plant.

Michael K. Adams, a native of Plymouth, England, is the new President of Dow Badische Canada, Ltd., a firm whose objective—to establish itself as a major Canadian supplier of products and to contribute to the growth and prosperity of the carpet industry—is greatly enhanced by acquisition of the Arnprior plant.

New Celanese showroom spotlights innovation

Celanese Fibers Marketing Co. has opened a carpet showroom in its new New York offices, 1211 Ave. of Americas. The new showroom, under the direction of James P. Casey, Director/Floor coverings, will serve as a showcase for the new techniques in textures, colorations, and finishes in both available goods and in-house developments.

Special features include a waterfall display presenting the current news as it develops and flexible racks designed to hold standard size samples representing the latest in new carpeting.

NEOCON traffic up 27 percent

NEOCON 6, held in Chicago's Merchandise Mart, drew attendance in excess of 27 percent over last year's registration, according to Mart officials. An unusually high number of contract dealers, on hand to keep abreast of innovations in the field, placed on-the-spot orders with manufacturers. Seminar sessions were jammed, with waiting lists for seats in sessions that were filled well before the show. For more information on the event and a look at product highlights, see pages 14 and 86.
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A Dramatic new Folding Conference Table
by Barricks—a name synonymous with quality
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The "Citation" is the newest addition to the Barricks Conference Table Line. Available in a full range of sizes up to 5 feet wide x 12 feet long in Rectangular and Boat Shapes with Baked Enamel or Bright Chrome Legs with Plastic Panels to match the tops. Tops are offered in Textured Walnut Grain or the exciting new simulated leather in lifetime Melamine Plastic.

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The reason our Acrilan® acrylic fiber is so versatile is that it’s made in two distinctly different forms. Carpets labeled Acrilan Plus offer a luxurious look and hand, and the styling versatility to set the tone for the Chairman’s suite. In fact, custom designers, who have been traditionally committed to wool, are now using Acrilan® acrylic to make custom carpeting.

**Q:** The Lobby. The Cafeteria. Can be right for them.
that sells for as much as $50 a yard.
Carpets labeled Acrilan 2000+ contain the only solution-dyed acrylic fiber available. The color is not applied later, but is an integral part of the fiber, all the way through. Because of this, carpets of solution-dyed Acrilan® acrylic 2000+ are the most color-fast you can specify. In sunny locations with large glass areas, like most lobbies these days, you can't beat this fiber. 2000+ is a Weatherometer rating, showing no visible fading after 2000 hours of burning noonday sun. (For comparison, the industry rating for normal carpets is 40 hours). And some of our colors actually rate up to 6000 hours!
Acrilan 2000+ carpets are also perfect for the cafeteria. Or any location where food or chemical spills are a problem. We tested it with more than one hundred hospital stains, and with their solvents, which are even worse. It came through with glowing colors.
What's more, our licensing program is your guarantee of good quality. We insist that constructions meet specific weight/density standards, because face weight minimums alone can't guarantee quality. We also require that pile density increase as pile height increases.
For all these reasons, consider Acrilan for your next contract installation. Meanwhile, for more information, write Monsanto Textiles Company, 1114 Avenue of the Americas, New York, N.Y. 10036.

CHAIRMAN'S SUITE. ANY CARPET FIBER ALL?

A: ACRILAN CAN.
Stow/Davis puts money on open plan

"With open planning a sign of the times—present and future—we're making a major commitment to the production of free-standing modular furniture," said Stow/Davis President Allen I. Hunting as he announced the firm's acquisition of a new 100,000-sq.-ft. plant located in Grand Rapids. Incorporating the most modern assembly and automatic finishing equipment for maximum cost efficiency, the plant will be given over solely to the production of Stow/Davis' Free-Dimensional furniture, increasing 1974 volume by an estimated 30 percent.

"The interest in this type of furniture by middle management is real and growing and reflects a desire for vertical wood cabinetry in open-plan configurations as opposed to partitions with wall-hung systems," explains Hunting. Consequently, the new plant was purchased with future expansion in mind, and increased production of the Warren Snodgrass-designed system.

Seating line is keyed to design continuity at all levels

Comprehensive Seating, a line designed to include chairs for every business management need, was introduced by John Stuart International at NEOCON 6. Designed by William Sklaroff, the line is coordinated around a single design theme, "to create an ambience in seating that is both organized and innovative."

The ten prototypes shown at NEOCON include three fully upholstered desk chairs for executive, middle management, and guest use, and seven related chairs with exposed tubular steel frame. All employ a new construction principle combining plastic materials, metal, and wood. The plastic outer surface, left exposed or covered, dictates the continuous curved seat design, and affords the line lighter weight, thinner lines, and economy of material without sacrificing strength or comfort. No fastenings to the metal frame of any kind are visible.

For other products introduced during NEOCON, see page 86.

"By maintaining in-house production and refusing to sub-contract, we retain control of the product. Also, we're in a better position to accommodate the specifier who requires modifications to meet individual project requirements," says Phil Bradley, Marketing Manager, shown here inspecting part of the Free-Dimensional furniture system with Allen Hunting (right), President of Stow/Davis.
LAST YEAR WE PROVED TO THE WORLD THAT NO NYLON HIDES SOIL BETTER THAN ENKALURE II.

Now Moshe Peking is proving it every day.

Where else but in the garment center of New York City would you expect to find a Kosher Chinese restaurant?

And, if you were the proprietor of that restaurant, and you anticipated that some Ku Lo Veal or flanken might land on the floor, what else would you choose but a soil-hiding nylon carpet that's durable and easy to maintain?

Moshe wisely chose a carpet made with Enkalure II soil-hiding nylon. (How can you beat Jewish-Chinese wisdom?)

From all the colors and patterns available, he found the one perfect for the restaurant's decor.

It's so perfect, in fact, that in some parts of the restaurant the carpet extends up the wall. Some customers have inquired about it for their own homes. That's how beautiful it is.

And because it's made with Enkalure II, it will stay beautiful for the life of the carpet.

You see, the special multilobal construction of Enkalure II nylon causes light to actually bounce off the fiber, keeping the color looking bright and clear, even when the carpet is dirty.

And since there are no deep grooves to trap dirt (as in conventional fibers), daily vacuuming and occasional spot cleaning is all that's needed.

A grueling test by Nationwide Consumer Testing Institute proves that no nylon hides soil better than Enkalure II. But the real proof is at Moshe Peking.

For specific carpet information and a 14-page report of the test results, contact American Enka (Dept. C), 530 Fifth Ave., N.Y., N.Y. 10036. (212) 661-6600.

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Draperies and bed spreads for 1500 rooms in 45 days? Installed?

Drapery Service Inc. fabricated, installed — and saved the day at The Walt Disney Complex!

Leonard Parker, purchasing agent for the Carolando Complex, was mighty impressed.
And no wonder — we were doing 614 rooms for him at the Dutch Inn in Orlando at the same time!
As one of the country's largest drapery contractors, when we take on a job for you, we take charge totally — cut days or weeks off the job, as well as money, headaches and paperwork. We design, weave or supply fabric, manufacture draperies and bedspreads, supply necessary hardware, measure and install the complete job.

Our success stories keep piling up. Want to hear another one?

Want to hear another one?

Send for our booklet, "The One Source". It explains our unique capabilities and how you can put us to work for you profitably.

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A division of Decorator Industries, Inc.
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The look is expensive

Office furniture by
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...and with Perma-Mesh® Springs the price is right!

murphy-miller is thin-line styling, yet these chairs offer luxurious, deep-cushion comfort. And the price is right! Perma-Mesh Springs save both material and labor costs . . . provide a fine spring construction on a wide range of murphy-miller lines.

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"HIAWATHA" from the new Flocks West 5 collection

Bob Mitchell Designs

SHOWROOMS:

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CHICAGO: Robert Allen Fabrics
LOS ANGELES: 125 N. Robertson
DALLAS/MEMPHIS/MIAMl: Seabrook
CLEVELAND/COLUMBUS: Ruth Wilson
SAN FRANCISCO/SEATTLE: Don Rumsey
NEW YORK: Crown Wallcoverings 979 3rd Ave.

Circle No. 15 on reader service card.
Scalamandre showroom: well-ordered product cornucopia

Architected by Robert Furno, with interior design by Adriana Scalamandre Bitter, the new Scalamandre showroom creates the impression of opulent space, well-ordered products. Fabrics, wallcoverings, accessorial trims, and rugs are displayed throughout the showroom, amid a blend of fluorescent, natural, and incandescent lighting, available to designers to aid in color selection. Numerous fabric islands, each encompassing a separate type of fabric classification (brocades, silks, etc.), give order to the multitude of products and organize traffic patterns. An extensive selection of trims and edgings is compactly displayed on both turn-table racks and islands. An island of calm is provided by the horizontal elements of salesmen’s tables, and throughout the showroom and office spaces can be found interesting antiques such as actual Civil War wallcovering and a handloom which once belonged to Marie Antoinette.

Decorators Walk opens new New York gallery

Decorators Walk Furniture Gallery, located at 160 E. 56 St., New York, N.Y., combines furniture, art, and accessories in a series of vignettes, incorporating all aspects of the design spectrum. The following firms are represented: Hickory Chair Co., O’Asian, Odyssey, Knob Creek of Morgantown, Cal-Mode Furniture of California, Founders Furniture, Dods-Murdick of Chicago, Metal Dimensions of Florida, Wildwood Lamps, Cox Mfg. Co., Davis Cabinet, as well as a group of exclusive Decorators Walk imports and originals.
INTRODUCING POST TIME.
Gunlocke's exciting new furniture concept. It's something you can expand upon.

Gunlocke's Post Time, by designer Leif Blodee, is a unique new seating system. The Post Time joint lets you "add on" and combine tables, planters and seats in a variety of arrangements. For information, see your Gunlocke representative. Or write: The Gunlocke Company, Inc., Wayland, N.Y. 14572. Showrooms in New York City, Chicago, Dallas, Los Angeles.

A Sperry and Hutchinson Company.

Three seats with backs, three without three planters and three tables.

Build to your requirements with white oak or American black walnut.

Three seats in a sofa arrangement plus square table.

Take a planter, add two posts and three rails and you can add an upholstered seat.
AIA to update contract document for interiors

A standard form for use by contract interior designers and architects is currently being explored in order to simplify bidding procedures on commercial and institutional interior projects.

A task force appointed by American Institute of Architects is consulting all segments of the industry in order to prepare a recommended form that will consider the needs of all related industry members, from manufacturers and dealers to interior designers and architects involved with interiors.

The purpose of a universal contract document is to standardize appropriate general conditions, thereby simplifying bidding procedures by making the document quickly recognizable to all concerned. Currently, bidders receive dozens of pages from interior design and architectural firms, with no two forms alike.

The basic form will have a Special Conditions section, which will immediately call a bidder’s attention to special requirements of each project.

The AIA task force is enlisting the aid of professionals outside the AIA. David R. Dibner, AIA, of The Grad Partnership, Newark, N.J., and Chairman of AIA Interior Design Task Force, reported during a seminar session at NEOCON that members of AID and NSID were asked to participate and contribute their views on the contents of the document. In addition, Dibner has been meeting with members of other organizations that represent manufacturer and dealer segments of the industry.

Uniroyal, Eurotex among winners honored at NEOCON

Winners of the first AID and NSID International Contract & Product Design Award competition, chosen by a nationwide combination committee of professional interior designers, were feted at a special reception, held in the M &M Club during NEOCON 6. Uniroyal, Inc. won the Fabric & Wallcovering competition with its Spirit of ’76 Naugahyde vinyl fabric in 76 colors, designed by Tom Doherty. The Wood & Steel award was presented to Knoll International for the Executive Office Collection, a series of interchangeable units designed by the Warren Platner firm. Honors in the Systems category went to Steelcase, Inc., for its 9000 Series, designed by Jack Hickenberry, and the Seating award went to Harter Corp. for its KOE-10 group and 2500 group of chairs, designed by Earl Koepke. Eurotex, Inc., was awarded the Carpeting Award for its Berberwool carpets, designed by J.A. Haverhals and Michael R. Babitts.

BIFMA launches important industry committees

Business & Institutional Furniture Manufacturers Association (BIFMA) held an organizational luncheon during NEOCON, drawing 94 representatives from 62 furniture companies. "Two companies signed up immediately after the luncheon," said Eugene Eppinger, Executive Director, "bringing the total number of participating companies to 42." The two presently active BIFMA committees are on Chair Standards & Performance and Flame-Retardancy. A third committee is currently being formed to work on product safety and liability. Desk and file standards committees are planned for the future.
When it comes to contract fabrics ... come to Waverly

Famous-for-quality Waverly Fabrics are designed for every contract use—draperies, bedspreads, slipcovers and upholstery. They run the gamut in textures from heavy duty weaves to sheers and casements. And you have the largest selection of prints and plains to choose from—most available with companion wallcoverings too.

Send for details on the many sample books that are available to the contract trade to do a smarter decorating job, at real competitive prices with Waverly Fabrics.
Some important ideas for architects and interior designers who have to cope with acres of glass, live with the flammability laws and still come up with colorful and imaginative interiors.

Remember:
Dynel® modacrylic fiber for contract fabrics is spun with color—not dyed after. Our eighteen colors go in when the fiber is made. Unlike other makers, our fiber IS color. Not just surface color like yarn-dyed jobs. Therefore, Dynel gives exceptional color fastness.

And you can customize colors in spinning. Blends are virtually limitless.

Now Screens
Dynel works just as magnificently and safely in screen fabrics. Screens covered with fabrics of Dynel offer you new options in designing space. A marvelous new way to landscape interiors—with color, texture, pattern.

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In the wake of the latest Flammable Fabrics laws and regulations, market demands for Dynel are increasing. The inherent properties of Dynel fill a wide range of flammability requirements while giving you aesthetically desirable easy-to-care-for fabrics. Dynel’s chemical structure will not support combustion when the source of heat is removed. Fabrics of Dynel shrink away from flame. Casement fabrics of Dynel are easy to maintain, keeping their shape through innumerable dry cleanings.

Color/Texture
Casements of Dynel are available in wovens and knits, and they look just great. Want texture, patterns? There’s sure to be a fabric of Dynel for your needs.

A Great Handle.
Over and above these wonderful properties: Dynel feels good, even luxurious; is non-allergenic, durable, moth and mildew proof.

Where Are They?

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Union Carbide Corporation, Fibers Dept. 270 Park Avenue, New York, N.Y. 10017

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We’ve been there, right at your feet, all along.

