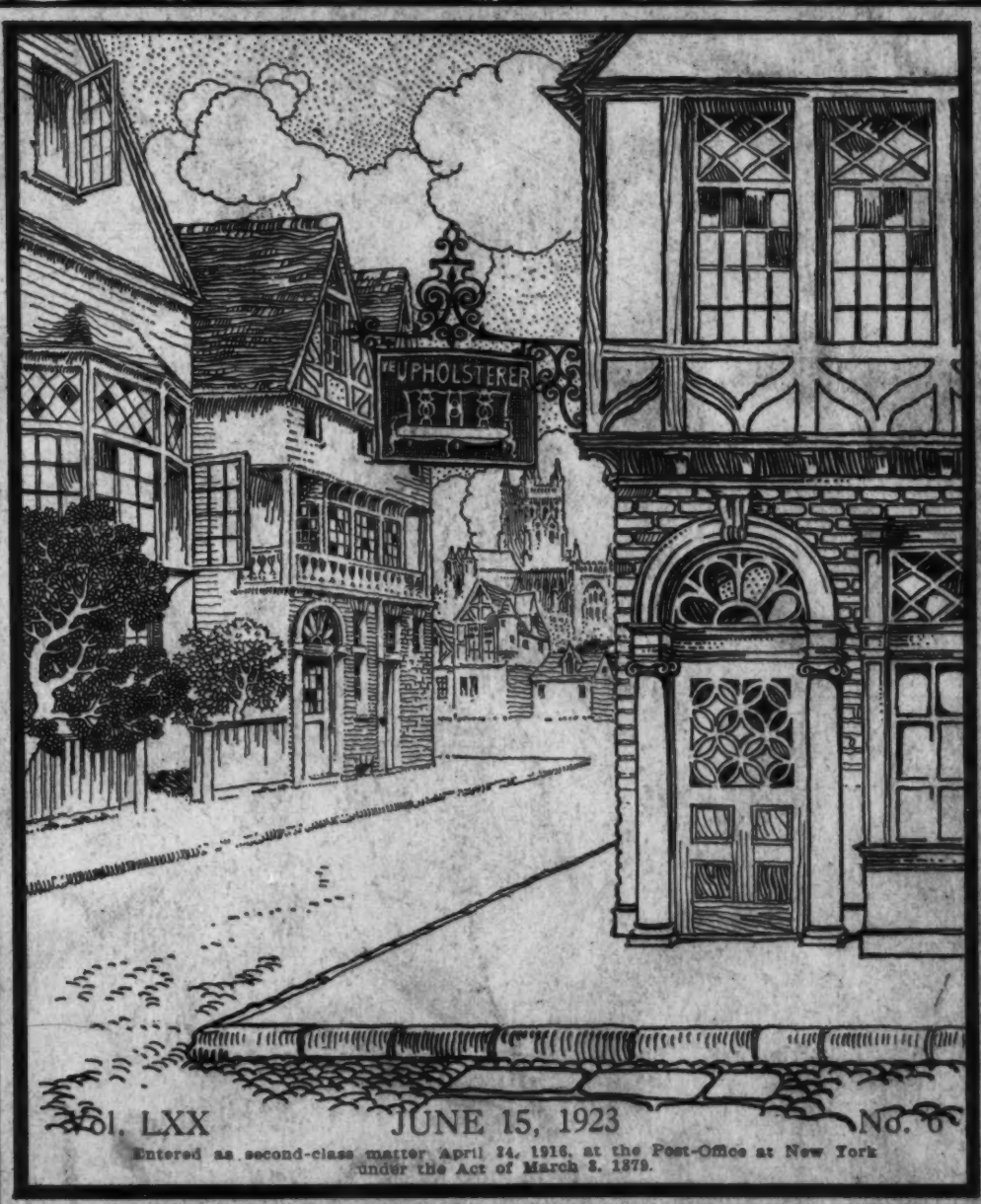
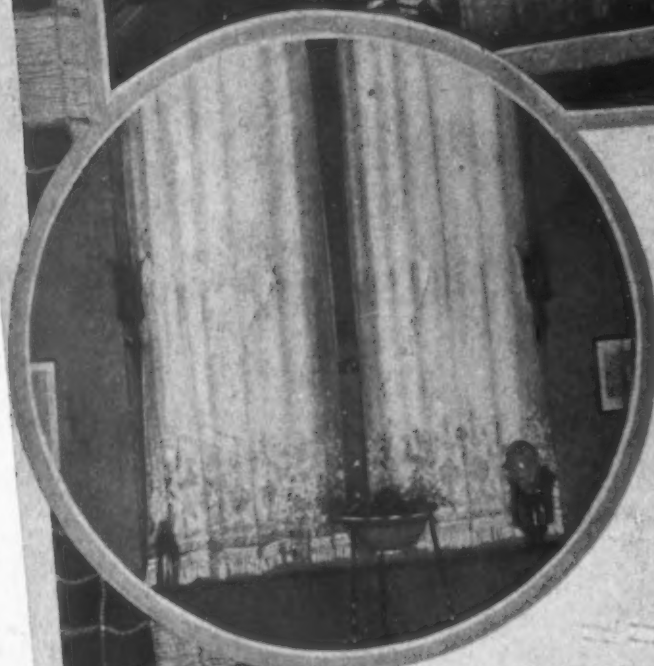


The ^{DEPT.}UPHOLSTERER

AND INTERIOR DECORATOR



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Miss Fannie Hurst

*Discovers a New World Curtain
With An Old World Air*

IN her European travels Miss Fannie Hurst—Novelist and Short Story Writer—has acquired many treasures, which she has brought home to decorate her Manhattan apartment.

Her studio is Mediaeval Gothic in treatment—with early Italian furniture, tapestries, and carvings, which give it a delightful old world atmosphere. She has accentuated this note with window draperies of Quaker Fillet Grandee.

In Miss Hurst's dining room, which is furnished with the utmost simplicity in mediaeval Spanish style, the same curtaining of Quaker Fillet Grandee harmonizes with the period, and prevents the room from having an air of undue severity. It gives the apartment an effect of unity by stressing the mediaeval note throughout.

It is significant, perhaps, that in her visits to out-of-the-way European haunts Miss Hurst did not discover any curtain which harmonized so perfectly with the spirit of her apartment as the Quaker Fillet Grandee which she found in America.

Booklets That Will Help You

Booklet "Concerning Window Draperies" will be sent free if you mention the name of the best retailer handling window draperies in your city or shopping center. Otherwise enclose 10 cents in stamp.

Actual size illustration of Fillet Grandee. Note the character of the net ground and filling.



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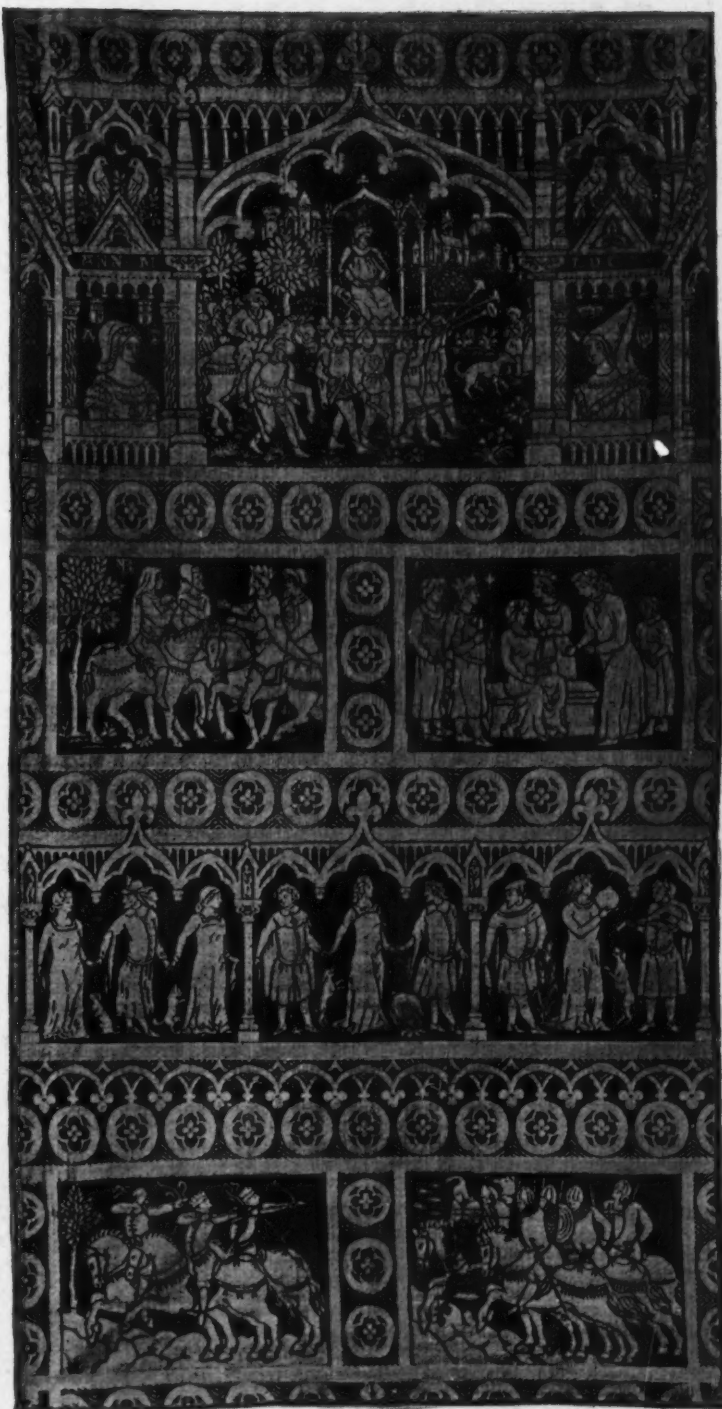
ON a terrace high above the Rhine stands the ancient Cathedral of Basel. Consecrated in 1019, rebuilt in 1356 after the disastrous earthquake of that year, this famous Cathedral was for centuries the center of the religious life of the surrounding country. Today it is the most interesting building in the city of Basel, its quaint stone carvings attracting the attention of artists and connoisseurs everywhere.

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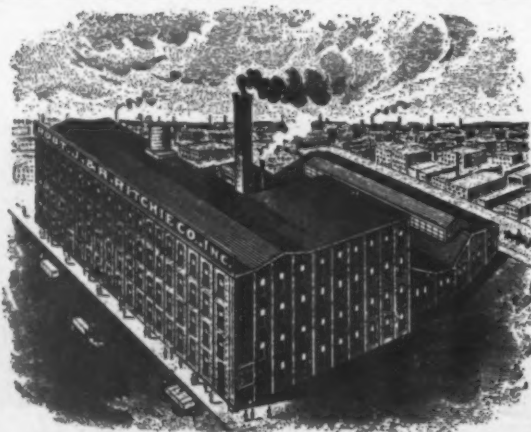
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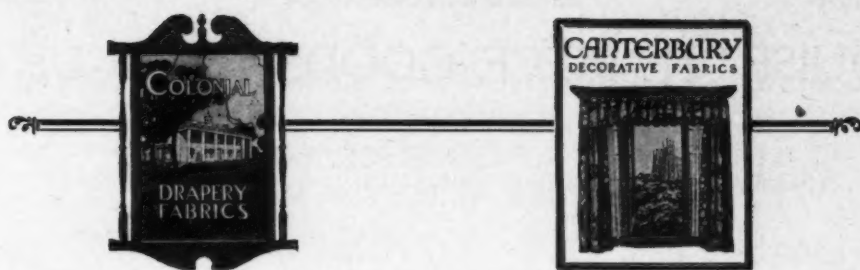
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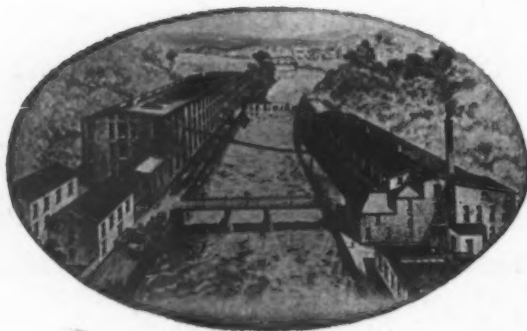
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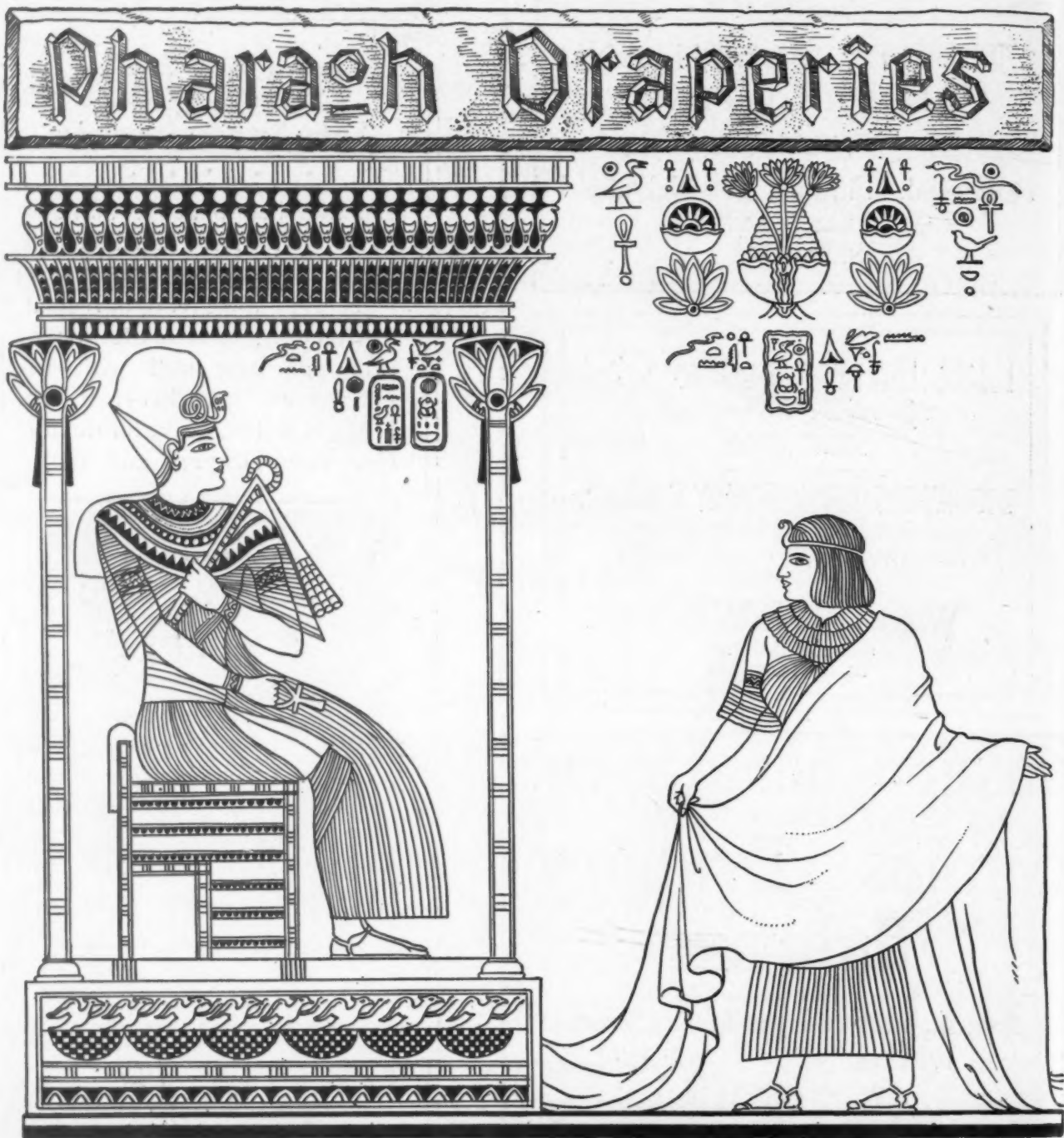
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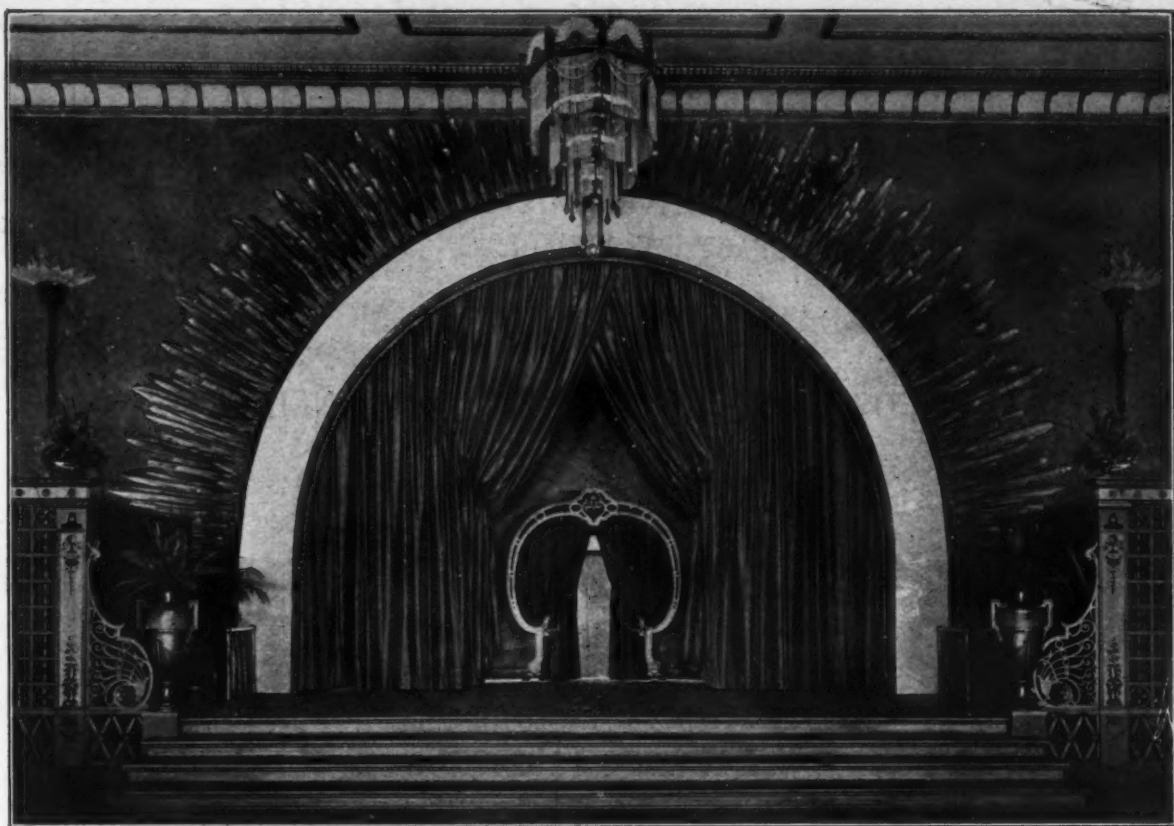


