11/74

Vralla Publication

CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

Second designer/specifier survey:

47 firms average 36,778,000 sq. ft.

IBD product design competition winners

Federal Design Assembly session flops

Trend to privacy in open plan banks

What underlayments do to carpet performance

Multiple seating systems stress function

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11/74 CONTRACT

Vol. XV, No. 11

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

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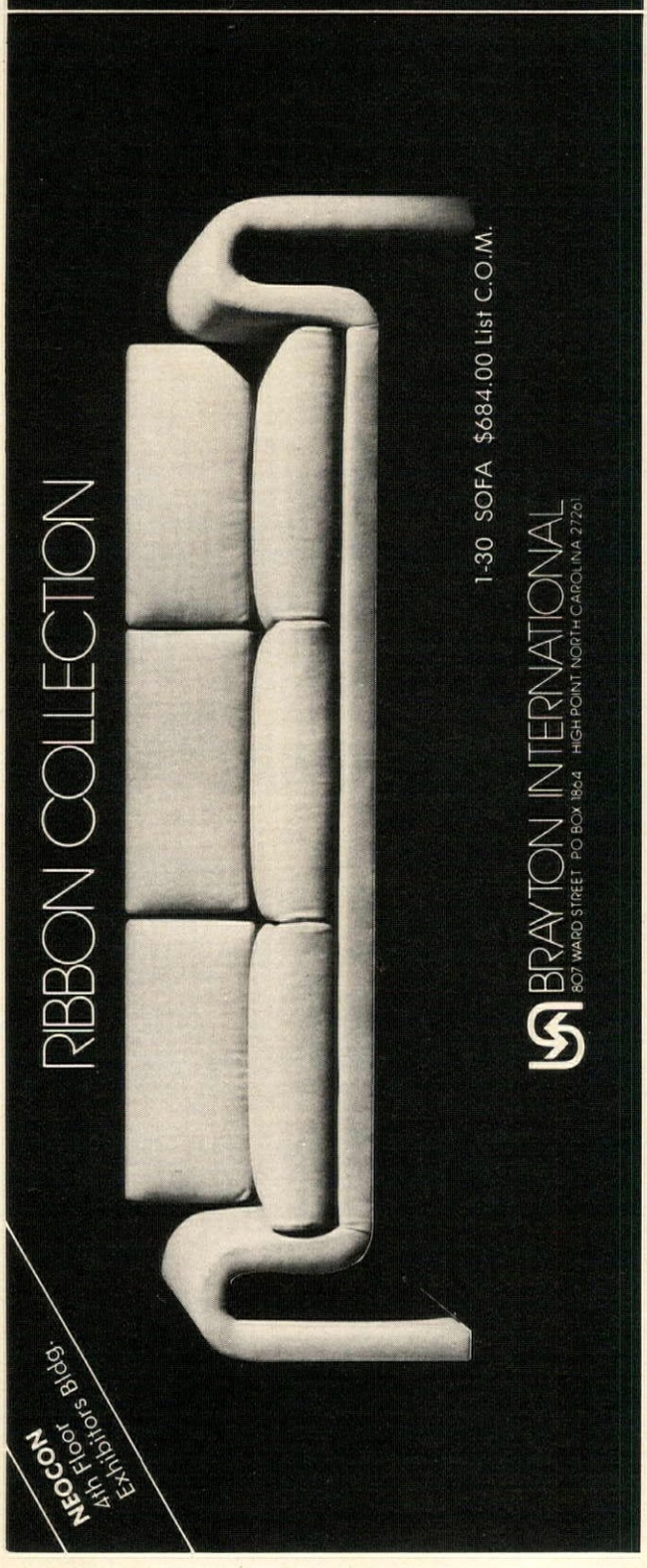

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CONTRACT

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

COMING IN CONTRACT

DECEMBER—The Super Executive Office is the focal point of CONTRACT'S full color editorial presentation, together with a review of the latest executive office equipment. New directions in open plan design, an examination of the Jones Company, a William Pulgram, ASD, open plan design. Top of the Desk Furnishings and Accessories in review, the latest designs and introductions. Preview of the Second Dallas Contract Show.

JANUARY—Contract Consultants—who they are, how they function, what services they provide, and a cross-section listing of consultants around the country, with profiles in each category, including audio-visual, acoustical, office landscape, carpet, psychological, ergonomic, and lighting specialists. Preview of the Contract Marketplace—New York Show, Feb. 11-13, 1975. Plus—the CONTRACT 1/75 Directory—the industry's most complete and comprehensive, up-to-the-minute reference manual for contract furniture, furnishings, accessories, and related products; including alphabetized, categorized listings of all contract manufacturers, showrooms, and directory of associations, societies, and markets, as well as product listings by category.

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FEDERAL DESIGNERS MISS OPPORTUNITY TO EDUCATE ADMINISTRATORS

During the day devoted to Interior Design at the Second Federal Design Assembly recently held in Washington, D.C., programmers missed another opportunity to advance the state of the interior space design art in the wasteland of design that is the Federal Government.

Convened for the second year to advance the cause and benefits of good design by educating Federal department administrators, the assembly programming missed by a mile for its failure to cite actual case histories within the Government that illustrate the benefits of good interior space design. While punctuated with one or two inspiring speakers, the interior design segment of the program failed to provide the needed justification to department heads to make and pay for needed change.

What is more the pity, there were several speakers who had excellent experience in providing such justification in the program, but ostensibly were limited to the strictures of the outlined program.

Here was a gathering of several hundred government interior designers and a scattering of administrators, or those sent by them to report on the meeting, open to new ideas, yet beset by the same cliches and bromides clothed in an attractive label. While a presentation on "Design Awareness" has its place, those in the audience who were practicing design for 20 years or so could hardly be impressed, nor could the administrators who were there for more pragmatic information.

An outline of benefits experienced by other Federal departments which had harnessed good design could have provided the inspiration necessary for department heads to take the good design plunge.

Programming on the first day, devoted in part to Visual Communications, was ultra-superb, with a well planned and executed program that was entertaining, but which hammered home actual successful cases of changes in graphics and communications in several Federal departments. The Federal Council on the Arts & the Humanities, administered by the National Endowment for the Arts, is to be congratulated as sponsor on its effort and intent in that segment of the program.

However, to allow an opportunity to slay the mint-green and blue monster that lurks in Federal offices to slip away for another year is inexcusable. There is too much Federal money at stake—billions of taxpayer dollars—and the benefits to be garnered by both the Government and its employees from better interior space design simply will not be made widely known among design influences in the various departments, except by little publicized accident.

When and if the Third Federal Design Assembly convenes in 1975, let "The Design Reality," which was the theme of this year's program, involve some realistic examples of what good interior design and planning has already done and can do for denizens of the Fed.

Len Corlin
Editor/Co-Publisher

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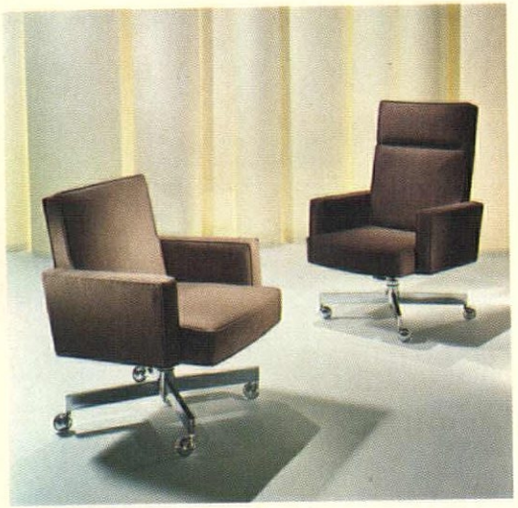

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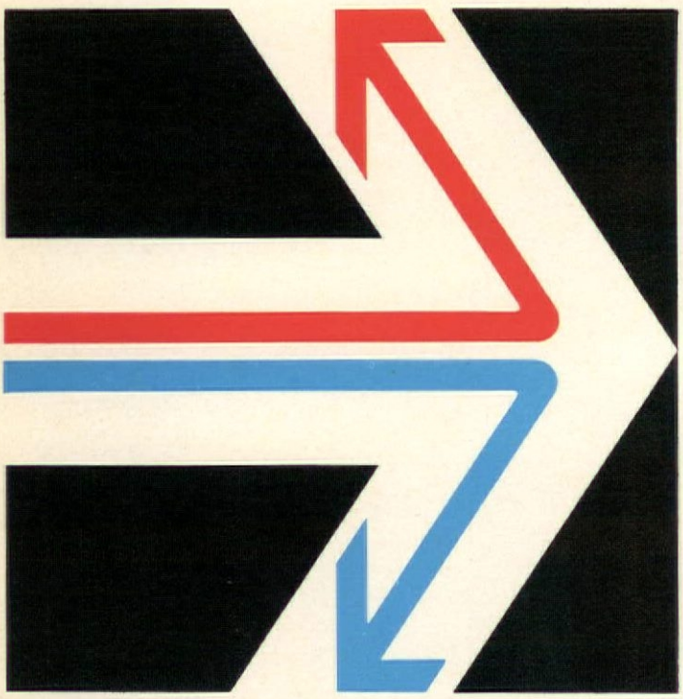

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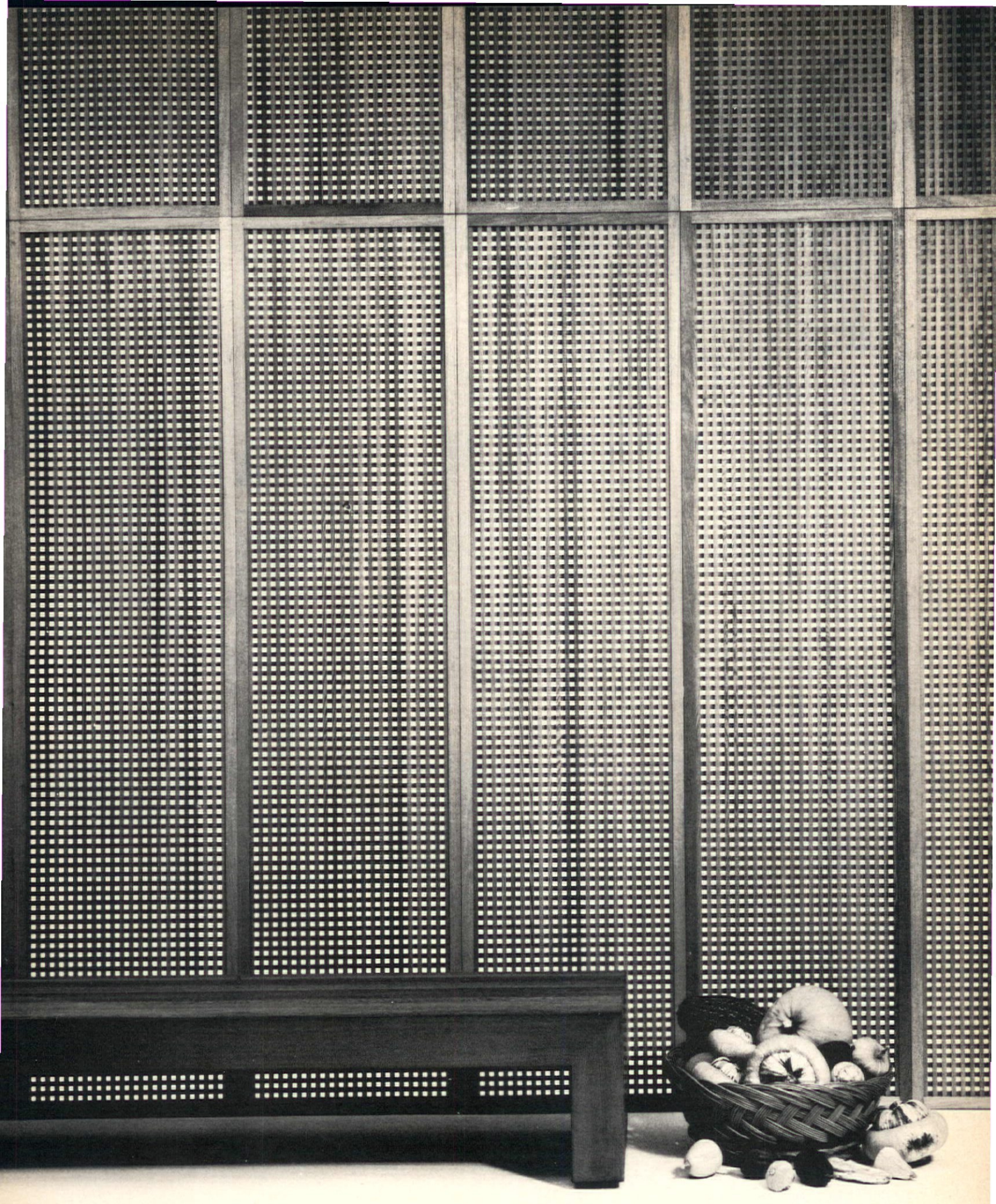

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Market research predicts contract volume increase from $6 to $11 billion by 1982

Annual sales of commercial furnishings in the U.S. amount to more than $6.3 billion, will increase to $8-9 billion by 1977, and to $11 billion by 1982, according to an in-depth market report by Smith, Stanley & Co., New York-based research specialist.

"Our study shows that during the next few years, suppliers will be able to offset slack in the home furnishings market with larger sales in the contract furnishings market," explains Fred I. Smith, President of the firm. "This is especially true in the South Atlantic states, which represent the largest market for contract furnishings."

The study, based on data from nearly 2,000 in-depth interviews conducted by Smith, Stanley & Co. during the past year, breaks the current market into the following categories and annual dollar values: furniture, $2 billion; flooring materials, $1.2 billion; wall finishes, $1 billion; doors, $700 million; lighting fixtures, $500 million; partitions, $300 million; ceiling materials, $300 million; open office furnishings, $200 million; window coverings, $140 million.

Also included in the study is the amount and dollar value of contract furnishings by end uses in different types of buildings and by geographical regions. This information is backed up by analysis of technical developments and trends in production, competitive interplay among materials, purchasing practices, and the importance of different marketing channels.

Copies of the full report (cost: $7,500) or individual sections (cost: $1,200 per section) are available from Smith, Stanley & Co.,Dept. C., 99 Park Ave., New York, N.Y. 10016. A booklet listing the contents of the report is available at no charge from the above address.

Knoll Leases showroom at Pacific Design Center

Knoll International has signed a lease for a 10,000-sq.-ft. showroom on the second floor contract level of the new $35 million Pacific Design Center now rising in West Hollywood.

The new space will house Knoll's western division as well as an extensive presentation of furniture and accessories.

The leasing arrangement was signed by Larry Ryan, VP/Sales, Knoll International, and Elvin Case, Knoll's Western Regional Manager. Murray Feldman, Executive Director for the new center, Arthur B. Birtcher, Partner, and Elmer Tague, Senior VP/Sequoia Pacific, represented the Pacific Design Center at the signing.

Knoll International signs a new lease establishing its western headquarters at Pacific Design Center. Present were (l. to r., standing) Knoll's Elvin Case, Western Regional Manager, and George Johnson, Los Angeles Manager; Arthur B. Birtcher, General Partner, Sequoia Pacific; and (seated) Larry Ryan, VP/Sales, Knoll International; Murray Feldman, PDC's Executive Director.

In addition to the Knoll signing, Baker Knapp & Tubbs, Herman Miller, and Metropolitan Furniture Co. will be moving their showroom operations to PDC. The space in the new building, slated for occupancy in April, 1975, is alloted as follows: Baker Knapp & Tubbs, 35,000 sq. ft.; Miller, 10,000 sq. ft.; and Metropolitan, 3,000 sq. ft.

"The Pacific Design Center is one of a handful of buildings in the United States specifically designed to serve as a design center and home furnishings resource center," said Elmer Tague, Sr. VP/Sequoia Pacific, project developer. "For example, showrooms will be located in related furnishings, by floor level." In addition, the Center, designed by Gruen Associates, features each floor planned in a diagonal pattern to create open malls rather than "raceway" corridors.

National leasing for the project is now being staffed and directed by PDC.

Schroeder brings experience, optimism to NAFM presidency

Gary K. Schroeder, Executive VP/Sales & Marketing for La-Z-Boy Chair Co., is the new President of National Association of Furniture Manufacturers.

A firm believer in the robust home furnishings economy, Schroeder said that, "Wall Street has been eyeing the home furnishings industry for several years. They will not be disappointed when we become one of the dominant industrial forces in the country. The furnishing industry offers an unprecedented opportunity for growth.

"Opportunistic firms with creative ideas and sound products will enjoy outstanding successes during the next decade," he predicted.

Director of the NAFM since 1970, Schroeder has also served three years as Vice President and has been an active member on many of the Association's committees. He is currently Chairman of Profile V, a research and executive development program to assist industry management in using a total performance model for programming and evaluating their company's growth in 1985.

"Wall Street will not be disappointed when home furnishings becomes one of the dominant industrial forces in the country. It offers an unprecedented opportunity for growth." —Gary K. Schroeder, President, National Association of Furniture Manufacturers

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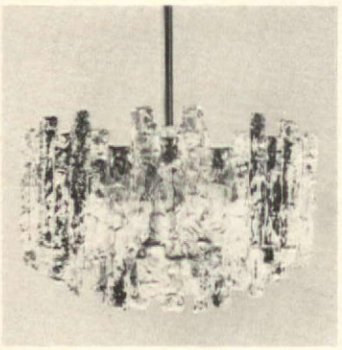

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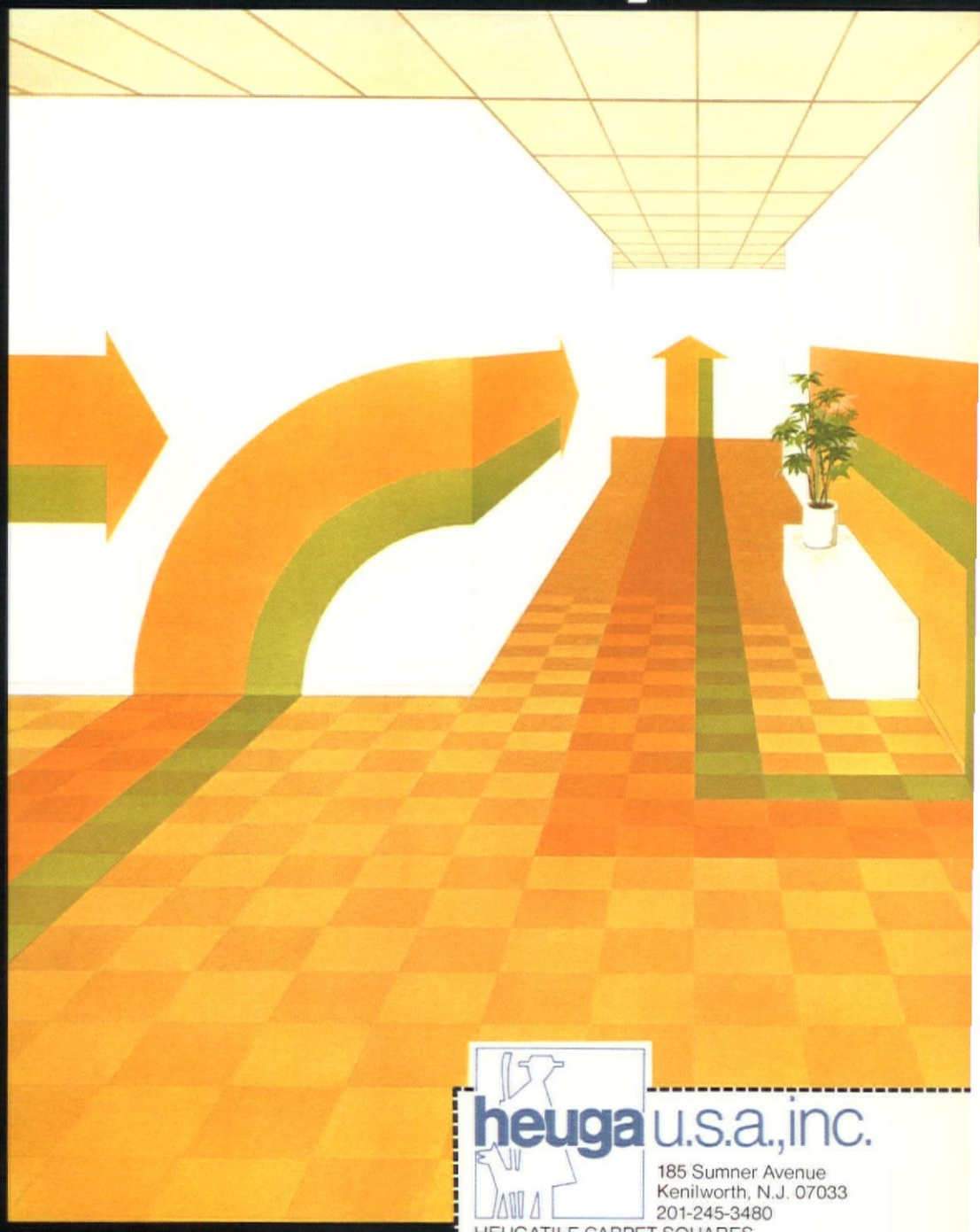

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KinderKarpet rates A+ in the classroom

KinderKarpet, educational carpet developed for use in the daily classroom environment, has achieved wide acceptance throughout the country with schools from nursery through grammar levels praising its creative and educational possibilities.

A joint project of Sears, Roebuck and Allied Chemical Corp., KinderKarpet is a carpet of Anso nylon that incorporates graphic learning symbols (circles, number and letter grids, mazes) printed on the carpet to expand the educational process.

Mrs. Jill Burns, kindergarten teacher at Academy Central school in Tulsa, Okla., finds the number and letter grid to be one of her most useful teaching tools. "It exposes the youngsters to the alphabet and numbers on a continuous basis," she explains. "By using the carpet, we can teach during play activities, and it still functions marvelously as a comfortable floor surface for the children. And I think the teacher gets a break, too. The carpeting is much easier to stand on."

"This is our first experience with carpet in a classroom," says Sister Dorothy Marie of St. Isaac Jogues school, Niles, Ill., "and we're very pleased. In addition to its educational advantages, KinderKarpet cuts down on the noise and facilitates maintenance."

Educators at St. Isaac Jogues also find that the floor surface complements the IGE (Individually Guided Education) method used at the school, which permits each child to learn at his or her own pace.

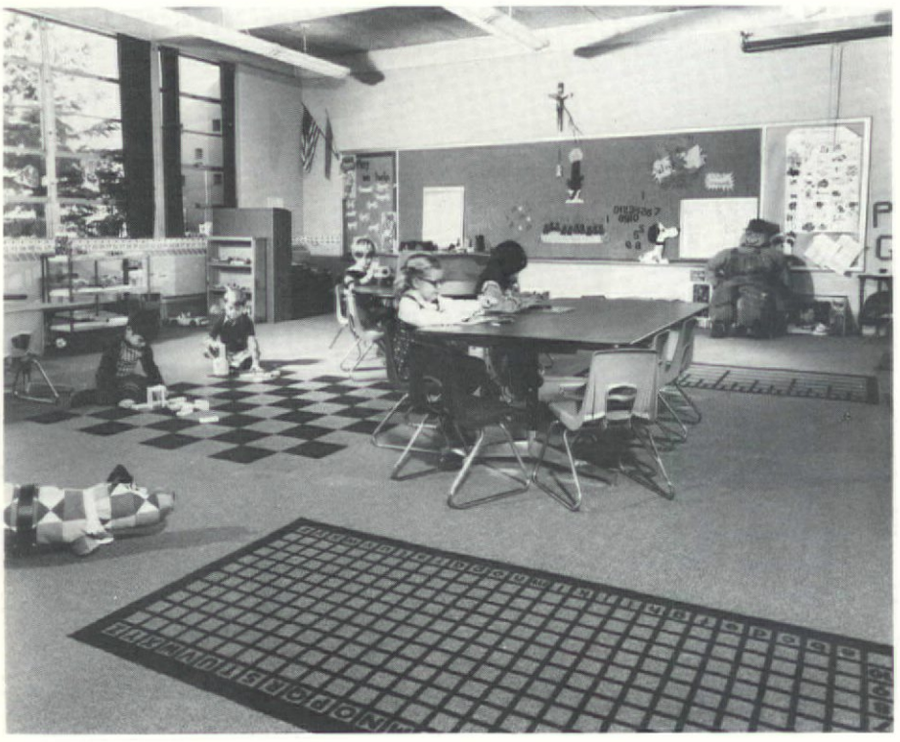
At Heritage School in Miami, Fla., nursery and kindergarten students range in age from three to five years. Here the carpet's number and letter grid is used in learning new math, and the circle patterns used to understand the concept of sets.

"The carpet is a place to go to, to work, and to play," says Betty Masden, a teacher of 27 years. "You really have to see it to believe it."

Part of KinderKarpet's success stems from the fact that it offers a stimulating change of pace to an age group with a short attention span. In fact, at Heritage school, working a few minutes extra with KinderKarpet is viewed by both teachers and students as a privilege and a reward. It seems to be a perfect complement to the "open classroom" technique presently coming into vogue across the nation.

KinderKarpet is sold nationally through Sears' Contract Sales Divison and carries Allied Chemical's five-year wear guarantee.

Making good use of KinderKarpet, children at St. Isaac Jogues School, Niles, Ill., lie down inside a printed circle pattern to tell time with their hands and feet, measure each other's heights on a linear grid, or match concept cards to the letters on the alphabet block.



At Academy Central School in Tulsa, Okla., kindergarteners learn their numbers and letters from KinderKarpet, a learning environment jointly developed by Allied Chemical and Sears, Roebuck.

Committee will form federal architectural glass regulations

The Consumer Safety Glazing Committee (an independent, cooperative organization devoted to the promotion of glass safety standards throughout the U.S.) will work to develop federal safety standards for architectural glass products. The new mandatory national safety glazing standards will then be reviewed by the Consumer Product Safety Commission, a federal commission established by the Consumer Product Safety Act of 1972.

"The general public," detailed W. J. Keirns, Chairman of CSGC, "including any special interest groups concerned with consumer product safety, are encouraged to participate in the development of these standards."

Hazardous areas under consideration will be entrance and exit doors, fixed panels or sidelights, storm doors, insulating doors, sliding glass doors, bathtub enclosures, shower doors and enclosures, and windows.

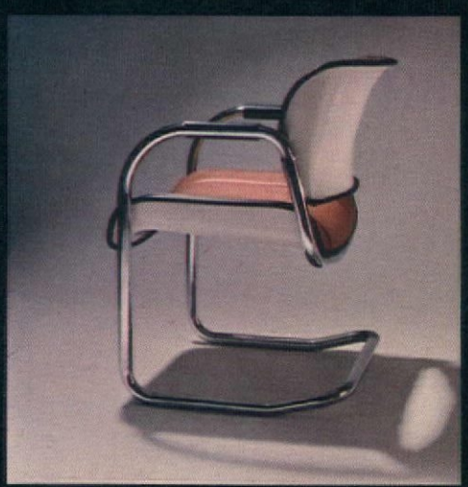
Conclusions will be based on a thorough review of existing data, determining if architectural glass used in products such as storm windows, picture or fixed windows, and operating windows creates a high degree of consumer risk potential.

"Since about 70 percent of reported injuries involving annealed glass in hazardous areas appear to involve children," said Kierns, "the development of safety standards governing architectural glazed products is of special concern to consumers and we welcome participation from everyone interested in this effort."

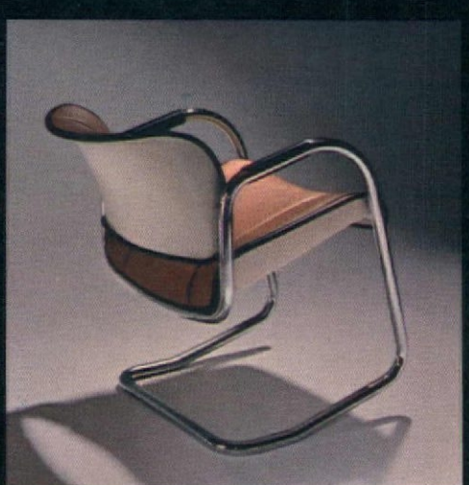
Anyone with pertinent information or opinions should contact W. J. Keirns, Chairman, Consumer Safety Glazing Committee, 1000 Conn. Ave. N.W., Washington, D.C., or M.N. Zeolla, Project Manager, Consumer Safety Glazing Committee, One Gateway Ctr., Pittsburgh, Pa. 15222.

Circle No. 15 on reader service card. ▶

We're honored. By the AID and NSID. Their 1st International Contract Product Design Award was presented at NEOCON 6 for outstanding design to only two seating groups, both from Harter. This one, the 2500, had also been cited by the IBD earlier.



The only other seating group honored by AID/NSID was our KOE-10. It and the 2500 Group can be seen at Harter showrooms and in fine interior installations everywhere.



Furniture Design:
Earl Koepke & Staff

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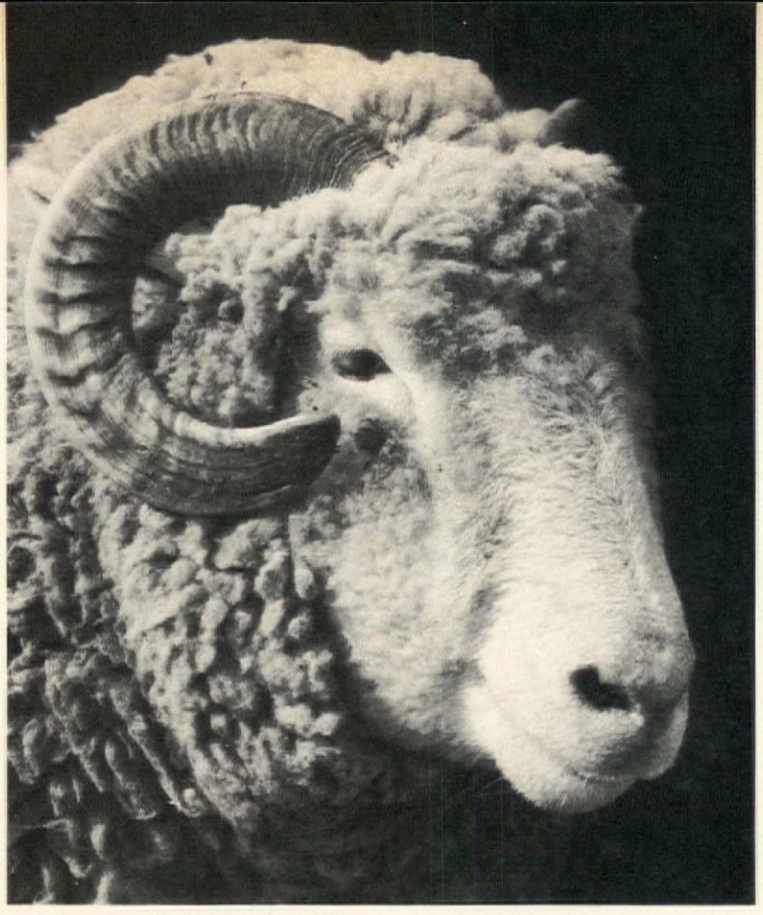

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Cramer's Cantilever—the design that defines space.

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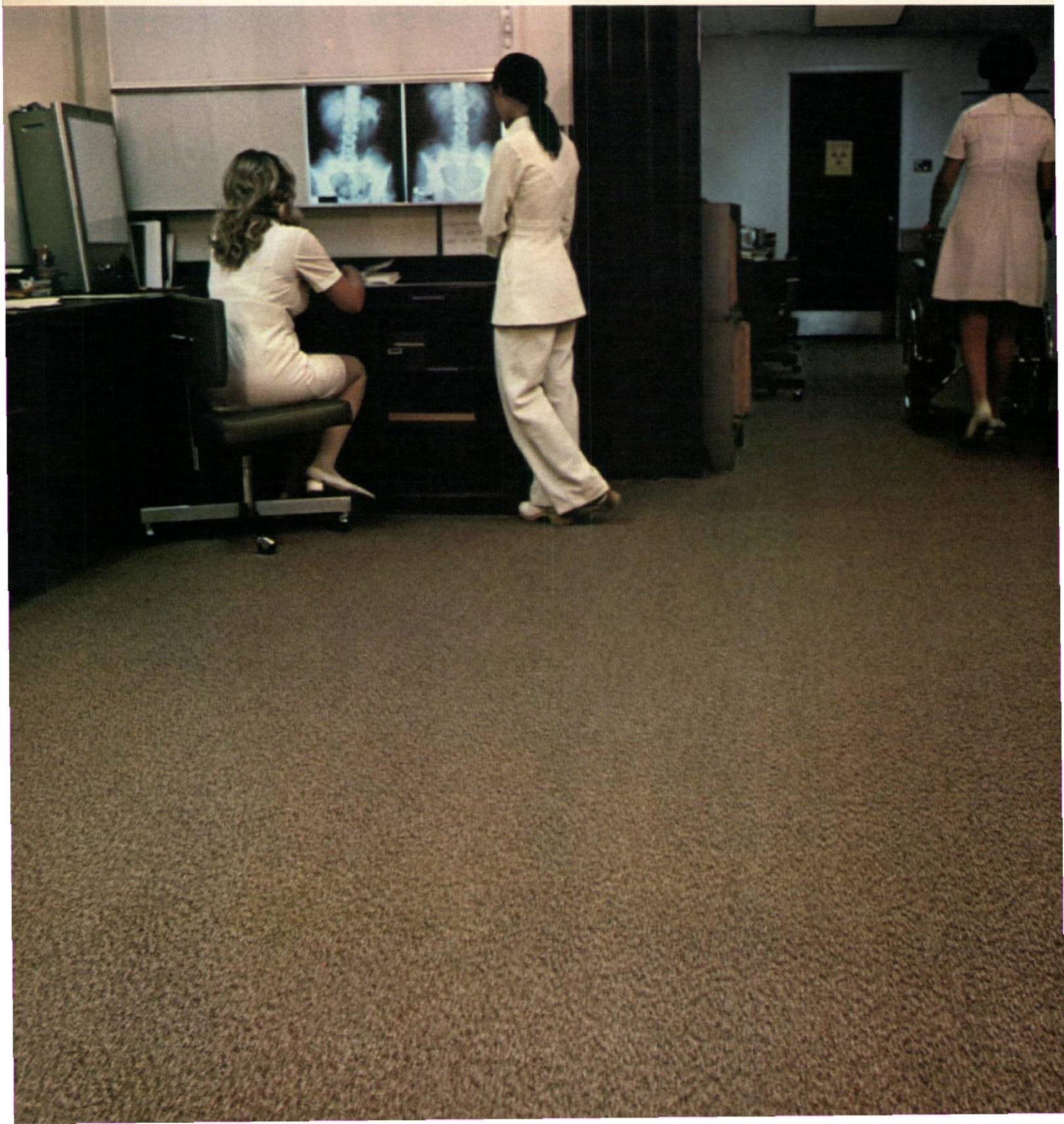

to be in Antron® nylon. look to last.

What you see is what you'll get for a long time. "Antron" is a soil-hiding carpet fiber. It is the leading commercial carpet fiber brand with more than twice the available styles in "Antron" than those made of the next brand. Its ability to diffuse light helps blend soil concentrations into the overall look of the carpet. Also, being nylon, "Antron" gives carpet exceptional durability and crush resistance.

Lutheran General Hospital, Park Ridge, Illinois, is a large suburban hospital (675 beds, 1200 daily visitors). They were one of the first to adopt carpeting for patient care and public areas. The concept proved very satisfactory. When they decided to recarpet, their experience pointed up the features most desired in a hospital installation. Their new carpet has a pile of continuous filament Antron* nylon. "Antron" was selected to best satisfy the requirements of durability, ease of maintenance, and long-lasting good looks. Now most areas of the main building—patient rooms, examining rooms, snack bar, radiation therapy (shown)—are covered in this cut/uncut moresque in "Antron."

How "Antron" keeps carpet looking fresh. Its filament structure is remarkable, as simulated in this greatly enlarged model. The four microscopic holes scatter light to minimize rather than magnify the dulling effects of soil, while maintaining an attractive, subdued luster. This property of the fiber, together with its outstanding wearability, helps the look of the carpet to last.

For more information, talk to your mill representative or write to Contract Specialist, Du Pont, Room FR, Centre Road Building, Wilmington, DE 19898.

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

Entries sought for Design in Steel Awards, largest design competition in nation

Entries, photographs, and literature are being solicited for the 1974-1975 Design in Steel Award Program, sponsored by American Iron & Steel Institute.

For the first time, the program will offer a special Conservation of Materials Award in addition to design and engineering awards. Two awards will be given in the furniture category, one for best design in steel, and one for best engineering in steel.

Purpose of the competition is to give recognition to designers, architects, engineers, and artists for their creative use of steel, and to help develop a better understanding of steel's versatility.

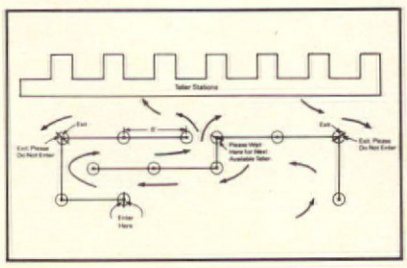
Individuals or teams of design professionals practicing in the Americas are eligible for the awards, and entries must be postmarked no later than midnight, January 31, 1975.

Submissions for the biennial Design in Steel Award Program, recognized as the largest designer program in the country (the most recent program drew more than 1,000 entries), will also present awards in the following categories: agricultural equipment; appliances, housewares and home equipment; environmental enhancement and control equipment; industrial products and equipment; medical and scientific equipment; transportation; high-rise structures; housing; public works structures; and art in steel.

Entry forms and information are available from Design in Steel Awards Program, 633 Third Ave., New York, N.Y. 10017.

Your customer always picks the 'right line' with the Next Teller system.

Single line teller systems mean only one 'right line' from which your customer steps to the first available window. There, he conducts his business in privacy... no one looks over his shoulder. He is freed from the possibility of selecting a position behind a company payroll or the customer with half a dozen passbooks to be brought up to date. Windows can be opened and closed without confusion. Surveilance is improved.



The Lawrence Next Teller system creates a single, central line through the proper placement of attractive stanchions, ropes and signs. Surveys indicate a better than 85% favorable reaction from both customers and tellers.

Having worked with leading banks throughout the country, we are prepared to assist you with a suitable layout. Just submit a floor plan or sketch with pertinent details and we will return a layout and required bill of materials without obligation.

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LAWRENCE LAWRENCE LAWRENCE LAWRENCE

Circle No. 19 on reader service card

Product design organization will specialize in lighting

California Group, a new industrial product design organization, has set up headquarters at Beverly Robertson Design Center, 8797 W. Beverly Blvd., Los Angeles.

Headed by Charles Burke and Michael

Lighting can be used both effectively and functionally, as the above restaurant setting from California Group illustrates.

Dalke, the firm will specialize in the design of furnishings and lighting products and in the development of special lighting effects. California Group will also serve as lighting consultant to major design firms in the contract field.

Circle No. 45 on reader service card ▶

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One hundred million miracles of design can and are being achieved with our **Contract 21** custom carpet. You'll find the possibilities almost infinite, assisted by our unusually wide-wide spectrum of color.

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IT'S COLOR COME ALIVE!
IT'S NEW AS RIGHT NOW!
IT'S TO LIVE WITH!

You'll have a choice of 21 different qualities... all, of skein-dyed, pure, virgin wools with 20% nylon for additional durability.

This will, indeed be an experience packed with pleasure to be enjoyed for many, many years to come. Any pattern can be superbly woven. This Axminster carpeting in 27," 36," 9' or 12' widths. Surprisingly small minimums in equally surprisingly minimal custom prices. You'll delight in our **22nd quality** which is service ...as always, very traditionally Couristan. Power-loomed in the Republic of Ireland.

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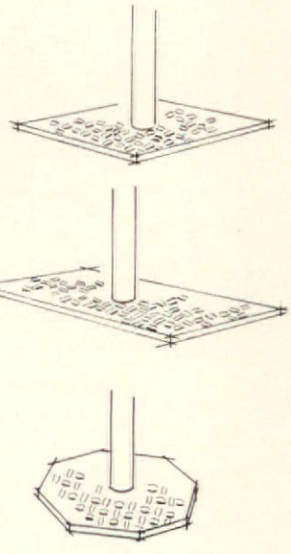

This is an actual page from our new catalog full of ideas on table bases and special designs of solid wood and plastic table tops.

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Dollars & Sense is one of five commercial carpets in the Capital Assets collection available on roll or cut order basis. All practical. And all an investment in appearance well spent. Write or call for complete information and specifications.

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Landscape topic of AMS Ohio symposium

A symposium on Office Landscape will be conducted by Administrative Management Society, November 20-22. The three-day program, at Marriot Hotel, Columbus, Ohio, will include several field trips, beginning with a tour of landscaped facilities at Educators & Executives Building in Columbus.

Seminars include sessions on the need for facility planning; acoustics and sound control in open office designs; user reaction to landscaped environments; quality versus high intensity lighting.

Lecturers and discussion leaders have been drawn from all areas of office planning and include Dr. Rodolfo E. Planas, President Quickborner Team, office planning consultant, Jordan A. Berman, President Jordan A. Berman Associates, Boston-based space planner, Richard N. Hamme, President & Technical Director, Geiger & Hamme, Ann Arbor, Mich., independent acoustical testing laboratory.

Additional information on program and registration can be obtained from Frank Carberry, AMS, 2360 Maryland Rd., Willow Grove, PA, 19090, (215) 659-4300

Flooring industry is on upswing, has retained '52 prices

Although housing starts and construction are faring relatively poorly in the current economy, the floor covering industry expects a sales increase of six to eight percent this year.

That was the consensus of spokesmen of the nation's leading manufacturers of resilient flooring and carpeting, voiced to more than 250 designers at a floor covering seminar sponsored by Pacific Design Center at the Beverly Hilton Hotel.

"Increased home improvement on the residential front and continuing demand for commercial and contract flooring account for this phenomenon in a generally depressed economy," explained Murray Feldman, PDC Executive Director.

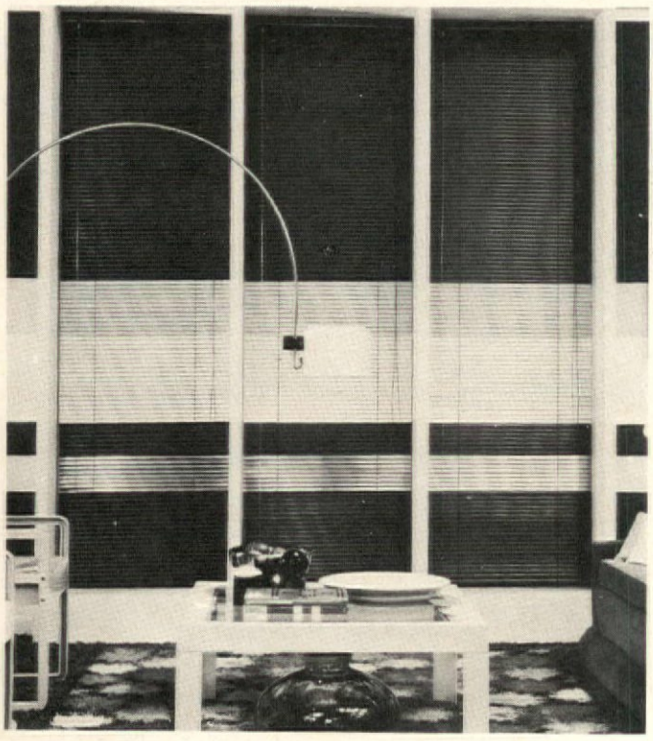
This seems to be borne out by statistics, according to the seminar speakers. Sales in 1973 were about $4.4 billion, with carpeting accounting for $3.3 billion. It was also noted that floor covering prices are at their 1950-52 price levels. Increased productivity resulting from technological advances has enabled the industry to fight price hikes.

"Even with the housing slump, resilient flooring sales have been up this year, noted Jack R. Lee, General Product Manager of GAF Corp.'s flooring products. "And with housing starts expected to increase to about 1.7 billion in 1975, the industry should benefit considerably."

Al DiFiorie, Sr. VP/National Contract Sales for E.T. Barwick added that he foresees, "industry sales increases of six to eight per cent annually in the next decade—with the greatest growth opportunities in the commercial and contract areas."

"Increased home improvement and continuing demand for commercial and contract flooring account for favorable outlook in a generally depressed economy." —Murray Feldman, PDC Executive Director.

THIS IS A BEAUTIFUL BLIND. ESPECIALLY WHEN YOU NOTICE YOU DON'T NOTICE THE HEADRAIL.



Until now, nobody could make a one-inch blind that was beautiful all over.

The headrail hurt the overall effect. It looked a little horsey, stuck out, didn't fit in everywhere.

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There's more, of course. Like a bottomrail that's also hardly noticeable. But strong enough to keep the slats perfectly straight, even part way up.

The rest is eye-appeal. In any color — or combination — under the sun. But why not see for yourself? Our colorful book of possibilities called Window Shopping is yours for the asking.

The Mark II Blind. It's a nice thing to do for a window.

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ALCAN ALUMINUM

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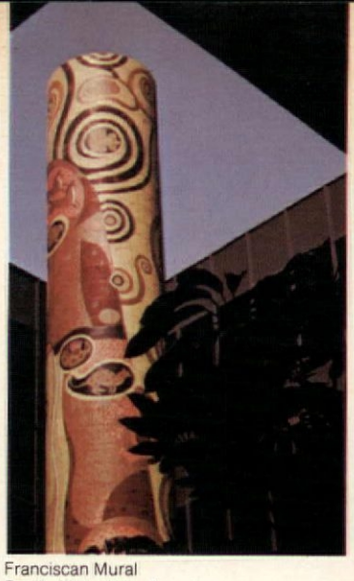
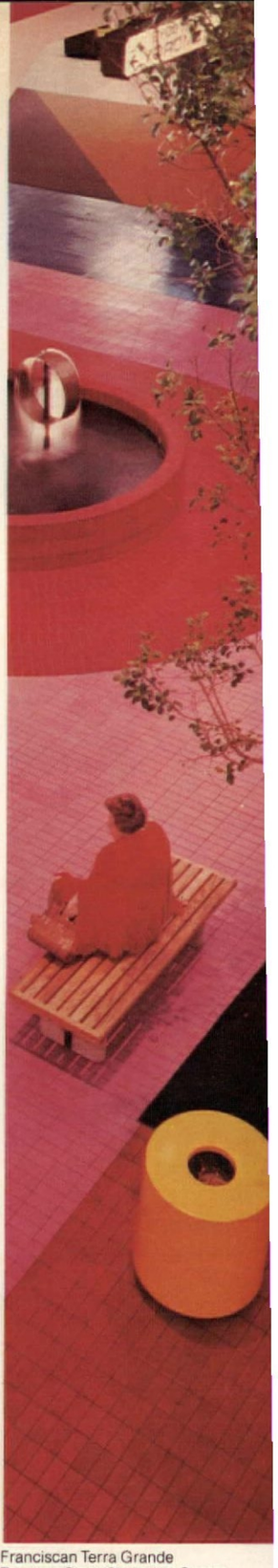
Franciscan Terra Floor
Equitable Plaza, Los Angeles, California
Architect: Welton Becket Associates

Franciscan Terra Grande
Residence, Santa Barbara, California
Designer: Francis Lux Designs



Franciscan Mural
Pacific Mutual Headquarters,
Newport Beach, California
Artist: Tom Van Sant

Franciscan Terra Floor
Residence, Los Angeles, California



Franciscan Terra Grande
Topanga Plaza Shopping Center
Architect: Chaix & Johnson

Franciscan Mural
Executive retreat, Santa Barbara, Califor
Designer: Francis Lux Designs

iscan Custom Ceramics
ence, Los Angeles, California
ner: Dean Laubenheimer

iscan Terra Floor
l Volkswagen Showroom,
dale, California
ner: Interior Systems, Inc.

