The Super Executive Office:
1982 contract market to hit $11.5 billion
ASD puts open look in walled offices for J. A. Jones
Luxurious accessories top off desk tops
Atlanta outlook bullish in soft market
New carpet static control techniques
Dallas/Contract 2 Show re-examines practices
There's a lot more to Quiet Zone than meets the eye—or the ear. When you first see it, Armstrong Quiet Zone looks like a modern, attractive Armstrong Vinyl Corlon® floor. But when you walk on it, and feel its comfort, and listen to your footsteps, you might think it's carpet.

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

You know how important quietness and comfort are. You know how important good design is. And you know how important practicality is. Quiet Zone is all of that. Its rugged, heavy-duty vinyl surface resists scuffs and stains. Maintenance is simple and economical. And Quiet Zone is available in two handsome patterns, which are richly textured to help disguise traffic marks and subfloor irregularities.

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

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

83020 Brown 83021 White 83022 Beige

83023 Gold 83024 Green 83025 Gray-Beige

The Quiet Zone pattern illustrated here is called Grand Central.

For more information, send this coupon to Armstrong, 312 Naylor St., Lancaster, Pa. 17604.

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Company______________________
Address_______________________
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FROM THE INDOOR WORLD® OF

Armstrong

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THE SUPER EXECUTIVE OFFICE.

By far the biggest segment of the $6.4 billion contract market, Super Executive Office design accounts for some 47 percent of total contract sales, with volume upwards of $11 billion projected for 1982.

Super Executive Offices:
- Chairman/President's office, Peabody Galion Corp.; Interior Design by Bray Schaible Design Inc.
- Office of Vice Chairman, Celanese Corp.; Interior Design by Bernadene Rand Ltd.
- President's office, Curtis Steel Products Co.; Interior Design by H. Chambers Co.
- Partner's office, Wilke/Davis/Mitchell; Interior Design by Wilke/Davis/Mitchell.
- Executive vice President's office, Shelter Resources Corp.; Interior Design by Leon Gordon Miller & Associates.
- Office of Chairman of Board, W.R. Grace & Co.; Interior Design by Duffy Inc.
- President's office, Federal Home Loan Bank of New York; Interior Design by Dietrich & Rosenbaum.
- Office of Chairman of Board, Continental Materials Corp.; Interior Design by Richmond, Manhoff, Marsh.

Super Executive Furnishings:
- Multi-functional furnishings demanded by executives' varied roles become more casual, less segregated from daily office routine.

ASD Office Design Breaks New Direction: Closed Offices Have Open Look.
- ASD's design by William Pulgram for J.A. Jones Co., Charlotte, N.C., provides closed offices with completely "open" look, with innovative features.

Luxurious Accessories Top Off The Executive Desk.
- Traditional polished wood gives way to leather, chrome, marble, slate, in sets that include everything from candy boxes to card files.

Atlanta Design Outlook Is Bullish Despite Architectural Slowdowns.
- Interior space design firms working off three- to-six-month backlogs, some new projects still coming in, lowering of interest rates, expected to ease economy into higher gear by second half.

New Carpet Static Control Techniques Proliferate.
- Carpet can now be specified even in hospital rooms and where sensitive data processing equipment is in use as a result of developments in static control.

"Dimensions In Contract" Is Dallas Show Theme.
- Dallas/Contract 2, scheduled for January 15-17, 1975, will focus on new products for contract and seminars that re-examine accepted practices.
CONTRACT RESIDENTIAL

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

COMING IN CONTRACT

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—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.

FEBRUARY—Flammability and all its contract ramifications are examined in depth, with an outline of the industry’s most pressing problems, including new developments and safeguards. Preview of American Association of School Administrators Show, Dallas. Feb. 21-24, with a special article on North Senior High School, St. Louis, and a new general-contractor-for-the-interior technique that may revolutionize supplying of furniture and furnishings. Filing Systems and filing product review. And a look at the Dallas/Fort Worth Airport. Also, Carpet Scope: International carpet scene.

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People come in different sizes.
So should chairs.
Now there's a family relationship to office chairs for the entire working environment.

Westinghouse now offers you a system of truly comfortable office chairs. People-oriented. Job related.

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Westinghouse, and designer Don Albinson—with his 28 years of furniture design experience—bring a certain logic to the art of fitting chairs to people.

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Large Work Chair

Large Chair

Large Work Chair

Westinghouse Chair Group

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Risom is product designer agent

New York City—For the product designer who needs protection from the manufacturer and the manufacturer who needs protection from the product designer, an agent who protects them both: Niels Risom, former President of Jens Risom, Inc., has established a consulting service as agent for product designers.

Called Ennar Ltd., an acronym for Risom's initials, the company has enlisted a stable of outstanding product designers who are represented by Risom in dealings with manufacturers in need of new product design.

Risom points out that the benefits flow both ways. "I go to the manufacturer in need of design with carefully screened designers, thus saving the manufacturer the chore of screening," says Risom. "and present the talents of my designers, some of whom are Americans and some Europeans. Part of the presentation is a slide show that showcases products that have been successfully designed and marketed by my designers."

There is no cost for the service, according to Risom, who points out that many designers are neurotic about dealing with manufacturers. "I hold hands for both of them as an intermediary," Risom says.

"I go to the manufacturer in need of design with carefully screened designers, thus saving the manufacturer the chore of screening, and present the talents of my designers." —Niels Risom, President, Ennar Ltd.

Historic Amster Yard is site of new Celanese House

New York City—Amster Yard, officially designated an historic New York landmark by the Landmarks Preservation Committee in 1966, is the site of the newest Celanese House, reflecting the firm's home fashions statement—color, design, and new fabrics development.

The actual building, 213 E. 49 St., was built in 1870 and is part of the picturesque L-shaped courtyard complex named for James Amster, who originated the idea in 1946.

Four nationally known designers, Dorothy Paul, FAID, Los Angeles; Joseph Braswell, New York; Russell Stanley, AID, San Antonio; and J. Neil Stevens, Chicago, worked on the house, not as a team but individually on specific areas. Each designer was given hypothetical occupants with different points of view and divergent living requirements, for which to design.

A tour of the house may be arranged by appointment only, through Ms. Barber, Celanese Fibers Marketing Co., 212/764-8866.
More than a market. It's an experience.

Come. Experience the California Lifestyle. The bold, liberated happy life. Interpreted for the rest of the nation into exciting, progressive, unique home furnishings. By California's own designers, as only they could do it.

This is more than a market. It's the first step in an extensive program to introduce the California way of living to the world. A program destined to change the way America lives.

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An experience in living.
Heugatile: Exciting and practical.
That’s the beauty of it.

In the bright new world of interior landscaping, Heugatile stands out.

Distinctive beauty. The convenience of interchangeable squares. A wide choice of colors. And types to accommodate everything from average to extra heavy traffic.

With Heugatile, the only limit to floor coverings design is your imagination. And you can expand or reduce your carpeted area... or change your design... at will.

Heugatile beauty lends an air of luxury to any interior. And produces perceptible effects. Improves the working atmosphere of an office, the selling atmosphere of a store, the study atmosphere of a schoolroom.

What’s more, its appearance is deceiving. Underneath the beauty is ultimate practicality. Instant access to sub-floor wiring. And fast rotation from light to heavy traffic areas to prolong carpet life.

Heugatile’s bright appearance lasts far longer than conventional floor coverings with just normal maintenance. And its unique blend of fibers helps absorb noise.

That’s a big part of their beauty.
HOW TO GET $10,000,000 WORTH OF ADVERTISING FREE.

When Arnold Palmer tees off in a major tournament, people watch. To the point that if you convert Arnie's TV exposure into commercial dollars, you're looking at a $10,000,000 property.

And that's exactly how we suggest you look at him this year. Because this year we're making an even greater use of Arnold Palmer. On a national scale for us. And on a local scale for you. A complete merchandising program of newspaper, radio, TV, outdoor billboard and in-store aids that has Arnold Palmer telling your customers why he likes Woodard furniture. And that your store is the place to buy it.

What it adds up to is enough material to make Arnold Palmer your store's personal spokesman.

And unlike most advertisers who have a $10,000,000 property talking for them, you can have Arnold Palmer for the asking.

But only if you talk to the right man: your Woodard representative.

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

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Sunar all Systems

F2 Work Walls

Wood shells become practically any kind of work station desired when tops, shelves, all Systems drawers or Uniwall cabinets are added.

The shells are the same height as other Sunar Systems modules—56 and 69 inches. Widths are 33, 39, 48 and 66 inches.

F2 Work Walls coordinate in function and design with F2 desks.

Make with them what you want.

Designer: Douglas Ball

Sunar Limited
A Massey-Ferguson Subsidiary

Write: Sunar Limited
Waterloo, Ontario, Canada

Showrooms and representatives in United States and Canada

Circle No. 14 on reader service card.
U.S. linoleum production ceases after 65-year run

Lancaster, Pa.—After a continuous run of 65 years, Armstrong Cork Co. has terminated all linoleum production, marking the end of that product's production in the United States.

"The end of linoleum," explained James H. Binns, Armstrong President, "can't be viewed in the same light as, for example, the buggy whip going out of production because of the coming of the automobile.

"I like to think of our modern vinyl and no-wax sheet materials and tiles as the 'children' of linoleum. After all, linoleum put Armstrong on the map. The reason we're discontinuing it is that other products—the 'children'—have come of age."

Since Armstrong linoleum first came off the line in 1909, over 957 million square yards of the flooring have been purchased. One pattern in particular was responsible for a production tally of 42.25 million square yards since its introduction in 1931.

Perhaps the story is best summed up by Binns. "The word 'linoleum' has become a blanket term in the American vocabulary. It's often used to refer to any kind of resilient floor. Linoleum was, and still is, a good product, but it had been on the market for 65 years, and that's a bit like marketing continually improved versions of the Model T. The end had to come sooner or later.

"The term 'linoleum' will probably be in the dictionary centuries from now, though, and that's about the greatest testimony to a flooring product and its widespread acceptance that I can conceive."

Eppinger plans extensive expansion

New York City—Eppinger Furniture, Inc., has announced a major expansion, moving executive headquarters and general offices to a new building, now under construction at Fairview Park, Elmsford, N.Y. (contrary to an earlier report run in Contract World: People/News, 10/74).

The site, an office and industrial complex, will include new and expanded manufacturing facilities, warehouse space, and display areas. The firm's present showroom at 306 E. 61 St., New York City, will be expanded to incorporate the space now occupied by company offices.

The move, initiated in order to increase capacities in the growing open plan office systems field, will group all of the firm's facilities under the same roof for the first time, thus increasing productivity.
In this era of material shortages and labor problems, quality often takes a back seat to production. Not so with Old Hickory. Close attention to detail and modern manufacturing facilities make possible a large volume without sacrificing quality.

We've adopted the theme "Close Up Quality" and invite the most discriminate of buyers to take a close look at the Old Hickory line of furniture.

Send today for our new "Close-Up" catalog.

Old Hickory Furniture Company

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MARTINSVILLE, INDIANA, U.S.A. 46151
Expect quality carpets
And expect their
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 (normally they would show up as spots). Also, being nylon, "Antron" gives carpet exceptional durability and crush resistance.

Pomeroy's in Harrisburg, Pa., working through the Allied Stores Store Planning Division, wanted their newest branch in the Colonial Park Shopping Center to stay new looking with minimum maintenance. For their Children's Wear and Shoe Departments, this level-loop, patterned carpet woven of continuous filament Antron® nylon was chosen. Allied designers like the performance of "Antron" and say they will use more of it as new stores are built.

NEW! "Antron" III nylon for static control is now available in selected styles.

How "Antron" keeps carpet looking fresh. Its continuous 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 about "Antron," talk to your mill representative or write to Contract Specialist, Du Pont, Room FF, Centre Road Building, Wilmington, DE 19898.

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

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Call 212-575-2317 for plain facts and expert advice about carpet specifications

Impartial professional advice is one of the most important extras we can offer. We know commercial carpeting. We know that no one fiber, texture or construction is right for everybody. So we make and offer all the important types and grades.

We care what you specify—our motives are the same. We seek what you seek. Carpet with performance characteristics to insure future satisfaction.

We could go on and on about prestige installations. We could drop big names, list hundreds of banks, hospitals, schools, etc. talk about the millions of yards installed, but what's the point? J.P. Stevens is one of the world's largest in textiles, since 1813, employing over 43,000. Gulistan's hard-earned reputation goes back over 50 years.