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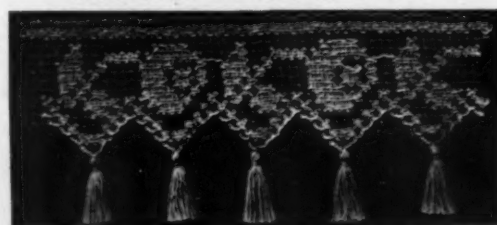
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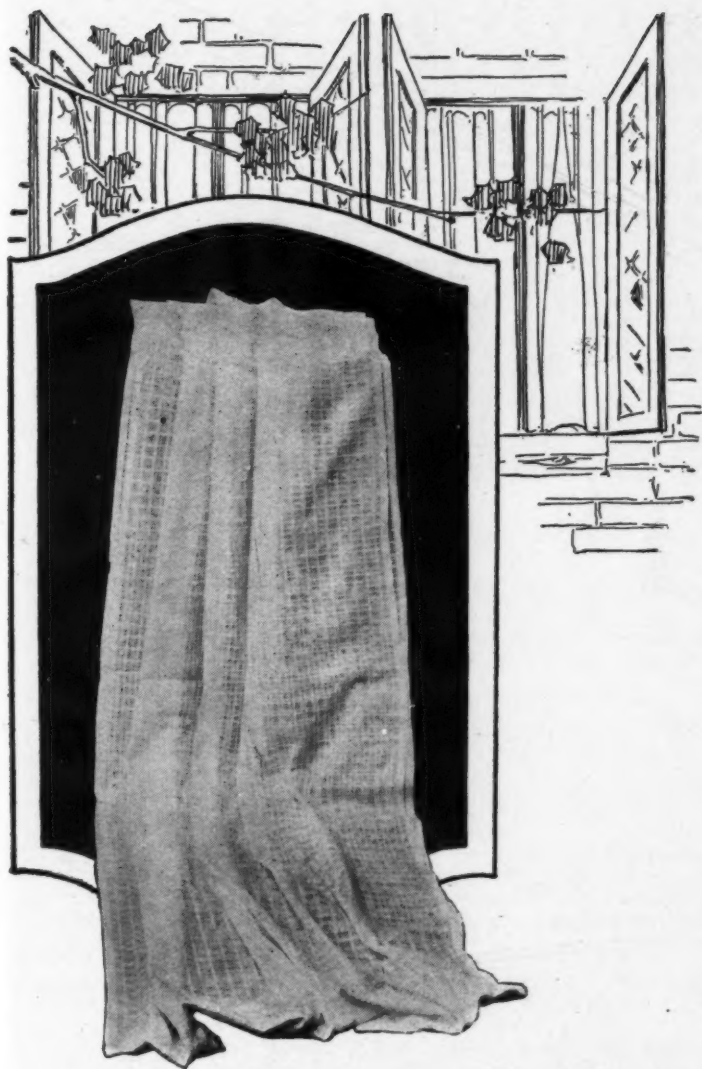


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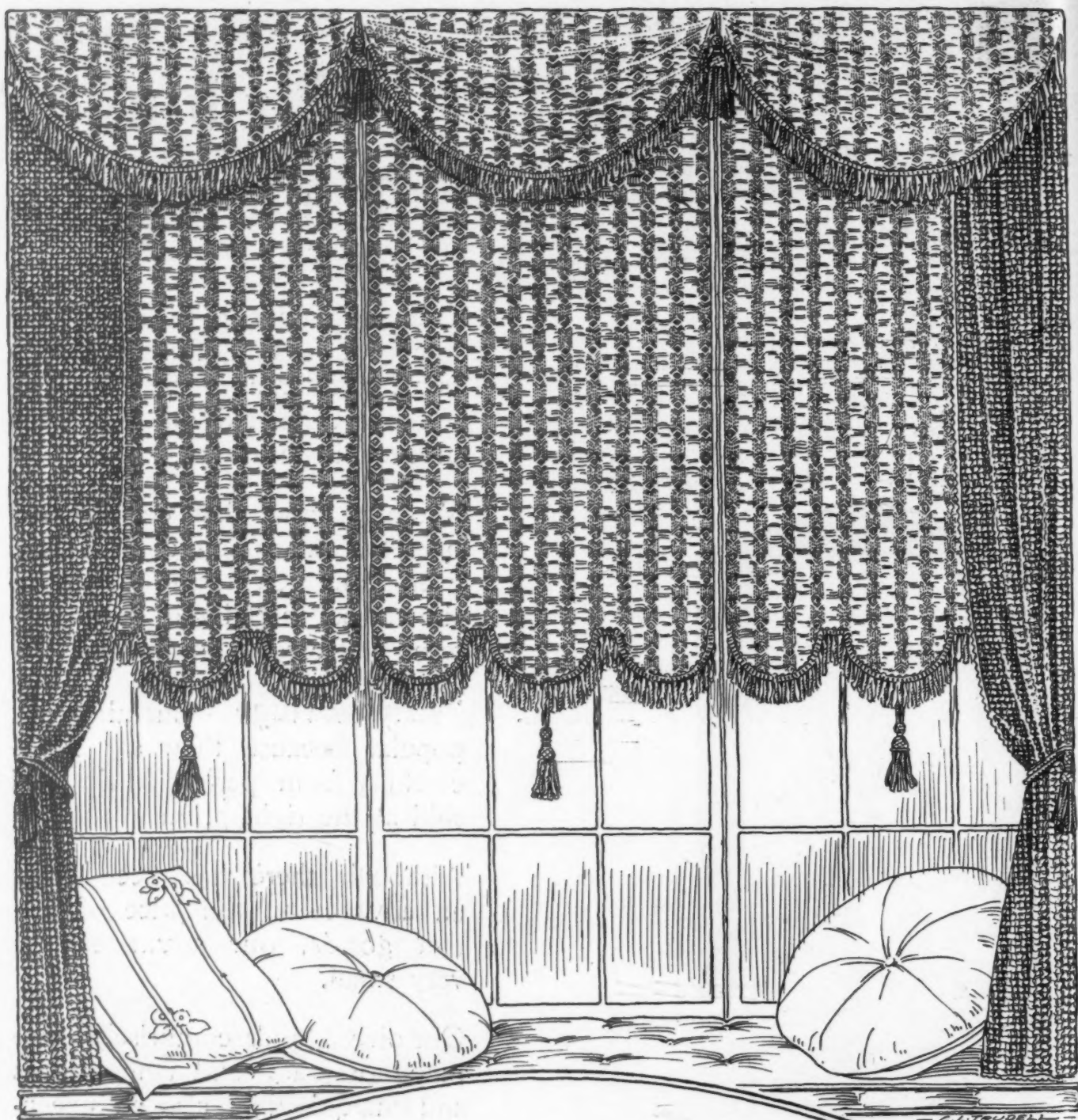
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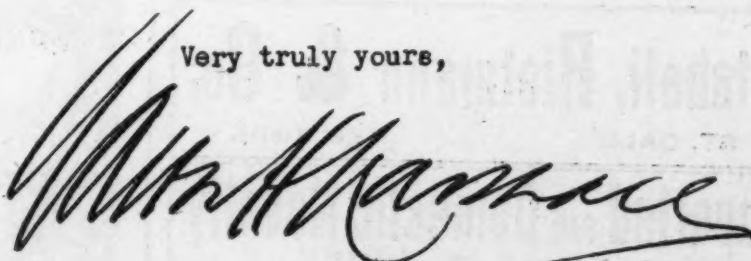
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- 5 Filet Curtain Nets
- 6 Lace Novelties

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Mills: Patchogue, New York



The name KACO stands for the best procurable both in materials and Workmanship.

KACO hand made curtains of Etamine, Serim and Silk retail from 3.50 to 20.00.

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REAL LACES, TABLE COVERS, SPREADS, ETC.

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Plain or Embossed

For Drapery and Furniture Covering, Portieres, Dutch Curtains, Table Scarfs, in Tapestry and Velours and Embossed Effects.

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of Imported Yarns

Plain Colors and Figured Designs of Excellent Quality.

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Something New

Embossed Velour Portieres, 2½ yds. x 50 inches, with border on sides and bottom, or one side plain and other side embossed or with both sides embossed. Also Dutch Curtains 13½ inch sides x 2¼ yards long, Valance 12 x 25 inches, and 16 x 54 inch Scarf. All to match in pattern.



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"Keeping the Faith"

A NEW era has opened up in the Drapery Line, and it is manifestly becoming apparent that the dividing line has been reached in the marketing of Sunfast Draperies.

Heretofore, in selling a drapery as Sunfast, the maker took a chance. If the goods were returned, he "made good" after quibbling, but the stores couldn't quibble, the

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No longer does that possibility confront you because

REXART draperies Are Sunfast.

REXART draperies Are Perfect.

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Faithfully Yours,

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"Rexart" Silk Draperies

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IRISH POINT AND NOVELTY CURTAINS

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Reference will be made in each Karnak advertisement to the new Karnak booklet which contains interesting and impressive facts about the making of Karnak Rugs and shows four-color reproductions of eight exquisite Karnak designs.

The reader will be told by the Karnak newspaper advertisements that a copy of this attractive booklet may be had upon request of any Karnak dealer whose name is listed.

These booklets will be supplied Karnak dealers with their name imprinted thereon at a very small cost.

Be prepared to fill requests for the Karnak booklet when the campaign starts. Write us for detailed information to-day.

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At a small cost you can secure a limited quantity of these booklets to bring prospective rug buyers to your store. The campaign starts soon. Send us your order today.

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THE HOUSE OF NOVELTIES

Embossing on Pile Fabrics of Every Description.
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We Specialize in Embossing on Portieres and Drapery Fabrics.
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WE NOW HAVE IN STOCK A LARGE ASSORTMENT OF

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In its color tones, the character of its design and its smooth, clean finish this Standish Terry Cloth is an achievement.

*A registered double-faced design on Terry Cloth—
the new Standish number,
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Rich shades of blue, brown and other colors, in the tapestry-like effects so difficult to get successfully on Terry cloth, are achieved in this new addition to the Standish line.

The registration of the design itself is the same on both sides—a technical accomplishment which will make “Corsican” one of the most popular of the Standish Terries.

The Standish line of Terry cloths for Fall is full of interest. It includes many new designs, colors and technical qualities of finish which will make every buyer of drapery fabrics want to stock these new Standish Terries in his department.

Call in on us and see our new cretonnes, chintzes, Terries, etc., or we will send you samples on request. Elms & Sellon, 230 Fifth Avenue, New York, 309 W. Adams St., Chicago, Ill.

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No. 5324/2 Ecu, Price 45 cents yard. 40 inch.
This is one of our many new novelties

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Drapery Fabrics and
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A Scranton Lustre-Lace display like this will bring people to your windows

PROBABLY never before has such an unusual lace fabric been offered to the public for drapery purposes. It is rich, soft-toned, with a lustre greater than silk, and designs of remarkable beauty.

Show Scranton Lustre-Lace in your windows. Its novelty and rare decorative possibilities will bring in the buyers. Particularly is it suited to the summer trade because of its light transparency.

Lustre-Lace is being advertised heavily to the public throughout the summer months—full pages in *Vogue*, *Arts and Decoration*, *Harper's Bazar*, *House and Garden*, and *House Beautiful*. To derive full benefit from this advertising for your drapery department we suggest that you make your Lustre-Lace window display now, after the manner shown above and using some of these attractive patterns.

Scranton Lustre-Lace is made in many beautiful patterns and various widths, all curtains with the popular fringe finish. It is also offered in bolts of convenient lengths. Its two shades—the light Le Printemps and the fawn colored L'Automn—satisfy every desire of the buyer.

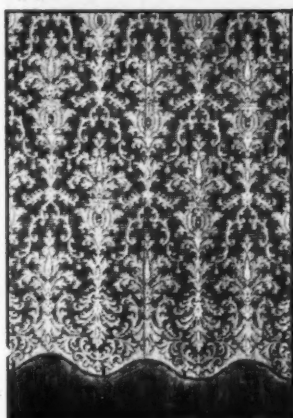
THE SCRANTON LACE COMPANY, Scranton, Pa.

Sales Offices

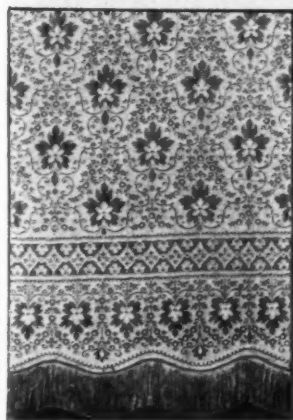
New York: Textile Building, 295 Fifth Ave.

Chicago: Republic Building

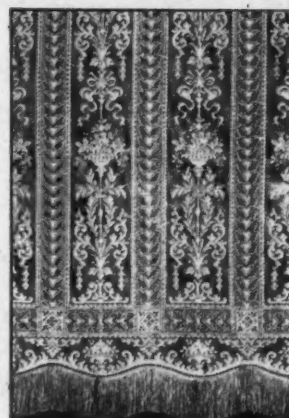
Toronto: 110 Wellington St., W. (James B. Jamieson)



Curtains No. 13966
Yard Goods No. 13995



Curtains No. 13969
Yard Goods No. 13996



Curtains No. 13967
Yard Goods No. 14052



Curtains No. 13970
Yard Goods No. 13997



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LACE CURTAINS

CURTAIN NETS

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"The All Year Round"

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of Wool, Silk and Cotton

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Mfrs. Upholstery Fabrics, Table and Couch Covers

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By the Manufacturers of

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Feltay
That Beautifies Furniture.

THERE is an insistent demand to-day that in keeping with modern merchandising practice we sell Feltay direct to manufacturers of furniture. We take pleasure therefore in announcing that Feltay may now be purchased direct from the mill as well as through jobbing channels.

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The new Royco Tapestry Creations made in Wool—Cotton—Silk are ready at all our offices listed below, awaiting your inspection.

You will be interested, too, in these other ROYCO fabrics of quality.

*Bureau Scarfs
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These tapestry panels come in pairs as per numbers herewith, in series of four designs to match. They are in different designs and colors and are French cotton tapestry panels, machine woven, which we carry in stock for delivery. This is one of the hundreds of designs.

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No. 1030—Upright 36 in. x 60 in.
\$32.50 per piece.

A beautiful reproduction of a procession in the Orient. Hand painted on black velvet by the best French Artists, who have received special training in this field. They are suitable for framing, hanging, etc.

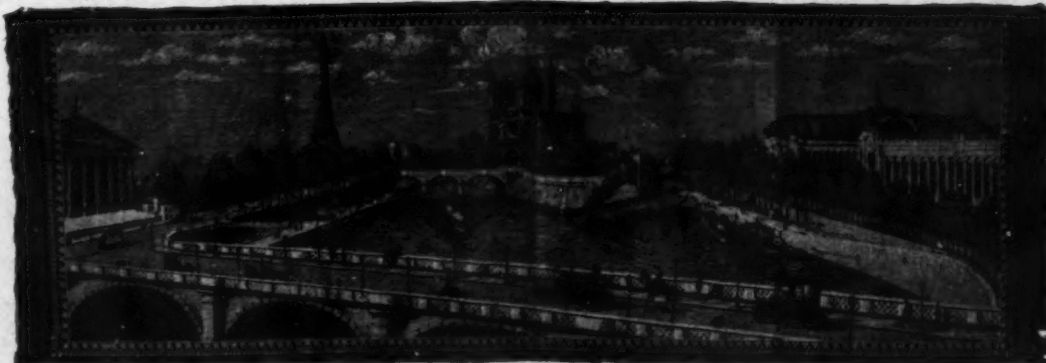
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Oriental Dancers, woven tapestry made in a variety of designs including Old Flanders, also pillow tops to match. We carry a large variety of panels No. 500, size 70 in. x 48 in., same design as No. 913; also assorted designs.

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GOODS FROM STOCK AND IMPORT

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Where the Sun Shines Brightest

JASMINE CLOTH

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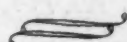
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All true drapery shades 36 inches wide

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PYRAMID DRAPERIES

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Every piece of merchandise guaranteed to give absolute satisfaction.

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While we realize that the cheapest man is not dead yet, we quote as fair prices as anyone can who has a right to live.

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Prompt deliveries. Very often out of stock; or else it goes right into our high speed looms.

This is all we can promise. No more. No less.

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Samples and prices sent at once upon receipt of your inquiry

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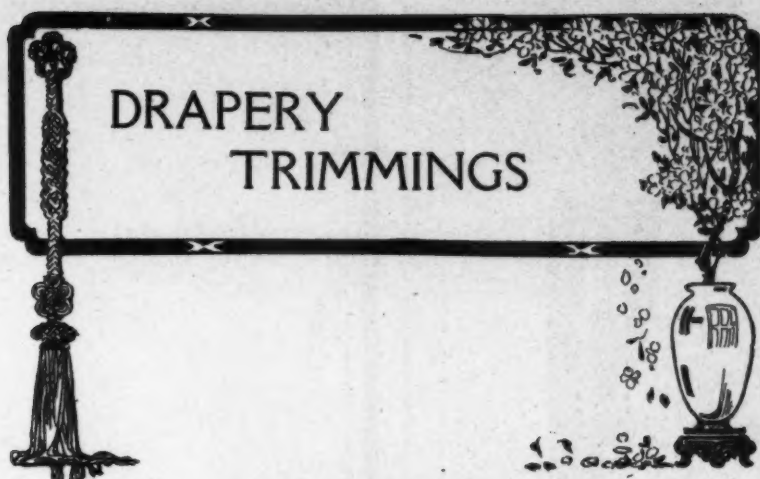


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Manufacturers of

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MARQUISSETTE, NETS AND SCRIM

Also a Complete line of

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IRISH POINT CURTAINS**

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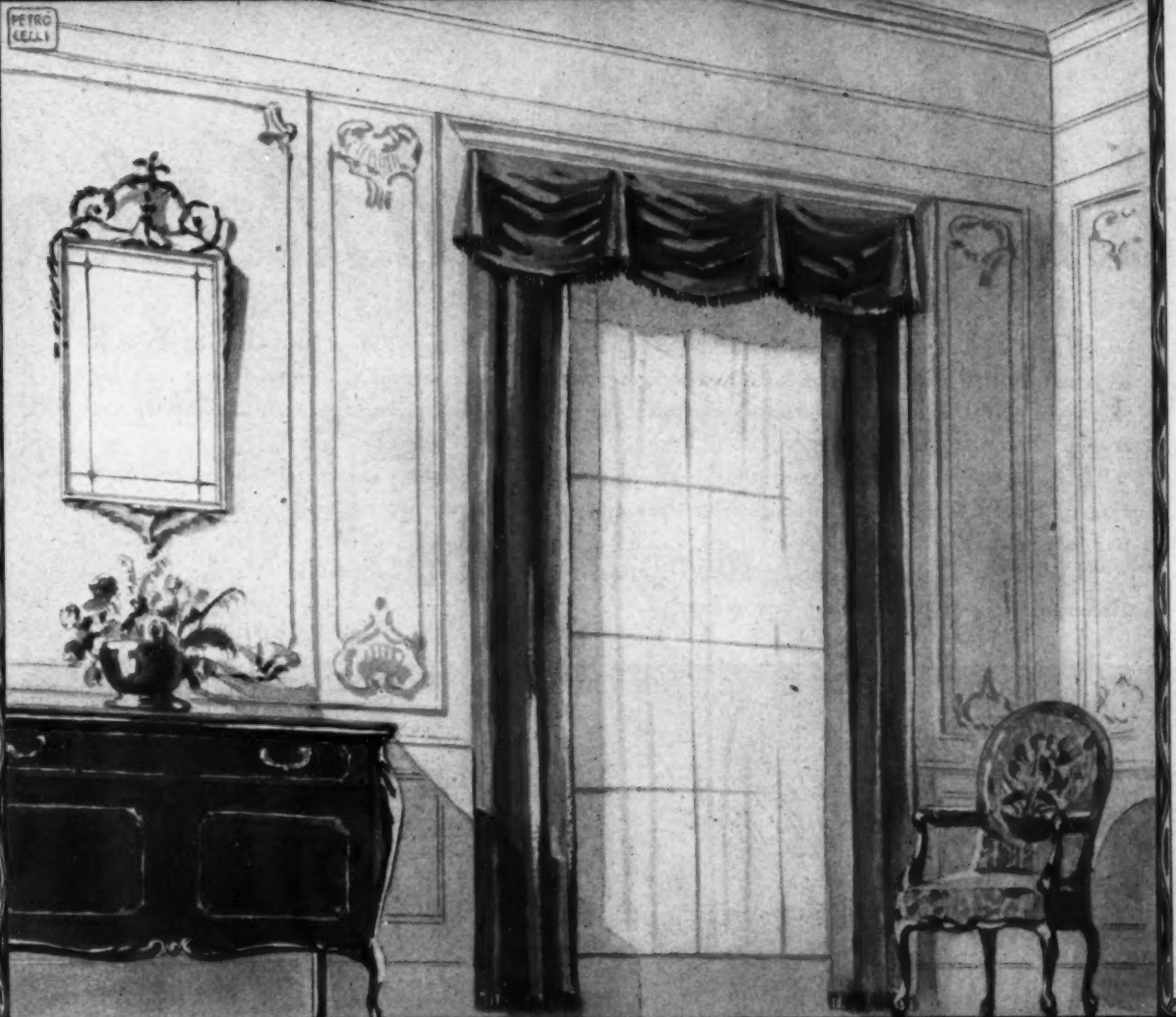
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at a popular price.

