

FOR RELEASE AT 12M, EST
June 18, 1959

CHICAGO, Ill., June 18 -- An award for design excellence was presented by the Industrial Designers' Institute today to creators of the Palomar Unit-ized seat used in the DC-8 Jetliner.

The citation accompanying the IDI medal "for outstanding design" named four members of the Douglas Aircraft company's interior and industrial design section: Jack A. Graves, chief, Ed F. Klarquist, Harvey C. Bjornlie and Harold S. Jencks. None, incidentally, is a member of IDI.

They received one of three identical honors presented at the Ninth Annual Award luncheon of the IDI, a non-profit national organization of professional industrial designers.

Others who received awards were Ray Grosso, Fred Hertzler and Dominic Saporito, of the Harley Earl organization, for their design of a home motion picture camera; and Erwin Hauer, a Viennese sculptor currently an exchange professor at Yale University, for his design of the Modular Sculptural Block No. Five, an innovation in structural architecture.

Winners of the coveted awards were selected by a distinguished jury of professional industrial designers, headed by Carl G. Bjorncrantz of Chicago. This is the first time anyone in the aircraft industry had been selected by the IDI to receive

its design award.

The Palomar Unit-sized Seat, for which the Douglas designers were cited, incorporates aesthetic and functional qualities never before combined in a single seating unit. It is engineered to the rigid strength and safety standards required for transport aircraft with minimum weight in construction.

For its primary function of providing luxurious ease and comfort, the seat was developed around body support contours and cushion characteristics developed from passenger comfort data compiled by Douglas over a period of 25 years.

Integral with each seat is a fluorescent reading light, flush-mounted over the passenger's shoulder; a folding game and dining table with separate illumination; adjustable fresh air outlet; a call button for cabin attendants; a covered ash tray; a personal effects pocket and an emergency oxygen system.

The DC-8 seat conveys a sense of luxury through trim surfaces and lean, sculptured forms balanced by rich and colorful finish materials custom selected for each airline. It will be standard equipment on DC-8 four-engine jet transports purchased so far by 17 airlines.