We have no axe to grind. We'll send a commercial carpet specialist, a real pro, so you can work out precise carpet specifications together.

Call us, or circle the reader service card.
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PRYMA

It's great to look at, clean-cut and contemporary. And truly luxurious, especially contoured for extraordinary comfort. A high-quality chair that gives that extra touch to any office. Attractive, adaptable, available in a choice of many colours. Pryma. It belongs behind your desk!
The GF Environmental Systems Program turns plans into reality.
Your most ingenuous plans become realities because the GF Environmental Systems Program gives you so much with which to work.

Color, for instance. There are sixty-four more colors available than those you see here. And panels. Panels that can be placed together at any angle from 90° through 270°.

The Action Arc
There are Action Arc (120°) worksurfaces, developed for word processing stations and panel-hung tops that can be set at any height.

No matter what your client's business, the GF Environmental Systems Program will meet the needs of that business. (Even when he is working with the tightest of budgets, you can employ ESP with some of the furniture he already has.)

Expansion Plans
You can plan for expansion, because ESP panels can be moved overnight. And moved without damage because they are steel. Another benefit of steel is its fire resistance. (Even fabric-covered ESP panels can be treated to resist fire.)


Office Furniture Systems
GF Business Equipment

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CONTRACT WORLD

IBD professional seal now available

New York — Members of IBD may now order individually numbered professional seals, to be used as identification on drawings, plans, or documents related to work. Each personal number is registered at IBD National Headquarters and may be used as a professional reference if needed. One-time charge is $20 plus $1.50 for mailing, and the seal must be returned in the event of termination of professional membership. Offer is available only to IBD Professional Members.

GFI offers binding six-year guarantee, Rolls Royce

New York City — Celebrity Lynn Redgrave selected the winner of a Classic 1954 Silver Dawn Rolls Royce, grand prize in the most extensive sales promotion program ever launched by General Fell Industries. The promotion was prompted by a technological breakthrough in carpet manufacture, leading to the introduction of the St. Tropez Collection of GFI's "Million Dollar Carpet" line, made of Phillips Marvess Olefin Fiber. The line carries a six-year guarantee, reputedly the most binding ever offered for brand name residential and contract carpet installations.

New heights on Dallas World Trade Center leasing

Dallas — Construction of a heli-pad for helicopter landing atop the new World Trade Center building, Dallas, was completed this month. "We are delighted to have Helix Air Transports as a new lessee," said W. E. Cooper, President, Dallas Market Center, "and feel that many foreign dignitaries and other VIP's who visit our World Trade Center monthly will find this heliport an exciting and time-saving service for transport to and from the airport." "Customers come in from all over the Southwest for real estate surveys," adds Max Stone, VP/General Manager, Helix Air Transports. "These are usually executives with realty firms or developers of raw land who need to check out areas in the Metroplex."

West Coast gears up for momentous summer market

San Francisco — Mart 2 is striving for a July 1975 opening, concurrent with the Summer Home Furnishings Market (July 13-18) when the new Exhibit Hall of Mart 2 will host the San Francisco International Furniture Fair. Compounding interest and excitement, California Contract Show opens July 16-18, featuring Mart non-residential exhibitors, Design Resource Mart exhibitors (Mart 2), and 50,000 sq. ft. of show-time-only exhibitors in Brooks Hall, near the Civic Center. The entire event is sponsored and operated by the Western Merchandise Mart.

In addition to a broad range of exhibit categories, California Contract Show will host a program of seminars and idea exchange sessions, planned with the assistance of an advisory committee of designers, architects, space planners, and end-use executives.

For more information, contact Leonard Rogers, General Manager, Western Merchandise Mart, 1355 Market St., San Francisco, Calif. 94103; tel.: 415/552-2311.
A carpet that passes our Static Generation Performance test can never give you a shock treatment.

Most carpets for hotels, offices or other contract uses have some sort of static control system. However, most of these systems do not keep the static out permanently. Our system does. For we not only engineer static control into Dow Badische fibers and yarns, we performance-test the carpets made from them in our lab—to make sure no shock has slipped in during construction.

Our Static Generation test determines, under controlled temperature and humidity conditions, that static electricity build-up and discharge caused by foot traffic are kept below the average level of human sensitivity. We even give carpets that pass our Zefstat™ Anti-Shock Carpet Guarantee that ensures static control for 5 years or for the useful life of the carpet.

We also put carpets through seven other tough lab tests for tuft bind, flammability, light fastness, compression and abrasion resistance, delamination, wearability and appearance retention. They are only entitled to carry our well-known Performance Certification label if they pass them all!

The next time you specify contract carpets, look for the ones that carry our Performance Certification and Zefstat labels. They will never give anybody a shock treatment. Write for our Contract Carpeting Selection and Specifications Guide.

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Create Center
Williamsburg, Va. 23185
(804) 887-6573
At a recent sneak preview in our waterfront gallery, a select group of critics were awed at the quality and size of "The Sixties Suite," signed, original, limited edition graphics for commercial interiors. They questioned our printing process and were told that the vibrant colors were attainable through serigraphy. Others asked about the framing and we explained that the prints were hinged, laminated, covered with optically-clear acrylic for protection and encompassed in chrome. And sizes? Not what one would call petite, from 57" x 57" to 59" x 72". The most frequently asked question however was why we chose this particular spot to exhibit. Our answer was simply, "we thought it would be fun."

display showrooms:
Los Angeles: Fred Nast, 9233 S. Broadway, Rm. 504.
San Francisco: Yoronne and Stan Breeton, Ice House, 501 Union St., #107.
Seattle: E.F.P. Inc., Design Center Northwest, 5701 6th Ave. S.
Dallas: The Showroom, 320 Dallas Decorative Center.
Houston: Cliff Reed, 130 Houston Decorative Center.
Detroit: Harvey Miller, 15900 W. Ten Mile Road, Southfield.
Cincinnati: William Johnson, 2470 Wicken Circle Dr.
Atlanta: Joe Sherry Associates, 104-16th St., N.W.
Miami: Joe Sherry Associates, 250 N. E. 59th St.

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Specifier Contract Fabrics . . . a new and efficient way to meet all your contract requirements through ONE source

**ONE Decision:**
The most important one you can make—call Specifier Contract Fabrics—for one contact that is responsible for the entire project, from inception to completion.

**ONE Firm Delivery:**
Scheduled to meet your completion date.

**ONE Number to call:**
The Quality Showroom for the Trade

Here, in one building, are fourteen beautifully appointed showrooms displaying furnishings, both traditional and contemporary to suit both residential and contract requirements. Come, visit us—enjoy the unhurried, gracious hospitality which has never been a lost art at The Decorative Arts Center. And, plan to meet your friends and relax in the privacy of our “Designer’s Lounge” on the main floor.

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Our Chair,
is our Love Seat,
is our Sofa.

Because our furniture is modular and plastic.
First, it's modular. Two chairs quickly bolt together into a cozy love seat. Add another chair and our love seat becomes our sofa. You're never stuck with an odd-size piece because Syroco's Lifestyle furniture is as changeable as your needs.

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Modular, plastic, and available in your choice of frame colors and Herculon or Naugahyde cushions.
When it comes to practical contract furniture, there's nothing like Lifestyle by Syroco.Qualified contract representative inquiries invited.
superbly
done in
teak

The dictionary defines Superb as majestic, noble, rich; of supreme excellence or beauty. Teak is defined as a hard, yellow-brown wood used especially for ship building. In these definitions lie the basis of the two greatest strengths of Robert Newton Business Furniture.

First is our golden Burmese teak. It's the finest, most durable wood, finished to perfection with our exclusive "Satin Finish." Second is our superb styling by Fern Tardif, and unmatched craftsmanship. Combine these with component versatility and regional warehousing and you have the ingredients of the Robert Newton success story that is rapidly sweeping across the United States.

We've been marketing teak business furniture less than two years, but we've been making elegant teak furniture for more than 18 years. Our parent company builds seagoing yachts and motorships, all with luxurious interiors and matching furniture of handcrafted Burmese teak. There is no compromise at sea for integrity of design and strength of construction. Our boats and boat furniture have won a world-famous reputation through excellence of design and construction. Robert Newton Business Furniture gives you that same built-to-last strength through integrity of design and quality of materials and craftsmanship.

All-mahogany plywood is used; 13 ply sides and 9 ply tops. No particle board,
no softwoods. Hardwood frames throughout. Each drawer and component is a complete structural module within itself; glued, fastened, blocked, finished and protected ... adding to the overall strength of the finished unit.

Component versatility and regional warehousing allow us to offer "Delivery Now" on any of more than 6000 different units. When we say "Delivery Now" we are emphasizing our built-in ability to meet your needs FAST . . . with a precise application of design and function.

Five basic design groups allow you to work with every type of decor from antique to modern. The off-the-floor C Series combines timeless design with expanded function. The stylish four-group A Series is the most versatile in the industry with rosewood inlays, variable depth modesty panels and a choice of four accent bases.

The line includes desks; returns; credenzas; tambour door and sliding door components; files and bookcases; desk-top letter and card-file trays; coffee and end tables; wall tables and credenza desks; special U-shape arrangements; wastebaskets; hand-sculptured chairs; conference tables; and book-matched finished teak paneling. It's a very complete and comprehensive line and it's all handcrafted in our exclusive "Satin Finish." Robert Newton Business Furniture is now available in the Southeast and Gulf states. Alvarado Commercial Interiors of Denver is represented in Dallas by Mr. Henry Neave. The Southeast is served by Designer Products, Ltd. with a complete warehouse and showroom in Atlanta and a showroom in Miami. The new 100-page A Series Specification Book presents more than 500 items in four design groups. It's available at no charge from your nearest Robert Newton Business Furniture dealer.

ROBERT NEWTON BUSINESS FURNITURE

Showroom/Warehouse: 624 West Carob Street, Compton, California 90220 (213) 638-5125
New Assignments:
Welton Becket to design Fluor's Los Angeles plant and offices

Master planned and designed by Welton Becket & Associates, Los Angeles, Fluor Corp.'s new Los Angeles div. facility and corporate office building will include over 1.2 million sq. ft. and 200,000 sq. ft. of space respectively. Nave Fortson

Nicholson Design Associates, Cherry Hill, N.J., has been selected by Canetic Corp. of Berlin, N.J., to design a marketing center for its new planned community, Terrestrial. Coral Gables-based Gart Urban Associates will design the Information Center for Florida Center, a $600 million industrial, commercial, and residential planned community development in Orlando. Project will include displays, exhibits, and industrial design. William Sklaroff Design Associates, Bala Cynwyd, Pa., has been commissioned for interior design/space planning of the new Silverstein Pavilion of Hospital of University of Pennsylvania. The twelve-story building will be located in Philadelphia. Other projects include space planning of American Board of Internal Medicine in Philadelphia, West Hills Hospital in Canoga Park, Calif., and Allentown Sacred Heart Hospital, Allentown, Pa.

SLS/Environetics, Inc. will do complete space studies and working drawings for 1055 Thomas Jefferson St., an unusual office building in the Georgetown section of Washington, D.C. The six-story building will include 160,000 sq. ft. of rentable office space, three levels of parking, and 50,000 sq. ft. of retail store space on two floors, one of which is underground. Boston Stores, Los Angeles, has announced the retention of Associated Design, Planning & Art (ADPA), Los Angeles, for interior space planning and design of its new 60,000-sq.-ft. store now under construction in the Tempe Mall Shopping Center, Tempe, Ariz. The project will include a garden court located in the center of the store. Frederick Miller Interiors, Baltimore, is currently writing specifications for an eight-story office/classroom building at a Baltimore college. World wide projects currently under way at Henry End Associates, Miami, include space planning for: Hyatt Regency, Montreal, Canada; Hyatt Regency, Caracas; Penta Hotel, Geneva, Switzerland. The firm will also redesign and refurbish the Royal Orleans Hotel, New Orleans. California-based Cannell & Chaffin Commercial Interior Designers will design the interior space of the new $30 million Hospital of the Good Samaritan, Los Angeles. Scope of the interior design work for the nine-story structure includes consultation regarding existing furniture and equipment for re-use, furniture layout plans, new furnishings recommendation, color coordination of furnishings, recommendations for interior signage. A $5.4 million resort hotel and condominium complex, a joint project of Consolidated North American, Inc. of Oakland, Calif., and Tahoe Realty, Inc., of Kings Beach, Calif., will be built in Costa Rica. Architect for the project is Robert E. Lee. David Klages & Associates... Synetics Group, Inc. of Chicago has the following contracts on the boards: new corporate headquarters for Spector Industries, slated for completion in 1975; library facility for Northeastern Illinois University, to be completed in 1977; and LaGrange Family Practice Clinic, slated for a March 1975 completion.