Franciscan Terra Grande
Residence, Los Angeles, California
Designer: Dean Laubenheimer

Franciscan Terra Grande
Charles Burke Showroom, Los Angeles
Designer: Charles Burke

Franciscan Terra Floor
Saks Fifth Avenue, Los Angeles, California
Architect: Burke, Kober,
Nicolais & Archuletta

Franciscan Portfolio
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Designer: Gary Jon

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Expansions: Tropitone doubles California production

• Armstrong Cork Co. will construct a three-story interior design center and a five-story office building in center city Lancaster, Pa. Scheduled for completion in 1976, the two structures will provide working space for approximately 350 employees, most of whom are now located at the company's current corporate headquarters in Lancaster.

• Florida-based Tropitone Furniture is presently constructing a new 90,000-sq.-ft. manufacturing plant and office facility in Irving Industrial Park, Calif. The new plant, expected to be in full production by late January, will double current California production.

• La-Z-Boy has dedicated its newest facility in a nationwide network of eight plants. Located in Siloam Springs, Ark., the 110,000-sq.-ft. plant will center production around the La-Z-Rocker, a line of swivel rockers introduced this past year.

• HON Industries of Muscatine, Iowa, has leased a 200,000-sq.-ft. manufacturing plant located in Chesterfield County near Richmond, Va. This fourth plant, scheduled to begin production in early 1975, is being added to better serve the Eastern market.

• Plastiglide Mfg. Corp. has completed its move to new executive offices and manufacturing facilities. The new plant, located at 2701 W. El Segundo Blvd., Hawthorne, Calif., contains over 270,000 sq.-ft. of office, manufacturing, and warehousing space.

• Bishop's Office Supply Center, Orlando, Fla., has expanded showroom space at 1800 E. Colonial Dr., and built a new manufacturing, warehousing, and office facility at 119 W. Kaley St. Both expansions were effected to achieve more efficient customer service to the East Coast.

• Norman Bates, Inc., California-based manufacturer of contemporary office furniture, has doubled the size of its operation with the addition of a 30,000-sq.-ft. plant. Located at 2200 S. Dupont Dr., Anaheim, Calif., the structure houses larger, improved display facilities, as well as increased manufacturing capabilities.

• Curon div. Reeves Brothers, Inc. has opened a new flexible polyurethane foam fabricating plant, located at High Point, N.C. Designed to supply the furniture and bedding trades in the Carolinas, the 30,000-sq.-ft. plant will be headed by Charles Morris, Curon Regional Manager.

American Mart adds eight settings to ASID Designers Rooms

The American Mart will add a series of eight "apartment living" room settings to its AID Designers Rooms complex which debuted at the Mart in June. The new settings will be unveiled on the opening day of the Mart's Chicago Home Furnishings Winter Market, January 5.

At that time, the name of the special exhibit area will be changed to ASID Designer Rooms, reflecting the recent merger of American Institute of Interior Designers and National Society of Interior Designers.

Pearl Snyder, Chairman of the project since its inception, continues in that capacity, and will announce the names of the ASID designers who will have their work featured. As with the first series of eight rooms, the additional settings will be keynoted to the theme that good taste need not be expensive and will feature furnishings selected from Mart exhibitors' lines.

Circle No. 26 on reader service card

Circle No. 27 on reader service card▶

"Gemini" by Maharam ...for colorful Show Places with Verel®

New from Maharam . . . "Gemini" casements from the Opal III Collection. Bold and vivid in a blend of 70% Verel modacrylic, 30% rayon. Verel provides flame resistance, dimensional stability and a crisp, full hand. Available in an exciting array of colors, plus custom colors to order. From Maharam Fabric Corporation, P.O. Box 300, Rasons Ct., Hauppauge, N.Y. 11787 (516) 582-3434. Showrooms also in Atlanta, Honolulu, Houston, Los Angeles, San Francisco.

Fabric shown actual size.

EASTMAN CHEMICAL PRODUCTS, INC., a subsidiary of Eastman Kodak Company, 1133 AVENUE OF THE AMERICAS, NEW YORK, N.Y. 10036. Verel is Eastman's trademark for its modacrylic fiber. Eastman does not make fabrics or draperies and therefore makes no warranties with respect to such products.

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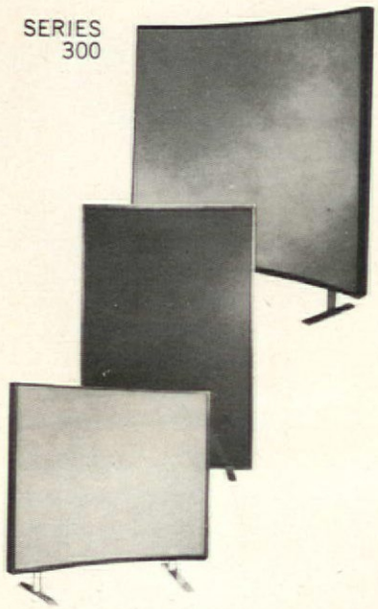

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Circle No. 28 on reader service card.

Outdoor furniture is specially designed for the handicapped

A custom furniture grouping for the courtyard of the Parker C. Carson, M.D. Rehabilitation Center was designed specifically for use by the handicapped. Designed as a function extension of the hospital's therapeutic program, the grouping includes chairs, benches, and tables, fabricated of California redwood.

Working in conjunction with Edward F. O'Neil, Administrative Coordinator of Rehabilitative Services, the hospital's architect, The Richie Organization of Chestnut Hill, Mass., based its design on anatomical data for equipment for the handicapped. The seat is 2 in. higher and 4 in. wider than general-purpose chairs; arms are 4 to 5 in. higher than normal; back is 5 in. higher than average seating.

Legs and back are straight for added stability, and all pieces are of solid heartwood redwood, providing the weight needed to prevent horizontal movement or tipping. Edges of the seat and back are rounded.

All of the pieces were made by the hospital's Engineering Dept. Carpenter Shop under the supervision of Tony Therrien. Frames are fastened by a bolted construction technique and ½-in. galvanized hardware facilitates assembly. Waterproof glue reinforces joining points on seat and back, and for additional durability, the furniture is treated with a clear, water-repellent finish.

The grouping is suitable for general commercial use with modifications in the chair's measurements.

Chair is scaled to provide maximum support and stability for the handicapped. Legs and back are straight; seat is four inches wider and two inches higher than average-use chairs.

Circular table around tree is high enough to accommodate wheelchair, and all items are of solid heartwood redwood for added stability.

Mergers: N.Y. and Canadian firm open Guild in Toronto

- An agreement in principle has been reached with Kirsch Co., Sturgis, Mich., for the acquisition of Vanguard Studios, Inc., Chatsworth, Calif. Vanguard Studios, producer and distributor of framed paintings, graphics, and prints, will be purchased by Kirsch Co., the world's largest manfacturer of drapery hardware, upon approval by stockholders and Boards of Directors of both firms.
- M&M Associates, Inc., has merged with B&W Corp. of Bensenville, Ill., affording the firm the manufacturing facilities of a modern 40,000-sq.-ft. fabricating and finishing plant. In conjunction with the merger, effected for rapid expansion of the firm's product line, M&M Associates has moved its offices and staff from Palos Park, Ill., to the Bensenville, Ill., facility.
- Furnicraft Industries has acquired Lamp Creation, Inc., Bronx, N.Y., manufacturer of traditional and Mediterranean chandeliers, table, and floor lamps. All manufacturing and shipping will now be made from the firm's Huntington plant.
- Geringer & Sons, Div. Lightron Corp., Peekskill, N.Y., will join with LIV Canada Ltd., Toronto to form the Lighting Guild of Canada, to be located in the Toronto area. The new firm will manufacture and distribute Geringer lighting products consisting of the Geringer brand, Gramercy Park, Auralume, and Geringer International lines.
- A merger between VLN, marketers of a Bohn Rex-Rotary line automatic copiers, and Sheller-Globe, producers of Globe-Weil Systems and Red Rope line of office supplies and accessories, was recently approved by both sets of shareholders.

Circle No. 43 on reader service card ▶

New! Patterned Metal Elegance

Genuine, solidly embossed copper and aluminum panels from Homapal of Europe

Direct from Homapal — solidly embossed metal laminates.
Homapal metal laminates have these excellent features:

- Made from copper, aluminum or brass-toned anodized aluminum.
- Choose from 24 distinctively embossed patterns or design your own.
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- Homapal laminates can be miter folded.
- Bends easily to almost any radius.
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- Cleans easily with a damp cloth.
- Cuts like malemine laminates.
- Standard sheet size 4′ × 8′.

The Homapal genuine metal laminate sheet . . . the timeless surface for lasting beauty . . . stocked and sold exclusively by The Diller Corporation. Write for brochure today.

THE DILLER CORPORATION

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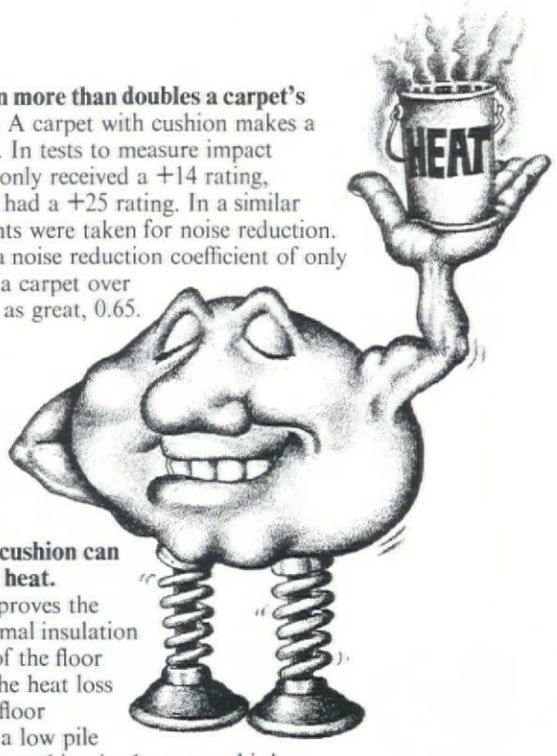
PHONE: 312/439-9420 · TELEX: 28-3494

Printed in West-Germany

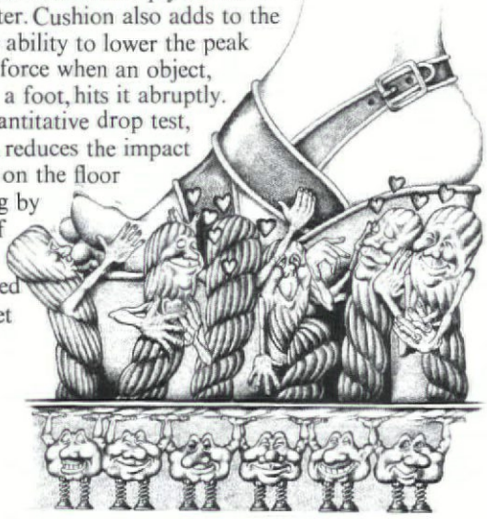
Before you pull the padding out from under another rug, read this.

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.



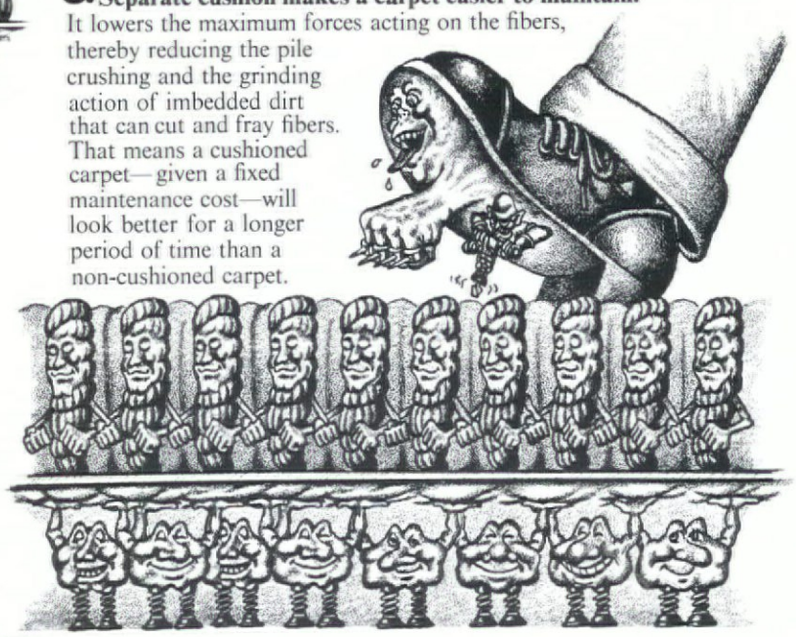
2. Separate cushion makes a carpet seem thicker and more luxurious. It upgrades the carpet's underfoot feel and simply makes it feel better. Cushion also adds to the carpet's ability to lower the peak impact force when an object, such as a foot, hits it abruptly. In a quantitative drop test, cushion 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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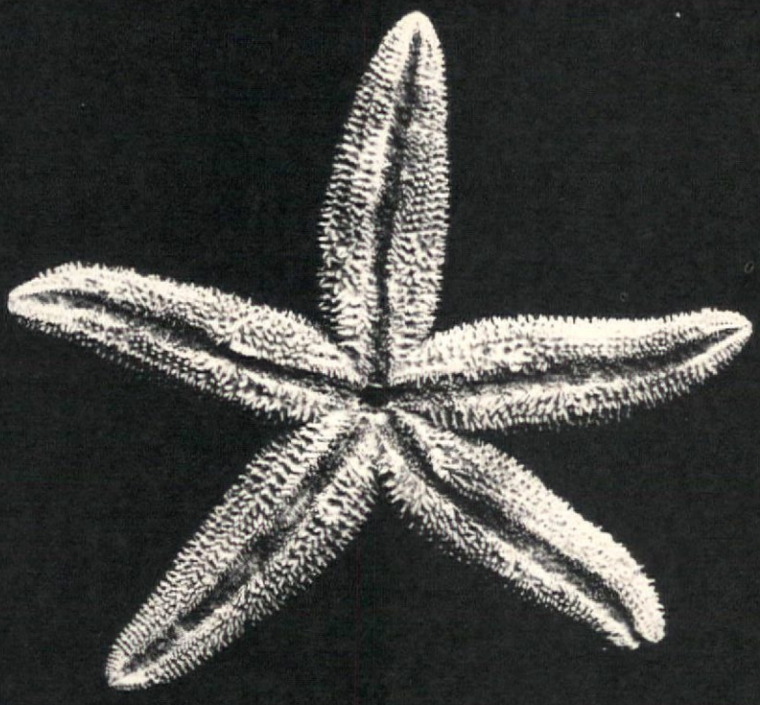

The translation of feeling into function is the foundation of use. Gregson Chairs. A good place to be all day.

Gregson Manufacturing Company/Liberty, North Carolina

California CONVALESCENT HOSPITALS
Main Office: 3660 "D" St.
LA VERNE, CALIFORNIA 91750

April 9, 1973

Argo and Company, Inc.
182 Ezell Street
Spartanburg, SC 29302

Dear Mr. Argo:

Approximately one year ago I answered an advertisement for your carpet cleaning materials and I would like to tell you about my experiences.

At that time I had a very bad stain on my new office carpet that had been caused by an overzealous salesman demonstrating a toilet bowl cleaner. Our maintenance department tried three different brands of dry foam shampoo that we had used in our hospitals, we tried a special carpet spotting kit, we even used several spray cans of carpet cleaner from a local retail store, but nothing would touch it. Your local representative, Mr. C.B. Ramsay, showed up late in the afternoon and said it looked like a simple job and completely removed that stain and several water stains in another area in fifteen minutes.

Needless to say, we now use ARGOSHEEN in all our hospitals and the maintenance department and housekeeping are very happy with it.

By the way, do you know anyone who would like to buy four dry foam machines?

Sincerely,

Don Kerr
Director of Operations

California Convalescent Hospitals serving:
ALAHAMBRA — LA MESA — LONG BEACH — PALM SPRINGS — PASADENA
SANTA BARBARA — VENTURA — WHITTIER — PHOENIX, ARIZ.

Shouldn't you have this same perfect maintenance?
We will be happy to send more information.

Join the Carpet Stores and Interior Designers who carry ARGOSHEEN for the convenience of their customers . . . and because ARGOSHEEN cuts down complaints so drastically. ARGOSHEEN is nationally advertised to your clients in such publications as HOUSE BEAUTIFUL, HOUSE & GARDEN, NATIONAL OBSERVER, BETTER HOMES AND GARDENS, etc. and we have hundreds of thousands of paid requests for literature and name of store in their area a year. Like to see what it's all about? $12. and your letterhead will bring you enough ARGOSHEEN to clean several rooms and an applicator.

Write:

ARGOSHEEN® Dept. C, P.O. Drawer 2747
182-190 Ezell St.
Spartanburg, S.C. 29302

Circle No. 30 on reader service card

New assignments: Oil companies seek space planning for efficiency

Among projects on the boards at **SLS/Environetics, Inc.**, is design of executive offices for Colonial Savings Association in Regency Square, downtown Houston, the seventh project undertaken by SLS for that firm. Recently completed was planning and design of Houston's Conoco Oil Co. headquarters. Other Houston projects include installations for Gulf Oil and Mid-America Oil Co. In Los Angeles, Shell Oil Co. and Mobil Oil Co. have also retained SLS, reflecting the oil industry's continuing concern with efficient planning and use of space. On the international scene, SLS will handle space planning and design for Collins Publishing Co., Scotland, Amerada Hess, London, and England's Marks & Spencer.... **Velcro Corp.**, entering into an in-depth research period to identify customers' needs, has hired James R. Vaughan, AID, New York City, of **Related Designs, Inc.** as consultant. Research will revolve around the development of a new home decorating and design market for the Velcro fastener. ...Construction has begun on the Seton Hall University Law School in Newark, N.J., a building designed by **The Eggers Partnership**, New York City. The facility will house lecture rooms, moot court, law review suite, legislative services room, seminar/legal writing room, and library. R. Jackson Smith, Partner-in-Charge, has stated that many construction-expediting techniques, including critical path scheduling, are being employed in an effort to make the building operational as soon as possible. ... **PPM Design Associates, Inc.** of Calumet City, Ill. has been retained by the Roper Corp., Kankakee, Ill., to design interiors of Roper's corporate offices in Kankakee. The project, totalling approximately 50,000 sq. ft., will be coordinated by William and Betty Jo Purvis. ... **Helene Weissner Designs, Inc.**, Miami, will design the interiors for Racquet Club, Saddle Club, Sales Pavillion, and ten models of the Bonaventure complex in Ft. Lauderdale, Fla. The firm has been retained by the Sadkin-Gaines organization, in association with Mike Douglas. ... Raytheon Historical Foundation Corp. has named **White Oak Design, Inc.** of Brookline, Mass., to design and produce the dramatic reenactment of the Battle of Bunker Hill. The presentation will be incorporated in a theater-museum to be constructed adjacent to the berth of the U.S.S. Constitution in Charlestown, Mass.

alex stuart design

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—SPACE 4355

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20735 SUPERIOR STREET
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For further information and/or free catalogues please contact us. Dealer & representatives inquiries invited from other territories

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CONTRACT WORLD: PEOPLE / NEWS

Interior planning/design department of HOK (Hellmuth, Obata & Kassabaum/Architects), St. Louis, has become a separate subsidiary of the parent organization. Called Interior Architecture, Inc. (InterArc), the group of 20 interior designers will work closely with HOK architects. InterArc will also work with clients not associated with HOK projects.

Richard C. Ellsworth and John A. Moeller, Vice Presidents and Group Executives at Cosco, Inc., have been given broader corporate responsibilities. Ellsworth will oversee and direct operation of Cosco's most recently acquired division, Stellad Products, Inc., an Indianapolis-based compounder and marketer of household products. Moeller is now responsible for the operations of Sunset Lamp Corp. and will continue to assume responsibilities for Tyndale Inc., another lamp manufacturing subsidiary.

Robert M. Gilason has been named President of Howell Co., home furnishings division of Interlake, Inc. Responsibilities will include direction of manufacturing and marketing operations for Howell's home and leisure furniture lines.

Albert

Allen

Myers

The formation of a new company and appointment of its president was recently announced by Dayco Corp. Dayco Carpet Cushion Co., newly formed subsidiary, will be headed by Henry D. Albert, former Vice President, Marketing for Allen Industries, Inc., another Dayco subsidiary. The Carpet Cushion Co. will be composed primarily of personnel and facilities from the Allen division. Initial plans call for expansion of foam product lines to match current production of sponge carpet cushion.

Rick Allen has been named to fill the newly created position of National Sales Manager for Eppinger Furniture. He will headquarter in Eppinger's New York corporate offices and will oversee total coordination of national sales efforts along with supervision of Eppinger's sales force and distributor activities.

Randall Myers assumes responsibility for Welton Beck & Associates' 15-man Los Angeles office following appointment as Vice President, Assistant Director of Design (Interiors). Prior to this promotion Myers served 15 years as Senior Project Designer, with such projects as Greatamerica Corp., Dallas, and Hartford National Bank to his credit.

Kimball Office Furniture Co. is the new name of Borden Cabinet Corp., Borden, Ind. The name change reflects the company's devotion of full manufacturing capabilities to the production of Kimball wood office furniture.

New rule for where carpet was ruled out...

Glue down double Jute-backed carpet

You probably prefer carpet. For aesthetics, maintenance savings, sound absorption, thermal economies, morale effect. But did you rule out carpet for one of these reasons?

1. Initial cost? Jute-backed carpet costs less than the same plus separate padding, or with equal pile and attached cushion.

2. Worry over seams? Carpet can't flex or shift to strain and pull at seams, as with separate padding or attached cushion.

3. Floor condition? Install even over old hard surface flooring. Fill in only large crevices. Jute's thickness prevents smaller cracks from being outlined or felt.

4. Caster slowdown? U. S. Steel, Ford Motor, others use castered secretarial chairs without underchair pads. Chairs, carts, mobile equipment roll easily on level-loop pile.

5. Safety codes? Jute helps qualified carpets pass flame-spread, smoke density tests. Utilized in H. E. W. Dayton facility, Chicago Federal Building, many hospitals and schools.

For secure bonding to any subfloor, use Jute-backed carpet. Only Jute among no-pad backings has the fibrous composition and mesh weave to fully accept and retain adhesive.

WRITE FOR ARCHITECTURAL GUIDE SPEC AND EDITORIAL REPRINT

JUTE CARPET BACKING COUNCIL, INC.
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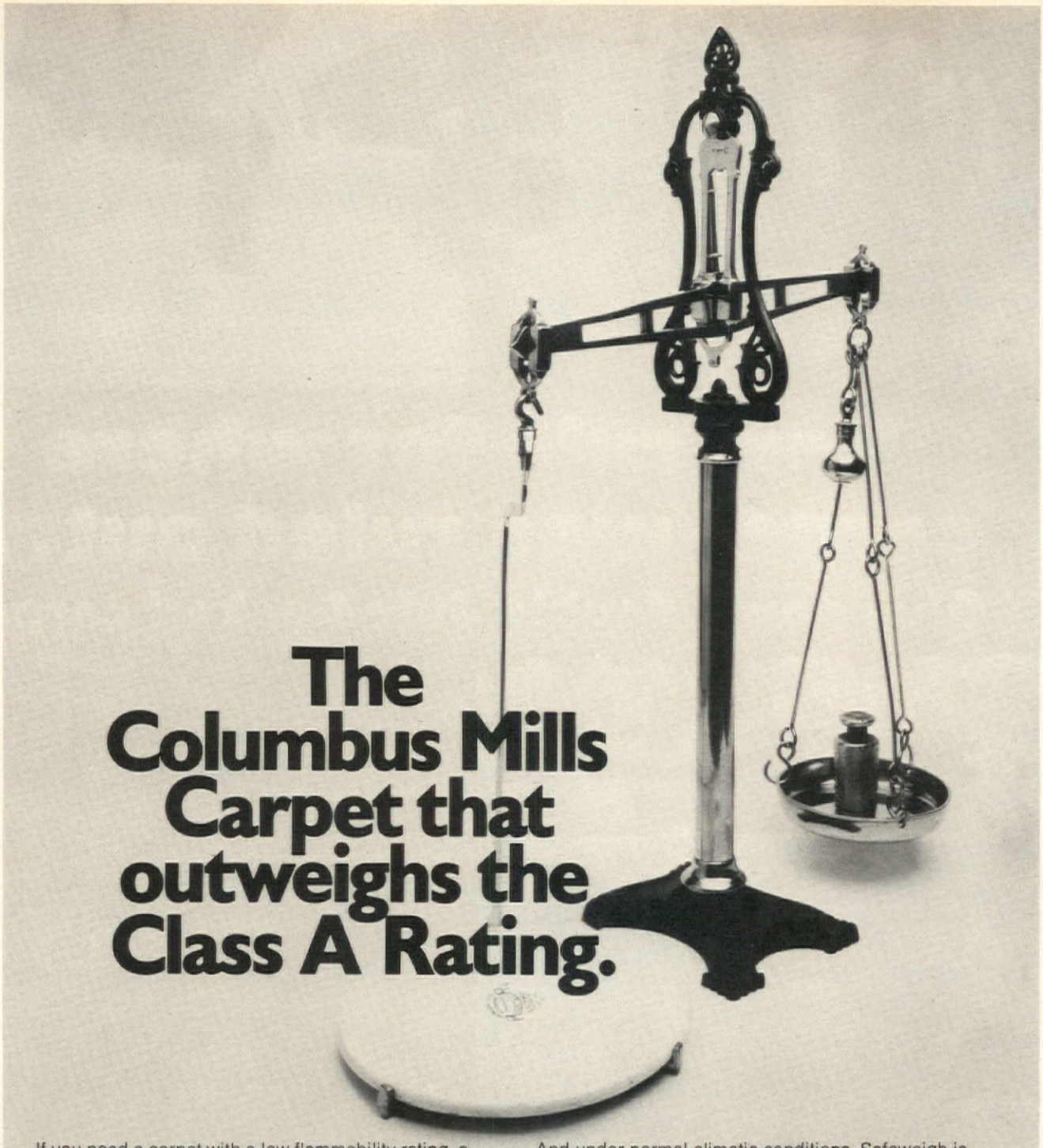

The Columbus Mills Carpet that outweighs the Class A Rating.

If you need a carpet with a low flammability rating, a carpet that can take high traffic punishment, that's essentially static free, cleans easily... you need new *Safeweigh* from Columbus Mills.

Safeweigh qualifies for a 13 Class A flamespread rating. Since the A Standard is at 25, we think that's very impressive.

But how does it stand up to traffic?

Safeweigh is a densely constructed, low-level loop carpet of Creslan® acrylic fiber. This tight gauge and tight construction make it perfect for even the heaviest of traffic conditions.

And under normal climatic conditions, Safeweigh is essentially static free. That's not only important because static is so annoying, but often critical in certain end-use applications.

As for Safeweigh's cleanability characteristics, they're truly superior. Spots and stains can be removed easily. And soiling is minimal because moisture absorption is low.

When you've got all these characteristics in one carpet, you've got the right carpet for schools, hospitals, public auditoriums, and every type of installation where a balanced blend of performance is required—the new Safeweigh carpet from Columbus Mills.

Columbus Mills · **Creslan®**

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Creslan is the registered trademark of American Cyanamid Company for acrylic fiber.

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We're going to put Woodard Furniture in 34,000,000 homes this year.

We're going to have help, of course. House & Gardens, Better Homes & Gardens, Southern Living, Sunset. All with Arnold Palmer.

A full schedule reaching some 34,000,000 prime households.

Newspaper, radio, TV, outdoor and in-store materials. Arnold Palmer in all of it telling your customers why Woodard is a way of life at the Palmer household. And that your store is one of his favorite stores.

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If you thought Arnold Palmer was a sensational salesman last year, wait until you see what he has in store for your store this year.

Get in on it. By getting with your Woodard representative now.

It's more than furniture, it's a way of life.

Woodard

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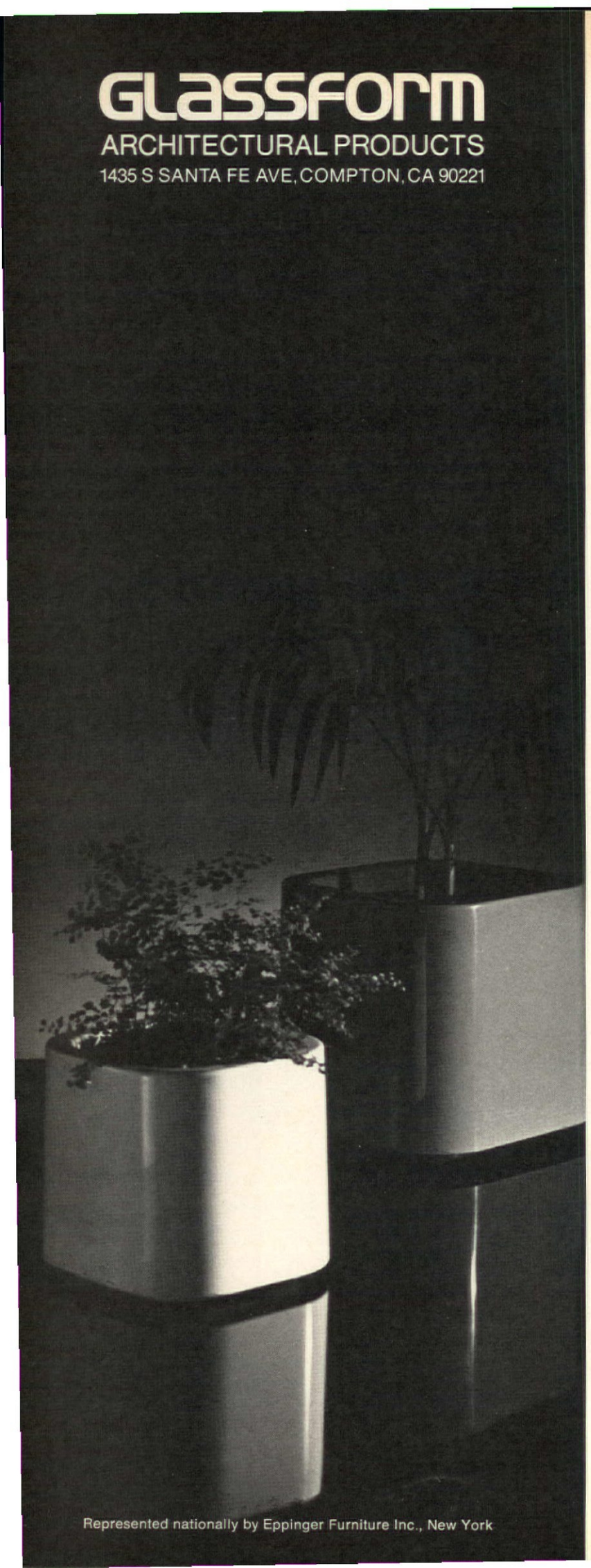
ARCHITECTURAL PRODUCTS
1435 S SANTA FE AVE, COMPTON, CA 90221



Represented nationally by Eppinger Furniture Inc., New York

CONTRACT WORLD: PEOPLE / NEWS

Design Group, a professional consultation service, has been formed by Robert L. Nichol, NSID, and Jack L. Hillman. The newly established firm is multidisciplinary to facilitate a team dynamics-problem solving approach in the areas of interior design and space planning, product design and development, and graphic design. Initial commissions include a 100-bed nursing facility, a hospital-surgical addition, several corporate graphic programs.

Virginia Pinnell has joined Hudson's Contract Div. in the position of Commercial & Contract Designs Director. Prior to this appointment, Ms. Pinnell served as Director of Interior Design for Giffels & Associates.

James Stewart has been promoted from General Merchandise Director to Vice President, Merchandising for Syroco. His responsibilities will continue to be in the areas of product development, sales promotion and forecasting, pricing and market analysis.

Trayford

Russi

Pinnell

Louis Russi has been appointed Executive Vice President for Classic Wallcoverings Connoisseur, Inc. Russi, who has been with the firm since its inception six years ago, has more than 30 years' experience in the wallcoverings industry in both the United States and Europe.

Hercules Inc. announces promotion of Charles Trayford III to Merchandising Manager, Home Furnishings Div., Polymers Dept. In his new position Trayford will be responsible for all merchandising activities in both the carpet and upholstery markets.

Randall K. Davis, Executive Vice President of Davis Furniture Industries Inc., has retained the New York consultant/design firm of Robert Bernard Associates to design a collection of desks, office chairs, lounge seating and tables. The program marks the beginning of new product and marketing plans for the Davis Desk division.

Karl H. Freyer has joined Scott Plastics Co. in the capacity of Marketing & Administration. His duties will include market definition and programs, general sales and administrative responsibilities.

Promotions at Stow/Davis include: Joseph R. Viglione, appointed National Sales Manager following two years as director of Chicago area sales; Patricia A. Russell, new Chicago Regional Manager after three years experience as District Sales Representative; Robert W. Envall, as Southeastern Regional Manager with three years prior sales experience in the firm's Chicago office.

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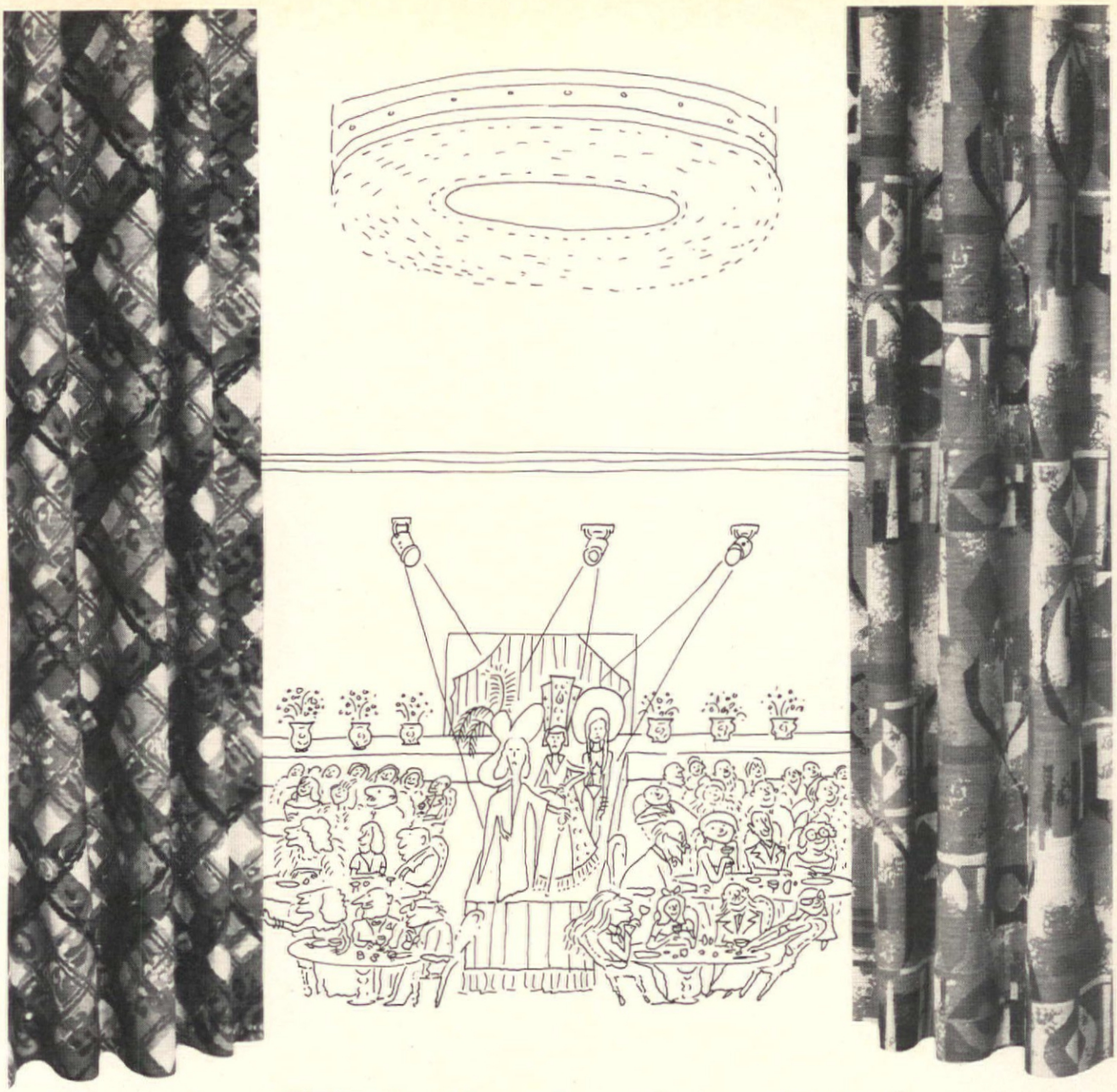

The new SEF Collection from Fabricut Inc: in a hotel, it'll produce it's own fashion show

Hotel ballrooms and meeting rooms are so big, draperies often get lost in them. But not when you specify SEF fabrics from Fabricut. This sophisticated group features special weaves, finishes, printing, dying and vinyl backings—to exact specifications. It also offers you the flame retardancy needed to pass the California Fire Marshal Test.

SEF® modacrylic fiber from Monsanto is a special fiber in two ways. Its superior flame retardancy and soil release are built in to last. And it creates fabrics that look and feel like acrylic. Colors are clear, fast and sun-resistant. Textures are rich and varied. Hands are soft and easily draped.

And here's something else. Fabricut has its own custom drapery and bedspread manufacturing plant. It makes-to-order and deliveries are prompt.

Next time you specify contract draperies for a hotel, motel, office or hospital, choose SEF from:

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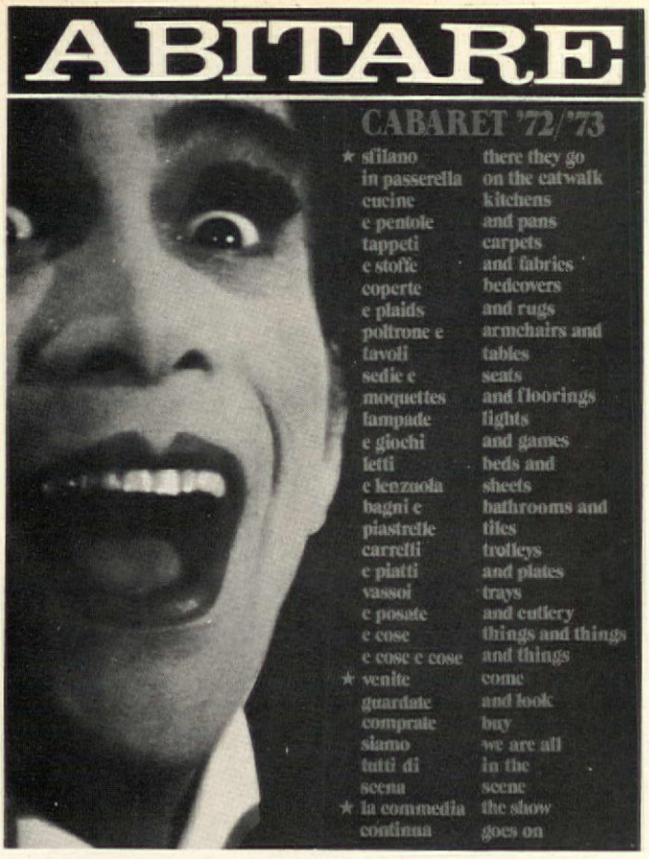

ABITARE

Abitare is the magazine of contemporary interior design, printed in Italian and in English.

Two hundred or more pages of what's happening in furnishings, accessories, marble, tile, fabric, household utensils and architecture.

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Abitare is *the* authoritative journal of applied design for interior decorators, architects, product designers, space planners, furniture builders, collectors and those involved in the world of fabrics.

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COMING EVENTS

1974

November 11-13. Annual Meeting, National Electrical Manufacturers Association. Hyatt Regency O'Hare, Chicago.

November 11-14. 59th International Hotel & Motel Educational Exposition. New York Coliseum, New York.

November 21-22. Administrative Management Society Symposium. Marriot Hotel, Columbus, Ohio.

November 23. Resources Council Educational Seminar & Luncheon. New York Hilton, New York.

December 3-6. AH&MA Annual Convention. Caribe Hilton, San Juan, Puerto Rico.

December 5-6. Conference on Designing with Plastics. Miami Beach.

December 16-20. Fundamentals of Plastics Seminar. Barbizon Plaza Hotel, New York.

1975

January 5-10. Chicago National Floor Covering Market. Merchandise Mart, Chicago.

January 5-10. Chicago Home Furnishings Market and Lamp Show. American Mart, Chicago.

January 10-13. Combined Winter Floorcovering Market. Los Angeles Home Furnishings Mart, Los Angeles.

January 12-14. Dallas Winter Market. Home Furnishings Market.

January 12-15. Lamp and Homefurnishings Show. New York Merchandise Mart, New York.

January 12-17. New York Home Furnishings Market.

January 12-17. Lighting Accessories Show. 230 Fifth Ave., New York.

January 12-17. Winter Market Week. Los Angeles Home Furnishings Mart, Los Angeles.

January 13-16. Southern Furniture Mart. High Point, N.C.

January 13-17. New York Floor Covering Show. Carpet Center, Market Buildings, New York.

January 13-17. New York Lamp Show. Statler-Hilton Hotel.

January 15-17. Dallas Contract Show, Dallas Market Center.

January 19-24. San Francisco Winter Home Furnishings Market. Western Merchandise Mart, San Francisco.

January 20-24. Atlanta Home Furnishings and Floor Covering Market. Merchandise Mart, Atlanta.

February 1-3. Winter Market. Denver Home Furnishings Mart, Denver.

February 6-8. IBD Student Rally. High Point, N.C.

February 9-13. Executive Management Seminar, National Office Products Association, Wigwam, Phoenix, Ariz.

February 11-13. Second Annual Contract Marketplace—New York. Americana Hotel, New York.

February 21-24. American Association of School Administrators Convention. Dallas Convention Center, Dallas.

March 5-8. National Association of Floor Covering Installers Annual Conference & Education Trade Show. Fairmont Colony Square Hotel, Atlanta.

April 10-13. Second Annual Home & Leisure Living Show. International Convention Center, Niagara Falls, N.Y.

June 15-17. Summer Homefurnishings Market. Chicago.

June 18-20. NEOCON 7. The Merchandise Mart, Chicago.

July 6-18. California Contract Show. Western Merchandise Mart, San Francisco.

July 13-15. California Homefurnishings Market. Western Merchandise Mart, San Francisco.

Foreign Trade Shows 1974-1975

November 5-7. National Interior Design Show. Exhibition Park, Toronto.

January 15-20. Paris International Lighting Exhibition. Parc Des Expositions, Porte de Versailles.

January 16-20. Paris International Carpet Exhibition. Parc des Expositions, Porte de Versailles.

January 18-22. Luxpo Copenhagen '75. Bella Centret Mart Building, Copenhagen.

May 30-June 3. Annual Convention International Home Furnishings Representatives Association. Queen Elizabeth Hotel, Montreal.

June 15-19. Montreal Furniture Market. Place Bonaventure, Palais du Commerce, Montreal.

from The Itkins.©

A bulletin for professionals who specify and purchase office furnishings.

)W TO GET SOMETHING FOR NOTHING.

you're worried about paying for our contract services,)rry no more. Our services are fully covered by the read between our contract price for furnishings or-red for your client and what we pay the manufacturers.)u pay nothing extra for our full range of services, from idget planning, through selection, ordering, right to elivery and installation.

YOU'RE FROM OUT-OF-TOWN, AKE US YOUR HOME.

your office is outside New York, The Itkins can help you your New York jobs. Not just with advice and our-multi-)or display space; we'll also provide you with a private)nference room and a library of catalogs, fabric samples nd finish chips.

) BUY...OR TO LEASE. THAT IS THE QUESTION.

)me clients believe that the only alternative to buying ew office furnishings is keeping their old ones. If capital utlay is a problem, leasing may be the answer. Many of ie contract clients that architects and designers bring to he Itkins find that leasing is a practical way to spread ut the cost over a period of time. It can also be a tax ben-fit, as well as a hedge against inflation. It's a good idea) find out from The Itkins how leasing might suit some of our clients—big and not-so-big.

HE ITKINS PROVIDE LONG-DISTANCE SERVICE.

)istance is no deterrent to The Itkins contract service. Many out-of-town designers find they can get faster, bet-er service from us than from local resources. For exam-)le, we just handled a job for a designer in Santurce, Puerto Rico, who had a deadline on top of him and no local nswer. He flew in, placed his order with us, got his first shipment by air freight within one week and had his com-)lete order within 10 days. We don't promise miracles, ut once in a while we come up with one.

)UR WAREHOUSE HAS MANY STORIES.

As a matter of fact, it's the biggest office furniture ware-house in New York. So we can fill many orders directly rom stock. And our warehouse personnel are experi-enced in the care and shipping of furnishings. Since The tkins have their own fleet of six trucks, we can control and meet delivery schedules better than anyone who depends on independent truckers.

WE'RE A LOT MORE THAN A MIDDLEMAN.

In our warehouse we have the skilled craftsmen who do custom woodworking, reupholstery, repairs and refinishing. So it's not just a question of furniture in and furniture out. We can offer your clients custom work as well as make sure that everything they get is in sterling condition, expertly installed. It's a nice headache for you to do without.

For further information call Mike Gaynor, V.P. Contract Sales, (212) 686-3978. Or write to: The Itkins, 290 Madison Avenue, New York, N.Y. 10017.

Circle No. 39 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.

DU PONT
REG. U.S. PAT. OFF.

Specify Du Pont Pneumacel Carpet Cushion

Circle No. 40 on reader service card

SAFECREST superfoam

the foam that begins where latex leaves off.

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 . . .

Smoke generation properties 1/30 that of neoprene . . .

Availability in a wide range of densities and compressions . . .

Plus the attractiveness of competitive pricing . . .

That's Safecrest . . . The foam that begins where Latex leaves off.

Crest-Foam Corp.
100 CAROL PLACE, MOONACHIE, N.J. 07074
(201) 641-9030

Circle No. 41 on reader service card

** Safecrest is a trademark of Crest-Foam Corp.*

The Front Runner.

Look carefully at the front rows of books.

They explain how we can almost double filing capacity in the same space you're now using.

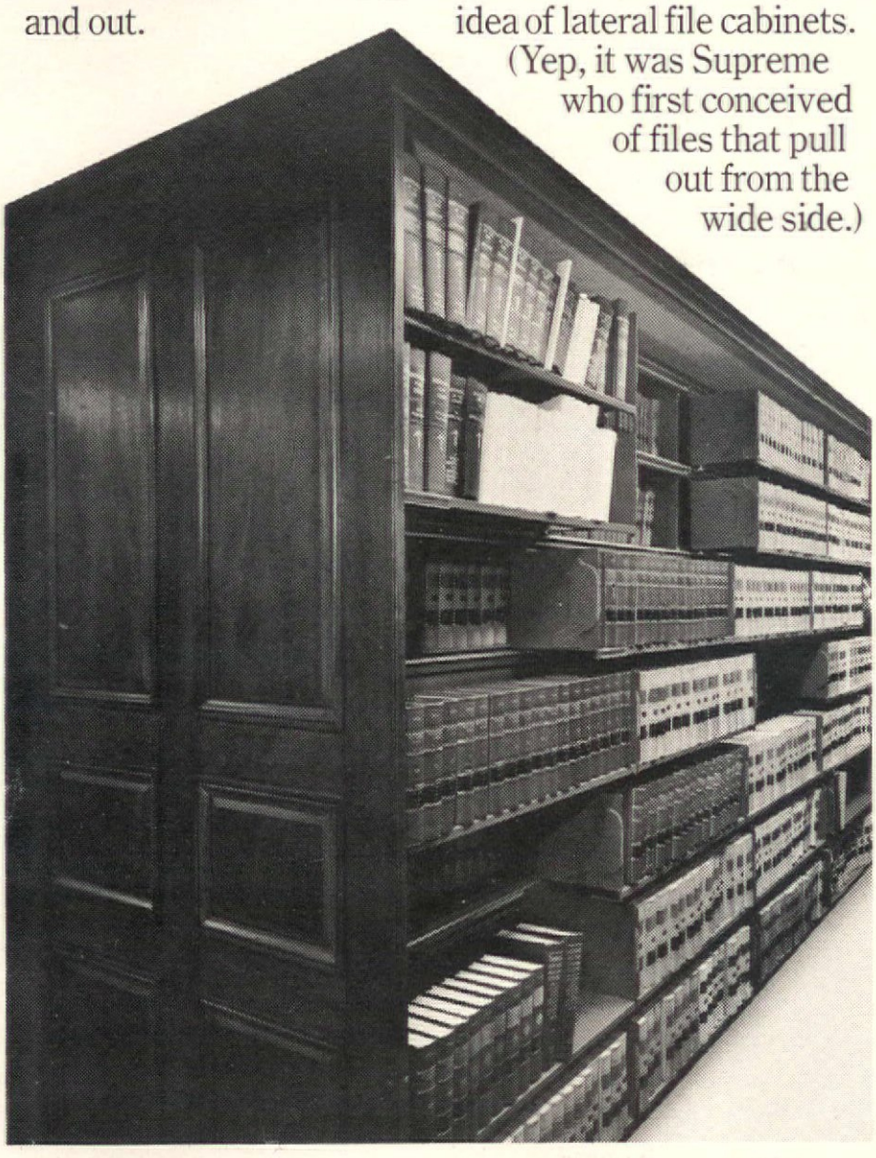
The front rows move from side to side.