Middletown’s wide selection of pedestal bases can meet most any need you have. Take your choice—cast aluminum, flat bar or disc designs. Two-leg, four-leg and five-leg configurations. Most styles are available in a variety of leg spreads and column heights so that you can have a family look in chairs, tables, stools, ottomans, coat racks, etc.

Middletown’s pedestal base line also features our patented double rod or jamb fit construction for fast, easy, solid assembly. If you’re economy minded, we have all-welded designs, too.

And, the nicest feature of all, we can provide you with a full choice of top plates, swivels, swivel/rocker hardware, even the latest in office chair mechanisms. Write and ask for our Pedestal Base and Office Products product sheets...today, while you’re still on your feet.
Students design some far-out tables

Students from University of Wisconsin-Stevens Point enrolled in a furniture design course have created a local sensation with, of all things, table tops. The 50 tables, some of which carry the student-designer's signature, encompass such diverse themes as a 36-in. pizza, a four-ft. stick of Dentyne gum, a collage of campus photos vintage 1895, and an abstract crafted of everything from pretzels to buttons.

Designs were created on plywood circles, squares, and rectangles by students working on an assignment for a furniture design course, or, in some cases, a course in basic design. Fifty of the tops were selected and sent to Johnson Industries, Inc., Elgin, Ill., where they were immersed in polyester plastic, rendering the tops functional, permanent, unique.

THE LOOK IS EXPENSIVE

Naugahyde
Decorative Fabrics

THE PRICE IS RIGHT!

office furniture by murphy-miller

Circle No. 21 on reader service card

Mergers: Marlite acquires Workwall Div.

- The Partitions Systems Group of Marlite, Div. Masonite Corp., has acquired the fixed assets and inventory of Workwall Div., Marmon Group, Inc., located in Michigan. Although distribution of the product is expected to remain unchanged, manufacture of Workwall Partition Systems will be incorporated into Marlite production facilities in Dover, Ohio. Acquisition of the pre-fabricated Workwall line is expected to add to Marlite's off-the-shelf partitioning packages, strengthening a line already strong in partition system components.

- Harbor Universal, Inc., headquartered in San Leandro, Calif., has purchased Benedetti Corp., manufacturer of top quality, professionally designed wood contract seating, desks, and tables. The Benedetti Corp., a Harbor Universal company, will continue to be headquartered in Los Angeles.
A NEW CONCEPT IN CASTER DESIGN
The unique Slipper Caster base gently deflects carpet pile as it moves effortlessly, even over the heaviest shag.
The new Slipper Caster has a large low friction plastic base to virtually eliminate worn grooves in carpeting.
Graceful looking Slipper Casters always function smoothly. No catching of carpet fibers to impede performance.
Competitively priced Slipper Casters are produced in Metal and Plastic to meet your requirements for Strength and Beauty.
Slipper Casters are available in colors: Walnut, Maple, White and Black, and durable electroplated finishes. Included are: Brilliant Brass, Antique Brass, Chrome, Silver Satin and Copper.
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Wall firm enters contract with mid-priced units

"Living Walls, Inc. seeks to fill one of the most pressing needs in the industry today," says Ronald W. Rubin, President, "and that is the need for high-style, mid-priced office furniture wall systems." That's exactly what the firm has produced, keeping quality high and prices relatively low via unique manufacturing processes.

A leader in institutional casework for 18 years (under the name Valtronics), the firm invented the modular concept in dental and medical casework, and is now bringing these methods to its contract manufacture. Construction takes place in a 140,000-sq.-ft. plant in South Bronx, N.Y. This insures delivery time of 12 weeks, or in large order volume (in excess of 200 pieces) in 60 to 90 days. But the firm's strength lies in the details of the manufacturing process. Modern woodworking machines are geared specifically to Living Wall's rabbet-and-glue construction (no screws or nails are used in drawers), trimming costs in the normally expensive process. All exposed surfaces are laminated with Armorex, the firm's own laminate surface, which meets all NEMA standards for heat-resistance, scratch-resistance, and wear. Bonded via a heat and pressure process, the surfacing cannot de-laminate, and is available in five wood tones, six color finishes, with special order and modification work available for large volume orders.

Special attention is paid to hardware, "the one element no manufacturer can afford to skimp on." Shelf supports recess into chrome-plated, eyeletted holes, and screw threads are of plastic set into wood. Drop-front door supports have adjustable tension feature, and European door hinges are adjustable in two directions, providing both spring-assisted door opening and closing. To further assure quality control, factory personnel at foreman level have a minimum of 8 to 10 years experience with the firm. In fact, because the firm initially produced furniture for medical facilities, customer service is said to be very good, with damaged parts replaced within 72 hours of receipt of order.

Component parts come in a variety of styles to suit a broad functional spec-
The Schier Chair
by American Seating

Continuous curves of sculptured steel surrounding a padded shell dressed in soft leather, vinyl or nylon upholstery from an integrated collection of subtle patterns and deep colors. Gang it into uniform rows. Stack it six high on protective stacking pins. Enjoy the added luxury of upholstered arms.

The Schier Chair by American Seating. An unmistakable profile, whichever way you look at it.

Write American Seating, Dept. C-1066, Grand Rapids, Michigan 49504 or visit Space 1698, Merchandise Mart, Chicago

Circle No. 24 on reader service card.
GSA to implement AIA recommendations on awarding contract

Archibald C. Rogers, FAIA, AIA President, praised the decision of Arthur F. Sampson, GSA Administrator, to accept the recommendations of the special study committee he appointed in late 1973, to review the agency's methods for selecting architects and engineers to design federal government projects.

Key recommendations, to be implemented immediately, include modification of the makeup of GSA advisory panel members, who will now serve only one year and will be ineligible for consideration for GSA work during their terms. The number of panel members will also be reduced. In-house professional evaluation boards will be established to rank-order the three top firms recommended by the advisory panels. This ranking was previously done by the administrator, who was responsible for the final selection. Under the new procedure, if the administrator departs from the recommendation of the evaluation board in selecting the top-ranked firm, he must document his reasons. In addition, Sampson also endorsed AIA's position opposing competitive bidding or "any other form of price competition in the selection process."

In addition to those changes recommended by the special study committee, further changes will be effected January 1, 1975, including the requirement of design firms interested in GSA work to submit, in addition to information on the firm's qualifications, a proposal which would address specific project requirements.

Expansions: Congoleum continues $20 million program

- Congoleum Industries has opened a new facility for the production of extra-width cushioned vinyl flooring in Marcus Hook, Pa., the latest step in the firm's $20 million expansion program. Highlight of the new 87,000 sq. ft. plant is the industry's largest six-color rotogravure printing press. In order to expand the company's flooring felt capacity and service the new Marcus Hook facility, Congoleum has also built a companion felt facility in Cedarhurst, Md.

- FloorStyles Commercial Corp. of San Francisco has opened two new Bay Area branch offices, located at 400 Reed St., Santa Clara, and 1624 Locust Ave., Walnut Creek. The firm, specializing in commercial and industrial carpeting and hard surface floorings, is a newly formed subsidiary of FloorStyles, Inc.

- Hardware Designers, Inc., manufacturer of drawer slides and drawer sliding systems, has begun construction of an addition to its present fabrication and administrative facility in Mt. Kisco, N.Y. The addition will house highly sophisticated equipment, some of which will produce an innovative full-extension mechanism to be introduced at the 1974 International Woodworking Machinery Fair in Louisville, Ky.

New assignments:

Udstad-Dandridge to design new seating series

Henry End Associates, New York, London, and Miami, will design the interiors for a new 27-story, 300-room hotel, to be built in New Orleans. The complex, developed by Gerald Hines Organization will house restaurant, coffee shop, guestrooms, meeting/function rooms, ballroom, and other public areas.

... Sue Binswanger of Executive Interior Inc., Jenkintown, Pa., has been named by Homes Div., Evans Products, Inc., to design its new corporate headquarters in Plymouth Meeting, Pa. ... Michael Sanchez Associates, Los Angeles-based interior and graphic design firm, has been awarded contracts to provide architectural informational signage for First National Bank of Denver (Design Consultants to Gensler & Assocs., Architects) and Huntington Beach Civic Center (Design Consultants to Kurt Myer & Assocs., Architects). ... Currently on the boards at Designs Unlimited of Florida, Inc., St. Petersburg, are projects including design of three new bank buildings for Community Banks of Florida; Honeywell Center in Philadelphia, Pa.: Tarpon Woods Golf & Tennis Club, Tarpon Springs, Fla. ... Udstad-Dandridge Associates, New York City, has several projects in the works, including interior design and space planning for executive and general offices of Natomas Co., Inc., located at 75 Rockefeller Plaza; and a commission by Helikon Furniture Co., Inc. to design a new seating series, with the initial group scheduled for introduction at Designer's Saturday.
A carpet that passes our Tuft Bind Performance test can take the rough-housing in any school.

School carpets have to take a lot, year in and year out, ranging from students rough-housing to cafeteria spills. That is why we performance-test carpets made of Dow Badische fibers and yarns in our lab—before they are deemed worthy to cover the floors of Academe.

Our Tuft Bind tests, for instance, indicate how much pulling and snagging a carpet can resist. With a hook and Instron tester, we measure the force required to pull a single, independent carpet tuft out of a carpet sample. In order to pass, a carpet must withstand a minimum of 6.3 pounds of force.

This is just one of eight tough tests we put carpets through before they can carry the Dow Badische Performance Certification label. The carpets are also tested for flammability, static generation, light fastness, compression and abrasion resistance, delamination, wearability and appearance retention.

The next time you specify school carpet, look for the carpets with our Performance Certification label on them. You can be sure then they have passed their school tests with honors. Write for our Contract Carpeting Selection and Specifications Guide.
Richard W. Hanselman has been appointed Executive Vice President-Operations of Samsonite Corp. and assumes responsibility for operation of the company's Furniture, Luggage, and International Units.

Herman Miller, Inc. has announced the appointment of four new officers, to be headquartered at the firm's Zeeland, Mich., offices. Glenn Walters assumes the position of Executive Vice President, Office/Institution Div., Steven Snoey, Executive Vice President, International Div. Joseph Schwartz has been promoted to Vice President, Health/Science Group, Victor Pitzi to Vice President, Sales/Office Furniture Group.

Robert A. Hansen Associates, Inc. consultants in acoustics, announces relocation of its offices to 32 E. 39 St., New York, N.Y.

Ewing Cole Erdman & Eubank, Philadelphia-based architects-engineers-planners, have announced an expansion of name partnership to include Nicholas J. Rizzio, Jr., AIA, Robert V. Cherry, P.E., and Robert M. Parsky, AIA. The firm's new name will be Ewing Cole, Erdman Rizzio Cherry Parsky.

Arthur C. Arnold has joined Conwed Corp. as Manager, Institutional/Contract Furniture Div. Arnold's responsibilities include marketing and merchandising of division products.

Bruin Supply Co., Knottville-based distributor, has been accorded distribution rights by Monarch Carpet Mills, Div. E.T. Barwick Industries. Bruin will serve the Eastern Tennessee, southern Kentucky, and Virginia areas from company offices at 709 Cooper St., Knoxville, Tenn.

Institute of Business Designers has announced the formation of four new chapters, bringing the total number of chartered chapters to 12. IBD Northern California chapter was chartered in May, as were the Michigan and North Texas chapters. Chartering of the Los Angeles area chapter was finalized in June.

Kenneth A. Zick has been named Vice President Sales & Marketing for Monarch Furniture Corp., Div. Mohasco Industries Inc.

R.W. Shipley, President of Shipley Associates, Chicago, has been elected President of the Midwest Chapter, Institute of Store Planners, for the 1974-1976 term.
...at home with the Braves!

President's Choice...
the carpet used in the Braves Training room.

A dense heavy plush... the perfect choice for
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A unique blend of Dow-Badische yarn... combining the abrasion resistance and long wear life of nylon with the fine, natural aesthetic value of Zefran acrylic... this blend is optimum in accomplishing maximum beauty and performance. Depth of color is a strong characteristic.

I. V. Chandler, President, Patcraft, and Eddie Mathews, Atlanta Braves, shown in training room, Atlanta Stadium.

Circle No. 28 on reader service card.
New Congoleum Target

A class

Rated carpet with some class

Leave it to Congoleum. A 25 tunnel test flamespread rating, and beauty, too! A combination that's hard to find.

And new Target has all of the other specifications that make a superior institutional carpet: one-level loop tufted for easy care and long wear (it meets heavy commercial traffic requirements). Made of Zefran® Blend ZK-3 from Dow Badische Co., with the Zefstat™ 5-year free-replacement anti-shock guarantee.

Constructed on a unitary backing with fire retardant latex, and available in nine attractive, workable colors.

Congoleum Target puts flame retardant carpet in a new class. You'll want to see it and get full specifications before your next project. Call or write: Jack Berk, contract sales manager, Carpets by Congoleum, 195 Belgrove Drive, Kearny, New Jersey 07032—Telephone: (201) 991-1000.

Carpets by Congoleum®

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Safecrest Superfoam is the result of five years of intensive development work in the high resilient foam field.

Proprietary formulations, ultra-modern foam pouring equipment and totally new urethane technology has enabled Crest-Foam Corp. to produce a foam that combines the comfort of Latex, with the toughness and durability of conventional urethanes.

Safecrest also offers flammability characteristics that closely approximate those of neoprene foams, while providing superior low smoke generating properties. Think of it The comfort of latex The durability of conventional urethane Flammability characteristics very close to cellular neoprenes.

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AUGUST 1974
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Dawn of the dazzling cement block.

From General Tire, comes Genon Hercules vinyl fabric wall covering. And suddenly, cold cement block walls are vibrant with color. Luxurious, with deep-woven texture. Yet they remain durable and economical, as before.

Hercules, in 31 spectacular colors, brings a new dimension to classrooms, offices, restaurants, basements. Wherever budget dictates a cement environment, but the people within it demand warmth and beauty. Hercules hides cracks, water joints, and other surface irregularities superbly. Scrubbable, strippable. Hercules is easy to maintain. It has all the easy cleanability of vinyl.

Hercules can be installed directly on cement block, without finish plastering, or filling in mortar joints. All that's necessary is a simple latex primer to seal out moisture and mildew. It can be easily hung over textured plaster, concrete block, and metal partitions. With primer, Hercules can even be applied over structural glazed tile.

Specify Genon Hercules for your next design, construction or redecorating project. Hercules is produced in accordance with Federal Specification CCC-W-408-A, and meets all Class A Flame Spread Classifications. For a free full-color, detailed brochure and application instructions, write on your business letterhead to: The General Tire and Rubber Company, Contract Division, 979 Third Ave., New York, N.Y. 10022.