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EXECUTIVE OFFICE MARKET PROJECTED TO $11 BILLION-PLUS BY 1982

Office design is by far the biggest segment of the $6.3 billion contract market, accounting for 47 percent of the total, with projections that will double it by 1982.

Since office furniture and furnishings now account for 47 percent of the $6.3 billion contract market, according to Smith, Stanley & Co., Inc., market research firm, and are projected to be at least that percentage by 1982, when the total contract market will be $11 billion, it follows then that the architect/designer/specifier involved with office design can look forward to a swiftly growing market during the next seven years.

Despite temporary dips in the upward movement of the market that inevitably are felt by designers, the projected growth is phenomenal and the design community must benefit economically from this healthy expansion, according to the market analysts.

In the short run, contract work generally and office design specifically have supplanted the faltering residential market, which has been under pressure due to the marked drop in housing starts. Buildings in contract that were conceived two and three years ago are only now being completed and require design work to complete the interiors.

Indications that interest rates will come down portend unshelving projects that will benefit both the architect, who has been hurting for more business, and the interior space designer, who has been working off three to six month backlogs and who has continued to get commissions resulting from completion of buildings.

In the following sections, CONTRACT brings the reader a cross-section of some of the super executive offices designed in 1973-74 and product designs of recent vintage for tomorrow's executive offices.
CRISP SETTING REFLECTS FIRM'S ENVIRONMENTAL INTERESTS

Jack McConnaughy's deep interest in all phases of his firm's vast and widespread interests and facilities keeps him exceptionally busy with a steady stream of meetings. Hence his office combines two major conference settings—at his table/desk and in a U-shaped lounge area. And since the firm is a leader in the environmental protection market, Bray Schaible keyed the room with a crisp design, using strong whites in high finishes and deep taupe/earth tones for upholstery and carpeting. In keeping, photos of facilities around the country were blown up and hung on walls as significant and decorative focal points. McConnaughy's papers are stored in two files near the desk/table, in a credenza on a far wall, and in the drawers on all sides of the coffee table. One section of the table top lifts up and reveals yet another storage area, so that pertinent brochures and reports are always handy.

It's hard to believe that this sophisticated office is "carved out of a corner of a warehouse," located in a dock-side industrial—and unattractive—section of Baltimore. Because Leonard Levin's international visitors will more likely discuss the state of the steel market rather than haggle over prices, Chambers created a setting to totally relax the visitors, who are often served refreshments from a pantry/bar in the foyer (not shown in photo) of this office suite. As may be expected in a steel exporter's office, metal, primarily steel, is played up in the total design, in striking contrast to the dark brown vinyl suede walls. To hide the functional factory windows and the burglar alarm and heating equipment below them, Chambers framed the windows with 6-in.-deep L-shapes that have 3½-in. returns of fluted chrome moldings. Levin's desk chair sits upon a travertine island, the same material used in the foyer of the office and on desk and credenza tops. Despite the frenzy of activity that takes place in the warehouse and outdoors, the office has a "hushed" feeling, a quality achieved equally through excellent acoustics and the overall design concept of the room itself.

Office of Leonard L. Levin
President
Curtis Steel Products Co.
Baltimore, Md.

Interior Design: H. Chambers Co.
James E. Peterson, Designer

DESIGNER’S OWN OFFICE IS LAB FOR INNOVATION

What better way to demonstrate new techniques than to have the designer turn his own office into a laboratory for client design. That was the concept behind the offices of Wilke/Davis/Mitchell, interior and industrial design firm. The office illustrated belongs to Julian Davis, Partner/Designer, and it incorporates innovative ideas and custom furnishings. The Plexiglas window, for instance, can be closed off with a viewing screen (it’s black on the corridor side) for slide presentations to clients. The screen is activated by radio waves, thereby eliminating electrical wiring. The stainless steel cylinder near the seating group rotates at the press of a button to reveal bar, stereo speaker, storage space. The offices of the other two partners—Barry Wilke and Saul Mitchell—are designed in totally different styles as a demonstration of the firm’s versatility and to test client’s personal preferences. For the office staff itself, the three offices, in the core of the large space, eliminate the “ominous boss in the corner” attitude. And the non-rectilinear shapes are not only softening, but also tend to become equilizers, since the rooms cannot be measured in precise dimensions.

Office of Julian Davis
Partner
Wilke/Davis/Mitchell Associates Inc.
New York, N.Y.

Interior Design: Wilke/Davis/Mitchell Associates Inc.
Barry Wilke, Partner
Julian Davis, Partner
Saul Mitchell, Partner

EXECUTIVE FURNITURE

Maximum use of vertical

A—Four-drawer file and book cabinet, part of Murphy-Miller's Custom 70 Series, provides executive storage space, and offers functional HPL top. Matching desk and credenza units complete the line. Circle No. 175.

B—Cado/Royal System, Inc. has added a top-loading file cabinet to its wall units. Available in either walnut oak, or rosewood, the file is matched by Cado's free-standing executive desk. Swivel chair, designed by Finn Juhl for Cado, has five-star base for added stability. Circle No. 176.

C—One in a series of storage possibilities from JK Interlock, this credenza combines mirror-chrome legs, aluminum casting, and laminate top, for an up-to-date, functional piece. A choice of matching or contrasting desks and tables completes the line. Circle No. 177.

D—When constant reference is required, files must be both an integral part of decor and easily accessible. Wilson Jones' Executive Series is rich walnut-grain finish over wood material. Data rocks are working height floor models, equipped with casters for mobility. Each unit may be individually locked. Circle No. 178.

E—Ingeniously designed "envelopes" (E-2) are the heart of Group 4 series...
storage space is a must

from Jens Risom Design. Storage components (E-1) are selected according to need, and slip into "envelope" to form customized credenza (E). Credenzas are composed of two or four sections, come with polished chrome edge and/or polished base trim. Circle No. 179.

F—Storage credenza from Gayeski Furniture Coordinates is finished with DiamO'Gloss polyester protective coating, exclusive with the firm. Burled-wood veneer is European-imported, expertly matched. Circle No. 180.

G—For complete storage in the open plan environment, Landscape Systems Div., Modern Partitions provides hanging storage, using vertical space to maximum efficiency. Finishes include fabric, high-pressure laminate, carpeting. Top-loading files (G-1) are geared to a wide range of dimensions, providing extra work surface area as well as easy access. Circle No. 181.

H—For optimum use of vertical space, a wall unit from Eurotrend, Inc. The European-imported modular components work on the building-block technique, may be base-mounted or wall-hung. The system is equipped with a wide choice of finishes. Circle No. 182.
LOUNGE-LIKE CONFERENCE CIRCLE
USED FOR HIGH-POWER MEETINGS

About 80 percent of Marvin Miet's business day is spent at high-level, decision-making conferences as he directs the division he heads at Shelter Resources. Hence, his major working area is a low-keyed conference circle that is rimmed with deeply comfortable chairs and a telephone console. His desk—a corner is visible in lower right of the photo—is far enough removed from the working conference area so that papers can be left undisturbed and unseen by others. The specially designed display cabinet reflects Miet's interests and hobbies—his own model-making feats, a photo of his boat, American Indian dolls, and artifacts. On walls not shown are signed Picasso graphics.

Shelter Resources, a holding company that has a dozen or so major divisions, from mobile homes to land development, was designed so that each executive office reflects the interests, preferences, and working patterns of the occupant. The over-all result is eclectic, yet harmoniously coordinated within the corporate structure.

Typical of most high-level executives, Felix Larkin finds that his working pattern falls into two types—one, paper work and brief meetings, which are conducted at his desk; the other, longer conferences, which move to the lounge end of the large, corner office. Carpet plays a strong role in delineating, yet coordinating, these two distinct areas. Two contemporary orientals, floated on karpa wood floor, are keyed with the same color schemes and borders, but are differentiated by a solid ground for the desk area and a multi-colored, highly figured ground for the conference grouping. Brief meetings at Larkin's desk are accommodated by two pull-up chairs. Lengthier conference meetings take place in the more relaxed grouping, where papers can be spread on the large coffee table. By placing the desk near the rear wall, the designers assure Larkin of privacy for papers that may be on his desk when staff and visitors enter the room.

**Office of Felix Larkin**
Chairman of the Board
W.R. Grace & Co.
New York, N.Y.

**Interior Design:** Duffy Inc.
J. O'Neill Duffy, Principal-in-Charge and Project Director
Terry J. Kuhn, Project Designer

DECEMBER 1974
EXECUTIVE FURNITURE

Multi-functional executive space

A

B

C

D

E
requires variety of furnishings

A—Tectura's 3000 Series incorporates "floating" desk top design, a Tectura trademark, available with high or low profile styling. Circle No. 183.

B—Group 55 from Lehigh/Leopold is geared toward the needs of the executive in open plan. The modular group offers a choice of finishes and components. Circle No. 184.

C—Easy Chair from GW Furniture is just one of six pieces composing Club Series. Upholstery is vinyl, nylon and wool fabrics, leather, or suede. Circle No. 185.

D—Design is classic, linear in Roffman's executive desk. Three-inch solid white ash bull-nose edge conceals drawers. Finishes range from dark walnut through oak. Circle No. 186.

E—Archiutti Michele fashioned chrome and glass into etageres, wall units, and accent tables, for Metalia International, giving executive space modern lines, opulent decors. Circle No. 187.

F—Part of the 700 Group from Gregson, this high-back posture chair features American black walnut and seats of foam over nine coil springs. Options include welt or nail trim. Circle No. 188.

G—Alpha Group, made from natural oak veneer, is designed for open plan or conventional offices. Consisting of more than 50 components, the system, from Omni Products, is constructed with dowelled joints, is pole-supported or freestanding. Circle No. 189.

H—Kasparians' Lounge Chair combines leather seat and back, stainless steel plinth base, and hand-rubbed oil finish Bartiki wood frame. Circle No. 190.

I—Kirkby Conference Table with Racetrack Top, designed by Gunter Eberle for Vecta Contract, suits both executive and conference functions. Modern design is accented by Chamberlain Chair, also from Vecta. Circle No. 191.

J—Turner's Conference Table System uses flat chrome-plated 13-in. diameter tubular steel legs, with top of Wenge, Brazilian rosewood, flat white plastic. Circle No. 192.
ECLECTIC ELEGANCE IS FOCUS IN WORLD TRADE CENTER AERIE

Occupying the entire 103rd floor of the World Trade Center in New York, Federal Home Loan Bank probably has the distinction of being the highest office in the world. Bryce Curry, Federal's President, in a spacious corner of the tower floor, enjoys a most spectacular view of Manhattan while conducting business for all of the parent firm's savings and loan institutions in New York, New Jersey, Puerto Rico, and the Virgin Islands. The setting is a superb expression of the client's tastes and preferences for his working environment: a contemporary interior that captures the elegant and prestigious ambiance of traditional furnishings. These esthetic goals were successfully accomplished by Dietrich & Rosenbaum with the use of fine materials in soft hues that are typical of Japanese decor.

Varied lighting effects are created by cold cathode tube cove lighting, table lamps, and recessed incandescent ceiling spots, with dimmer controls to step the mood up or down for work sessions or business entertaining.

Office of Gerald Gidwitz
Chairman of the Board
Continental Materials Corp.
Chicago, Ill.

Interior Design: Richmond Manhoff Marsh Inc.
Burt M. Richmond, Partner-in-Charge and Project Director
Robert Hopkin, Design Director
Dennis Kluge, Designer
Ellin Goodman, Specifications

The criteria: a multi-purpose space built around contemporary, high quality furnishings in a functional and comfortable setting. Not only is the office designed around the needs of the executive, it is also geared to those times when he is away and the office is used by vice presidents as a conference room. Thus, the table/desk, which provides a broad work surface on which Gerald Gidwitz reviews documents with his financial and legal advisors, also serves as a meeting table by others in the Chicago-based conglomerate. The built-in, wall-unit desk has a tambour door, which has a key-operated switch to enclose the space and keep private papers away from curious eyes. Another useful feature is the electric door release, which works in conjunction with a door closer.

EXECUTIVE FURNITURE

Executive status calls for plush

A—Part of the Leif Blodee Executive Chair Group, this high-backed model is available with casters or glides. The American Seating product features polished chrome base, all-steel construction. Circle No. 193.