The back rows move in and out.

Now picture the same concept with as many tiers and sections as you'd like. It's called Conserv-a-file V® by Supreme. And it took two Supreme inventions to make it work.

First we invented the Conserv-a-file Rollout, the idea of lateral file cabinets.

(Yep, it was Supreme who first conceived of files that pull out from the wide side.)



Then we thought of fitting them with front runners. Which, when you think about it, is how Supreme got to be the front runner in filing innovation.

Conserv-a-file V is an extraordinarily efficient file for every kind of material, every sort of document. For libraries, it's a tremendous blessing in these days of cramped quarters and costly space.

You can use Conserv-a-file V in simple installations with the sleek, colorful equipment just as it comes from the plant.

Or you can incorporate it into a more traditional installation as shown here.

Either way, it pays for itself over and over again.

Supreme.

Finders. Keepers.

Supreme
Equipment & Systems Corp.
P.O. Box 2153
Grand Central Station
New York, N.Y. 10017

Send me more information on Conserv-a-file V, the front runner of file cabinets.

Check for Information or Action required:

- ☐ Immediate need within 2 months.
- ☐ Probable need (2 to 10 months).
- ☐ General reference purposes

Name_____ Title_____

Company_____

Address_____

City_____ State_____ Zip_____

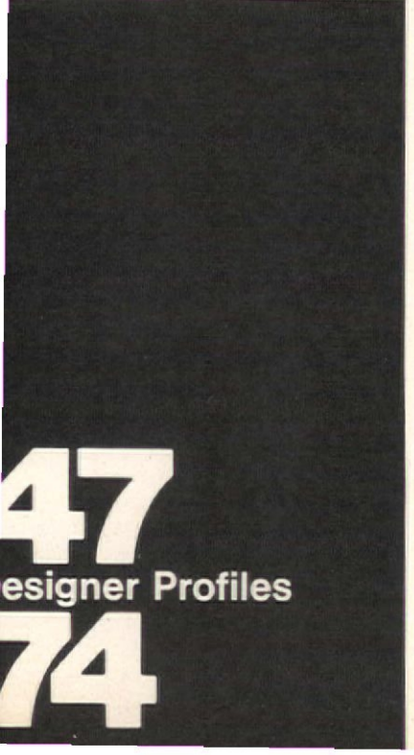
Phone_____

Nature of material to be filed_____

1322

Circle No. 42 on reader service card

47
Designer Profiles
'74
47
Designer Profiles
'74
47
Designer Profiles
74



OFFICE DESIGN FIRST, BANK VOLUME INCREASES IN SECOND DESIGNER SURVEY

Forty-seven respondents to CONTRACT's annual designer "inventory" account for more than 36.5 million square feet of designed space through July 1974.

This second "inventory" of commercial and institutional designer/specifiers produced by CONTRACT once again spans the broad spectrum of those who create, articulate, and make workable living spaces beyond the home. The 47 respondents to our "Who Are You?" questionnaire consist of 21 interior design firms, 11 architectural firms (including one in-house architectural company), 10 contract furnishers, and five in-house designers.

They represent firms in all parts of the United States, together accounting for 34,255,000 square feet of planned space and 36,778,000 square feet of designed space through a 12-month period ending July 1974. This breaks down to an annual average of 815,643 square feet planned, and 855,300 square feet designed per company.

Of the 47 respondents, 33 firms, or 70 percent, are involved in office design; 31 firms, or 68 percent, in hotel/motel/restaurant design; 19 firms, or 40 percent, in banks; 16 firms, or 34 percent, in stores; 11 firms, or 23 percent, in hospitals; and lesser numbers and percentages in such projects as nursing homes, condominiums, religious institutions, libraries, showrooms, museums, schools, and government facilities.

Notable is the fact that nine of these firms, or 19 percent of those included, do some work overseas.

Twenty-two of them reported memberships in American Institute of Interior Designers; 15 in Institute of Business Designers; 13 in American Institute of Architects; 11 in National Society of Interior Designers; and others in a diverse listing of organizations ranging from Contract Furnishings Council to Illuminating Engineering Society.

It should be noted that this inventory of designers is by no means a statistically accurate compilation, although the figures are revealing. The fact that an average of 14 years in business for the group was arrived at mathematically can not differentiate either the firm that has been in business for 75 years, nor the fledgling firm that is but one year old. An average, after all, is an average. The same is true in the average number of total employees, as well as those restricted to design; the figures being 31 and 11, respectively.

Eighteen of the group did some residential work, generally in the one to five percent range. Most commercial/institutional design companies get involved with residential design only as an accommodation to the chairman of the board or president of the company for whom they are doing design work, because the executive likes the feel of their commercial work. There are, of course, exceptions, where the percentages of residential commissions are higher, but they are rare birds.

Remuneration charged by the companies span the gamut of fee structures and then some. CONTRACT's editors are confident that there are fee methods and combinations yet to be discovered that have not been reported here.

If you have not been included in either this or the previous designer "inventory" and would like to be in a future issue, simply write "future" on the "Dear Editor" card bound in this issue and mail it to us. We will then contact you at an appropriate time.

In the interim, we hope that you will find this compilation useful as well as illuminating.

—THE EDITORS

Bank, overseas commissions increase

47 Designer Profiles '74

AHF PLANNING HOSPITALS IN SAUDI ARABIA, IRAN

AMERICAN HEALTH FACILITIES, INC., Sub. of American Hospital Supply Corp., 560 Green Bay Rd., Winnetka, Ill. 60093. 312/441-6200.

★ **Interior design dept. of contract and consulting arm of American Hospital Supply.**

BRANCHES: New Brunswick, N.J.; Atlanta; Arlington, Tex.; San Mateo, Calif.

KEY PERSONNEL: Jerome J. Seavey, Interior Design Product Mgr., General Office. Interior designers, branch offices: Chuck Thompson, Julie Allen, James Mincey, George Vanderhoef, Jeannine Lindstrom, Earl Herring, Carol Krewson, Carol Antle, Linda Harrell. **Total employees all divisions/branches:** 202; interior design 10.

YEARS IN BUSINESS: N/A.

PROFESSIONAL MEMBERSHIPS: IBD, AID.

FEES: N/A.

VOLUME (July '73-4): 3.5 million sq. ft. space planned; 5 million sq. ft. space designed.

DESIGN AREAS: Hospital 85%. Nursing Home 5%. Other health facilities 10%.

PROJECT LOCATIONS: U.S. and abroad.

AMONG CURRENT PROJECTS: Billaview Community Hospital, San Diego. Martha's Vineyard (Mass.) Hospital. Laredo (Tex.) Health Center. Nemazee Hospital, Shiraz, Iran. King Faisal Specialist Hospital, Saudi Arabia.

ANDERSON FOCUSES ON STORES, SHOWROOMS

RAY ANDERSON UNLIMITED., P.O. Box 31331, 11333 N. Central Expwy. 117, Dallas, Tex.75231. 214/368-7083.

★ **Interior design firm.**

KEY PERSONNEL: Ray A.P. Anderson, Owner/Pres./Designer. Tunkin Green, Asst. to Anderson. Linda Frank, Office Mgr. Jonathan Frank, Head/Order Dept. **Total employees:** 9.

YEARS IN BUSINESS: 4.

PROFESSIONAL MEMBERSHIPS: NSID, IDG, IBD, NHFA, CEC.

FEES: Depends on sq. ft. and amount of work involved.

VOLUME (July '73-4): 170,000 sq. ft.

DESIGN AREAS: Furniture Stores 90%. Showrooms 10%.

PROJECT LOCATIONS: Northeast 40%. Mid-Atlantic 15%. Midwest 15%. Local 10%. Southeast 10%. Canada, Alaska, Hawaii 10%.

AMONG CURRENT PROJECTS: Bruce's store design/planning, 29,000 sq. ft. Homestead House, store design/planning, 27,750 sq. ft. Myer Frank, store design/planning, 40,000 sq. ft. Crestline, showroom design, 6,200 sq. ft.

Cahn/Harold B. Cahn & Assoc.

BERGER KEEPS DESIGN DOMAIN LOCAL

BERGER BROS. INC., Third & Market Sts., Wilmington, Del. 19801. 302/655-7166.

★ **Contract furnisher with interior design dept.**

KEY PERSONNEL: Herman Berger, Pres. Martin Berger, Secy./Treas. Michael Berger, Ben Scharf, Executives. Suzanne M. Nash, Interior Designer. **Total employees:** 29. interior design dept. 1.

YEARS IN BUSINESS: 50.

PROFESSIONAL MEMBERSHIPS: National Homebuilders Assoc.

FEES: Flat fee if no furnishings purchased; otherwise included in sale.

VOLUME (July '73-4): 150,000 sq. ft. designed and planned.

DESIGN AREAS: All contract 85%. Residential 15%.

PROJECT LOCATIONS: Local (100 mi. radius): 100%.

AMONG CURRENT PROJECTS: Specification & supply for: Wilmington Savings Fund, First Pennsylvania Leasing, Wilmington Medical Center, New Castle County, F.D.I. Securities, First National Bank, First Federal Savings & Loan.

Brett, Smith, Kuhn/Designs 20

CAHN: CONSULTANT TO MARTIN MARIETTA

HAROLD B. CAHN & ASSOCIATES, 277 Park Ave., New York, N.Y. 10017. 212/826-5050.

★ **Interior design/architecture consultant to all divisions of Martin Marietta Corp.**

BRANCH: Frederick, Md.

KEY PERSONNEL: Harold B. Cahn, Owner/Designer. Eleanor V. Belenica, Mary Cahn. **Total employees:** 3 (plus 7 temporaries).

YEARS IN BUSINESS: 37.

PROFESSIONAL MEMBERSHIPS: AID, IES, N.Y. Ltg. Forum, ISCC.

FEES: Combination fee/percentage.

VOLUME (July '73-4): 500,000 sq. ft. space planned; 300,000 sq. ft. space designed.

DESIGN AREAS: Office 85%. Restaurant 10%. Residential 5%.

PROJECT LOCATIONS: Throughout U.S.

AMONG CURRENT PROJECTS: Martin Marietta Corp. and Bunker Ramo Corp., all interior architecture/design. Western Electric, consultant on cafeteria areas.

CRISTIES WORK IS 75% IN CHICAGO AREA

CRISTIES CONTRACT ASSOCIATES, Div. Cristies of Chicago, Inc. 5732 N. Western Ave., Chicago Ill. 60659. 312/ 769-4433.

★ **Interior design div. of contract furnisher.**

KEY PERSONNEL: Principal & designer: Wesley W. Snyder, IBD. Designers: Elton Breckenridge, AID: Kenneth Indermark, IBD, ISP: Judith Kociara; Judith Werner. **Total employees:** 6.

YEARS IN BUSINESS: 5.

PROFESSIONAL MEMBERSHIPS: AID, IBD, ISP.

FEES: Cost-plus or hourly, or both.

VOLUME (July '73-4): 386,600 sq. ft.

DESIGN AREAS: Hospital 30%. Office 25%. Institutional 15%. Educational 15%. Residential 15%.

PROJECT LOCATIONS: Local 75%. Midwest 15%. Mid-Atlantic 5%. Southwest 5%.

AMONG CURRENT PROJECTS: Northwestern Univ. dorms, offices, classrooms, 200,000 sq. ft. Northwestern Memorial Hospital and Northwestern Psychiatric Institute, Northwestern Univ., 124,000 sq. ft. Westlake Hospital lobbies, cafeteria, 12,000 sq. ft.

DAVIS: ONE-MAN OFFICE COVERS 100,000 SQ. FT.

KENT DAVIS INTERIORS, 6447 Sleepy Ridge Rd., Falls Church, Va. 22042. 703/534-3590.
★Contract furnisher/office furniture dealer/interior design.
KEY PERSONNEL: Kent Davis, owner. **Total employees:** 1.
YEARS IN BUSINESS: 3.
PROFESSIONAL MEMBERSHIPS: AID, National Historical Preservation Society.
FEES: Profit from furniture supplies; hourly fee plus expenses for consultation.
VOLUME (July '73-4): 80,000 sq. ft. space planned; 100,000 sq. ft. space designed.
DESIGN AREAS: Office 75%. Banks 20%. Residential 5%
PROJECT LOCATIONS: Local 95% Mid-Atlantic 5%.
AMONG CURRENT PROJECTS: American Institutes for Research, carpet design & furnishings, 40,000 sq. ft. American Security & Trust, space planning & products, 2,500 sq. ft. and executive offices 1,000 sq. ft. Research Homes, space planning consultation, 15,000 sq. ft. Emploi Internationale, designing, selling new offices, 5000 sq. ft.

DBI OF D.C. DOING SPACE USE STUDY FOR ROCKVILLE, MD.

DESIGN FOR BUSINESS INTERIORS, 1150 17 St. N.W., Washington, D.C. 20036. 202/872-8844.
★Office furniture dealer/contract furnisher with design department.
KEY PERSONNEL: Arthur Auerbach, Pres. Sheldon Gorland, VP. Nick Lambros, Design Dir. **Total employees:** 14; design dept. 4.
YEARS IN BUSINESS: 2½.
PROFESSIONAL MEMBERSHIPS: AIA, AID, NSID.
FEES: N/A.
VOLUME (July '73-4): 250,000 sq. ft.
DESIGN AREAS: Office, Banks.
PROJECT LOCATIONS: Local 100%.
AMONG CURRENT PROJECTS: Garfinckel's Dept. Store, corporate HQ, interior design. Allegheny Airlines, intnl. marketing office HQ. Ford Development Corp., space planning of building, shopping arcade. City of Rockville, Md., space utilization study.

2-YR-OLD DESIGNS 20 CHALKS UP 131,000 SQ. FT.

DESIGNS 20, 1311 Executive Center Dr., Tallahassee, Fla. 32301. 904/878-3196.
★Interior design firm.
KEY PERSONNEL: Judith E. Brett, Owner/Designer. Michele R. Smith, Owner. Joe Kuhn, Designer. **Total employees:** 4.
YEARS IN BUSINESS: 2.
PROFESSIONAL MEMBERSHIPS: IBD.
FEES: Straight fee, hourly, and cost plus percentage.
VOLUME (July '73-4): 131,000 sq. ft. space planned. 67,000 sq. ft. space designed.
DESIGN AREAS: Office 65%. Restaurant 10%. Banks 8%. Educational 5%. Residential 2%. Other: spec homes, apartments/condominiums.
PROJECT LOCATIONS: N/A.
AMONG CURRENT PROJECTS: Winewood Companies, design/specify/furnish, 100,000 sq. ft. Florida Federal Savings & Loan, complete design/furnish, 5,000 sq. ft. F.S.U., Interior Design Dept., open office landscape, 2,000 sq. ft. Koger Executive Center, specify/design, 15,000 sq. ft. Advent Christian Home, interior furnishings, 10,000 sq. ft.

Davis/Kent Davis Interiors

DESIGNS UNLIMITED SPANS CITY HALL TO CLUBS

DESIGNS UNLIMITED OF FLORIDA, INC. 3495 Fifth Ave. N., St. Petersburg, Fla. 33713. 813/898-6741.
★Interior design firm.
KEY PERSONNEL: J. Garth Caldwell, Pres. F. Robert Fritz, VP. Designers: Ray MacNicol, William Glover, Robert Belcher. **Total employees: 7.**
YEARS IN BUSINESS: 16.
PROFESSIONAL MEMBERSHIPS: IBD.
FEES: Design fee plus percentage of furnishings cost.
VOLUME (JULY '73-4): 560,000 sq. ft. space planned; 500,000 sq. ft. space designed.
DESIGN AREAS: Banks 60%. Office 20%. Store 5%. Hospital 5%. Residential 5%. Other 5%.
PROJECT LOCATIONS: Local 80%. Northeast 10%. Southwest 10%.
AMONG CURRENT PROJECTS: Community Bank of Florida, new facilities 55,000 sq. ft. St. Petersburg Federal S&L offices, 40,000 sq. ft. City of Pinellas Park, city hall, 33,000 sq. ft. Tarpan Woods, country club, 15,000 sq. ft.

D.C. IS STORE LOCALE FOR DISTRICT DESIGN

DISTRICT DESIGN, 3201 Wisconsin Ave. N.W., Washington, D.C. 20016. 202/966-4482.
★Interior design firm.
KEY PERSONNEL: Wm. L. Wilkoff, AID, IBD, owner. Paula C. Wilkoff, Evalyn B. Winters. **Total employees:** N/A.
YEARS IN BUSINESS: 22.
PROFESSIONAL MEMBERSHIPS: AID, IBD.
FEES: Hourly/cost-plus or square footage.
VOLUME (July '73-4): 95,000 sq. ft. space designed.
DESIGN AREAS: Store 50%. Office 25%. Institutional 25%.
PROJECT LOCATIONS: Local 80%. Other 20%.
AMONG CURRENT PROJECTS: Aero Enterprises, Dulles, Philadelphia, Miami Airports, 6,432 sq. ft. National Childrens Center, residence, offices, gym, 55,000 sq. ft. and natatorium, 78,810 sq. ft. Watergate, Les Champs Mall, 6,500 sq. ft. Howard Univ. book store, 2,880 sq. ft.

END IS OVERSEAS FOR 50% OF PROJECTS

HENRY END ASSOCIATES, 4100 N. Miami Ave., Miami, Fla. 33137. 305/576-1670.
★Interior design firm.
BRANCHES: New York, N.Y.; London, England.
KEY PERSONNEL: Henry End, Pres. Guy Norman, Exec. VP. Phillip Weiss, Design Dir./Miami. James Doctor, Design Dir./London. **Total employees all branches:** 23.
YEARS IN BUSINESS: 25.
PROFESSIONAL MEMBERSHIPS: AID, IBD, NSID.
FEES: Flat fee and/or hourly wage schedule.
VOLUME (July '73-4): 300,000 sq. ft. space planned; 1.5 million sq. ft. space designed.
DESIGN AREAS: Hotel/Motel 60%. Office 15%. Restaurant 15%. Residential 10%.
PROJECT LOCATIONS: Abroad 50%. Midwest 15%. Northeast 15%. Southeast 10%. Local 10%.
AMONG CURRENT PROJECTS: Hyatt Intl. Corp., Hotel. Alexander Muss & Sons, condominium. Hornblower, Weeks Hemphill & Noyes, brokerage office. MG Investments, office building developer.

Norman, Tufan, End; Doctor, Weiss, Lucas/ Henry End Assoc.

DESIGNER PROFILES

Most design firms have design board, will travel

F.C. RESTAURANT WANTS TO REMAIN ONE-MAN OFFICE

F. C. RESTAURANT DESIGNS, 14 Lakeview Ave., Florham Park, N.J. 07932. 201/377-8585.

★ **Interior design firm/restaurant consultant.**

KEY PERSONNEL: Francesco Conte, Owner/Designer. **Total employees:** 1 (according to Conte, "I shall remain a one-man operation as long as I can.")

YEARS IN BUSINESS: 2½.

PROFESSIONAL MEMBERSHIPS: N.J. Restaurant Assoc.

FEES: Flat fee or square foot.

VOLUME (July '73-4): 35,000 sq. ft. space planned; 25,000 sq. ft. space designed.

DESIGN AREAS: Restaurant 100%.

PROJECT LOCATIONS: Local 90%. Northeast 10%.

AMONG CURRENT PROJECTS: Seven Star Restaurant Corp., total design service, 8,500 sq. ft. Panagiotou Inc., total design service, 3,500 sq. ft. Ernie Ladas, Inc., total design service, 2,000 sq. ft.

Conte/F.C. Restaurant

4 GENSLER OFFICES COVER 2.3 MIL. SQ. FT.

M. ARTHUR GENSLER JR. & ASSOCIATES, INC., 222 Hearst Bldg., Third & Market Sts., San Francisco, Calif. 94103. 415/433-3700.

★ **Architecture firm with interiors dept.**

BRANCHES: Houston, Phoenix, Denver.

KEY PERSONNEL: M. Arthur Gensler Jr., Pres. Margo Grant, VP/Interior Designer. H. D. Dunlop, Roslyn Singer Brandt, Associates/Interior Designers. Val Thornton, Senior Associate/Interior Designer. **Total employees:** 89; interior design 50.

YEARS IN BUSINESS: 9.

PROFESSIONAL MEMBERSHIPS: AIA, AID, IBD.

FEES: Hourly basis to pre-established maximum.

VOLUME (July '73-4): 2.3 million sq. ft. space planned & designed.

DESIGN AREAS: Office 85%. Restaurant 5%. Banks 5%. Government 3%. Residential 2%.

PROJECT LOCATIONS: Local/West Coast 45%. Southwest 40%. Northwest 15%.

AMONG CURRENT PROJECTS: Pennzoil Co., interior design, building design consultation, 350,000 sq. ft. First National Bank of Denver, interior design, bldg. design consultation, 425,000 sq. ft. Simpson Timber Co., space planning/interior design, 45,000 sq. ft. United Gas Pipeline, space planning/interior design, 255,000 sq. ft.

50% OF GERSTEL EFFORT IS CONTRACT

GERSTEL ASSOCIATES, INC., 969 Third Ave., New York, N.Y. 10022. 212/753-7770.

★ **Interior design firm.**

KEY PERSONNEL: Thomas L. Nock, President/Designer. Alfred J. Wenzel, VP/Designer. **Total employees:** 5.

YEARS IN BUSINESS: 25.

PROFESSIONAL MEMBERSHIPS: None.

FEES: Time, sq. ft., percent of gross.

VOLUME (July '73-4): 54,000 sq. ft. space planned (contract only); 48,000 sq. ft. space designed (contract only).

DESIGN AREAS: Office 50%. Residential 50%.

PROJECT LOCATIONS: Local 100%.

AMONG CURRENT PROJECTS: Columbia Pictures Ind., offices, 21,000 sq. ft. Standard Prudential Corp., offices, 5,000 sq. ft. Continental Ore Corp., offices, 12,000 sq. ft.

APARTMENTS, CONDOS ARE GIVEN AREA OF WORK

JUNE GIVEN ASSOCIATES, 3578 Parkmoor Village Dr., Colorado Springs, Col. 80907. 303/597-6137.

★ **Interior design firm.**

BRANCH: Dillon, Col.

KEY PERSONNEL: June Given, AID. Rick Patterson. **Total employees:** 4.

YEARS IN BUSINESS: 15.

PROFESSIONAL MEMBERSHIPS: AID.

FEES: Hourly; time estimate.

VOLUME (July '73-4): 385,000 sq. ft. space planned; 290,000 sq. ft. space designed.

DESIGN AREAS: Apartments, Townhouses, Mountain Condominiums, 100%.

PROJECT LOCATIONS: Local 60%. Midwest 10%. Mountains 30%.

AMONG CURRENT PROJECTS: Levitt (ITT), multihousing, color coordination, models, 300,000 sq. ft. The Point, (Monument), sales office, 40,000 sq. ft. Beauty Academy, coordination, specify, 8,000 sq. ft. Obgyn Assoc., specify, color, coordination 4,000 sq. ft.

Given/June Given & Assoc.

HEIMSATH VARIES JOBS FROM CABANAS TO CHAPEL

CLOVIS HEIMSATH ASSOCIATES INC., 1110 Lovett Blvd., Houston, Tex. 77006. 713/522-0770.

★ **Architecture/interior design firm.**

KEY PERSONNEL: Clovis Heimsath, AIA, Pres. Joseph W. Santamaria, AIA, Exec. VP; Charles F. Stephens, AIA, VP. James B. Gaffney Jr., AIA, Senior Assoc., Dir./Design & Interiors. Henry Derwin Jr., Interior Designer. **Total employees:** 24; interiors division 2.

YEARS IN BUSINESS: N/A.

PROFESSIONAL MEMBERSHIPS: AIA, TSA.

FEES: As set forth by AIA-TSA.

VOLUME (July '73-4): 250,000 sq. ft. space planned; 250,000 sq. ft. space designed.

DESIGN AREAS: Restaurant 35%. Hotel/Motel 30%. .Office 15%. Library 10%. Religious 5%. Residential 5%.

PROJECT LOCATIONS: Local 95%.

AMONG CURRENT PROJECTS: Horizon Corp., restaurant, cabanas, country club, condominiums, model homes, 100,000 sq. ft. Hydrotech, offices, 10,000 sq. ft. Church of the Epiphany, church, 24,000 sq. ft. Temple Emanu El, chapel, 10,000 sq. ft. St. Stephens School, library, 15,000 sq. ft.

HERMANOVSKI COMBINES GRAPHICS, SPACE PLANNING

HERMANOVSKI & ASSOCIATES, 3201 Turtle Creek Blvd., Dallas, Tex. 75219. 214/526-2506.

★ **Interior design/graphics firm.**

KEY PERSONNEL: Del Hermanovski, owner/designer; Carol Hermanovski, owner/designer; Sandi Layton, office mgr. **Total employees:** 6.

YEARS IN BUSINESS: 10.

PROFESSIONAL MEMBERSHIPS: None.

FEES: Hourly; small mark-up on furnishings.

VOLUME (July '73-4): 225,000 sq. ft. space planned; 150,000 sq. ft. space designed.

DESIGN AREAS: Office 65%. Residential 20%. Other 15%.

PROJECT LOCATIONS: Local 70%. Southwest 20%. West Coast 10%.

AMONG CURRENT PROJECTS: City of Dallas, graphics program for subsurface pedestrianways. City of Dallas, recreational center, 100,000 sq. ft. Henry C. Beck Co., corporate offices, 16,000 sq. ft. Garland Orthopedic Clinic, offices/graphics, 14,000 sq. ft.

Hoffmann, Saur
Hoffmann/Saur & Assoc

HOFFMANN/SAUR SPECIALIZES IN SCHOOLS

HOFFMAN/SAUR & ASSOCIATES, INC., 7777 Bonhomme Ave., St. Louis, Mo. 63105. 314/862-6363.
★**Architecture firm with interior design department.**
KEY PERSONNEL: David Hoffmann, Louis R. Saur, Principals. Joseph Shepard, Exec. VP. Anthony DeMichele, Peter Ohlhausen, VPs. Pat Spector, Associate/Interior Designer. William Obrock, Jack Mosher, Associates. John Kelly, Dave Sanders, Paul Caine, Interior Designers. **Total employees:** 26; interiors 4.
YEARS IN BUSINESS: 7
PROFESSIONAL MEMBERSHIPS: AIA, CEFP, SCUP, AASA.
FEES: Negotiated by job.
VOLUME (July '73-4): 745,000 sq. ft. interior space designed/planned.
DESIGN AREAS: Educational 60%. Hospital 20%. Office 10%. Library 5%. Museum 5%.
PROJECT LOCATIONS: Midwest 100%
AMONG CURRENT PROJECTS: Parkway South High School, 260,000 sq. ft. Missouri Schools for Severely Handicapped 38,000 sq. ft. Estes Park High School, 90,000 sq. ft. University of Missouri, renovation, 16,000 sq. ft. Washington (Mo.) Jr./Sr. High School, 175,000 sq. ft. Holman Jr. High School, 175,000 sq. ft.

HUDSON'S CONTRACT TOTALS 2 MIL. SQ. FT.

HUDSON'S CONTRACT, Div. of J.L. Hudson Co., 1206 Woodward Ave., Detroit, Mich. 48226. 313/223-1341.
★**Contract department of department store.**
BRANCH: Grand Rapids, Mich.
KEY PERSONNEL: Marlin Pettit, Div. Mgr. Virginia Pinnell, AIA, Design Director. Karen Russo, NSID, Richard Portugall, Sr. Designers. **Total employees:** 88; interior design 12.
YEARS IN BUSINESS: 33.
PROFESSIONAL MEMBERSHIPS: AIA, NSID.
FEES: Hourly rate or percentage of furnishings.
VOLUME (July '73-4): 2 million sq. ft. space designed.
DESIGN AREAS: Office 60%. Hotel/Motel 25%. Restaurant 5%. Banks, Hospital, Nursing Home, 10% combined.
PROJECT LOCATIONS: Local 70%. Southeast 30%.
AMONG CURRENT PROJECTS: Carlton Resort Inn, hotel, 275,000 sq. ft. Vlasic Foods Inc., office, 50,000 sq. ft. Calder Racetrack Holiday Inn, hotel public spaces, 35,000 sq. ft. Abitibi Corp., office renovation, 25,000 sq. ft.

ITT/SHERATON COUNTS 60 PROJECTS WORLDWIDE

ITT/SHERATON DESIGN & DEVELOPMENT, INC., 470 Atlantic Ave., Boston, Mass. 02167. 617/482-1250.
★**In-house hotel/motel furnishing specifier/design.**
BRANCHES: Rio de Janiero, Brazil; Paris, France.
KEY PERSONNEL: N.J. Glover, Exec. Dir. Ned Dixey, Asst. Dir. A. Rubinstein, Dir. of Design. Mary M. Kennedy, Consultant. Lynn McMurtry, Sr. Interior Designer. **Total employees, all branches:** 50.
YEARS IN BUSINESS: 9.
PROFESSIONAL MEMBERSHIPS: AIA, AID, NSID.
FEES: Percentage or time card.
VOLUME (July '73-4): 3 million sq. ft.
DESIGN AREAS: Hotel/Motel.
PROJECT LOCATIONS: Abroad 50%. Local 2-3%.
AMONG CURRENT PROJECTS: Approx. 60 projects worldwide.

Del & Carol Hermanovski
Hermanovski & Assoc

Pettit, Pinnell/Hudson's

INTERIOR DESIGN ADDS COLOR CONSULTATION

INTERIOR DESIGN SERVICES, 26 Yorkview Dr., Timonium, Md. 21093. 301/252-5642.
★**Interior design firm; color consultant.**
KEY PERSONNEL: Blair L. Smith, Owner. **Total employees:** 2.
YEARS IN BUSINESS: 3½.
PROFESSIONAL MEMBERSHIPS: None.
FEES: Fixed or hourly rate.
VOLUME (July '73-4): 416,000 sq. ft.
DESIGN AREAS: Office 37%. Hospital 20%. Institutional/Educational 20%. Banks 10%. Nursing Home 10%. Library 3%.
PROJECT LOCATIONS: Local 80%. Mid-Atlantic 20%.
AMONG CURRENT PROJECTS: Peterson, Howell & Heather, offices, 112,000 sq. ft. Prince Geo. Dr's Hospital, colors & furnishings, 85,000 sq. ft. Towson State College, dorms 68,000 sq. ft. Baltimore Air Coil, office bldg., 61,000 sq. ft.

INTERIOR F.A. DESIGNS HUGH CELANESE H.Q.

INTERIOR FACILITIES ASSOCIATES INC., 592 Fifth Ave., New York, N.Y. 10036. 212/575-1488.
★**Interior design firm.**
KEY PERSONNEL: Morton Glatstein, Pres. Robert J. Orlando, Exec. VP. John Perez, VP. L.P. Beveridge Jr., Dir. of Planning. **Total employees:** 12.
YEARS IN BUSINESS: One.
PROFESSIONAL MEMBERSHIPS: None.
FEES: N/A.
VOLUME (July '73-4): 300,000 sq. ft.
DESIGN AREAS: Office 100%.
PROJECT LOCATIONS: Local 90%. Other 10%.
AMONG CURRENT PROJECTS: Celanese, office planning/design. First National City Bank, office planning/design. Hawkins, Delafield & Wood, office planning/design, 30,000 sq. ft.

INTRASPACE FOCUS IS SOUTHEAST

INTRASPACE DESIGNERS, Div. of Reynolds, Smith & Hills, 4070 Blvd. Center Drive, Jacksonville, Fla. 32207. 904/396-3051.
★**In-house interior design dept.**
BRANCH: Tallahassee, Fla.
KEY PERSONNEL: T.A. Woodruff, Assoc. VP. **Total employees interiors:** 6.
YEARS IN BUSINESS: 3.
PROFESSIONAL MEMBERSHIPS: AIA, AID, IBD.
FEES: Percentage; cost times multiplier.
VOLUME (July '73-4): 650,000 sq. ft.
DESIGN AREAS: Office 60%. Banks 12%. Educational 8%. Hospital 5%. Institutional 5%. Hotel/Motel, Restaurant, Nursing Home, Library, Government, 2% each.
PROJECT LOCATIONS: Southeast 70%. Local 30%.
AMONG CURRENT PROJECTS: N/A.

In-house designers doing huge volume

J/W PROJECTS VARY FROM RETAIL TO RECREATIONAL

J/W DESIGN ASSOCIATES, 1442 Burlingame Ave., Burlingame, Calif. 94010. 415/348-2400.
✱ **Interior design firm.**
KEY PERSONNEL: Jack Donald E. Webb, Pres. James Oliver Krokee II, Dir./Design.
Total employees: 5.
YEARS IN BUSINESS: 7.
PROFESSIONAL MEMBERSHIPS: NSID.
FEES: Fixed, cost-plus, hourly.
VOLUME (July '73-4): 80,000 sq. ft. space planned; 80,000 sq. ft. space designed.
DESIGN AREAS: Government 25%. Office 20%. Residential 20%. Banks 18%. Restaurant 10%. Store 7%. Hotel/Motel 5%.
PROJECT LOCATIONS: Local 90%. West Coast 10%.
AMONG CURRENT PROJECTS: Foster City, City Government, recreational facilities, 20,000 sq. ft. American Savings, offices, 15,000 sq. ft. Bath World, retail planning/design, 2,000 sq. ft. Rusello & Rosenberg, interior design/exterior design (models), 6,000 sq. ft., plus 20 units.

Marks/Morton Marks & Sons

LOCAL BANKS LEAD KIME CLIENT LIST

KAROL KIME INTERIORS, 3178 N. Republic Blvd., Toledo, Oh. 43615. 419/841-3314.
✱ **Interior design firm.**
KEY PERSONNEL: Karol Kime, Owner/Designer. L. Edward Kime, Admin./Arch. Consultant. Stacy Rolfe, Design Coordinator. Catherine Drechsler, Space Planner/Designer. Virginia DeGroff Frederiksson, Designer. **Total employees:** 6.
YEARS IN BUSINESS:, 10.
PROFESSIONAL MEMBERSHIPS: AIA prof. affil.
FEES: Hourly design fee and/or hourly with maximum.
VOLUME (July '73-4): 702,000 sq. ft.
DESIGN AREAS: Banks 55%. Office 25%. Restaurant 8%. Store 5%. Educational 4%. Institutional 2%. Hotel/Motel 1%.
PROJECT LOCATIONS: Local 70%. Midwest 26%. Southeast 2%. Southwest 2%.
AMONG CURRENT PROJECTS: First Federal S&L, Toledo, 50,000 sq. ft. Bank of Leipsic (Ohio), 6,000 sq. ft. Associated Cemetary Estates, 5,000 sq. ft. Citizens Banking Co./Sandusky, Ohio, 5,000 sq. ft.

HUGE N.Y.C. HQs ON LCP DESIGN ROSTER

LCP ASSOCIATES INC., 25 Tudor City Pl., New York, N.Y. 10017, 212/986-8550.
✱ **Interior design firm.**
BRANCH: LCP Boston, Melrose, Mass.
KEY PERSONNEL: William M. Leonard, Pres.; George Knoll, VP: Eugene D. Ruegamer, VP: Joe Lilli, Prod. Mgr.; Richard Siegel, Design Mgr.; Carl Mirbach, Chief Designer. **Total employees all branches:** 30.
YEARS IN BUSINESS: 20.
PROFESSIONAL MEMBERSHIPS: None.
FEES: Time; sq. footage; or percentage.
VOLUME (July '73-4): 750,000 sq. ft.
DESIGN AREAS: Offices 90%. Banks 5%. Store 5%.
PROJECT LOCATIONS: Local 85%. Other 15%.
AMONG CURRENT PROJECTS: General Reinsurance Life Corp., corporate HQ, 100,000 sq. ft. Amax, HQ, 100,000 sq. ft. Otis Elevator, HQ, 120,000 sq. ft. Citicorp, leasing dept., 30,000 sq. ft.

Frederickson, Kime, Drechsler, Rolfe/ Karol Kime Interiors

MARKS DESIGN MIX CENTERS IN S.E.

MORTON MARKS & SONS INC., Main & 13 Sts. Richmond, Va. 23211. 804/643-6671.
✱ **Design dept. of contract furnisher.**
KEY PERSONNEL: Herbert S. Marks, Pres. Morton Marks Jr., Exec. VP/Treas. Merrill D. Marks, VP/Secy. Designers/Planners: Morton Marks Jr.; Rose Budowitz; Marilyn Okes; Michele Picou. **Total employees;** 27; design div. 5.
YEARS IN BUSINESS: 36.
PROFESSIONAL MEMBERSHIPS: IBD, AID.
FEES: Hourly or percentage of total furnishings contract.
VOLUME (July '73-4): 350,000 sq. ft. planned; 250,000 sq. ft. designed.
DESIGN AREAS: Office, banks, hospital, library, institutional, educational, government.
PROJECT LOCATIONS: Southeast 100%.
AMONG CURRENT PROJECTS: First & Merchants Natl. Bank, 50,000 sq. ft. Phillip Morris, exec. offices, 30,000 sq. ft. E.I. DuPont de Nemours, exec., genl. offices, 11,000 sq. ft. Kings Dominion, office facilities, 20,000 sq. ft.

Ramos/Ramos Group

MEEK JENSEN MILLER HAS FURNISHER SUBSIDIARY

MEEK JENSEN MILLER INC., 3311 Wilshire Blvd., Los Angeles, Calif. 90010. 213/381-2151.
✱ **Interior design/architecture firm. Furniture Systems Corp., contract furnisher, is a subsidiary of MJM.**
KEY PERSONNEL: William Meek, AID, Pres./Designer. Paul K. Jensen, AIA, VP/Designer. James V. Miller, AIA, VP/Designer. Robert Sorensen, Technical Dir. Designers: Joanne Beckham, Joyce Oishi, Jeannette Martin. **Total employees:** 12.
YEARS IN BUSINESS: 4.
PROFESSIONAL MEMBERSHIPS: AID, AIA.
FEES: Hourly; square footage; or flat design fee.
VOLUME (July '73-4): 330,000 sq. ft. space planned; 625,000 sq. ft. space designed.
DESIGN AREAS: Office 75%. Banks 13%. Institutional 1%. Government 1%. Other 10%.
PROJECT LOCATIONS: West Coast 90%. Countrywide 10%.
AMONG CURRENT PROJECTS: Sitmar Cruises, design, 25,000 sq. ft. Mariners Savings & Loan, archicture/design for 3 branches, 17,000 sq. ft. Nobili Hall, U. of Santa Clara, design, 55,000 sq. ft. Arthur Andersen & Co., design/remodel, 75,000 sq. ft.

HOSPITALS, GRAPHICS ARE MAJOR MITCHELL FIELDS

MITCHELL ASSOCIATES DESIGN CONSULTANTS, 45 Independence Mall, 1601 Concord Pike, Wilmington, Del. 19803. 302/658-7591.
✱ **Interior design/graphics firm; hospital consultant.**
KEY PERSONNEL: Donald P. Mitchell, Pres. Louis B. Rosenberg, Design Dir. Designers: James F. Barndt, Carol A. Johnson, Mary Jo Tanis, Bettie Sue Cambre, Lynn Harper, R. Timothy Welsh, William Endicott, Rebecca J. Bubb, Patty Stapleford, Roger Barrentine, Elizabeth J. Cullen, John Wagner. **Total employees:** 25
YEARS IN BUSINESS: 10.
PROFESSIONAL MEMBERSHIPS: AID, IBD, Interior Design Council (Philadelphia).
FEES: Fixed; percentage & flat rate not to exceed maximum; hourly; square footage.
VOLUME (July '73-4): Excess of 1 million sq. ft.
DESIGN AREAS: Hospital 35%. Educational 20%. Institutional 15%. Office 10%. Banks 10%. Library 10%.
PROJECT LOCATIONS: Mid-Atlantic 80%. Local 10%. Northeast 5%. Midwest 5%.
AMONG CURRENT PROJECTS: Scott Paper Co., interior design, 50,000 sq. ft. American Medicorp, Inc., design/graphics. College of Medicine & Dentistry, design/graphics. Rutgers, State Univ, N.J., interior design.

Meek, Jensen, Miller/ Meek Jensen Miller Inc.

BAR CENTER ON MOUNT CLIENT LIST

CHARLES MORRIS MOUNT & CO., 536 Madison Ave., New York, N.Y. 10022. 212/838-0740.
✱**Interior design firm.**
BRANCH: West Hebron, N.Y.
KEY PERSONNEL: Charles Morris Mount, Owner/Designer. Daniel Rosenblatt, Designer. **Total employees:** 2.
YEARS IN BUSINESS: 3½.
PROFESSIONAL MEMBERSHIPS: None.
FEES: Flat fee based on hourly rate not to exceed.
VOLUME (July '73-4): 40,000 sq. ft. space designed; 35,000 sq. ft. space planned.
DESIGN AREAS: Restaurant 40%. Store 30%. Banks 10%. Library 10%. Residential 10%.
PROJECT LOCATIONS: Local, Northeast 50%. Southeast 25%. Southwest 25%.
AMONG CURRENT PROJECTS: Arkansas Bar Center, interior design/graphics, 12,000 sq. ft. Pulaski County Law Library, complete design, 12,000 sq. ft. Fiorello's Roman Cafe, interior design, 3,500 sq. ft.

MJM ARCHITECT IS HIGH ON INTERIORS

MURRAY JONES MURRAY INC., 23 W. Fourth St., Tulsa, Okla. 74103. 918/582-9247.
✱**Architecture firm with interiors dept.**
KEY PERSONNEL: David G. Murray, Dir./Management. Robert Lawton Jones, Dir./Design & Design Partner. Lee C. Murray, Dir./Production-Construction. Jack McSorley, Design Assoc., Garth W. Caylor Jr., Design Assoc., Linda Nelson, Interior Designer. Steve C. Alter, Interior Architect. **Total employees:** 28; interior design 4.
YEARS IN BUSINESS: 17.
PROFESSIONAL MEMBERSHIPS: AIA, CSI, AID.
FEES: Hourly, based on multiple of salary.
VOLUME (July '73-4): 400,000 sq. ft. space planned; 250,000 sq. ft. space designed.
DESIGN AREAS: Hospital 25%. Office 20%. Banks 15%. Hotel/Motel 10%. Restaurant 10%. Educational 10%. Store 5%. Residential 5%. Southwest 5%.
AMONG CURRENT PROJECTS: First Nat'l Bank of Tulsa, plan/design/tenant development, 410,000 sq. ft. Public Service Co., office planning/design, 40,000 sq. ft. Jane Phillips Hospital & Doctors Bldg., hospital facilities, doctors suites 60,000 sq. ft. Sun Oil Co., cafeteria renovation, 10,000 sq. ft.

NEUHAUS & TAYLOR HAS 20-PERSON DESIGN STAFF

NEUHAUS & TAYLOR ARCHITECTS & PLANNING CONSULTANTS, Sub. of Diversified Design Disciplines, 5051 Westheimer, Houston, Tex. 77027. 713/621-9400.
✱**Architecture firm with interiors dept.**
BRANCHES: Dallas, Atlanta.
KEY PERSONNEL: C.R. Sikes Jr., Pres. Harwood Taylor, FAIA, Board Chrmn. & Dir. of Design. Benjamin E. Brewer Jr., Sr. VP & Dir. of Interiors/Graphics. Marcus R. Tucker, VP & Dir. of Int. Arch. C. David Kelly, Assoc. & Dir. of Graphics. **Total employees:** 125; interiors div. 20.
YEARS IN BUSINESS: 5.
PROFESSIONAL MEMBERSHIPS: AIA.
FEES: Percentage cost, multiple of payroll, lump sum.
VOLUME (July '73-4): 3 million sq. ft.
DESIGN AREAS: Office 50%. Hotel 30%. Banks 10%. Shopping Centers & Multi-Use complexes 10%.
PROJECT LOCATIONS: local/Southwest/West 70%. Midwest 10%. Southeast 10%. Abroad 10%.
AMONG CURRENT PROJECTS: P.I.C. Realty Div., hotel/office/retail 750,000 sq. ft. U.S.A.A. Insurance Co., 1 million sq. ft. Monumental Properties, shopping center mall area, 70,000 sq. ft. Gray Properties, hotel & office 300,000 sq. ft.

N.Y. TELEPHONE RINGS UP 1.8 MIL. SQ. FT. IN N.Y. STATE

N.Y. TELEPHONE, Buildings Engineering Dept., 2 Penn Plaza, New York, N.Y. 10001. 212/394-4030.
✱**In-house interiors department.**
KEY PERSONNEL: Frank J. Rinciari, Supervising Engineer/Interior Design. I. Redey, M. Henry, L. Keir, J. Brassel, Facilities Assistants. **Total design staff:** 5.
YEARS IN BUSINESS: N/A.
FEES: Salaries.
VOLUME (July '73-4): 1.8 million sq. ft.
DESIGN AREAS: Office 100%.
PROJECT LOCATIONS: Local 60%. Other N.Y. State 40%.
AMONG CURRENT PROJECTS: Interior environmental design for: executive areas, administrative areas, operating rooms, service areas, business offices, general offices, garages, central office buildings.

PAHLMANN ON VAST TEXAS A&M COMPLEX

WILLIAM PAHLMANN ASSOCIATES INC., 244 E. 84 St., New York, N.Y. 10028. 212/879-6138.
✱**Interior design firm.**
KEY PERSONNEL: William Pahlmann, Pres./Treas. A. Jack Commer, VP. Jennie A. Basiel, Secy. **Total employees:** 12.
YEARS IN BUSINESS: 28.
PROFESSIONAL MEMBERSHIPS: AID.
FEES: Varies—fee basis; fee/hourly; retail, etc.
VOLUME (July '73-4): N/A.
DESIGN AREAS: Educational 70%. Residential 30%.
PROJECT LOCATIONS: Southwest 80%. Local 20%.
AMONG CURRENT PROJECTS: Texas A&M Univ., several buildings and spaces.

RAMOS CREATES INTERIORS FOR OWN ARCHITECTURE

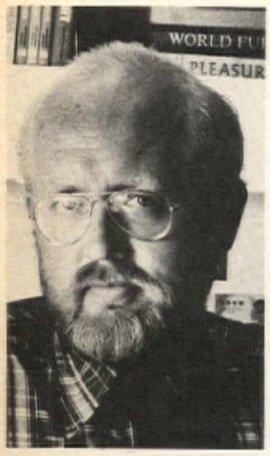
THE RAMOS GROUP/ARCHITECTS-PLANNERS, 1004 Baltimore, Kansas City, Mo. 64105. 816/421-0470.
✱**Architecture firm with interiors dept.**
BRANCH: Caracas, Venezuela
KEY PERSONNEL: Chris P. Ramos, Pres. Jerry B. Baru, VP. Andre Toman, VP/Interior Designer. Dawn Dana, Interior Designer. **Total employees all branches:** 45; interior design 2.
YEARS IN BUSINESS: 25.
FEES: Vary. Flat fee or percentage of construction.
VOLUME (July '73-4): Interiors of most architectural commissions.
DESIGN AREAS: Restaurant 30%. Store 30%. Office 20%. Banks 20%.
PROJECT LOCATIONS: Northeast 35%. Midwest 20%. Southeast 20%. Local 15%. Abroad 10%.
AMONG CURRENT PROJECTS: Copaken, White & Blitt, shopping center, 5 million sq. ft. American National Life, office remodeling, 2 million sq. ft. Citadel Bank, bank building, 16,000 sq. ft. Alpert Corp., planned community.