Genon® vinyl wall covering

GENERAL TIRE
Howe Furniture Corp. has moved its corporate headquarters and New York City showroom to 155 E. 56 St. The new facilities house planning/work space for designers and architects, along with audio-visual rooms and sound system testing areas.

Guido E. Baumgartner has joined Stendig Inc., Div. Burlington Industries Inc., as Vice President, Marketing. Baumgartner comes to Stendig with extensive experience in the contract field, including 23 years with Thonet Industries in various marketing capacities.

Announcement of official endorsement of the 1974 National Interior Design Show has been made by Interior Designers of Canada. The organization cited the show's combined contract/residential influence and divulged plans for a number of seminars to be conducted during show week.

Herbert H. Taylor has been named Assistant Marketing Manager for Fixtures Mfg. Corp. His duties will include the direction of advertising and field sales forces, with special emphasis on distributor and dealer relations.

Middletown Leather Co., Hackettstown, N.J., has appointed John W. Broeke as Sales Representative servicing architectural firms in metropolitan New York.

Board of Directors, Western Floorcovering Association has approved affiliation with National Congress of Floor Covering Associations. The affiliation provides the final link in a coast-to-coast network of regional groups.

A.I.D. Aulicino has joined Environmental Research & Development, Inc. as Executive Vice President, in charge of International Operations.

Norma Sweet has been appointed Vice President in charge of fabrics for Edward Axel Roffman Associates, Inc. Formerly Fabric Sales Manager for Lehigh-Leopold, Ms. Sweet will coordinate the new line of upholstery fabrics introduced by Roffman.

A new concept in lead services for carpet specifiers is due to be released in the Fall of 1974 by Contract Carpet Research. To be offered on a national and yearly basis, the lead service-market research publication will include a year end summary of architect specifications, fiber constructions, and installation performances.

A.D. Aulicino has joined Environmental Research & Development, Inc. as Executive Vice President, in charge of International Operations.

**PLENAIR LANDSCAPE PARTITIONS SYSTEM**

Plenair Landscape Screens reduce noise, build in privacy. And all parts are completely non-combustible from fashion-right fabric finish to vinyl anti-snag trim. Available in 21 contemporary standard colours, with black, brown or silver vinyl trim. A wide range of custom colours, weaves and striped patterns are available on special orders.

The Plenair Landscape Partitions System does more than just build in efficiency and quiet. It looks really beautiful. You may even specify contrasting fabric colours for each side of a Screen for extra versatility. Plenair Landscape Screens are easy to-care-for, too. Just clean the vinyl trim with a mild detergent and dust or vacuum the fabric.

Plenair Screens are available in straight or curved lengths up to six feet high by six feet wide. You may order any combination of sizes within these standard order dimensions to suit your office partition requirements.

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finger-tip action of the lever and her chair goes up or down automatically! She can stop exactly where she wants—exactly where its most comfortable for her. Her back is custom-supported, too, with adjustments both in height and pitch. Shock absorbers pamper her when she gets a little behind in her work. Doesn't every girl deserve a little love from her chair?

The Belle Secretarial Chair with pneumatic adjuster
Design: Olli Mannermaa
Castelli. When you’re not using it
think of it as sculpture.

Flexible, versatile, usable, timely sculpture. Because the Castelli 106 System has been designed to anticipate all your seating needs. From separate seating to a joined system to a stack up to the ceiling. Some of the reasons why the 106 works so beautifully for you. There are more. Take construction. Legs are equipped with self-levelling glides and are fixed into the side frame sections. Every option is individually replaceable. Options such as a stacking tablet arm, a book rack, an ashtray, even more. The 106 is molded plywood. In Oak, Rosewood and Walnut. Polyurethane cushions are available with either vinyl or fabric upholstery in a palette of striking colors.

Castelli has a system for just about every seating situation you can imagine. Which is why you should check into our Axis 3,000 and 4,000 Modular Seating Systems.

So the next time you think of seating for anything from a waiting room to an auditorium, a lecture hall to a passenger terminal, think of Castelli.

Write on your professional letterhead for materials: for contract-institutional binder, send $4.00; for complete specifiers’ library including our residential catalog, send $5.00. Refundable with initial order.
Newly appointed Contract Carpet Consultants for Dow Badische Co. include Laura E. Diffenderffer, Robert L. Daniel, and Robert C. Van Horn. They will be responsible for primary contact with architects, specifiers, and key purchasing personnel in the contract market.

Frederick P. Malloy has been appointed Director of Marketing Services for GF Business Equipment, Inc. In his new position Malloy will be responsible for overall direction and planning of the company’s advertising, sales training, sales promotion, and public relations activities.

In an analysis of figures released by the Bureau of Census, Wool Bureau, Inc. reports that United States wool upholstery production increased in 1973 to more than 2 1/2 million linear yards. This figure indicates a 90 percent increase over the previous year’s production.

Jasper Corp. announces the promotion of Guy Hurst to Planning Director, Kimball Consumer Products Div. Prior to this appointment Hurst served 16 years as Jasper’s Chief Designer.

D.K. Industries, wall system manufacturer located at 1933 S. Broadway, Los Angeles, has leased industrial facilities at 9644 Lurline Ave., Chatsworth, Calif., to house manufacturing equipment recently moved from the company’s Danish production facilities.

Cole, Div Litton Industries announces appointment of Don B. Ackerman to Vice President-Sales. Ackerman will work out of company headquarters in York, Pa.

Marshall Clegg of San Antonio, Tex., has been appointed by Contract Furnishings Council to serve a two-year term as National Co-Chairman. Installed at the June 19, 1974 general membership meeting, Clegg will co-chair his first year with present chairman, Austin Kaufman.

George R. Sellers has succeeded Jack Josephson as President of J. Josephson, Inc., Div. Coronet Industries. Josephson will now assume responsibilities as Chairman of the Board, J. Josephson, and Vice President/Director, Coronet Industries.

Eppinger Furniture Inc. has appointed several new Sales Representatives to handle its line of custom executive office furniture and open-plan office systems. T. Patrick McGuire, 2022 Columbia Rd., N.W., Washington, D.C., has been designated Sales Representative for the Virginia-Maryland-Washington, D.C. area. The firm of Lounsberry/Bozik, 2785 S. Speer Blvd., Denver, Colo. will cover the four-state territory of Colorado, Wyoming, Utah and Mexico. Sales in Hawaii will be handled by Stephen McClaran, 637 Sheridan St., Honolulu.
The new SEF Collection from Specifier: it's the only thing the chef can't flambé.

Feast your eyes on the latest in contract drapery fabrics from Specifier's SEF collection. They not only offer you superior flame retardancy, but superior styling and texture versatility, too.

SEF is Monsanto's new modacrylic fiber with the aesthetic virtues of an acrylic. That means it turns out fabrics with wide pattern scope, great texture variety, rich colors and soft drapeable hands. It also means superior soil release, colorfastness, sun-resistance and the flame retardancy needed to pass the California Fire Marshall Test.

Specify SEF fabrics from Specifier for restaurants, hotels, hospitals or any contract job. Specifier, a one-stop source, designs, manufactures and converts its own fabrics. They also offer you a total contract service to make life even easier.

See them at 295 Fifth Avenue, New York, N.Y. (212) 679-3636. Specifier-Division of Riverdale.

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The Johnson Stablelizer 80 table base has a built-in self-adjusting glide that really works...
is completely concealed...
is foolproof, guaranteed for 5 years!

Top from Johnson's Cabinetmaker's Collection

See a demonstration of how this new Johnson STABLELIZER 80 base works! Every Johnson factory representative has a sample for your inspection. Write for catalog sheet and name of your nearest Johnson representative.

Trademark and patents applied for

Another new idea from the broad line of Johnson Contract Furnishings

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Circle No. 38 on reader service card
Du Pont invents a bottomless carpet cushion less than 1/2" thick.
Du Pont has invented a suspension system for people to walk on.

Polyester pneumacel* carpet cushion. It's neither an elastomeric foam nor a felt. Rather, it is billions of inflated cells in fiber form—masses of tiny pneumatic springs. Actually, pneumacel is a new form of matter.

Nothing cushions like pneumacel. It sinks in easily at first, then pushes back as pressure increases. Never fully compresses. Keeps its resilience.

Any carpet over pneumacel feels luxuriously thick underfoot. Pneumacel spreads the load to help prevent crushing of carpet face pile and stretching of its backing. Prolongs useful life of carpet.

**Composition:** Cellular polyethylene terephthalate (polyester) inflated with a fluorinated hydrocarbon and air. Fiber strands are bonded together with a thermoplastic binder.

**Advantages:** Outstanding cushioning together with protective firmness. High ratings as thermal insulator, and as impact-noise reducer. Highly resistant to moisture, mildew, carpet-cleaning chemicals. Unique combination of low flame spread and smoke generation characteristics. Excellent durability.

**Specifications:** Available through selected local dealers in two styles: "Belmeade" (0.30" thick) and "Lansdowne" (0.48" thick). Comes in rolls 72" wide.

Additional information is detailed in Sweet’s Architectural Catalog File, reference 9.29/Du. For samples, see Sweet’s Interior Design File. Or write Du Pont, Pneumacel Marketing, Christina Site, Wilmington, Del. 19898.

*Pneumacel is the generic term for pneumatic cellular polymeric cushioning material.

Specify DuPont Pneumacel Carpet Cushion

Circle No. 39 on reader service card.
COMING EVENTS

1974

September 9-12. INFO 74. Coliseum, New York City.
September 29-October 2. 14th Annual Convention, Western Floor-Covering Association. Caesars Palace, Las Vegas.
October 14-18. Fourth Annual Come to the Marketplace, Member showrooms, New York.
October 18-19. Seventh Annual Designers' Saturday, Member showrooms, New York.

1975


Foreign Trade Shows 1974-1975

August 9-31. Interdesign '74, ICSID seminar. Toronto, ONT, Canada.
August 31-September 3. Texpo-74. Bella Centret Mart Building, Copenhagen.

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MODULAR SEATING SYSTEMS
OFFER MAXIMUM CAPACITY
IN MINIMUM SPACE AREAS

The modularity of inherently flexible seating systems permits endless variations of design schemes, and though generously oversized, these systems can be space savers.

Small spaces, premium-priced rentals, and soaring building costs invariably confront planners as spatial challenges—less euphemistically called design problems.

To combat these troublesome situations, designers have been taking alternate routes in planning, and each area involves its own set of considerations.

Lounges, where people gather for relaxation, conversation, or for just plain waiting, are one of those areas that has benefited from new design approaches.

What is making the lounges come alive is the growing popularity of a very practical and certainly eye-pleasing option for obtaining maximum seating in small areas: modular seating systems. These systems reduce confusing clutter and visually enlarge spaces.

**Systems used as architecture**

On the surface, this may not sound logical, for modular lounge systems are invariably lavishly overstuffed for deep seating comfort and often seemingly take up greater amounts of space than a comparable number of individual chairs and sofas.

In practice, however, modular seating systems have proved extremely effective in small spaces without compromise of design concept or client need. In essence, they become part of a room’s architecture.

This theory of furniture as architecture is well exemplified by Tobia Scarpa, a noted Italian furniture designer, who developed his Erasmo seating system for B&B of Italy (distributed in the U.S. by Atelier International) specifically as a well defined solution to small spaces. Erasmo was originally created for residential use because, as Scarpa explains, today’s homes have smaller rooms. Yet the dimensions of Erasmo are luxuriously large, and Scarpa emphasizes that it is the “relationship of these large dimensions to the small spaces” that is important.
MODULAR SEATING SYSTEMS

Conventional furniture can dominate space

"Conventional furniture," he explains, "tends to occupy space as free-standing sculpture. Modular seating units, though richly proportioned, have a low profile and are not overpowering. In effect, they function as architecture. Thus, conventional furniture, while smaller in scale, can dominate space, often creating a crowded look."

Scarpa's Erasmo is essentially a series of chunky rectangular forms (one design variation is shown on the frontispiece of this article). But it is not the shape of the components alone that contributes to furniture as architecture. A number of lines with highly sculptural forms are designed to serve the same purpose.

One example is Herman Miller's Chadwick Modular Seating, designed by California designer Donald Chadwick and introduced during NEOCON this year.

Chadwick's system combines molded shapes of wedges and squares, so that when linked, the units strike a sculptural, serpentine seatscape.

Chadwick's desire was an expression of modules as "molded shapes but not in such sculptural terms that when linked they become too dominant or overscaled for their environs." Chadwick feels that the seating seems to best convey its message when allowed to flow through its particular ambient space.

Few components, endless variety

As in any design and planning endeavor, there is never just one solution to achieve desired esthetic and functional goals. There is, however, such an ample array of modular seating systems on the market, each with its own special attributes, that full knowledge of how they work—how they differ, how they are similar—will assure the specifier of selecting the system that best fulfills all considerations.

The one common aspect of just about all modular seating systems is the limited number of basic components. Each system is so designed that member units can be grouped in such wide diversity of arrangements that no two final versions need ever be exactly alike.

The basic components are the seat itself, back, and arms. Differences in systems range from units that combine both seat and back in one piece, arms that are also...
A—Herman Miller's new Chadwick Modular Seating, designed by Donald Chadwick, connects "outside" and "inside" wedges and square units. Variations include straight line arrangement and even a full circle. Chairs have cold-cure polyurethane foam cushioning molded over plywood, steel frame, and molded polystyrene fluted base, which are supplied with 4-in. square connectors. Circle No. 201.

B—Special feature of Stow/Davis' modular lounge system, designed by Fillmore Harty, is use of Dow Chemical's new Inner Foam concept to achieve several desired densities. Covering is strategically seamed to take a hidden drawstring that keeps the new Stretchwool fabric in place. Three basic modules—armless unit, corner unit, and ottoman—can be linked by connectors in endless varieties. Circle No. 202.

C—Four basic pieces in Chloe Series, designed by Edward Halliday for David-Edward Ltd., are based on 34-in. square module. Arm unit is a true corner, working as a left or right. Construction is multi-density foam over wooden frame, with bases of mirror-polished aluminum. Installation shown is Southern Ohio Bank, Cincinnati; interior designer, Edward P. Halliday, RTKL. Delivery: 10-12 weeks. Circle No. 203.

D—Units in TSOO'S new collection have interchangeable back/arm components and stainless steel table module. Each seat is 30-in. square, 14-in. high, with 27-in. overall back height. Delivery is 6 to 8 weeks. Circle No. 204.