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GUARANTEED SUNFAST

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50 inch

SILK MARQUINETTE

36 and 50 inch

Repps—Poplins—Marquises—Scrims—Terry Cloths

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WEEQUAHIC MILLS, Inc.

Draperies and Cotton Piece Goods

Specializing in **Sunfast Drapery Fabrics**

We are now located in our enlarged new quarters at

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Panels, Curtains

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*Fancy, Plain and
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DESIGNING FOR ALL

TEXTILE FABRICS

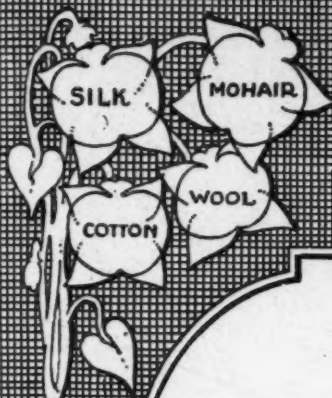
Our new line of imported
tapestry sketches are now
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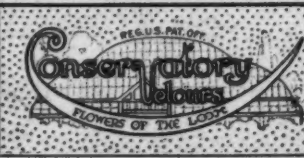
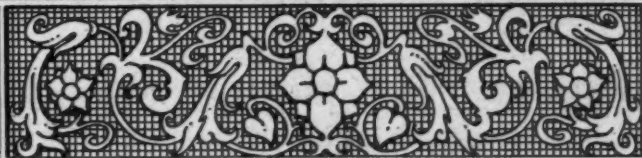
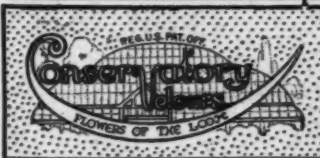
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THE BUYER AND HIS PROBLEMS

The third article of a series discussing a buyer's problems and suggesting ways of meeting them.

THE GRAND RAPIDS MARKET

A resume of the activities at the mid-year Furniture Market with illustrations and descriptions of current offerings.

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Illustrating shapes and methods of trimming in demand abroad.

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The Reign of Sunfast Fabrics

"If a man can write a better book,
preach a better sermon, or make a
better mouse trap than his neighbor,
though he build his house in the
woods, the world will make a beaten
path to his door."

IN the distribution of "GUARANTEED" SUNFAST fabrics we are an excellent example of the truth of Emerson's words: "Making a beaten path" to our door is just what those desiring genuine SUNFAST fabrics have been doing for over fifteen years.

Fifteen years ago we were the pioneers, blazing a new trail. Today we are the Outpost; with the envied reputation for thousands of yards of merchandise, of which the brightest Sun has never faded a single yard.

Leadership not measured in days, weeks or months but by years, makes our dominance of the SUNFAST field, a distinction of which we are justly proud.

The Stroheim & Romann GUARANTEED SUNFAST group of decorative fabrics have been in daily use throughout the country in homes, theatres, hotels and public buildings since their origin. Each yard was sold with the unqualified guarantee of our firm as to durability and colorfastness; yet we have not a single instance of having to make adjustment for the material fading.

Before presenting the GUARANTEED SUNFAST group, it was subjected to the severest experiments under all sorts of conditions. When we were confident we had a genuine SUNFAST fabric, it was offered for sale with our unconditional guarantee. We were sure of this fact fifteen years ago, and we are sure of it today.

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Our representatives are out on the road showing this beautiful cloth as well as OUR NEW FALL LINE, which will be of interest to every drapery buyer in the country.

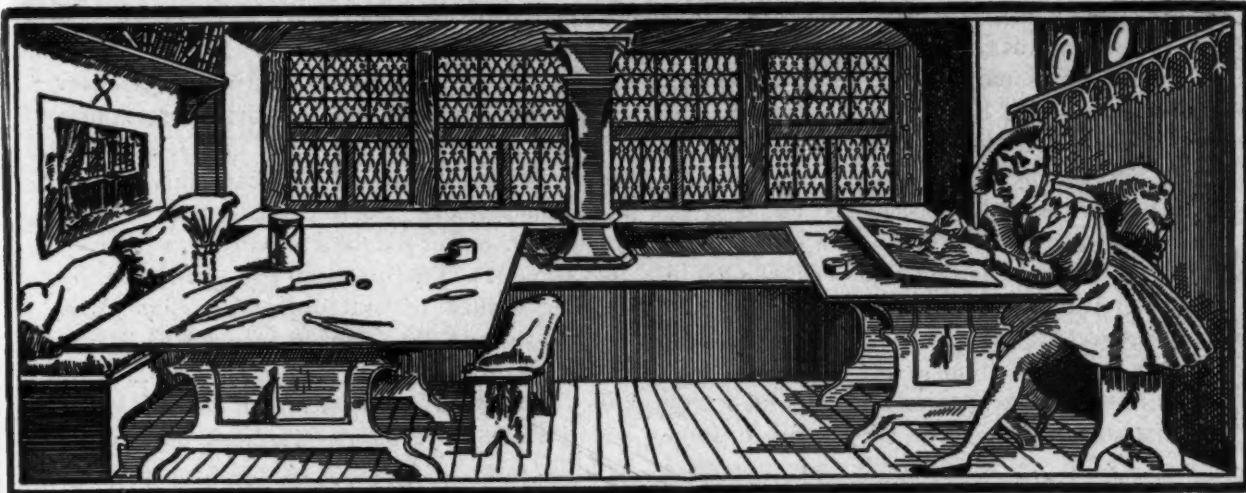
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ENTERED AT THE NEW YORK POST OFFICE AS SECOND-CLASS MATTER

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YEARS ago the term Grand Rapids stood merely for commercialism, not that the best of furniture was not at all times made in Grand Rapids but so much that was made there was of the strictly commercial type, that the market suffered.

*Growth of
Grand Rapids
Market*

Today we are disposed to go to the other extreme—there is so much fine furniture made in Grand Rapids that we are inclined to look elsewhere for the cheaper lines. The great strides that have been made by the city is largely due to the activities of the Grand Rapids Market Association, an organization that is co-operating on broad lines. Ten years ago, 1,226 buyers visited the furniture market; in January last the number jumped to 2,577—an increase of over 100%—and this increased attendance has been almost entirely among the buyers of fine goods. Twice a year the clans gather here, and anybody who has been to the market once, never fails to return.

TABLE OF CONTENTS on last right-hand page.

A CORRESPONDENT writes and asks us if there is any accepted rule governing the combination of different periods in furniture. The broad subject of furnishing is governed by the rule of common sense, although it is hard to believe this if you read the home decorative departments in the daily and weekly papers of the United States, for every writer seems to feel that there is no punch in what she writes (and it's usually a she) unless she conveys a new thought.

We would get a much more comprehensive understanding of the subject if we differentiated between a period and a style. A period has to do with time. You speak of the Renaissance period, the Georgian period and the Sixteenth Century, but when we talk of Adam furniture or Hepplewhite furniture, we deal with individualism. Periods overlapped, and while there are certain periods that are very definite, there are



others so broad that great license may be exercised in their interpretation.

If it is an Adam room, a Louis XVI, Louis XIV or Empire room, one is restricted to certain very definite lines; but if it is Queen Anne or late Georgian or Colonial, it is more of a group period than an individual period.

Even in the strictly period rooms, it is inconceivable that anyone who loves a home, would sacrifice all sense of sentiment and association by banishing from the house the furnishings of father or grandfather.

One has to compromise with the periods; and even in the Hepplewhite and Sheraton styles, we find that some of the furniture was inlaid, some painted. All pieces were not alike any more than all members of a family are alike. So long as the family relationship is in some degree observed you will get a pleasing harmony and that is all you need.

It is not necessary to have all the chairs upholstered alike. There are some kinds of rooms that are improved if a one-fabric scheme is carried out. But the upholstering of a room doesn't all wear out at once and it is absurd to assume that if you renew the upholstering on one chair, you have to renew it on all the chairs.

So also with the woodwork. A room may be done in mahogany, walnut, maple or other woods, but if they are all of the same tone and harmony, there can be no objection to their use.

You can't secure the best result in furnishings by considering only the furniture, draperies and rugs. A room may be done with careful consideration to these factors and yet be cold and unresponsive.

One must give careful consideration to the unconsidered trifles, the same as a woman in dress. We should emphasize the late Colonial room by wall sconces and crystal candelabra; and the early Colonial room by the quaint Staffordshire ornaments, the sperm lamps and wicker bird cage. Mere furniture and draperies doesn't get you far.

TWENTY years ago the woman in business was an unknown quantity. In the upholstery or interior decorative fields, pessimistic men never tired of expressing their lack of confidence in the sex.

*Women's Success
in the*

Decorative Trade

Today we've got to take off our hats and bow low not only to the lady decorator but to the lady of

the strictly business departments—Miss Pageo, "second man" at Macy's and Miss Merker at Bamberger's. For many years, John Wanamaker had in Miss Nancy McClelland a buyer with extraordinary license. A large western firm was always willing to pay Miss McClelland any price she could mention (we learn this from a Wanamaker man); but she was not to be lured from Wanamaker's until she went into business for herself. She in turn was succeeded by another woman of extraordinary ability—Mrs. Tyson, who presides over the tremendous Wanamaker decorative stock, including antiques of every description. (You could put a dozen Madison Avenue shops into her antique department and lose them.) And now Wanamaker is building a series of Spanish rooms just for the purpose of displaying Spanish antiques. And the wholesale field is well represented in Mrs. Chapman, who represents Jacques Bodart's French and English furniture lines in this country.

No man decorator is more respected than Alice Swift. No association in the trade is doing better work than the Women Decorators' Assn. of which Mrs. Ackerman is president. None of the art galleries are more active than the Arden Galleries with Mrs. John W. Alexander presiding.

Most assuredly the woman in trade has come to stay, especially in the decorative trade.

A VITALLY important service is being undertaken by what is known as The Arbitration Society of America. Sixty different trade associations are participating in the effort to standardize a system of arbitrating trade disputes, instead of having recourse to the law.

In New York City alone, January 1, 1923, here were 27,000 untried cases on the Supreme Court calendar. Using every possible effort, the Court can dispose of no more than 8,000 cases a year.

It is proposed by the Arbitration Society, whose headquarters are at 115 Broadway, that a clause be inserted in all contracts, committing both parties to submitting any difficulties that may arise to arbitration, thus relieving both parties from the expense and interminable delay of court litigation.

The plan is endorsed by the New York Bar, and by thousands of the ablest business men in the country. Moreover, it is legalized by the New York arbitration law of 1920.

C. R. C.



THE BUYER AND HIS PROBLEMS

No. 2—*Studying the Job.*

HAVING secured the job, you now enter upon a new experience. It is true that it may not be the first of its kind, but it is equally true that it will contain elements that will be new and strange to you and right here it is well to emphasize that the measure of your success will be largely governed by your attitude toward the job; whether you feel that you have "secured" it or whether you have "accepted" it.

You have doubtless settled in your own mind whether it represents to you an opportunity to climb higher on the ladder of commercial success or whether it is merely a means of livelihood, and you may be sure that it will not be long before your associates also know your estimate of the position you hold.

We will assume that you consider the new job an opportunity. Your first few weeks should be spent in study, particularly if you have come from some other town and some other store. First of all, you must *study the character of the town*, the type of people who are its residents, their tastes and inclinations. "The people who live here," you will say to yourself, "are my prospective customers. I must learn all I can about this market. How do the people impress me on the average? What is the population? What percentage of the population belongs to the class I would call 'well to do'? What are the principal industries here? Is a large proportion of the population the laboring class? If so, are these laboring people well paid? Can the women afford to spend money on homes?"

Then, you must *study the surrounding territory* in order to determine what possibilities of trade may there be developed; if necessary visit other stores in the town and in nearby competing towns in order that you may get clearly before you the character of the clientele you are expected to serve.

Study your competitors. How many other stores are there and how do they compare in general appearance with my store?

You will probably have a better opportunity immediately upon arrival in the town to study conditions in other stores than you will ever have in the future. You can well afford to spend considerable time investigating them.

The proprietor of a store would like to have all his departments the leaders in the city, but it is a fact that no matter what store you investigate you will find both strong and weak departments. It is simply a question of individual ability. The buyer who can best size up his market, then properly prepare to supply that market, is

sure to meet with success. Let us hope that the strong department in your store is the one you have fallen heir to, but if it is not, you must decide in your own mind what store *has* the strongest department in your line. Look first for any weak points that will give you a wedge as a competitor; look next for the strong points and try to improve upon them.

It will be necessary also for you to make a complete *study of your own store*, not only your own department, but the other departments, in

Study of Conditions in the Community, and in His Own Store is a Buyer's first Duty in a New Position. Only by Intensive Study can He acquire the Facts upon which to Build a Sensible Policy.

order to learn the facts concerning the service it renders to its purchasing public. It is obvious that every weak department counts against its service just as every good department counts for it. The average of all spells "reputation."

Study the stock you have inherited from your predecessor—study, but do not criticize; the less you find yourself compelled to say about your stock, the better. Above everything else do not make the mistake of telling the firm or the merchandise manager how "rotten" you think it is or of telling traveling salesmen that "because of the frightful conditions you have found you can place no orders until you have an opportunity of unloading." Such criticisms are too common; the boss has heard such stories many, many times—give him a new experience by being different.

Moreover, the traveling salesman, while he may listen, is not interested in your troubles with the old stock. Why take his time and yours to describe them? Your staff, who may have had something to do with the selection of the stock, will either resent your criticism or endorse it, and either attitude will lower their effectiveness in presenting the goods for sale to the customer.

The stock may be all you think it is; it may be full of "pills" and "shelf warmers," but its condition represents a part of your job—perhaps this is the main reason for a change of buyers. Therefore there is neither information nor entertainment in discussing it, but there is good, wholesome exercise in planning to get rid of it economically and possibly profitably.

Bear in mind that any man, even a novice, can suggest plans for giving it away or of taking big losses in price cuts, therefore if you are to prove exceptional ability in the new job, you can show merchandising calibre in the way you handle "dead stock."

We suggested your studying your clientele first before you study the stock. We have known of men who met disaster by proceeding in the opposite way. After studying the stock and condemning it wholesale, they proceeded to change its character from low-priced popular merchandise to a stock with a decorative appeal, only to discover later that they had gone completely over the heads of their public and were left stranded.

Finally, *study the staff*. Of course you will have opportunities of studying the staff while you are getting in touch with these other elements of study that we have outlined, but we mean here that you have now reached the point where you can give reflective consideration to the personnel

under your control. This suspension of judgment for a period of four to six weeks permits the newness to wear off of the relationship; it prevents the forming of snap judgments and allows acquaintanceship to correct the errors of first impressions. Now look your associates over; classify them in your mind and prepare to institute such plans as your judgment suggests for their betterment.

Fortunate are you if you find them all intelligent, amiable, and earnest—twice fortunate if they work together harmoniously and have accepted you as a co-worker. But, you may have to make changes, some may be inevitable; let your determination to do so be tempered with consideration for those less fortunate than you. Perhaps corrective measures may be employed—at least try them.

You will find that this constitutes quite a program—to study your market, your competitors, your merchandise, your men—but they are four elements which form the foundation on which you hope to build successfully in your new job. Your understanding of these four elements will have much to do with the formation of your plans and the more exhaustively you study the character of these elements the better are you prepared to plan constructively the policy which is to be considered in our next installment.

SUNFAST FABRICS AT WEEQUAHIC MILLS, INC.

BUYERS visiting the new and enlarged quarters of the Weequahic Mills, Inc., 63 Leonard Street, New York, will find on display a large and varied line of sunfast drapery fabrics. Included in the line are silk gauzes thirty-six and forty-five inches wide, plain and jacquard draperies of silk and cotton, dark brown printed marisettes and a wide variety of nets.

NEW FIRM OF DRAPERY MANUFACTURERS

SINCE starting in business about three months ago, the Advance Curtain Company, manufacturers of draperies, curtains, bed sets and the like have gradually extended their facilities to the point where they are now equipped to handle orders of any kind or size. They are making draperies in all of the wanted materials and are in a position to make prompt deliveries on all orders.

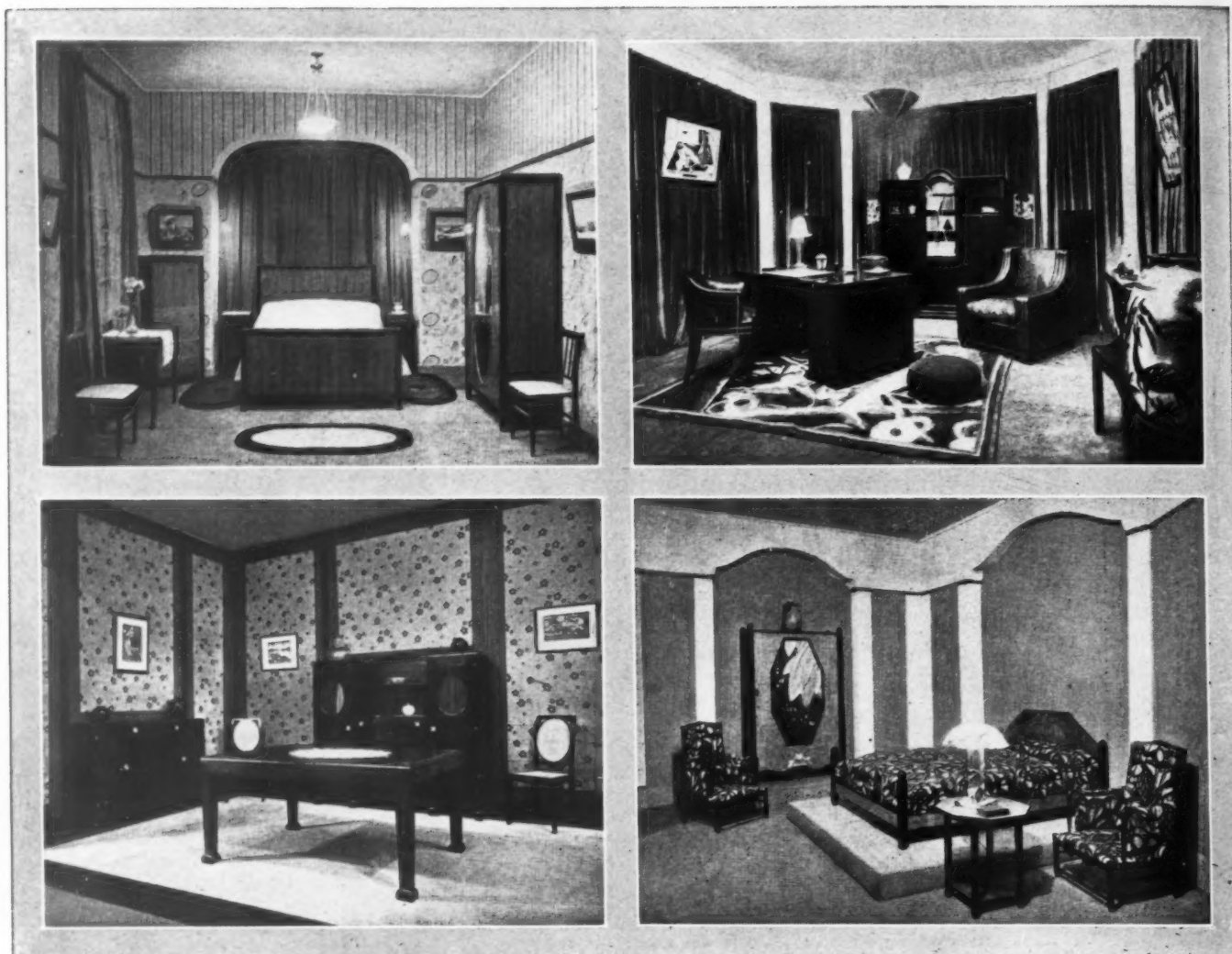


BEDROOM DECORATED BY THE FRENCH GOVERNMENT
FOR EX-PRESIDENT WILSON'S USE AT THE
TIME OF THE PEACE CONFERENCE

An interesting feature of the decoration is the elaborate and vari-colored wall paper.

*The Upholsterer and
Interior Decorator*





TYPICAL FRENCH INTERIORS SHOWN AT THE SALON
D'AUTOMNE

Top left, bedroom by Fournier Frères; top right, office by Mme. Chauchet-Guilleré; bottom left, dining room by Jacques Camus; bottom right, bedroom by Dufet et Bureau.