Associates

Mitchell

Some concentrate on specialty fields: stores and office

Shipley, Brent/
Shipley Associates



Mount/Charles Morris Mount & Co.

ROEDER ROSTER FOCUSES ON STORES

RICHARD ROEDER ASSOCIATES, INC., 1718 Lubbock St., Houston, Tex 77007. 713/222-1534.

★ **Interior design firm.**

KEY PERSONNEL: Richard C. Roeder, Pres./Chief Planner. Freda Wagman, VP. Charles Billingsley, VP/Chief Designer. James E. Murphy, Planning/Production Supervisor. **Total employees:** 14.

YEARS IN BUSINESS: 8.

PROFESSIONAL MEMBERSHIPS: ISP.

FEES: Dollars per sq. ft.; percentage; time and materials.

VOLUME (July '73-4): 1.2 million sq. ft.

DESIGN AREAS: Store 95%. Restaurant 3%. Office 2%.

PROJECT LOCATIONS: Mid-Atlantic 50%. Local 25%. Southwest 25%.

AMONG CURRENT PROJECTS: Federation Dept. Stores, 935,000 sq. ft. Belk Stores, 640,000 sq. ft. Leggett Stores, 160,000 sq. ft

STORE DESIGN IS SHIPLEY SPECIALTY

THE SHIPLEY ASSOCIATES, 175 W. First Ave., Elmhurst, Ill. 60126. 312/279-1212.

★ **Interior design/architecture firm.**

KEY PERSONNEL: R.W. Shipley, Pres. Frederick L. Schmidt, VP/Design. Arvid Carlsen, VP/Architecture. Elwood Brent, Genl. Mgr. **Total employees:** 24.

YEARS IN BUSINESS: 9.

PROFESSIONAL MEMBERSHIPS: AID, ISP, IBD, AIA.

FEES: Cents per sq. ft.

VOLUME (July '73-4): 750,000 sq. ft. space planned; 1 million sq. ft. space designed.

DESIGN AREAS: Store 90%. Restaurant 10%.

PROJECT LOCATIONS: Local 60%. Midwest 20%. Southeast 20%.

AMONG CURRENT PROJECTS: Carson Pirie Scott & Co., planning/design/specs, 300,000 sq. ft. Mercantile Stores Co., design/specs, 280,000 sq. ft. Hart Schaffner & Marx, planning/design/specs, 30,000 sq. ft. Jewel Stores-Turnstyle, design/specs, 200,000 sq. ft.

SLATER CENTERS ON SUPPLY & SPECS

SLATER CO., 300 W. Hubbard, Chicago, Ill. 60610. 312/467-7100.

★ **Contact furnisher with interior design department.**

KEY PERSONNEL: John K. Becker, Pres. Milton I. Sabin, Exec. VP. W. Jean Walters, VP. Magda Rebitzer, NSID, Dir. of Design. Rosemary Corriere, Terri Hult, Karen Laird, Don Alderson, Kathy Savocchia, Design Staff. **Total employees:** 75; interior design 6.

YEARS IN BUSINESS: 75.

PROFESSIONAL MEMBERSHIPS: NSID.

FEES: Design fee non-rebatable and installation, service.

VOLUME (July '73-4): N/A.

DESIGN AREAS: Office 70%. Banks 10%. Hospital, Nursing Home 10%. Library, Institutional 10%.

PROJECT LOCATIONS: Local 80%. Other 20%.

AMONG CURRENT PROJECTS: CNAF Center, supply/specifications. Standard Oil, supply/specifications. Alexian Bros. Hospital, supply/specifications. First National Bank, supply/specifications. Malden Mills National, design/specifications. Florsheim Shoes National, supply.

STAFFELBACH DESIGNING HONEYWELL/DALLAS

ANDRE STAFFELBACH DESIGNS & ASSOCIATES INC., 2531 Carlisle, Dallas, Tex. 75201. 214/747-2511.

★ **Interior design firm.**

KEY PERSONNEL: Andre Staffelbach, Pres./Designer. Olaf M. Harris, Assoc. Designer, Larry Golden, Donna Vaughan, Gary Johnson, Phyllis Ransopher, designers. **Total employees: 7.**

YEARS IN BUSINESS: 8.

PROFESSIONAL MEMBERSHIPS: AID, IBD, NSID.

FEES: Hourly; per sq. ft.

VOLUME (July '73-4): 200,000 sq. ft. space planned; 50,000 sq. ft. space designed.

DESIGN AREAS: Office 80%. Hotel/Motel 10%. Restaurant 5%. Store 4%. Residential 1%.

PROJECT LOCATIONS: Local 95%. Northeast 3%. Southwest 2%.

AMONG CURRENT PROJECTS: Honeywell Co., Dallas, space planning, design of public areas, 200,000 sq. ft. Unit Corp., space planning, design of public areas, 350,000 sq. ft. Sheraton Hotels, re-design hotels.

YOUNG STARR FIRM KEEPS PRACTICE GENERAL

BARTON STARR DESIGN INC., 1132 W. Peachtree St. N.W., Atlanta, Ga. 30309. 404/873-4601.

★ **Interior design firm.**

KEY PERSONNEL: Barton L. Starr, Owner/Pres., Principle Designer. Gwendolyn B. Bennett, Head Designer. Jr. Designers: Peggy G. Hardison, Linda S. Whitney. **Total employees:** 5.

YEARS IN BUSINESS: 2½.

PROFESSIONAL MEMBERSHIPS: IBD.

FEES: Both hourly and percentage cost of project.

VOLUME (July '73-4): 16,000 sq. ft. space planned; 74,000 sq. ft. space designed.

DESIGN AREAS: Office, Hotel/Motel, Restaurant, Banks, Store, Hospital, Educational.

PROJECT LOCATIONS: Southeast 100%.

AMONG CURRENT PROJECTS: Western Carolina Bank, interior design, 7,776 sq. ft. Asheville Civic Center, interior furnishings, 2,520 sq. ft. Realty Contractors Inc., interior design, 4,000 sq. ft. Salvation Army, interior furnishings/color, 18,000 sq. ft.

UDSTAD/DANDRIDGE DESIGNS FLORIDA BANK

UDSTAD/DANDRIDGE ASSOCIATES, 35 W. 53 St., New York, N.Y. 10019. 212/586-7840.

★ **Interior design firm.**

KEY PERSONNEL: Sig Udstad, Partner/Interior Designer. George Dandrigde, Partner/Interior Designer. **Total employees:** 2.

YEARS IN BUSINESS: One.

PROFESSIONAL MEMBERSHIPS: None.

FEES: Hourly based on sq. ft. plus 15% cost of job.

VOLUME (July '73-4): 155,000 sq. ft. space planned and designed.

DESIGN AREAS: Office 40%. Banks 40%. Restaurant 10%. Residential 10%.

PROJECT LOCATIONS: Northeast 60%. Southeast 40%.

AMONG CURRENT PROJECTS: American Federal Bank (Orlando, Fla.), complete interior architecture/interior design, 120,000 sq. ft. N. W. Ayer & Sons Inc., 40,000 sq. ft. Natomas Trading Co., 15,000 sq. ft.

UNITED DESIGN INCLUDES CONSTRUCTION SERVICES

UNITED DESIGN ASSOCIATES INC., 812 N. LaCienega Blvd., Los Angeles, Calif. 90069. 213/657-4202.

✱Interior design/contract furnisher/color, lighting, graphics consultant/product design/general contractor.

KEY PERSONNEL: Jerome Zerg, Pres. Phyllis Hope, Secy./Treas. John Hart, Dir./Sales. Philip Koenig, Dir./Design. **Total employees:** 8.

YEARS IN BUSINESS: 15.

PROFESSIONAL MEMBERSHIPS: IBD, IES, AID.

FEES: Hourly, daily; flat fee based on sq. ft. or percentage of budget.

VOLUME (July '73-4): 1.5 million sq. ft. space planned; 650,000 sq. ft. space designed.

DESIGN AREAS: Office; Hotel/Motel; Banks; Store; Institutional; Government; Residential; Factories.

PROJECT LOCATIONS: Local 70%. West Coast 25%. Midwest 4%. Abroad 1%.

AMONG CURRENT PROJECTS: Hilton Hotel Corp., design/space planning/construction, 180,000 sq. ft. U.S. Navy Offices, space planning/supply, 60,000 sq. ft. Fazio Markets, display design/spec/construction, 110,000 sq. ft. Chino State Correctional Institution, space plan/color/lighting, 30,000 sq. ft.

RESTAURANTS DOMINATE VAN ARD DESIGN WORK

THE VAN ARD CO. INC., 1325 Second Ave., New Hyde Park, N.Y. 11040. 516/488-4242.

✱Contract furnisher with interior design dept.

KEY PERSONNEL: Bernard Shervan, Pres./Designer. Charles Klain, Exec. VP. Marvin J. Shervan, VP/Designer. Maryann Lafiteau, Chris Leder, Debra Moss, Designers. **Total employees:** 14.

YEARS IN BUSINESS: 15.

PROFESSIONAL MEMBERSHIPS: NSID.

FEES: Fee for design purchase supervision.

VOLUME (July '73'4): 1.5 million sq. ft.

DESIGN AREAS: Restaurant 60%. Hotel/Motel 10%. Nursing Home 10%. Institutional 10%. Other 10%.

PROJECT LOCATIONS: Local 50%. Northeast 50%.

AMONG CURRENT PROJECTS: N/A.

V.A. CONCENTRATES ON VETERAN HOSPITALS

VETERANS ADMINISTRATION, Office of Construction, 811 Vermont Ave. N.W., Washington, D.C. 20420. 202/389-2144.

✱Design/specifying, branch of U.S. Government.

KEY PERSONNEL: Donald E. Johnson, Administrator of V.A. Viggo P. Miller, Asst. Admin., Construction. Majorie McC. Dickie, Supervisor/Color Design. Mary Elizabeth A. Boyd, Color Designer/Specs. Mrs. Barbara A. Cofield, Color Designer/Specs. **Total employees, design:** 3.

YEARS IN BUSINESS: N/A.

PROFESSIONAL MEMBERSHIPS: AIA, AID, NSID.

FEES: N/A.

VOLUME (July '73-4): N/A.

DESIGN AREAS: Government—hospitals 90%, nursing homes 9%, library 1%.

PROJECT LOCATIONS: 167 stations in U.S. and Puerto Rico.

AMONG CURRENT PROJECTS: N/A.

Zerg/United Design Assoc.

Ruegamer, Leonard, Knoll/ LCP Assoc.

Staffelbach/ Andre Staffelbach Designs

Starr/Barton Starr Design Inc.

WALKER-GRAD LISTS 28 ON INTERIORS STAFF

WALKER-GRAD INC., 304 E. 45 St., New York, N.Y. 10017. 212/689-3013.

✱Architecture firm with interiors dept.

BRANCH: Newark, N.J.

KEY PERSONNEL: Kenneth Walker, Pres. Officers: Howard Grad, Bernard Grad, David Dibner, Kenneth Wheeler, Harry Mahler. Design staff: Raul Nunez, William Mattison, Nancy Klasen. **Total employees:** 120; interior design div. 28.

YEARS IN BUSINESS: 5.

PROFESSIONAL MEMBERSHIPS: AIA.

FEES: Percentage of cost or fee/sq. ft.

VOLUME (July '73-4): 1.1 million sq. ft.

DESIGN AREAS: Office 50%. Store 50%.

PROJECT LOCATIONS: Northeast 35%. Southeast 30%. West Coast 30%. Abroad 5%.

AMONG CURRENT PROJECTS: Prudential Insurance Co., office, 250,000 sq. ft. Firemans Fund, office, 150,000 sq. ft. Bullocks, store, 300,000 sq. ft. Burdines, store, 400,000 sq. ft.

MORE THAN HALF OF WESTERN IS OFFICE

WESTERN DESIGN ASSOCIATES, Sub of Western Contract Furnishers, 1725 Montgomery St., San Francisco, Calif. 94111. 415/788-1700.

✱Interior design department of contract furnisher.

BRANCHES: Oakland, San Jose, Sacramento.

KEY PERSONNEL: Rex O. Stevenson, Pres. Harry Saxe, Board Chrmn. Robert S. Blake, VP/Gen. Mgr. San Francisco. Helen Noakes, AID, Keith White, NSID, John Cleary, Jean Crawford, Designers. **Total employees:** 130; design dept. 26.

YEARS IN BUSINESS: 18.

PROFESSIONAL MEMBERSHIPS: AID, NSID, CFC.

FEES: Flat, hourly, percentage of job.

VOLUME (July '73-4): 150,000 sq. ft. space planned; 365,000 sq. ft. space designed.

DESIGN AREAS: Office 55%. Banks 22%. Residential 10%. Institutional 5%. Educational 4%. Hotel/Motel, Store. Hospital, 1% each.

PROJECT LOCATIONS: Local 75%. West Coast 20%. Northwest 5%.

AMONG CURRENT PROJECTS: Confidential.

WESTERN ELECTRIC'S IN-HOUSE HITS MILLIONS

WESTERN ELECTRIC CO. INC., AT&T, 222 Broadway, New York, N.Y. 10038. 212/571-3621.

✱In-house design division.

KEY PERSONNEL: Designers: Herb Bartling, Dan Elster. **Total design staff:** 2.

YEARS IN BUSINESS: 10.

PROFESSIONAL MEMBERSHIPS: None.

FEES: Hourly rate.

VOLUME (July '73-4): 3-5 million sq. ft.

DESIGN AREAS: Office 90%. Library 5%. Institutional 5%.

PROJECT LOCATIONS: Northeast 40%. Local 15%. Mid-Atlantic 10%. Midwest 10%. Southeast 10%. Southwest 5%. Northwest 5%. West Coast 5%.

AMONG CURRENT PROJECTS: Western Electric offices throughout U.S.

BANK DESIGN IS MORE OPEN, COLORFUL, AND PRIVATE

Color is everywhere in bank designs, together with a trend to open office design that still incorporates privacy where needed, both in banking transactions and officer consultations

While the trend to an open feeling in banks is nothing new, too much openness can leave the loan applicant feeling naked. In consequence, bank designers are exercising ingenuity in providing open layouts that retain, or at least give the feeling, of privacy for patrons.

Trellissed partitions, arced floor-to-ceiling partitions, and plants are some of the techniques being used by designers to suggest cocoonlike privacy in a design that really is wide open.

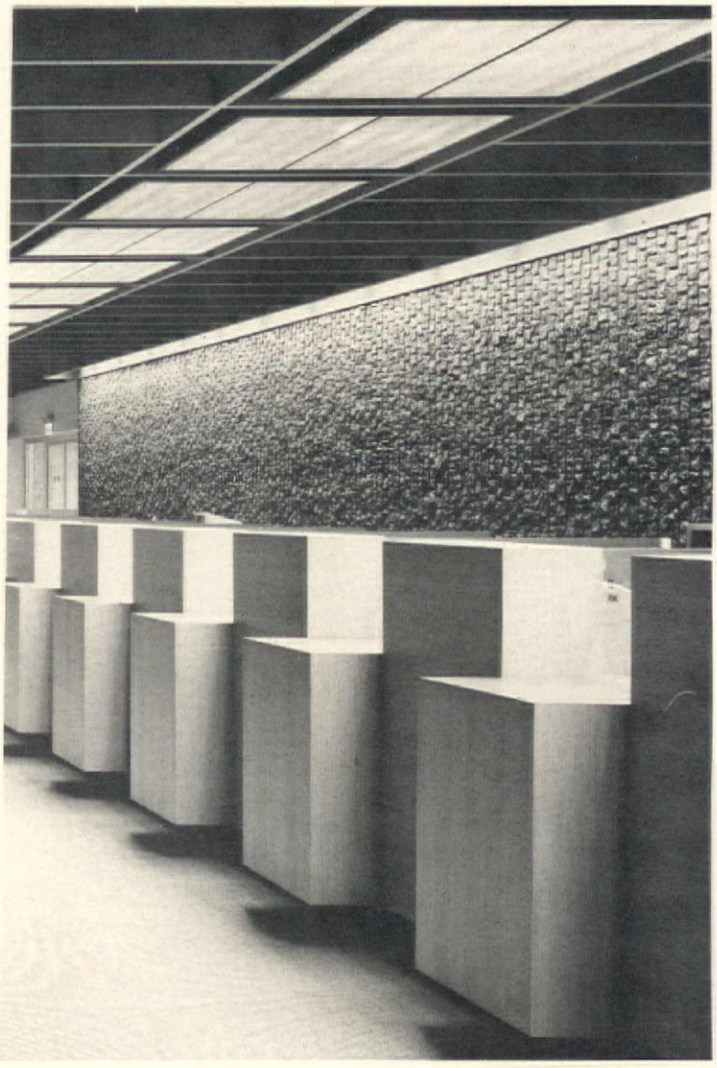
Design philosophies outlined by bank managements in many cases reflect a desire to retain a homeoffice suburban flavor in urban branch banks. Graphics, comfortable and plush waiting room furniture, and bright colors all combine to carry out such schemes. In the case of a Barclay's (of London) branch bank located on Park Avenue in New York, on the other hand, the effort was to add warmth to what normally is a more austere bank design than Londoners are used to when banking.

Counters are being broken up more frequently to provide customers with separate, cubiclelike segments in which their transactions are carried out in privacy. As in open plan office layouts, plants are being used with more frequency, both for the privacy they provide and for the outdoor ambience they impart.

Combinations of fluorescent and incandescent lighting are being used to infuse high levels of light where needed, with accent shadow to soften the architectural ambience of the space.

Flooring pragmatics, in some cases, have prompted designers to incorprate both carpet and strips of tile along heavily trafficked areas in front of teller positions.

Richer textured upholstery fabrics in stripes and geometrics are making their way into public bank areas to provide a more homelike warmth. ■ **L.C.**



Hedrich-Blessing

CUBICLES OFFER PRIVACY

Privacy during the banking transaction was paramount in the design of the counter area at First Pacific Bank, Chicago, where I S D Incorporated, Chicago, provided individual transaction areas for bank patrons. Reflecting in its design the Japanese origin of the bank, the interior incorporates a quiet, dignified look, Japanese graphics, and orderliness. Carpet is Lees Design VI; desks, Lehigh; chairs, Knoll; draperies, Butler; counter and checkwriting stands, Hartmann-Sanders. To de-emphasize the long narrow space, a beamed ceiling of painted extruded aluminum members running across the space was designed with standard fluorescent light fixture fittings in the grid.

PLANTERS PROVIDE PRIVACY

This platform area (right), away from teller counters, at Barclay's Bank, Park Avenue, New York, provides feeling of privacy with curved planter partitions. Desk is by Harvey Probber, white plastic tub chairs by Moreddi, Pollack chairs from Knoll, drapery fabric by Design-Tex—a departure from more austere feeling in many English banks. Creative Woodworking fabricated the planters. Arced floor-to-ceiling partition with sculpture by Herbert A. Feuerlicht separates office area. Carpet is by Jack Graham Carpet Co. Plush comfort in waiting area (above) is provided by four Moreddi tub chairs and Probber sofa and coffee table. Arced floor-to-ceiling screen provides privacy for offices behind it and backdrop to show off live trees, while lending a touch of elegance.

OFFICE-TYPE OPEN PLAN IN BANK

One of six executive Action Office workstations in the Mortgage and Loan Department of Schenectady (N.Y.) Savings Bank, is shown here. The units and the Eames executive table and aluminum group chairs are all from Herman Miller, with the space designed by Cori Martin of Benche, Inc., a Schenectady furniture dealer. Since the six workstations are arranged in an oval and customers face inward to the executive, privacy is assured for customers, despite the open plan.

Privacy not sacrificed by open plans

Photos, Louis Reens

TOUCH OF LONG ISLAND IN NYC

Central Federal Savings & Loan, Madison Ave., New York, is a first-time branch venture in the heart of the city by a Long Island-based bank, which sought to create an image of suburban ease in an urban hurry. Interior designer Jack Lowery of Jack Lowery & Associates, worked with Ralph E. Leff, AIA, architect to provide a smooth, well lighted, contemporary interior that separates public space on the first floor from private office spaces on the second by a spiral staircase. Desks and file cabinets are by Sunar Specs; sofa by Pace; side and executive chairs by Scope, ash urns by Peter Pepper; circular check desks and counter by Juno Woodworking, custom designed by Jack Lowery. Wall hangings designed by Lowrey through Karl Mann Associates. Carpeting throughout by Gulistan. Mezzanine area (right) incorporates coffee table by Intrex and seating group by Eppinger, with acrylic painting by Joe Rapp. Combined use of fluorescents and incandescents (Neo-Ray Lighting systems) provides shadow where needed to soften the look.

FABRICS PROVIDE SUNBURST COLORS

The Bank of London & South America (BOLSA) in Medellin, Colombia, S.A., was designed by Richard N. Taylor, vice president of international design of The H. Chambers Co. of Baltimore, Md., with the office of Chambers, Ltda., of Bogota, Colombia. It incorporates beautiful, striking colors in handwoven fabrics that are sewn together in a sunburst of red, magenta, plum, orange, and white. Most sources are from Colombia, a governmental edict, with many of the furniture pieces custom designed with native labor. Ceiling combines walnut and Plexiglas; floor is off-white terrazzo.

GLASS WALLS OPEN INTERIORS

Design of Peoples Savings Bank, Worcester, Mass., by I S D Inc., Boston, utilizes glass walls to provide an open feeling within closed space, although offices shown here do not have doors. A comprehensive art program, utilizing 40 paintings by Worcester native Stephen Knapp, is aided in visibility by the glass walls, shown here in the bank's Mortgage Department. Furniture is Steelcase; accessories are McDonald/Duk-It; Plants by The Greenery; planters by Placet; carpet by Alexander Smith.

OPEN PRIVACY IS ANOTHER STRIPE

An exciting composition of interior architectural elements, furnishings, and accessories is brought together in this unusual reception space at First Federal Savings & Loan Association of Miami. Designed by Lloyd Gross, AID, of Richard Plumer Interior Design, Miami, the bank employs an open office concept, retaining separation of areas, without sacrificing the open feeling. Overhead, continuous light troffers punctuate the vaulted ceiling.

Idaka

Bob Hawks Inc.

DINE UNDER THE LIGHTS

Main dining room on the 41st floor of the First National Bank & Trust Company of Tulsa, Okla., provides a warm ambiance with contemporary lighting by Lightolier, wall panels and upholstery by Boris Kroll, and tufted wool carpet by V'Soske. Tables are in English brown oak and bronze base by Helikon, with chairs by Intrex also in oak frame. Floor to ceiling draperies are by Prouty Designs. Planters and graphics add another element of elegance to the dining room. Interior design is by I S D Inc., Chicago.

Banks devote 24 percent of floor space to public areas, 17 percent to officer platforms, 15 percent to teller booths, according to a recent contract market and economic survey

BANK FURNISHINGS COMBINE VALUES OF LASTING QUALITY AND HIGH DESIGN FLEXIBILITY

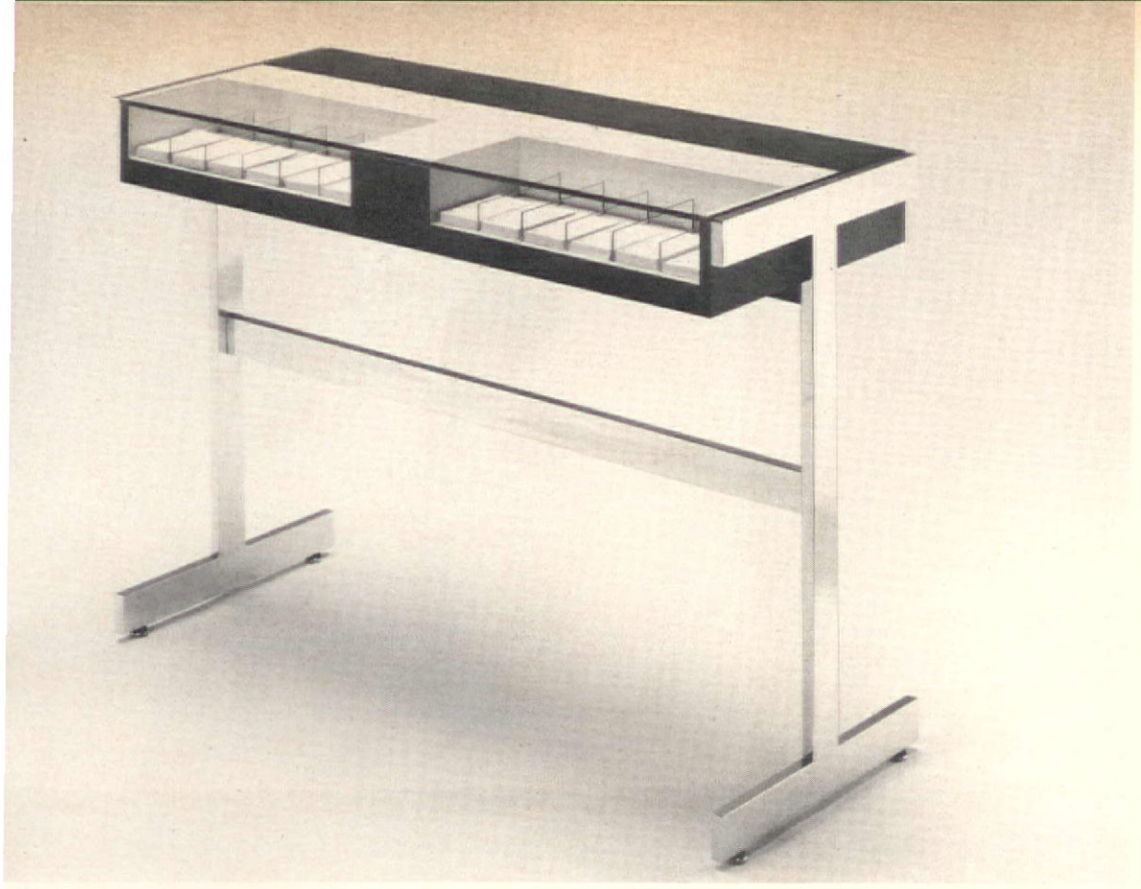
Opulence and affluence are the images reflected in banking circles these days, and the long-gone caged teller facility has its place only in the current rash of Bonnie and Clyde-type films and in the archives of designs past.

The vaulted institutional look has been replaced with contemporary architecture and complementary interior spaces. Furnishings have long-lasting qualities and high design sophistication, deep-seated comfort and functional practicality—combinations of values that both bankers and designers seek for current projects, for both new and refurbished banks throughout the country.

Where in the banking world do these furnishings go? Perhaps for the first time, an analytical study on the distribution of floor space was recently conducted, part of a comprehensive contract market and economic survey by Smith, Stanley & Co. The report offers the following figures: Public areas 23%; Officer Platforms 17%; Teller Booths 15%; Conference Rooms 10%; Workrooms 18%; Restrooms 2%; Vaults 4%; Service Areas 11%.

These, of course, are averages of those facilities covered in the Smith, Stanley Report*, but this breakdown serves better than previous rules-of-thumb for designers ready to take on their first bank jobs.

*For other details on the Smith, Stanley Report and information on its availability, see item in Contract World section in this issue.



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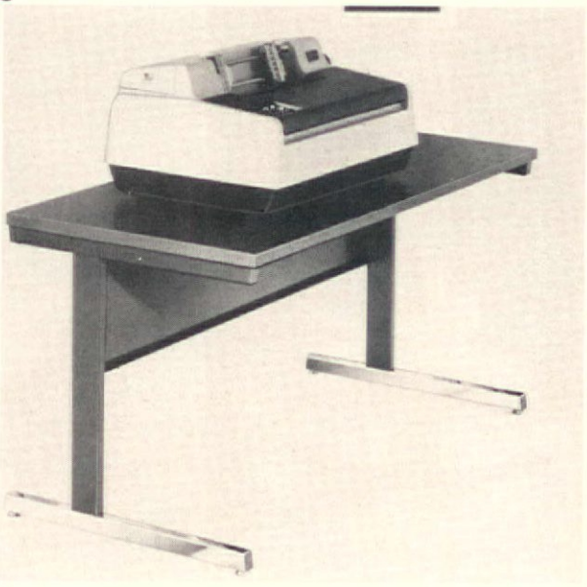


D

A—Check-writing stand from **Tulip, Inc.** is available in 2-station or 4-station standard sizes. Cabinet may be obtained in any combination of high-pressure laminate finishes, with metal base in either mirror stainless chrome or hand-rubbed bronze. Dimensions are 60-in. width, 24-in. depth, 40-in. height. Circle No. 218.

B—A total of 900 Specialty Series Data Desks, from **Systems Furniture Co.**, were installed in a Los Angeles bank's data entry stations. A variety of widths and heights, options for cable cutouts and ducts, and desk drawers facilitate functional design. Fully adjustable posture chairs, specially designed for this application, are also available. Circle No. 219.

C—**Cramer Industries'** machine tables come in 28 sizes (matching almost any desk height), choice of walnut, teak, white. Cantilever frame is crafted entirely of steel, and all corner joints are welded, giving the product both strength and modern design. Edges and corners are slightly eased with chamfer to minimize bruising and cutting. Circle No. 220.

D—**Sunar Ltd.** has added a portable filing and storage module to complement its All Systems furniture grouping. The modular pedestal comes in three different sizes, with drawers attached by concealed connecting bolts. Pedestal is topped with cover plate that comes with a standard locking unit, and a base which rolls on globular casters. Circle No. 221.

BANK FURNISHINGS

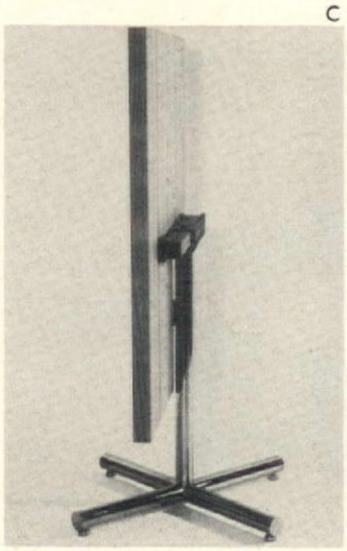
Comfort seats stressed for officer platforms

A—Ideal for the open-plan bank, **Eppinger Furniture's** TRM system incorporates workstation unit, lateral filing system, fold-down desk, and utility panel. All components are within arm's reach, with small matching conference table and chairs completing the arrangement. Circle No. 222.

B—Designed by John Nance, **J.G. Furniture's** Block End Desk features light-weight panel construction, architectural appearance, white, book-matched rift oak, and is finished in natural or medium PVC. Panels are separated by polished aluminum reveal strips, with credenzas and returns available to match. Circle No. 223.

C—For limited space, **Howe Furniture** introduces the 1600 Series Flip-Top Table, which folds into less than 4 inches of space for easy storage. Available with round, square, rectangular, or trapezoidal tops, tables nest when folded for additional space. Butcher block, wood veneers, and plastic laminates may be specified as surface material, with edges in choice of bull-nosed vinyl, solid walnut molding, or self-edging. Circle No. 224.

C



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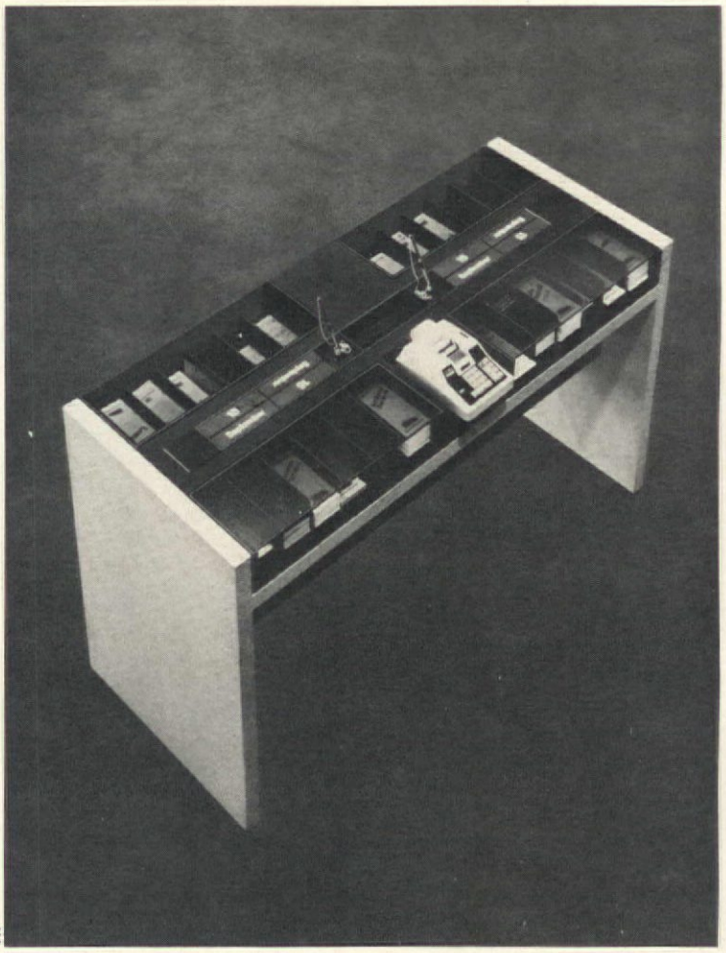

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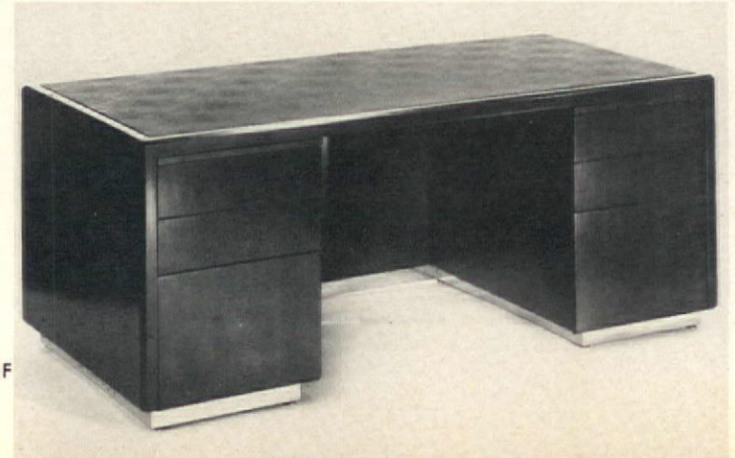

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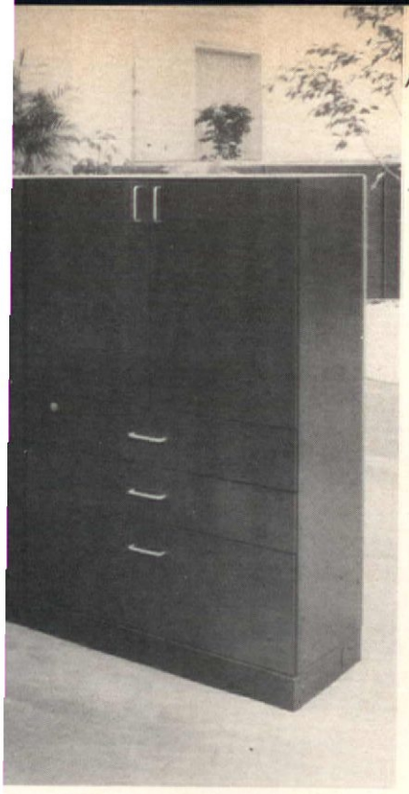

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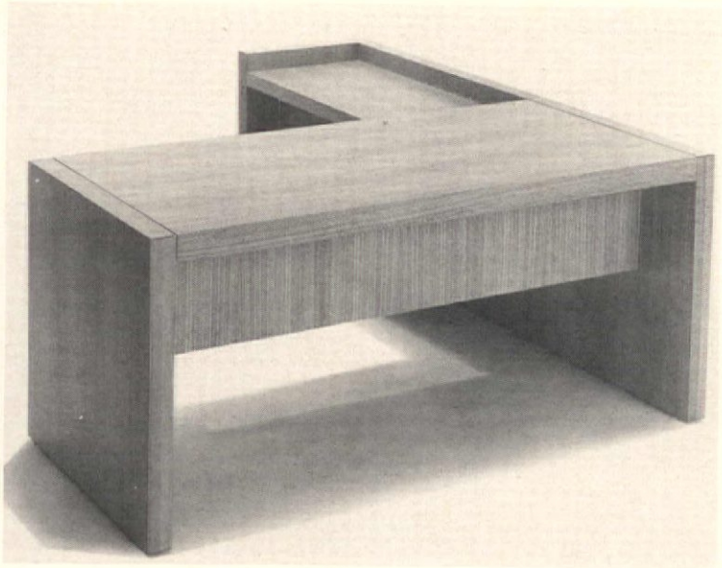

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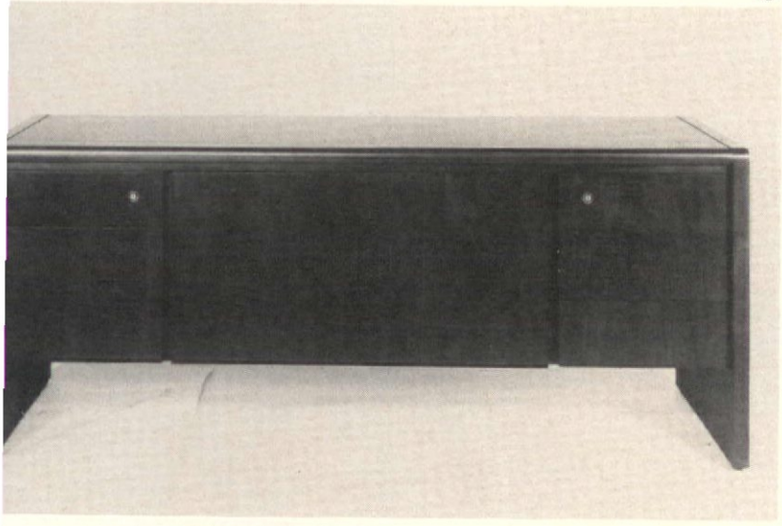


H

D—Part of **Cole's** Posture Five Star Seating Group, model 2603WO comes standard with chrome swivel frame and double wheel casters. Removable seat and back covers are of pure wool, in choice of orange, blue, seaweed, or charcoal colors. Circle No. 225.

E—Check-writing stand is made of precast resinous terrazzo composed of imported Botticino Marble and white onyx chips in buff matric with honed finish. The material, from **Three/Eights, Inc.**, is architecturally modern, functional, and features easy maintenance. Piece was crafted for Glenview State Bank, Glenview, Ill., and installed by Contract Interiors for Business, Chicago. Circle No. 226.

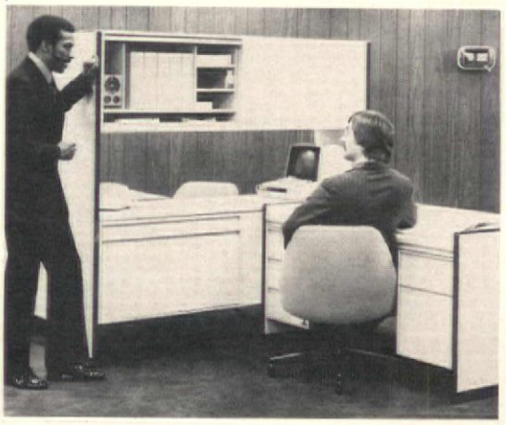
F—The Octa Cube Desk was designed by Bob Becker for **Helikon Furniture.** Offered in a variety of dimensions, with matching credenzas. An assortment of woods, finishes, and bases includes: oiled walnut with oiled walnut frame; rosewood with ebonized walnut frame; elm burl with walnut frame. Bases are polished stainless steel or bronze; tops are leather or vinyl. Circle No. 227.

G—**Edward Axel Roffman's** R-2500 Series Desk line (matching credenza shown here) features choice of sizes, drawer arrangements, and credenza combinations. A variety of finishes includes natural ash, stain and SKM, walnut, oak on ash frame; linseed oil or laquer on walnut frame. Circle No. 228.

H—Part of **Heibert's** Interpanel system, this workstation is totally adjustable, requiring no special skill to disassemble and reassemble. Hidden jointure is patent-pending, with wires, brackets, channels buried in reveals. Panels are all flush, and can be ordered in veneer, laminate, vinyl, fabric, oak, walnut, acoustical tile. Circle No. 229.

I—**Steelcase** Series 9000 component shares telephone and small computer terminal, while selectively reversing upper and lower storage units to serve both workstations. Removable tackboard may be used to separate areas for new arrangement. End panels snap open for lay-in wiring, and drawer assemblies can be suspended anywhere under the work surface. Top surfaces adjust to a tilting position or four working heights, with surface of high-pressure laminate, walnut, or oak veneer. Circle No. 230.

I



BANK FURNISHINGS

Checkwriting counters keep forms neat, handy

A

B

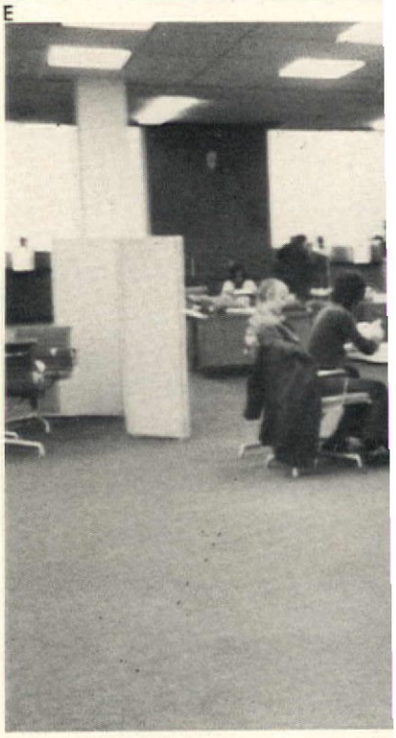
A—Part of an improved line of teller and cashier stools, this **Eck-Adams** chair is equipped with adjustable seat height and comes in a wide range of stocked vinyl and fabric upholstery. Frames are available in baked enamel or chrome finishes with optional casters. Delivery is three to four weeks. Circle No. 231.

B—Desk from **Cumberland Furniture** can be specified in varying sizes, wood, finishes, and pedestals. Shown here in walnut, the piece creates the impression of contemporary tradition and reliability, a definite plus for the banking industry. Circle No. 232.

C—Desk riser from **GF Business Equipment** is designed to be compatible with GF's desks, ESP panels, and Quantum lateral filing system, creating total open plan flexibility. Modular risers feature flush drawer pulls, double-walled steel casework, and a selection of baked-on enamel finishes. Circle No. 233.

D

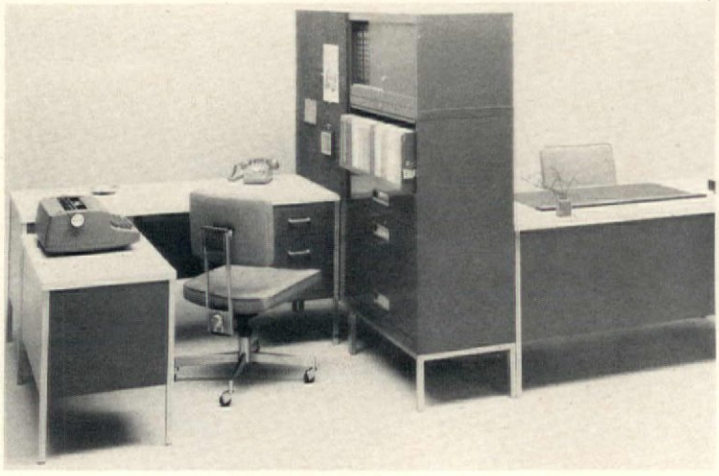
E

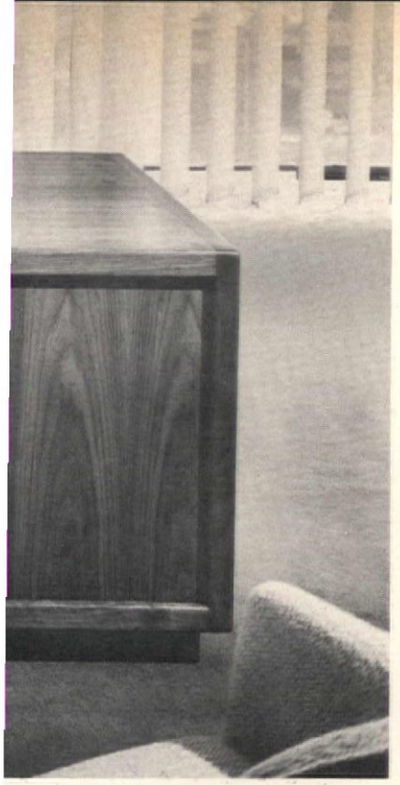


D—Oak chair, designed by Warren Snodgrass for **Stow/Davis Furniture,** has a soft yet sculptured look, with shaped arms, split seat, and back cushions. Dimensions are 25½-in., 23-in., 31-in. high. Circle No. 234.

E—Overall view of Schenectady' Savings Bank's main floor shows versatility of **Herman Miller's** open plan system. Shelving doors, faced with striped fabric, are color-coordinated to upholstery fabric. Walnut-grained veneer panels delineate space and serve as a base for hanging storage components for facing workstation. Circle No. 235.

F





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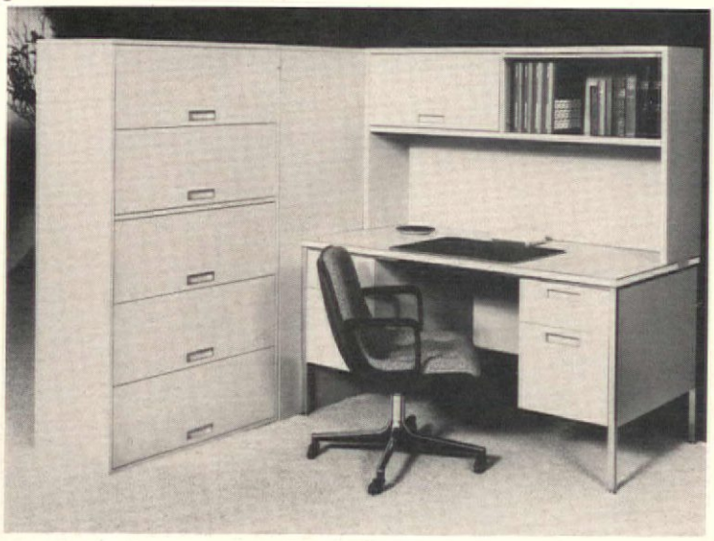

F—Haskell's Modular Office Station (MOS) coordinates lateral files, desks, tables, chairs, and storage units in interchangeable combinations. Files feature field-installable locks, Accuride suspension on receding fronts and drawers, and leveling glides adjustable with only a screwdriver. Circle No. 236.

G—Tubolaire, a new seating group from **Gregson Mfg.** makes use of brightly polished tubular metal for bases and arms, contoured seats and backs, covered in fabric or soft vinyl for comfort. Swivel tilt armchair, one of three seating units in the series, is equipped with Royal Roll carpet casters. Circle No. 237.

H—Kimball's swivel chair, model H752, is available in either walnut finished hardwood base or chrome metal, with wheel or hooded ball casters optional. Designed for a more traditional look, this chair, as well as others in the Kimball line, is available in a complete selection of color-coordinated fabrics. Circle No. 238.

G

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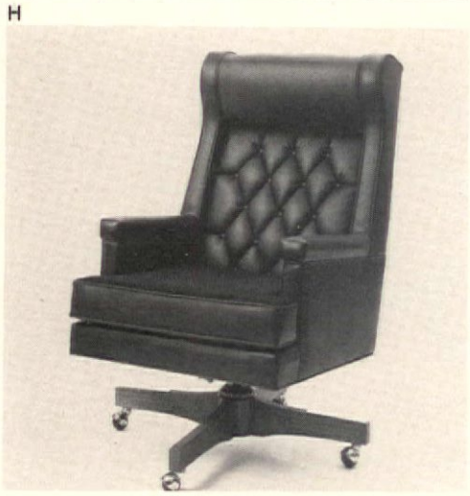

MULTIPLE SEATING SYSTEMS LINK FLEXIBILITY AND FUNCTION FOR USER COMFORT

Multiple seating systems link on line, in corner arrangements, as islands, and in free forms to fit spaces from a small waiting room to a large airport lounge. The examples in this section are indicative of the sizes, styles, and shapes that provide specifiers latitude in their selections. Points in common: durability, ease of maintenance, flexibility in arrangement.