E—Designer G. Faleschini's Teorama Series for Pace Collection incorporates corner and armless units. Curvature of arm unit back is so designed that persons face inward, ideal for conversations. Back curves have special tennis ball stitching, a method of curving the fabric to agree with the curve of the foam. Fabric, suede, or leather is upholstered over several densities of rigid polyurethane. Inner frame is metal. Allow 12-14 weeks for delivery. Circle No. 205.
MODULAR SEATING SYSTEMS

Foam densities range from soft to rigid

permanently attached on either right or left side and sometimes both.

Some systems build in a greater degree of flexibility by having arms that can be attached by a joining component for future removal (or addition) without upsetting the basic design.

Several systems place the seat cushions on a tray base that is wide enough to take an arm unit, either left or right. In this instance, if the arm is removed, the empty space is all too visible.

For added versatility, some systems offer curved- or wedge-shaped modules to form corners. Some even provide tables that can be inserted between seating modules in the center of a line, at corners, or even as freestanding cocktail tables.

Frame, foam, fabric considerations

Inner construction becomes another matter to carefully weigh, particularly if the system will be subjected to hard use.

Most systems are built up around an inner frame or armature to provide long-lasting durability. These frames are made in various materials, usually wood or metal, sometimes plastic. Some systems dispense with inner frames, using instead self-supporting urethane foam made in several densities to give support where needed and softness for physical comfort.

Urethane foam seems to be the prevalent basic design.

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A—Four pieces offer endless flexibility to Edward Axel Roffman's newest seating system designed by Richard Suma. Inner plywood frame is wrapped with urethane and Dacron. Delivery, 8-10 weeks. Circle No. 206.

B—Post Time's legs, or posts, link components in right angles or back to back. By Leif Blodee for Gunlocke Co., system has spring foundation covered with Dacron and foam. Circle No. 207.

C—Huge staples tap into deep holes in plastic feet to join separate units of Modulo 60, designed by Eleanore Peduzzi Riva and available through ICF. Circle No. 208.

D—Corner units and 2-, 3-, 4-place seats multiply the versatility of Hidalgo, imported from Italy by Galleria Mobili. Delivery, 14-16 weeks. Circle No. 209.


F—Harvey Probber's new Deep Tuft has 4 basic units. Inner metal seat platform is placed within mold at time of foaming to become integral part of unit. Circle No. 211.

G—Ganging device "plugs in" sections of Tappo, by John Mascheroni for Vecta Contract. Forming straight, curved, and circular schemes. Tappo covers internal skeleton with layered polyurethane foam. Delivery is 6-8 weeks. Circle No. 212.
MODULAR SEATING SYSTEMS

Modularity permits endless exploration of forms

be zipped for periodic cleaning or replacement.

Height of seats, which differs among systems, becomes an important consideration for specialized usage. A patient waiting room, for instance, would better serve its users with a standard seat height than one that is so low that chins unavoidably rest on knees. While these low seats are extremely comfortable and encourage total relaxation, an infirm or elderly person will find them too awkward to rise from. On the other hand, students love them.

Custom look without custom work

The choice of system specified depends greatly upon the space it is to occupy and the use to which it is put. Often, designers take full advantage of a system's inherent flexibility by planning not just one arrangement but several to periodically bring a fresh look to a lounge area.

Stressing this option, manufacturers illustrate many placement patterns in their brochures and often provide consultation services so that the system is used to maximum effectiveness.

Harvey Probber has found that designers using his lounge seating systems for banks, offices, lobbies, or other public areas regarded them as "rigid entities." On the other hand, he explains, those specified for schools, colleges, libraries, and student unions are conceived with "mobility in mind." He adds that in these installations, "pushing and pulling the units into new arrangements for privacy or sociability becomes important."

Like a child with a new set of building blocks, designers can manipulate modules to create any number of fluid seatscapes in dramatic terms.

Modular seating systems, says Designer Janet Schwietzer of The Pace Collection, "have indirectly forced the designer to experiment with the movement of furniture in space and to consider many different seating attitudes as opposed to conventional arrangements. They have liberated the designer by opening up new avenues of experimentation."

As William Sullivan, President of Vecta Contract, points out: "Here is the designer's opportunity to create a custom look without need for custom work."
A—Snaking its way from warehouse to truck, and then to a congress hall in Switzerland, it’s Nonstop. The Stendig seating system zippers together three basic units: left and right arm units, and armless units. Covering is choice of Swiss leathers and suedes. Circle No. 213.

B—Chair, corner unit, and pouf in 32-in. modules are heavily layered with soft Dacron over foam. The Airborne system links with a ring system. Circle No. 214.

C—Solid foam, modular cubes, and matching bolsters are made by Universal Joining Module. Upholstered on all sides, units have zipper closings. Circle No. 215.

D—Velcro tape secures foam and Dacron seat and back components of Jack Cartwright’s World Series Group. Inner frame is plywood. Circle No. 216.

E—With 8-12 week delivery from Italy, Paione seating system by Sormani Linea Plus can be used straight and in corner or freestanding schemes. All components are molded of rigid polyurethane on a base of thermoformed plastic. Circle No. 217.

F—Glassform’s Public Seating Group, distributed in U.S. by Eppinger, offers its two modules—corner and straight units—in ten standard colors in a matte finish. Circle No. 218.
The temptation is to touch the ceiling. To lightly trace fingertips over and around the intricate stucco \textit{alto-rilievo} swirling across the ceiling of the main showroom hall of Cado Center, in Copenhagen, Denmark.

And temptation becomes reality. Within the grandly proportioned two-story-high space of the 64-year-old building is a newly installed superstructure, multi-leveled into a series of display platforms. The topmost tier is about seven feet from the decorated ceiling, close enough to touch the stucco designs, close enough to fully appreciate this fine example of a lost craft.

This experience, in but one portion of the building, exemplifies the recently dedicated Cado Center, which brings to a new height the gentle and superb blend of the old and the new. It is a magnificent example of interior and exterior architectural restoration.

Cado Center is the new world headquarters, encompassing both corporate offices and showrooms, for the companies founded and run by Poul Cadovius and marketed under the umbrella name of Cado. The companies are Royal System, System Abstracta, France & Son, and Cadomus.

\textbf{64-year-old house bought in 2 days}

The original house, designed by Ulrik Plesner, an innovative architect of his day, and built in 1910, was owned by Copenhagen's Student's Organization. Once a lively center of student activities, it had in recent times deteriorated so drastically that demolition was considered by many to be the only practical recourse.

It was in the fall of 1972, while on a trip to Holland, that Poul Cadovius read a small news item announcing that the old house for sale. Within two days, he purchased the distinctive building.

"Naturally," explains Cadovius, "a radical restoration was required, and the choice of architect extremely important. He would have to understand how to preserve the characteristics of the building."

The choice of architect proved exceptional. Jorgen Raaschou-Nielsen, MAA (Member, Federation of Danish Architects), a skilled architect with deep interest and notable experience in restoration projects, accomplished the task, as Cadovius describes it, "with idealism and respect."

The basic concepts of the restoration were shared equally and enthusiastically by
RECYCLING OLD BUILDINGS

RESTORATION OF RUN-DOWN, LANDMARK HOUSE RESULTS IN MAGNIFICENT CADO CENTER

Charm of original interior/exterior architecture preserved, forming framework for contemporary additions in Copenhagen HQ center for Cado's world-wide activities

By Anne Fallucchi
Managing Editor

Main showroom hall at Cado Center, with its decorative stucco ceiling, spans the height of two grandly proportioned floors. Spaces within spaces were created by Architect Jorgen Raaschou-Nielsen by means of a multi-level steel superstructure to show Cado's extensive furniture lines. Where possible, Raaschou-Nielsen preserved original architectural forms and details. The result is a magnificent blend of old and new.
Centrally located in Copenhagen and in full view of historic Town Hall Square, Cado Center underwent extensive renovation during a 14-month period. Windows which had deteriorated were newly installed, based on original sketches of the 1910 building. After thorough cleaning, red hand-molded bricks and limestone decorations were treated against further pollution damage. Founder and head of the world-wide Cado organization, Poul Cadovius (left in photo above) awarded Architect Jorgen Raaschou-Nielsen with the newly established Cado of the Year 1974 award during dedication ceremonies of the Center. Mrs. Cadovius listens as the architect is cited for "having created the house gently and with great personal interest."
both Raaschou-Nielsen and Cadovius. There was a great desire to preserve the old characteristics of the building, and many original ceilings, doors, paneling, stairs, and other fine detailing were restored. Where repair of the old was impossible or where function demanded change, new contemporary structural forms were created within the framework of the old.

The main staircase in the entrance foyer, for example, was so totally beyond salvation that it was ripped out and replaced with a contemporary, steel-structured staircase.

Eleven levels modulate spaces

Within the four major floors of the new Cado Center, architect Raaschou-Nielsen inventively created an exciting interplay of different levels—a total of eleven. Not only a visual delight, these levels also modulate spaces within spaces and actually add to the efficiency of the plan.

Many window parts, a total of 7,437, were so badly deteriorated that replacements were necessary. Architect Raaschou-Nielsen used the same large window proportions that were shown in the first sketches drawn by the original architect.

Instead of blast-cleaning the red, hand-molded bricks, which would have been destroyed by this treatment, a new chemical paste was applied to the facade with brush and broom and then washed off after 24 hours. The even more fragile limestone decorations were brushed clean. The entire facade was then treated to prevent future pollution damage.

Renovation of the old house was not an easy task. In fact it was considered highly risky. Starting with the foresight of Poul Cadovius and the skill of Jorgen Raaschou-Nielsen, it took 14 months, 80,000 working hours, and 20 million Danish kroner to bring a badly deteriorated building to a restored, productive life as the new Cado Center.

As Raaschou-Nielsen says: "It is very fortunate for the City of Copenhagen that this old building did not have to share the fate of other buildings originating from the same period."
From a 6-man factory in 1945, Royal System/Cado is today a world-wide operation, making even greater inroads in U.S. under progressive leadership of Torben Huge-Jensen.

Poul Cadovius is one of the best known furniture designers and manufacturers in Denmark, in fact, all of Scandinavia. So widespread is his reputation there as an innovator and driving force behind each of his four companies that the names of Cadovius and the firms are virtually synonymous. Significantly, it is not unusual to hear the name Cadovius used instead of Royal System, System Abstracta, France & Son, and Cadomus.

It is Cadovius himself who masterminds the highly successful global enterprises that operate under the family name of Cado. Typically, it was Cadovius who provided the motivating spark to restore the old house in Copenhagen that is now the splendid Cado Center (see preceding article).

**Started in 1945**

Cadovius entered the home furnishings business in 1945 when he opened a small workshop to produce Venetian blinds, then relatively new. His staff: a partner (who left in 1954) and six employees.

In 1948 he introduced another new idea—a wall-mounted furniture system that he designed and developed called Royal System. This was the first system to take furniture off the floor and up onto walls.

With this revolutionary idea, the company expanded, new factories were built, and a wider distribution network was established. Today there are more than 800 employed at the company's Danish factories; there are branch offices in many parts of the world, and numerous foreign firms produce Cado lines under license. About 80 percent of Cado products are exported to countries outside of Denmark.

In 1960 Cadovius designed System Cado, a further development of the Royal System principle of wall-hung furniture.

In 1966 Cadovius took over the furniture factory of France & Son, known for high quality furniture based on hand-crafted cabinetmaking. Production now includes upholstered, wood, and plastic furniture, for residential as well as contract use.

**Abstracta for dome buildings**

Another Cadovius invention is System Abstracta, a module system of interlocking tubes and connectors. In a variety of sizes and lengths, these tubes can be assembled in unlimited combinations for interior uses in shops and stores, offices—in fact, in any interior requiring efficient use of space. The system was introduced in 1960, the same year the venetian blind operation was stopped.
So flexible is its application that System Abstracta was used to create bubble-type, dome buildings, covered with plastic film. These were presented at several international fairs with much acclaim, and Cadovius has received several awards for the System, described by experts as one of the 20 best designs of the last 20 years. It is manufactured and marketed in the United States by Abstracta Structures, Inc.

Cadovius has contributed to the building industry in other ways. In 1966, 10 years of work on an idea was brought before the public. The “house of the future” was delivered by helicopter to a Swedish building fair in Malmo. Here Cadovius displayed new methods in the form of a series of molded fiber glass constructions.

In U.S., its Royal System, Inc.

Cadovius opened the United States operation of Royal System Inc. in 1958. Since that initial thrust into the U.S. market, Royal System has expanded its scope considerably with offices in New York and Van Nuys, Calif.; showrooms in New York, Chicago, Cincinnati, Philadelphia, Boston, Atlanta, Dallas, Miami, San Francisco, and Seattle.

Royal System/Cado received its major impetus within the past 1-1/2 years, coinciding with the appointment of Torben Huge-Jensen as President of the U.S. company, Royal System, Inc. Jensen’s aggressive marketing and promotion programs have been so successful that by the time he celebrates his second anniversary as President, the firm’s sales will have doubled.

One prime area of expansion has been in contract. In part this was necessitated by the marketing of France & Son furniture, which until recently was distributed by John Stuart Inc. In May of this year, following a mutual agreement with John Stuart, Royal System took over France & Son distribution and is marketing the lines under the name of Cado Collection.

To further strengthen Royal System products for contract use, the firm has added a series of components for office application to the Royal System and System Cado furniture. Among these are files and specialized storage units.

All of the wall-hung systems are fabricated in Denmark, with a few inserts for components made in this country. A new Cado desk is now being manufactured in Canada.

Moving into accessories, Royal System/Cado recently added a line of quality rya rugs, made in England, and equally handsome Peruvian woven wall hangings.

Royal System/Cado furnishings are quite diverse, as the sampling on these pages illustrates. Their one common denominator is that they are in the finest tradition of Danish craftsmanship. ■ A.F.
The Scandinavian Furniture Fair this year presented a low profile in terms of new designs. Excitement that is usually generated by Scandinavian furniture was conspicuously missing from the vast array of products displayed at Bella Centret, Copenhagen’s large exhibit center that houses both permanent and temporary exhibits from all Scandinavian countries.

Exhibitors presented little that was newly produced for this major furniture event, many items having been seen before. And among those that were making their debuts, there was no innovative spark to spur a universal design direction.

So difficult was it to find new, exciting furniture lines that as dealers met and grouped in the corridors their common greeting, in near unison, was: “Have you seen anything new?”