*The Upholsterer and
Interior Decorator*



An office interior by Francis Jourdain.

A U S A L O N D ' A U T O M N E

ACCORDING to a writer in one of the magazines of Paris, the period styles of the "Twentieth Century" have arrived. He cites, as proof of his contention, the character of the things exposed to view at the recent exposition at the Salon d'Automne. Perhaps, in a comparative sense, the statement is correct, but it is yet a little early in the century to determine that the development of style thus far accomplished during the century is anything more than indicative of the trend of taste.

It is true that the period of war exerted a definite influence on furnishing styles that will leave its impress on the century and that in years to come there must inevitably be a linking of the turbulent time of the war period, with the style products that will survive, but whether or not we agree that the style of the Twentieth Century has arrived, we do agree that the twenty-odd years of this century have seen a variation of art inspiration almost kaleidoscopic in its completeness of change. In the brief span of this twenty years we have had the remaining influence of L'Art Nouveau, the so-called Munich inspiration or what we know more familiarly as modern art, cubism, futurism, and finally the return to rationalism, or perhaps we had better say to more rational interpretations of furnishing needs as expressed in color, in form and in texture.

In France, where so many of these extreme fads have had their birth, the return to more rationalistic styles has been inspired not so much by the change of taste as by the necessity for economy and in the ensembles at the recent *Salon d'Automne*, the absence of inlay and other forms of elaboration is an outstanding feature.

For the most part, the groupings are the products of individuals whose work has become

more or less familiar through their participation in previous expositions, showing that the artist-decorators who enthusiastically threw themselves into the radical style movements of a few years ago have been just as quick to sense the necessities of economy and have applied themselves to the production of more simple things in harmony with less affluent circumstances.

With this thought in mind, it is possible for us to appreciate the extreme plainness of some of the types herewith illustrated, which without some explanation might indicate a strange attitude on the part of workers whose principal claim to recognition heretofore has been the unrestrained use of carved ornament, striking color and grotesques designs.

MOHAIR VELVET BLOCK-PRINTING DEMONSTRATION

AT THE sales rooms of Lussky, White and Coolidge in the Keeler Building, Grand Rapids, June 26th to 29th, there is to be a special demonstration of block-printing on mohair velvet upholstery and drapery fabrics.

This practical demonstration has been arranged through L. C. Chase & Co. of Boston, selling agents for the Sanford Mills, Sanford, Maine. Skilled experts on block-printing will come from the Sanford Mills with their own equipment and supplies. Beginning June 26th and continuing throughout the week, these workers will transform plain colored mohair velvet into upholstery coverings of exquisite design and colorings. A large line of hand block printed fabrics will also be shown.

This exhibition will be explained fully in detail and visiting buyers will be extended every courtesy by Lussky, White & Coolidge.

THE ILLUSTRATION BELOW

THE illustration at the bottom of this page shows the treatment of the elevator entrance of the upholstery department of the C. F. Hovey Co., Boston, during their recent cretonne carnival. The wall is covered with a black ground cretonne figured with bright roses which shade from pink to a deep rose blended with green leaves. The overdrapes on the dummy windows between the elevator doors are of rose colored repp trimmed with cretonne edging and the window idea is completed with irish point curtains.

During the cretonne carnival the department was decorated with banners, lanterns and sunshades and the clerks wore cretonne aprons. The display consisted of cretonne pillows, laundry bags, screens, boxes, table runners and covers. The bulk of the cretonne stock is displayed on tables, each table at a price, making it quite easy for the customer to select her own purchases while the sales clerks are temporarily unable to render service.

Mr. Pearce reports a satisfactory increase in the business of his department.

The newly enlarged furniture showroom is expected to be tripled within the next three months, also to be provided with an outside warehouse for furniture.

WESTERN COLLEGE TEACHES HOME DECORATION

THE movement for intensive study of the subject of interior decoration, started twenty years ago through the efforts of Frank Alvah Parsons, and which has been taken up by innumerable schools and associations, has reached the town of Pontiac, Ill., where the Livingston County Home Bureau has been established under the agency of Miss Anna Searl, to undertake the Extension Work of the University of Illinois, on the subject of home decoration and home furnishings.

Already nearly five hundred women have become interested in this course. The work includes a study of furniture, window treatments, rugs, hangings, and general decoration and grouping.

WEBSTER FURNITURE CO. ENLARGES

HAVING attained a pre-eminent position in the manufacture of high class Windsor chairs, the Webster Furniture Co., Rochester, N. Y., are now occupying their large new building, and are showing the most representative line possible of these popular chairs. Many new designs are included in their exhibit at Grand Rapids located in the Keeler Building.

An attractive treatment of the elevator entrance to C. F. Hovey Co.'s upholstery department. See text above.



MEN WHO CREATE MOVING PICTURE INTERIORS

THE idea has prevailed, especially among decorators, that movie interiors are planned and constructed by mere property men and carpenters and this thought is well justified by many of the interiors that are shown, but with the general development and progress of the silent film not only have scenarios improved and photography improved, but the scenes themselves have improved, and today first class architects and decorators are employed by the large producing companies--men of experience and education, trained in art schools here and abroad.

Out in the Famous Players-Lasky Studio in Long Island City, Charles L. Cadwallader is the genius who creates and supervises all the interiors used in the Paramount pictures. After graduat-

ing from the St. Louis School of Applied Art, his ambition was to become a portrait painter, but instead he came to New York and attended the Art Students' League and the Chase School,

now known as the N. Y. School of Fine and Applied Art, specializing in architecture and interior decoration. For ten years or more, he designed theatrical scenery for P. Dodd Ackerman. He was also employed for a time by Mae Murray to create the bizarre scenes typical of her plays.

Associated with him, besides scores of architects, drapers, carpenters and paint-

ers, are Charles De F. Chapman and Laurance W. Hitt. Mr. Chapman has been connected with the moving picture industry since its infancy, having been for thirteen years with the old Vita-



A well planned and decorated "set."

From a picture play with an old-world background.



graph Co. He is today perhaps the best informed man in this line, on period furniture and design. He is a man of rare good taste and Mr. Cadwalader often gives him carte blanche to choose and arrange the furniture for most of the sets.

Mr. Hitt, on the other hand, is primarily interested in architecture, having taken the special course in that subject at Cornell University. He has had varied experience in the offices of Grosvenor Atterbury, Charles A. Platt and Charles I. Berg, well known New York architects.

As Mr. Cadwalader explained: "To create a successful interior, you must combine a knowledge of the technical part of moving pictures with that knowledge of architecture and interior decoration which you naturally would get by experience in designing houses and interiors."

The area of each floor in the studio where the sets are planned and erected contains 27,000 sq. ft. Before the actual "dressing of a set" begins, rough water color sketches are made of the proposed room. These are sent to the architectural department where the five architects employed plan the perspective, showing the exact dimensions for doorways, mantels, windows, etc. After it has been minutely criticized and necessary alterations are made, it is submitted to the art director, who

finally passes on it. Everything is outlined and planned before the carpenters, drapers and painters get to work.

Some idea of the vastness of the undertaking may be obtained by a visit to their drapery section

where four people are constantly engaged in making draperies, curtains, cushions and lamp shades. The stock on the shelves could be compared with a fully equipped department in a large dry goods store. Bolts of luxurious velvet and brocade, costly silks and embroideries are used. Fringes, tassels, braids—in fact, every possible kind of upholstery trimming is kept in stock. On one occasion, they rented a genuine tapestry

worth \$18,000 and paid \$250 for a day's rental.

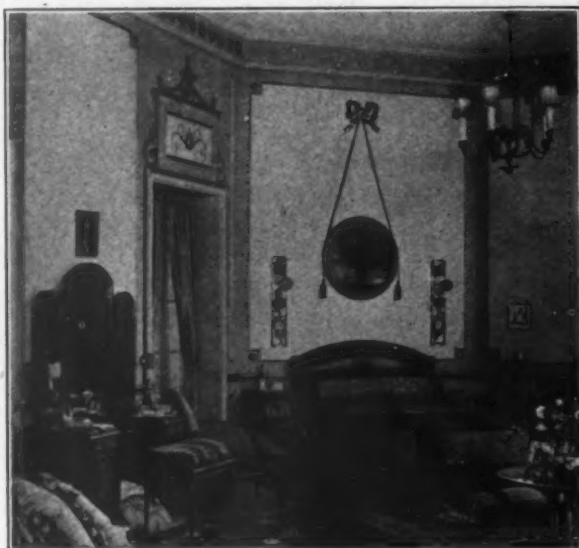
In their "pillow room" they have literally hundreds of cushions of taffeta, brocade, velvet and cretonne. A hair-picking machine has been

installed for use in making over cushions.

Lamp shades of every known variety and color are on hand for immediate use.

Furniture for the sets, with the exception of ordinary chairs, tables and bric-a-brac, is rented from large furniture houses,

such as the Bristol Co., Di Salvo Bros., the Orsenigo Co. and A. H. Notman & Co. For the first week's rental, they pay 10% of the value of the piece and half that amount thereafter. If an



Furniture such as shown here is purchased or rented at considerable expense.



Well hung draperies are characteristic of today's "movies."

antique piece is required, a special rental price is fixed.

The execution of these momentous details naturally must be undertaken by men who have been carefully educated along this line. The scenic art of Joseph Urban is worthy of note. His work was formerly to be seen primarily on the legitimate stage but lately he has transferred his activities to the silent drama and is now engaged by the Cosmopolitan Distributing Corporation. Although well known as a creator of beautiful settings for operas and plays, few people realize that Mr. Urban is an architect and interior decorator of some note.

Robert M. Hass, art director for the Inspiration Pictures, is also a man of exceptional talent. He is a graduate of the University of Pennsylvania and was for several years chief draftsman in the office of Charles I. Berg, the Madison Avenue architect.

V. E. Ihnen, after years of experience as art director in various studios, has organized the Tilford Cinema Corporation, a new organization that creates beautiful and authentic movie interiors on contract for different producers.

Other men in New York who should be included in this same category are Willard M. Reineck and Hugo Ballin, whose work has gone a long way toward educating the public to a better appreciation of the beautiful in the home.

GOULD-MERSEREAU CO. TO ENLARGE FACTORY

THE Gould-Mersereau Co. has acquired ground adjoining its property in Long Island City for the purpose of providing much needed extension to their premises.

Their present factory, to which they moved on its completion about three years ago, was made necessary by the growth of their manufacturing business which up to that time had been housed on two floors in the Bush Terminal Building. At the time the new plant was opened they supposed that they had covered their future needs for a considerable period in advance.

It has become necessary, however, for them to have additional space and the property now acquired will provide them with 40,000 square feet upon which to build. This will supplement the present structure, which is four stories, and also provide room for still further expansion.

Two new designs in damask just added to the line of the Craftex Mills.

NEW PURCHASING PLAN

ALFRED FANTL & Co., INC. are putting in operation a new plan of purchasing in connection with the buying of foreign goods by the forty-six stores which they represent.

According to John W. Thorne, vice president and general manager of the firm, the plan includes the purchasing of foreign goods which will be brought to New York from the Paris office twice a year. This merchandise will be on display in New York and the buyers of the stores represented will visit these displays and order their goods therefrom. The innovation, for such it is, will be watched with considerable interest.

NEW JERSEY ART ALLIANCE EXHIBIT

THE Art Alliance of Trenton, N. J., held last month an interesting exhibition of art and art products in which were represented a number of examples of materials from Cheney Bros., Sidney Blumenthal & Co., Edgewater Tapestry Looms, Kensington Mfg. Co., Marshall Field & Co., Witcombe McGeachin & Co. Graffin & Dolson, and the Wall Paper Manufacturers' Association. The exhibition was held in the Old Marble Bank.



ANNUAL UPHOLSTERY GOLF TOURNAMENT

THE annual tournament of the Upholstery Trades Golf Association will be held this year over the course of the Philmont Country Club, just outside of Philadelphia, on July 10th and 11th. The Wasserman Cup will, as usual, be the main trophy played for. As will be recalled, George A. Bomann, Jr., won a leg on this trophy last year, and a heated contest for its possession is expected this year.

On July 10th the annual dinner of the Association will be given at the Philmont Club House, and officers for the coming year will be elected. At the same time the date of the Association's Annual Invitation Tournament will be settled upon. Full particulars about both these events may be obtained from the Secretary and Treasurer, Ernest H. Baldwin, 929 Chestnut Street, Philadelphia, or from the President T. A. Cawthra, 381 Fourth Avenue, New York.

JOHN C. MEYER THREAD CO.
INCREASE PLANT EQUIPMENT

THE John C. Meyer Thread Co., which was incorporated about a year ago, succeeding John C. Meyer & Co., has installed new engines, boilers and dye-house equipment and also filter plant for the dye house. They are manufacturers of silk and cotton sewing thread for upholstery and drapery purposes, and are prepared to match any required shade.

Harold F. Meyer, recently taken into the corporation, is taking an active interest in the business as vice president and assistant treasurer. The firm has been in business for over fifty years and has in its employ men who have been with them for twenty-five or thirty years.



SUMMER COURSE IN DECORATION

THE New York School of Interior Decoration announces a Summer residence course, beginning July 6th and lasting until August 18th, to be held at the Art Center, 65 East 56th Street, New York. Enrollment for this course should be made at the school headquarters, 101 Park Avenue. The course is specially designed for teachers and others desiring an intensive course in the fundamentals of interior decoration. The class will meet daily except Saturday. The instruction will include demonstration, research work, and visits to museums and collections.

INVITATION FROM CARO & UPRIGHT

CARO & UPRIGHT, Los Angeles, extend an invitation to all members of the decorative trades, who visit Los Angeles during the month of July, to make their headquarters at the Caro & Upright office. During July, the first annual American Historical Review, commemorating the one hundredth anniversary of the Monroe Doctrine, will be held in this city, and it is predicted that this will be by far the largest pageant ever staged in America.

RALPH M. LEVEY GIVES BED TO HOSPITAL

RALPH M. LEVEY, of the Ralph M. Levey Co., has donated a free bed in perpetuity to the Jewish Memorial Hospital, non-sectarian, in appreciation of the skill of Dr. Arthur A. Landsman of the hospital staff, who has ministered to both Mr. and Mrs. Levey. The hospital has been dedicated to the heroic Jewish boys who died in the late war, although its services are rendered as freely to Gentiles as to Jews.

IN THE LA FRANCE ART CO. LINE

THE La France Art Co., whose new product, framed tapestries, were illustrated recently in THE UPHOLSTERER, have added five subjects to their line. The titles of these new subjects are: "Ye Olde Mill," "Flower Girl," "Arched Bridge," "Springtime," "Shambles."

In addition to their framed tapestries, they are now offering a line of table scarves in sizes 13 x 45 to 16 x 54, made of tapestry and velour; also a combination of the two.

Wall Paper Guild exhibit in Boston, displaying rollers from which wall paper is printed.



Bohemian ware in ruby glass in the line of Pavel, Lindemann & Co. See text below.

THE IMPORTANCE OF DRESSING YOUR DEPARTMENT

You can't make a successful room with mere furniture, rugs and draperies. The minute a stock is so segregated that it becomes *all* upholstery or *all* furniture, the public is impressed unconsciously by its mere commercial character. If this same stock is dressed up by the introduction of lamp-stands, shades, fish bowls, flower stands, mantel ornaments, sconces and decorative glassware, it is vastly improved. It's actually illuminated.

Every decorator knows this. They all accentuate the charm of environment by casually displaying bronzes, glassware, sconces, candelabra and a hundred and one other things. Even some of the big merchandise houses like Marshall Field & Co., John Wanamaker and the Paine Furniture Co., combine these various stocks with extraordinary success—the sale of the one stock helping the sale of the other.

You can show a Colonial grouping with Colonial chairs, four-poster bed, even a rag rug, but the period is further empha-

The candlestick at the left is from the glassware line of Pavel, Lindemann & Co. The lamp and the remaining candlestick are from Soy Kee & Co. See text above.

sized if you have some old Staffordshire ornaments on the mantel, a wicker bird cage at the window, the right kind of a lamp on the pie-crust table, with brass andirons, a warming pan, fire screen, foot stool and the other characteristic articles of Colonial use.

Pavel, Lindemann & Co. have a very extensive collection of antique and decorative glassware including also old-fashioned curtain hold backs about 4½ inches in diameter with metal screws in opalescent amber, marine blue, green and violet colors.

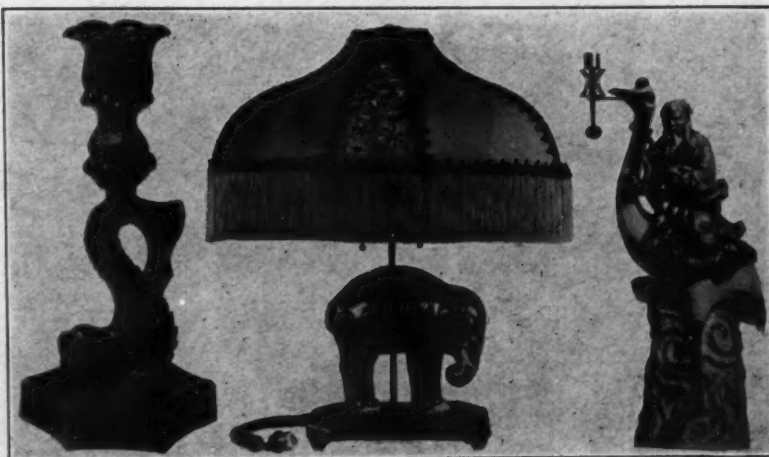
Many of the candlesticks and candelabra are also in color, frequently with English hubnail cutting and grape vine engraving.

While there are many very pleasing examples of modern character, the line is particularly strong in good Colonial reproductions. A great deal of it runs to the Bohemian style and colors. Much of this glassware is unusually interesting not only that it is made in amber and conventional ruby tones but amethyst, rose, blue and apple green. These same colors apply also to the chains and trims of the candelabra.

In decorative accessories of Chinese origin, Soy Kee & Co. present a wide selection, including candlesticks and holders, ancient and modern embroidered panels and table covers, vases and other objects invaluable for dressing a department as well as for home decoration.

NEW FURNITURE FIRM

ANNOUNCEMENT is made of the formation of a new firm, Young & Milot, Utica, N. Y., for the manufacture of fine upholstered furniture. Both members have had extensive experience in this business. They have an up-to-date factory in every way, and above all else are stressing quality in their output.



PACIFIC COAST NOTES

THE Ellis and Market Furniture Manufacturing Co. has opened a retail furniture store at 9 Ellis Street, San Francisco, where upholstered furniture is being featured almost exclusively. This store occupies basement quarters in the space formerly occupied by a cafe, but is easily reached from the street.

B. F. Schlesinger, general manager of The Emporium, San Francisco, has been appointed a member of the ways and means committee of the National Merchandise Fair to be held at New York in July and August.

Charles S. Darling, of San Francisco, well known in Pacific Coast decorative circles, is receiving the sincere sympathy of a host of friends, as the result of the news of the death of his mother, Nellie A. Darling, which occurred at Timmons, Canada, on May 12. His father, George L. Darling passed away but a few months ago.

Frank W. Brown for thirty years superintendent of the Belding Bros. Silk Mills at Petaluma, Cal., passed away at a hospital in San Francisco on May 24 at the age of 65 years.

Lachman Bros., Mission and Sixteenth Streets, San Francisco, installed the furniture and draperies in the Home Electrical at Ingleside Terrace which was visited by twenty-five thousand people during the time it was kept open for public inspection.

A Navajo Indian Shop has been opened at 2432 Bancroft Way, Berkeley, Cal., by E. E. Chapman, a licensed Indian trader from Tolcheco, Ariz.

Bruno Loevy, Pacific Coast representative of several curtain mills, with headquarters in the San Francisco Furniture Exchange, left recently to cover the Northwest territory and will visit New York before returning home.

Sam A. Davis, the Pacific Coast representative of J. H. Thorp & Co., Inc., with headquarters in Greater San Francisco, is covering the territory, accompanied by Mrs. Davis, and will make a trip to New York before returning to California.

J. Ed. de Belle head of the home furnishing department of the White House, San Francisco, returned from his Eastern buying trip just before the launching of the anniversary sale of this house.