B—Vertex introduces the Variant 1 group designed by Warren H. Snodgrass. Metal frames come in polished chrome or oil-rubbed bronze. Upholstery is COM or Vertex leather. Circle No. 194.

C—Manufactured in Brazil by LeatherWood Designs, this high-back arm chair is of genuine leather, Scotchgard treated, with mirror-chrome steel adjustable swivel base. Circle No. 195.

D—The Zorba Collection, designed for Brayton International by Paul Houghton, combines polished stainless steel frame with two dacron-wrapped cushions. Matching ottoman (D-1). 2-place and 3-place sofas complete grouping. Circle No. 196.

E—Available in club chair plus double and triple sofa models, GF Business Equipment’s Executive Soft Seating has button-tufted cushions, open or closed bases. Circle No. 197.

F—Jansko’s executive chair is complete with choice of six bases, hooded ball casters, high-torque mechanism, and molded plastic arms. Circle No. 198.

G—Part of John Stuart’s award-winning seating series designed by William Sklaroff, the Presidential Chair features triple-stitched seat cushion, coffe detail. Circle No. 199.

H—Sofa from Mueller Furniture is crafted of solid walnut skin, with base of mirror chrome or solid bronze. Upholstery is COM fabric or leather. Circle No. 200.

I—The K270 Series from KT Furniture combines generous seating area with compact outside dimension. Construction details include hardwood frame, foam rubber seat over trampoline suspension. Circle No. 201.

J—Designed by Karl Springer for Furniture Specialties, this modular seating unit offers plinth or leg base, ottoman with concealed casters, down-filled cushions. Circle No. 202.
seating, striking design
ASD OFFICE DESIGN BREAKS NEW DIRECTION: COMPLETELY CLOSED OFFICES HAVE OPEN LOOK

ASD's design by William Pulgram for J.A. Jones Co., Charlotte, N.C., provides closed offices with completely "open" look, together with innovative open plan features.

A new direction in open planning has been achieved by one of the foremost innovators in open plan design, William Pulgram, President of ASD, Inc., Atlanta. For the new headquarters of J.A. Jones Construction Co., an international construction company with 250 headquarters personnel, Pulgram evolved a design that promotes maximum audio privacy in the executive offices with minimal visual barriers. The result—a partially walled environment that has the open look and feel of an open plan environment.

This innovative approach developed by Pulgram and his staff evolved after careful determination of the desires and working habits of J.A. Jones' executive cadre. Key management people visited a variety of new office installations and liked some aspects of open planning, according to Pulgram, because of the way it facilitated communication. "But," he says, "they still wanted privacy—privacy without isolation, that is." Furthermore, while the executives wanted a functional environment, they also wanted an up-to-date office environment that would reflect a progressive image to all who visited the offices.

**Started with shell**

Pulgram started out with a shell, a new building designed by J.N. Pease Associates, Architects, of Charlotte, N.C., where the new J.A. Jones headquarters is located. The core was a "given," thus providing a considerable parameter within which the interior design was to be created. Located at One South Executive Park in a suburban area of Charlotte, the building is one of three in the complex.

Typically, most workers returning from
Natural materials provide “construction” look

construction sites have mud on their shoes. Yet they, too, had to feel comfortable in the office environment, Pulgram explains. “After all, they also are the heart and blood of the company, as are those whose locus is only that of the office.”

No comfort sacrifice

Much of the interior detailing—heavily textured sheet rock walls, for example—contribute to the “construction” feeling of the offices, without sacrificing a comfort component. The facility requirements study undertaken by ASD was revealing in terms of how this company’s executive and supervisory staffs work, how they interface with other company components, and how they work and communicate with each other.

“The more we thought about their needs,” says Pulgram, “the clearer the concept became in my mind for a modified open plan design that would be a harmonious combination of closed and open space—without the separateness that full height walls provide.”

Thus perimeter executive offices are two-thirds solid walls and upper third glass partitions that are free of joining mullions. The glass panels are epoxied together and extend through the drop ceilings, where they are firmly anchored out of sight of office visitors and inhabitants.

The look is totally open, a condition further enhanced by two more architectural techniques with glass. Doors to the offices are solid glass, floor to ceiling. When a door is open, it is totally unobtrusive, providing a feeling of “no doors,” because it simply stands over a partition, whose color and texture is clearly seen through the transparent door. Similarly, when it is closed, what is beyond the door—executive, desk, visitor—becomes the focal point of the viewer’s eyes, not a solid, opaque door. The other detail consists of floor-to-ceiling glass partitions that connect the TRM workstations or solid wall panels to the modular building columns, thus providing a view along the windows through each perimeter executive office. This, of course, further enhances the open feeling, as well as enhancing communication. A glance through the separating partition can alert an executive to the presence of another with whom he desires to exchange information, without having to resort to the telephone or interoffice communication system.

Partitions have clip-on system

“The glass partitions add yet another solution to the problem of heavy columns in the shell,” says Pulgram, “since it would have been difficult to frame into the mullions connecting walls.” Consequently, partitions on column lines were not necessary, only glass framing into thin mullions.

In the open areas of the floors, Knoll’s Stephens System was used, together with full-height, sound-absorbent dividers. These dividers, designed by Pulgram and soon to be marketed by a furniture manufacturer not yet announced, delineate major activity areas and modulate the personal environment, according to Pulgram. The movable wall system, with width variations of seven to ten inches, depending upon the application, can be erected in either rectilinear or serpentine configuration. It sits on the floor with a carpet gripper foot, and if there is an exposed T-bar ceiling, the partitions can be anchored with a clip-on system. Height is determined by the height and type of the ceiling. Metal clips also can be affixed to the ceiling for anchoring partitions. Since the partitions are soft, with sound-absorbent qualities, the partitions become part of the acoustical system.

“Space still flows around these walls—thus further modulating all of the space in the office,” says Pulgram.

Need for spatial change of pace

Natural materials used throughout provide the “construction” look. Paint in warm, earthy colors is used on the textured sheetrock walls. Wood slat window blinds create interesting shadows, as well as projecting the construction company image. Planters with live plants add yet another outside dimension, as well as providing key visual shielding points in the plan.

Pulgram carried out the philosophy of “environmental change need” that he espouses for snack and rest areas—isoation and change of scene—by designed arched sheet rock walls that literally create a separate and new environment. He then enhanced it with hanging light fixtures within the arches, over tables and chairs that have the feel of a totally removed restaurant and/or lounge. Planters, warm colors, and lounge seating complete the effect.

“I think that designers make a bad mistake when they integrate a restaurant/snack/restaurant space with the the rest of the office,” says Pulgram. “I’m talking, of course, about the interior detailing and separation, not the layout as it pertains to traffic flow. It has been shown that trips to the water cooler increase when office inhabitants work in a sterile environment. They need the visual change, as well as the...
Combinations work station and wall (above) incorporates floor-to-ceiling glass panel at far left that opens all offices beyond visually for completely open feel and to enhance communication between executives.

A totally different and separate eating environment was fashioned with arced walls and contemporary furniture in dining room. Fire wall between office and file room comes out of ceiling at night, to assure record safety if fire occurs (bottom r.).

SOURCES

DECEMBER 1974
Design bridges open and traditional offices

Arched walls of dining room form partial wall separation for secretarial area (above). Movable partitions are affixed to ceilings with special clips in T-bars and to floors with foot-grippers. They can be fabricated to any height. Typical executive workstations (left) and conference area are glass enclosed at top. Wood-slat venetians were chosen for construction feel of design.
spatial change. We, consequently, build that change into a totally separate design and color scheme, although they may, of course, be related."

Thus Pulgram arrived at a transitional design that bridges the open plan and the closed office in such a way that neither suffers from deficiencies.

Management at J.A. Jones has exhibited delight at the space. Brigadier General William Glasgow, Jr., corporate Vice President of J.A. Jones, was liaison with ASD in creating the design. He traveled the country, visiting various new office installations, and interviewed several design companies before selecting ASD to do the office design work.

The entire office complex consists of 55,200 sq. ft. —12,800 sq. ft. for each of four floors—has 10-ft. ceilings, with combinations of fluorescent and incandescent lighting to vary light and shadow values throughout.

Another example of the detailed planning that went into the design is the use of a fireproof shutter that is brought down to seal the filing room when the office closes, thus protecting valuable records during the night.

New direction for open/closed mix

"Reaction to this installation by both employees generally and executives specifically has been marvelous," concludes Pulgram. "It has been a very successful job." In terms of the innovative features of the open plan, it also has been termed a pioneering, new direction in open planning, as was the McDonald, Inc., Oakbrook, Ill., design completed by Pulgram several years ago.

That installation was the first in the country to incorporate both the Chairman of the Board and the President of the world's biggest hamburger chain into an open plan design. Together with a think-tank that garnered national publicity, that job was the bellwether of future open plan modifications, such as the J.A. Jones job.

In effect, Pulgram has really brought the open plan full circle, to a point where he has achieved closed offices that "look" open, albeit in a layout that includes open plan spaces. The design proves the viability of combining both, where the need for both becomes a tenet of the client's needs. ■ L.C.
LUXURIOUS ACCESSORIES
TOP OFF
THE EXECUTIVE DESK

Traditional polished wood gives way to leather, chrome, marble, slate, in sets that include everything from candy boxes to card files.
A—Perpetual Calendar from Heller Designs Inc.'s Danese Collection coordinates with two ashtray models, pencil stand, paperclip/pencil holder—and wastebasket. Design credits go to Italy's Enzo Mari. Circle No. 150.

B—Atelier International's Norex System can be specified in brushed aluminum for the executive, ABS plastic for general office use. Modularity makes for 23 possible variations from single function pen holder to multi-function memo pad, calendar, cigarette holder combinations. Circle No. 151.

C—Variations in height, card capacity, and color suite Eldon Office Products' Desk Top Card Files to any installation and cataloging requirements. Wheels can be specified with or without cards. Circle No. 152.

D—Dapco Industries' waxed oak, three-in-one desk set matches Sheaffer Decor pen and socket with memo paper. All in compact 8 by 10-in. base. Circle No. 153.

E—Top-grain leather combines with chrome and steel in Peter Peppers' elegant accessories series. For under-the-desk coordination, matching wastebaskets are available. Circle No. 154.
DESKTOP ACCESSORIES

Muted earth tones for handcrafted pieces
A—Brown Earth accessories from Haeger Potteries include cigarette holder, lighter, ashtray, candy box. All are handcrafted, finished in muted tones of brown, orange, beige. Circle No. 155.

B—Earth tones give way to cool chrome in a collection of super smooth accessories designed by Hugh Acton. Desk top planter, vase, paperweight available from Vecta Contract. Circle No. 156.

C—Chrome lends character to another accessory line, this one from Quebec's Choralia International Ltd. Varia Series matches letter holder, pen set, memo holder, and desk pad. Circle No. 157.

D—Fine glass threads imbedded in clear or white base medium create the Piligrana series of vases and bowls. Designed by Tapio Wirkkala, available through Venini Ltd. Circle No. 158.

E—Slate pure and simple (with no artificial colors or lacquering) is Loffler Co. Inc.'s contribution to the accessories market. Retention of natural, soft black color requires simple oil rubbing. Circle No. 159.

F—Translucent bronze plastic is Oxford Pendaflex's chosen medium for its newest desk line. Set includes letter trays, calendar, memo holders. Circle No. 160.

G—Marble is the medium for Casa de Onyx's desk top collection. Color choices range from mocha to mist green; styles from ashtrays to bookends. Circle No. 161.

H—Solid etched brass or polished aluminum may be specified for system J. office line, combined with hand-rubbed oak or walnut. Washington Clock Works' offers file, penholder/calendar combinations as part of the J collection. Circle No. 162.

I—Executives can reflect on their images with mirrored planter cubes, pen and pencil boxes from Tomorrow Designs Ltd. Standard sizes range from three to 24 inches. Circle No. 163.

J—From Glassform, colorful tower of interlocking ashtrays, fashioned from fiber-glass reinforced plastic. Sold through Eppinger Furniture Inc. Circle No. 164.
Growth in Atlanta apparently is irrepressible, despite the sluggishness of the economy. While Atlanta, together with the rest of the country, is anxiously awaiting a reduction in high interest rates so that it can go on with its building boom, several developers of speculative buildings now in progress have issued orders to "put the skin on it and let's not do the inside until money costs less."

Consequently, some architects waiting for the break are hurting for business. Interior designers, however, are working steadily, have a three- to six-month backlog of work, and are hopeful that a reduction in interest rates will get projects off the shelves for architects and that they will catch up in a relatively easy transition.