In general, particularly among the residential lines, the overall look of the furnishings was one of fashion, one that might aptly be called fad. Variations of the styles produced by the Italians during the past decade seem to have invaded a good many of the Scandinavian exhibits—some obvious and not too expertly handled knock-offs, a few borrowing design direction and treated handsomely. This is not to imply that nothing was new. Those that were not only new but also excellent made the search worthwhile.

**Modular sofas, wall units**

Laminated and shaped plywood, pine, steel, some plastics, and many versions of tubular metal frames have outpaced the tactile, near-sensuous, and very expert manner that the Scandinavians, the Danes particularly, have of quality crafting wood into classic pieces of furniture. For the most part, and regardless of the materials used, Scandinavian manufacturers known for better lines still place great emphasis on finesse of design and quality of fabrication, as the illustrations on these pages demonstrate.

Modular lounge seating units, overstuffed with deep, comfortable foam and covered in a variety of materials, were
A—Fabrikkene Lea/L. E. Andersen (Denmark) took a turn at playfulness with Tom Christian's lounge, made of soft pillow bolsters set on a toboggan-shaped base.

B—Eero Aarnio curves modular seating sections to show the system's versatility, which also includes insertion of tables. Called Caravan, it is produced by Asko (Finland).

C, D—Two designs by Jan Ekelsius for Joe Mobel (Sweden) share in common simplicity of form: Etcetera I easy chair (C) and S75 chair (D).

E, F—Lammhults Mekaniska (Sweden) brings a clean, crisp look in fixed seating by Lindau & Linderkrantz design team. Options include padding on upper back rest and seat, table top inserts between seats. Available shortly through Stendig Inc. in U.S.

G—Skipper's Mobler (Denmark) uses bent tube to frame this very comfortable, leather upholstered lounge chair, designed by Svend Skipper Dyrup.

H—Kinnasand (Sweden) displays fabrics that are subtle, sophisticated in design and weave. Gamma is 100 percent cotton; Delta is an acrylic/polyester/linen/rayon blend.

SCANDINAVIAN FAIR SCORES HIGH ON QUALITY BUT LOW ON INFLUENTIAL FURNITURE TRENDS

AUGUST 1974
fairly well represented by a number of manufacturers. Wall storage systems, with modular units providing built-in flexibility, were displayed in both metal and wood.

For the open office, several systems arranged into efficient workstations. Only one manufacturer, Scanform, displayed what is considered the traditional, total office landscape system that included acoustical dividers and screens, divider-hung components such as files, shelves, cabinets, and work surfaces.

One of the more exciting seating groups was Fritz Hansen's System Chair, a new series that embodies numerous versions of the Verner Panton-designed concept. The System Chair, which made its U.S. debut at NEOCON, is more fully described and illustrated on page 86 of this issue.

New Bella Centret for '75

For the U.S. dealer and specifier visiting the Scandinavian Furniture Fair, one notably outstanding impression is the quality of the Fair itself. Despite the fact that little was really new, there is more good design than bad; the exhibits themselves, both the temporary as well as permanent ones, are treated handsomely in settings that invite and delight the serious buyer and casual browser alike.

Good design prevails throughout—in corridors, public restaurants, private meeting rooms, right through to the exhibits. But beautiful as it is, Bella Centret has proved too small, particularly for the Scandinavian Furniture Fair, which this year inaugurated its international section.

A new Bella Centret is now being constructed on a much larger scale and will undoubtedly attract many more international events in fields other than furnishings. The new complex will possess facilities to accommodate conventions and congresses for up to 6,000 persons.

The new center will have greatly expanded exhibition areas, several halls and auditoriums for large conferences, meeting rooms for smaller working groups, equipment for six-language simultaneous translation, audio-visual aids.

Designers of the new center, Ole Meyer, architect, and Erik K. Jorgensen, M.Sc. (Eng.), have arranged the buildings in such a way that future extensions can be made in practically all directions.

The new Bella Centret will be ready for its first event in September 1975. — A.F.
A—Avanti wall system, with near-endless combination capability, was designed by Antonio Gioia for Dux of Sweden. Components of the system, lacquered in white, brown, or black, join to form an efficient workstation. At Raymor in U.S.

B, C—A special surface treatment keeps the solid Siberian larch (a tough, durable pine) from marring. Chairs and table are part of Collection Fuglisang (Denmark) line designed by Vagn.

D—Laminated woods turn into sculptural frames in Select S-I, designed by Olaf Rolf Tysnes for Westnofa Ltd. (Norway).

E—Laminated and shaped plywood, abbreviated wings flanking the headrest, and casters on back legs distinguish a new lounge chair by Hans Wegner for Getama (Denmark).

F—Esko Pajamies covers the chair shell with leather and curves the tubular frame around the shell in Contra seating produced by Asko (Finland).

G—Model of the new and larger Bella Centret, scheduled for completion by September 1975, shows main entrance, with administration building to the right. At left of photo is the congress hall; in background, the Center hall.

Modular is keyword in seating and in wall systems
Seamless wall drum casting, new to lighting manufacturing, creates a chandelier globe of uniform thickness, virtual indestructibility. Designed by Paul Mayen for Habitat Inc., the hanging fixture is cast in clear or transparent Butyrate and can be specified in 12- or 17-in. diameters. Translucent drum, cast in high density linear polyethelene, is also available. Circle No. 249.

LIGHTING TAKES SHAPE, SHINES IN ACCORDANCE WITH INSTALLATION NEEDS

Combined candle and electrical power, malleable plastic fixtures, modular ceiling systems, insure correct intensity and configuration.

Plexiglas and metal take geometric, circle-within-a-square shape in a collection of contemporary fixtures from Auralume, Div. Lightron Corp. Tic Tac Toe, aptly titled, suspends polished chrome or brass globes between clear or smoked Plexiglas panels. Available in stem-hung, chain-hung, or chain-swag models, the five-globe unit features coil cable wire for easy, individual head positioning. Circle No. 248.

Base and columns of polished chrome support pleated beige linen shades and double bulb unit, in George Kovacs Lighting Inc.'s Dangles collection. Dubbed for its suspended brass pullchains, the collection can be specified in polished brass, matte brown finishes, as well as in chrome, with choice of Dupioni silk, soft suede shades. Circle No. 250.
Shifting crystal reflections in constantly changing tones provide ceiling interest (in addition to uniform illumination) with wall-to-wall coverage from Neo-Ray Lighting Systems, Inc. Of uniform or irregular length, randomly or regularly spaced, the Anglo ceiling unit—from the Trilogy group—offers graphic possibilities from geometric patterns through company logos. Circle No. 251.

Old World charm with updated durability and ease of maintenance is what Sternberg Lanterns, Inc. has aimed for in its 16 fixture line of outdoor lamps (above left). Fashioned from weather-resistant cast aluminum, the lanterns are offered in choice of 10 finishes, five decorative glass or acrylic panel combinations. All with pier, post, or hanging mountings. Circle No. 253.

Georgian Art Lighting Designs introduces a hand-leaded solid brass lantern (above right) for indoor and outdoor use. South Hampton, six-sided coach lantern, measures 39-in. high and accommodates three candelabra bulbs up to 60 watts each. Circle No. 254.

Through multiple use of basic light unit, TSAO Designs' Chandelier System I offers the designer the opportunity to construct lighting configurations directly suited to individual installations. The add-on system joins clear glass globes with polished chrome tubing. Circle No. 255.
Timmerco Div. Feldman Lighting's flame sculptured bronze line can adapt to a wide range of wall and ceiling uses, from modest bracket fixture to expansive chandelier. Cascade combines several tiers of rough-edge bronze—random lengths, random levels—to achieve maximum light reflection and diffraction. Circle No. 257.

LIGHTING

Plastic-encapsulated bulbs burn for fifty years

Chrome plated metal housing supports heavy-hand sculptured crystal plates, creating a wall fixture which Venini Ltd. describes as "the modernist's delight." Cool crystal cubes can be alternated with amber patches for warmer lighting effect. Circle No. 256.

Cascading glass chandelier, a Glass Plus Glass custom design from Prescolite, uses five-foot diameter metal ceiling ring to support more than 30 projecting light stems holding 4,500 individual glass units. Close spacing of projectiles, combined with smaller-diameter inner support ring, creates visual / lighting opulence. Circle No. 258.

Art deco revival inspired Koch & Lowy's design F-2043, silver-banded table lamp. White glass column lights independently of its matching shade, for high or low intensity. Circle No. 259.
With newly added center down light to supplement candle light, Robert Long Inc.'s 5079 chandelier can rely on electrical power for high illumination settings, use candles alone for accent lighting. Spring-loaded cartridges contain eight-hour candle which is automatically raised to accommodate burning. Circle No. 262.


Polished chrome or Malayan bronze are finish choices for Laurel Lamp’s contemporary table fixture. Model H-1141 stands 29-in. high, and comes equipped with three-way bulb socket. Coordinated floor model also available. Circle No. 263.

From Gruen Lighting, LoV-Lites—miniature bulbs encased in clear plastic tubing, formed to follow most any articulated shape. Lamps can be spaced according to users’ needs to achieve high or low illumination; plastic casing makes the system suitable for both indoor and outdoor application. Rated life of the permanently encased bulbs—50 years. Circle No. 261.
CRYSTAL CHANDELIERS REQUIRE ADEQUATE DESIGN LEAD TIME

100-year-old Camer Glass specializes in design of unusual crystal chandeliers for growing contract business

With luck, you can catch an old-time film on the late, late show, where the architect and the contractor finish putting up a huge 10-foot-diameter imported crystal chandelier, step back to admire it, and watch helplessly as the supports let go. The sound is electrifying and horrendous and the camera inevitably pans to the client standing there with mouth agape.

Fiction? Right! Designers and specifiers know that a good company will anticipate such problems, reinforce the supports when needed, and take precautions to see that nothing goes wrong.

Taking pains to see that such occurrences don’t happen is the stock and trade of a 100-year-old lighting fixture company, Camer Glass of New York City. The brothers George and Paul Camerino are carrying on a business that was started three generations ago by their grandfather, who installed his first chandelier 100 years ago.

Today, Camer crystal chandeliers are everywhere to be seen, including Caesar’s Palace in Las Vegas, the Calgary Convention Center in Canada, and hotels and buildings too numerous to mention.

All components are imported from Italy, although the chandeliers are custom designed for contract in the United States. Blown glass or solid are the basic ingredients.

About 30 percent of the company’s business now is focused on contract, with 90 percent of that delivered as custom designs. At Caesar’s Palace, about 18 crystal chandeliers configured in spirals that cost about $3,500 each are in use. One 14-foot-diameter (at the top) chandelier cost in the vicinity of $14,000. But chandelier costs range downward or upward, depending upon the complexity of the design and installation.

“We work with only one medium—glass,” say the Camerinos, “so we know what can or cannot be done with it. That means we can temper some outlandish ideas and shape them into workable designs.”

Camer utilizes 17 different factories, in addition to its own five-story assembly plant in New York City.

The Camerinos agree that in all facets of the business they try to stay away from the “super expensive,” working instead toward “a beautiful fixture at a reasonable price.”

“We work with only one medium—glass,” say the Camerino brothers, George and Paul (below), of family-owned Camer Glass Inc. Exquisite examples of Camer’s crystal chandeliers (top to bottom) are spiraling arrangement of prisms and a starburst fixture with solid prisms set into stainless steel sphere. Not limited to chandeliers, Camer also produces glass sculpture, such as this formed ribbon of hand-drawn glass.

Almost, in Italy, where he spends 18 weeks every year at the factories supplying Camer. He lives in Venice four to six weeks at a time.

His factory involvement also is part of the supervision process. Typical of Camer’s ability to accomplish the near-impossible is a 20-foot-diameter chandelier designed for the Diplomat Hotel, Hollywood, Fla. The chandelier was so big that it was built outside the factory, packed in gigantic cases that were piled up for two weeks prior to shipment. These cases include spare pieces of crystal for the client.

An idea of the breadth of cost is $18,000 for one single fixture ranging downward to $375. The fixtures are designed from about 60 components, out of which literally hundreds of shapes are designed.

“We work with only one medium—glass,” say the Camerino brothers, George and Paul (below), of family-owned Camer Glass Inc. Exquisite examples of Camer’s crystal chandeliers (top to bottom) are spiraling arrangement of prisms and a starburst fixture with solid prisms set into stainless steel sphere. Not limited to chandeliers, Camer also produces glass sculpture, such as this formed ribbon of hand-drawn glass.

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FIRE-RESISTANT FOAM, IMPROVED CONTROLS
PACE CHAIR COMPONENT DEVELOPMENTS

Better performance in chair controls and components is key to new improvements by manufacturers for contract applications.

Flame-resistant neoprene cushions for contract seating, smoother rocker mechanisms, slim profile controls, and new slides, glides, and casters developed by chair control and component manufacturers offer specifiers a wider choice to help conform to more stringent institutional specifications.

Both in terms of appearance and performance, component products are being introduced that meet specific contract needs for safety, durability, and ease of operation.

CONTRACT offers on these pages a review of new chair controls and components now being marketed.

National Lock Hardware controls feature torsion bar suspension, thin profile, allowing greater design freedom in mounting. (Photo shows application of single-action control, spindle, and spindle cover to Metalstand shell chair.) Controls, also available with double action, have 360 degree rotation, and use separate spindles to allow KD shipment of chairs. Circle No. 237.
Automatic lifts catch on in U.S.

A—Faultless' knock-down unit, Versabase, enables manufacturers to create matched bases without the cost of designing and tooling for the bases. Composed of interfacing aluminum leg modules, bases of two (using standard spacer slips), three, or four legs are easily assembled. Circle No. 238.

B—Designed for use in non-tilt secretarial chairs with posture back, the G-200 series posture control can be easily recessed within body of chair seat, uses rubber torsion. The Bassick Div., Stewart-Warner product is noiseless and lubrication-free. Circle No. 239.

C—Designcraft's Suprchair uses adjusting mechanisms which are instantly responsive since they are accessible from seating position and operated at the slightest touch. Chair designer Hans Krieks wanted to "alleviate the contradiction of existing chairs," the fact that they are adjustable but usually remain unadjusted. The product of fifteen months of exhaustive research, the use of control mechanisms is intrinsic to the design concept of the final product, seating to fit "Everyman." Circle No. 240.
"Automatic chair lifts, already used in 40 percent of the European office chair market, are being introduced into the U.S. market," says Ray Wilkes, creator of Herman Miller's Wilkes Seating. "Because they are easily adjusted or varied to relieve fatigue, they are better than the screw adjustment, which is functionally compromising because it is laborious to operate." Wilkes gives the following pointers on proper chair adjustment: "The front of the sitter's thigh should be horizontal when in non-tilt position. The lift should allow for dimensional discrepancies in relation to the anatomy. Good tilt seat position begins with both feet flat on the floor. Then raise heels keeping balls of feet on floor. Seat front should not increase pressure unduly on the underside of the thigh." Circle No. 241.