J. A. Tresch, Furniture Exchange Building, San Francisco returned recently from a trip

through the Northwest and has since left for the southern part of the State, Arizona and Texas. The new lines of the Ionic Mills came in for special attention on his northern trip.

The C. L. Greeno Company, of Cincinnati, O., is putting up a plant at Oakland from which the Pacific Coast trade will be served.

John I. Walter of D. N. & E. Walter & Co., San Francisco, has left with Mrs. Walter on a tour of Europe. He is manager for this pioneer firm.

P. M. Kemp, buyer of upholstery and drapery goods for D. N. & E. Walter & Co., San Francisco, has returned from a trip to New York where he made heavy purchases the outlook for Fall being considered especially promising.

Edw. Jaeger, of Otto Jaeger & Son, was a visitor at San Francisco, late in May. This firm is represented on the Pacific Coast by John H. Kemp, Commercial Building.

Miss Lillian O'Hara, of the decorative firm of O'Hara & Livermore, 522 Sutter Street, San Francisco has returned from a sixteen months trip to Europe.

George Kline, formerly with the White House, San Francisco, is now with L. Kreiss & Sons.

W. F. Cody & Co., for several years located at 728 Mission Street, San Francisco, where a decorative business was carried on, has moved to a ground floor location at 739 Mission Street, where quarters are being shared with the Bernhard Mattress Company.

Al. Porch, buyer for Hulse, Bradford & Co., San Francisco, is making a trip to the Eastern markets.

J. Strain, for seven years with Lipman, Wolfe & Co., Portland, Ore., has become the Pacific Coast representative of the Zenith Mills, a line formerly handled by James Gillies.

The Continental Furniture Manufacturing Company, of San Francisco, one of the largest manufacturers of upholstered furniture on the Pacific Coast, has purchased a five-acre tract at Slauson Avenue and Fifty-ninth Street, Los Angeles, Cal. and plans are being drawn for a group of factory buildings.

The annual convention of the Retail Furniture Association of California was held at San Diego, May 18 and 19, with an attendance from all parts of the State. The San Francisco and Northern California delegation made the trip to the convention city by automobile, stopping en

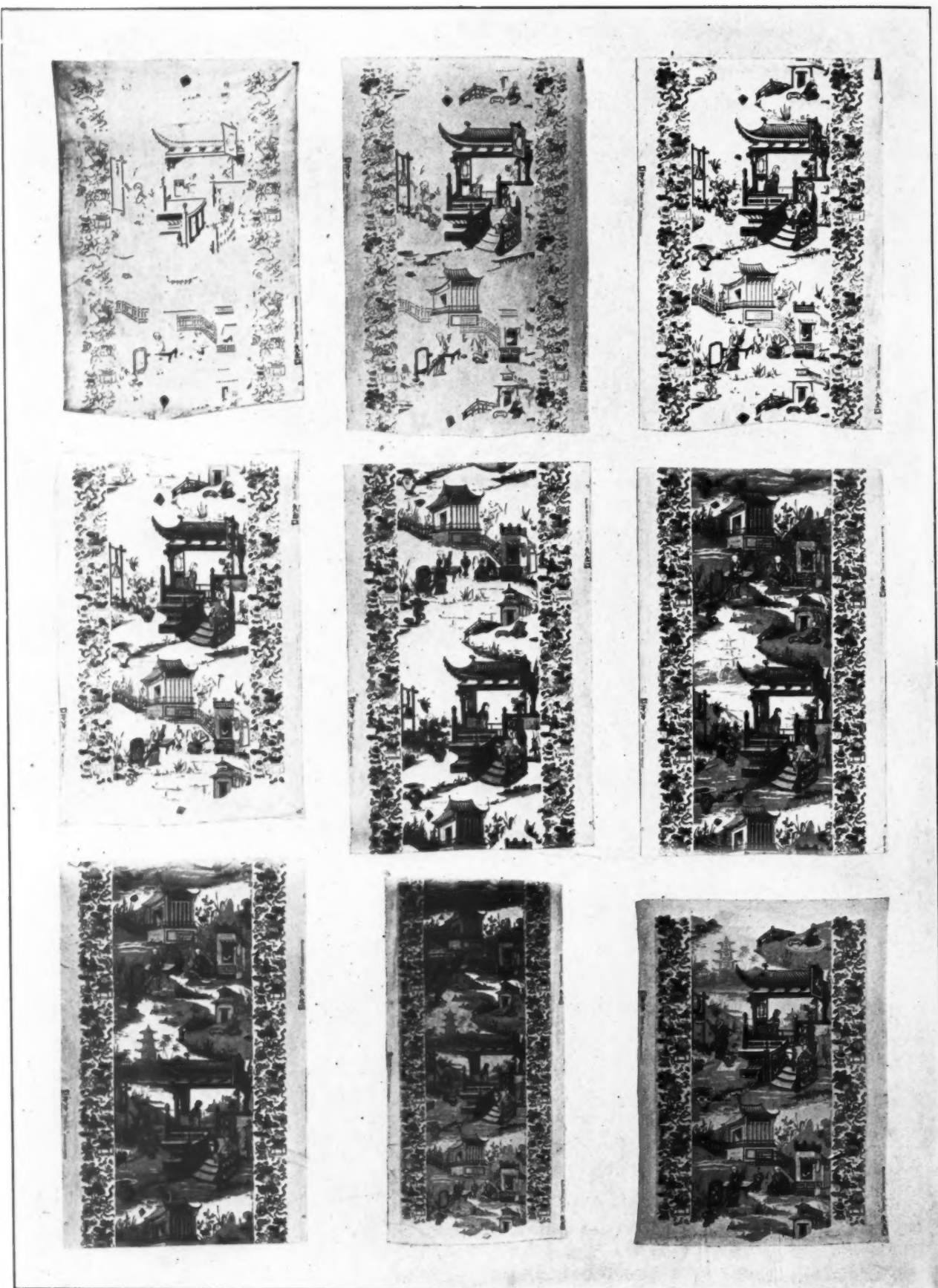
(Continued on page 108f)



**OLD HAND PAINTED FRENCH WALL PAPER REPRESENTING
SCENES FROM A FAMOUS ROMANCE**

The upper illustration shows d'Artagnan, the hero of Dumas' "Three Musketeers," departing from his father's home to seek his fortune in Paris. At the bottom the same character is shown in his celebrated duel with the Cardinal's Guards. See text on page 105 and other illustrations on page 104.

*The Upholsterer and
Interior Decorator*



PROGRESSIVE STAGES IN THE PRINTING OF A HAND-BLOCK LINEN

The subject illustrated is the Shan Hai pattern of J. H. Thorp & Co., Inc., which requires 105 blocks to print the full width in 18 colors; only half of the width is here shown. The steps here shown progressively are, beginning at the upper left, 1st, 5th, and 7th; second row, 9th, 11th and 13th; bottom row, 15th, 17th and 18th, the last being the completed pattern, with all colors applied.

*The Upholsterer and
Interior Decorator*



THE STORY OF CRETONNE

By JOHN W. STEPHENSON

Conclusion

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WE HAVE completed in chronological sequence a brief history of the development of printed fabrics, giving a survey of the relative influences by which the early processes of fabric printing were affected.

The story has interest not alone because of the popularity of printed fabrics to-day, but because it is a record of human achievement. From the earliest crude attempts of the Egyptian fabric painter down to the modern Twentieth Century print there is easily traced a record of effort to produce a tangible representation of what the eye has seen and the brain conceived.

It is fortunate indeed, for those interested in the beginnings of the printing industry that many of these earliest developments were recorded on linen fabrics rather than on some perishable substance that would endure for only a brief period of time.

It has been interesting also to find that the earlier developments of printed fabrics were interwoven with fragments of epochal history which serve to fix certain periods of interest upon the mind of the student. Such, for instance, as the definite linking up of the voyages of Columbus with the Portuguese interest in the East Indies; the Spanish armada and the discovery by the English of the extent of the Portuguese trade in East Indian fabrics; the persecution of the Huguenots and their subsequent dispersion to Switzerland, Germany and England, where they set up the production of fabric printing which they had learned in France—and so on all down through the centuries of progress, important historical events are found to be interwoven with the industrial life of which fabric printing formed an important part.

In this series of articles, which now reaches its close, we have had a two-fold object: first, to record, so far as research would permit, the progress of the development of fabric decoration by printing, and second, to pay tribute to the inventive and artistic genius which, passing on to succeeding generations the heritage of progress, has enabled us in the Twentieth Century to produce fabrics of an excellence that gives them a premier position in the favor of the American public.

There is, however, an additional thought in connection with this series of articles, and that is the advantage to be gained by the salesman who makes the information here given a part of his own knowledge.

It is true that customers as a whole may not be interested in the technical history of printed fabrics nor in the process by which they are produced and except in rare instances the salesman who makes this wider knowledge of the subject of cretonnes his own possession may never have the opportunity of using it for the purpose of accomplishing a sale. But he will not be speechless when some appreciative and inquisitive customer "wants to know," perhaps, something about the history of cretonne or something about its construction, the methods of production, how the colors are applied and whether or not they are fast to washing. From the fund of his knowledge he can impart information that will not only satisfy the customer's query but will increase her appreciation of the cretonnes she buys.

It might be well for us to utter one word of warning, and that is against the dangers of half knowledge. The old adage "that a little knowl-

edge is dangerous" applies very definitely to the type of individual who, having gained a limited understanding of some particular branch of industry has the temerity to explain and publish that information in the mistaken idea that he is enlightening those less versed than himself.

One should always bear in mind that the avenues of information which he may have superficially scanned are as open to others as they are to himself and in this day, when the public is more than ordinarily curious with regard to things commonly used and the methods by which they are produced, the salesman who attempts to pose as an authority may find himself checked up by a customer more familiar with the facts than he is.

It is a good policy to learn all that is possible and an equally good policy to be careful about "parading" what has been learned. The material incorporated in the series of which this is the final instalment, has been searched out of a vast amount of historical data and has been gleaned from many sources including the experiences of authorities who have had a life time of association with the materials we have described.

If we have assisted in creating a better appreciation of the artistic merits of the cretonnes of to-day or have given an impetus to the study of the history of human achievement, our effort in its production has been amply repaid.

A CHAIR BELONGING TO GEORGE WASHINGTON

THE *Furniture Record* of London, England, recently contained the following very interesting reference to a chair once the property of

George Washington and now temporarily loaned to the Victoria and Albert Museum.

The chair was presented by Robert W. Dana to the Washington Manor House, Sulgrave, Northamptonshire, the home of the ancestors of George Washington. This particular chair formed a part of the original furniture in Washington's house at Mount Vernon, and its history can be directly traced from its first owners.

Its presence in England is accounted for by the fact that it was presented by one of Washington's friends, General Mercer to Colonel Murray (1789-1866) and inherited from him by his daughter, Mr. Dana's mother.

The chair, which dates from about 1785, is of mahogany, decorated in white and gold and is said to be a beautiful example of the furniture to be found in the best colonial homes. It is in the Hepplewhite style and may have been purchased for General Washington in England, although there are slight differences of style in comparison with authentic Hepplewhite pieces, which suggest the possibility that it was of colonial manufacture.

The chair is being exhibited temporarily at the Victoria and Albert Museum before being sent to the Washington Manor House at Sulgrave.

A FIFTY-FIFTH ANNIVERSARY

THE firm of Strawbridge & Clothier, Philadelphia, are celebrating the fifty-fifth anniversary of the founding of that firm by J. C. Strawbridge & Co., in a small three and one-half story building at Eighth and Market Streets in 1868. The anniversary period is being made the basis for a special sale which will continue throughout the month of June.

An interesting window in the store of the Kline, Eppihimer Co., Reading, Pa.





Three designs for cretonne exhibited at the N. Y. School of Applied Design for Women. From left to right, they are the work of the Misses Dillenbeck, Ruge and Carpenter.

WORK OF THE WOMEN'S SCHOOL OF APPLIED DESIGN

THE interior decorative trades are constantly in need of novel, artistic designs and decorative schemes; and very naturally, they turn to the nearest source of supply—the neighborhood art school.

Since its establishment by Mrs. Dunlap Hopkins in 1892, the New York School of Applied Design for Women on the corner of Lexington Ave. and 30th St., has been of great assistance to the trade at large in meeting this demand.

Courses covering a period of two or three years, according to the ability of the student, are conducted in textile, furniture, stained glass and rug designing. Classes for the study of historic ornament, general interior decoration and architecture are also held.

The members of the faculty are well educated men and women, who have received their knowledge of the particular subject they teach, in art schools here and abroad.

Louis R. Metcalfe of the firm of L. R. Metcalfe & Co. in charge of the architecture and interior decoration department is a graduate of the Beaux Arts Institute of Paris.

Willy Pogany, an artist of international fame has the commercial art department under his personal supervision.

Mrs. E. W. Cray for many years head designer in the establishment of J. A. Migel, Inc., is the instructor of the textile and rug design classes. Mrs. Cray received her preliminary education at this school.

To further aid the students in their inspirational and research work, the board of directors has installed a well equipped library of 2,230 volumes, many of them very rare and valuable books.

An average year's enrollment at the School

includes about 300 students. After completing their course, the Bureau of Sales and Positions assists them in securing desirable positions in the trade. Since the establishment of the school, nearly 13,000 young women have been taken care of.

A great many firms throughout the trade such as Cheney Bros., H. R. Mallinson & Co., the Kent-Costikyan Co., Aimone Galleries and the Erskine-Danforth Corp. employ several graduates of the school on their designing staff.

Miss Juanita Todd, head designer for many years with Sidney Blumenthal & Co., is also a former student of Mrs. Hopkins' school.

Several successful interior decorating firms in the city particularly Mary Coggeshall, Inc., Ward & Rome, Nancy Barrows, Inc. and Schenck & Meade have been organized by former students. Mrs. A. Stewart Walker, another graduate, has been singularly successful in the interior decorating field, having recently directed the furnishing of the Henry P. Davidson mansion on Long Island and the Lamont House on East 70th Street.

In May, at the close of each scholastic year, an exhibit is held of the students' work. Jury committees composed of representative men in the various industries pass on the work, and over \$800. in prizes and scholarships are awarded to the honor students. Among the students receiving prizes this year were Miss Olive Ruge, \$100. Scholarship Prize; Miss Martin, \$25. Prize; Miss Pine, \$25.

HAND MADE LACES SHOWN

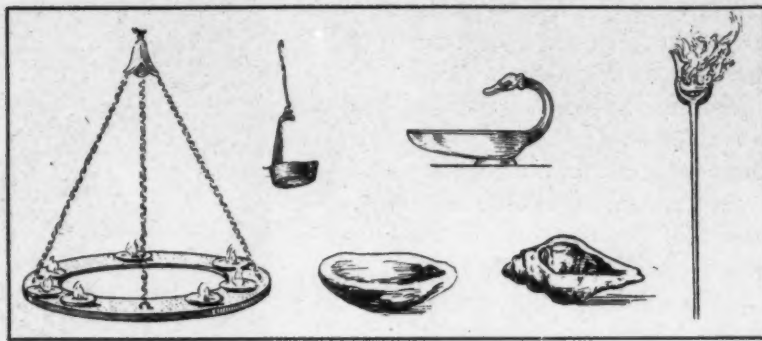
THE Hudson Lace Co. New York, are showing a large variety of imported hand made Russian filet laces. Other interesting items are French tinsel, bullion fringes and tassels.



EXAMPLES OF CANDLE-STICKS AND CANDELABRA IN
PERIOD DESIGN

See text on opposite page.

*The Upholsterer and
Interior Decorator*



Examples of the earlier forms of lighting appliances.

OLD TIME LIGHTING AND LIGHTING FIXTURES

LIGHTING has become an exceedingly important factor in interior decoration and while the illuminating engineer and fixture men are concerned more with practicability than anything else, the decorator studies fixtures with a view always to avoid anachronisms.

In this age of electricity, a development of the past forty years, it has been difficult to avoid the temptation to ignore periodic relations and yet if the lighting fixture men kept abreast with a study of the period styles, it would have been perfectly easy for all fixtures to have conformed to historic precedence.

To comprehend the subject thoroughly, one must bear in mind a few facts.

In the beginning, light was furnished by a torch of resinous woods but the torch threw out smoke and was only practical for exterior lighting. The moment man had a shelter he turned to the sea shell, the conch shell, and the first oil lamp was evolved.

Later, clay lamps were made very small, producing but little light. If greater light were needed, a number of lamps were used and sometimes these lamps were suspended from the ceiling separately or resting upon the earliest form of chandelier—two crossed bars of wood.

Later a wheel-shaped frame was hung from the ceiling and around the wheel these lamps were placed. The same plan developed finally more elaborate constructions, like the Corona

chandelier in St. Peter's Church at Bastonges, Belgium.

For many years, torches were popular. They were carried upon the streets long before the enclosed lamps were invented. They were made of bunched fibers soaked in oil, resinous knots or the dried bodies of fish.

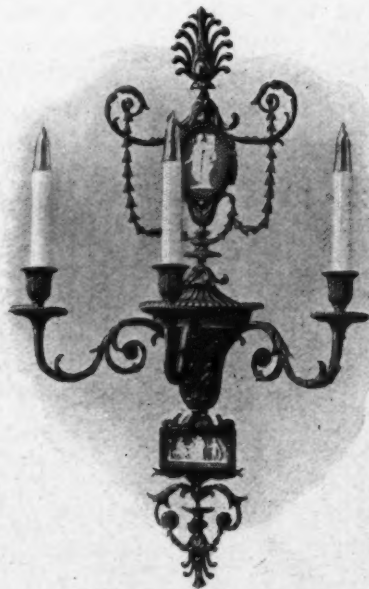
Lighting fixtures developed in Europe along decorative lines, consistent with each period.

Candles were used also from the earliest period and made in different forms and different sizes.

In 1630 Rev. Dr. Higginson wrote to England for candlewicks and tallow wherewith to make candles, explaining that the American colonists had nothing but fish-oil and lamps.

In 1660 the Colonists began developing the use and traffic of whale oil from the whales found off Cape Cod.

By 1671 Nantucket began big whaling activities and from the middle of the XVII Century whale oil lamps and candles were universally used in America.



An Adam scone.

Gas was not introduced in England until 1792; in America at Boston in 1822.

Kerosene was introduced in 1826. Camphine a highly inflammable oil, like turpentine, had been already used in the South, but it soon gave way to the popularity of kerosene.

It is interesting to note that up to 1829 people used flint and steel, the first lucifer matches being introduced as a great invention in 1829.

Therefore all fixtures up to and including 1792 in Europe and 1822 in America, were either for the supply of light by oil or candle. These fixtures varied in character according to the homes—simple fixtures for simple homes; elaborate fixtures for those who could afford them.

Chandeliers reached a high stage of development during the period of the Crusades in the XII Century. As late as the XVI Century lighting fixtures in the homes of the people were of the simplest construction. With the Renaissance, however, there were great developments and beautiful examples of carved wood and wrought iron designs were applied to lighting fixtures.

No great change in the character of workmanship was noticeable until the latter part of the Louis XVI period and throughout the Empire when crystal ornamentation was largely used in lighting fixtures.

There are, of course, certain forms of fixtures that are essentially ecclesiastical. The candlesticks of Solomon's Temple and the seven-arm candlesticks described by Moses and used in the Jewish feasts as well as the sacrificial lamps for rape-seed oil used by Orthodox Jews, being types that are not consistent with secular decoration but apart from an avoidance of these reli-

gious types, period design can be safely applied to any lighting fixtures.

Modern manufacturers produce fixtures of practically all periods and today there is little excuse for the decorator who does not have all that pertains to lighting in harmony with the rest of his decorations in any type of home.

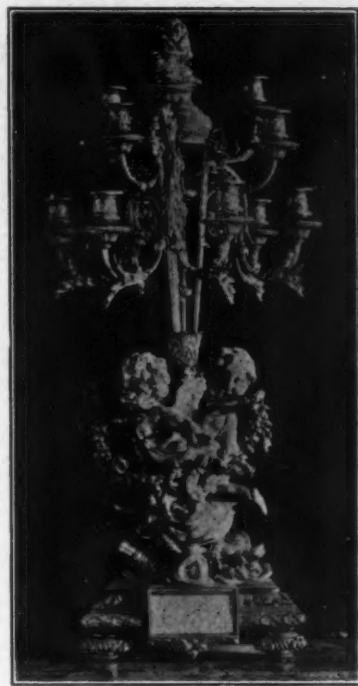
ANNOUNCE NEW PARTNERSHIP

UNDER the name of the Fisher-Tolk Company, a new concern has been formed at 21 East 21st Street, where they have roomy and attractive quarters and are showing complete lines of upholstery and drapery fabrics and supplies. The members of this firm are Maurice Fisher, who for twelve years was with leading houses in this line, and Philip Tolk, also of many years' experience in the upholstery industry.