So confident is the business community that big plans already are underway for a contract show in November 1975, which will encompass three areas of Atlanta: Atlanta Merchandise Mart, 14th Street designer/architect area, and Atlanta Decorative Arts Center.

To be designated "Exploration Atlanta," the market will have the support and involvement of American Institute of Architects, American Society of Interior Designers, Institute of Business Designers, Atlanta Merchandise Mart, ADAC, the Producer's Council, and a number of important manufacturers representatives.

Acting as catalyst

Bart Starr, President of his own Atlanta design firm and President of Atlanta Chapter, IBD, is acting as a catalyst for the projected contract market, together with the Atlanta Chapter of IBD.

"This is a movement for a regional contract market in Atlanta," says Starr, "since there unquestionably is a need for contract concentration in the Southeast. The thrust of the recent national meeting in Atlanta of the IBD is to help fortify the image of progressiveness of this area and to garner more support for the upcoming contract market."

At the forefront of activities designed to launch the contract market and show is William G. Conway, Vice President and General Manager, Atlanta Merchandise Mart, who points out that the joint efforts of all concerned are for a year-by-year strengthening of the market.

"We are working hand in hand with AIA, ASID, and IBD, as well as the larger local showrooms, to create a viable market in Atlanta and promote it as such," says Conway.

"We already are strong in carpet, furniture, and decorative accessories, and a large percentage of better contract lines. For the market, we intend to promote temporary showrooms in 120,000 square feet. By the second year, Atlanta will have earned stature in the national marketplace, and by the third year, an apparel mart will free up 250,000 sq. ft. of space for long-term leasing."

"One floor or 80,000 sq. ft. of the Mart will be a contract floor, plus 60 tenants with contract lines throughout the building."

Like others who have one eye glued to the economy, Conway sees an intense need for a reduction of interest rates, so that the economy can get moving again (they have started down at the time of publication of this issue).

Space designers in Atlanta, which is one of the three fastest growing areas in the United States, are working off three- to six-month backlogs, some new projects still coming in, lowering of interest rates expected to ease economy into higher gear by second quarter.
States, apparently are wary of the economy, but still getting commissions. A large number of such commissions are out of Atlanta, some in the Caribbean, others overseas.

National design reputation

With a population of over 1,660,000 and growing, Atlanta has established itself as an important market center and distribution center for the South. It boasts a number of nationally known architectural companies such as Jova/Daniels/Busby and Finch, Alexander, Barnes Rothschild & Pachall, as well as John Portman, whose architectural innovations even reach into Times Square, New York City, where a new high rise hotel is currently in planning stages.

Portman’s Peachtree Center, which now is concentrating on the erection of a hotel, is a masterpiece of city planning and was one of the bellwethers of the city’s dynamic growth. Further south, Colony Square is being rushed to completion with the opening of the Fairmont Hotel, a lavish hostelry which is an integral part of the larger complex of apartments, townhouses, office buildings, and department stores. Designed by Jova/Daniels/Busby, the hotel has interiors designed by Barbara Dorn of Barbara Dorn Associates, San Francisco. Atlanta’s design community generally has turned its nose up at the gold-painted, rough-textured columns in the hotel, but grudgingly admits that it is a hotel that occupies a very distinctive place in the city’s life, certainly giving a fillip to a heretofore commercially underdeveloped area of Atlanta.

Another city-within-a-city, the Omni International megastructure, is a $65 million complex that will be completed, hopefully, in 1976. The project encompasses corporate offices, sports facilities, leisure and retail shopping areas, 10 theaters, and a high-rise hotel with 500 rooms. Like Colony Square, it will have a regulation-size ice skating rink, an indoor-outdoor swimming pool, tennis courts, banking facilities, and generally will function as a self-contained city. It is on six acres. Thompson, Venulett & Stainback, Inc., Atlanta architects, together with One + One, design consultants headquartered in Houston, are working on Omni. Jutras & Nicholson will be responsible for the interiors of the new hotel.

Active furnishing sources

Atlanta is fortunate in having several large manufacturers representative and wholesale furniture and furnishing houses that offer designers both showroom exposition of a number of fine lines, as well as dealer services much needed by the design community. Southeast Wholesale Furniture Company, headed by Charles D. Mayo, Jr., as a case in point, offers designers furniture and furnishings for immediate delivery in approximately three-quarters of its lines. Furthermore, it offers this within 24 hours after purchase. In a little over one year, the company has doubled its business.

Dave Walker of MacKerer, Walker & Graham (M/W/G), one of the largest furnishing sources and accessory representatives in the Southwest, points out that the company is now doing $10 million annually, together with its Florida branch. "We are so fortunate being in the Atlanta area," says Dave Walker. "There are 52 design firms here. Eighty percent of design work is done in other parts of the country for major companies headquartered here. "Some major developments—major projects have broken here in the last few weeks. The everyday small job is scarce, but the big ones are still coming through.

"We anticipate a very tight market until February or March. Interest rates should be down to 10 percent and there will be an initial comeback with fill-ins and remodeling. Then, we’ll see a small revival of new building construction."

Architects becoming developers

Walker says that more and more architects are going into development business. "That gives them more control of the project, so that the architect can make more money. Architects have traditionally been an underpaid profession. By the same token, interior designers are beginning to get more jobs in shells, doing the air conditioning, lighting, and architectural detailing inside."

One of the largest and most successful design firms in Atlanta is Alan Ferry & Associates, which employs about 32 people and has an average of 50 jobs going at one time. One of the firm’s specialties is country clubs, although offices, too, are designed in abundance.

Alan Ferry, President, is basically optimistic. He says, "The Southeast is holding up well. Only 30 percent of our work is in Atlanta. We have just completed a 35-story job in Dayton, Ohio, and we have work in Canada, the Caribbean Islands, and England.

"Project delay will simply send prices higher in the long run."—Barton Starr, President of his own Atlanta Design firm and President of Atlanta Chapter, Institute of Business Designers, one of sponsors of 1975 contract market.

"We anticipate a very tight market until February or March. . . .then we’ll see a small revival of new building construction."—Dave Walker, of MacKerer, Walker, Graham (M/W/G) manufacturers representatives.

"We are working hard. . .to create a viable contract market in Atlanta and to promote it as such."—William G. Conway, Vice President and General Manager, Atlanta Merchandise Mart.
"We are basically optimistic. Things turned around fairly fast last time the architects got slow, as is now the case. We are okay for six to nine months."

Inflation is the big concern for Ferry, as well as for other designers in the Atlanta area.

**Price increases are worry**

"The worst thing," he says, "is that the manufacturer has always been able to quote a price and he protected you on an increase. Now, the manufacturer will increase his price after the designer gives the client a firm price. We are going to do business only with those manufacturers who will protect us.

"We used to worry about labor in construction going up, when we did the total interior. These increases have leveled off. Now its the furniture that keeps going up and up."

Marcella Lee Simmons, IBD, Vice President, Marcella Lee Simmons Interiors, operates a six-person shop in Atlanta. She finds business holding up, with commissions for the Government, Air Force bases, and two country clubs.

**One source responsibility**

"We get involved with the general contracting, air conditioning, all the trades. This way, there is one source responsibility and we control the job. This seems to be a trend. I’m bullish."

Ms. Simmons received two contracts for commissions on the day that CONTRACT visited with her in Atlanta.

Bart Starr, who is acting as the catalyst for formation of the Atlanta Contract Market, says: "Atlanta is a little soft. About three ma-
enclaves that are economically out of reach of most Atlanta blacks.

William Pulgram, President of Associated Space Design, Atlanta, represents another architecturally oriented design firm that probably does more work outside of Atlanta than in, although some of their most outstanding work is likewise available to residents of Atlanta. Pulgram, whose J.A. Jones headquarters project appears elsewhere in this issue, does work all over the United States. He is one of the foremost innovators in open plan design, although his architectural design talents span the spectrum of approaches. A number of his projects are government oriented, but far from government dull.

For the Atlanta community generally, and the design community specifically, the future appears to be bright. Ruciuating fortunes of the economy notwithstanding, the feeling is bullish and the Atlanta skyline continues to grow.

"Designers constitute one of our primary markets. ... the market appears to be much broader, much more interested in contemporary than it was three years ago." — Harry L. Gilham, Jr., President, Georgia Lighting.

"One source responsibility. ... we control the job. ... this seems to be a trend." — Marcella Lee Simmons, IBID, Vice President, Marcella Lee Simmons Interiors.

"We are basically optimistic. Things turned around fairly fast last time the architects got slow, as is now the case." — Alan Ferry, President, Alan Ferry & Associates.
The need for static control in commercial carpet installations is no longer questioned. The question now is "How?"

Build-up of a static charge on a person walking across a carpet can cause discomfort for humans and malfunction in sensitive electronic equipment. But it is controllable. The number of approaches to static control, however, is proliferating.

Most recent entries into this growing market are third generation nylon fibers with a built-in static control factor and nylon/metallc fibers designed to stand alone or blend with other fibers in varying proportions. In addition, conductive latex backings are becoming increasingly important as part of total anti-static systems.

The amount of static build-up is influenced by relative humidity and the nature of the two materials (carpet and shoe soles) being rubbed together.

Although the measure of relative humidity is a controlling factor in static build-up, heating, air conditioning, and dehumidifying systems throughout the country make static a year-round problem.

Threshold is 2.5 to 3.5 Kv

What exactly happens is scientifically described as the triboelectric effect—the generation of an electrical charge as dissimilar surfaces are rubbed together. Discharge occurs when the person touches a grounded object—resulting in an annoying shock. Measured voltage during the walk and the rate of charge decay (reduction) when walking is stopped are indications of the carpet's static propensity.

The threshold of sensitivity for most individuals is accepted as being between 2,500 and 3,500 static volts (2.5 to 3.5 kilovolts). This is the range within which most people start feeling static shock. As the voltage increases beyond this level, the effect is more noticeable and more uncomfortable.

Computer rooms represent a relatively new application for carpeting. Suppliers advocate this type of flooring treatment for esthetics, acoustical purposes, and comfort—in essence, the same reasons as promoted for any other commercial environment. In the past, however, static interference has been an obstacle to carpet in this type of application.

Electronic equipment may actually be more "sensitive" to static electricity than most humans. Maximum sensitivity levels indicated by industry sources range from a low of 500 static volts up to 2,000 static volts, depending on the type of equipment and other variables. However, static control is now available to the point where carpeting in computer rooms is feasible.

Low humidity is cause

As in any area, static in such locations becomes more of a problem with a lower relative humidity. Brunswick Corp. reports that many computer rooms are designed for optimum operation at 75 F and 45 to 50 percent relative humidity. However, machine operating conditions could range from 60 F to 90 F and from 20 to 80 percent relative humidity.

Many other spaces containing electronic equipment represent potential for shock-free carpet installations: radio and TV stations need protection from blowing of transistors as a result of high-static charge; dark rooms with blurring of X-rays; hospitals for patient and operating room comfort.

Ratings for determining the static propensity of carpets are determined using Carpet & Rug Institute's standard test method, the "Step and Stroll" test (identical to the static test procedure AATCC134-1969 used by American Association of Chemists & Colorists). This procedure is conducted under conditions of 70 F and 20 percent relative humidity.

Because static control has been well established as a contract necessity (suppliers report they now are making initial overtures in the residential market), a variety of producers are jumping on the static control bandwagon. Consequently, the specifier's problem becomes not one of availability but rather of selectivity.

One of the long accepted approaches to static control is the use of metallic yarns. Brunswick offers two static control programs—Brunslon and Brunsmet.

Brunslon static control yarn is a fine-spun blend of nylon and Brunsmet metal fibers. The ultimate spacing on Brunslon yarns is related to the fabric construction as well as the degree of static control desired. This yarn can be hidden in the yarn bundle of carpet or, if desired, used for styling effects. It can be dyed by conventional methods.

High degree of control

When properly spaced, this yarn exhibits a high degree of static control. It can be incorporated with face fibers either in the plying operation or in the tufting of the carpet. Brunslon was first successfully utilized in level-loop commercial carpeting to control static to the threshold of human sensitivity, approximately 2,500 volts; the growth of cut pile and plush carpets has spurred investigation into this application, with workable results.

Brunsnet is actually the registered trademark for stainless steel fibers, formed from stainless steel blended with other fibers at the yarn-making stage.

When Brunswick first introduced its static control program, Roy Shields says, the reaction was, "So what, we don't need static control." Company programming included trade education to convey to the carpet community the unnecessary discomfort and in some cases, potential danger, connected with static electricity. Now its need is universally understood.