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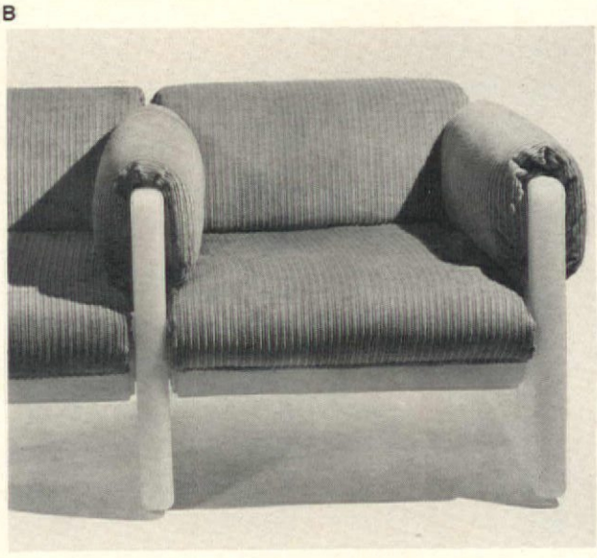

C

D

E

A—Hank Loewenstein's 181 Dany Trio, designed by Aldo Barberi, cantilever-mounts three ABS plastic seats on steel platform frame. Circle No. 200.

B—Polyethylene modules are joined with steel bars; upholstery is attached with Velcro tape for easy removal. By **Sahn, Inc.**, the system is distributed by **Design Import**. Circle No. 201.

C—Mandeville sectional, designed by Jerry Johnson for **Landes**, has wedge-shapes to create softly curved arrangement. Circle No. 202.

D—Designed by Hans Krieks for **C.I. Designs**, system combines seating and table, the table top in either ash finish to match frame or choice of standard plastic laminates. Circle No. 203.

E—Consolidated Burris shows but two of many possible schemes with basic units. Base is sturdily made of formed sheet steel, chrome plated and machine welded. Circle No. 204.

F—Gregson Mfg. Co. planned this 2-to-5-seat system so that seating units can be interchanged with table tops. Circle No. 205.

F

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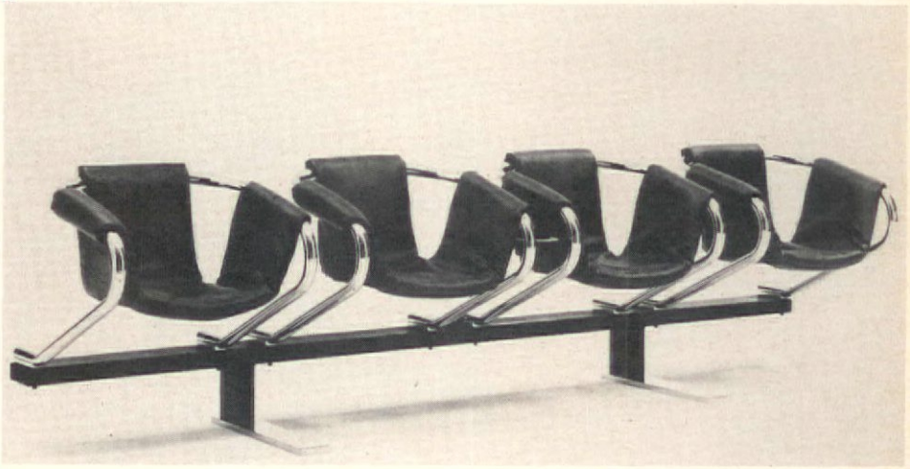

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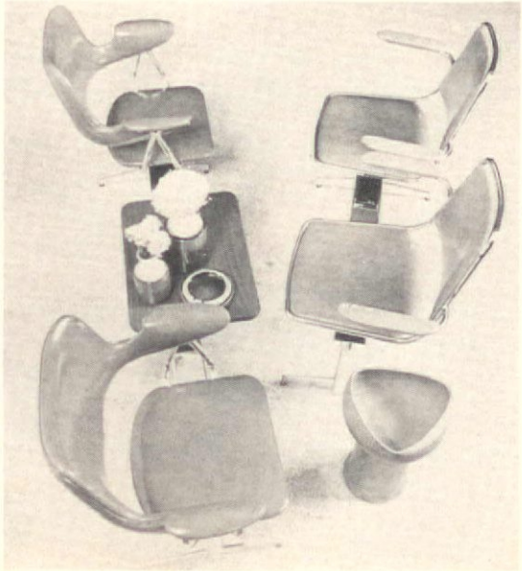


G—Vecta Contract's Zermatt Cantilever System sits in a straight line, but special ganging devices permit other arrangements, including back to back. System was designed by Duncan Burke/Gunter Eberle. Circle No. 206.

H—Leif Blodee Lounge Group by **American Seating** designed components that can be interconnected in straight runs or corner turns. Circle No. 207.

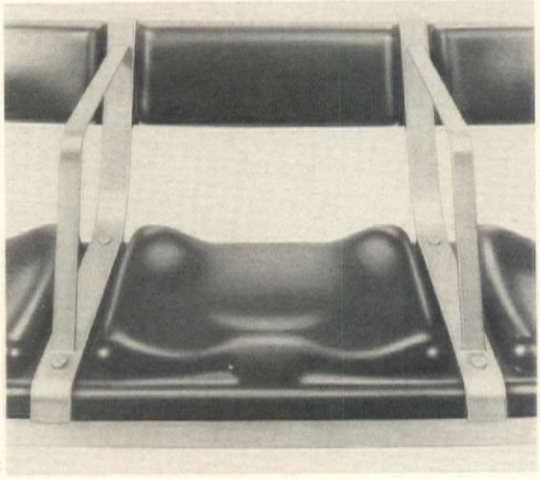
I—Fixtures Mfg.'s Jet Tandem Lounge comes as 2- or 3-seaters, with the thermoplastic seats partially or fully upholstered. Interchangeable components bolt to basic frame. Circle No. 208.

A

MULTIPLE SEATING

Table tops integrated on line or at corners

B



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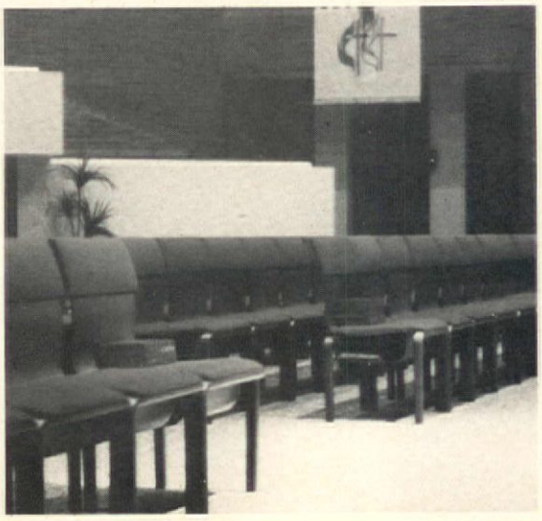

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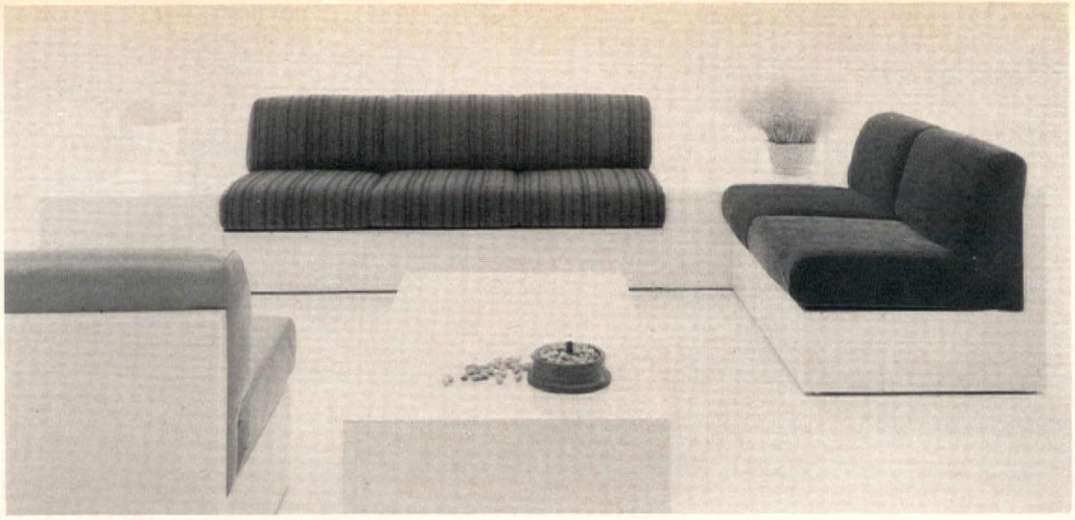


F

A—Axis 3000 by **Castelli Furniture** comfortably accommodates waiting airline passengers. Lateral frame of die-cast aluminum supports seats and backrests, plus table tops with built-in ashtrays. Circle No. 209.

B—Contour-molded, modular spectator system has high-density polyethylene seats and aluminum alloy framing. By **Sport Seating Co.**, system also comes without backs, armrests. Circle No. 210.

C—Double seater is one version of VIP Series by **B. Brody Seating Co.** It has No-Sag spring, polyfoam padded back, and latex foam padded seat. Circle No. 211.

G

H

I

D—Modular packages of 2-, 3-, 4-, or 5-place units include seats and tables. By **Steelcase**, the system is based on a steel support tube, can be installed in line, back to back, or at any angle. Circle No. 212.

E—Modulok by **Sauder Mfg.** interlocks for rigid alignment at a Methodist church in Fort Wayne, Ind. (architect: Harold E. Wagoner, FAIA). Frames are laminated Danish beech. Circle No. 213.

F—Mitered melamine laminate forms base for **Thayer Coggin**'s new series, designed by Milo Baughman. Delivery is 16 weeks for custom-built orders. Circle No. 214.

G—With 3-4 week delivery, seating group by **Eck-Adams** fills need for budget and medium-grade seating. Commercial grade vinyls and fabrics and metal frame give durability to the flexible system. Circle No. 215.

H—Interjoin Bench System, new at **Intrex Inc.**, combines standard wood sections with a simple mechanical connector. Among arrangements: rows, right angles, triangles, and islands. Circle No. 216.

I—**Murphy Miller**'s Skylark is linked with a coupling unit that requires only a screwdriver. System, on 8- to 10-week schedule, also comes without arms. Circle No. 217.

CARPET CUSHION: OUT OF SIGHT, OUT OF MIND BUT NEVER UNDERESTIMATE ITS IMPORTANCE

Often given short shrift, because it is not part of the design visual, carpet cushion contributes important benefits to the specifications

By **Marcie Avram,** Special Features Editor

Carpet life and maintenance, underfoot comfort, acoustics, thermal insulation, and more—all take at least some of their cues from carpet cushion, the stepchild of the flooring industry. But because cushion—or the lack of it—is not part of the final visual, specifiers often underestimate its importance to concentrate on greater esthetic challenges.

To cushion or not to cushion, however, is only half the question. Should the specifier go the route of separate underlayment, he then must decide among a multitude of choices. For what began as a somewhat glamourless business has turned into a circus of names and kinds—each purported to do more and do it better.

The simple fact is that the growth of the carpet industry gave impetus to the infant cushion business. And its subsequent development represents a classic marketing success story.

Three alternatives

Today's stringent contract standards demand that each part of the installation work in tandem with every other at optimum levels of performance. With cushion affecting more than a couple of parts, the specifier is obligated to understand the growth of this relatively new market animal and the part it may play in his overall task.

Three alternatives exist in relation to a carpet installation: separate cushion, integral backed carpet (carpet affixed directly to the floor with no cushioning or direct glue-down carpet (carpet affixed to the floor with no cushioning.

Because each type of cushion essentially accomplishes the same ends—in different degrees—cushion supporters compare the merits of a separate cushion with no cushion at all. (Integral backed carpet, they say, is a compromise somewhere in the middle, with a few special characteristics all its own.)

Separate cushion suppliers interviewed by CONTRACT echo the two primary functions of their product:

- To extend carpet life.
- To add comfort underfoot.

Every time pressure is exerted on carpet pile surface (such as walking), the backing will flex. If carpet is affixed to a solid surface, such as concrete, flexing constitutes an abrasive action, and over time, carpet fibers will begin to break down.

Resists pressure and wear

Add a cushion and the result is not surprising. The cushioning material takes the abrasive "punishment" by absorbing the impact of pressure from the carpet surface. Thus, they claim, carpet life is extended.

In short, cushion provides resistance to pressure and wear, say industry spokesmen, and point to tests measuring loss of carpet thickness and pile weight conducted by Foster D. Snell, Inc., in 1967. (It is interesting that more recent industry-level documentation is not available. Industry representatives feel that this should soon be corrected, particularly in view of increasing competition from integral backed and direct glue-down carpets.)

Less loss of thickness translates into increased luxury or comfort underfoot. Another factor affecting this same characteristic is strength of impact exerted on the floor covering. In a test by one fiber manufacturer, carpet over cushion reduced the peak impact by almost one-half.

But in addition to these foremost considerations, sources claim separate cushion will improve a carpet's acoustical properties and thermal insulation and generate easy maintenance.

Also cited as separate cushion benefits are greater pile height, more face yarn content, unlimited carpet assortment and cushion "mobility."

Acoustical control in open plan

Acoustical properties in commercial installations are becoming an increasingly important factor. As open plan office environments become more standard than occasional, more and more emphasis is placed on the carpet and cushion to achieve the proper acoustical environment.

A carpeted environment is more quiet than one which is not, because the pile surface absorbs surface noise at the source. But a carpet with separate cushion, spokesmen emphasize, is even more quiet.

Regardless of documentation or simple reasoning, sources say, it is often cost which controls the final specification. And on the surface, carpet without separate cushion appears to be more economical.

Refute economy argument

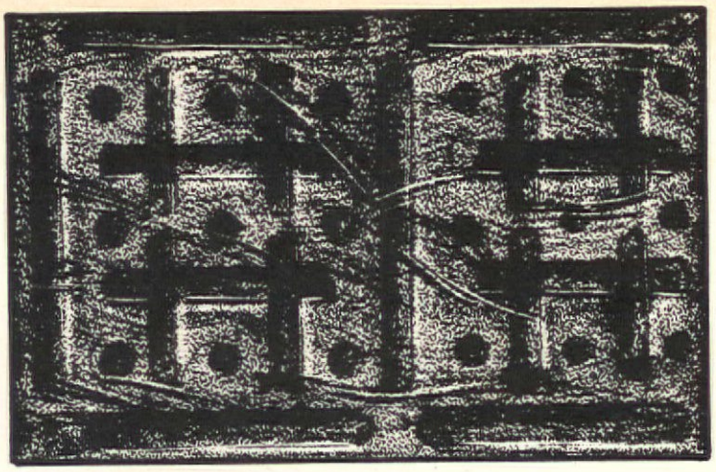
However, appearances can be deceiving, continue the Carpet Cushion Council and its members, who all contend that this is not true in the long run for three significant reasons:

- Although an installation utilizing separate cushion may be more expensive initially, the labor cost involved in removal and clean-up (as well as higher installation cost) of integral backed and direct glue-down carpets, more than offset the savings. (Most integral backed carpet is affixed to the floor surface with glue, as is direct glue-down.)
- Since the face yarns of the carpet do not have to provide cushioning, a lighter weight, less expensive carpet may be used (and it will last longer).
- Since carpet plus cushion masks surface irregularities, a lower grade, less costly finish can be specified on concrete floors.

As the cost of backed carpet is only slightly higher than the same carpet alone, integral backed carpet immediately represented an economical alternative to separate cushion since its appearance in the early sixties. But like anything new, this type carpet initially posed some problems, such as seam separation and delamination.

However, suppliers have taken the pains to eliminate most of the bugs (although separate cushion spokesmen insist that certain problems still exist). The result is that integral backed carpet today has grown to some 30 percent of the contract carpet market (according to a study sponsored by Olin Corp.), and continues to maintain its fair market share.

Direct glue-down made its first impact in Europe, where it grew up alongside of modular interiors. It seems that if a broad ex-



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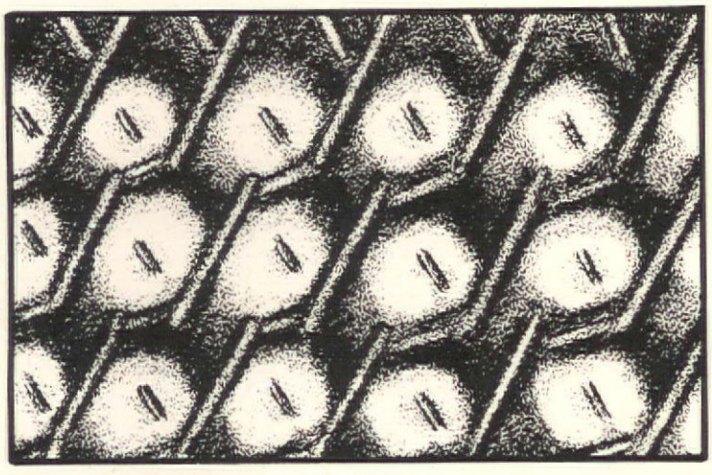
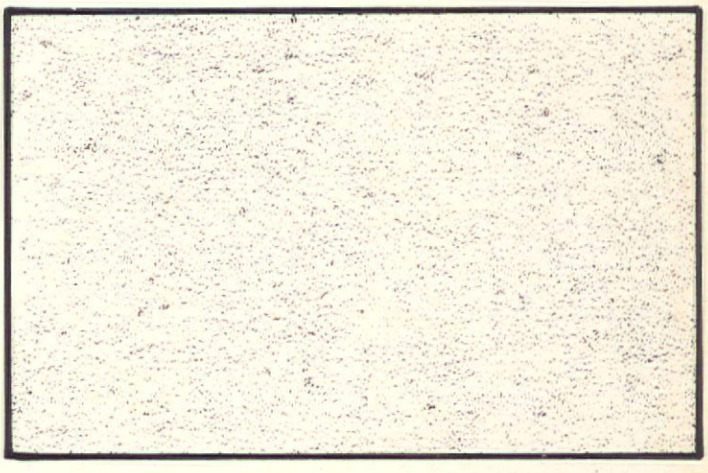
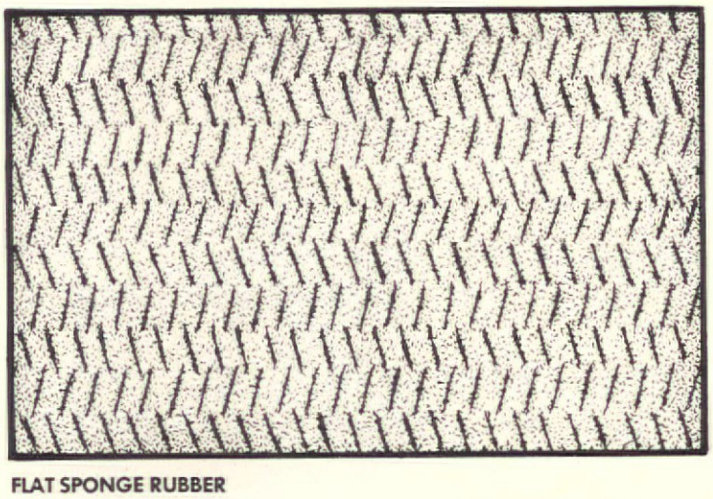


WAFFLED SPONGE RUBBER



FOAM RUBBER



FLAT SPONGE RUBBER

PNEUMACEL

Carpet Cushion Types

Most types of carpet cushion available fall into one of these categories: felt, sponge rubber, urethane foam, foam rubber (drawings, courtesy of Carpet Cushion Council). Newly developed by DuPont is Pneumacel, a generic name for a cellular synthetic fiber.

CARPET CUSHION

Demands for better performance, stricter standards

panse is involved in a carpet job the actual installation of separate cushion may become a major task; thus, Europeans supported this second alternative.

Cite pick-up problems

As far as direct glue-down is concerned, cushion suppliers show thumbs down in most instances. The only times direct glue-down may be a viable choice, they say, is where there are broad stretches of open space, in an area which must support a great deal of heavy traffic pressure (such as the rolling of heavy equipment in a hospital) or where extremely stringent flammability specs exist.

Most carpet cushion today falls into one of the following categories: felt, sponge rubber, urethane foam, and foam rubber. In addition, continuing technology has unleashed at least one cushioning material which does not fall into any of the above four.

First composed of 100 percent hair, felt was king until cost pressures forced suppliers to offer blends (such as jute and hair) and then move on to the pure fiber cushion.

The next step was the rubberized felt cushion for added wearability and performance. Felt had developed a solid reputation for performance, including acoustical benefits (demonstrated by the use of a similar product in tanks during the war).

Because the qualities of felt cushion cannot be disputed, sources agree this product remains a viable market offering. However, in time it became less economical for leather people to retrieve the hair from hides. Thus, as hair became less available and more costly, sponge rubber cushion became an alternative.

Two types of sponge rubber

There are two types of sponge rubber: flat sponge (smooth surface) and waffled sponge (waffled or rippled surface). Bob Martinat, VP/Sales & Marketing, Research Industries, points out that sponge also provided more "luxury" underfoot than felt, particularly important in the residential market.

But soon, material costs for sponge rubber increased. Suppliers began to use more and more filler to remain competitive. Then, about five to seven years ago, urethane foam cushion made a big impact on the market.

Prime urethane foam, bonded urethane foam (manufactured from the trimmed material salvaged in the manufacture of prime), and densified prime urethane comprise this cushion type.

Prime urethane never established a foothold in the contract market as it has too low a density factor for commercial use. Bonded urethane initally presented some problems (such as pulling apart under heavy traffic conditions), but suppliers have once again been persistent. Consequently, according to Martinat, this material really "came into its own as cushion about three years ago."

Like foam rubber urethane foam offered softness and bounce. As well, it provided urethane suppliers with a new application for their product, at a time when the price was right.

Evolution of components

During recent years, great progress has been made in carpet production, with emphasis on long wear, easy care, and comfort. Carpet cushion has also undergone the same sort of development.

As an indication of the advantages cushion suppliers are outlining, several examples are offered: Dayco's promotion of Rubberloc—its top-end rubberized hair and fiber product—emphasizes "unparalleled" carpet protection and superior sound-absorption, designed especially for use in commercial and heavy-foot traffic patterns.

Rubberized hair and other fiber cushion surpasses non-rubberized, according to Ed Strianese, Northeast Regional Sales Manager, Dayco Carpet Cushion Co., who claims that the former gives longer carpet life, better acoustic qualities, indents less and recovers more quickly, "breathes," and is cleaner.

Moisture-resistant top and bottom rubber coating of Rubberloc comprises approximately 25 percent compounded rubber by weight in a "distinctive" Alpine Green color.

Strianese points out that the color is actually a characteristic welcomed by architects and specifiers who are assured with only a quick glance that the specified product was, indeed, utilized.

Omalon, produced by Olin, is the only product on the market referred to as a "densified" prime urethane. According to Stan Cohen, Product Development Manager, Floorcoverings, Omalon offers superior durability and performance in a range of weights.

Company tests indicate Omalon surpasses rubber or polyurethane in terms of life span. Unlike these type cushions, Cohen says, Omalon is not subject to oxidation and, consequently will not "fatigue" (bottom out) under continual traffic. He adds: "We even feel it is possible to reuse Omalon after a carpet has worn out."

As far as densified prime urethane's relation to felt, Olin feels its product is much "cleaner," and is not subject to mildew, etc.

New cellular synthetic fiber

The newest cushion on the market is Pneumacel, from DuPont. Pneumacel is a generic name for a cellular synthetic fiber. The material is comprised of closed cells, permanently inflated with a positive pressure of five pounds per square inch.

Among the benefits claimed by DuPont are durability, recovery from deformation, insulation, fire-retardancy; it does not absorb moisture, is non-allergenic, and odorless, and resists mildew.

Market Development Manager, Jim Bolmeyer suggests that this substance combines the best of felt and urethane—wearability with comfort underfoot—at a very low weight.

"Pneumacel is comparable to 80-oz. sponge, 50-oz.-plus rubberized hair and jute or all hair and high-density urethane in load support," he says. "However, this material is light. Eight ounces of Pneumacel offers more load support than a comparable piece of 80-oz. sponge, at five pounds per square yard."

Available in two grades (one, commercial; one, residential), the product comes with explicit installation instructions.

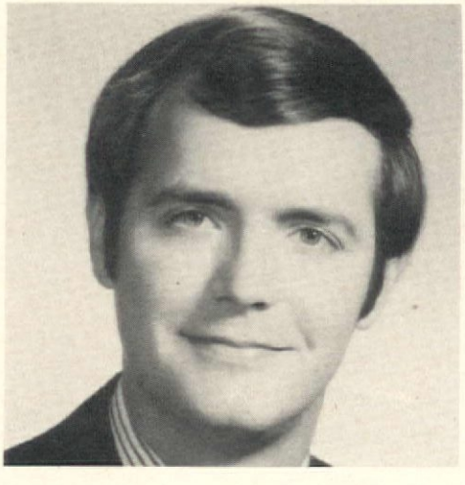
Combined advantages

Crest-Foam's Safecrest Superfoam is a urethane promoted as combining the comfort of latex, the durability of conventional urethanes, strong fire retardant properties and low smoke generation.

Karl Lens, Chairman, Board of Directors, says that Safecrest can be supplied in a variety of ILD's (Indention Load Deflection, the amount of force required to depress the cushion 25 percent and 65 percent), i.e., from 40 to 150 pounds. "No other commercial carpet cushion can give this broad range in actual comfort," he adds, "that can be engineered for the application."

Safecrest also claims superior compression set and resilience (the material's ability to recover to its original state after being subjected to sudden impact stress).

It is important to note that with ever-



Urethane foam "came into its own as cushion about three years ago," points out Bob Martinat, VP/Sales & Marketing of Research Industries.

increasing demands being put on commercial installation materials, the flammability issue is moving into the forefront. And with this realization, suppliers are paying close attention to present and possible, future requirements.

Two fire tests

Currently most fire codes require that a cushion pass two industry standards: the Pill test (DOC FF 1-70) and Hill Burton requirements, as measured by the Steiner Tunnel test.

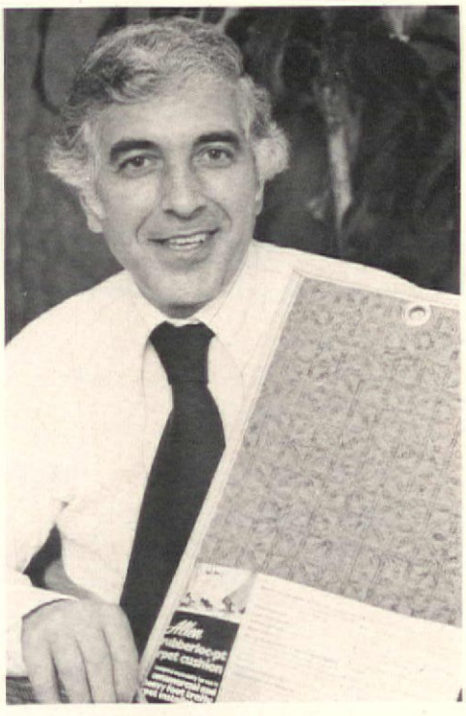
No national cushion standards

According to Barry Torrence of Carpet & Rug Institute, at the time the carpet flammability standards were released, National Bureau of Standards assessed cushioning as *not* high on the priority list in terms of degree of danger represented by the material. Thus, no "national" cushion standards have been established.

However, he says, members of the Institute who supply integral backed carpet produce both carpet and cushion to carpet flammability requirements.

In line, then, with city fire code requirements, most manufacturers supplying the contract trade offer their products treated with a fire-retardant capable of passing the two test standards.

However, suppliers state that the fire hazard has never been accruately defined: thus, industry standards become somewhat irrelevant.



"Cushion was and still is, to a degree, one part of the installation specification with which corners are cut to save a few pennies or to win a bid," says Ed Strianese of Dayco Carpet Cushion Co.

For instance, Olin's Cohen points out that even if a cushion passes each test, that in combination with carpet, i.e., installed, the two will actually burn more readily than either alone.

Thus, in relation to building codes which require the combination to pass, the only alternative becomes direct glue-down. This is one factor, he suggests, which has led to the growth of such installations.

Martinat adds that certain products, tested for fire-retardance, have then "lost" this characteristic several months after installation. It is this type of input which illustrates the complexity of the problem.

Built-in flame-retardant

As one of the more recent entries into the market, DuPont's Pneumacel is promoting its fire-retardancy characteristic. With a flame-retardant actually incorporated into the thermoplastic binder, Pneumacel claims low flame spread and smoke generation and no toxic gases.

Safecrest Superfoam is backed by documentation not for the standard industry requirements but rather for what Crestfoam claims to be the two most stringent flame tests required by the New York Port Authority—the Radiant Panel and the Vertical Flame tests.

Safecrest promotion is indicative of the position being adopted by urethane producers because of federal investigation and pronouncements concerning flammability of urethane foam—in all its many applications.

Last year FTC charged that certain plastic producers have known of "serious fire hazards" involving cellular or foamed polyurethanes and all form of polystyrene since at least 1967, but have failed to disclose "hazards" to users.

This July, the FTC tentatively accepted settlements ordering 25 companies to stop advertising as nonburning these materials used widely in building insulation and in home furnishings products.

"We even feel it is possible to reuse Omalon after a carpet has worn out," says Stan Cohen of Olin, producer of densified prime urethane cushion.

Under the consent orders, 'the companies agreed to warn past purchasers of the product, as well as other officials, and to establish and finance a $5 million research program.

Admitting the need for fire-retardant products, sources repeat that the goal is complex, since there are a large number of variables involved. In fact, one spokesman suggests that much of the commission's investigation may be based on the erroneous assumptions.

Advancing one theory, he indicates that most fatalities are not from either physical damage or toxic gases but rather, from the actual lack of oxygen resulting from the act of combustion and the production of so -called "toxic" fumes.

Regardless of the confusion, sources admit that the direction of industry standards is obvious and that companies are cognizant of the need to continue research in this area.

Cut corner and save bid

Strianese remarks that cushion was and still is, to a degree, one part of the installation specification with which corners are cut to save a few pennies or to win a bid. This fact, he says, is indicative of industry ignorance.

Bolmeyer agrees: "The specifier needs information," he says. "Many are specifying cushion based solely on past experience, not on familiarity with the entire market."

Henry Albert, President, Dayco Carpet Cushion Co., continues: "The specifier may not understand the cushion business at all. He feels it is insignificant in relation to the total job, and many times he is not even in touch with cushion suppliers, but rather, bases all decisions on advice from carpet suppliers."

Consequently, to develop both the residential and contract cushion markets and to develop brand identity as a weapon against a growing number of competitive products, suppliers are advancing high-level promotion programs to capture the buyer and justify increasing prices.

As far as the contract market is concerned, Bolmeyer says, "all hair or hair and jute maintains a reputation for performance. But in the past several years, total availability has decreased.

The industry is receptive to new products, but like the others, Bolmeyer emphasizes that performance is a must.

Strianese points out that a specification is a safeguard for the specifier, ensuring that the installed material exactly meets the requirement and that no lower grade product has been supplied via an "or equal" spec.

Real demand for cushion

The cushion story is far from finished. Continuing technology and demands for better performance and stricter standards will encourage suppliers to improve the old and generate the new. ■

MARKETING KNOW-HOW IS KEYSTONE OF WALKER/GRAD DESIGN

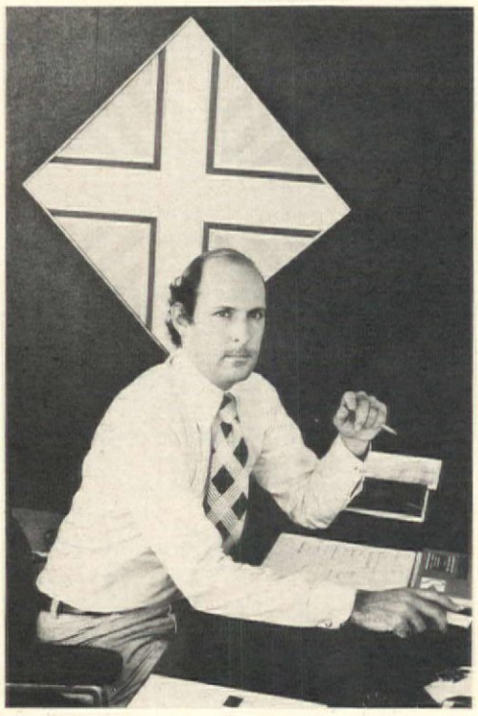
A wide variety of design disciplines, from graphics to industrial design, combine with marketing savvy to keep interior space design firm moving ahead in a soft market area

If offices without walls was a radical but successful departure for the interior space design industry, then stores without walls is not so far-fetched a concept either. At least it isn't when it is voiced by Kenneth Walker, AIA, President of Walker/Grad, Inc., incorporating members of Kenneth Walker Design Group, New York City, and The Grad Partnership, an architectural firm of Newark, N.J.

Walker runs a multi-disciplinary shop that has strong foundations built on marketing know-how, as well as talented designer input in all of the interior space and industrial design disciplines. Basic to the creative approach of his firm, which was established in 1971 and has been growing steadily despite ups and downs of the economy, is a thorough understanding not only of his company's marketing needs, but, more importantly, of his clients.

"I like being able to solve the economic as well as the esthetic problem," says the energetic Walker, who is 34 years old and minces no words about what he thinks, thus simply stating the bedrock concept upon which his firm has been growing steadily. Today, Walker/Grad Inc., does about 40 percent of its billing in corporate facilities architecture, planning, and design; about 40 percent in store planning and design; and 20 percent in industrial design and the various packaging and graphic services required by corporate marketing and advertising. Currently, the firm is involved in the planning and design of major department store complexes, in corporate facilities planning of over 700,000 square feet of space; in corporate identity programs; and in packaging and display systems.

An example of an unusual project which encompasses such disciplines as architecture, interior planning and design, graphics and industrial design is now on the boards—a prototype "reading room" concept for the Christian Science Church to be located in New York City's Rockefeller Center.



"I think that architecture is very good training for businessmen because it basically is involved with problem solving. But there are not many designers who have interest in business," says Kenneth Walker, AIA, President of Walker/Grad, Inc., New York. W/G's office (below and opposite page bottom) has a "no door" policy for immediate, no-barrier exchanges of information.

walker□grad

Art, marketing background

Such diversity in project content is understandable in perusing Walker's background. He was graduated from Brown University with degrees in art history and painting, and from Harvard Graduate Shool of Design, where he received a Masters in Architecture. He has taught architectural history at M.I.T. and Rhode Island School of Design, and art history at Harvard. He also was on the faculty of The Architectural Association of London before founding Kenneth Walker Design Group in 1967.

Thus steeped in creativity as a fine artist, a designer, and a marketing man, he approached the large and successful Grad Partnership in 1971 and proposed that they unite their services to more fully meet the changing needs of corporate, retail, government, and institutional clients for all types of design services.

Walker's combination of architectural and art training and marketing skills, which was garnered in his association with students and faculty at the Harvard Business School, made for a unique approach to clients whose requirements might range from new corporate headquarters to packaging and merchandising aids.

Threaded throughout a description of this design firm is Walker's strong identification with the businessman, his grasp of economics,

and his propensity to grapple with marketing problems. "I always start off with potential clients by assuming that they know about us or they would not be here," says Walker, "so we concern ourselves immediately with their problems.

"At Harvard, I was instrumental in getting the Business School students to come over to the Design School." Walker points out that in this group of his contemporaries were men who soon would go out and be in a position to hire design firms, yet they did not know what design was all about.

"They were making decisions that had an economic impact or would have when they left the school.

"I think that architecture is very good training for businessmen, because it is basically involved with problem solving. But there are not many designers who have a great interest in business."

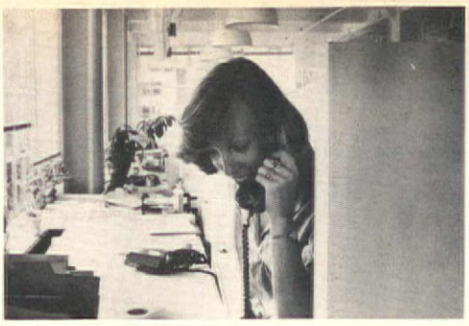
Helps shape shell

Because of Walker/Grad's involvement with a large architectural firm that provides engineering and planning services to clients, the interior design firm's influence often helps to shape the shell. Grad's talents are blended with interior designers, planners, graphic designers, and other professionals that form a large pool of multi-disciplined talent. The result, Walker points out, is often a building that more nearly meets the needs of the interior office users than is usually the practice where architecture is the first consideration and planning secondary.

"This is especially valuable," says Walker, "where new theories of interior layout of corporate offices provide a wider degree of options, from open plan to conventional; whether the project involves a new building designed around the interior concept, or the adaptation of space in existing high-rise buildings.

Construction savings also can be achieved when services are inter-related and coordinated, enabling specialists to interact freely with each other, because they operate under one roof in proximity to one another."

Projects are managed by a director/designer team, under Walker's supervision, which remains with the assignment until it is completed. Currently, the firm has more than 150 specialists available to it in design, planning, and architecture. In the Walker/Grad structure, architectural specialists include Partners Bernard J. Grad, FAIA; Howard Grad, PE, FASCE; David Dibner, Harry B. Mahler, and Kenneth D. Wheeler, all FAIA. The Grad Partnership, founded in 1907, has been heavily involved in the design of corporate headquarters and other office facilities for such major U.S. corporations as AT&T, Prudential Insurance Co., Nabisco, Mercedes Benz of North America, and New York Life.

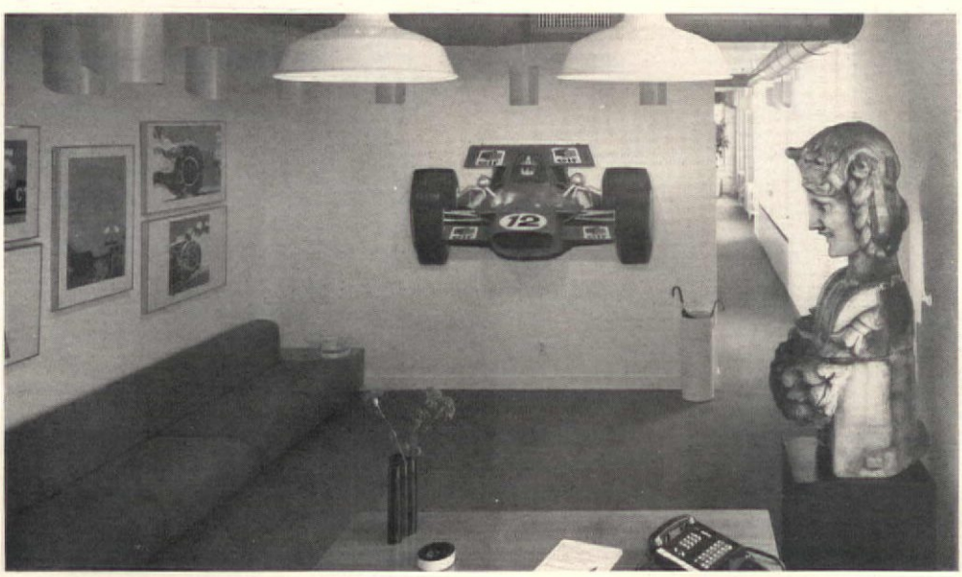


Nancy Klasen (upper left photo), Project Designer, is a specialist in open planning: "We're doing more open plan, but it's still a struggle to get the client to accept the square footage necessary for quality. The key is finding a manufacturer with a panel-hung system that works. New systems are now offering greater variety, but —"

Saul Scheveloff, Project Coordinator, and Paul Nunez, Director of Store Planning (upper right). Nunez, from Argentina, likes working with W/G's young designers: "Young people that haven't been exposed to store design have a fresh approach. They are more likely to arrive at new solutions; their design is cleaner, lighter, less commercial."

Irena Ustjanowski and Lauder Bowden (lower left photo), Project Designers, are graphics specialists. Comments Bowden: "The Helvetica scare is over, and we're going to see more that is fanciful. Right now, nostalgia is a big influence."

William Mattison, Project Director, Mark Kates, Project Manager, Dorothy Schuster, Project Designer (lower right). "The acceptance of open plan," says Mattison, "is stronger outside of New York City. Yet because of the current economic situation, there's a growing interest in landscaping generally."



An ear to student creativity

Especially because the firm is relatively young in a relatively young field, Walker is particularly concerned about personnel. "Part of the reason the many firms rely on formulas," he explains, "is that they cannot maintain personnel, and, if you build up an inventory of design, it becomes somewhat independent of the designers. We are too young to do this, but we are aware of it. Right now, I know that the schools know us very well and we get a lot of input from them. We know that this atmosphere is conducive to good design, in that it stimulates the kind of creativity one can achieve in a design school environment. At the same time, there are enough experienced people here to direct these creative efforts into functional and economic solutions, so that the client can benefit from the youthful creativity without being penalized."

Walker's concern with staff was expressed recently in the criteria established for the new Walker/Grad offices, located in a remodeled commercial building near the United Nations. The bright and cheerful atmosphere, outside landscaped terraces, adjacency to a park, and such other amenities as a shower and full size kitchen, were some of the considerations that dicated both the choice of space, more than double that of the previous office, and the open plan design. The latter allows for extreme flexibility, openness, and a light, bright, cheery feeling throughout. The arrangement

walker/grad

Stores due for new ideas

also allows Walker, who occupies one end of the 10,000-square-foot area, to listen with one ear to what is going on and keep in constant contact with the movement of the staff. Rather than a 'big brother' effect, it is more like family, according to Walker.

Multi-disciplinary commitment

The firm is firmly committed to the multi-disciplinary approach to design. It has been so successful for Walker that, in his view, it is the approach that a lot of firms will be trying to imitate five years hence.

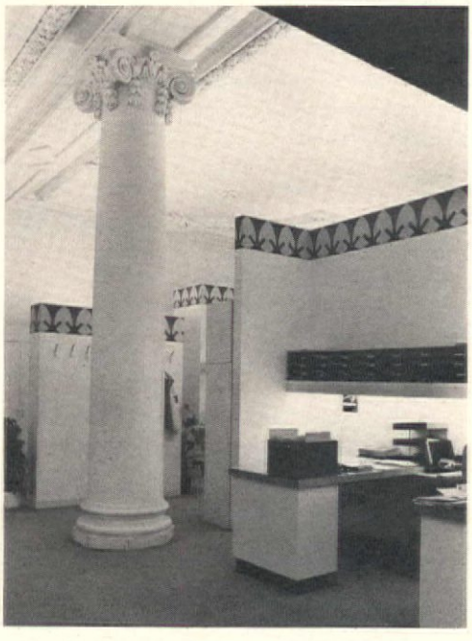
"Especially if the economy undergoes the cycles that it has been going through now," he says, "where the specialists do very well in an up market and get bombed in hard times, when there is no other discipline they can offer. I think that we will have proved that the multi-disciplinary approach can work, if we don't bite off more than we can chew.

"And, we are not all things to all people. I don't see us as being a firm that has hundreds of people. I do see us as being a size that is controllable in terms of quality. And also in terms of whom we work with and whom we work for."

Walker, who prefers to work with a strong individual as a client, rather than a committee, says that "any designer works best if he is interfacing with a strong individual." He will accept all kinds and sizes of projects if "...the project is a challenge to us and benefits the client."

Complete programs for a client have included the development of corporate identification, packaging, merchandising aids, and

Walker/Grad's design/merchandising expertise is effectively demonstrated in several Burdine's department stores. Homeworks, shown (above) in Burdine's Orlando, is a prototype that will be used in other Burdine's stores. This area has its own packaging (right). Burdine's Dadeland in Miami (immediately below) uses bright materials and adjustable spotlights to create enticing merchandising appeal in the Depot sales area. For the same store, W/G created a "meeting place" —an electronic clock with a bright "dancing orange." Architectural use of graphics, also at Burdine's Dadeland store in Miami, handsomely serves signage needs.



Ogilvy Mather's offices are a compatible mix of open plan (immediately above) and conventional offices (topmost) to meet the different requirements for privacy of creative and administrative personnel in this New York advertising agency.

For the Greek Line, Walker/Grad created a graphic program. These examples announce a series of cruises on luxury liners.

The original egg-and-dart plasterwork of the remodeled loft offices of Robert Lewis (right and below right) was not only preserved but also accented with a contemporary graphic cornice along the tops of partitioning. To preserve the original ceiling, ductwork was exposed and treated as a sculptural element.

A simple redesign of the facades of Henri Bendel (below) on New York's famed 57th Street, accents architectural features with ten different colors, capitalizing on the architectural integrity of the existing buildings and taking advantage of the architectural ornamentation in a slightly whimsical fashion.

displays. Interior jobs, from educational facilities to government installations, can range in size from 4,000 sq. ft. to 400,000 sq. ft., according to Walker.

Critical path scheduling is used to monitor the several disciplines involved in any job, as well as to control budgets and costs.

In regard to store planning, which is a major area of concern for the firm, Walker predicts "that what we are going to be doing in stores in the next few years will be very much of a major breakthrough. Right now stores are in their infancy in terms of design." Comparing the state of the art to that of office furniture, Walker sees how the concepts developed for space planning that feature sophisticated office systems are going to be applied to store design.

First stages of revolution

"The ability to grow and change within the office environment is very important. We once thought of offices as being static, with lots of cubby holes," Walker says. "This changed because it was full of waste. But this is a 20 year revolution and we are just in the first stages of it. Right now, stores spend a lot of money just building stage sets, which is not invalid as an idea, because a store is something like the theater. You go there to be entertained. But the costs of interior construction in stores is getting to be out of sight. So we want to create an environment that has the ability to grow, change, provide an image, and find a handle to profitability."

Store without walls?

Walker goes on to point out that he would like to develop a store without walls that would really work. "There have been a few attempts at it," he says, "but few of them have been well done or done with any economy. The idea, however, is right. This is going to be an expensive concept to develop, just as the first office furniture system was expensive, but it will have to be done.

"Stores say that they are flexible today, but what they mean is that they have a lot of fixtures inside them. Fixtures, however, are still a cottage industry. What is needed is a system that offers real flexibility, so that what the store buyer needs he can get cheaply and quickly.

"Another influence on store design will be the current emphasis on consumerism. If the consumer becomes more aware of what she or he is buying, design in the store will be less important. Stores will not be selling $300 dresses out of fake Louis XV salons. They will be able to present things more simply and directly and get their effects through lighting, graphics, and good space planning."

Goals considered too

Graphic design services of the firm include corporate identification and signage programs, packaging, and environmental graphics. Walker's strong marketing orientation has from the beginning tended to relate all of a client's graphic requirements to advertising and promotion, as well as to corporate policies and goals.

walker/grad

Signage controls traffic

A project may include name research and development, design of graphic symbols, and typefaces; investigation of physical packaging options; and development of a graphic standards manual to help the client control application and relate the design to his printing resources. The company frequently is asked to provide marketing and positioning of new products.

Part of the job often involves evaluation of in-store display conditions, in order to relate packaging not only to the manufacturer's image and marketing strategy, but also to the reality of the selling environment. The use of environmental graphics in defining space originates in this department, working in conjunction with interior designers.

Deliveries get worse

Walker/Grad also involves itself in industrial design assignments, which often arise out of special needs seen in the course of interior design or store planning projects. Thus special furniture, accessories, or fixtures may be required by either the corporate or the retail client.

Typical assignments have included development of signage for store traffic control, design of a total display system and environment for a major manufacturer of fibers, executive furniture, lighting fixtures, and display fixtures in conjunction with a packaging program.

One of the major problems that Walker perceives on the interior design horizon is the increasing difficulty of controlling furniture deliveries.