E—Series 7100 round bases from EST Co. combine trumpet styling, strength, and polished surface. The firm will be exhibiting at the International Woodworking Machinery Supply Fair, affording a closer look at the product. Circle No. 242.

F—Paul & Son's modern rocker swivel uses the firm's Swiv-Ion Swivel, and more steel for more strength, to give the industry a five-year guarantee. Circle No. 243.

G—Shepherd ball casters use metal and rubber tread in wheel sizes from 1½-in. to 3-in. In addition, the firm has recently expanded its line to include a wide range of wheel casters, sockets, and caster brackets. Circle No. 244.

H—Flex-O-Lators' Perma-Mesh seat spring, on view at International Woodworking Machinery Furniture Supply Fair, is reputed to be the first all-new spring base introduced in the past 20 years. Newest application is in a base spring with full depth coils attached to it, giving the same degree of deep seat springing now only available with hand-tied constructions. Circle No. 245.

I—Toyad Corp., manufacturer of flame-resistant neoprene foam for seat cushions, will also be exhibiting at International Woodworking Machinery Furniture Supply Fair. Inherently flame-resistant, the firm's Updown RP, made from DuPont Latex, is reputed to provide the most protection from fire of any commercial cushioning material available today. Circle No. 246.

J—Middletown Manufacturing's Wall Hugger action comfort chair mechanism permits a reclining chair to be placed within one inch of wall. The mechanism glides into the reclining position without the use of handle. Circle No. 247.
FURNITURE SUPPLY FAIR—USA AIMS AT SPEEDING DELIVERIES

Better quality upholstered furniture and better efficiency to help correct delivery problems is aim of huge International Woodworking Machinery & Furniture Supply Fair to be held in Louisville, Ky., September 21-25.

"If the Fair helps make a dent in furniture delivery backlogs, it will be making a great contribution to the industry," a spokesman for the third International Woodworking Machinery & Furniture Supply Fair-USA told CONTRACT Magazine. Scheduled to be held at the Kentucky Fair & Exposition Center in Louisville, Ky., September 21-25, 1974, the Fair will attract 20,000 manufacturers, designers, and suppliers from all over the world.

"In addition to offering greater cosmetic value and/or smoother action, longer life, and greater comfort qualities," says John M. Snow, International Fair's Executive Director, "there will be improved components that help the furniture product meet new safety standards and others that minimize inventory problems and save labor."

Snow points out that component exhibits will account for the largest number of displays to be housed in the supplier sections at the Fair, which is co-sponsored biennially by National Association of Furniture Manufacturers and Woodworking Machinery Manufacturers of America. Included in the displays will be casters, cabinet drawers, hardware, frame parts, mechanisms, decoratives, and glass and marble table tops. Both plastics and upholstery products will receive a great amount of attention in displays.

A cross-section of products to be displayed by exhibiting manufacturers is presented here.

A—Wilson Art will introduce a decorative laminated plastic in new Sierra Plank design, available in a range of sizes and thicknesses. The product, giving a random plank effect, comes in warm brown or weathered charcoal grey. Circle No. 230.

B—The medium-duty, ball-bearing action center drawer 519 side is the latest addition to Grant Hardware's Velvet Touch series. Special feature is a positive stop latch with a trigger release mechanism. Sidewalls are not necessary for installation, and the mechanism will support loads up to 75 pounds. Circle No. 231.

C—Ampine High Density particleboard is suited for critical uses requiring excellent machining characteristics, high physical properties. Available in both high density and industrial grades, the American Forest Products Corp. product is manufactured from soft textured Western Pine and White Fir Tree species. Circle No. 232.

D—Butcher Block, a new wood-grain design introduced by Permaneer Corp. to its line of vinyl veneer industrial particleboards, is protected by a tough, low-maintenance finish and comes in a choice of four sheet sizes and seven thicknesses. Circle No. 233.

E—Masland Duran will feature both its Clad and Contract lines of vinyl fabric, introducing new patterns and colors. The Contract line of vinyl upholstery meets oil, flame-, and mildew-resistance requirements of the federal government. Clad is Duran's semi-rigid vinyl sheering, capable of lamination to metal or hardboard for a built-in decorative finish. Circle No. 234.
SELECTED LIST OF EXHIBITORS

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THE END OF THE WORLD IS NOT HERE YET, MR. SLOAN  By Mike Tatum, Vice President, Morganelli-Heumann & Associates

Unfortunately, designers are only human

The introduction to Sam Sloan's article in March CONTRACT speaks of the "fearless articulation" of Sloan's "challenge" to the design "status quo". Those in the design professions who maintain the status quo do so precisely because they are unresponsive to challenges of any sort. Sloan's faceless meanderings, boundless modesty, quasi-expert generalizations, and provocative abrasiveness won't change that. He fails to deal with the tendency of any area of human endeavor toward a competency bell curve. Whether in medicine, law, agriculture, economics, politics, or design, there are a few at each end of the spectrum doing either great good or great evil, with the mass involved in status quo maintenance.

There are those in the planning/design related professions who are making significant contributions toward changing the status quo. Their sense of challenge is internal. To them, Sloan's "fearless articulation" is simply a clamorous aggravation, not a challenge. His real challenge is to those who find his remarks strident, sophomoric, counter-productive and unconstructively annoying. There are a few of us hidden out here in the hinterlands of planning and design who are a tad irritated, Mr. Sloan.

This is not intended as a defense of design professionals. Those who warrant it don't need it. Those who need it don't warrant it. This is simply a recognition of realities which Mr. Sloan either doesn't realize or chooses to ignore.

For openers, prosecutor Sloan delivers a sweeping indictment of the "felons" in the design professions. When making waves in a polluted sea, one should open one's mouth very carefully, Mr. Sloan.

Linear thinking—what would McLuhan think?

Immediately thereafter, his (editorial) "we" identifies a tidy chain of linear cause/effect "Consciousness Levels" which he has cleverly named "One", "Two" and "Three." My own editorial "we" prefers to deal with a situation which might be called Consciousness Level, Period: Doing something concrete and effective to improve an obviously compromised and compromising situation—within the admittedly limiting, but insistently demanding presence of REALITY. (Doubtless, Mr. Sloan would as modestly include his name there, as he did alongside the illustrious company of his "Consciousness Level Three").

Before examining his neatly-defined Consciousness Levels, he neatly defines the design professionals: 1) the architect, "all-knowing generalist," (the first thing a generalist knows is that he ain't all-knowing) of boundless ego 2) the Interior Designer, a helpless fitter, whimpering beneath the architect's power, and 3) the engineering technician, uncomfortably trapped in the posture of Samson, trying to keep the temple from collapsing on his partners in crime. At the hands of such a band of hopelessly narrow, blind cretins, how has society survived this long?

I, too, question the price society has to pay for "expensive designer/manufacturer/contractor games"—but I also question society's awareness of either the price or the games. And I seriously doubt that Mr. Sloan's "statistics" of declining involvemnet of architects in new construction reflects a heightened societal awareness and concern, however deserved it may be.

He then generalizes that clients are concerned with cost benefits. In almost fifteen years in this profession, I've found few clients with a deep understanding of the performance economics of facilities. This lack of awareness and concern on the part of most clients tends to encourage unaccountable planning and design. It is the responsibility of the change agents of our professions to educate clients, so clients will both understand, and continue to demand cost effectiveness in facilities.

It should not go unmentioned that clients frequently don't want to know or be involved in, the full range of issues which impact upon the man-environment problem. Facilities are not a primary concern of most of the decision-makers who employ planning/design professionals. Mr. Sloan lists over thirty major criteria areas appropriate to comprehensive design solutions, and suggests that the good designer will resist formulating a concept until he understands their complete scope. It's an admirable goal, one that a few clients might even agree with—as long as you can do it all for a buck and a half a square foot. Lest I be misunderstood, I'm not suggesting that the "client world" is populated by hopeless cretins—just that clients are a bunch of genuine human folks, with their own bell curve, like the rest of us. Finding a client that is already aware of, and concerned with, this broad spectrum of environmental criteria is virtually impossible. But working with a client to develop such concern and understanding is challenging, exciting and rewarding.

Sloan then attacks "design via unstructured intuition" as the enemy of "carefully researched analysis regarding man-environment problems." I agree that such an intuitive approach isn't helping the situation. But unstructured intuitive design is at least as much a response as it is a causative agent. If our society is really so demanding of carefully researched analysis, how is it so easy for intuitive flailing to survive and prosper?

Does society really know?

Client concerns

Client unconcerns

Intuition, the culprit

Now we know who/what we are
Mike Tatum, Vice President of Morganelli-Heumann & Associates, calls Sam Sloan’s "fearless articulation" in an article appearing in CONTRACT 3 / 74, "clamorous aggravation," and tells why.

"Average" designers

The knowledge worker is still viewed by most clients (at the operational level of facilities development) as "overhead," not as a causative agent of profit, not as a complex being with unique psycho-social needs. This viewpoint is a primary enemy of analysis of man-environment problems—certainly a stronger enemy than intuitive design.

Mr. Sloan’s assessment of the “average” designer reveals an “astonishingly low level of inquiry on his (the designer’s—not Mr. Sloan’s) part.” The fact that my personal, highly subjective perceptions agrees with Sloan on this point doesn’t make the average client much more aware or concerned about the problem of lack of curiosity among designers.

Now to an issue of critical disagreement—Sloan’s statistics on Beaux Arts attention to comprehensive design criteria. He has the unmitigated gall (a gall Sloan) to state that the Beaux Artistes carefully consider 28 percent of the criteria, make an intuitive stab at 44 percent, and leave 28 percent (think of it—28 percent!) of the criteria wandering about as homeless waifs. This ridiculous exaggeration cannot go unanswered. My research shows that only 17.3 percent of the criteria were left unconsidered, 8.8 percent had no comment, and 1.9 percent didn’t think too much of Beaux Arts designers, either.

That the design professions provided no great market for responsive, articulate equipment is fairly obvious. But a few intelligent manufacturers, who saw a growing market for such equipment among users, met the need, circumventing the traditional professional specifier. That speaks well of a few manufacturers, but doesn’t suggest that the responsibility for change rests squarely on the shoulders of the manufacturers. Whether furniture manufacturers are “intellectually secure enough to handle that concept,” as Mr. Sloan questions, is a moot point. They face substantial financial commitments in the introduction of radical change, unlike those who can invest only their intellectual security. Those few furniture manufacturers who have been in the vanguard of change are to be especially commended, particularly when one considers their attendant risks. I would certainly agree that substantive progress in the furniture industry as a whole is retarded by a production, finance, and marketing mentality. But in what other long-standing manufacturing industry is that not true?

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Sloan explains the enthusiastic reception of "office landscape" as a result of simplification of management’s involvement and role in the design of new buildings. My observation has been just the opposite—that management tends to become more involved in such situations, simply because a major change in approach is occurring. "Office landscape," "open planning," or whatever currently popular euphemism is attached to it, has certainly been popular, but for some other important reasons, such as — the promise (whether fulfilled or not) of a multidisciplinary, all-encompassing panacea; the attractiveness of potentially lower initial cost; lower long-term hardware change costs; and the implied promise of a veritable hotbed of relevant, productive communication.

It’s quite a natural that architects would resist erosion of their traditional area of influence by the “intervention” of the many interlopers involved in a true multidisciplinary team approach. But, if the different disciplines involved in the process are motivated to act in the interest of the client and are reasonable people who respect the necessary roles, checks and balances of the effort, the architect’s role remains strong. His influence, within that role, is undiluted—and he has little to fear.

The natural uncertainty of architects in a time of dramatic change is certainly not put to rest by such broadside attacks as Mr. Sloan’s article. Architects are an essential part of the facilities development team, and we must work together as effectively as possible. Let’s not make it any more difficult than the inherent complexities of problem solving have already done.

I’d like to borrow this subtitle from Mr. Sloan’s article—because it aptly describes my feelings about his article. The impression he creates of a vast wasteland in the development of office facilities is overstated. To lay the blame exclusively at the feet of architects and interior designers is absurd. To assume that the problem is a problem of architecture and interior design alone is pompous.

All of the professional disciplines involved, including the client managers should press for significant advance. Many are doing so, and significant if not widespread progress is being made.

Mr. Sloan likens the situation to a cancer—and the designer’s capacity in the situation “like fighting cancer with aspirin.” But does operating on cancer, and rubbing salt in it do any more good?

We’re having as much luck in curing facilities development disease as the medical profession is having with cancer cures. Bother the medical profession, Mr. Sloan. Maybe they can use the aggravation.
As developments in fiber research provide carpet manufacturers with more and better carpet grades, specifiers continue to look for advances in carpet coloring to match fiber progress. The result is the researching and refining of new dyeing and printing techniques, along with re-evaluation of older ones.

Opinions on new versus old methods are mixed. Some manufacturers tend to encourage continued use and refinement of old methods, maintaining that vat dyeing provides the trustiest, most lasting color. Other fiber and greige goods producers feel that the future of dyeing lies with the computer—in the machine controlled printing of the TAK method. Still others feel that neither the vat nor the computer is the answer; they continue to look to the lab and the engineer's drafting table for faster, more economical machinery to create patterns and hues.

Differences of opinion aside, the printing methods presently on the market (and the ones still on the drawing boards) are here to stay. Like another carpet innovation—tufting—printing has met with initial scepticism. Claims that it cannot equal color clarity and endurance as provided by vat dyes, that it is merely a surface treatment that cannot hope to corner more than 10 to 20 percent of the carpet market have proved untrue. As research continues, the range of available printing methods continues to grow to the point where printing, like tufting, has become a mainstay of the carpet industry.

Cost is carpet controller

Given the high level of demand, the tightness and escalating costs of raw materials supplies, the competition with other manufacturers, and the anticipated expansion of the contract market, individual fiber and carpet manufacturers each seek a common end—the widest possible range of colors and patterns at the most competitive prices.

Adaptation of acrylics to Kuster dyeing and printing methods is but one sign of the expansion of printing/dyeing specifier options. And as competition in the contract market intensifies, dyeing "traditionalists" have found new and better ways of keeping their products in the economic mainstream of contract specification.