Fiber control approach

Another approach is that of choosing a fiber which promises low static build-up as a characteristic of its inherent make-up. Polypropylene (olefin), producers say, is such a fiber. Spokesmen from Herculeon, Vectra, and Phillips cite the inherent resistance to
Cyanamid claim that their fibers, Fortrel polyester and Creslan acrylic, like polypropylene, are inherently low in static propensity. Another approach to static control is to introduce a static-reducing factor at the liquid stage of fiber production. This is currently a very active area, as nylon represents approximately 70 percent of the contract carpet market and possesses a high degree of static propensity.

Static control introduced at the polymer stage offers permanent effectiveness, with no esthetic changes. Such yarns can be tufted, dyed, and finished like any man-made yarn, and they are unaffected by wear or cleaning. Monsanto's Cadon nylon and Acrilan 2000+ result from this type procedure. A special chemical additive of Cadon nylon fiber endows carpets with static-resistant characteristics, although not entirely static free.

Some two and one-half years ago, Allied Chemical introduced Anso-X. This third-generation polymer-based, anti-stat nylon retains the wear-resistant and soil-hiding properties of regular Anso nylon.

Guarantees extended

The anti-stat performance of Anso-X is guaranteed for the useful life of the carpet when carpets made with this fiber meet testing standards involving pile yarn content, density or weight, backing adhesion, tuft bind, Taber abrasion, color-fastness, and flammability. The guarantee states that the static generation of carpets of Anso-X will not exceed 3,500 volts at a relative humidity of 20 percent or more and a room temperature of 70°F as tested in accordance with the AATCC 134-1969 procedure. If the installed material fails to meet these criteria, Allied will replace the carpet.

Allied's Ron Rothwell, who stresses the "system's" approach to static control, adds that certain constructions such as plush and cut pile—may require the addition of a conductive latex backing. Because the ends are cut, in contrast to, for example, a level-loop construction, there is no continuous discharge path.

Rothwell goes on to say that because a carpet of Anso-X utilizes this fiber 100 percent, the tufter is at an advantage in that he need not be concerned with the blending of two types of fibers.

Although Allied promotes the standard industry voltage measures, Rothwell emphasizes that he feels the industry is, to a degree, playing the "numbers game." Because there are so many factors that influence the final degree of charge, he explains, numbers lose their meaning in the sense that they do not convey performance under any other conditions or over a period of time.

For instance, he points out, the anti-stat performance of Anso-X actually improves with wear.

Rothwell instead advocates the adoption of a category classification system. Several categories for different contract and residential requirements would indicate a particular degree of static control rather than a single, numerical measure, valid under only a single condition.

In addition, he says, in considering anti-stat measures, one must consider the final effect of the total system and not simply look at each ingredient. This is the basis on which the Anso-X guarantee is awarded, and it is the only logical approach, he feels.

At this writing, Allied reports to be on the verge of introducing a continuous filament form of Anso-X. As well, the company has recently entered the residential market.

Antron III, a nylon yarn with built-in static control, was introduced by DuPont about a year ago. A modification of the regular Antron, the yarn is now available in both continuous filament and staple form and is combined with regular fibers in varying proportions in application.

DuPont says that properly constructed carpets made with Antron III will limit static generation to less than 3,000 volts, as measured by AATCC test procedures.

The static control characteristic is the only
CARPET SCOPE

Use of anti-stat backings is growing

difference between Antron III and the preceding Antron form; dyeing procedures, soil-hiding properties, and abrasion-resistance remain the same.

Originally directed toward the contract market, a company spokesman reports, at least one grade is ready for residential sale.

DuPont has refrained from instituting any kind of guarantee program; the decision for such is being made at mill level.

Celanese is developing an anti-stat nylon yarn. Called Stataway, it is expected to be on the market sometime in the next two years.

Projected for low level-loop, contract-type carpet, this fiber will incorporate anti-stat protection in the fiber form, the same "type" of approach as Antron III.

New on the market since last summer is X-Static from Rohm & Haas. This is a metallic-coated continuous filament nylon, offering static control for both residential and contract carpeting in the 2,000 to 3,000 volt range, or lower.

Rohm & Haas says the versatility of this yarn allows for static control on all types of carpet fabrics—saxonies, plush, shags, cut on loop, and level loop, and is fine with all carpet yarns, including nylon and wool. Blending is accomplished through a combined feed with regular yarn before tufting.

"X-Static's highly effective static control," the company says, "stems from all filaments being completely conductive and acting independently. The fineness and metallic surface of the yarn make it invisible in non-white carpets and reflective of colored yarn."

Rohm & Haas has developed a labeling program for X-Static and is working with mills in its promotion.

Useful life longevity

Originally, Zefstat, from Dow Badische, referred to a polyester-coated metallic anti-stat yarn. Now, however, the trademark refers to the five-year, free replacement anti-shock guarantee.

Bill Borges explains that Dow Badische feels this program is a testimony to the permanence of Zefstat. "Many methods of static control contain a degradation factor over time," he says. "We not only test the material when we award the label, but we are also responsible for what is termed 'the useful life of the carpet.'"

Dow Badische guarantees that Zefstat certified carpeting, when installed and maintained according to company instructions, will generate no more than 3,000 volts. If under testing, the static level exceeds this limit, Dow Badische will replace the original carpeting.

Each carpet certified for the Zefstat guarantee is classified according to its intended use: Class I—Residential/Moderate Commercial; Class II—Heavy Commercial; Class III—Extra Heavy Commercial. Each classification provides satisfactory anti-shock performance in all preceding classes.

Backed approach

A totally different approach to control was in the form of a conductive polymeric compound applied to the primary backing of a carpet. However, this product—Gafstat from GAF—has been taken off the market.

Growing in use and variety are conductive latex backings, due to the difficulty of achieving static control with some constructions, or for use in special areas, such as computer rooms, where a higher level of static control is necessary. This material combines the traditional properties of a latex adhesive with a conductive agent to disperse the electricity over the entire area of the carpet.

One new product this year is Uniroyal's Shock-Away, generally recommended in conjunction with metallic filaments or conductive yarns in the face.

"With Shock-Away backed carpet," a Uniroyal spokesman says, "we have the solution to a dangerous and nagging problem. It is now possible to produce cut-pile carpet with conductive yarns that are static free."

Interestingly, at least one carpet manufacturer is producing its own conductive latex backing. Burke Industries had been best known for its resilient flooring products and conductive tile. When the company entered the carpet market some five years ago, it did so at the level it knew best, contract. And at this point, according to spokesman Andy Marken, there existed no totally effective, inexpensive static control system.
Concentration on contract is getting bigger in a state that is known for bigness, as plans are being finalized for Dallas/Contract 2, sponsored by that huge complex of mart buildings, The Dallas Market Center.

After its first, successful Dallas/Contract last July, the Market Center has shifted seasons, moving the annual event to winter; Dallas/Contract 2 is scheduled for January 15-17, 1975, the latter part of the Dallas Winter Furnishings Market.

The new World Trade Center's Contract 6th floor will provide the biggest array of contract furnishings in one location. But contract is not limited solely to this floor or this building, for other Market Center buildings house a host of manufacturer and rep showrooms with many other top contract lines. And away from the Market Center, nearby Oak Lawn Plaza will also play host to the thousands of designers, architects, and contract specifiers convening in Dallas. Many of the people and products to be seen during Dallas/Contract 2 are highlighted on the next few pages.

Seminars stress options for future

Seminars will stress thought-provoking ideas, pointing out new directions and options for the future, particularly in light of current economic conditions.

Under the umbrella theme of "Dimensions in Contract," seminars will feature the following seven professionals in the contract industry.

Don Albinson, noted furniture designer who has created products for such firms as Knoll and Westinghouse, will present new views on product design and how they integrate with space and interior design of today. Albinson will also examine the influence of the economic crisis on product design.

Michael Saphier, former Board Chairman of Saphier, Lerner, Schindler and currently a consultant to the industry, will elaborate on a forward-thinking concept: the role of the space design consultant as an information-screening tool for management.

O'Neil Ford, FAIA, of Ford, Powell & Carson Architects & Planners, Inc., San Antonio, will cast new light, and some surprises, on today's selection of materials for interior construction and design.

Horace Hayden, of Curtis & Davis Architects & Planners, New Orleans, will offer a brisk commentary on the work by his firm for the New Orleans Superdome project.

Hans Krieks, head of Hans Krieks & Associates, New York, in a role that will stimulate re-examination of current practices will present avant garde ideas for the industry.

Dr. Rodolfo E. Planas, of Quickborner Team Inc., Milburn, N.J., the German-based firm that introduced office landscape concepts to the U.S., will present new views in his talk "Innovative Office Landscape Concepts."

Calvin H. Vuill, formerly with Southwestern Research Institute, San Antonio, will share his extensive knowledge in the research and testing of materials flammability as it relates to contract furnishings and installations.

The Dallas Market Center's new Contract Furnishings Advisory Board of Governors, formed earlier this year, will hold its first annual meeting during Dallas/Contract 2. The Board, established to better meet the needs of the contract industry by examining its problems and offering solutions, consists of 13 leading industry members. They are:

- Loyd D. Brotherton, Domore Office Furniture; Alex Dadourian, President of InterRoyal Corp.; John L. Helm, VP/Operations of Knoll International; Glen Hennings of W. Glenn Hennings Inc.; James Kehoe, VP, Metropolitan Furniture Co.; J. A. Kelly, Regional Mgr./Carpet Div. of Armstrong Cork Co.; Steve Kiviat; Exec. VP of Atelier International; Richard H. Lord of Thonet Industries; Paul Maxwell, Multiple Originals; Leon Novikoff, President of Novikoff Inc.; S. W. Oppenhuizen, Marketing Mgr., Westinghouse, Architectural Systems Dept.; Jim Riddering, President of Thonet Industries; and J. W. Van Sant, Van Sant Inc.

Courtesy services for visitors

Complimentary bus service will again be provided between the Center's various marts and to downtown area hotels and motels. There will also be a special information desk in the Trade Mart to assist with entertainment, dining, and tourism plans. The Housing Service of the Dallas Convention Tourist Bureau, Dallas C of C, 1507 Pacific Ave., Dallas, Tex. 75201, will assist in hotel room reservations. Requests must be made by mail.

"DIMENSIONS IN CONTRACT" IS SHOW THEME

Dallas/Contract 2, scheduled for January 15-17, 1975, will focus on new products for contract and seminars that re-examine accepted practices
The ASD Chair Group, designed by Don Albmson for Westinghouse, includes seven models which expand to nearly 700 chairs via optional components. Circle No. 204.

Emeco Industries: Modern Partitions; Superior Upholstered; Boss Furniture. Universal Furniture

The system was designed by Otto Zapf for Knoll International. Circle No. 206.

Emeco's Twinshell group of office seating. Circle No. 208.

Pollorama is made up of two basic foam components, set one atop the other, for a variety of modular designs, uses. The system was designed by Archie McArg Oval back chair, from AI was designed in 1897. Heidi Van Hu/sf «

Argyle Oval back chair, from AI was designed in 1897. Heidi Van Hu/sf «

Modern Office Modules, a privacy panel-hanging component system for the open plan, will be on display at Landscape Systems. Circle No. 210.

Resilient outer shell in choice of four colors, bases in mirror or satin chrome combine with black ABS arms and black vinyl edge bumper in Emeco's Twinshell group of office seating. Circle No. 208.
On view at Ernest Low & Associates showroom, an executive desk from Modular Designs, Inc. It's crafted of solid white Appalachian Oak, has hand-rubbed lacquer finish, and carries linear detail on recessed front panel. Circle No. 211.

Featuring chair design based on "sculptural and human relativity." Domore presents C Series, designed by Hugh Acton (left), and based on "individuality more than just coordination." Circle No. 213.

Gold-framed mirror from Binswanger measures 20 by 46 inches, is just one of a complete line. Circle No. 212.

Thonet brings classic bentwood lines to its contemporary club chair, crafted of bentwood elm, with urethane seat and back. Circle No. 214.

Smokers from Peter Pepper Products are made of chrome wire with weighted plinth. Circle No. 215.

Designed by Jules Heumann for Metropolitan Furniture, chair is accompanied by sofa in four lengths, loveseat. Personnel include (from top) J.W. Kehoe, VP/Sales; B. Hydrick, Showroom Mgr.; V. VanSant, S.W. Rep. Circle No. 216.
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<td>C.H. Masland &amp; Sons.</td>
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Inca inspiration, contemporary interpretation create Boris Kroll Fabrics' Peruvian Collection. Pictured, Peruvian 604 jacquard woven has small-scale geometric. Circle No. 219.