"A friend of mine," he says, "a designer on the West Coast, has established his own network of dealerships to circumvent the increasingly unreliable service of manufacturers. Some are moving away from national account and going back to dealerships. Deliveries are going to have to improve and some of the practices eliminated. Some manufacturers have a habit of putting prototypes in the showroom and taking orders on them before committing themselves to production. We make our commitment to the client, but the manufacturer, if he does not get enough orders, will drop the line.

"Right now, every manufacturer has some sort of modular unitized system on the market. But, unless I can get a commitment from him for five-year production runs, written in blood, I won't specify it. I can't recommend it to a client, who will be going into a multi-million dollar commitment, if it is not going to be available in five years. All of this is simply experimenting at the expense of the designer and his client."

Softness is opportunity

Walker, whose firm has done over 800,000 square feet of office space since 1971, feels that New York is going to represent an "interesting turn-around" in the next two years. There will be a lot of companies, he thinks, that will be able to negotiate more favorable leases than heretofore. As a result, many that may have been planning to move out of the city will not do so. Instead, they will enlarge existing facilities or seek new space in conventional office buildings.

For Walker/Grad, the softness of the New York market is viewed as an opportunity—a traditional outlook for market-oriented companies. ■

Walker/Grad, Inc., incorporates members of Kenneth Walker Design Group, New York, and The Grad Partnership, an architectural firm of Newark, N.J. The Grad Partnership —one of the partners, David Dibner, is pictured above—was the architect for Prudential Insurance Co.'s new computer facilities building in Roseland, N.J.; Walker/Grad just completed the 160,000 sq. ft. of its interior spaces (top).

The versatility of Walker/Grad's sphere of design is shown in the graphics program for Burdine's (below) and packaging for J.P. Stevens' Spirit pantyhose (bottom). The packages are color-coded to assist in self-selection by customers.

IBD

Institute of Business Designers 1974 product design competition award winners

Case Goods
First Prize Winner: Stow/Davis (p. 101)*
Second Prize Winner: GF Business Equipment (p. 96-97)*

Special Equipment
First Prize Winner: JG Furniture Co. Inc.
Second Prize Winner: McClure Furniture Industries

Chairs
First Prize Winner: John Stuart International (p. 93)*
Second Prize Winner: Herman Miller

Lounge Furniture
First Prize Winner: Herman Miller
Second Prize Winner: Atelier International (p. 98)*

Special Seating
First Prize Winner: Krueger (p. 99)*
Second Prize Winner: Fritz Hansen Inc. (p. 95)*

Fabrics
First Prize Winner: Isabel Scott Fabrics Corp. (p. 99)*
Second Prize Winner: Eurotex (p. 94)*

Accessories
First Prize Winner: Greg Copeland Inc.
No Second Prize Awarded

Lighting
First Prize Winner: Knoll International
Second Prize Winner: Tsao Designs

Wall Coverings
First Prize Winner: Mitchel/Mann
Second Prize Winner: General Tire & Rubber Co. (p. 100)*

Floor Coverings
First Prize Winner: Milliken (p. 92)*
Second Prize Winner: Derache Constant

*See ad in this special IBD Awards section.

IBD Product Design Competition Awards

SYSTEMS SCORE IN IBD PRODUCT COMPETITION

Both low- and high-end products are winners of Institute of Business Designers Product Design Competition

A Stow/Davis desk and credenza designed by M. F. Harty and carrying list prices of $8,500 and $7,700 respectively, and a relatively low-priced Knoll Crylicord lighting line by Peter Hamburger typified the price spread of winners of the 1974 Institute of Business Designers Product Design Competition. Prizes were presented to the winners at a dinner held in New York's Plaza Hotel, October 18.

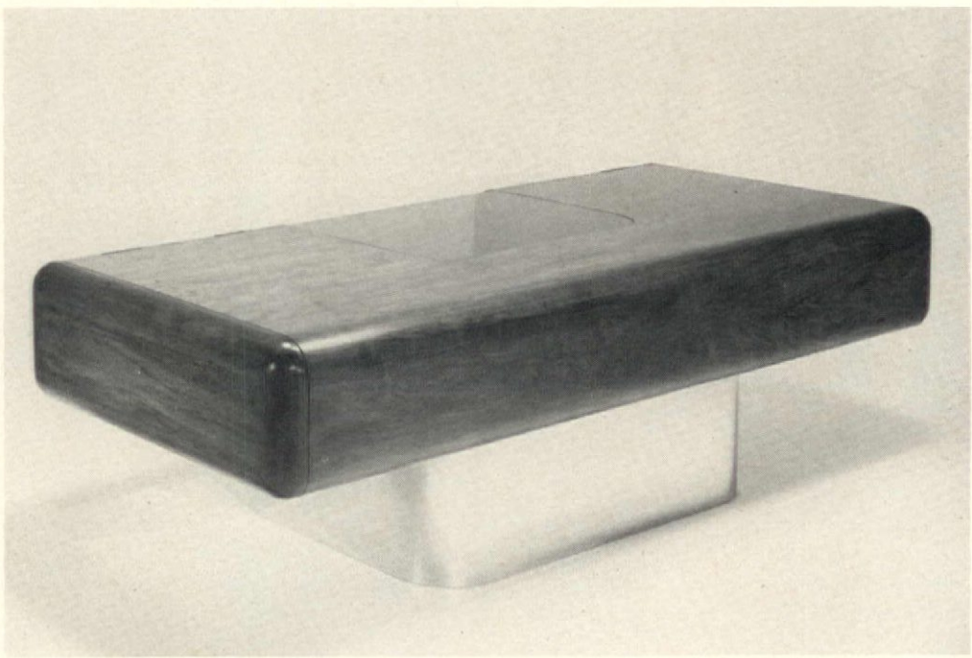
According to Charles S. Gelber, President Emeritus of IBD, who served as Chairman of the 1974 Competition, this year's contest produced entries from 112 manufacturers. Judges agreed that most of the ten categories were replete with excellent new designs destined to win the acclaim of contract designers/specifiers.

Judges of the competition were: Regina Baraban, Editor, The Designer Magazine; Len Corlin, Editor/Co-Publisher, CONTRACT; Sherman Emery, Editor, Interior Design; Olga Gueft, Editorial Director, Interiors; Geri Hanna, Editor, Office World News; William M. Hogan, Editor, The Office; Neil Loynachan, Geyer's Dealer Topics; and Richard Planck, Modern Office Procedures. ■

CASE GOODS

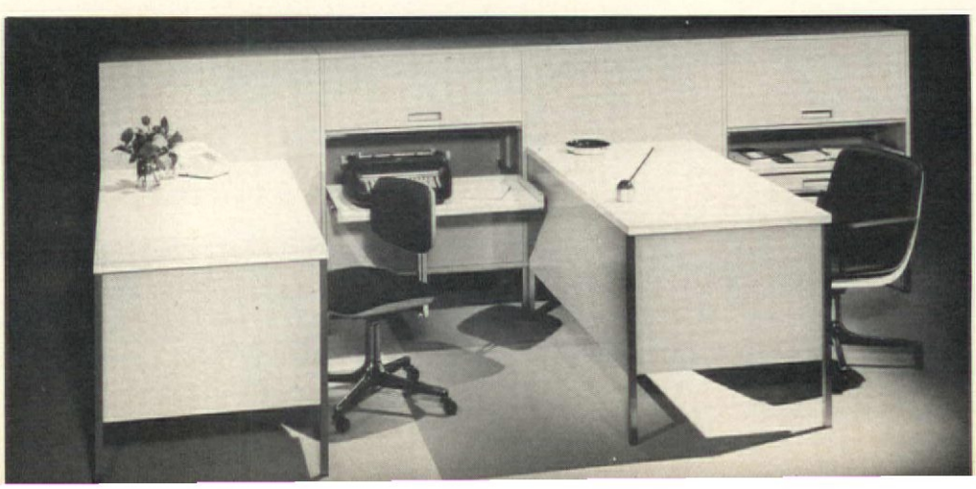
First Prize: Stow/Davis
Product: Harty Desk
Designer: M. F. Harty

French walnut veneer and stainless steel base combine with solar bronze glass in furniture of unusual quality, in simple, modern lines. Circle No. 257.



Second Prize: GF Business Eqpt., Inc.
Product: GF Quantum System
Designer: GF Design Staff

Suitable for traditional or open-plan design, this system forms complete workstation, wall system, or storage bank. It is also designed to be compatible with GF's ESP line, for added design versatility. Circle No. 258.



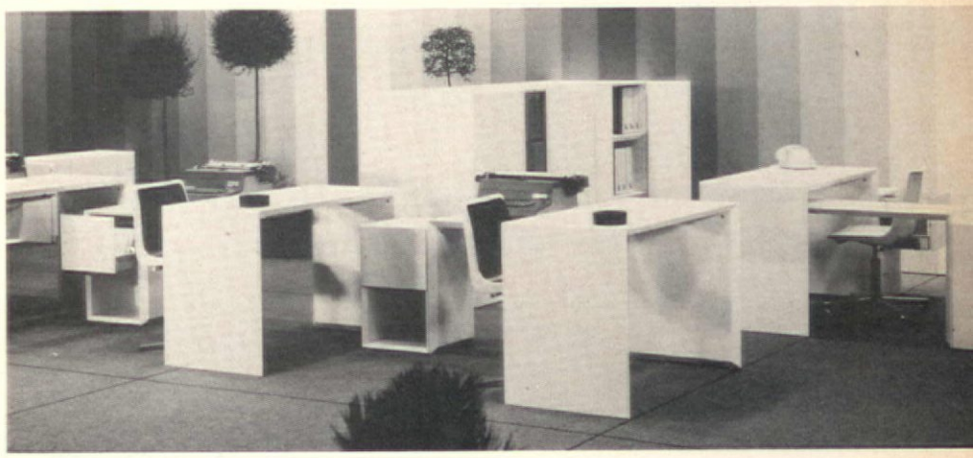
SPECIAL EQUIPMENT

First Prize: JG Furniture Co., Inc.
Product: Illuminated Open Planning
Designer: Interspace Inc., John Nance

Workstation combines work surface, storage files, and total office lighting in one compact space. Mirror-polished stainless steel and rift oak panels are materials used in the illuminate open plan unit. Circle No. 259.

Second Prize: McClure Furniture
Product: Metrix System
Designers: Gino Valle, Herbert Ohl

Metrix combines desks, filing cabinets, shelving, all assembled from basic components, to solve a variety of office needs. As requirements change, interchangeable elements can be altered to provide up-to-the-minute efficiency. Circle No. 260.



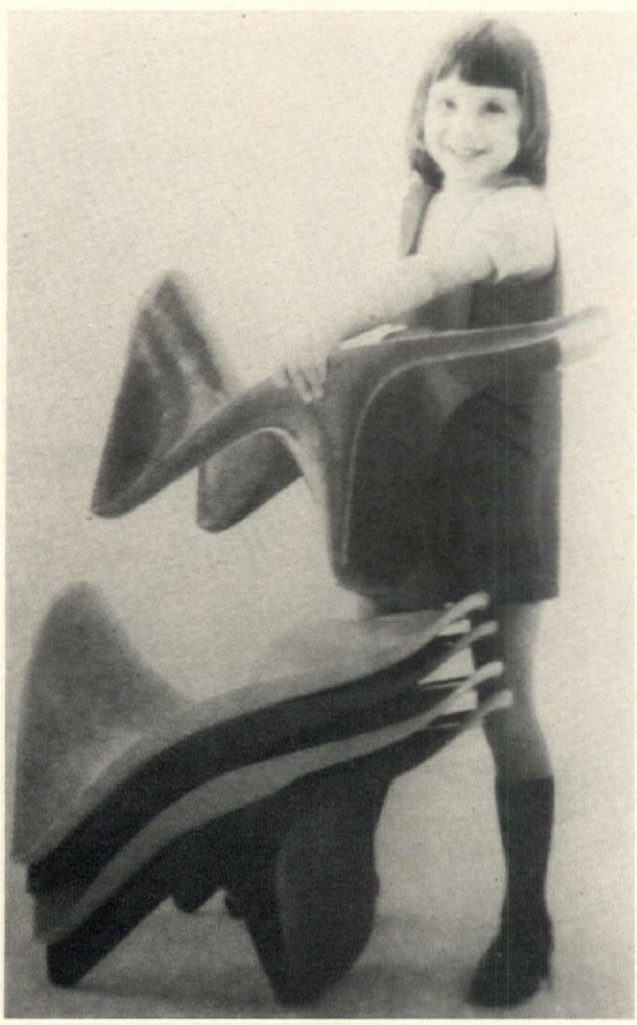
CHAIRS

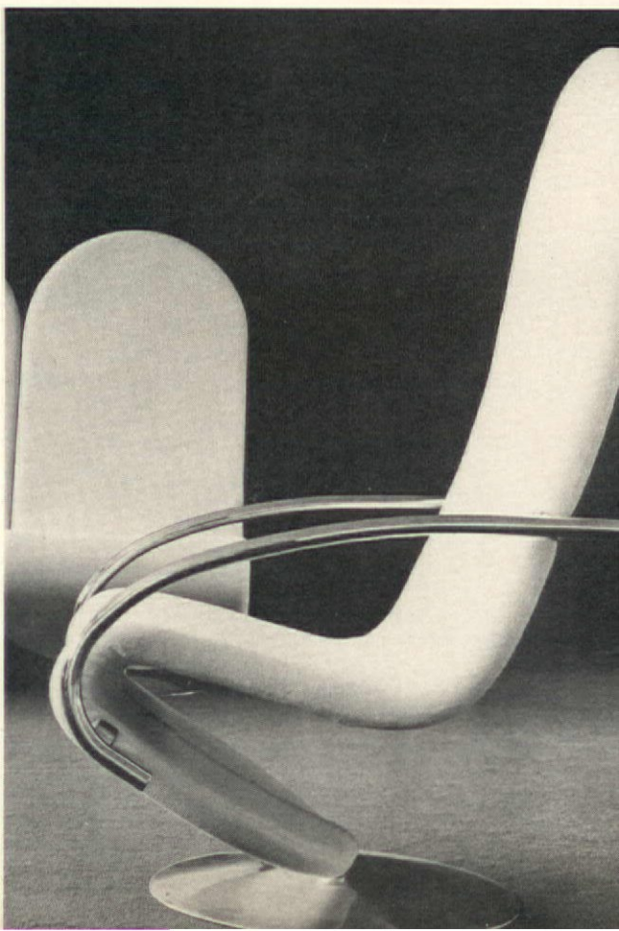
First Prize: John Stuart Int'l.
Product: Comprehensive Seating
Designer: William Sklaroff

Part of a total seating line (right) Pedestal Arm Chair features precision-bent steel tubing in curvilinear design. The series of ten chairs includes three fully upholstered desk chairs and seven related chairs. Circle No. 261.

Second Prize: Herman Miller
Product: Wilkes Seating
Designer: Ray Wilkes

Wilkes soft seating boasts choice of pod, four-point, and sled bases with optional pneumatic lifts (above). Circle No. 262.





SPECIAL SEATING

First Prize: Krueger
Product: Casalino
Licensor: Casala-Werle, Carl Sasse K.G.

Casaline chairs provide safe environment for children. Molded of Lunar S super-strong thermo-plastic, the units nest, and carry a two-year guarantee against breakage. Circle No. 265.

Second Prize: Fritz Hansen Inc.
Product: Chair System
Designer: Verner Panton

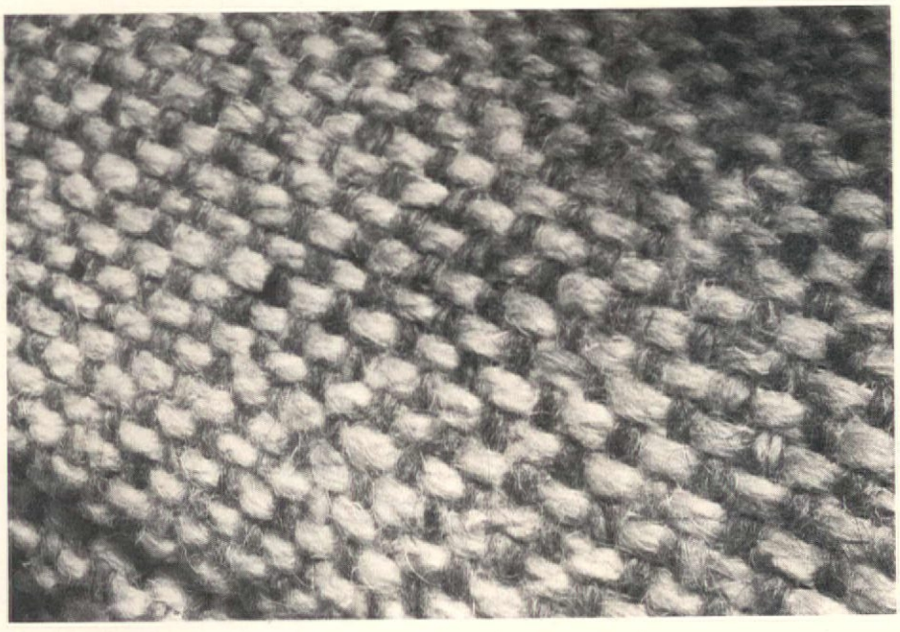
This chair system features selection of four different seat heights from dining to lounge height, and four different upholstery treatments. Upholstery is removable for cleaning. Circle No. 266.

First Prize: Herman Miller
Product: Chadwick Modular Seating
Designer: Don Chadwick

"Outside" and "inside" wedge modules, linked by fastener-less connectors, form Herman Miller's sinuous Chadwick seating. It can also be arranged in a straight line and broken down into sofas or individual chairs. Circle No. 263.

Second Prize: Atelier International
Product: Erasmo
Designer: Tobia Scarpa

This large-scale lounge seating system can take on unlimited rectangular configurations, using basic armless unit and units with one or two arms attached. Circle No. 264.



FABRICS

First Prize: Isabel Scott Fabrics
Product: Super Flower, Fugie Print Collection
Designer: Awatsuji Hiroshi

Fujie collection contains eight bold patterns, hand-printed on 100 percent cotton, washable and dry-cleanable with a print width of approximately 47 inches. Patterns are designed to extend the full width of the fabric, creating possibilities for instant conversion to banners, wall panels, bedspreads, and super pillows. Circle No. 267.

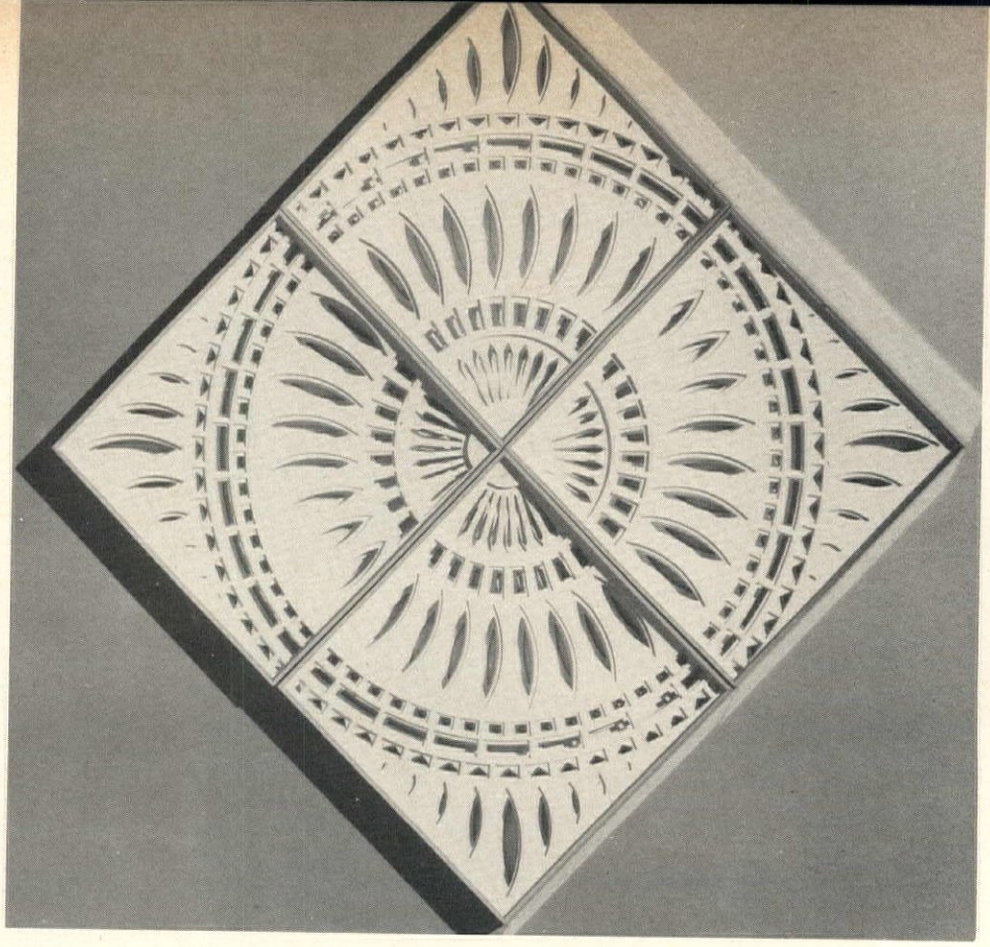
Second Prize: Eurotex
Product: Tibet, 100% Berber-wool upholstery
Designer: M. Joliet

Made of 100 percent Berber wool, Tibet is available in eight natural colors, and 50-inch width. Total weight is 30 oz. per lin. yard, and upholstery fabric is mothproofed. Circle No. 268

IBD Product Design Competition Awards

IBD

Product
Design
Competition
Awards

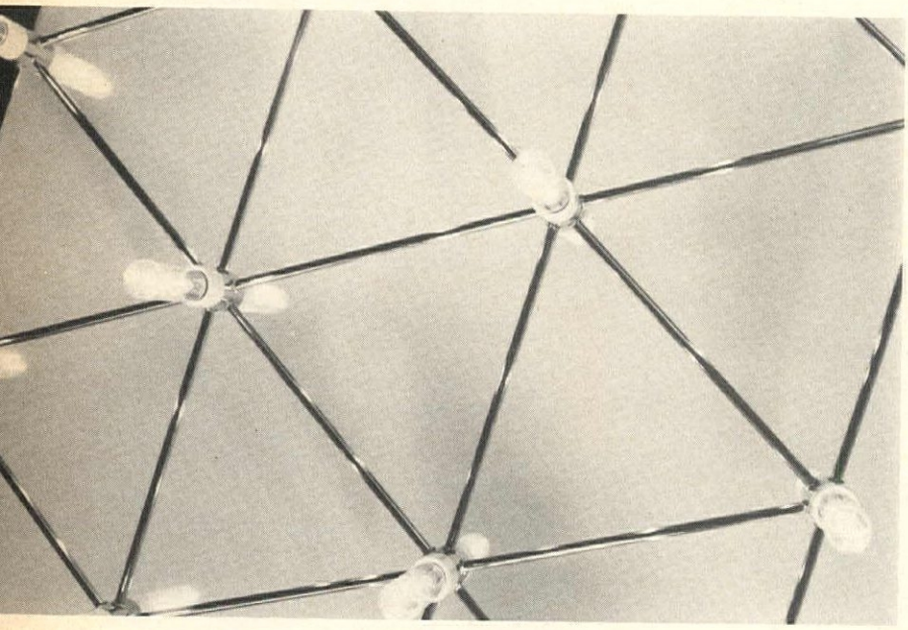


ACCESSORIES

First Prize: Greg Copeland, Inc.
Product: Gothic Spectrum Paper Cut-Outs
Designer: Greg Copeland

Quartet of chrome-framed vellum paper cut-outs form accessory which is both contemporary and eclectic. Each cut-out is 18-inches square. Circle No. 269.

No Second Prize Awarded



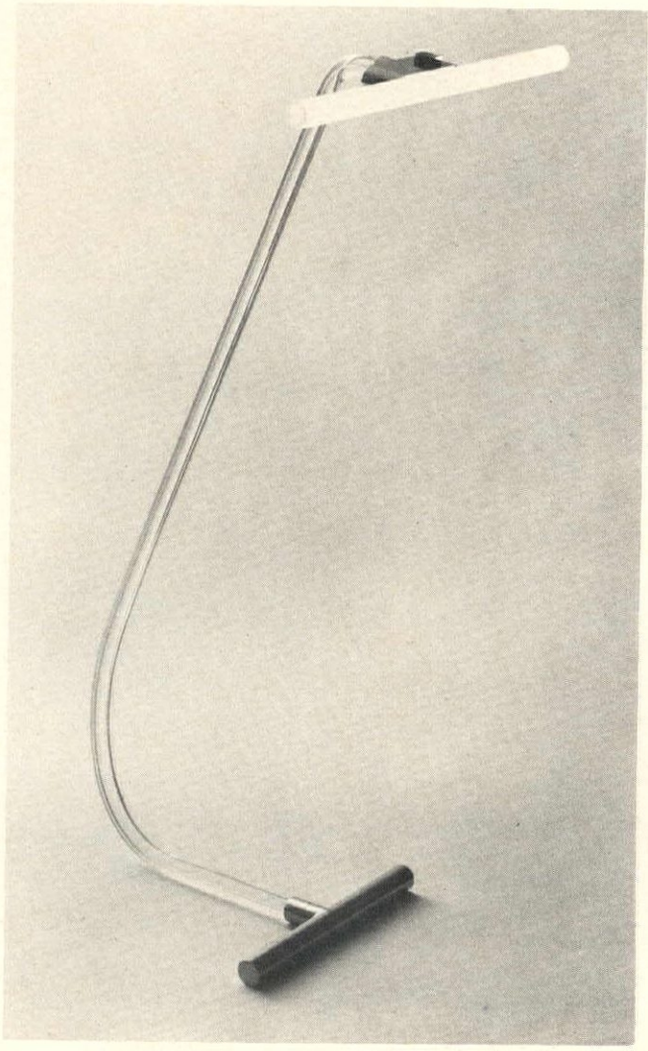
LIGHTING

First Prize: Knoll International
Product: Crylicord Lighting
Designer: Peter Hamburger

Crylicord Lighting (right), for both residential and contract use, is of clear acrylic tubing. The low-cost line consists of three floor lamps, two desk lamps, and a wall bracket-fixture. Circle No. 270.

Second Prize: Tsao Designs
Product: System II Lighting
Designer: John Gardner

Tsao's System Lighting composes custom sculptural lighting effects from a series of components—globes, cylinders, basic grid system. Circle No. 271.



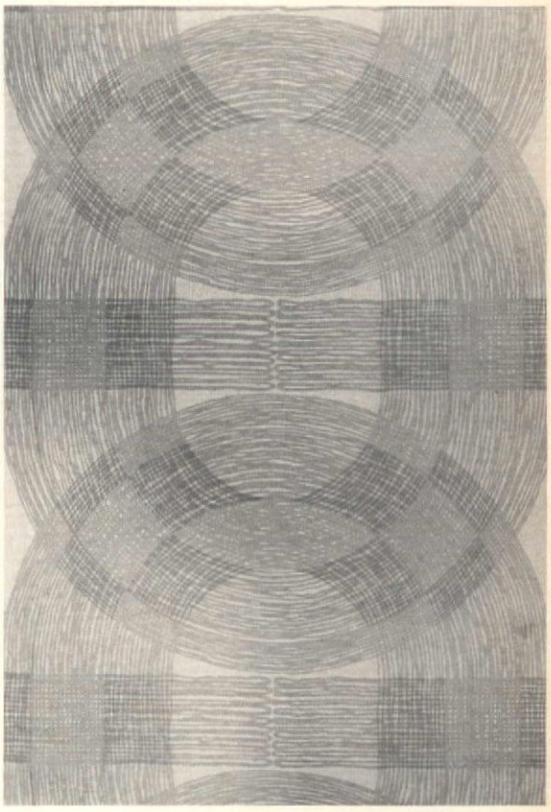
WALLCOVERINGS

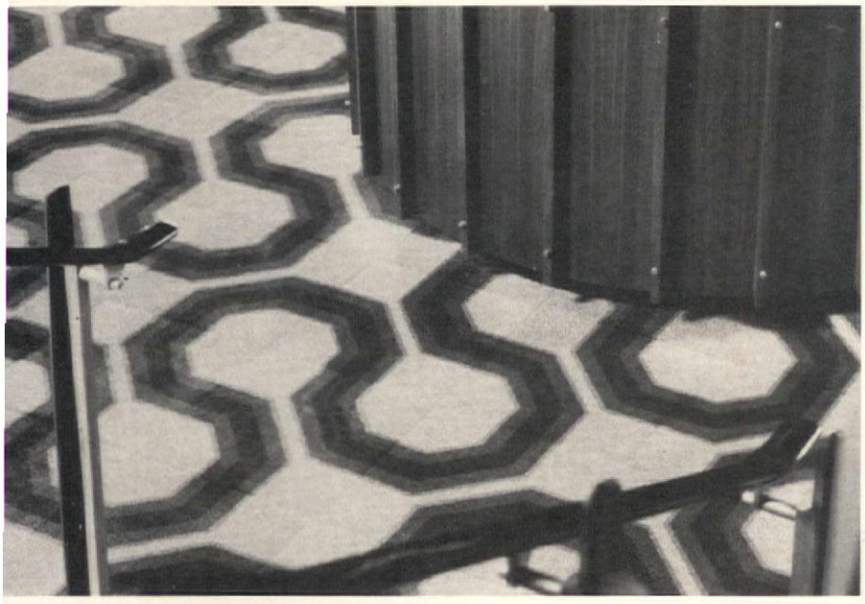
First Prize: Mitchell/Mann
Product: The Vintage Process
Designer: Bob Mitchell

This prize-winning wallcovering is a photo-mural transferred onto burlap, creating a textured surface in key with ancient masterpieces. Circle No. 272.

Second Prize: General Tire & Rubber
Product: Hula Vinyl Wallcovering
Designer: Wallace Michael

Vinyl wallcovering has the feel of a contemporary super-graphic, is available in yellow, orange, rust, and beige. Textured surface adds dimension and design potential to the piece. Circle No. 273.





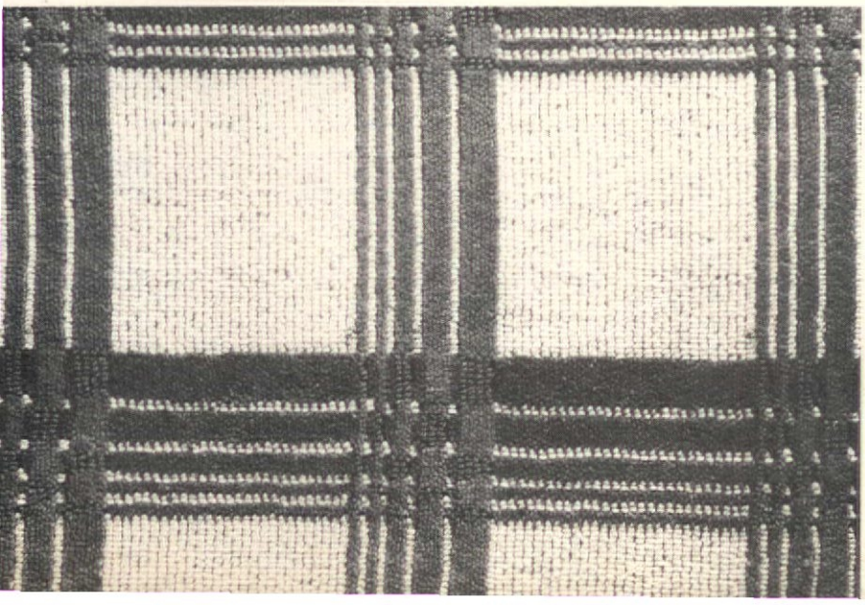
FLOOR COVERINGS

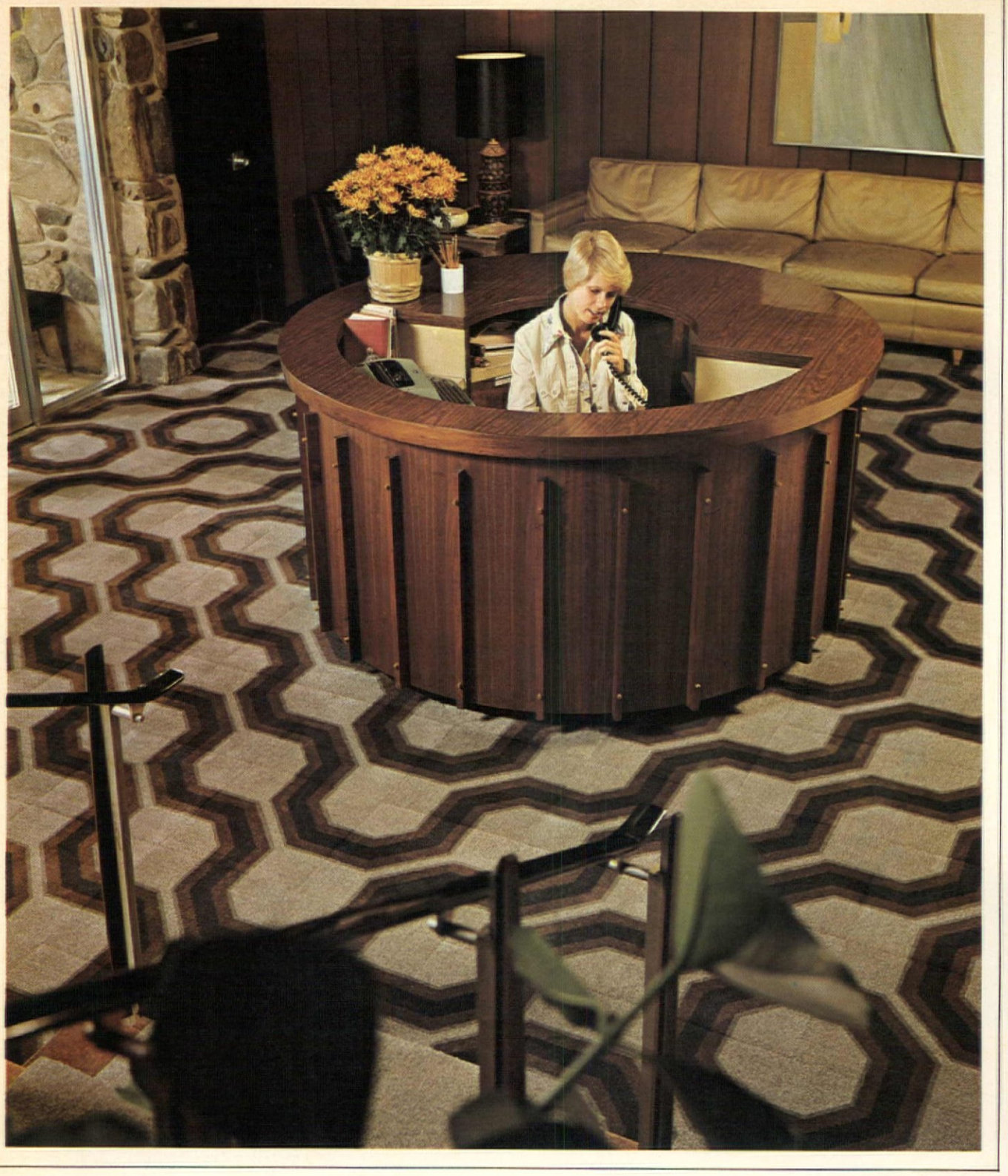
First Prize: Milliken
Product: Flexagon Carpet Tile
Designers: Daniel C. Stark,
David Oakey,
Dr. William Stewart

Carpet squares are crafted of nylon for durability, and printed in easily-arranged geometric pattern. Each tile is 18-inches square. Circle No. 274

Second Prize: Durache Constant
Product: Galin Plaid II
Designer: D. Bruce Rabbino, IBD

Pure wool carpet is available in four colorways (gray, brown, burgundy, and blue) and also custom-order. Ground color is executed in loop stitch; ribbons of color forming the plaid are in raised cut pile. Circle No. 275.





Milliken's **Flexagon** Carpet Tiles awarded **IBD** First Prize for Floor Coverings.

Once again, for the second year in a row, a major award of the prestigious Institute of Business Designers has been won by Milliken. The product honored is Flexagon, a new geometric design in Milliken's MILSTAR® Custom Squares, free-lay tiles with pile of 100% Antron® nylon. Flexagon is so versatile that, for the first time ever, an almost infinite multiplicity of patterns is provided by a single design.

Cited by the IBD for their design achievement were Daniel C. Stark, Milliken's Director of Styling and Design, and David Oakey, Designer. The award-winning design is one of a number of remarkable new patterns made possible by the revolutionary Millitron™ Computer Injection Dyeing development from Milliken Research, America's largest textile research and development organization.

If it's in the future of carpets, chances are it will come from

MILLIKEN

Floor Covering Business,
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Comprehensive Seating

John Stuart International

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Ten correlated chairs planned to serve each need at each management level.

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Nat-u-ral / 'nach-(e-)ral / *adj*
1: based on an inherent sense of right and wrong **2:** being in accordance with or determined by nature **3:** living in or as if in a state of nature untouched by the influences of civilization or society **4a:** closely resembling an original: true to nature **b:** marked by easy simplicity and freedom from artificiality, affectation or restraint

Webster's New Collegiate Dictionary

1. SWOOL, casement fabric in 3 shades of natural; 2. TIBET, nubby new upholstery fabric in 8 colors; 3. TWO ELEVEN, elegant wool wallcovering in 5 colors; 4. ONE ELEVEN. Two Eleven's big strong brother; 5. ATLAS, rugged, but moderately priced, new Berberwool carpet.

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PURE WOOL PILE®

Circle No. 48 on reader service card.

1972: Berberwool carpet wins IBD Award
1973: Berberwool wallcoverings win Resource Council Award
1974: Berberwool carpets win AID/NSID Award
1974: Berberwool upholstery fabric wins IBD Award

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Consider attractive, aes
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filing, wardrobes and storag
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Office Furniture Systems
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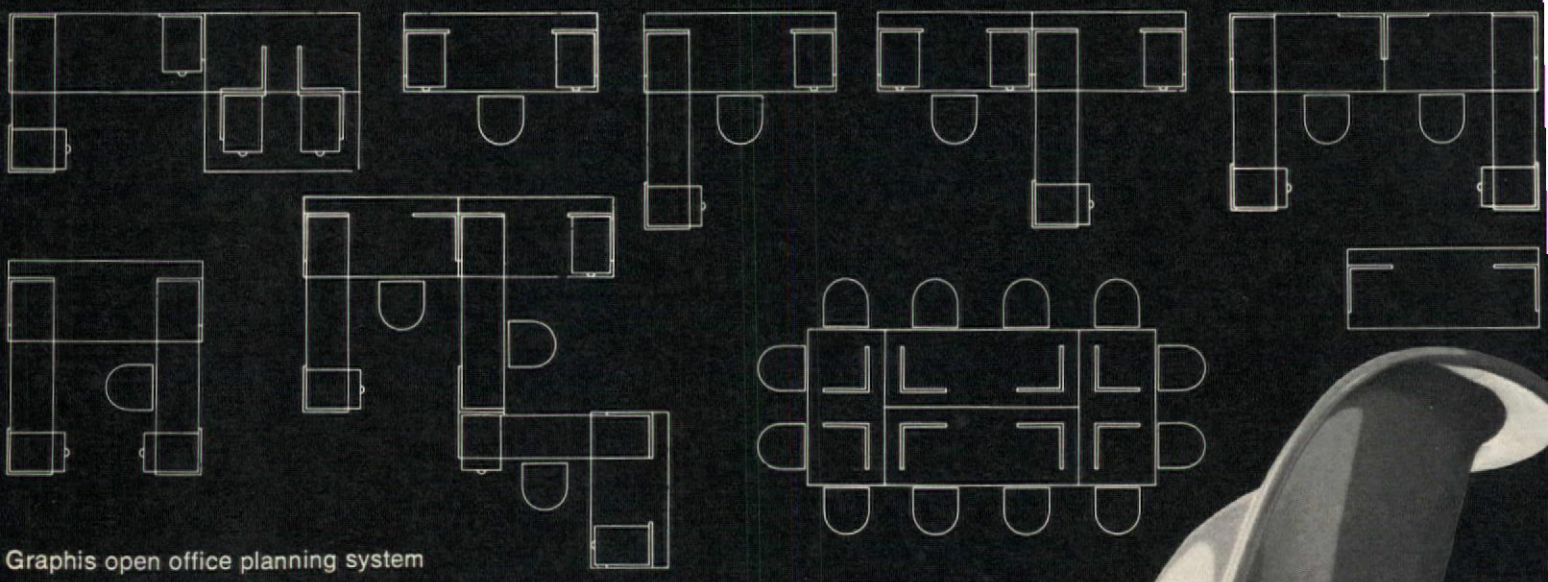
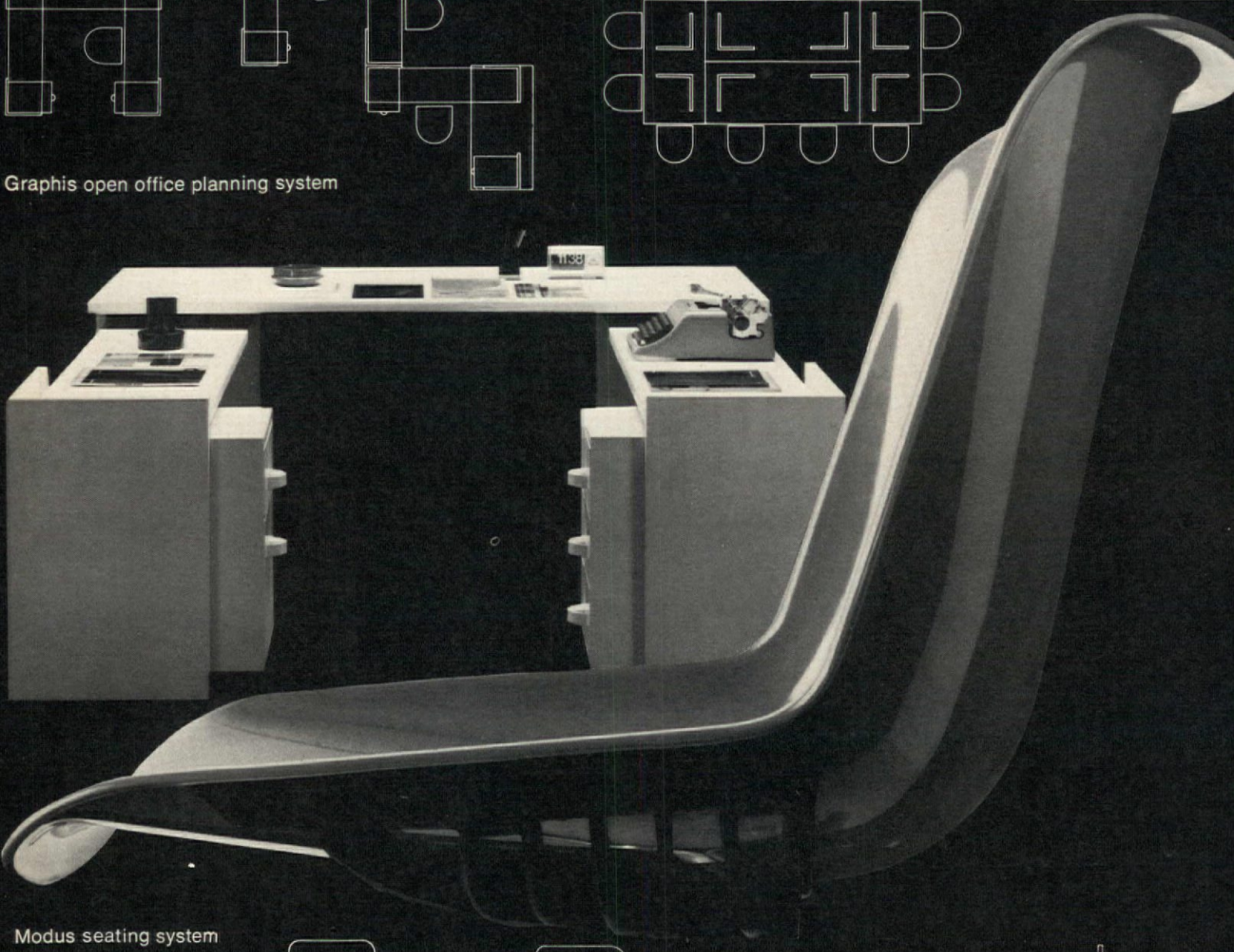
Circle No. 49 on reader service card.

The option play.

Tecno Collection Inc., introduces a beautiful way to meet the challenge of open office planning.



Graphis open office planning system



Modus seating system

The capacity of a system to solve any number of open office planning problems in an infinite number of ways is not only clever, it's beautiful as well. And that's the idea behind the Tecno Collection option play. The Graphis and Modus systems work beautifully together in hundreds of configuration options affording you a combination of great new designs and ultimate flexibility.

For product information on Graphis, Modus and the complete Tecno collection, write: Tecno Collection Inc., Dept. T, 595 Madison Ave., New York, New York 10022 or phone (212) 421-4840. Additional showrooms: Boston, Dallas and Miami. Sales offices: Atlanta, Dayton, Denver, Houston, Philadelphia, San Juan, St. Paul, Seattle and Washington, D.C.

Tecno Collection Inc.

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Circle No. 54 on reader service card

IBD 1974 first place award for special seating

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Circle No. 51 on reader service card

Isabel Scott Fabrics

A complimentary color poster of the award winning Fujie Collection in 21 fabrics is available upon request.

First Prize – Fabrics
IBD Contract Design Award

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Circle No. 52 on reader service card

Wallace Michael, desig

IBD award winner HULA from the FASHON® ORIGINALS II COLLECTION

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fashon® and genon® vinyl fabric wall covering from GENERAL TIRE®

Circle No. 53 on reader service card.

Desk.

Designed by M. F. Harty for StowlDavis. French walnut veneer, stainless steel base, solar bronze glass work surface. The Harty Collection also includes a credenza, executive chair, and modular lounge seating. Brochure available. StowlDavis, New York, Chicago, Los Angeles, Grand Rapids.

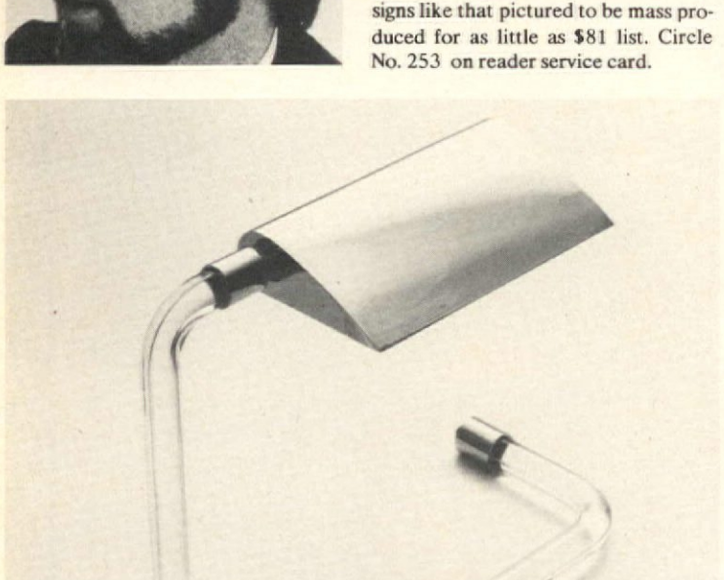
SD

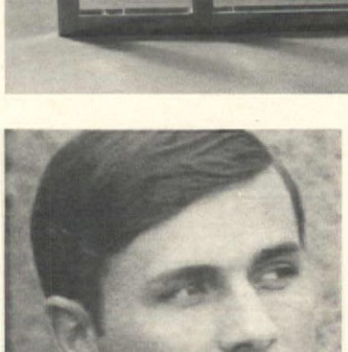
STOWIDAVIS

Circle No. 59 on reader service card.

ACRYLICS FUSE FORM AND FUNCTION

For designer Peter Hamburger, acrylics afford a means of changing traditional lamp design into a "light unit combining structure and function in a single form." His Crylicord Collection—available from Knoll International—uses patented clear acrylic tubing which hides unsightly wires, doubles as a functional element. The inexpensive lamp series requires little hand labor, allowing designs like that pictured to be mass produced for as little as $81 list. Circle No. 253 on reader service card.