Application of color through dyeing can occur in one of three stages of greige good production: prior to spinning; at the finished yarn stage; after the carpet has been tufted. The characteristics of each are as follows:

Prior to spinning. Two basic systems exist, stock dye and producer dye. The first method dyes staple yarns before conversion into spun yarns, usually in large quantity. Producer dyeing involves adding the color at either the liquid stage of the fiber (solution dyeing) or at some later point. In both methods the fiber producer controls coloring.

Finished yarn stage. Two basic dye methods currently control the carpet market: space dye and yarn dye. Yarn dyeing (known by the names skein and package dyeing as well) implies shorter "runs" of the same dye lot than in stock dyeing. Space dyeing—where yarn is dyed different colors along its length—is particularly suited to tight gauge carpets and is noted for soil-hiding qualities.

After carpet is tufted. Tufted carpet may be dyed in batches ranging from 300 to 700 square yards, in large dye becks. This process is called piece dyeing, and insures good color control, limited quantities, for matching purposes. Continuous, pad, or Kuster dyeing colors large, continuous ranges of greige goods. Side matching may be a problem due to lot size.

Almost all commercial carpets that are piece or continuous dyed—with the exception of TAK dyed carpets—are also cross dyed. In cross dyeing, yarn plies accept and reject various dyes, achieving

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**PATTERN POTENTIAL EXPANDS WITH ARRIVAL OF NEW PRINTING METHODS**

A. Custom scouring and dyeing, hand tufting, custom patternning and design are all in-house operations at V'Soske Rugs. Over 300,000 colors are recorded in test swatches at the firm's Puerto Rican lab facilities, where natural fiber rugs are tested for color clarity under day, fluorescent and incandescent lighting. Circle No. 220.

B. Sharing use of Allan H. Crawford's Spec-tramatic Process with Alexander Smith and Firth Carpets, Mohawk Carpet tufts 100% nylon into the 6-toned, three-dimensional Elegant Choice. Computer controlled dyeing and alignment speeds production capacity to 56,000 sq. yd. of 15 ft. carpet per week. Circle No. 221.

C. A diamond patterned shag, Sweetwater Carpet Corp.'s Tiffany Cut is a good example of the design/delineation capabilities of TAK dyeing methods. The 100% DuPont Antron II Filament nylon pile is produced in six colorways. Circle No. 222.

D. Level loop printing produces the flower/word power of Jorges Carpet Mills' Nice Day, a 100% Anso continuous filament nylon construction, in addition to level loop printing and Artos fluid-o-derm dyeing. Jorges anticipates marketing of Lorlain space-dyed carpeting, the work of in-house Director of Research & Development, Ulrich Gehrke. Circle No. 223.

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By Noreen Walsh, Associate Editor
the moresque effect associated with commercial carpets in a single dye operation. TAK, or similar attachments to a continuous dyeing range utilize a "sprinkle" technique to achieve a rough patterned effect. TAK is the commonly used trade name for the method. Individual firms employing it often apply their own trade name to the process.

Patents for printing machines

With the introduction of printing came the introduction of a whole new range of coloring mechanisms. Many printing methods have been standardized for use throughout the industry; others bear patent rights and remain the exclusive domain of the developing house. The four basic printing machines in production at present are:

- **BDA Printer.** Short for Bradford Dyers Association, BDA is an English printing technique which forces dye paste through silk screens using squeegees and a vacuum zone. One color is printed with each screen, with carpet moving one repeat at a time under the printing screen.

- **Zimmer Printer.** Available in both rotary and flat bed models, this Australian manufactured machine prints up to six colors simultaneously, forcing dyes through screens with an electromagnetically controlled squeegee system.

- **Stalwart Printer.** A rotary machine, manufactured in England, it prints up to three colors and is best suited to less complicated, coarse line reproductions.

- **Mitter Printer.** Manufactured in individual printing units, and purportedly unlimited in its color range, this German unit has been used in combinations of up to eight color printers, utilizing individual rollers 36-in. wide. Repeats can assume the full 3-ft. spread or can be in any smaller subdivision.

Computers are newest printers

These four machine-methods are all fabric printers, coloring carpet after it has been tufted. A mainstay of the printing process, printing offer the carpet specifier a wider range from which to choose. Whether he is specifying a 9 by 12-ft. custom area rug for the executive-suite floor or wall, or thousands of yards for a hotel or hospital installation, the carpet specifier has a wide range from which to choose. Whether he is and colors at his disposal. The right carpet at the right price is insured. Circed in June, 1974, at NEOCON 6—the Millitron injection dye system, made operational after three years of research by Deering Milliken, expands printing capabilities to include the creation of multi-colored, bordered designs, equalling Oriental rugs in their intricacy. The printing process, first tried on Milliken's Millstar custom squares, can accommodate any custom design, with a projected 8-color optimum combining for limitless color capability. Totally computer controlled, the Millitron system can blow up to scale, any design, by means of computer scanning and reprint. Pattern control in both the scanning and printing processes is guaranteed to 1/10-in., thus equalling woven pattern control.

With the refinement of widespread use of the Spectramatic process, and the introduction of the Millitron injection system, the spectrum of carpet dyeing techniques would seem to have come full circle. Now, by way of computer control, manufacturers guarantee intricacies and clarity of design and color equalling the most carefully (and costly) dyed, woven carpet.

Rather than phasing out older dyeing methods, computerized, screen, and rotary printing offer the carpet specifier a wider range from which to choose. Whether he is specifying a 9 by 12-ft. custom area rug for the executive-suite floor or wall, or thousands of yards for a hotel or hospital installation, the carpet specifier has a wide range from which to choose. Whether he is and colors at his disposal. The right carpet at the right price is insured.
ANSWER TO ACOUSTICS REQUEST

Regarding Mr. Scott’s request for acoustical fabrics to pool liners; heavy duty chair needed for fire station use; television viewing problem solved.

FURNISHINGS FOR THE FIRE STATION

Furniture for fire stations is my biggest current headache. I need a good, reliable source for lounge and living quarter furniture for both new and remodeled station facilities. Primary need is for a sturdy, comfortable lounge chair, for both seating and sleeping requirements. Chairs are moved quite frequently in fire stations, are often subject to rough treatment, and must withstand less-than-gentle institutional cleaning. In short, I am looking for a piece of furniture as comfortable as a mother’s bosom, as strong as steel, and well within the budget provided by local taxpayers.

M. AURIE
322 Split Rock Rd.
Syosset, Long Island, N.Y. 11791

NEW VIEW ON TV VIEWING

In answer to a recent request for a fully adjustable television viewing rack (CONTRACT 6/74), I would like to suggest consideration of H. Wilson Corp.’s complete line of television monitoring equipment. Designed for security and surveillance systems, including CCTV and VTR, all Wilson mounts feature tilt and swivel for full viewing range, and theftproof locking devices. Additional information along with a free set of security guides are available on request.

PAUL J. WILHELM
H. Wilson Corp.
555 W. Taft Drive.
South Holland, Ill.

FOR CARPET SPECIFICATION

We would like the address of Carpet Specifiers Institute. Can you help us? GEORGIA ANDERSON
Pamela Johnson & Associates
1004 Marquette, Studio 216
Minneapolis, Minn. 55403

CONTRACT’s January, 1974 Directory lists no such organization. Perhaps Carpet & Rug Institute, P.O. Box 2048, Dalton, Ga. 30720, or Carpet Cushion Council, 1015 18 St., N.W., Washington, D.C. 20036, can provide you with the information you're looking for.

WONDER-WALLOVERING NEEDED

I am involved in planning for the refurbishing of a basement area which is used for meetings and dinner dances. The walls are cinderblock, presently painted; the area is subject to occasional flooding. My problem is to locate a wallcovering which can be applied directly to painted concrete surfaces, is not adversely affected by water, and, finally, provides a reasonable amount of acoustic absorption.

FRANCIS A. GERRITSEN
188 Passaic St.
Garfield, N.J. 07026

A timely “to the rescue” is provided by General Tire & Rubber Co., with the introduction of its Genoa Herclues vinyl wallcovering collection specifically designed to cover concrete blocks. Latex priming will take care of moisture. For more information Circle No. 264.

GOT A PROBLEM? OR AN ANSWER?

Readers are invited to submit their contract problems to Contract Clinic, which will provide answers submitted by peers, manufacturers, or the editors. Any problem from “Where can I get antelope horns for club wall decor?” to “How can I get a spot out of untreated leather?” will be printed on this page and answers provided in subsequent issues. Urgent questions will be answered by mail before publication.

Ask or answer by writing to: Contract Clinic Editor
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A—Recessed ceiling fixtures from Day-Brite, Div Emerson Electric Co. offer excellent air handling capabilities, can be easily converted to air supply, air return, and/or heat supply unit. Circle No. 184.

B—Flexibility and quick, easy assembly make R.L. Systems Co.'s Rotational Light System suitable for small and large office installations. Ancillary thrustor and rotary connector angle illumination to full 360 degrees. Circle No. 185.

C—Universal Micro Mini, from Swivile's StarSpot collection can accommodate all standard lamps up to the 300-watt R10. Satin aluminum cylinder is 3-in. in diameter, with built-in sliding device to completely cover lamp bases. Circle No. 186.

D—Designed for installations in which lighting must be suspended below ceiling, ITT, Art Metal's HID luminaire accommodates mercury vapor and metal halide lamps up to 400 watts, is UL listed for use in damp areas. Optional microwave regreses is available for the 24-in. square luminaires. Circle No. 187.

E—Roxter Corp. Accent Lights are small (3-1/2-in. diameter), use energy-saving miniature reflector bulbs and are ideally suited to accent paintings, statues, office graphics. Globe combinations from one to four available in black or antique white. Circle No. 188.

F—From Thomas Industries Inc., Track System, can be recessed surface mounted, or suspended by pendant stems. A variety of fixture shapes and sizes are finished in soft white and carry patented head-to-track locking device. Circle No. 189.

G—Non-glare, broad focus emergency lights, designed by Chloride Systems for use in hospital, hotel, and office installations, are fully warranted, with a scientifically designed beam shape to safely light corridors, stairs, doors. Circle No. 190.

H—A battery-operated power pack has been introduced by Dual-Lite Co. Div. Soundscriber Corp. for use in its ceiling-mounted Exquisite exit sign. Both sign and battery pack are constructed of precision cast aluminum. Circle No. 191.

I—Additions to Litecraft/Luminous Ceiling: lighting collection include S77 wrap-around fluorescent series, two- and four-light industrial tubes (in lengths up to eight feet) and the Scottsmannaire component carrell. Circle No. 192.
GOING THROUGH HELL?

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NEW AT NEOCON

Fritz Hansen Inc. intrigued prospective NEOCON attendees with "under wraps" publicity for a new seating line. Unveiled at NEOCON 6 (following debut at April's Scandinavian Furniture Fair) Chair System, metal framed seating and table collection, got its fair share of attention with 20 models for work, dining, lounging. Following three years of work by Danish designer Verner Panton, the system came to market with choice of four seat heights (14, 15, 16-1/2, 18-1/2 in.), seven back heights, swivel or fixed bases, polished aluminum or brown epoxy finishes. Three upholstery treatments—Standard canvas, Medium Miralastic stretch fabrics, DeLuxe suedes and leathers—span installment, budget spectrums.

Thonet Industries' lounge collection found a natural addition with Multico add-on seating system, fashioned from high-density polyethylene, with plastic seats and backs. Flame-retardant, chemical- and high-impact-resistant, the unlimited multiple system can be specified in thermo orange, red hot, white heat, torch black.

Contemporary bentwood side chair, from Shelby Williams' newly unveiled bentwood collection, highlights soft padded seat and back with horizontal accent seaming. Select hardwood components are joined by a newly developed high-strength durabond method, insuring maximum strength and wear. Also debuted at NEOCON 6, die-cast aluminum pedestal base for SW's line of deluxe swivel chairs.

Moderate-priced office seating was GF Business Equipment's June introduction. Four lines of over 40 seating models were added to an already large collection of office furnishings. Shown is painted steel-framed executive chair from the 110 Traditionals series, available with choice of upholstered or composition arms, with coil spring seat for added comfort.
Cini Boeri's modular seating system for Knoll International debuted at NEOCON 6 in black and tan leather, dark brown and tan suede. Components for the modular system include settee (52-102), sofa (52-103), two- and three-section end table (52-099, 52-100). Seating section frames are formed with integral back storage unit, in black, white, brown, or red shock-resistant polystyrene. All cushion covers are removable.

Draped in red, white, and blue—in anticipation of the upcoming bicentennial—Jack Denst Designs' Columbia is one of 11 full-scale wallcovering murals to decorate Denst's Chicago showroom. Silk-screened on a white vinyl ground, the mural measures 4 by 8-ft. and can be combined with Star & Stripe drapery for the full "patriotic" effect.

Beylerian Ltd.'s Directions Raised and Directions Recessed—both two-dimensional mirrors—combine for a startling visual effect of geometric lines and planes. The 16 by 16 by 3-1/2 modular reflectors can be mounted singly or in floor to ceiling combinations.

Architectural Systems Department of Westinghouse Electric Corp. now offers seven chair designs (which can be formed or modified into nearly 700 different models) as part of the ASD office collection. Designed by Don Albinson, the group features individually mounted seats and backs for separate arm-back movement, new Spring Bar control, and a pedestal base that will make its way into a new line of office tables later this year.

From McClure Furniture Industries, vinyl-wrapped Metrix landscape system combines desk, storage cabinets, filing units, in white and beige with limited accent application. All have push-button door/cabinet mechanisms.
MODULARS FOR LIBRARY LOUNGING

Comfortable lounges in hexagonal foam shapes are part of the overall Multigon seating concept designed by Terrence Cashin for Jens Risom Designs. Intended for compatibility with Multigon study carrels, the foam units can be dropped into the carrel to create lounges in specific study areas. Installation shown is the newly designed Southdale-Hennipen reference library, Minnesota.

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EUROPEAN BENTWOODS GET U.S. DISTRIBUTOR

A collection of bentwood chairs, the work of Czechoslovakian designer Antonin Suman, are available for U.S. distribution through Bianco Mfg. Co. The collection, which includes variations of back and seat upholstery, range of wood finishes, combines the more traditional bentwood models with newer designs featuring geometric rattan and fabric panels.

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AUGUST 1974

Circle No. 78 on reader service card
DEWASNE TAPESTRY ENLIVENS BANK

Viewed from the street by passers-by, a large-scaled (approximately 6 by 8 ft.) tapestry by Jean Dewasne has elicited numerous inquiries and comments to the delight of officials of the recently designed Harlem Savings Bank in New York. The tapestry was selected for its bold and very colorful—bright reds, greens, yellows—statement by Judith Selkowitz, head of Judith Selkowitz Fine Arts, who also specified limited-edition prints for other bank areas. Ms. Selkowitz worked closely with Charles Richardson, project designer of Kajima Associates, New York branch of the Tokyo-based interior design firm.