A "HAND BOOK" ERROR

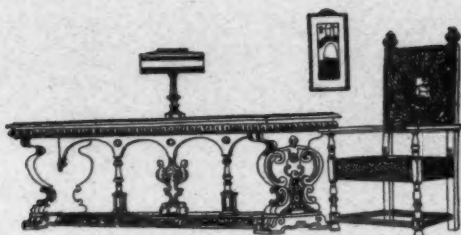
THE buyer of a large department store has called attention to the incorrect telephone number printed on page 66 of the 1923 *HAND BOOK* in connection with the Portage Draperies Company which should be Spring 8089.

Sixteenth Century Italian wrought-iron work.
Lantern in the Baroni Palace, Lucca.



A Louis XVI candelabrum.





QUESTIONS THE CUSTOMERS ASK

One of our subscribers has sent us the six questions listed below in the center of the page. They will be answered next month and further questions are solicited in order that this column may continue to render the splendid service that it has maintained since its inception in our pages.

FOLLOWING are the answers to the questions asked last month in this series:

1. What is tow?

A filling material used for upholstering made from flax straw which has been run through a machine which crushes the hard outer shell so that it can be removed by picking machines leaving the linen fibres. There are different qualities governed by the extent to which the outer shell has been completely removed.

2. What is lincrusta?

A wall covering material composed of linseed oil and finely ground cork spread upon a paper foundation and while still in plastic form run through embossing rollers to produce a relief pattern.

3. What does the term "over-stuffed" mean?

"Over-stuffed" is a term used in the upholstering trade to designate furniture of which the upholstering covers all or most of the frame. The term was originally "stuffed-over" or "stuff-over" and applied as a description to the upholstering of frames of the nonshow-wood type, but it has since been changed to the more euphonious term referred to in the question.

4. What are the widths of beds?

Wooden beds are made in the following standard sizes: 3-1 4-0, 4-4; metal beds, 3-3, 3-6, 4-0 and 4-6.

5. How does one figure the number of yards of carpet for a given area?

Divide the width by the number of breadths of carpet of the size to be used, that is to say, $\frac{5}{8}$, $\frac{3}{4}$ or $\frac{1}{2}$, and multiply the number of breadths required by the length of the room in yards, figuring an additional 9 inches per strip for matching. Thus, a room 9 x 12 requires 4 widths of $\frac{3}{4}$ carpet, each 4 yards long plus an allowance

for matching of 9 inches per strip, totaling 17 yards.

6. Are fabrics with woven patterns necessarily more sunfast and tubfast than printed fabrics?

No. Fastness to sun and washing is a matter of dye rather than the method in which the dye is applied. It is, however always presumed that yarn-dyed materials or in other words, fabrics with woven patterns are faster dyed because the yarns are boiled in the dye. It is possible, however, to print dyed materials practically as fast to

light and washing and in this way the subject of fastness becomes a matter of dye substance rather than methods.

7. What are Nottingham curtains?

Curtains composed of lace fabric woven on a Nottingham lace machine. The name is generally applied to pair curtains produced on the Nottingham machine, although it applies to yard goods woven in the same way.

1. What is polychrome finish? Where does the name come from?

2. What is Brussels net? What is the origin of the name?

3. What is meant by petit point tapestry?

4. What are the characteristics of Savonnerie rugs? How is the name pronounced?

5. Describe the original Smyrna rug.

6. Give the characteristics of Aubusson rugs,—the pronunciation of the name.

8. *How are fabrics waterproofed?*

Fabrics that are waterproofed without changing the character of the fabric are immersed in dissolved metallic salts or by the application of soaps or solutions of metallic oxides. This class of waterproofing gives fabrics that are unchanged in their external appearance and differs from that type of waterproofing which calls for a coating of some impermeable substance which completely alters the character of the fabric.

9. *How can one decide whether a piece of silk is "worm" or artificial?*

A brief experiment as to the tensile strength of the thread in question quickly determines the character of the material. A simple test with a thread of the silk under examination is to stretch it apart with the hands while a portion of it lies on the tip of the tongue. If artificial silk the moisture of the tongue will cause it to part at this point; if worm silk the moisture does not affect it.

10. *What is meant by the term "weighted," used in relation to silk?*

Silks are weighted in order to give them greater bulk and feel, the weighting being done by immersion in certain metallic salts.

VENETIAN BLINDS FOR DECORATORS

THE great increase in the use of Venetian blinds by architects and interior decorators for the interior of the home, sleeping porches, sun parlors and verandahs, is undoubtedly caused by their practical worth, and, at the same time giving the proper light and ventilation wherever used. They can be adjusted to keep out and reflect back the hot rays of the sun and not interfere with the correct circulation of air, making the room cool and pleasant, where almost any other type of window shade or drapery tends to the opposite. Venetian blinds have been used extensively for a great many years in office and public buildings throughout the country, but decorators will find that the Victoria blinds manufactured by the Bostwick-Goodell Co., are made in colorings to harmonize with interior furnishings of residences as well.

TOW MANUFACTURING FIRM PLANS EXPANSION

IN PROCESS of expansion, with the aim of making it a clearing house in the East for tow, the firm of Starling Linens, Inc., at North Tonawanda, N. Y., is now in a position to deliver the finest long fibre tow in any quantities up to car-load lots for immediate requirements.

This firm handles the flax fibre from the fields where it is grown to the finished product. They plan shortly to add an upholstered furniture department, so that they will then occupy the unique position of growing their own flax, converting the same into tow, and making and selling upholstered furniture with which it is filled. Their lines consist principally of domestic and Ontario long fibre tow and they also carry Western tow made from a shorter fibre (seed flax) for manufacturers who do not require the top notch grades. Mr. Starling states that they have more fibre tow in their plant than there is in all the rest of the United States and Canada, and have bought up all the long fibre straw stored in Ontario and Michigan.

CHICAGO NOTES

THE new furniture mart which is being built in Chicago will be, it is said, the largest building in the world. This is to be ready for occupancy next January, and in time to house the furniture exhibition. The building is planned for sixteen stories, with 1,500,000 square feet of floor space. Already 900,000 square feet have been rented. The Simmons Company have taken all of the fifteenth floor and half of the sixteenth.

The Better Home in America movement was celebrated by Chicago in a much greater way than last year. It attracted thousands of people who were interested in problems of redecoration, remodeling, as well as those who were contemplating building. The down town exhibit was held in Grant Park under vast tents, while the stores and shops all made their individual contributions to the movement by window displays, special advertising, and new arrangements in the furnished houses.

In presenting the various types of houses, stress was laid on the importance of furniture suitable for the size of the rooms and the general plan of the house. This advice and illustration extended to draperies, rugs, floor coverings, and wall paper.

Maximilian H. Schachner, interior decorator, of the Schachner Studios, has joined with Enrique de Los Ruelos of the Spanish Shop and this will be known as the Spanish Galleries, Inc., located at 33 East Elm Street. Mr. de Los Ruelos is president of the new corporation and Mr. Schachner is treasurer. The new firm will create interiors as well as continuing to serve the public with its tapestries, embroideries, porcelains, antique furniture, etc.

JEAN MOWAT.



DINING ROOM IN THE BIRTHPLACE OF THE AUTHOR
OF "HOME SWEET HOME"

See text on page 95.

*The Upholsterer and
Interior Decorator*





SITTING ROOM IN THE HOME OF JOHN HOWARD PAYNE

See text on opposite page.



*The Upholsterer and
Interior Decorator*



THE "HOME SWEET HOME" COTTAGE

THE movement started by the London musicians to observe the one hundredth anniversary of the first public singing of "Home Sweet Home" spread to many places and many countries, but to none more appropriate than to the village of East Hampton, L. I., where on the 8th of May, in front of the ancient cottage which was the home of John Howard Payne, open air services were held commemorating the writing of this poem.

The old house is now the property of G. H. Buek, of the American Lithographic Co., and has been restored with every possible attention to the accuracy of its associations. It was built in 1660 by a well-to-do Quaker. The two inner walls

of the sitting room are of panel wood, apparently taken from some old ship, built by ship carpenters. The door step is an ancient mill stone, and the oak frame work of the house is fastened together with oak pins, no nails being used.

Split cedar shingles cover the roof and walls of the house and many of them have been weath-

ered down to one-half their original thickness.

The house was owned by Payne's father and Payne was born there. Upon the knocker on the gray, old front door has been engraved "Home Sweet Home," a sentiment that has been the inspiration of millions of mothers and has given to millions of home builders that vision inspired by sentiment without which no art, nor skill of

handicraft can accomplish a lasting result.

We are indebted to Mr. Buek for the photos recently taken.

The preservation of such old houses as the Payne homestead, the furnishing of them with beautiful and appropriate furniture, rugs, silverware, linen — with, in fact, all those things which



A corner of the "den."

go to make up a home, is a work in which every American should be interested not only for sentimental but for practical reasons. These homes and their contents become fountains of inspiration for our designers and our craftsmen and aid them in the creation of useful and beautiful home accessories for our present day purposes.

THE PERIOD DICTIONARY

THE Period Dictionary was only out for a week when we began to hear from people. One of the largest manufacturers in America wrote:

"I would like you to send us twelve copies to distribute among our salesmen. I think it should be in the possession of every buyer and salesman handling upholstery fabrics."

One of the three or four largest upholstery importers writes:

"We would like to place an order for fifty copies of this little book for distribution among our people. We think it will be decidedly helpful to all."

The Period Dictionary is a pocket size book that sells at \$1. It gives the definitions of all period terms and motifs—biographical, geographical and historical. It is a quick reference medium to an understanding of all terms that could be possibly used between customer and salesman, designer and manufacturer. It would make it much easier to merchandise goods if every salesman would post himself on the language and vocabulary of the subject, and this little dictionary enables him to do so.

THE ORIENTAL RUG MAP

THE story of Oriental rugs is told in map form this month, and while it doesn't go into the quality or value of rugs, it gives an intelligent understanding of the origin, and thus to some degree, the character.

When we look up in the index of rug terms the words Lilahan, Mahal and Baluk and are referred to Sultanabad we can understand the general quality and weave.

In the trade we have innumerable names sometimes village names like Karaguez, Mehriban and Borchalu, and the index refers you back to Hamadan.

Thus briefly, it gives a definition of the rug indicating in parenthesis (P) for Persia, (T) Turkey, (I) India, (TN) Turkestan, (C) Caucasus, (A) Afghanistan.

The map furthermore gives one an idea of the rug districts, the busy sections, the trading sections, etc.

INCREASED business has necessitated a large addition to the warehouse of the Langhorne Wall Paper Co. at South Langhorne, Pa.

The bedroom in the birthplace of John Howard Payne, who wrote "Home Sweet Home." Text on page 95.





WITH THE BUYERS AND SELLERS

BROOKE—Charles W. Brooke, of J. H. Thorp & Co., Inc., has given up the Eastern, Southern and Western territory, which he used to cover for this firm, in order to devote his time to business in the New York office. Mr. Brooke's Western territory will be covered by Albert Benner, and the Southern and Eastern territory by Hamilton Wolf. Both Mr. Benner and Mr. Wolf have been in the employ of J. H. Thorp & Co., Inc. for a long time, being connected with the Philadelphia office, and they will cover Mr. Brooke's former territory from that office under the supervision of the New York office.

BAUMGARTEN—Paul J. Baumgarten, of Wm. Baumgarten & Co., sailed May 19th on the *S. S. Olympic* for a business trip abroad, including England, France, Denmark and Italy.

BOMANN—Donald Bomann, son of George A. Bomann, of J. H. Thorp & Co., Inc., won last week the inter-scholastic golf tournament at the Westchester Biltmore Club grounds. The meet was participated in by representatives of 24 Prep schools, some of them as far West as Indiana. Donald Bomann represented the Tome School of Plainfield, N. J.

GRIFFIN—Franklin Griffin, of Cheney Bros., sailed for Europe on the 23rd ult. He was accompanied by Mrs. Griffin and will be joined in Paris by Mr. Tournier, head of the Cheney Bros. design department at South Manchester, Conn.

ROSENTHAL—The engagement of Miss Cecile Coles of Brooklyn and Henry A. Rosenthal, secretary of the Weston Co., New York, is announced.

OLDOERP—Hans Oldoerp, formerly of Bathgate & Oldoerp, has withdrawn from that concern and joined the selling force of Atkinson, Wade & Co.

LONG—Edward Long, who has been assist-

ant to Herbert Gardner in the New York salesrooms of A. Theo. Abbott & Co., in New York City, is succeeding Mr. Abbott on the road, covering the towns in the Middle West previously taken care of by him. Mr. Abbott will in the future devote considerable time visiting the trade in company with the different territorial salesmen, thus keeping in touch with the trade generally.

VAN TINE—H. Q. Van Tine, for the past eight years with Claffin's lace curtain department, is now representing John L. White, Boston, manufacturer of novelty curtains, in the Metropolitan district and Philadelphia, Baltimore and Washington. Mr. Van Tine will have his headquarters at 33 E. 20th Street, New York.

TEAGUE—It will interest many of the trade to know that V. Donald Teague, whose work as illustrator has become conspicuous in the magazines, particularly in the *Saturday Evening Post*, is the son of Ed. Teague. The young man is in his early twenties and has already established a national reputation, a studio on Union Square giving evidence of ability of rare character.

MOSKOWITZ—A. Moskowitz returned from Europe on June 2nd on the *Berengaria*, after an eight weeks' visit to the lace markets abroad. Mr. Moskowitz brought with him a number of European novelties and a special line of Swiss Irish point curtains that are now being shown by Moskowitz Bros.

HAUSER—S. M. Hauser, sales manager for the John Kroder & Henry Reubel Co., is on a trip to Chicago and a few of the more important towns in his old territory.

FISCHER—John A. Fischer, sales manager for the G. S. Stewart Co., will be prominent among the Stewart men at the coming Grand Rapids Market.

RITCHIE—Robert J. Ritchie, Jr. is now making his first trip over the territory including Ohio, Indiana, Kentucky and Pittsburgh, for R. J. Ritchie, who has the Kay & Todd line in this section. Mr. Ritchie, Jr. is better known in the trade as "Jack" Ritchie.

WINGERT—E. J. Wingert, for a number of years head of the lace curtain and cretonne departments of the Loeb & Schoenfeld Co., has relinquished that position to assume charge of the New York interests of the Glenham Co., a newly organized firm who specialize in the printing of silk and cotton fabrics for the wholesale trade. Mr. Wingert's headquarters are on the third floor at 27 West Twenty-third Street.

BROOKS—J. H. Brooks has been made assistant to A. E. Smith, who has recently taken over the Chicago office of the H. L. Judd Co.

STRAIN—James Strain is now representing The Zenith Mills on the Pacific Coast, and as far east as Denver. Mr. Strain will make his headquarters in Portland.

HILLS—W. W. Hills, San Francisco representative of the Robert Lewis Co., has removed to the Textile Building, in that city, at 658 Mission Street.

HARTMANN—Alfred Hartmann, son of Herman Hartmann, sailed during the first week in May for a three months' visit to Mr. Hartmann Senior's European connections.

EICHINGER—Thomas R. Eichinger, styler of fabrics with Otto Jaeger & Sons, Inc., is at present abroad covering the business centers of London, Paris and Belgium having sailed on the *S. S. President Van Buren* on May 8th. Mr. Eichinger will return about the middle of July.

FERGUSON—Louis Ferguson, Harry Ferguson and Mrs. Harry Ferguson, on May 31st completed a trip which began on January 24th. The party covered Egypt, China, Japan, Philippine Islands, Hawaiians, returning by way of San Francisco after a most enjoyable holiday.

McKINNON—T. McKinnon, formerly with the Emporium, San Francisco and at one time with Marshall Field & Co., has been appointed buyer of the upholstery department with Taft & Pennoyer Co., Oakland, Cal.

SPROULE—J. L. Sproule has succeeded E. E. Geveke in charge of the upholstery department of Rhodes Bros., Tacoma, Washington.

SHORTELL—H. F. Shortell recently joined the salesforce of Ryer & Cashel for whom he will cover the Middle West territory.

WILDE—Walter J. Wilde resident director for Lee Behrens & Co., returned late in May on

the *S.S. Cedric* from a visit abroad in the interests of his firm.

WITCOMBE-McGEACHIN—H. A. Witcombe, of Witcombe, McGeachin & Co., and Donald McGeachin returned May 23d on the *S.S. Homeric* from a trip abroad lasting about two months during which time they covered the various markets from which the import lines of the firm are supplied.

DOUGLAS—The many friends of George B. Douglas with F. Schumacher & Co., will be pleased to learn of his recovery from an attack of erysipelas which has confined him to his home since Decoration Day.

WHITING—Giles Whiting of the Persian Rug Manufactory is now in Europe in the interests of his firm. He will cover England, France, Spain, Italy and Austria, returning some time in July.

MARTIN—Robert C. Martin, recently with Mortimer W. Lee, is representing Morton Bros., Inc., manufacturers of Darvel, Scotland, making his headquarters at their recently acquired New York salesrooms, 114 East 25th Street, where Thomas MacNair is in direct charge.

FRANK—Jo Frank, son of the late Jo Frank, who in his day was one of the most popular and best known upholstery salesmen, was in New York recently completing arrangements to represent the Morris Bernhard Co. from Denver to the Coast.

Mr. Frank is not unknown to the Western trade, as he has covered the territory with related lines; but he will now represent Morris Bernhard exclusively, residing in Los Angeles, but traveling direct from the firm's headquarters in New York.

THE NEWS OF THE INDUSTRY

THE WORKROOM of N. Hagen removed on May 1st to 245 East 59th St., New York.

ANN MUSSMAN, New York interior decorator, announces her removal of offices and showrooms to 446 Park Avenue.

JOHN W. CONQUEST announces that he is planning to add to the line of curtains which he manufactures a line of table scarves and runners.

BAYER's of Leighton, Pa., have commenced the decorating and furnishing of the new Park Theatre in that city. They are also busy on two church interiors.

C. L. ADAMS recently opened a dry goods specialty shop at 430 Main Street, Malden, Mass.

(Continued on page 106)

MODERN UPHOLSTERING

By JOHN W. STEPHENSON.

Continued from May UPHOLSTERER. This Series Began in May, 1921.

Copyright, 1923, Clifford & Lawton.

THE chair frame shown in Fig. 260 requires a different character of treatment in the upholstery to any previously described, because of the shape of the arm support. This frame is made without tacking blocks and the arm support is widest at the base where it joins the frame. Furthermore, the arm being show-wood, and the way in which the support is attached to the frame makes it necessary that the upholstered seat should hug the finished wood at the point indicated by the dotted line A, Fig. 260, without any unsightly gap.

Because of the shape of this chair the seat is best built up by the use of the method known as double-stuffing. After the springs have been placed in position as shown in Fig. 261, tied down as in Fig. 262, and covered with burlaps as in Fig. 263, a layer of hair is placed over the springs and the seat covered loosely with a piece of burlaps slip-tacked into position as shown in Fig. 264, but not cut at the corners or around the arms.

This outer burlaps is next stitched through with long stitches to the burlaps which covers the springs and the edges stuffed up and tacked as shown in Fig. 265. The purpose of the stitches was two-fold—first, to keep the surface of the seat flat; and second, to provide a pocket around the outer edge which could be stuffed up firmly for stitching without interfering with the necessary resiliency of the middle of the seat.

By referring to the top view of the enlarged detail of the portion adjoining the arm, Fig. 265A, it will be noticed that additional stitches have been placed at the inner corners of the arm upright, these stitches being marked XX in Fig. 265. These stitches go through to the under burlaps, the purpose being to keep a sufficient degree of

firmness at the opening which surrounds the upright, to enable the manipulation of the burlaps in the forming of the edge. The method of cutting the canvas at the arm is indicated in the diagrams Fig. 265B and in the enlarged detail, Fig. 265C, which shows the burlaps cut and turned up at the arm. For purpose of illustration the arm upright in Fig 265A is shown cut away to give an unobstructed view. One of the chief difficulties in the upholstery of this type of seat lies in the fact that the arm support is wide at the base and narrows sharply immediately above.