Lucite is the best loved medium (at the present) of designer Charles Jones. Forming joints without screws and bolts, Jones melds acrylics with metals, fuses the two through quick room temperature changes. Chair design shown is typical of the designer's desire to create forms rather than traditional four-leg frames. Circle No. 252 on reader service card.

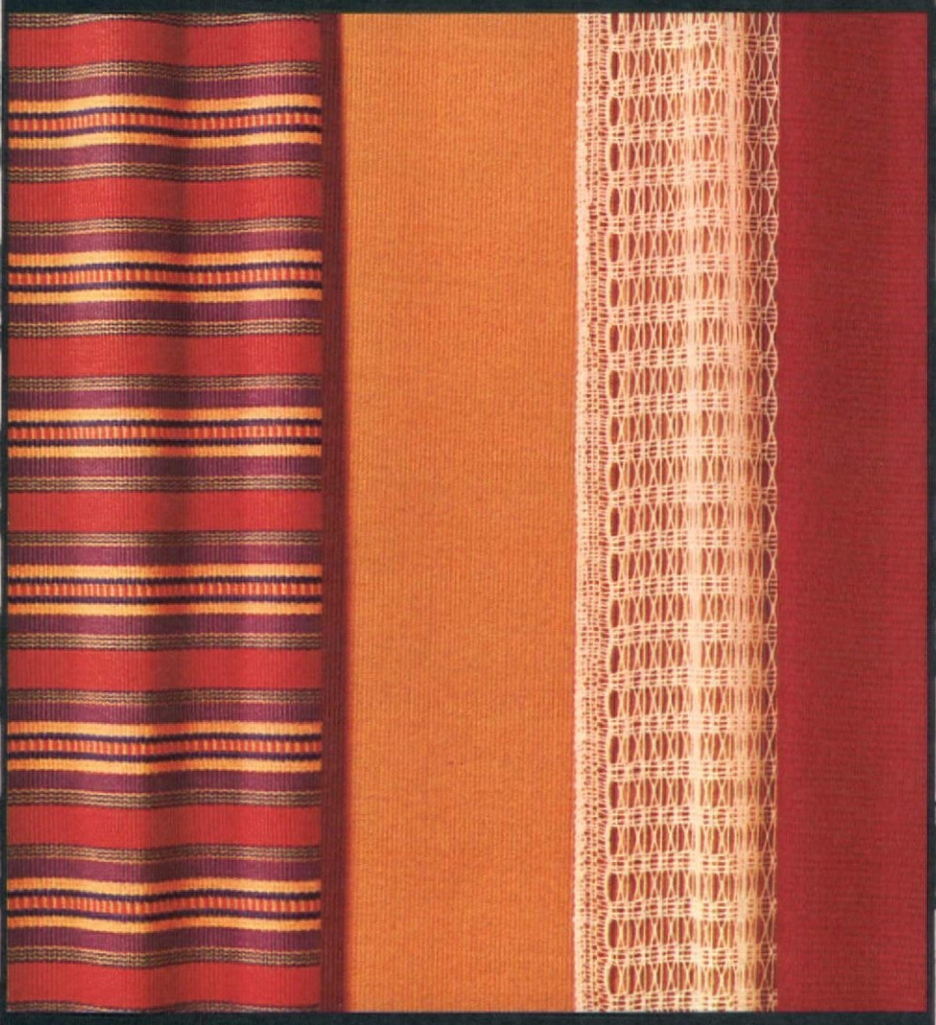
KITS CREATE CUSTOM RUGS

A semi-custom area rug program for interior designers, architects, and specifiers, has been introduced by Regal Rugs. Called the Designer's Pavilion, the custom concept program includes 15 patterns—nine in Caprolan, with a selection of 77 colors; four in Trevira, with a choice of 39 colors; two in virgin nylon with six colors. To facilitate use of the program, detailed worksheets for each of the patterns give complete construction specifications and list the full range of colors and sizes from which the individual pattern may be designed.

Colors kits containing samples of Caprolan, Trevira and nylon, plus construction swatches of each, are available from Regal. Various components may also be purchased individually. Designs range from simple borders to free-flowing forms, contemporary designs on high and low piles, plushes and shags. Circle No. 251 on reader service card.

Circle No. 55 on reader service card ▶

ARCHITECTS COLLECTION



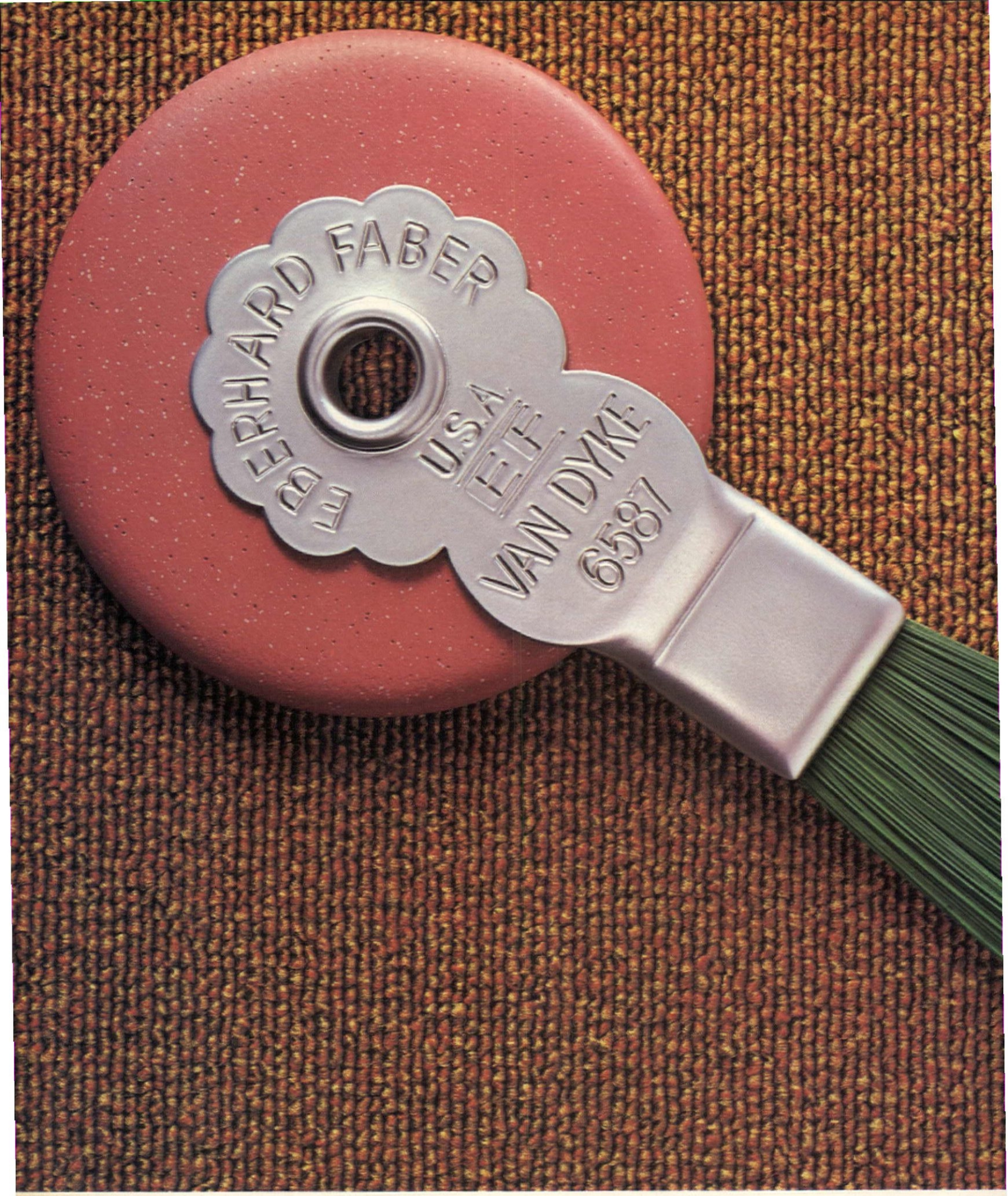
An impressive group of prestige fabrics . . .
wool/nylon blends, geometrics and stripes woven on our looms . . .
casements, kid mohair and imported hand woven wools.

Designer's kits available for $15.
Several complimentary sample books included.

SCHUMACHER

F. Schumacher & Co. Contract Division, 939 Third Avenue, New York, N.Y. 10022

available with DUPONT ZEPEL STAIN REPELLER



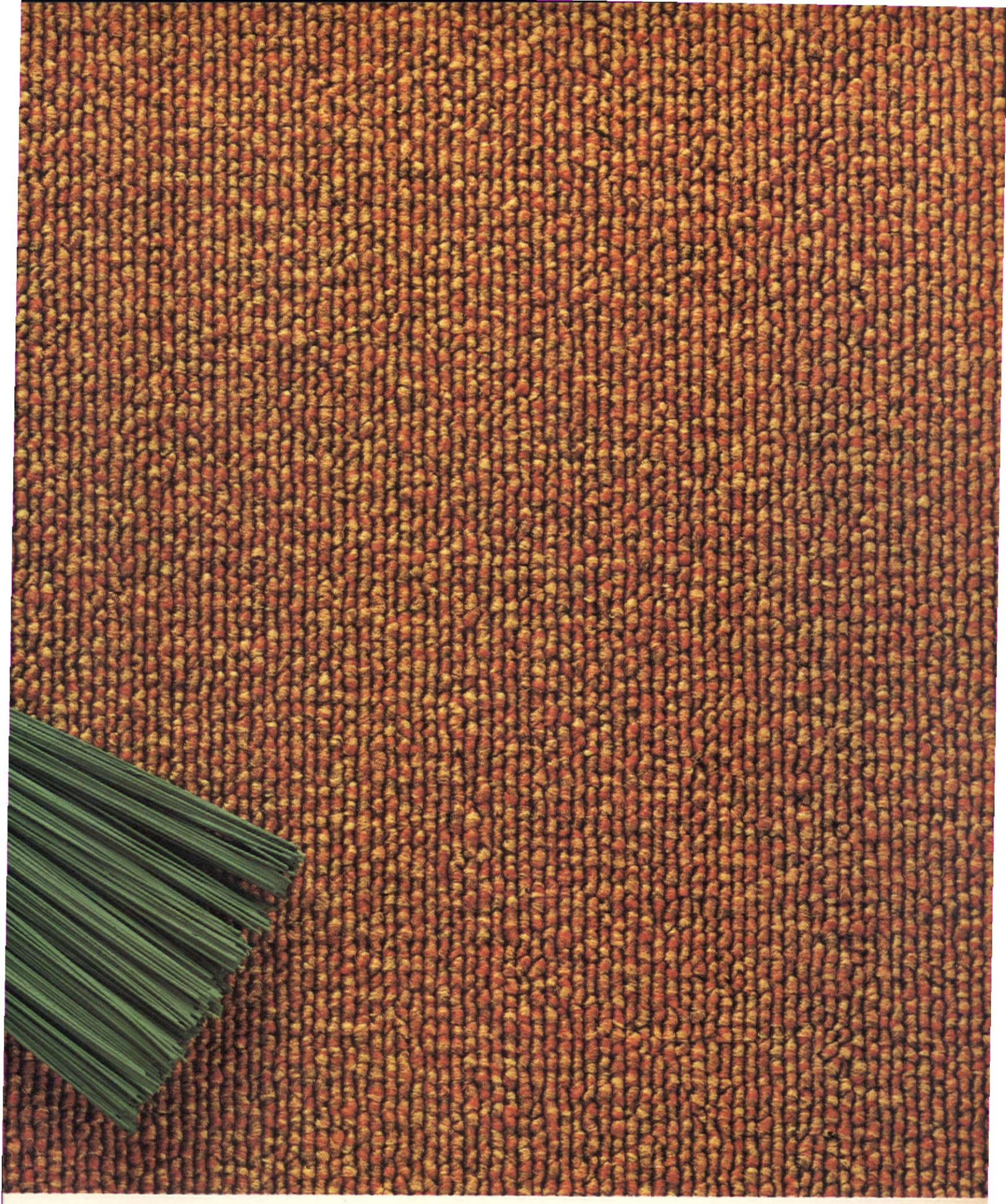
Let's talk about carpeting offices.

Circle No. 56 on reader service card.

We'll get right to the point.

Our carpet is Gulistan's "Robust" with pile of 100% HERCULON* IV olefin fiber. Constructed to take years of traffic and punishment from the busiest office. Without elaborate maintenance.

New HERCULON with a multi-faceted cross section, has superior soil-hiding properties. Routine vacuuming



keeps it fresh and clean-looking. With wet cleanings a rarity. And static generation is practically nil—below the level of human sensitivity. So much for talk.

For more information on HERCULON, see Sweet's Ⓢ Interior Design files. Or write Fibers Merchandising, Dept. 421, Hercules Incorporated, Wilmington, Delaware 19899, for a free 24-page booklet.

Specify Gulistan carpet of stain-resistant

HERCULON® IV

HERCULES

*Hercules registered trademark

SOFT, SUPPORTIVE SEATING FOR BANK TRANSACTIONS

Variations of four supple upholstery treatments cover Brayton International's Tubo Collection (left). The series was designed by Stephen Leonard, with each side chair carrying leather arm wraps over polished stainless steel frame. Circle No. 248.

Visitors to offices using Tech Furniture's Series 130 solid oak framed chairs (below left) can look forward to sling back support, choice of wood or leather strap arms. Dacron back cushions and Poly-Dac seat cushions over Perrelli webbing will support/soften long sitting hours. Circle No. 249.

For the man or woman behind the desk—Worden Co.'s Series 40 (below). High back support is provided with tufted cushioning; mobility comes with easy-glide ball casters. Circle No. 250.

This insulated, fire resistant file brings records protection out in the open...

that's the beauty of it!

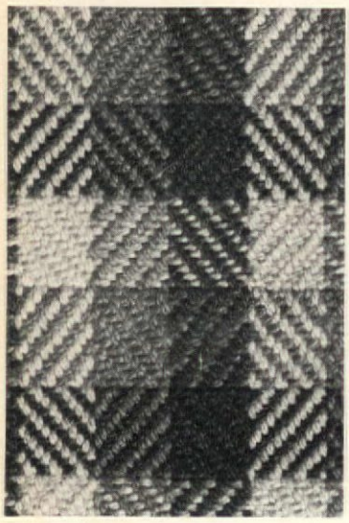
Now you can bring your valuable, active records out of hiding... and into the front office where they're close at hand. The Victor Fire Master® insulated lateral file is made to be seen as well as used. It's available in a choice of colors and tops to accent your office design, and you can easily adapt it to your filing arrangements. No expensive changes in systems and procedures!

For details, contact your Victor dealer today, or write:

SPERRY REMINGTON

VICTOR SYSTEMS & EQUIPMENT
P. O. Box 1000, (Dept. 100), C
Blue Bell, Pa. 19422
SPERRY REMINGTON IS A DIVISION OF SPERRY RAND CORPORATION

Circle No. 57 on reader service card.



STELLAR CONTRACT FABRICS

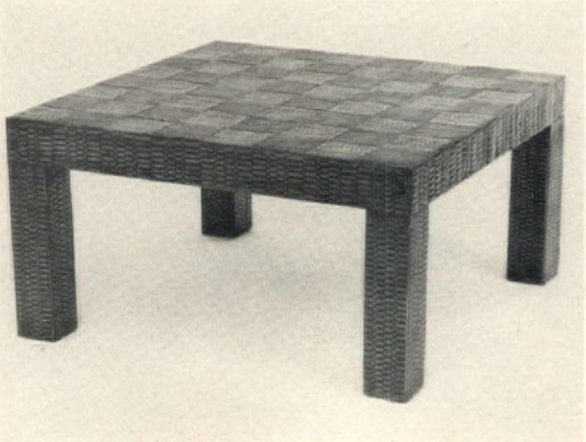
Aries, Pisces, Gemini (and Taurus, not shown) are four new stars in Specfab Div. Spectrum Marketing Ltd.'s fabric collection. All four are color coordinated with each other, making 49 possible combinations from 16 colorways. Composition of the durable screen/upholstery coverings is 50 percent wool, 50 percent modacrylic. Inherently flame-retardant, the Specfab collection carries a tunnel test rating of 25-5-25. Circle No. 254.

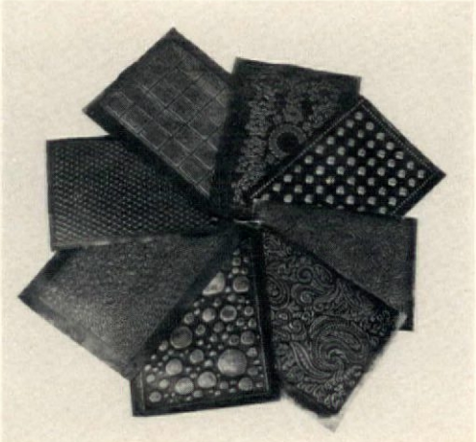
STYLISH DURABILITY FOR HOTEL COLLECTION

Warm walnut finish, black leather textured drawer pulls give a sense of stylish solidity to dMI Furniture's Sculptura Collection. The hotel-motel group includes seating pieces, game and occasional tables, upholstered headboards, along with the pictured luggage bench/mirror/desk console. Circle No. 255.

ANTIQUE PEWTER DESIGNS

Copper and aluminum, hand crafted to resemble antique pewter, provide interesting coverage for a line of contemporary cabinets, tables, lamps, available from Cavallon Associates Inc. The exclusive work of Yugoslavian-born artist, Daslav Roic Gara fulic, the surface-raised designs span a wide range of styles. Larger motifs are filled on the reverse side to protect against surface pressure. Circle No. 256.





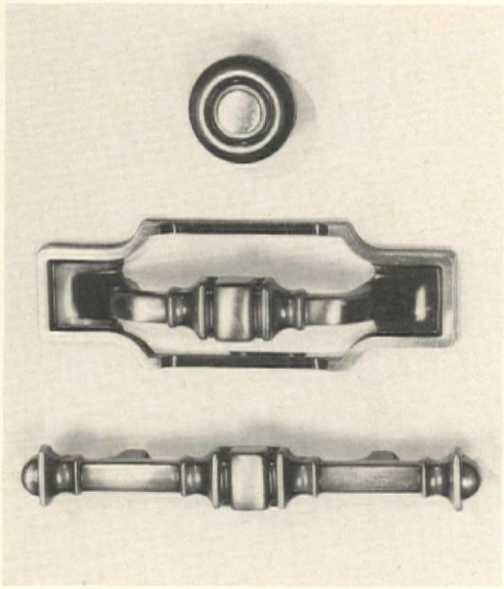
do it your way

LANDSCAPE SYSTEMS DIVISION MODERN MODERN PARTITIONS INC. / HOLLAND, MICHIGAN 49423

Circle No. 58 on reader service card.

CABINETWARE CRAFTED WITH ANTIQUE APPEAL

Antique finishes impart a sense of stateliness to Amerock Corp.'s Viscount collection of cabinet hardware. Fashioned



from sturdy die-cast material, in Antique Bronze, Antique English, the cabinet group includes pull, pull with backplate, knobs. For special effects, pull with backplate has open area for insertion of coordinated leather, fabric, or other textures.

Circle No. 110 on reader service card

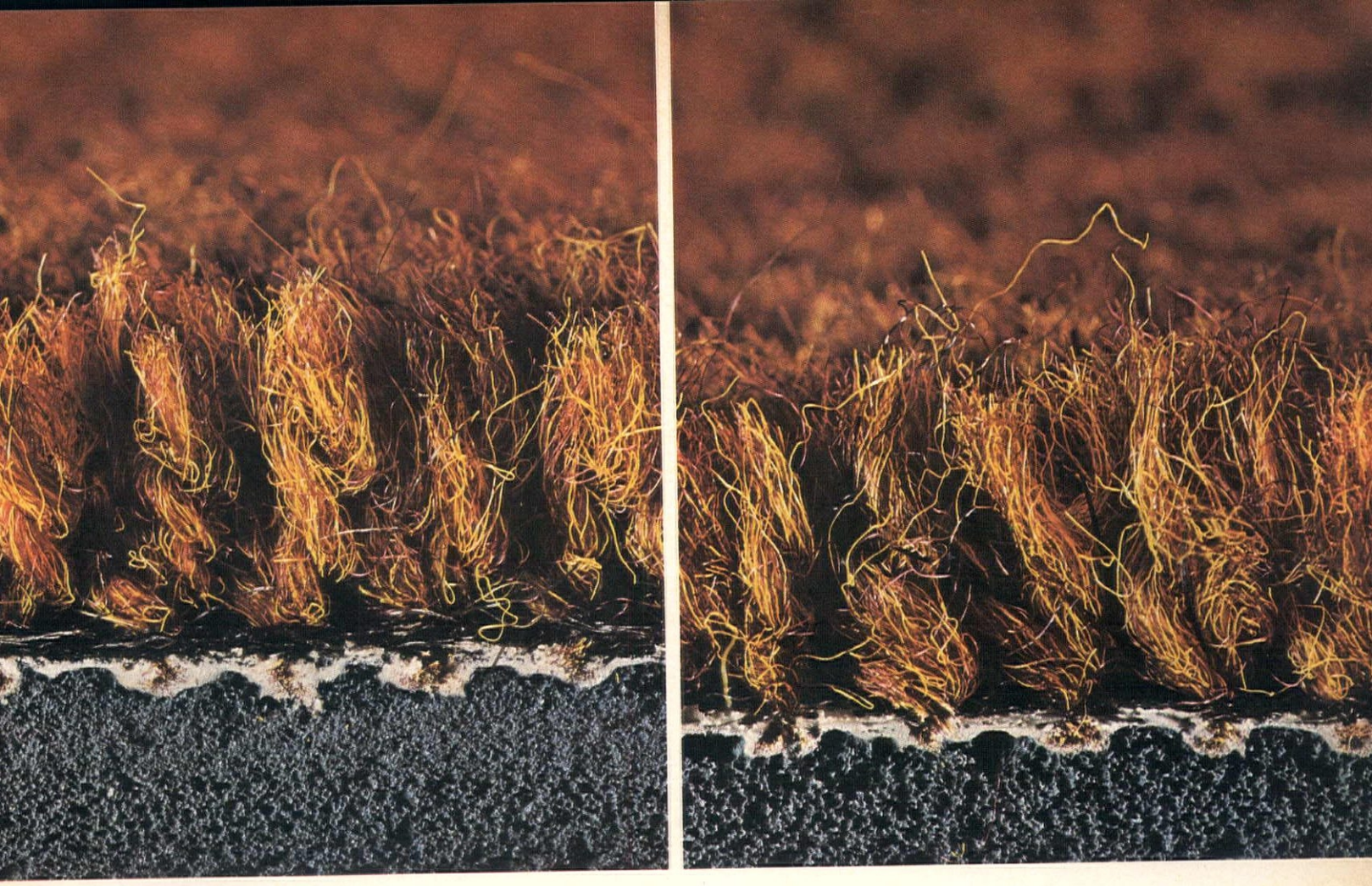
LECTERNS ADJUST HEIGHT FOR EASY READING

Lecturers short and tall are suited to Van San Corp.'s Direction Lecterns—exclusive Lectrajust mechanism provides fingertip raising and lowering of lectern top a full eight inches. Standard features for the series include a recessed dif-

fused fluorescent light, digital clock, three-in. recessed wheels for easy mobility. All side surfaces are finished with finest woods and veneers; reading surfaces are black, textured Formica.

Circle No. 111 on reader service card

Circle No. 59 on reader service card



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.

GOODYEAR
CHEMICALS

Circle No. 60 on reader service card.

HIGHLY SUITED TO COMFORT

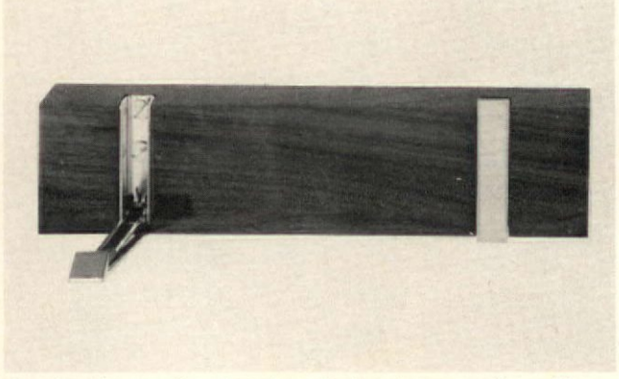
Work at elevated stations is made more comfortable with Krueger Bay's mechanical stool, marketed under the name Gemini. Equipped with a threaded post adjustment enabling

the stool to be locked anywhere within a five-inch range, Gemini can support (with full 360 degree swivel) up to 240 pounds. For extra support for those who work in a shoulders-forward position, an optional flip backrest is available. Five polypropylene or fiber-glass shell styles may be specified to base on all-chrome tubular frame.

Circle No. 112 on reader service card

COAT HOOK KEEPS LOW PROFILE

A double coat hook which snaps back to closed position when not in use has been introduced by Smokador Div. Bayliss In-



dustries for unobtrusive installation in executive offices. Design CR-222 flush inserts satin chrome hooks into genuine walnut backplate. Double bolting insures hooks' durability; special spring mechanism keeps hooks out of sight.

Circle No. 113 on reader service card

Who carries contract fabrics of Dynel?

American Textile
Arc-com Fabrics
Barwick Industries, Inc.
B. Berger Co.
Biscayne Fabrics
Jeff Brown Fine Fabrics
Carnegie Fabrics, Inc.
Carole Fabrics
E. C. Carter (Greeff)
Claremar Fabrics
Clark & Burchfield, Inc.
Coral of Chicago
Croyden Fabrics
Reese B. Davis Co.
Decorative Fabrics
Decorative Mills
Delta Fabrics, Inc.
De Nicola Imports, Inc.
Designtex, Inc.
Duralee Fabrics
Edson, Inc.
Empire Fabrics
Fabric Masters
Fabricut, Inc.
S. Harris & Co., Inc.
Herschell's Fabrics, Inc.
S. M. Hexter
Hinsman Company
Huntington Products
Isherwood & Dreyfus Pty, Ltd.
Judkins & Co.
Paul Kaiser Associates, Inc.
Frank Kasmir & Associates
Krupnick Brothers, Inc.
H. M. Lazarus Co.
Loom Co.
Maen Line Majestic Fabrics, Inc.
Maharam Fabrics (Chicago)
Maharam Fabrics (New York)
Minnesota Fabrics
Neo Fabrics
Norbar Fabrics Co.
O'krent Fabrics, Inc.
The Pawley Co.
Payne & Co.
Rondo Antel Fabrics Corp.
Roscoe Products
Ben Rose, Inc.
A. Sanderson & Sons
Stan Schwartz Associates
Morris Sklare & Company
A. Sommer Textiles Co.
Standard Textile Company
Steven Fabrics
Sunset House Fabrics
Thomas & Mc Neal
Thortel Fabrics, Inc.
Amsco Decorative Fabrics
Trim Draperies
Upholstery Supply Company
Wesco Fabrics
H. Lynn White, Inc.
Willowtex
Window World Fabrics
Wintex Textiles
Perle Youdene Company, Inc.

DYNEL®

UNION CARBIDE

Circle No. 61 on reader service card

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:

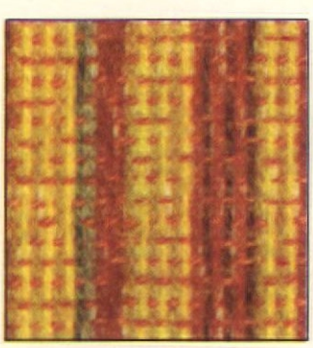
Dynel® modacrylic fiber for contract fabrics is spun with color—not dyed after.

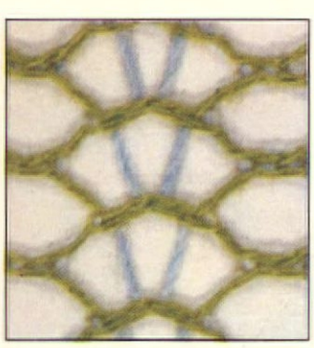
Our eighteen colors go in when the fiber is made. Unlike other makers, our fiber IS color. Not just surface color like yarn-dyed jobs. Therefore, Dynel gives exceptional color fastness.

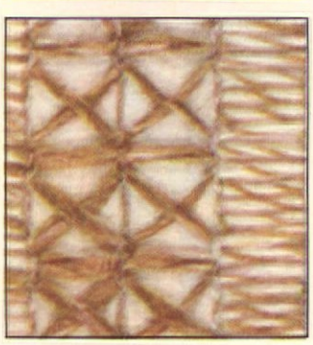
And you can customize colors in spinning. Blends are virtually limitless.

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.







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.

Safety!

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.

A Great Handle.

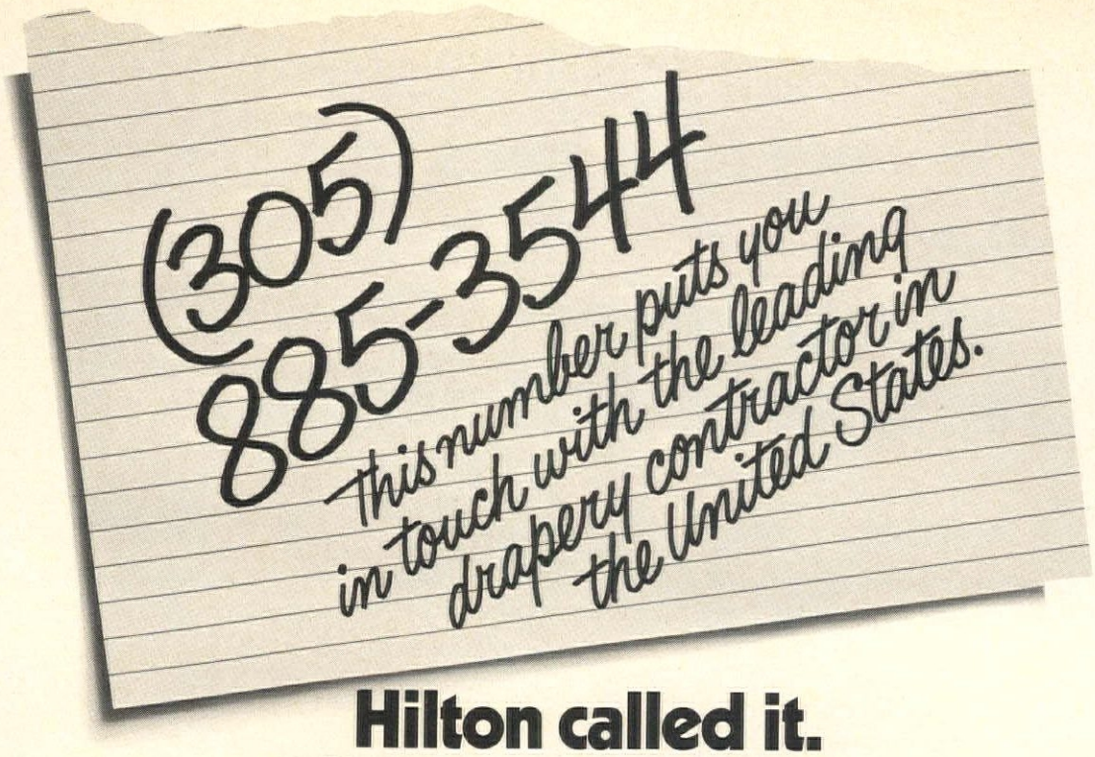
Over and above these wonderful properties: Dynel feels good, even luxurious; is non-allergenic, durable, moth and mildew proof.

Where Are They?

At these smart mills: Chicopee Mfg. Co., Craftex, Dobbie Industries, Ltd., Guilford Industries, Hilb & Company, Inc., Homestead Fabrics Co., Inc., Peter Kaufmann, Inc., Native Textiles, Newcastle. See them today!

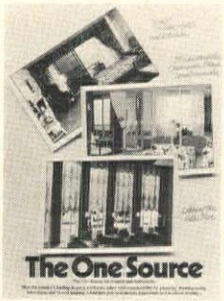
DYNEL® UNION CARBIDE

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



Hilton called it.
Sheraton called it.
Eden Roc called it.

Drapery Service, Inc. saved them money, paperwork, and weeks of waiting. Let us show you how.



Send for our free booklet "The One Source."

We're Drapery Service, Inc. of Florida, a division of Decorator Industries, Inc. Draperies and bedspreads are our only business, and we're experts in every part of the contract operation. We design fabric, supply it, manufacture draperies and bedspreads, supply necessary Kirsch hardware, measure and install the complete job. You never see a middle man. And you get one bill only. Our high-volume operation keeps us very competitive on price. It also keeps us best in the business on delivery.

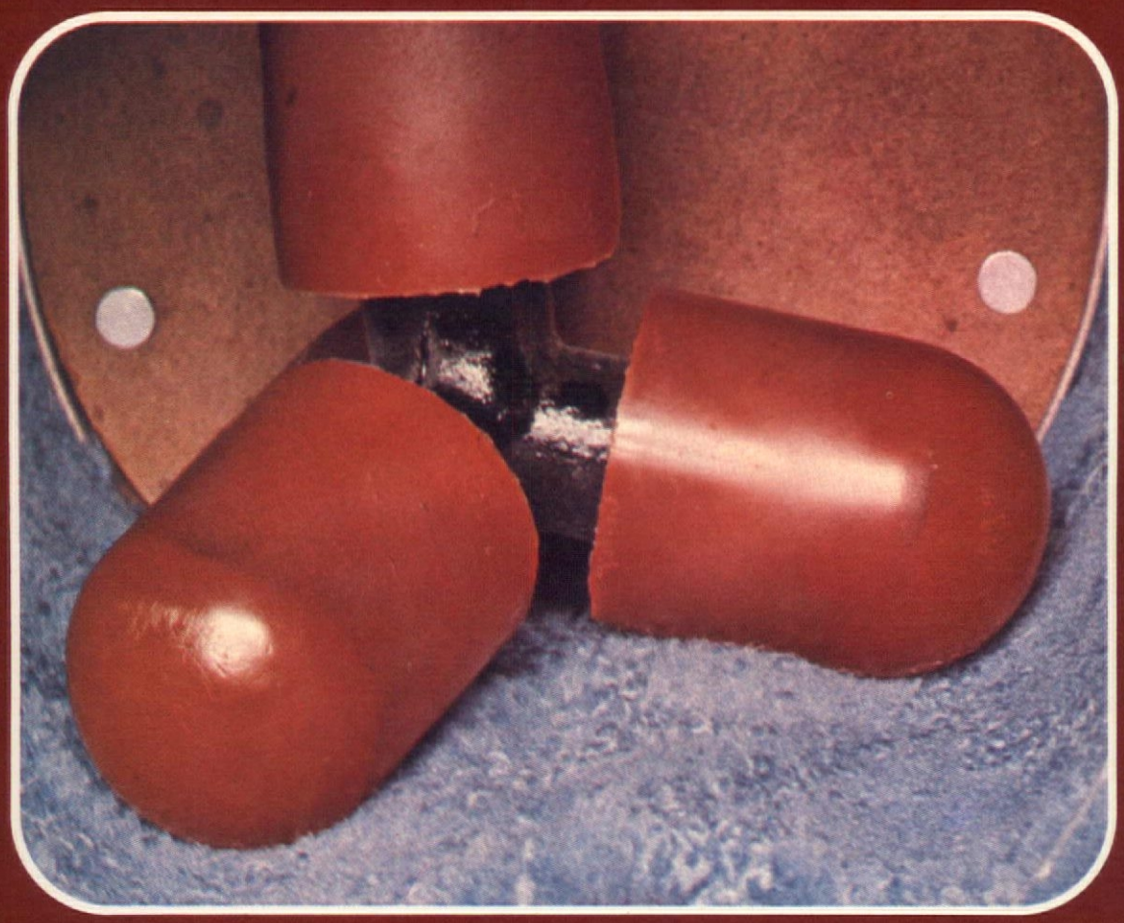
To learn more about us, send for our booklet, "The One Source".

Drapery Service Inc. OF FLORIDA

A Division of Decorator Industries, Inc.
1395 East 11th Avenue,
Hialeah, Florida 33010

Circle No. 62 on reader service card

Circle No. 63 on reader service card ▶



A carpet that passes our Tetrapod Wear Performance test can take the traffic in any store.

Thousands of shoppers tramping around a department store all day—every day—can wear out an ordinary carpet in no time at all. This is not so with carpets that have passed the Dow Badische Performance Certification tests. We put them through eight of the toughest lab tests in the industry before they are judged fit to perform in heavy traffic.

The Tetrapod test is one of these tests. In this test we simulate severe abrasion conditions by placing rubber-tipped "feet" in a steel cylinder lined with carpet. The cylinder is rotated at 50 RPM until a half-million revolutions are completed. The carpet is then removed and critically evaluated for general appearance, wear and pile retention.

The other tough tests carpets have to pass before they can carry our prestigious Performance Certification label include: flammability, static generation, compression resistance, tuft bind strength, light fastness, delamination and appearance retention.

The next time you specify carpet for a store—or any place where crowds gather—look for the carpets that carry our Performance Certification label. You know they will not cave in under traffic. Write for our Contract Carpeting Selection and Specifications Guide.

CREATE® is a service mark of Dow Badische Company.

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Create® Center
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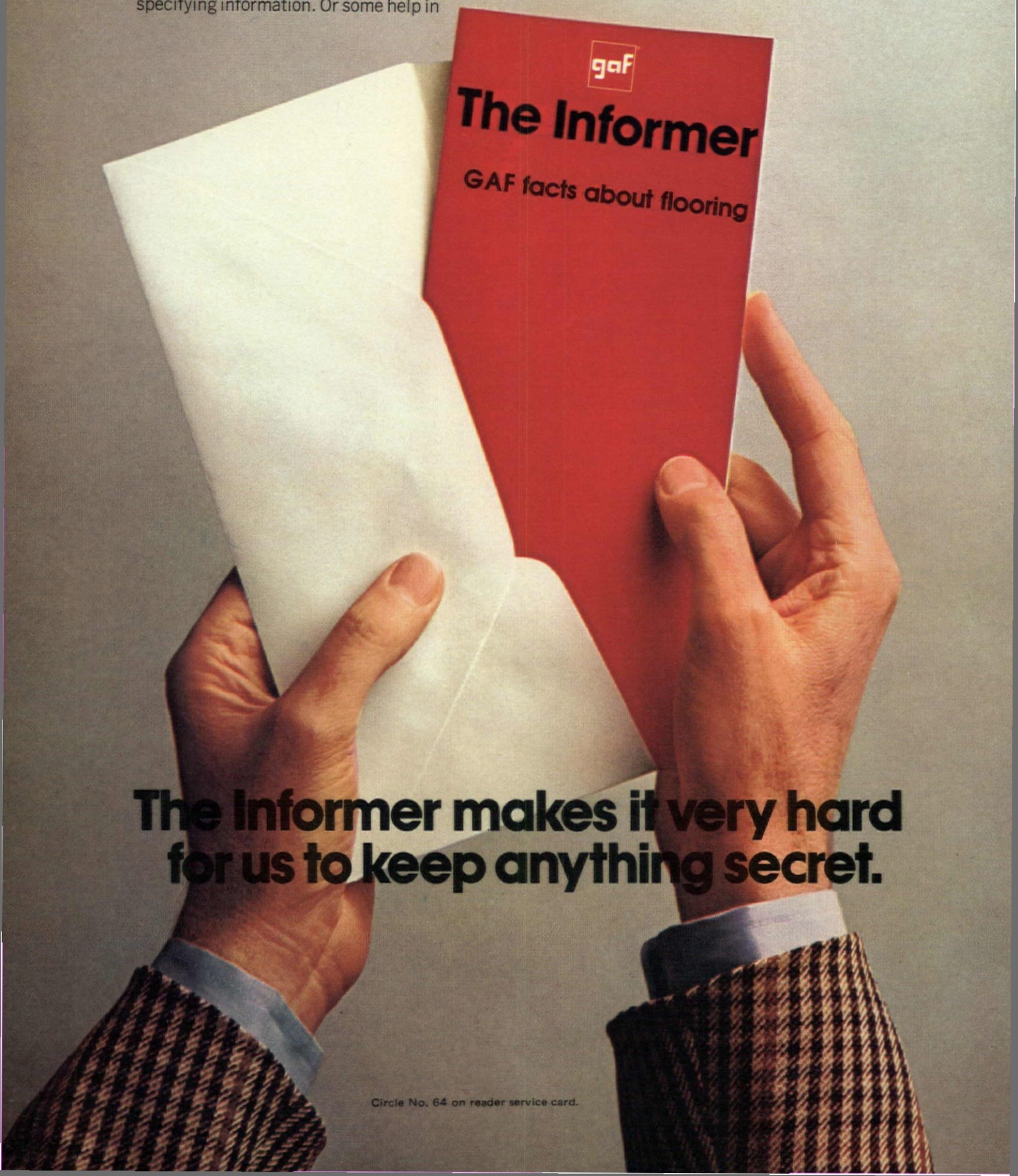
DOW BADISCHE CARPET
PERFORMANCE CERTIFICATION

At GAF we have an informer in our midst. It's our newsletter. And six times a year, it will tell you everything we're doing.

For instance, you'll know about drops before they happen. And about new Federal Specifications as they happen.

The Informer also includes a special number you can call if you need additional specifying information. Or some help in choosing what's just right for your needs.

If you have not been receiving The Informer, write to GAF Corporation, Floor Products Division, Dept. M114, Box 1121, Radio City Station, New York, N.Y. 10019. After all, it's very important. Because The Informer will give you the answers before you can even think of the questions.



The Informer makes it very hard for us to keep anything secret.

Circle No. 64 on reader service card.

Did you hear what happened to Prismatic?

We're better now than ever!

Did you hear about some management changes? You heard right! There have been a couple; along with a few of the problems that somehow always seem to go along with them.

Have you also heard that as a division of a publicly held corporation, we've been taken over by a strong, solid company? So, now we have the financial muscle in back of us to provide a sounder basis than ever.

Yes, we're better than ever now . . . . ready to serve you better and faster . . . . with a bigger line . . . . at more attractive prices than we've ever offered.

See for yourself what's happening at Prismatic. Send for samples of the latest additions to our line. Or, better yet, call us collect.
We're ready to continue serving your fabric needs.

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Quality Fabrics for Home Furnishings

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The seacoast of Old New England comes alive with the look of rope and time-worn wood from Haeger. Superbly detailed grain and texture highlight this lamp crafted of durable Glenwood. Available in both Weathered Oak and Driftwood tones with hemp trimmed shade, it will set the pace in any room where the accent is on the sea!

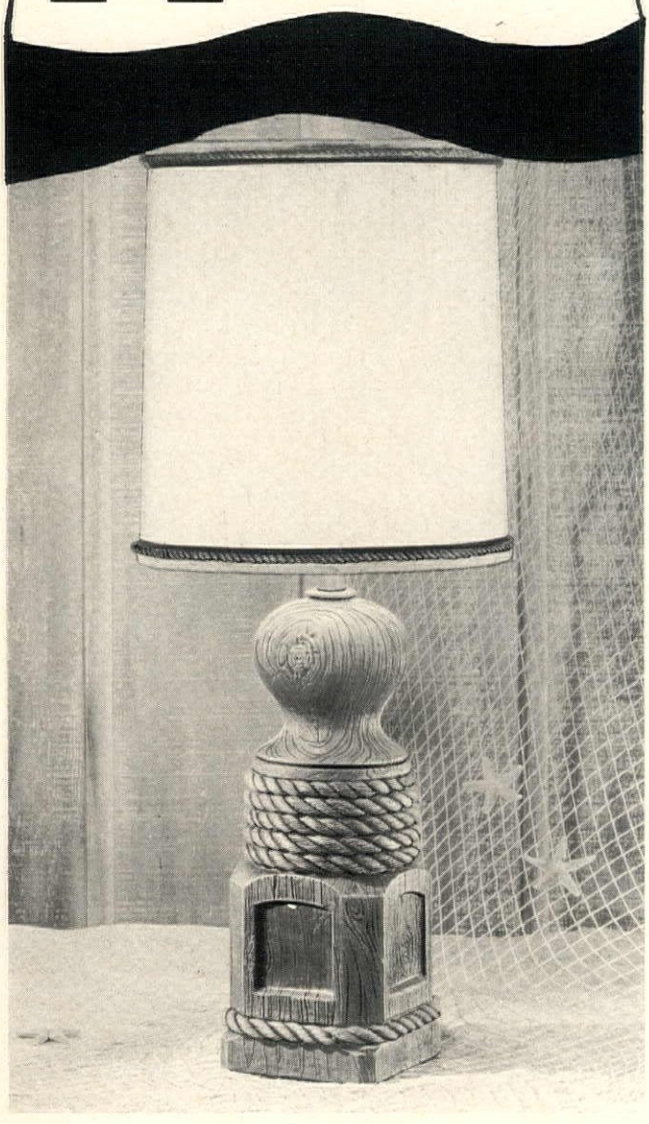
Call your Haeger representative or stop in the nearest showroom today.

SHOWROOMS:

New York, High Point, Atlanta, Dallas, Minneapolis, San Francisco, Chicago, Los Angeles, Denver.

Haeger

ROYAL HAEGER LAMP CO.
SEVEN MAIDEN LANE
DUNDEE, ILLINOIS 60118



Circle No. 106 on reader service card

PRODUCTS & SERVICES

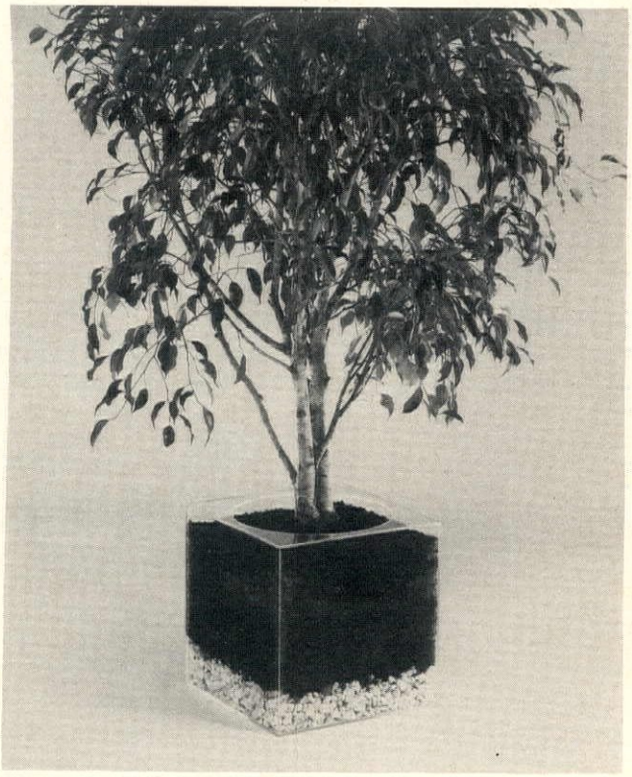
LIGHTING MAGIC UNDER CONTROL

Variable speed multiple circuit timers have been introduced by Bayside Timers Inc. for the control of electric lamps in signs, displays, exhibits, theaters. Black Magic three-circuit timers create dramatic lighting patterns, including build-up effects and border chasers. A four-page leaflet entitled "New Black Magic Offers You the Witchery of Legerdermain with Light" provides details, specifications, and electrical requirements for both three-circuit and newly developed four-circuit timers.

Circle No. 114 on reader service card

DECORATIVE, DURABLE PLANTERS

Water tight, color stabilized, vandal-resistant, seamless one-piece planters from Architectural Supplements suit both indoor and outdoor use and lend themselves to imaginative



planting styles. Plants may be set directly into the transparent cubes or combined with wood shavings, multi-colored pebbles, to complement surrounding natural and made-made decor. Sizes range from 10 to 20 inches; bronze Lumacry plastic also available.