Architectural graphic systems?
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Modular fiber-glass seating units, based on a 24-in. cube and molded of fire-retardant glass-reinforced polyester resin, are available from Sahn, Inc. for use indoors and outdoors. Shipped fully assembled or KD, on 10 to 12 week delivery schedule, the modular units stand 15-in. high, with brackets for concrete mounting. Standard white gel coat or over 200 standard aliphatic polyurethane enamel shades can be specified.

VINYLs FOR SOFT LINE DESIGN

Lending themselves to plush styling—with color range in natural tones, antique oak to camel—General Tire & Rubber Co.'s supersoft Boltaflex vinyl upholstery materials are specially suited for use in contemporary soft-line designs. Western, gloss-finished mainstay of the Boltaflex collection, is available with companion matte-finish vinyl, Gunsmoke. Both carry newly developed soft backing for easy seaming, draping.

AUGUST 1974
**PRODUCTS & SERVICES**

**HOOD GOES UP, OVER FOR VERSATILITY**

Flipping up to create a vertical tube, over to form a dome, Mezzopileo table lamp’s hood provides illumination and design versatility for office and lounge areas. Designed by Gae Aulenti for Artemide/USA, Div. Burlington Industries, the white Makrolon fixture stands 17-3/4-in. high (with hood upright, 21 in.) and can be coordinated with hooded Pileo floor lamp.

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**Circle No. 281 on reader service card**
BUTTERFLIES ARE MULTI-COLORED

White, orange, pink, canary, and violet are the color options available for House of Dansk Inc.'s Butterfly fixtures. The contemporary line includes hanging lamps in diameters from 8-3/4 to 21 in., with watt accommodations from 40 to 150. All are non-flammable, dust-repellant.

VARIETY OF STYLES FOR CHURCH LIGHTING

Gothic, English Gothic, Tudor, and Romanesque are among the collection styles available from R.A. Manning Co., Inc. for church lighting. All interior fixtures contain adjustable outer down-light, stationary center downlight, adjustable up-lights. Cast of lightweight, durable aluminum, the chandelier designs can totally accommodate sound-equipment speakers and wireways. Coordinated exterior pendant lamps also available.
PRODUCTS & SERVICES

SLIDE IS EASY MOUNT

Time consuming drawer alignment and layout is eliminated with easy installation of Slidex Corp.’s flush or keyhole mount 400 Drawer Slide. The two-section mechanism measures 1/2-in. wide, carries up to 100 pounds, and can be specified with choice of two ball bearings, two nylon bearings, or a combination nylon/ball unit. Fashioned from cold rolled steel, zinc plated with clear chromate conversion coating for additional corrosion protection, the 400 Slide is available in custom sizes as well as standard lengths from 12 to 30 inches.

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CONTRACT
DOWNLIGHT IS ENERGY SAVER

One-third the size and one-ninth the volume of its incandescent predecessors, Rambusch Co.'s Mark IV Downlite system utilizes over 70 percent of lumen output, can be fitted with up to 500-watt Halogen lamps for low-energy, high-intensity lighting. Field adjustability of the basic downlight design (which can assume 320 variations) ranges from 0 to 30 degrees. For ceilings with extreme angles the unit can be specially ordered with 45 degree tilt capability. Lamps can accommodate ceiling heights as low as 7-1/2 ft., making it suitable for most school, church, and commercial installations.

LIGHTING SYSTEMS ARE MODULE CONTROLLED

A lighting control system which can be operated from as many as 16 different locations has been introduced by Strand Century, Inc. for application to existing systems and the creation of new ones. Designated Call-Set, the system controls up to three groups of lights with a single program module. Each of the sixteen separate control modules, activated by a single momentary pushbutton, includes manually controlled lever selectors for one-, two-, or three-intensity control channels. All subsystems are grounded in and activated by a low volume, solid state program module. Call-Set permits transfer control of circuits from various locations, with single-, double-, or triple-control modules, in any combination; the result is that groups of lights in separate installation areas can be controlled from several locations under a master program module.
PRODUCTS & SERVICES

WALL WASHERS SUIT ALL PERIMETERS

Three standardized lighting trough systems—recessed, semi-recessed, and surface-mounted—are available from Omega Lighting for interior perimeter applications. P-600 recessed series with parabolic louvers provides uniform lighting distribution up to ceiling line. P-700 square pyramid series with cast aluminum grooved pyramid apertures can be used recessed and semi-recessed. P-800 square pyramid series serves almost all surface applications. All three systems can be installed inside or outside corners, supplemented with choice of matching downlights, adjustable accent lights.

SYSTEM SIMPLIFIES POWER DISTRIBUTION

Eliminating the hazards of loose telephone and electric cords by housing them in easily relocatable utility columns, Miroflector Co., Inc.’s CMS (Compatible Modular System) is a total power-lighting-communication grid which fits between floor-ceiling sandwich. CMS layout includes power T-duct for lighting, optional equipment for fluorescent, H.I.D., or incandescent lighting, conduit homeruns from PTD to electrical equipment room. The grid system accommodates changes in office layout with simple unplugging and relocating of concealed over-the-tile ceiling receptacles. Cabling distribution, electrical changes can be handled simply, without the aid of electricians.
ANTIQUE FIXTURES USE IMPORTED GLASS

Delicately patterned, finely etched imported glass is used in various shapes and combinations in Froelich Lighting Inc.'s collection of antique fixtures. Designs range from single-globe wall-hung lamp to the five-globe, 26-in. diameter chandelier. Glass for all fixtures available in blue or brown. Hardware may be antiqued in complementary or contrasting colors.

Circle No. 290 on reader service card

CUSTOM COLLECTION INCREASES

Major expansion, with new lines of parsons tables, cubes, cocktail tables, and custom-order contemporary designs, augments Danielle Products, Ltd.'s collection of innovatively designed desks, credenzas, and office furnishings. All pieces can be specified and manufactured to suit individual customer specifications.

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Circle No. 45 on reader service card

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One of a new collection of nautical designs for contract application, Wasley Lighting's Windquest wall fixture is fashioned from weather-finished solid brass, accented with authentic touches of manila rope, wooden components. Soft light effect for restaurant, lobby installations is achieved through use of seedy glass, low-watt lamps.

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Available in Antique White Decorated and Antique Yellow Decorated

Royal Haeger Lamp Co.
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SHOWROOMS:
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Lavish shades, subtly depicting the glory of Renaissance Venice, have inspired Latco's "Venezico" collection. Vitreous, hand-crafted tiles in 20 decorator colors, including gold, silver and brass. Designed for interior and exterior application, it weathers all seasons and time itself! Mesh mounted on 12" x 12" sheets with complete trimmers, for easy installation at low cost. For further information, write to:

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TELEPHONE: (213) 664-1171

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“Competitive Information Concerning Kohjin Cordelan,” from Kohjin Co., Ltd., includes facts on the fiber’s hygroscopic, flame-resistant, and durability properties, along with a fiber-construction diagram. Additional information on soil- and stain-resistance, chemical degradation, and toxicity complete the presentation.

Seating—indoor, outdoor, office, reception and multiple—is cataloged in Jansko, Inc.’s expanded 52-page brochure. In addition to price lists and fabric swatches for upholstery, the publication includes photos and specification information for a wide selection of coordinated glass and wood topped tables.

The selection process of furniture specification is simplified with the publication of Empire State Chair Co.’s newest catalog. Separating furniture designs into six basic groups—Modern, Brentwood, Continental, Rustic/Colonial, Contract, Custom Plus—the catalog uses color dividers to key sections and make them easily removable for portable reference.

Popcorn, Sno-Kones, hot dogs, and cold drinks are among the food items housed in vending machines catalogued by Gold Medal Products Co. The newest Gold Medal publication includes specification information for Quick Snack Bars, tailored to fit individual installations and available in a variety of finishes, as well as for Antique Popcorn Wagon, a 1974 catalog addition.

Contract carpets can be more easily cleaned and maintained with information compiled in Dow Badische’s “Guidelines for Maintenance and Cleaning of Commercial Carpet.” The 25-page brochure discusses planned and preventive maintenance, along with routine, on-location cleaning methods, and closes with an expanded table of removal procedures for individual carpet blends.

A wide variety of paneling design treatments is made possible with the publication of U.S. Plywood’s “All About Wall Paneling.” Color line drawings offer more than 25 instructions—including information on molding installation and mitering—for room design and refurbishing. A section on accessories and adhesives completes the presentation.

Brand by brand ratings of office furnishings and equipment are compiled in Buyers Laboratory Inc.’s 1974 Handbook of Test Reports on Office Products. More than 500 pages of test/usage results are supplemented by a 62-page Information Exchange featuring user reports.

Designers of vehicles, appliances, and industrial products will benefit from PPG Industries’ booklet of design fundamentals for Herculite tempered safety glass. Considerations such as design objectives, engineering drawings, and prototype samples are discussed in full.
CLASSIFIED ADVERTISEMENTS

Rate: $2.00 per column-inch. Payment must accompany order or ad will not run. Specify whether signed ad or box number. Add $3.00 if box number is used. Estimate 55 words per inch: one-inch ad equals approximately 6 lines: 60 characters per line. Deadline, 5th day of preceding month. Orders must be submitted in type-written format. Address all ads to: CONTRACT Magazine, Gralla Publications, Classified Ad Dept., 1501 Broadway, New York, N.Y. 10036. Classified ads may be used for help or situations wanted: representatives or lines wanted: business for sale: any used or odd-lot products or items for sale on one-time basis. Classified ads may not be used for extensive product descriptions, or the offer of merchandise or services continuously available to readers, which is the function of display advertising. Send for display advertising rate card.

Representatives Wanted—Young expanding company offers an exciting line of bold designed textile supergraphics on lightweight wooden frames. Used singularly or grouped for strong visual effects. Competitively priced. Many areas are open. Please describe your territory, lines, showrooms, etc. AC Graphics, P.O. Box 887, San Rafael, Calif. 94902, 415/456-0363.

Attention: Manufacturers agents covering N. and S. Carolina, and S. Virginia. If you are a specialist selling to office furniture casegoods manufacturers and are interested in representing, on a commission basis, a nationally renowned, well-established fabricator of top quality and highly acceptable metal drawer slides and drawer guiding mechanisms to same, please respond with resume to: Box 933, CONTRACT, 1501 Broadway, New York, N.Y. 10036.


 Experienced Sales Manager—Eighteen years in contract industry (office furniture). Southeast location preferred. Will consider re-location. Contact: Box 935, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

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 Highly professional rep organization in Greater New York. New Jersey area, interested in wood office furniture line or systems oriented line. We offer the most complete coverage of dealers, architects and designers in our area. Our philosophy: limited lines and intensive coverage. Contact—O’Grady & Siegel Assoc. Inc., 345 Park Ave., N.Y. 212/688-4170. All inquiries held in strict confidence.

 Wanted: Top contract representative for Florida, Georgia Alabama, North Carolina, South Carolina, to handle highly regarded domestic wall furniture line. Complete wall systems of interest to hotel, motel, architects, designers and all other contract specifiers. Full earnings available. Rep selected must be experienced in all phases of contract sales. Reply to: Box 938, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Attention: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 1501 Broadway, New York, N.Y. 10036.

Contract Reps Wanted. Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of line you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. CONTRACT advertisers who are interested in expanding sales coverage and finding additional reps are invited to inquire about this advertiser service. Write: Sales Manager, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

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Sales Agents wanted for modern & contemporary furniture line. Please reply to: Box 934, CONTRACT, 1501 Broadway, New York, N.Y. 10036. All replies confidential. All territories open.


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CONTRACT SALES REPS WANTED

representatives
The contract furnishings manufacturers listed here need you, in the territories they specify. If you are interested, write or call them direct. Manufacturers listed below have display advertisements in this issue. See these ads for additional product background.

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75 S. Union St., Lambertville, N.J. 08530.
Contact: H. L. Birum.
Product: Free-standing landscape screens and room dividers.
 Territory: Choice territories open.

S. M. HEXTER CO.
1935 E. Occidental, Santa Ana, Calif., 92705, 714/ 542-1121,
Contact: Robert D. Larkey.
Product: Medium and high-end all-wood office furniture.

H. L. BIRUM CORP.
75 S. Union St., Lambertville, N.J. 08530.
Contact: H. L. Birum.
Product: Free-standing landscape screens and room dividers.
 Territory: Choice territories open.

BUCKSTAFF
1127 S. Main St., Oshkosh, Wis. 54901, 414/ 235-5890.
Contact: James Pennau.
Product: Contract and library furniture.
 Territory: Michigan, S. California & Nevada, Texas, Oklahoma, Arkansas, Louisiana.

JAMIN EDITIONS, INC.
16140 Valerio St., Van Nuys, Calif. 91406, 213/-
988-8181.
Contact: Gary Benjamin.
Product: Customized framed graphics.
 Territory: Fla., N.Y., Chicago, Atlanta, Boston/New England, Dallas, Houston, Memphis.

MARR, INC.
P.O. Box 5365, Oxnard, Calif., 805/ 482-0290,
Contact: Mr. Hartman.
Product: Casual furniture, indoor and out.
 Territory: South, Midwest, other select areas.

DRAPERY SERVICE INC. OF FLORIDA
1395 E. 11 Ave., Hialeah, Fla. 33010, 305/ 885-3544.
Contact: Al Cohen, National Sales Director.
Product: Contract drapery and bedspreads.
 Territory: All areas.

JANSKO INC.
P.O. Box 1751, Fort Lauderdale, Fla. 33302, 305/ 522-6791.
Contact: Maurie Frankl.
Product: Seating, contemporary.
 Territory: Nebraska, Kansas, Missouri, Ohio, Kentucky, Michigan.

HARDWARE DESIGNERS, INC.
P.O. Box 667, Mount Kisco, N.Y. 10549, 914 666-2177
Contact: Mr. Cope Bradford Jr.
Product: Drawer slides.

LIVING WALLS INC.
120 E. 144 St., Bronx, N.Y. 10451, 212/ 665-3800.
Contact: David A. Vitt.
Product: Laminate wall furniture, dividers, tiles.
 Territory: Selected territories open nationally.

MORT WEST MILLS
150 E. 58 St., New York, N.Y. 10022, 212 / 371-1313.
Contact: Mort West.
Product: Custom contract carpet for architects and space planners.
 Territory: Florida, Georgia, Alabama, Tennessee, North and South Carolina.

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