This calls for very careful manipulation in order

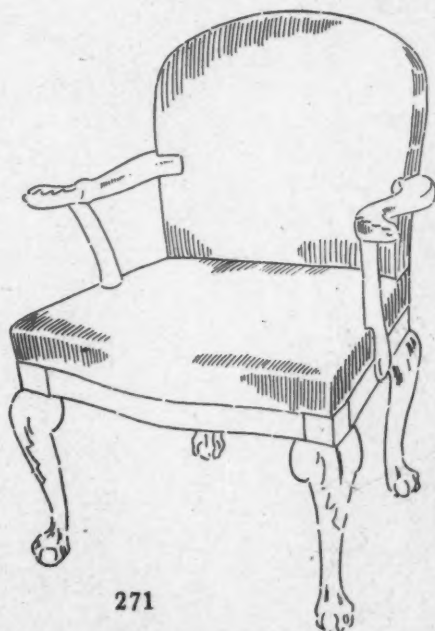
to prevent any unsightly gaps on the bias lines 1-1 and 2-2, Fig. 265B. The surplus burlaps indicated by XX in Fig. 265C are not trimmed away but are stuffed in between the filling and the arm where they assist in holding the filling material in place, as shown in Fig. 265D.

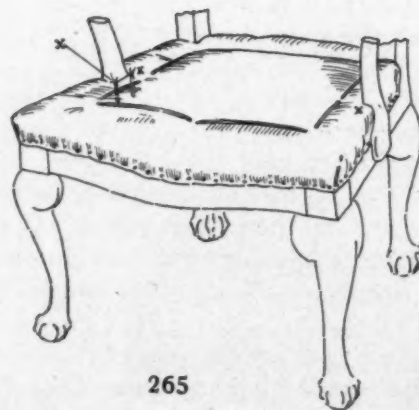
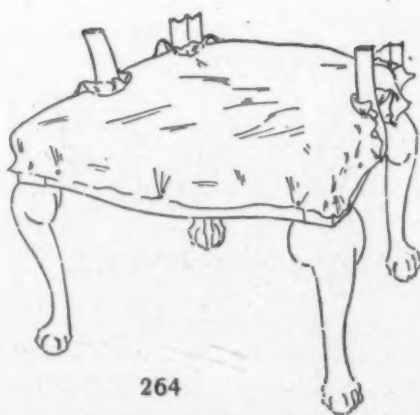
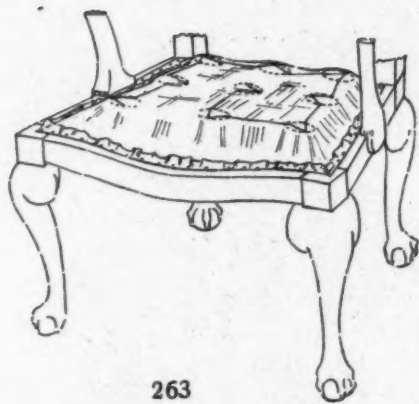
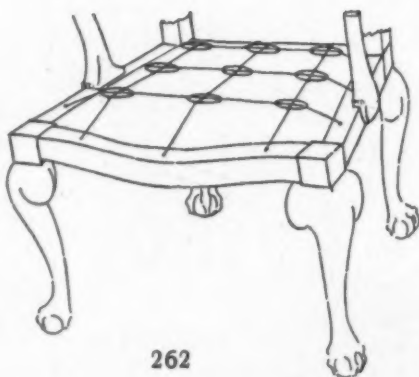
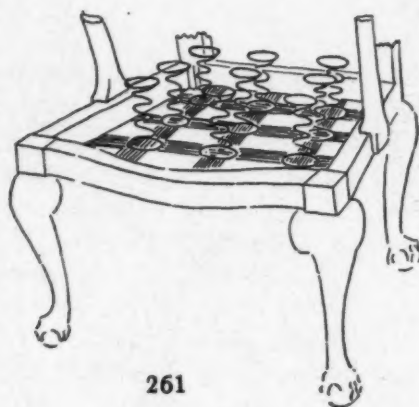
After the edge has been stuffed up and the burlaps turned in and tacked to the rail as shown in Fig. 265, the next step is to regulate this stuffed portion into an edge and adding two rows of stitching as indicated in Fig. 266. The extreme top edge of this double-stuffed portion is allowed to project slightly beyond the outline

of the chair rail in order to provide a smooth edge unbroken from top of edge to bottom of rail as is indicated in the appearance of the finished chair, Fig. 271.

Following the stitching of the edges all around a sufficient coating of hair is placed upon the top of the seat to round over into the required shape as a second stuffing, Fig. 267, and this is in turn covered with muslin, producing the finished appearance in Fig. 268.

The back of this type of chair is capable of two different methods of treatment; using a



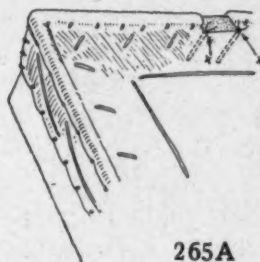


DETAILS OF MODERN UPHOLSTERING

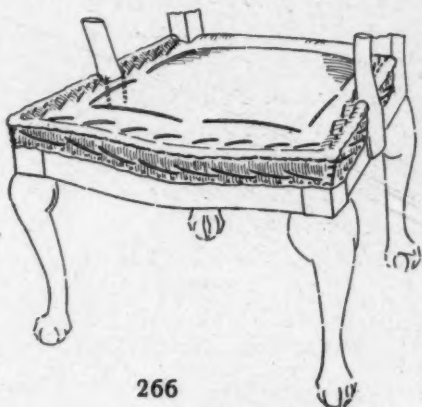
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265B



265A



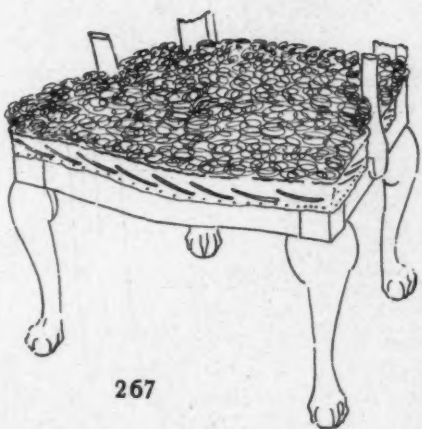
266



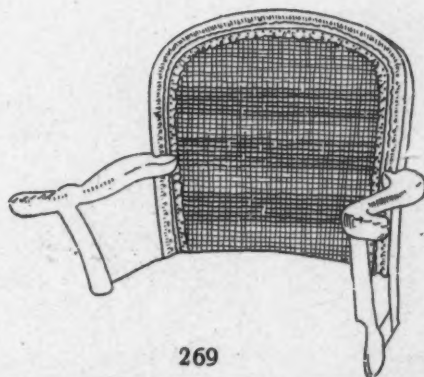
265C



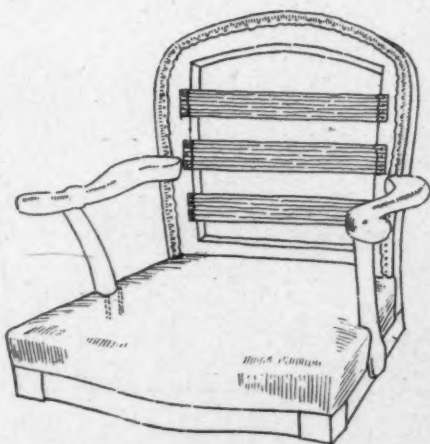
265D



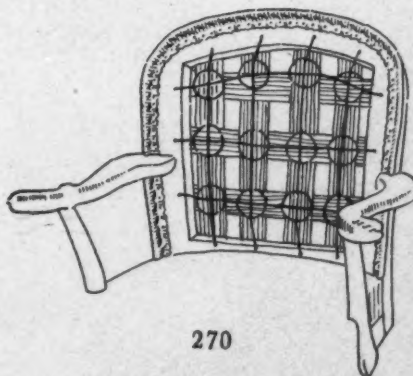
267



269



268



270

DETAILS OF MODERN UPHOLSTERING

See text on page 99.

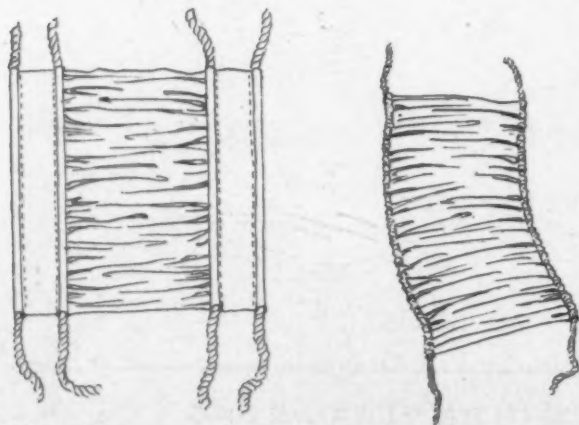
nosing after the manner shown in Fig. 268 or a stitched edge as shown in Fig. 270. The nosing is formed by back-tacking a piece of fabric on the flat surface of the back as close to the outer edge of the frame as it is possible to tack it. A sufficient allowance of extra material must be made at the corners and this strip of material, whether composed of burlaps or canton flannel, is stuffed with hair to produce a round roll one-half to three-quarters of an inch in diameter, filled with sufficient firmness to make stitching unnecessary, but kept smooth and uniform throughout its length. It is intended to serve the purpose of an edge and the symmetry of the finished back will be largely influenced by the care exercised in the formation of this roll or nosing. See Fig. 269.

Should it be desired to upholster this chair with springs in the back, a webbing is put on the outside back as shown in Fig. 268 and the nosing in this case is built up to a height of about one and a half inches and given a stitch. The springs are then covered with burlaps in the regular way and a coating of hair added and the whole covered with muslin as has been already explained in connection with other pieces. The appearance of the finished chair is shown in Fig. 271.

EDITOR'S NOTE—The accompanying article completes the series we have been publishing on the upholstering of modern furniture pieces, and these articles are soon to be published in book form, comprising a part of the revised edition of "Furniture Upholstering" by the same author. The revision of this book is now under way and announcement of its completion will be made in this magazine.

As new types of furniture are produced from time to time, or when any of our readers meet with a new problem in a piece of furniture that seems to differ from those that have been explained in this series, we should be glad to have them send to us a sketch or photograph of the frame and we will be glad to publish an explanation of the upholstering or refer them to material already published that covers the problem.

Detail of band and shirred center of band for bed-spread illustrated on opposite page. See text in opposite column.



NEW ORLEANS NOTES

HARRY L. MOSES, the Camp Street decorator, has been retained by the new owners of the Grunewald Hotel to design all the decorations and furnishings, purchases to be made through his selection by the management's purchasing department.

While business here at this period of the year has a tendency to sag, the D. H. Holmes Co. reports fairly good demand for cretonnes and draperies.

The Maison Blanche Co. are inviting bids for the erection of an annex to their warehouse, at Iberville and Burgundy Streets, to be built of reinforced concrete and brick.

The floor coverings and draperies sections of Chas. A. Kaufman Co., Ltd., at 1700 Dryades Street, of which P. L. Whitney has been manager for years, has been made one unit of the establishment. The luggage department from which it has been separated, has been placed in charge of J. C. Hutt, of Memphis, Tenn. T. K. Hewlitt, formerly assistant manager to Mr. Whitney, of the floor coverings department, has been made manager of the contract department of the establishment. This is a newly created unit.

FRANK MICHINARD.

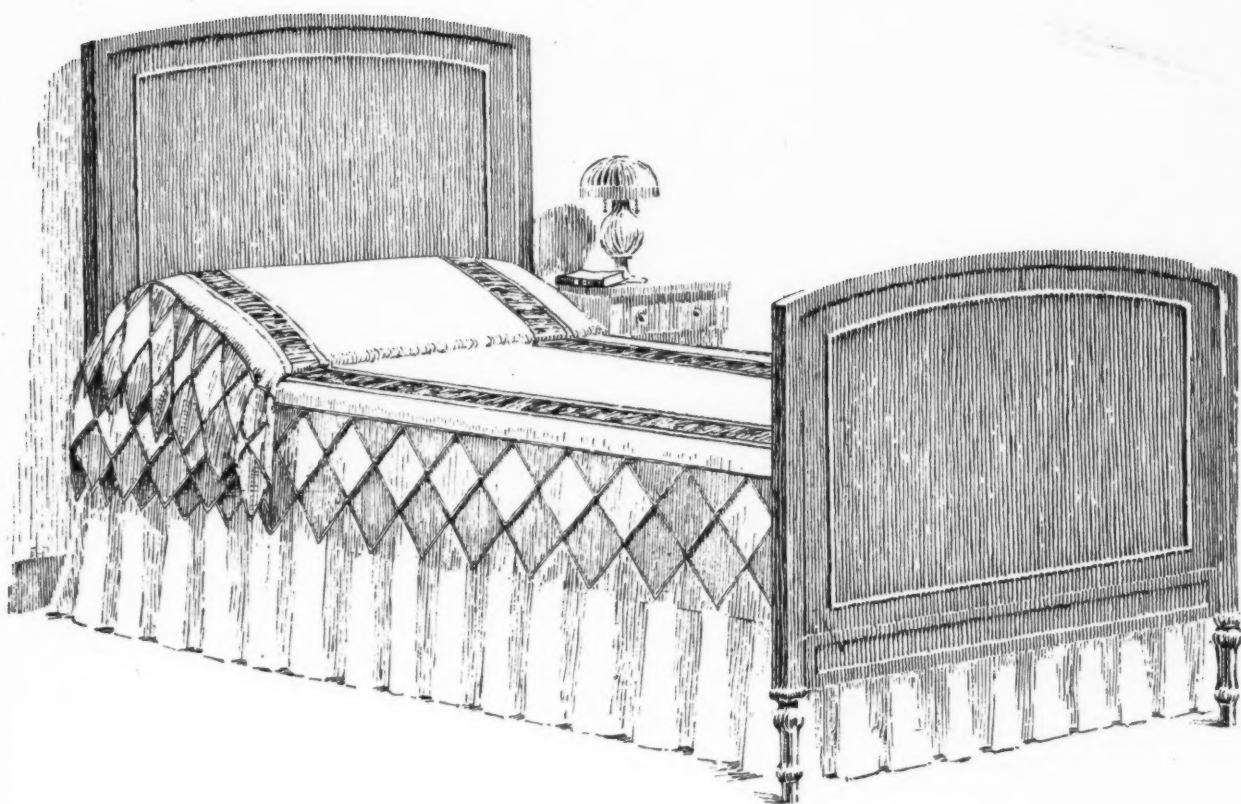
THIS MONTH'S BED-SPREAD

THE bed-spread on the opposite page differs in a slight degree from the one shown last month but the method of construction is very similar. The decorative edge is composed of three rows of scalloped taffeta so arranged that the center row, which is of a different shade, is revealed in diamond shapes, the contrasting colors above and below serving to throw the center in relief.

Each row of scallops is edged with a welt. The band on the center part of the bed-spread is composed of three pieces, a center strip shirred on thread and overlaid by a plain band on each side with welt edges. (Note diagram details herewith.) The shirred center matches the tone of the middle row of scallops on the edge of the spread. Carried out in two shades of taffeta, the bed-spread here shown makes an attractive treatment.

OEHRLE BROS. INCREASE PLANT

OEHRLER BROS., Philadelphia, are building an addition to their present plant which, when completed will add more than 20,000 square feet to their present plant.



A SERIES OF MODERN BED-SPREADS, NO. 3

For description see text on opposite page.

*The Upholsterer and
Interior Decorator*



**FURTHER ADVENTURES OF THE THREE MUSKETEERS
AS DEPICTED ON OLD FRENCH WALL PAPER**

The top illustration shows d'Artagnan called to the aid of the Queen of France, and below he is seen departing for England on his adventure of recovering the Queen's brooch. See other illustrations on page 83 and text on page 105.

*The Upholsterer and
Interior Decorator*



The death of Milady, the last of the scenes from "The Three Musketeers" depicted on the hand-painted French wall papers described below.

SOME INTERESTING OLD FRENCH WALL PAPERS

IN THIS issue we illustrate a remarkable collection of old-time French wall papers, recently imported by Nancy McClelland, Inc. These are "The Three Musketeers" papers—a collection of thirty strips covering 43 feet by 9 inches of running wall space, and since they are hand-painted in tempora are probably without duplicate.

Besides the draughtsman's and colorist's skill shown in these papers, they are particularly interesting because in them are depicted scenes from Alexandre Dumas' celebrated romance, "The Three Musketeers," the first of a series of books describing with more or less historical accuracy court life during the dramatic reigns of Louis XIII and Louis XIV. D'Artagnan, the hero of these romances, is shown in all the scenes on these papers. In the first scene he is shown setting out from his father's house, on his old yellow horse, seeking a career and adventure in Paris. Next he is shown fighting the Cardinal Richelieu's guard, thereby winning the friendship of Athos, Porthos and Aramis, who are his companions in most of the startling escapades which make up the remainder of the story. In the third and fourth series he is shown engaged in the adventure of the Queen's diamond brooch; and in the last he and his companions watch the

execution of Milady, one of Richelieu's pawns and the arch-villainess of the story.

Such papers as these, because of their beauty, would make admirable decorations for any country-house hall or dining-room; and the fact that their scenes will recall a romance which almost everyone has read and enjoyed will not take away from their value.

ACTIVITIES OF CHICAGO WALL PAPER ASSOCIATION

THE Wall Paper Salesmen's Association of Chicago, which was started only about four months ago, has been unusually active. Already four meetings have been held and some very live talks put over. At the May meeting held at the Hamilton Club, C. C. Woodworth, president, introduced Stewart Waring, president of the Great Lakes Wall Paper Co.; William H. Harmon, manager of the Alfred Peats Co.; Mr. Quackenbush, superintendent of the Henry Bosch Co., and C. H. Vandyck of S. A. Maxwell Co. O. W. Cartter of Kansas City, connected with Montgomery Ward & Co., expressed the regret that Kansas City didn't have a similar association, territorial branches of the Vocational association being regarded as highly desirable.

THE NEWS OF THE INDUSTRY

(Continued from page 98)

Mr. Adams will carry a full line of curtains and draperies.

THE CENTURY UPHOLSTERING Co. have moved to their building recently purchased at 187 Pearl Street, Brooklyn, N. Y., where they have also established showrooms for the trade only.

THE HADLEY FURNITURE AND CARPET Co., Worcester, Mass., are building a new store at a cost of over \$500,000, which is expected to be ready for occupancy about December 1st.

A HANDSOME new catalogue, embodying many entirely new and novel shapes, is being issued by the Buffalo Wire Lamp Shade Frame Co. of Buffalo, N. Y., and will be sent on request to dealers who write for it.

G. MICHAELIAN, White Plains, H. Michaelian, New York, and W. C. Allen, New York, have incorporated at Albany, New York, as Michaelian Bros. & Co., Inc., carpets and floor coverings. Capital \$250,000.

GOTTLIEB WEBER FURNITURE MFG. CORP., well known to the upholstery trade as manufacturers of furniture frames, have built and now occupy a new two-story building, corner Morgan Avenue and Withers Street, Brooklyn, N. Y.

THE CANTOR MFG. CO. will exhibit their new line at the coming Merchandise Fair. This line has been greatly enlarged, and includes fancy pillows, table scarves, piano scarves and many novelties.

THE AMERICAN BOBBINET Co., claiming to be the world's largest manufacturer of bobbinets, have sent out to the trade an attractive card showing twelve representative samples of their light, medium, and heavy bobbinets.

MANY new numbers have been added to the lines of the upholstery goods department of H. D. Taylor & Co., Buffalo, N. Y., making their showing the most extensive in the history of this department under the able management of William H. Finley.

ON JUNE 1ST, the Ionic Shop removed to 238 East 38th Street, New York. In their new location, they have more than double the space formerly occupied and with the new floor arrangements, their facilities for doing work for the trade are greatly increased.