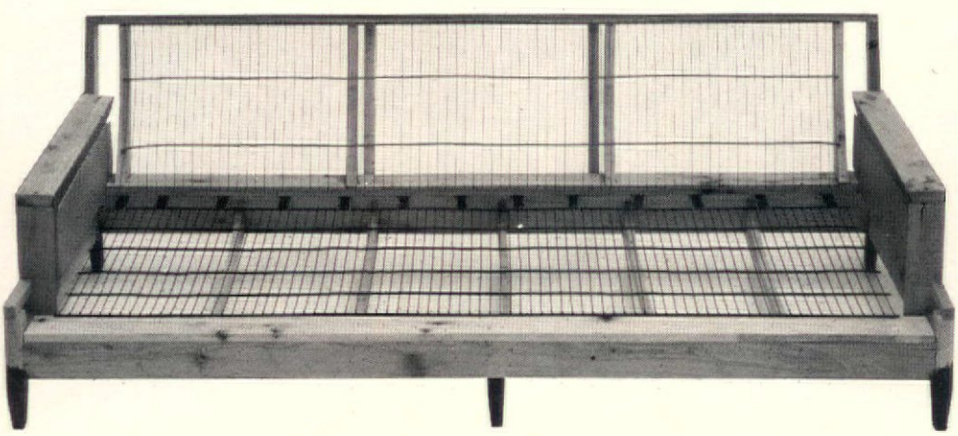
Circle No. 115 on reader service card

CONTRACT COORDINATES PROMISE LONG WEAR

Passing stringent testing of 50,000 double rubs, ArcCom Fabrics' Ventura upholstery fabric is acrylic backed, Scotchgard-treated for front and back durability. The 100 percent nylon construction measures 54 inches wide and is stocked in 29 geared-to-contract colors. Companion fabric Pyrenees, a wool blend heavy texture, is specially suited for executive installations and can be specified in seven colors.

Circle No. 116 on reader service card

It's the simplicity of **Perma-Mesh® Springs** that saves both labor and materials



The great saving factor Perma-Mesh offers is it's simplicity. It's faster and easier to apply than other springs . . . with savings up to 30% in spring up costs! Perma-Mesh is simple to order; simple to stock. Simple to use. Find out how Perma-Mesh can save for you.

Perma-Mesh Now used on over 300 of America's finest furniture lines!

For more information on how Perma-Mesh can lower your costs, write

PERMA-MESH® SPRINGS

The Total Suspension Spring, Exclusively from

Flex-O-Lators,® Inc.

Carthage, Missouri 64836 / High Point, North Carolina 27261

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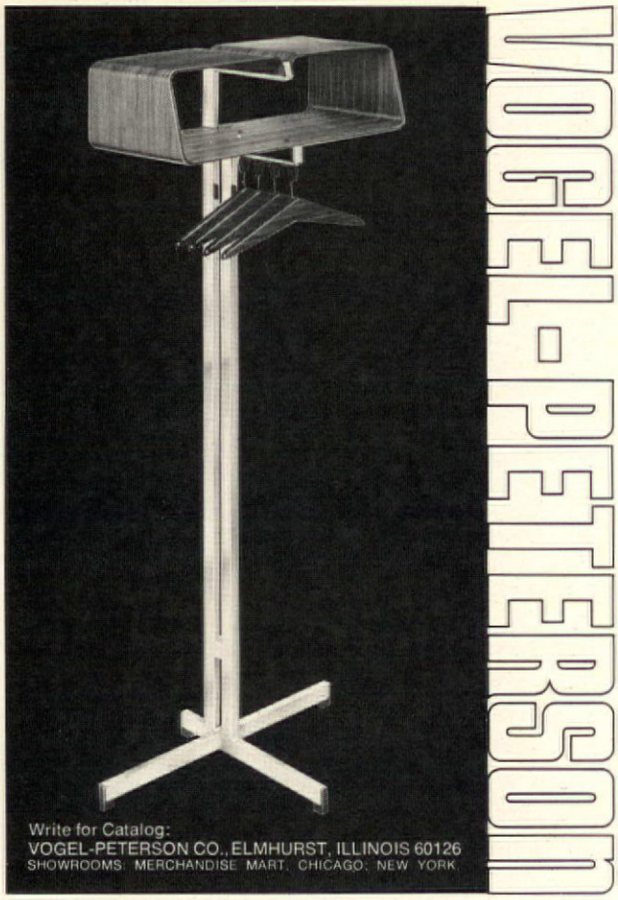
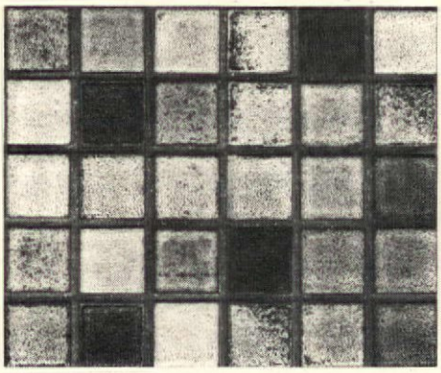
Circle No. 68 on reader service card



Discover a priceless treasure in . . .

Latco® ANTIQUE

1" x 1" Decorator Tile



Earthy colors that seem burnished by time, splashed in contrasts, flecked and sumptuously shaded in a special process that gives them an authentic patina of age. A beautiful way to dramatize your most creative concepts, available in eight dramatic colors with full trims.

Write for complete color brochure.

Latco® PRODUCTS

3371 GLENDALE BOULEVARD • LOS ANGELES, CALIF. 90039

Circle No. 69 on reader service card

PRODUCTS & SERVICES

SHELL STRESSES USER COMFORT

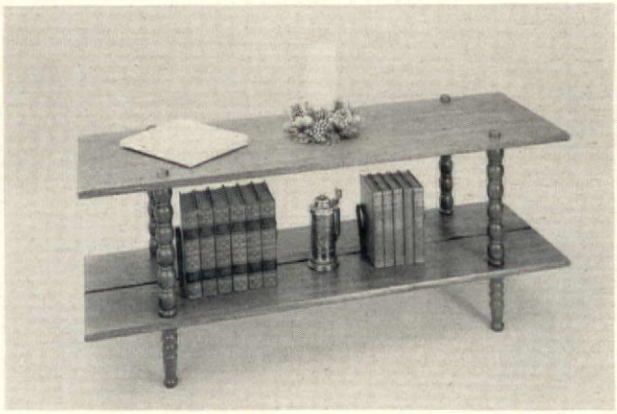
"Fitted to people comfort" is the expressed aim of Fiberesin Plastics Div. of U.S. Gypsum in the introduction of its Square Back shell design. With sculptured seat and back for ade-

quate spine room (without sacrificing back rest), the reinforced fiber-glass shell is veiled on front and exposed back portions for a smooth, soil-resistant surface. Square Back is available in 19 colors with custom colors available at a nominal fee.

Circle No. 117 on reader service card

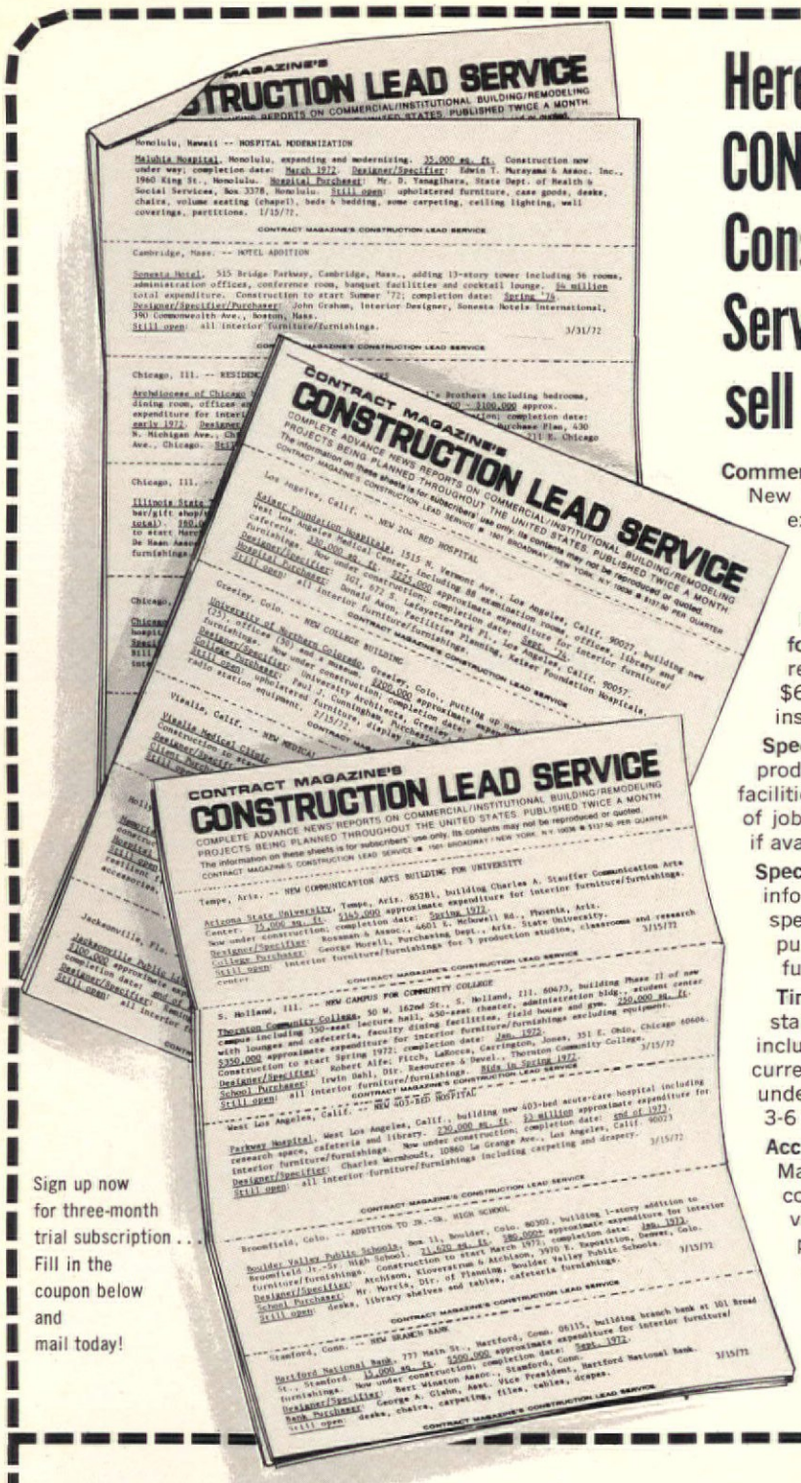
SHELVES MAKE BOOKS STAY PUT

A collection of free-standing shelf furniture, with built-in tracks for adjustable bookstops, Merlin Mfg. Corp.'s Protect-A-Book system securely stores books, games, statuary on ta-



ble tops, desks, walls. Bookstops slide easily when unlocked, travel along tracks, relock without tipping or slipping. Solid core deluxe walnut finished shelving will support complete encyclopedia sets, heavy artwork. Bookstops can be specified in choice of walnut, black, gold, or silver finishes.

Circle No. 118 on reader service card



Here's how CONTRACT Magazine's Construction Lead Service can help you sell a volume market

Commercial/Institutional Jobs Exclusively: New construction, additions, remodeling, expansions, renovations for: offices; medical facilities; schools; colleges & universities; banks; hotels/motels; restaurants; stores; libraries; religious buildings; etc.

Leads Average 140,000 sq. ft.; $670,000 for Furniture/Furnishings: First quarter reports averaged over 140,000 sq. ft. and $670,000+ for furniture/furnishings per installation.

Specific Product Data Included: Specific product areas still open for bids; additional facilities to be included; details on size and scope of job; actual dates when bids will be taken, if available.

Specifier/Buyer Identified: Each lead contains information on: designer, architect and/or specifier for interiors; client responsible for purchase approval and/or actual purchase of furniture/furnishings.

Timed for Immediate Use: Construction starting date and/or completion date are included. Twice-a-month frequency assures current information. Jobs are either currently under construction or to be started within 3-6 months.

Accurate, Exclusive Sources: CONTRACT's Marketing Services Division personally contacts all clients and/or designer/specifiers via the phone for complete verification prior to listing in the report.

Quantity & Quality at Only 50¢ Per Lead: Currently, each report contains 42-50 accurate, verified leads. For only $137.50 per quarter, you get six reports . . . or 250-300 leads at about 50¢ each. Regional additions not available. Published nationally only.

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Circle No. 70 on reader service card

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Stanwood Corporation

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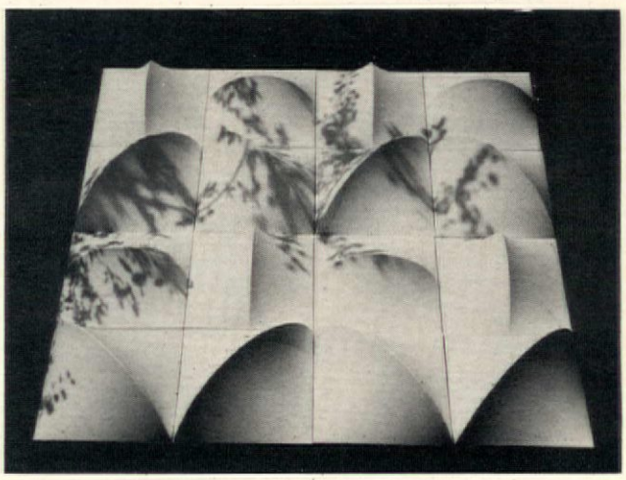
Circle No. 71 on reader service card.

PRODUCTS & SERVICES

MODULARS ENTER ART WORLD

Modular design makes its way from furnishings to artwork with the introduction of Prouty Designs' 21½-in. dimensional canvas modules. Composition panels are fashioned from semi-circular supported canvas, set on the diagonal or as a



horizontal-vertical bisector of the square. The module/square can be placed in rectangular patterns or arranged as horizontal or vertical space compositions to suit existing spatial potentials. Walls and ceilings are ideal surfaces for canvas modular compositions, track and floor lighting create depth/dimension shadows when combined with stark canvas squares.

Circle No. 119 on reader service card

SATIN FINISHES SURF COLLECTION

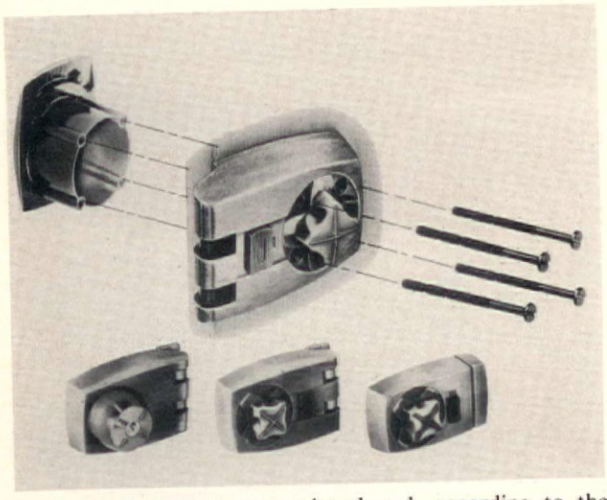
Satin finish nickel stainless steel frames provide elegant bases for Wall Tube & Metal Products collection of Surfside casual

furniture. With vinyl cordwraps in colors to suit any indoor/outdoor installation, the casual collection includes ring, arm, and patio chairs, along with easy stack lounges and chaises. All are guaranteed ten years against defects in materials and workmanship.

Circle No. 120 on reader service card

SECURITY-PLUS WITH SELF-BOLTING LOCKS

Self-bolting insures long life, maximum security for Ideal Security Corp.'s Super Guard locks. In tests simulating continuous use and forced entry, Super Guard locks outlasted the



doors in which they were placed and, according to the manufacturer, proved eight times stronger than all other tested models. Exclusive features include outside esutcheon plate to prevent removal of key cylinder, concealed bolts, large turning lock button for easy gripping. Nighttime lock-out button fully disengages key-locking mechanism.

Circle No. 121 on reader service card

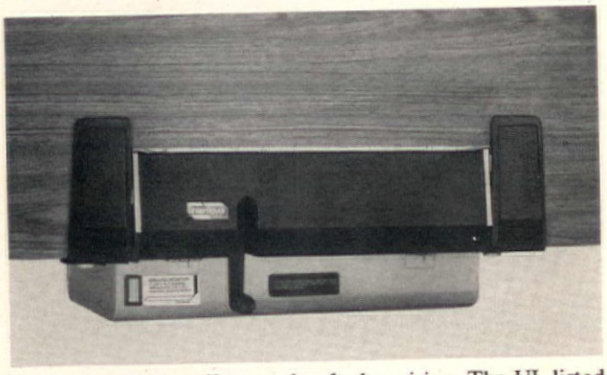
UPDATING FOR CARPET CONSTRUCTION

A time-tested construction, with over ten years of successful marketing, Seamloc Loma-Loom's Plushtones II has been improved with the addition of Dow Badische's Zefran blend CR-4, 70 percent acrylic/30 percent nylon yarn. Available in 54 colors, Plushtones II is woven through the back, permanently vulcanized to 3/16-in., built-in sponge rubber cushion. Flameproof foam backing available upon request.

Circle No. 122 on reader service card

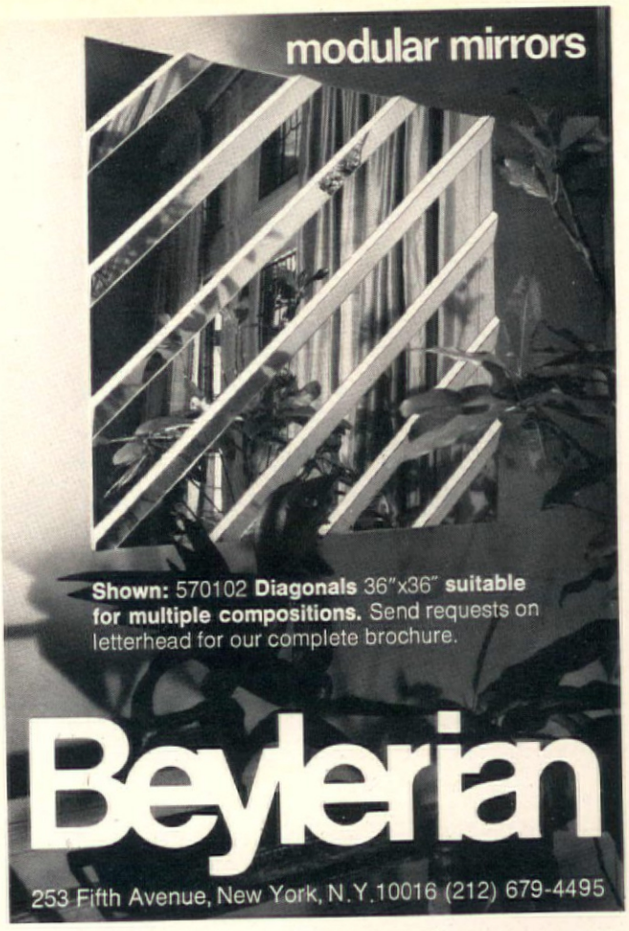
SAFE GROUNDING FOR HOSPITAL APPARATUS

Completely and effectively isolating hospital patients from the hazards of faulty electrical grounding, InterRoyal Corp.'s Automatic Ground Monitor shuts off power and automatical-



ly alerts hospital staff to unplug faulty wiring. The UL listed Monitor will be initially offered as an option on InterRoyal's Fred hospital bed and will signal electrical difficulties with a flashing red light. In announcing the new safety device, company spokesmen note control over level of leakage current, performance and reliability of the appliances plug cap, and wall receptacle performance and reliability.

Circle No. 123 on reader service card



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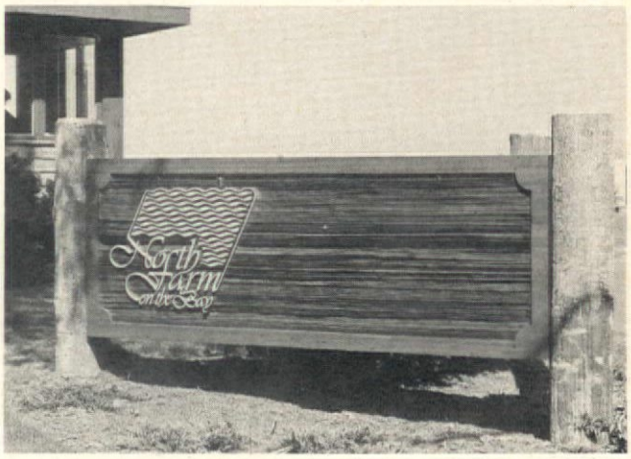
Circle No. 74 on reader service card

PRODUCTS & SERVICES

REDWOOD GOES GRAPHIC

A combined woodsculpture and graphic medium, Woodgraphics Inc.'s Supergraphic sign uses kiln-dried vertical heart redwood for backdrop, superimposes handcarved logos,

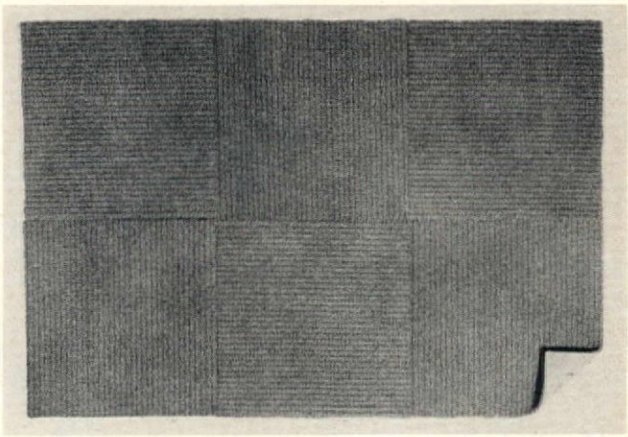


heraldry, lettering. Custom specification makes the signs suitable for both indoor and outdoor use; restaurant, corporate, condominium logos can be carried throughout an installation on a wide variety of Supergraphic sizes and shapes.

Circle No. 124 on reader service card

MODULARS SIMPLIFY CARPET MAINTENANCE

Modularity makes its way to floor coverings with introduction on Bigelow-Sanford's Modular Carpet System. The 18-in. square, heavy-weight modules are backed with Versa-Lok adhesive, insuring no lateral movement unless lifted for clean-



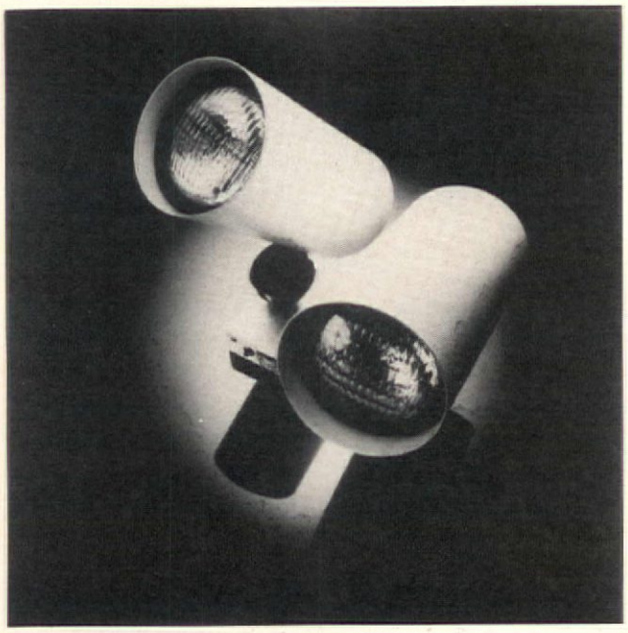
ing or replacement. Lending themselves to off-site maintenance through easy removal, the modular squares can also be cleaned on-site with Bigelow's Karpet Kare wet shampoo system. Two qualities are available for the anti-static tiles: Mar Lock, woven through the back Antron II Nylon, and Stati-Lok, tufted level-loop Antron II construction.

Circle No. 125 on reader service card

Use the FREE reader service cards bound in this issue. They'll rush information to you on new products and advertisements via high-speed computers.

SIMPLICITY, STYLE FOR EMERGENCY FIXTURES

Ceiling and wall mounting of emergency lighting is simplified with Standby Systems Inc.'s Mark I Fashion Series. Containing both switch and meter within the low-profiled base, the High Fashion Series offers a decorative, contemporary alternative to standard box-based emergency designs. Up to

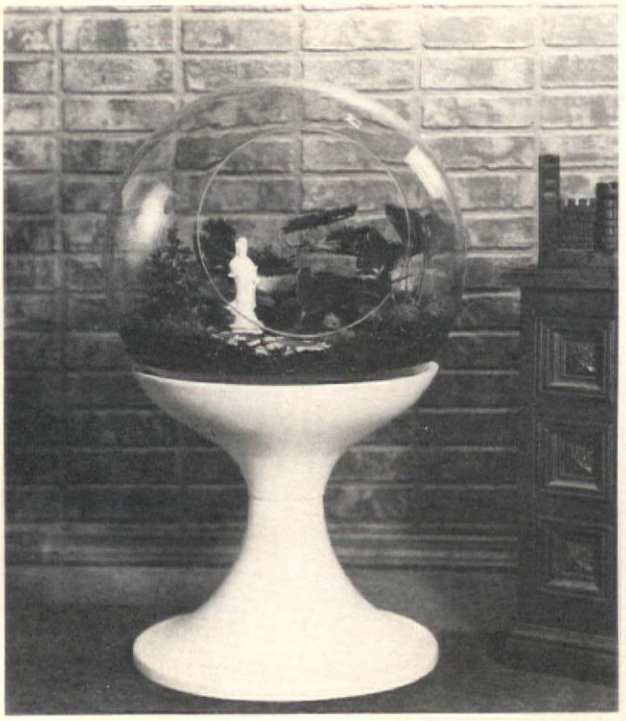


1½ hours of continuous lighting is promised by sealed, six-volt cadmium or lead acid battery. All lamp heads are finished in non-glare white.

Circle No. 126 on reader service card

TERRARIUM SUITS INDOOR/OUTDOOR SETTINGS

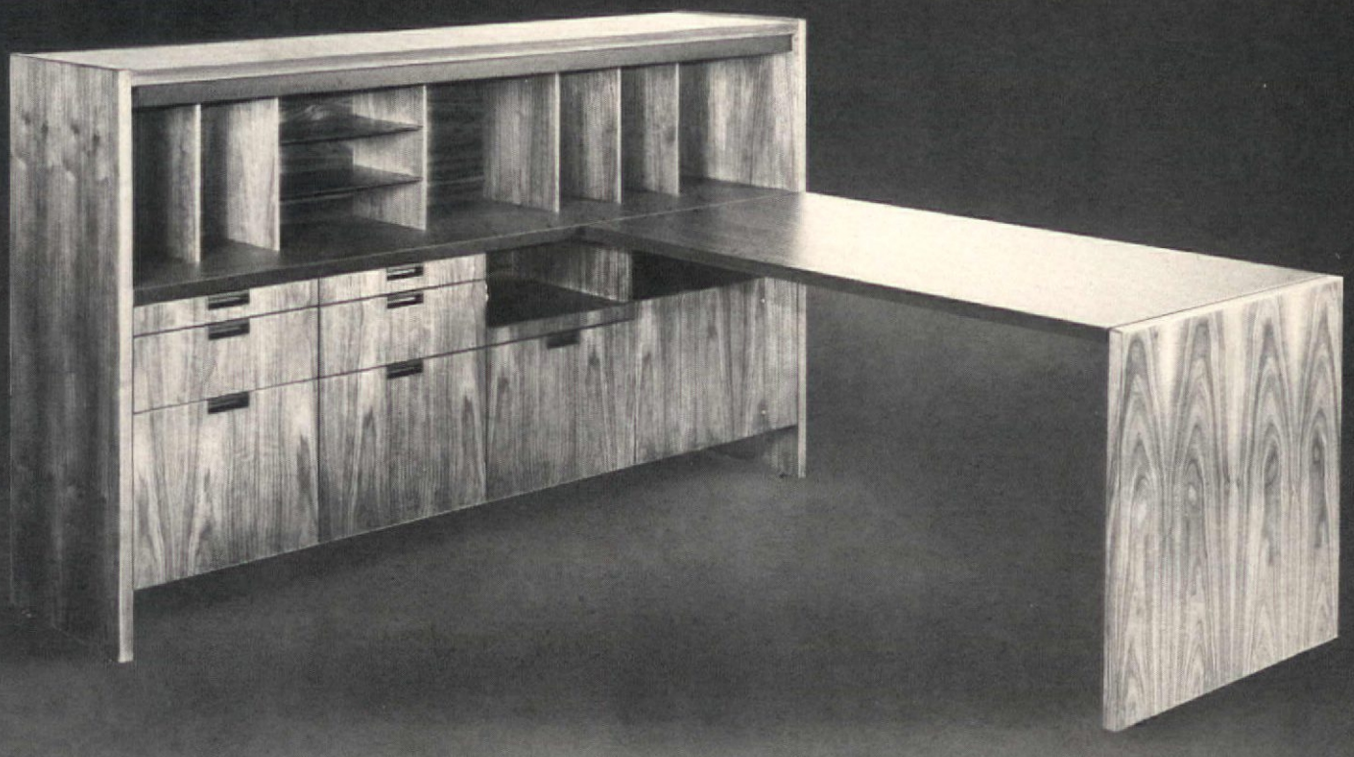
With pedestal molded of weather-resistant, rigid urethane foam, Vaungarde Inc.'s acrylic globed terrarium can be used



both indoors and out, assuring optimum growing conditions for plants. Choice of 36 or 54-in. heights and 11 colors available for pedestals; a variety of globe shapes may be specified.

Circle No. 127 on reader service card

Stylish contemporary design in a complete line of office furniture — in wood.



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Circle No. 77 on reader service card

PRODUCTS & SERVICES

CHAIR SHELLS AT REDUCED COST

A hardboard molding technique which allows chair shells to be produced at about two-thirds the cost of equivalent shapes and sizes of expanded polystyrene shells has been introduced to the contract market by Heal's Contracts Ltd. The British-based firm maintains that the molding technique (which pressureforms shells from flat sheets of hardboard, then cuts to appropriate shape to avoid waste) permits a greater variety of possible shapes, and can produce shells which can be handled immediately after forming. Various coatings—enamel, lacquer, PVC—can be directly applied to the hardboard in lieu of upholstery. If fabric covering is desired, any fabric with a diagonal stretch is suitable.

Circle No. 128 on reader service card

COORDINATION KEYS DESIGNER SERIES

Coordination is the keynote of C.W. Stockwell Inc.'s Designers Series IV which incorporates 18 matched or coordinated fabric/wallcovering designs for a total collection

of 104 wallpapers, 81 fabrics. Indicative of the Series' far reaching appeal are Royal Hunt (l.) inspired by Persian illuminated manuscripts, and Kyoto (r.) a contemporary interpretation of Japanese motifs. Both of the wallcovering designs (along with matching fabrics) are available in six colorways.

Circle No. 129 on reader service card

EXPANSION OF BRICK COLLECTION

In response to increasing shortages in polyester production, Dacor Inc. introduces imitation brick with color and texture similar to polyester produced bricks, but costing one-half the price. Used Colonial—clay-based composition—will be added to the Dacor line of masonry products, which include individual polyester bricks, spreadable Brick-in-a-Can, and lightweight bricks in panels.

Circle No. 130 on reader service card

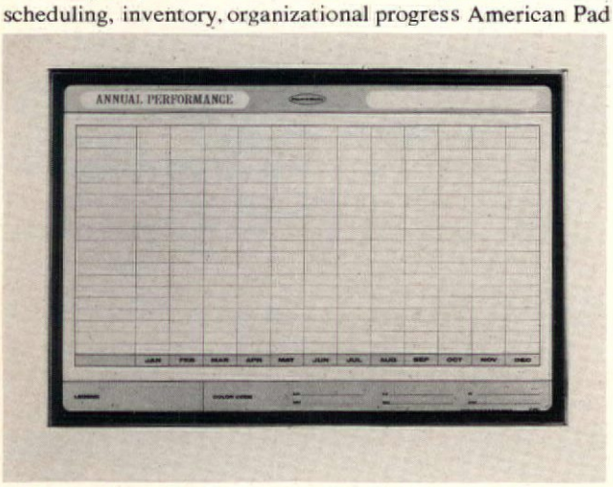
VINYLS CAPTURE LOOK OF WOOD

Designed to cover a variety of wood substrates, Phillips Films Co., Inc.'s Reneer line of flexible polyvinyl chloride films is printed in carefully controlled patterns, capturing in exact detail a variety of natural wood patterns. Addition of Reneer II to the Phillips line permits reproduction of woodgrained patterns previously unmatched, according to the company, in depth and realism. Reverse printed film is available in gauges ranging from 4 to 6 millimeters; top printed film combines 4 millimeter opaque base with wood grain pattern and clear overlay film. Vinyl finishing protects against deterioration and discoloring.

Circle No. 131 on reader service card

QUICK CLEAN CHARTS ARE REUSABLE

Providing easy and efficient means to chart planning control, scheduling, inventory, organizational progress American Pad



& Paper Co.'s Chart-A-Matic Visual Control Boards can be marked with water soluable markers, wiped with damp cloth for reuse. Board grid is printed on high quality stock, hardboard backed, and sealed with DuPont Mylar film. Anodized aluminum frame insures long life.

Circle No. 132 on reader service card

TWELVE WEEK CUSTOM ORDER CARPET

A contract carpet program of 80 percent virgin wool, 20 percent nylon, with Wilton qualities woven to individual design and color, is available on a 12 week maximum delivery schedule from Belmont International, Ltd. A minimum specification of 100 lineal yarns is required for the custom-order carpeting, which includes eight Wilton designs manufactured in England, for Belmont, by Carpet Mfg. Co.

Circle No. 133 on reader service card

FLOOR COVERINGS GO NATURAL

Natural fibers, imported from India, China, Taiwan, and Haiti, are handcrafted in "straw" area rugs, available from Import Specialists Inc. Utilizing a variety of grasses—Sisal, Seagrass, Coco, and Rush—the area rugs come in square, oval, and oblong designs, with coordinated herringbone runners.

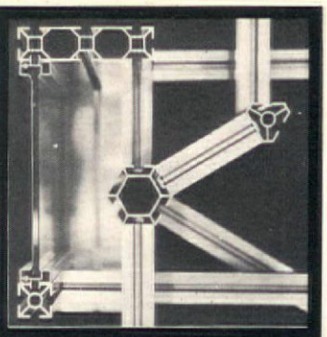
Circle No. 134 on reader service card

Circle No. 78 on reader service card

SYMA-SYSTEM

The NEW aluminum structural system for

- OFFICE PARTITIONS
- OPEN PLAN
- STORE INTERIORS
- MUSEUMS



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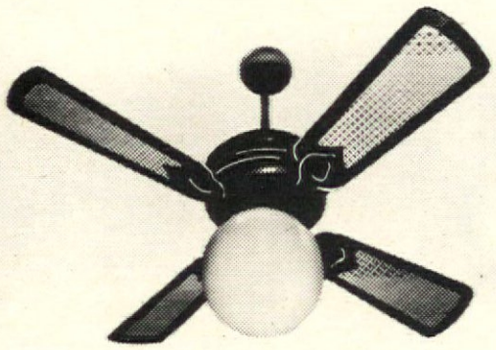

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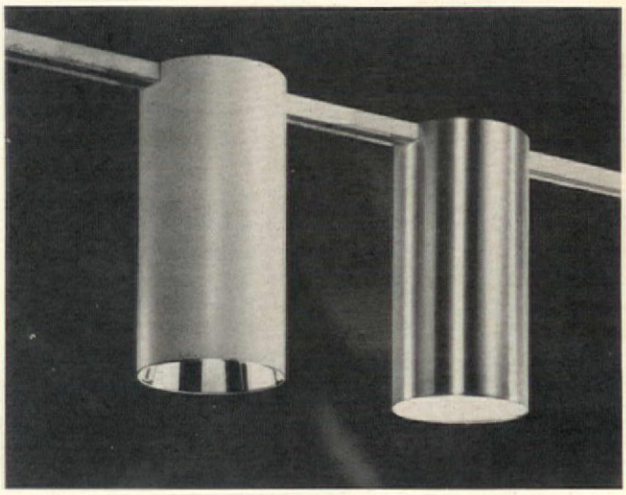
Area code 516–678–4110

Circle No. 80 on reader service card

PRODUCTS & SERVICES

TRACKS CREATE GENERAL, SPOT LIGHTING

General lighting as well as special-effect spotlighting are handled in a contemporary manner with installation of Halo Lighting Div. McGraw-Edison's Power-Trac system. Slim-line



lampholders can be attached at any point along the easy-slide track, allowing illumination concentration and dispersion in accordance with installation needs. Downlights are available in choice of satin white paint and satin aluminum finishes. Tracks can be ordered as four-circuit miniatures or longer raceway models.

Circle No. 135 on reader service card

SOFA ASSUMES A SOFT-SQUARE LOOK

Extra-deep cushion boxing, combined with definitive triple-stiched seams, softens and squares Marden Mfg. Inc.'s sofa design for cushioned, controlled seating comfort. Seeking a more defined line than in most overstuffed designs, the sofa is end-paneled with rich walnut-trimmed squares. Corners are carefully contoured, suspended between the flush to the floor arms. Three- and four-cushion models are offered in choice of upholstery, wood or lacquered finishes.

Circle No. 136 on reader service card

ANSWER TO TRAFFIC—TRAFFIC

Durability in heavily traveled areas is the outstanding feature of Traffic, Enkaloft stria nylon carpet from Jorges Carpet Mills. With a 22-ounce face weight, the floor covering conforms to newly-established FHA regulations. Jute and HDR secondary backing further insure Traffic's long-life claim.

Circle No. 137 on reader service card

WHEN YOU MOVE

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CLASSIFIED ADVERTISEMENTS

Rate: $22.00 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 typewritten 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.

Furniture Contract Sales—Expanding major contract furniture dealer in New York, Washington, Miami, and Palm Beach seeks experienced, aggressive individuals with commercial furniture background. Send resume, location desired, and salary requirements in strict confidence to President, Vanleigh Contract Corp., 323 E. 44 St., New York, N.Y. 10017.

Contract Reps Wanted for top quality line of aluminum frames and framed pictures. All territories open. Peartree Art Galleries, Inc., 4811 S.W. 75 Ave., Miami, Fla. 33155.

Framed Picture Representative. One of the oldest and highly regarded manufacturers of quality framed pictures is seeking new contract sales in New York area. This is a major company with well priced, well styled pictures. Excellent opportunity for rep with established accounts in New York area. Contact New York showroom: Franklin Picture Co., 225 Fifth Ave., New York, N.Y. 10010.

Philadelphia-Southern New Jersey-Delaware distributors covering architectural and institutional markets desired additional exclusive architectural line to supplement existing casework lines. Fourteen years experience with good established contacts. Offering complete planning, design and specification service. Reply to P.O. Box 428, Howell, N.J. 07731.

Reps Wanted—Top quality butcher block and chrome line—several territories open. Reply to: Box 948, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Contract Sales: Business Furnishings—Aggressive profit oriented business with sales $1,000,000 plus is immediately ready for purchase. Clean inventory. Middle market thrust with good franchises. Marketing profile has tremendous track record with business interiors, furnishings, and machine hardware. California owner has other interests. Only principals apply. Replies confidential. Box 949, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Manufacturers' representatives available: Middle Atlantic area, three outside salesmen plus inside men with warehouse and showroom facilities. Calling on office furniture dealers, designers, specifiers and architects. Write: Box 950, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

Contract Sales Reps Wanted: Supergraphics, designed by leading western designers, and serigraphed on fabric to create a series of dramatic wall hangings. Competitively priced. All states east of the Mississippi are open. Write: Graphilia Textile Supergraphics, P.O. Box 887, San Rafael, Ca. 94902 (415) 456-0363.

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 lines you carry, number of associates or salesmen if you have any, and indicate product categories in which you have a particular interest. Also include area covered. This is a free service. 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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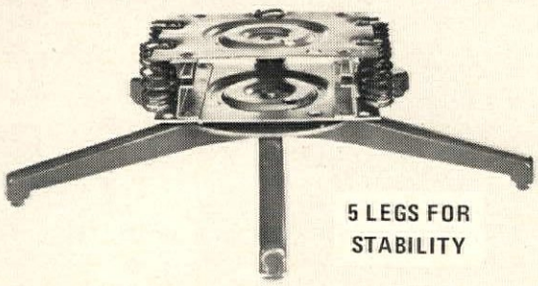

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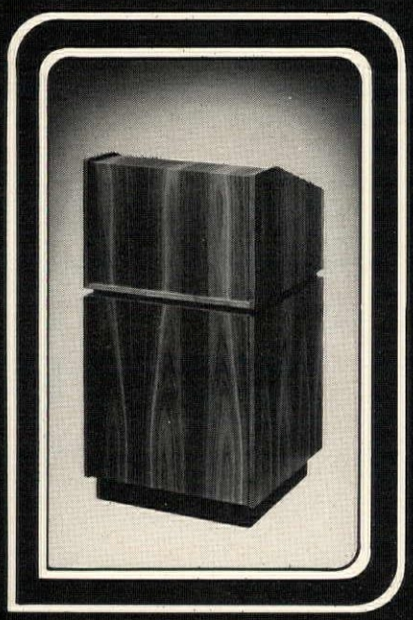
VAN SAN LECTERNS SPEAK FOR THEMSELVES



Van San Corporation

1180 Centre Drive

City of Industry, CA 91748

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Circle No. 82 on reader service card

MANUFACTURERS' LITERATURE

Complete technical and ordering data, along with pertinent information on specifications and packaging, is available for Grant Hardware Co.'s Model 516 and 517 drawer slides. The 516/517 slide mechanisms are reproduced in photograph and line diagram, and are accompanied with lists of stock sizes and suggested applications.

Circle No. 160 on reader service card

Specifications, applications, and illustrations of portable and track-mounted movable walls are compiled in Kwik-Wall Co's 12-page, full-color catalog. Entitled "The Permanent Look in Movable Walls," the publication pays special attention to the space-saving uses of movable room dividers, and lists available hardware and sound-absorption components.

Circle No. 161 on reader service card

Professionally prepared specs and general information on direct glue-down installation of jute-backed carpets has been compiled by W.E. Lunt, member Construction Specifications Institute, and M.O. Powell, President National Association of Floor Covering Installers. Published by Jute Carpet Backing Council, Inc., the installation brochure includes review and definition of materials and equipment, notes on surface preparation, and description of jute primary and secondary backings.

Circle No. 162 on reader service card

A complete package of up-to-date literature has been published by Preway, Inc. to accompany its full line of prefabricated fireplaces. Included in the four-color material are photographs of all units (with separate specifications for wall-hung and built-in pieces), and a complete brochure on chimney installation. Dimensional drawings and installation information explain labor-saving, cost-savings advantages of prefabricated models.

Circle No. 163 on reader service card

Empire State Chair compiles a vast collection of chairs in a new and comprehensive catalog divided into six major style sections—Modern, Bentwood, Continental, Rustic Colonial, Contract, and Custom Plus. Serving as a complete designer's guide, the catalog includes color photographs of installations with chair models fully described, specifications, construction details, and drawings in its 112 pages plus 24 half-pages.

Circle No. 164 on reader service card

Elegant wrought-iron furniture is the subject of a four-color brochure from Plantation Patterns, Div. General Housewares Corp. Leisure Furniture Group. More than fifty pages of illustrations of the firm's Paladin, Corsica, Delicado, and Contensinna casual/outdoor collections are supplemented with up-to-date price lists, fabric and vinyl sample sheets.

Circle No. 165 on reader service card

Easy-to-read, simultaneous recording of time and temperature is the pictorial subject of Airguide's four-color brochure. With designs ranging from traditional mahogany and fruitwood wall models to digital desk top pieces, the booklet contains full specification and price information, a special section on combination lithograph/weather dial wall hangings.

Circle No. 166 on reader service card

With a section of technical data attesting to the durable performance of acrylic/wood versus other commonly used flooring products, and photographs displaying the product's pattern and installation versatility, Arco Chemical Co.'s Perma Grain product booklet provides the interior designer with complete specification information for the firm's PermaGrain Strips collection. Traditional parquet and one-directional designs are combined with larger scaled, contemporary treatments. For the designer who desires extra bold floor treatments, an illustrated section on PermaGrain Aspen is included.

Circle No. 167 on reader service card

A comprehensive sampler service has been developed by GAF for interior designers, architects, builders, contractors, specifiers. Contracfloor sheet vinyl and architectural tile brochure, Contracfloor sheet vinyl swinger, a tile sampler, and complete series of boxed tile samples are all part of the 1974 Architectural Aids package. Specifically designed to facilitate pattern and color selection, the sampler service, according to Roy Gilb, Manager Contract Sales, "presents actual samples swatches in as practical and attractive a manner as possible."

Circle No. 168 on reader service card

A new leather program of 100 colors is being newly marketed by International Fabrics Inc. An unusually extensive collection, the leathers are imported from Bridge of Weir Leathers of Scotland, the hides originating from Scandinavia and Northern Europe. A brochure of colorful swatches for upholstery use is offered by International Fabrics.

Circle No. 169 on reader service card

Colorful fountains are now available in kit form, cataloged in full in Roman Fountains, Inc.'s 1974 brochure. Pre-engineered packages of KD equipment, complete with hardware, pumps, piping and valves, are displayed with complete ordering and specification information. Separate pages of the catalog are devoted to assembled standard and semi-custom designs, including rain curtains, fountains with pools, floating fountains for use in lakes and ponds. Maintenance information is available for both pre-assembled and KD designs.

Circle No. 170 on reader service card

Freight loss and damage, a thorn in the side of manufacturers, dealers, and specifiers, is the subject of a manual published by Southern Furniture Manufacturers Association's Loss & Damage Committee. Areas explored in the publication include: basic principles of carrier liability; types of claims and claim forms; burden of proof; rules, regulations, and practices contained in ICC Ex Parte 263 proceedings; how to handle salvage; step-by-step procedure for filing claims. Definition of terminology and regulations is intended to minimize problems in filing and understanding loss and damage claims.

Circle No. 171 on reader service card.

The ancient art of sandcasting (similar in technique to casting with molten metals) is given an updated explanation and graphic presentation in Sculptural Environments/Bandanna's newest portfolio. In addition to cataloging the range of designs available from Bandanna studios the portfolio includes updated price list and suggestions for interior and exterior installation on wood and concrete surfaces.

Circle No. 172 on reader service card.

Circle No. 84 on reader service card

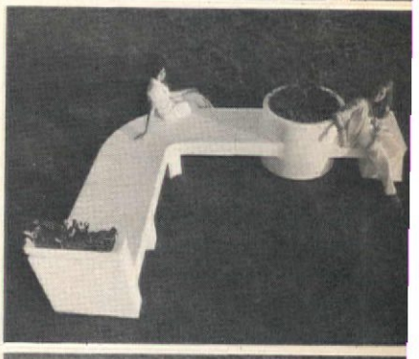
ARCHITECTURAL ELEMENTS

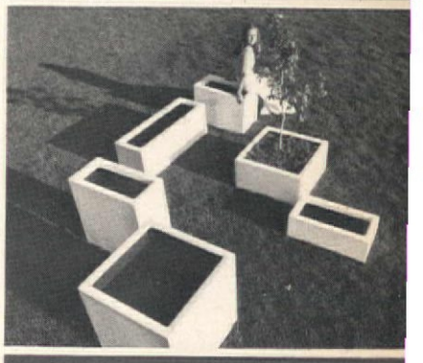
Unique, new concept—building blocks for the architect!

You can now design coordinated accent pieces—seats, planters, tables, fountains, trash receptacles, benches, ash urns, or combinations of all these items—configured from basic building units. An infinite number of combinations is possible, limited only by your ingenuity and design parameters.

Constructed of sturdy, durable fiberglass in a choice of textures to fit your particular requirements—matte, sand, and a variety of aggregate finishes. An extensive choice of colors is furnished standard, or colors may be custom matched to coordinate with your selected color scheme.

Clean lines and modern concepts of Architectural Elements blend tastefully into such projects as shopping malls, foyers, office complexes, arcades, parks, municipal beautification programs, etc. If you are interested, contact us for additional ideas and information regarding this exciting new product.





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INTRODUCING POST TIME.

Gunlocke's exciting new furniture concept. It's something you can expand upon.

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

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.
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Circle No. 86 on reader service card.

Patents pending

ke a planter, add two posts and
ee rails and you can add an upholstered seat.

Three seats in a sofa arrangement plus square table.

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

New 271-0 Guest Chair

HIEBERT

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Showroom also at 1144 Merchandise Mart, Chicago