Superstructural System Abstracta, available through BPA Inc., solves retailers' space problems with modules ranging from simple cubes to ceiling-high displays. Circle No. 218.

Duncannon. Armstrong Cork Co.'s bold plaid, joins the Time Spin line of pattern-dyed plush carpets. Constructed of two-ply nylon, all are jute backed. Circle No. 221.

Rosetta, recommended for commercial use by Ozite Corp., is tufted plush— and strong—Iynon face fiber. Available in four colorways. Circle No. 222.
Mohawk Carpet Mills .......... 3660
Monticello Carpet Mills ....... 3840
Phyliss Morris .......... 4325
Nadler Lighting Corp. .......... 1028
New Metal Crafts Inc. ......... 1301
Oxford Pendsflex Corp. ....... 1872
Ozite Corp. .............. 3826
Ozite Corp. .......... 3050
Paoli Chair Co. ............. 3125
Philadelphia Carpet Co. ....... 3402
Phil-Mar Corp. ............. 2701
Poulri Designs ............. 1757
Royal Haeger Lamp Corp. ....... 2901
Rug Corp. of America .......... 3838
Sequoyah Carpet Mills .......... 3832
Signature Carpets .......... 3802
Simmons Co. ............ 4012
Alexander Smith Carpets ......... 3650
Stephen-Black ............. 3519
Stephen-Leedom Carpet Co. ....... 3232,3434
Stevens Gulistan Carpet .......... 3602
Alex Stuart Designs .......... 4355
Style-Rite Mfg. Co. .......... 3127
Sweetwater Rug ............ 3236
Syroco Decorative .......... 1036
Tech Industries Inc. .......... 1652
Tempo Asia Carpets .......... 3230
Trend Mills ............. 3860
Town & Country Furniture ....... 4244
Toyo Rug Co. ........... 3230
Virginia Metalcrafters ....... 2101
William Volker & Co. ....... 3050, 3303
Walter Carpet Mills .......... 3600
Wunda Weave Carpets ......... 3012
Jim Wylie & Co. ........ 3224
Yorkraft Inc. ............. 1014

DALLAS DECORATIVE CENTER
EXHIBITOR SPACE
Ike & Lella Abernathy .......... 650
Baker Knapp & Tubbs .......... 150
Brunschwig & Fils .......... 630
Decorators Walk ............. 260
E. C. Dicken Inc. .......... 480
Edward Fields Inc. .......... 280
C. J. Hall Associates Inc. ....... 460
Gerald Harget Inc. .......... 220
Haynes Floor Decor Inc. ....... 360
Boris Kroll Fabrics Inc. ....... 270
Loyd-Paxton ................ 530
Payne & Co. ............. 610
Cliff Reed Associates .......... 390
Romweber Industries .......... 280
Schumacher ................ 640
Seabrook Wallcoverings .......... 180
David L. Sheid Inc. .......... 620
William Q. Smith & Son ....... 410
George L. Steinfeld Inc. ........ 360
Doak Stowe & Co. ........... 620
William A. Taylor Inc. ........ 330
Walter & Rogers ............. 250
Warner Co. ............. 470
Lee L. Woodard Inc. .......... 320

DALLAS HOMEFURNISHINGS MART
EXHIBITOR SPACE
A.C.I. Industries .......... 149
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Howell Co. ............. 103
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Schnadig ................ 214
Taylor Bedding Mfg. ........ 117
Virtue of California .......... 157
Guy E. Weir & Assocs .......... 226


Philadelphia Carpet's custom woven Wilton collection, available in a variety of pile blends, offers unlimited pattern and color specification. Dallas Headquartered Southwest Division Manager Jules P. Griffin will be on hand to assist in specification, delivery scheduling. Circle No. 217.

Gold Medal Folding Furniture Co.'s Series 300 adds Ranchero Naugahyde to its upholstery possibilities. The "breathable" natural tan covering coordinates with varnish and walnut-stain hardwood bases, black plastic laminate modular accessory tables. Circle No. 224.

OTHER HIGHLIGHTS
(not illustrated)

- Bold Graphilia Textiles hold center stage at Jack Davis Associates' showroom.
- Level loop constructions — patterned and solid — exhibited with commercial weight cut piles at E.T. Barwick Mills.
- Design Place 401 hosts a full display of Tropi-Cal's rattan chairs, settees.
- Jorge's expanded contract carpet collection shown at D'Neil Carpet Distributors, Inc.
- Gulistan carpet lines presented and promoted by Regional Manager A.F. Dietfriech and other home office executives.

Patcraft Mills! I Do, a fine 10 denier construction with pin-pointed end definition, comes in 20 solid colors. Added bulk is achieved through use of continuous filament nylon; heat-setting extends texture retention. Circle No. 223.
Precisely grooved redwood panels combine with panelcarve wall sculpture, both from Forms & Surfaces. Circle No. 225.

A long-time favorite, Shelby Williams Industries, Inc.'s split-back chair is styled for hotel-motel, lounge installation. Circle No. 230.

From Baron Alexandre Albrizzi's showroom, handprinted geometric wallcoverings. Circle No. 226.

Oak Lawn Plaza showroom of International Terra Cotta—opened earlier this year under management of Denton-Grant—sets off its display of imported pieces with indoor foliage, antique wall hangings. Circle No. 228.

J. Riley Smith will welcome Dallas visitors to the Oak Lawn showroom bearing his name.


Edmund Kirk Associates new, expanded showroom can be toured under the guidance of Ed Sevadnan.


88
Furniture for the Great Outdoors

Like yours.
People don't go on vacation to stay inside, so it makes sense to invest in outdoor furniture that adds comfort and style—without subtracting from profit.
And that's why Tropitone makes sense.
Tropitone's new Tenicote® finish is a lot thicker and tougher than paint. Frames resist bending, loosening or corroding because the heavy-duty aluminum is welded together—not bolted. And the vinyl straps are extra thick and specially fastened, so they last longer than a single season.
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Tropitone
Tropitone Furniture Co., Inc.
Chicago, Dallas, Miami, New York, Santa Ana, San Francisco, Sarasota, Seattle.
Circle No. 33 on reader service card

This is part of Tropitone's Tropi-kai line—one of seven exacting collections of outdoor furniture, available in 18 absolutely dynamite colors!
Designer Alan Ferry chose the brass fixtures shown here to enhance the serious elegance of the Trust Company of Georgia Board of Directors Room. The matched three-tiered imported chandeliers have 18 arms each; they are hand cast and have an aged brass finish.

Georgia Lighting offers the designer the largest selection of fixtures and accessories in the South—from formal European antiques to the very simple contemporaries. Send for our free full-color catalog.

GEORGIA LIGHTING SUPPLY CO., INC.
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The Indigo Chair by Scandiline is a comforting thought and great way to forget the world of mass-produced look-alikes and imitation materials. Indigo's super-soft, natural leather cushions are gently suspended on brass-buckled, adjustable leather straps neatly attached to a superbly crafted frame of solid Colombian Rosewood. How can you beat all this for $629.77?

Indigo is also available in two and three seat sofa configurations. Send $1 for our catalog of scandalously comfortable designs in natural materials. Scandiline Industries, Inc., 1217 West Artesia Boulevard, Compton, California 90220.

Circle No. 51 on reader service card
DALLAS - where you'll find the largest concentration of fine homefurnishings and contract lines, floorcovering, lamps, gifts and accessories.

DALLAS - where the business climate is great and productive.

DALLAS - where shopping can be a wonderful experience, thanks to garden lounge areas, surroundings of live plants, trees, pools, and fountains.

DALLAS - where it's the most convenient and comfortable market to shop. Escalators, exciting glass elevators, wide corridors, flowing staircases, make it easy to move from floor to floor.

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DALLAS - where you'll find 83 acres of free parking on the Dallas Market Center complex site, all adjacent to the buildings. Courtesy DMC buses to downtown and area hotels and motels.

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DESIGNED FOR PRIVATE PEOPLE IN PUBLIC PLACES

“A buffered environment providing a measure of sanctuary in what often can be a tension-ridden situation.” That (rather seriously and succinctly) sums up designer Neil Harris’ rationale for the research and creation of the Harris Lounge System. Debuted by JG Furniture on Designer’s Saturday, the Harris System reflects time consuming research in the realm of human interaction, resulting in a seating/work area module that fully accommodates private people “caught” in public places. Key to the system is curvilinear flat pedestal base with rotating, chair-support pedestal. Options for the occupant are varied: chairs can be swiveled to conversational positions, turned away for paper work privacy. Auxiliary pedestals take care of individual needs—for ashtrays, coat racks, acoustical privacy by way of panel dividers. The needs of maintenance personnel were not ignored. Flat pedestal base and contoured edge offer easy access for cleaning/maintenance Circle No. 237.

SHELLS SUPPORT, PREVENT SLIPPING

Ergonomically determined, the shape of Cole Div. Litton Industries’ Comfort Shell Seating Group prevents slipping, supports user’s back, and allows chairs to stack easily and securely. Standard design 2625 and deluxe model 2627 can be upholstered in pure wool in strong shades of orange, blue, seaweed, and green. Public seating shells are available in charcoal, orange, turquoise, in addition to standard-shell beige. Circle No. 238.

ELEGANT EMBOSsing FOR INTERIOR/ EXTERIOR USE

Suites for elegant surface treatment—inside and out—solidly embossed metal laminate sheets are offered in 24 standard patterns in both copper and aluminum. First marketed in Europe and now available in the United States from Diller Corp., the standard four by eight-ft. sheets can be installed in horizontal and vertical surfaces, easily cleaned with a damp cloth. Circle No. 239.
GOING THROUGH HELL?

Give or take a few degrees, Kiesling-Hess’ Flametrol 69 will see your clients through it—and even make it easy for them to brush off the soot.

Flametrol 69 is the process that both flameproofs the fabric and makes it water and stain resistant.

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Circle No. 52 on reader service card
CONTRACT PRODUCTS AND SERVICES

FINISHES FOREMOST IN DESK TOP FINERY

A — A complete line of desk accessories — specifically designed to coordinate with Designer Series Waste baskets — includes calendar pad holder, memo pad holder, ash tray, pencil cup, legal size tray. Fashioned from rugged, static-free materials by Rubbermaid Commercial Products Inc., the collection is trimmed in natural grain walnut, available in bold black or soft beige. Circle No. 232.

B — Satin aluminum, anodized black, dark bronze, mirror chrome are the finish choices for Loumac Supply Corp.'s design 6275. The smooth-surface pencil cup stands four inches high, coordinates with ash tray designs 6245, 6265. Circle No. 233.

C — Ashtrays short, tall, circular, square, are McDonald Products Corp.'s concern. The firm's "building accessories" collection, in six burn-proof, scuffproof colors, includes various ash tray and urn designs, all easy to clean. Circle No. 234.

D — From Smokador, Executive Mirror Chrome Collection, including calendar unit, calendar/memo ensemble. Items available for immediate delivery from open stock. Circle No. 235.

E — Porcelain exteriors of poppy red, light vermilion, and lemon yellow brighten executive desks topped with duNord's business card indices. For the more sedate — silver, black, gold, or bronze finishes also available. Circle No. 236.
Dimension 80.
Simmons' up-to-the minute design that will still be that way a decade from now.

Write Ed Parrish at Simmons, 1870 Merchandise Mart, Chicago, Illinois 60654.

Complete furnishings catalog $3.
PRODUCTS & SERVICES

BICENTENNIAL ACCESSORIES
To commemorate the 200th anniversary of the signing of the Declaration of Independence, Jas. H. Matthews Bronze Div. introduces a series of nine bronze sculptures in the Road to Liberty collection. Paul Revere, limited to 500 edition, was sculpted by artist Richard Meyer to stand 9½-inches high. Following hand casting through wax investment processes, the figure is hand chased, hand patinaed. Each piece is serially numbered, registered in the purchaser’s name.

NEW QUALITIES FOR CONTRACT COLLECTION
Berber wools, nylon, and natural-synthetic combinations are a few of the new designs added to Greeff Fabrics Inc.’s contract carpeting line. Highlighted offerings include Proclamation, medium plush, 100 percent wool; Constitution, a dense loop wool design; Declaration, dense plush available in 12- and 15-ft. widths. All three qualities can be specified in 24 colors copied from historic, Revolutionary artifacts.

CUSTOM ACCESSORIZING FOR EXECUTIVE DESKS
Soft, elegant leather can be applied to any and all shapes of desk accessories, custom coordinating unmatched pieces for a super-executive look. Froelich Leather Co. offers a full line of leather grades and colors, will custom apply natural leather coverings to desk pads, wastebaskets, letter trays, pencil holders.
PRODUCTS & SERVICES

CLOCK/CALENDAR DESK TOP COMBINATION

Day, date, and time are all recorded on Howard Miller Clock Co.'s contemporary SwingTimer/DayTimer model. With choice of battery or electric powered mechanisms, the table or desk top timepiece is finished with brushed metal, carries a second sweep hand. Circle No. 264 on reader service card

ECONOMIC LANDSCAPE LINE

Distinguished by slim silhouettes, highlighted by one-inch sq. accent frames in choice of polished chrome or satin black enamel, Dexion Inc.'s Apton Div.'s free-standing landscape screens are economically priced in the $100 to $180 range. The screens are offered in a variety of panel coverings that include laminated vinyls, textured fabrics, acrylic pile. Circle No. 265 on reader service card

Onyx accessories. The finishing touch of elegance for architects and interior designers. Write for contract catalogue or see listing of Casa De Onyx representatives, Casa De Onyx/245 Briargate Road Cary, Ill. 60013/(312) 633-3026

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Circle No. 68 on reader service card

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There's a wide world of ideas under one roof at the National Furniture Mart. Dramatic new designs in modern and traditional home furnishings. Furniture, decorative accessories, fabric and textiles, lamps and lighting fixtures, wood and ceramic handcrafts. Manufacturers of furniture and accessories from abroad will display. They will join over 150 well-known American manufacturers to provide you with a truly world-wide overview of what's new and exciting in the market. There's no show like it anywhere.

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Circle No. 34 on reader service card.
PRODUCTS & SERVICES

RECLINING COMFORT FOR EXECUTIVES

The desk chair that tilts, swivels—and reclines—La-Z-Boy's Executive Recliner series can be specified in standard satin chrome and walnut bases, with choice of vinyl, fabric, or combination upholstery. Designs range from high-back-tufted models, to modern single-shell models with three-cushion seat and back. All are available with optional Shepherd casters.

Circle No. 256 on reader service card

CUT AND LOOP CHECKERBOARD FOR CARPETING

An exciting checkerboard pattern, achieved through yarn placement in cut and loop portions, Masland Carpets' Almont Pattern 875 is a through-the-back weave, backed with conductive latex, weighing 68.8 ounces per sq. yd. Constructed DuPont Antrol II nylon, with soil-hiding properties, Almont will be displayed by Masland during Dallas/Contract 2.

Circle No. 257 on reader service card

ALUMINUM/PLASTIC CASUAL COMBINATION

Terra Furniture Inc.'s Moana line of casual/outdoor furniture is constructed of 1/4-in. aluminum tubing with PVC slats forming the soft-line seat and back. Designed by Tadao Inouye, the collection includes lounge chair, 18-in. round occasional table, dining chair, four sizes of fiber-glass topped dining tables. Standard frame color is white, combined with choice of six slat colors.

Circle No. 258 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.
DeNicola Imports, Inc.
Designtex, Inc.
Durafile Fabrics
Edson, Inc.
Empire Fabrics
Fabric Masters
Fabricic, 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 Powley Co.
Payne & Co.
Rondo Antel Fabrics Corp.
Roscoe Products
Ben Rose, Inc.
A. Sanderson & Sons
Stan Schwartz Associates
Merris Sklare & Company
A. Sommer Textiles Co.
Standard Textile Company
Steven Fabrics
Sunset House Fabrics
Thomas & Mc Neal
Thortel Fabrics, Inc.
Amaco 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. 257 on reader service card

102
Some important ideas for architects and interior designers who have to cope with acres of glass, live with the flammability laws and still come up with colorful and imaginative interiors.

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

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

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

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?

Circle No. 57 on reader service card.

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

Somerset and Quincy designs from Georgian Lighting Studios capture Early American styling in glass and bronze domed models. Quincy #N-595 stands 14 inches high and carries a single bulb within its four-in. white or green glass dome. Somerset #N-598 houses three lamps in its imported bronze shade and measures 10¼-in. high. Both pieces are from the Georgian Import Collection.

HIGH FLYING DESK SCULPTURE

“For Him Who Flies the Highest” is the title of this desk top sculpture available through American Art Institute. Mounted on rock base, the marballoy sculpted bird has a wing span of 18 inches, can be positioned a full 360 degrees through a hidden wing tip/base swivel mechanism. Available in three finishes—antique bronze, pewter, white with gray wash—each with matching base.
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
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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 50c each.
Regional additions not available. Published
nationally only.
DESK TOP SORTER ORGANIZES WORK SURFACES

Finger-tip availability for directories, catalogs, records, and active correspondence is provided with Lyon Metal Products’ desk top sorter. Free-standing, the sorter measures 58-inches wide, and stands 12-inches high. Dividers and shelves are adjustable, accommodating oversize manuscripts, changing paper storage requirements.

NAUTICAL ACCESSORIES CAPTURE CLIPPER SPIRIT

Famous clipper ship designs are bottled for desk top display in Milford Guild/Indecor’s Mariner’s Gallery collection. The collection of weather instruments and table lamps is designed around a replica of the Great Republic, American clipper ship of the early 19th century. Rope edging on shades and bases continues the nautical touch.

TRACKED SHELVING FOR DESK TOP LIBRARY

Designed to hold books safely, without slipping, on table or desk top surfaces, Merlin Mfg.’s Protect-A-Book system slides easily on shelf tracks to accommodate removal or addition of texts. Walnut finished mahogany shelves combine with bulldog-engineered spring aluminum stops, in choice of gold, silver, walnut, or black finishes. Finger tip control releases lock to remove texts, snaps automatically into place after book has been taken or added.
CONSTRUCTION ACTIVITY

Type of Construction Planned:

Starting Date of Project:

Location of Project:

Projected Cost for Furnishings: $___

SPEED SUBSCRIPTION

If already receiving magazine, subscription will be extended. (U.S. Rates)

☐ One Year $5 ☐ Check enclosed
☐ Two Years $8 ☐ Send bill

☐ Under 50,000
☐ 50,000 - 100,000
☐ 100,000 - 200,000
☐ 200,000 - 500,000

☐ Under $5 Million
☐ $5 Million - $10 Million
☐ $10 Million - $50 Million
☐ Over $10 Million

☐ Current Contract Job
☐ General Interest
☐ Future Contract Job

DEAR EDITOR:

Here are my comments on problems in our field, or on a specific article in this issue:

I'd like to see an article soon on the following:

Name ____________________________ Title ____________________________

Company ____________________________

Address ____________________________

City, State ____________________________ Zip ____________________________

CONTRACT

DECEMBER, 1974

Here are my comments on problems in our field, or on a specific article in this issue:

I'd like to see an article soon on the following:

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CANADIAN WINNER ENTERS U.S. MARKET

Nessen Fluorescents introduces a prize-winning Canadian design to the U.S. market. Fluorescent #20, recipient of Ontario government's Grand Eedee for design excellence and named "Best of the Show" at the Canadian National Interior Design Show, is fashioned from ebony plastic, satin stainless steel; it houses a rotating reflector for light direction. The desk top model provides shadowless, glare-free illumination, consumes four times less energy than the equivalent illuminating 60-watt incandescent bulb.

ACCESSORIES COMPLEMENT TRADITIONAL DESIGNS

Romweber carries coordination to the accessory level with three pieces specially designed to complement the Romweber line of traditional office furniture. Constructed of solid oak, the wastebasket/letter tray/desk pad ensemble is hand crafted, hand rubbed for extra wood richness.

FINE WOOD EXECUTIVE ACCESSORIES

Fine wood holds executive letterheads with curved walnut letter trays from Qualiton Inc. Legal sized trays can be specified with or without lids, in single or double-stack models. All are oil walnut finished, with custom finishes offered on request.

The biggest hang-ups around are probably ours.

Big multi-room assignments are a specialty of ours. We've made and installed draperies and curtains for thousands of rooms without a hitch. For motels like the Holiday Inns, Quality Courts, and the world's largest Ramada Inn at Disney World. Hotels like the Breakers and the Fontainebleau. Hospitals, nursing homes, colleges, office buildings, you name it. Our hang-up isn't a problem. Efficiency, good service and 36 years of experience make the difference. We give fast estimates. And deliver on time. For a great big beautiful hang-up, call us on your next contract assignment. Or send for our full color brochure.

norman seidler drapery workroom, inc.

3299 N.W. 2nd Avenue, Miami, Florida 33127.
Telephone: (305) 573-1700
Manufacturers, specifiers, and users who have critical concern for fabric, mattress, and carpet flammability will have a special interest in Govmark Organization Inc.'s catalog of testing chambers and apparatus. Diagrams for Govmark's mattress conditioning and flammability chamber are accompanied with testing instructions which conform to presently enforced flammability codes. Additional information on testing services offered through Govmark are also included in the catalog.

Photographic images, blown up to cover entire wall expanses, are cataloged with illustrations in Scandecor's newest brochure. The Scandecor Photowall kit includes information on pasting and hanging, instructions for preparing paste solution, and technical data on papier dimensions and surface lacquering. Readers are shown representative designs ranging from natural forest and mountain views to cartoonlike animal drawings.

End of the Drab Door catalog promises just that, with six series of door designs ranging from Old Wood to Armijo Art and Painted Wood. Published by Whittlewood Corp., the four-color brochure includes 29 door styles, accompanied by information on ordering numbers, available materials, sizes, doorpulls, and wood finishes.

Introduction to and background on General Tire & Rubber Co.'s Genon Vinyl Wallcovering is included in a four-page brochure published through the company's Contract Group. Application of vinyl wallcovering over concrete block construction is fully and simply explained, with photos of several installations used as illustrations. Architect specification information closes the presentation, with full data on total, vinyl, and fabric weights, total average thicknesses, flame spread, fuel contribution, and smoke development.

Library furnishings—from stacks to circulation desks—is the subject of Gunlocke's newest publication. The Sjostrom line of study carrels and systems, media center facilities, is joined by Centura 400 library collection, Nordra 900 library furniture. All collections are illustrated with photographs and line drawings; each line rendering carries height and width measurements, possible combinations group configurations.

Folding armchairs, collapsible tables, portable divans and serving tables are a few of the mobile indoor/outdoor designs carried in Reguitti Corp. of America's full-color publication. The casual furniture catalog accompanies each photo with size and material information, completes the presentation with suggested style coordinates.
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 35 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.

Contract design and space plan organization is looking for field representatives presently calling on institutions. Objective is to solicit institutional accounts who are looking for contract designer services. C.D.I., One Riverdale Avenue, Riverdale, New York 10463, 212/549-4545

Representative Wanted—Manufacturer of custom and semi-custom lighting fixtures looking for coverage in contract field. We have the know-how to design to your specifications. Submit resume with current line carried. Froelich Lighting, 70 Washington St., Brooklyn, N.Y. 11201.


Reps Wanted—Aggressive manufacturer of broad line of better quality designer-oriented restaurant and institutional chairs seeks qualified sales reps for several open territories. Send resume with line presently representing to Box 951, CONTRACT, 1501 Broadway, New York, N.Y. 10036.

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

Contract Reps Wanted. Many important and new manufacturers ask CONTRACT Magazine for the names of qualified independent representatives, who currently sell commercial/institutional furnishings and might be interested in an additional line. If you want us to include your name in a confidential list of reps, which we supply to manufacturers who have become new advertisers, write to the publishers of CONTRACT Magazine. State your name, address, type of 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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In creating these outstanding collections of fine office furniture, R-Way's skilled designers and craftsmen have wedded the classic beauty of traditional cabinetry with the functional requirements of today's busy executive.

Shown at left above is "THE GREENFIELD COLLECTION," a mid-eighteenth century Chippendale grouping featuring exquisitely carved cabriole-style ball and claw legs of solid African mahogany with crotch mahogany drawer fronts accented by black inlay borderlines.

"THE HAVERHILL COLLECTION," shown below, is an elegant, formal, yet simple Federal American design with fluted legs, brass hardware, and pleasing hand-rubbed mahogany finish.

The timeless styling and uncompromised quality of these furniture groupings has resulted in a rare culmination of style, craftsmanship, and luxury that reflects the soft-spoken confidence of the executive who has reached his mark.

Write our factory for complete, color catalogs and see these and many other fine groupings at showrooms listed.

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