HUBBARD, ELDREDGE & MILLER, manufacturing living room and hall furniture, at Rochester, N. Y., will exhibit their lines at Grand Rapids, in a very attractive and impressive manner.

A PROFUSELY illustrated catalogue has been issued by the Foster Bros. Mfg. Co., Utica, N. Y., manufacturers of upholstery springs and spring constructions. H. D. Holmes, manager of the upholstery spring department, reports a very active demand throughout their extensive lines.

ANNOUNCEMENT is made that Hillman's, Chicago, are to erect a new 16 to 18-story building on property secured under a long lease. The new building is to have a total of about 150,000 square feet of floor area, exclusive of the basement.

WILLIAM SULTAN & Co. have taken over the business of Sultan & Kohn, well known to our subscribers as originators of high grade upholstered furniture. During the summer furniture market, Sultan & Co.'s line will be on display on the third floor of the "1319" Building, Chicago.

GEORGE H. MILLIMAN & SON, North Tonawanda, N. Y., manufacturers of furniture frames, are now equipped to handle any requirements in that line. Arnold Milliman, designer, has issued a circular showing how their many types of frames look when upholstered. Their frames are made of selected hardwood, with all joints doweled, glued and heavily corner-blocked.

ROBERTSON BROS. & Co., South Bend, Ind., have under construction a building which is to be ready for occupancy in the late Fall. The new building is slightly over 110 x 120 feet, and it is to be six stories high. On the roof of the building there is to be a rest and recreation department contained in a modern bungalow with dining and rest rooms complete.

THE WEST END DECORATING COMPANY, New York, have on exhibition in their showroom a number of interesting reproductions of old masters together with a wide variety of floral paintings, all being the work of one of their staff. Louis A. Landa and Otto Vondrak, who are the partners in this company, are experts in Chinese lacquering and furniture painting. They are doing this work only for decorators and others in the trade.

FOR THE CONVENIENCE of upholstered furniture manufacturers, Harry Goldstein, New York representative of the North Wales Tapestry Mills, Frankford Textile Mills and the American Tapestry Mills, has taken space in the Klingman Building at the Grand Rapids Furniture Market and will have in it two large racks displaying the complete lines of tapestries manufactured by the firms Mr. Goldstein represents.

ART SCHOOL EXHIBITS

LACK of time unfortunately prevented us from visiting all of the school exhibits held during this and last month. But such as we did visit were characterized by cleverness and novelty in the pupils' work, combined with good color ideas. For the most part the work was along rationalistic lines, the "jazz" note in the designs for silks, cretonnes and all other fabrics being greatly submerged. We also noted that the instructors, more than ever before, are training their students to the creation of designs which are not only beautiful in themselves but are practical from the manufacturer's point of view.

The schools holding exhibits were: The New York School of Applied Design for Women, whose display is reported on another page; The New York School of Fine and Applied Arts; the Cooper Union Night School of Art; the Woman's School of Art of Cooper Union; and Pratt Institute of Brooklyn.

NATIONAL MERCHANDISING FAIR

THE dates of the New York National Merchandise Fair will be July 23d to August 3d. This enormous merchandise display will be held at the Grand Central Palace and at the Lexington Avenue Theatre, in which latter building the Fashion Show and garment display will be housed.

EXTENSIVE LINE OF FINE FURNITURE FRAMES

IN ADDITION to his extensive line of frames for the better grades of upholstered furniture, Leopold Colombo, as an importer and maker of fine furniture, is showing many imported pieces of great beauty. He is also devoting a considerable part of his facilities to special order work for decorators and the trade generally.

NOVEL CANE CHAIR SEAT

AN interesting and practical cane seat, that can be nailed to chairs, has been patented by John H. Wettengel, Rochester, N. Y., and is already being used extensively by big furniture manufacturers in that section. It is now available for manufacturers all over, either outright or to be made on a royalty basis.

JACQUES BODART, INC., REMOVES

JACQUES BODART, INC., announce their removal from 2 West 47th Street to larger quarters at 383 Madison Avenue.

HENRY GOLDTHORP CO. CHANGES CORPORATE NAME

HAVING identified their product as "Craftex Quality Woven Upholstery Fabrics", the Henry Goldthorp Co., Inc., have changed their corporate name to "The Craftex Mills, Incorporated." This change went into effect on May 15th. It does not involve any change in ownership or management. The name "Craftex" has been registered in the United States Patent Office.

HANDSOME FURNITURE CATALOGUE

SHOWING their extensive range of novelty furniture, the Schoeck Mfg. Co., Syracuse, N. Y., have issued a handsomely illustrated catalogue of their lines of solid mahogany Martha Washington and Mayflower sewing cabinets, as well as tea wagons, gate-leg tables, and so forth. Their lines this season are the largest they have ever exhibited, and the demand good.

OLD FIRM INCORPORATES

THE Breslin Textile Mills, a long established manufacturing company, of Philadelphia, recently incorporated and hereafter will be known as The Breslin Textile Mills, Incorporated. Herbert S. ("Shep") Royle, is President, S. D. Conklin, Jr., Treasurer, and H. S. Adams, secretary.

PURCHASE BUSINESS OF THE BELL & BROWN CO.

IT is announced that Palmer & Eldredge have purchased the manufacturing business of the Bell & Brown Co., of Boston, curtain manufacturers. H. G. Palmer was connected with Bell & Brown for thirty years, and F. G. Eldredge with Bliss, Fabyan & Co., for seven years.

THE WALL PAPER CONVENTION

JULY 17TH is the date finally decided upon by the manufacturers for the opening of the Wall Paper Convention. It will be held this year, as usual, at the Hotel Commodore.

NEW TRIMMING CONCERN

MAX C. TOMPKINS and Herman Flanse, connected for many years with the Consolidated Trimming Co., have formed a partnership under the firm name of Tompkins-Flanse Trimming Co. They are manufacturing upholstery, drapery and lamp shade trimmings. The office and showrooms are at 10 West 23d Street, New York City.



A DUTCH TILE FRUIT AND DISH PAPER SUITABLY
USED



*The Upholsterer and
Interior Decorator*

THE ARACOMA TEXTILE CO., INC.

WALTER S. ROBERTS and William R. Roberts, formerly associated with the Pennsylvania Textile Co., and each with over fifteen years' experience in the silk manufacturing business, are at the head of the Aracoma Textile Co., Inc., 288 Fourth Avenue, New York, producing drapery fabrics.

The Aracoma Textile Co. have mills at Central Falls, R. I., Wellsboro, Pa., Morris Run, Pa., Blossburg, Pa., and a recently acquired mill at Paterson, N. J. At present they are showing an exceptional line of casement cloths, taffetas, leno, nets and gauzes and drapery art silks in a splendid range of colors attractively priced.

All the drapery fabrics of the Aracoma Co., with the exception of silk taffetas, are made from artificial silk and imported Egyptian cotton and are guaranteed tub and sunfast, which guarantee covers workshop charges if the fabric fades. The lines are represented throughout the country as follows:

The Guy H. Humphreys Company, 288 Fourth Avenue, New York; C. P. Roberts, Middle West; D. O. Hill, west of Chicago to Denver. James C. Shepherd, 35 So. Dearborn Street, Chicago. John G. Gerhard, New England States and northern New York. H. W. Corbin, the south. Max Heymann, Pacific Coast trade with office at 173 Grand Avenue, Oakland, Cal.

ART-IN-TRADES CLUB ELECTION

AT THE annual meeting of the Art-in-Trades Club held on the evening of Wednesday, May 23d, plans were definitely set in motion for the purchase of a club house to be financed by the issuing of bonds to be sold to members at \$50. each in allotments not to exceed twenty to any one member.

The committee in charge of the canvass is composed of William Sloane Coffin, Harry Wearne, Frank W. Richardson, Francis Lenygon, and George E. Clarke.

At this meeting also were presented the annual reports of the various officers and these showed the active condition of the club's finances and membership. The election resulted as follows:

President, Harry Wearne; vice-president, Francis Lenygon; treasurer, Lewis W. Hyde; secretary, James P. Rome; executive committee, Lorenz Kleiser, C. R. Richards, Philip Hiss, Karl Schmerg, Geo. E. Clarke, Frank W. Richardson.

THE UPHOLSTERY ASSN. FIELD-DAY

THE Upholstery Association of America, Inc., have announced their Eighth Annual Field Day, the event to be held on Saturday, August 11th at Duer's Whitestone Landing. The S.S. *Comet* has been chartered for the occasion and other arrangements to insure a successful affair are being perfected.

Posters have been distributed throughout the metropolitan upholstery trade and the sale of tickets is in the hands of the following committee: Sam Ward, chairman, Henry Jung, Thos. F. Gurry, Jr., James Kurnicki, Harry B. Hall, Norman Findlay, Edward Wolff, Joseph E. Cavanagh, James Munro, Joseph L. Swope, George B. Douglas, James Lamsbach, W. S. Cameron, Robert Wilson, Harry E. Scripture, Louis Stern.

PLANS RUG LECTURE TOUR

ARTHUR URBANE DILLEY announces that he will tour the country giving his illustrated lectures on Oriental rugs, wherever rug men can assure him of an audience. Mr. Dilley's lectures, as we have mentioned before, are extremely interesting, and if adequately backed by the rug trade should greatly stimulate the sale of fine Oriental rugs. The lectures, all of which are illustrated with colored lantern slides, include "The Story of Asia", "Oriental Weavers and Weaving", "Chinese Rugs", "Bokhara, Caucasian and Turkish Rugs", and "Persian and India Rugs."

Mr. Dilley's service has the endorsement of the following firms: Fritz & La Rue, H. S. Tavchanjian, Inc., G. Gulbenkian & Co., Kazan-Manning Carpet Co., A. & M. Karaghuesia, S. Telfeyan & Co., Bedros Kazanjian, Joseph Wittman, Eastern Rug & Trading Co., Oriental Rug & Trading Co., Castelli Bros., Inc., Miles R. Price & Co., Inc., and Clifford & Lawton. At least ten of the foregoing concerns have accepted Mr. Dilley's service.

LESHER, WHITMAN & CO., INC., TO EXHIBIT

LESHER, WHITMAN & CO., INC. announce that they will show their lines both at the Grand Rapids Market and at the National Merchandise Fair. In their exhibits will be a number of mohair slip cover materials, mohair casement cloths, mohair nets, and smooth mohairs for upholstery purposes. The designs shown will be both printed and woven. They will also display a very light weight cloth, 54 inches wide, specially manufactured to be used for glass curtains.

SALESMEN AND SELLING AGENTS

FALL AND WINTER, 1923

- ABBOTT, A. THEO. & CO.**—Herbert Gardner in charge of the New York salesrooms, Clarendon Building, New York and vicinity, also New York Central and New England States; Ralph Wilson, Middle West and South; A. H. Faul, Pacific Coast territory; E. F. Long, Eastern territory; A. Theo. Abbott, the firm's representative on the road.
- AMERICAN BOBBINET CO.**—E. H. Belcher, 444 Market St., San Francisco, Pacific Coast; P. J. Dempsey, 156 Fifth Av., New York, New York City.
- BAECK WALL PAPER COMPANY**—C. A. Bodin, Metropolitan district; R. N. Graves, Middle West; A. M. Morgenthaler, Denver to the Coast; L. L. Vallentine, New England and Canada; R. J. Lowen, foreign agent.
- BARBE-MCKENZIE CORP.**—Louis Bernstein, Metropolitan district; Thomas Clowry, Middle West; E. J. Druding, Jr., Ohio; David A. Fyfe, Eastern cities; Nelson T. Niall, Southeast; William A. Peters, Ohio and Middle West; E. W. Ross, Northwest; Herbert H. Howe, Southwest; Louis Schwanecke, Central West; G. Schwarzwald, Pennsylvania; Charles Stickle, New York and New England; H. C. Earle, Pacific Coast; John Elliott, Special; Geo. O. Howe, Special; Dudley Lockwood, Pacific Coast; W. B. Batten, Canada.
- BARTMANN & BIXER, INC.**—Raymond Hasel, New York City (Manufacturers and Jobbers); Joseph Bartmann, New York City (Retail); James McGuire, New England States; C. R. Hess, Middle West; Ed. Bixer, Chicago and Southwest; George Lyons, New Jersey and Long Island.
- BEAUDRY WALL PAPER CORPORATION**—Lewis Rains, 730 Cherry St., Phila., Philadelphia and the South; Homer Gordon Oliver, 1105 N. Cleveland Av., Canton, O., Ohio, Indiana and Michigan; A. M. Johnson, Whitney Point, N. Y., New York State; James William McAvoy, 38 Prichard Av., West Somerville, Mass., New England States; William L. Weber, 736 Fuller St., St. Paul, Minn., St. Paul and Minneapolis.
- BECKER, SMITH & PAGE, INC.**—L. H. Chase, sales manager; C. D. Brunner, C. H. Ford, H. E. Ford, H. S. Hooper, E. C. Jones, P. L. Gold, A. W. Gibson, J. A. Murray, W. G. Ulmer, Reid M. Metzger.
- BENNETT & ASPDEN CO.**—Thos. H. Boyer, New York City and Phila.; M. W. McKnight, Baltimore, Washington and the East; also the Middle West to Detroit; Leonard C. Dutcher, New York City; W. H. Compton, Chicago and the Middle West territory; Philip Kelly, Denver and Pacific Coast territory.
- BERBECKER & ROWLAND MFG. CO.**—W. L. Davison, northern New England States; C. B. Miller, Pennsylvania, Ohio, Maryland, northern New York and District of Columbia; L. W. Bond (export department), 15 E. 26th St., New York; F. L. Potter, New York City and vicinity; G. W. Moeller, southern New England, New Jersey, eastern Ohio and Pennsylvania; L. R. Leeson, Pacific Coast; J. C. Humphrey, Southern States; J. C. Robinson, Chicago and adjacent territory; W. S. Swart, Indiana, Michigan, western Ohio and Ontario; W. A. Byard, northern Mississippi Valley States.
- BERNHARD, MORRIS CO.**—Adolph Lederer, Baltimore, Washington, Richmond and Norfolk; R. Cronenberg, New York State, Pennsylvania and Middle West; W. O. Brown, 420 Boylston St., Boston and New England States; Geo. E. Krick, Kansas City and States West of the Mississippi; R. C. Stokely, Southern States; Harding P. Thomas, 24 Wellington St., West, Toronto and all of Canada; Adolph Lederer, A. C. Leggett, Hugh Markey, J. Lutzius and S. J. Wolferman, Greater New York; Jo. Frank, Denver to Coast.
- BILLWILLER BROS.**—Chas. W. Staten, large cities of Middle and Northwest; Frank J. Stuermer, Philadelphia office, Baltimore, Washington, Richmond and Norfolk; Paul Schiess, New York State and New England; J. K. Grear, Pacific Coast; Oscar Mueller, Ohio, Indiana and Michigan; T. B. Kelley, Illinois, Iowa, Wisconsin and Missouri; Jos. Anderson, Pennsylvania, New Jersey and Long Island; Allen and MacPherson, 31 Melinda Street, Toronto, Canada; H. B. Taliaferro, entire South; William Harnisch, Brooklyn and Newark; John P. Fox, New York City.
- BLOCKSON & COMPANY**—Theodore Wendland, 4643 Lake Park Av., Chicago, handling Racine, Milwaukee and Kenosha, Wis.; J. T. Newman, 4887 S. Martindale Av., Detroit, handling Ohio, Indiana and New York, exclusive of Greater New York.
- BLUMENTHAL, SIDNEY & CO., INC.**—A. D. Faxon, Metropolitan district, New York and Boston; A. W. Haas, Chicago, Milwaukee and Grand Rapids; Thomas Perkins, Philadelphia, Baltimore and Washington; H. V. Seide, Pacific Coast; Jas. J. Hoyne, Metropolitan District, Middle West; A. B. Caya, Canada.
- BRESLIN TEXTILE MILLS**—New York and New England, Walter Brown; Pennsylvania, New Jersey and South, W. D. Blackburn; Chicago and Middle West, F. H. Rehder, A. M. Leighty, and R. F. Crosby; Pacific Coast, Geo. L. Little; Sales Mgr., H. S. (Shep) Royle.
- BRISTOL COMPANY**—Samuel M. Freeman, Sales Manager; Frederick Schuch, Metropolitan district and South; Angelo M. Romano, Middle West and New England; A. R. Wagenknight, Pacific Coast.
- BROOKS BROTHERS CO.**—H. L. Hass, Baltimore, Washington and South; W. R. Lavis, New York State and New England; Jos. S. Maguire, Chicago and Middle West; I. H. Friedenthal, San Francisco and Pacific Coast; E. Woeller, Canada.
- BROOKS, GEO. & SON CO.**—Grant J. Kunze, New York City, New York State, New England States; J. L. Chamberlain, Pennsylvania, Maryland, Washington, West Virginia, Virginia and the South; E. B. Morrell, Pittsburgh, Ohio and Philadelphia; Wm. J. McNab, Middle West; T. F. La Spada, Pacific Coast; A. B. Caya, Canada; J. R. Forsyth, Chicago.
- BURCH, A. F., CO.**—L. W. Kirchhoff, Grand Rapids; P. De Pree, Michigan, north of Grand Rapids, Wisconsin, Minnesota and Dakotas; G. L. Trankler, Southern Michigan, Ohio and New York; E. C. Frankler, Chicago, Milwaukee, St. Paul, and Minneapolis; E. C. Conklin, Indiana, Illinois, Kentucky, Tennessee and South; Wm. Fisher, Pennsylvania, Virginia, North and South Carolina; F. S. Allen, Pacific Coast; E. A. Larson and L. W. Kirchhoff, Grand Rapids territory.
- BUTTERFIELD, FRED., & CO., INC.**—Fred Hinkle, Philadelphia; O. F. Stremmel and Sam Hamity, Chicago; Theo. M. Stern, Cincinnati; E. E. Oehler, St. Louis; Milton Stern, Cleveland; Thos. J. Kennedy, New England States; Wm. S. Miller, New York State and eastern Pennsylvania; Hans O. Lunde, Middle West; Harry B. Lee, Northwest; John Hodges, Maryland and West Virginia; W. A. Metts, South and Southwest; W. D. Baldwin, Denver to Coast; A. R. Brown, Metropolitan district; J. N. C. Allen, New York City; A. R. Brown, Ontario, Canada; Thos. J. Kennedy, Montreal and Maritime Provinces; Harry B. Lee, Winnipeg, Canada; W. D. Baldwin, British Columbia.
- CANTOR MFG. CO.**—Arthur B. Cantor, Middle West; Jay M. Wainwright, Chicago office; Alfred Behrend, New York State, Pennsylvania, Ohio and New England; Samuel Nast, New York City.
- CARO & UPRIGHT**—San Francisco, Vernon Perry; Bay territory, Wm. Heider; San Francisco, James Kilgo; Los Angeles office, David H. Upright; Los Angeles City, Henry F. Elden; Southern California, Wm. Green; Los Angeles general, Ernest E. Ferguson.
- E. C. CARTER & SON**—Herman Kinsler, decorators, New York City, Brooklyn; F. A. Devery, State of Pennsylvania, excepting Philadelphia and Pittsburgh, New Jersey department stores, New York City and Brooklyn; E. R. Jones, New York State and Canada; J. S. Geisz, Philadelphia office, Baltimore, Wilmington, and Washington, Virginia; Mr. McBride and Mr. Schmidt, Chicago; Wm. R. Heitner, Illinois, Nebraska, Wisconsin, Minnesota, Missouri; Walter M. Wieben, larger cities in Ohio and Michigan, Indiana, W. Virginia and Kentucky; W. F. Hoest, Pacific Coast as far East as Denver; C. W. Shively, smaller points in Ohio and Michigan; E. E. Devlin, New England, office in Boston; Ira Rawitzer, upholsterers in New York City and House.
- CHENEY BROS.**—Joseph Doyle, dry-goods and jobbing trade in New York City; Arthur Hoffman, New York City decorators; Arthur McCreedy, lamp-shade manufacturers; John Rogers, out-of-town trade in New York City; L. E. Skinner, Philadelphia, Baltimore, Washington; W. H. B. Stephens, Chicago and Middle West; F. L. Davis, Boston, New England, New York State; W. C. Spoerl, San Francisco, Pacific Coast and Denver.
- COMMERCIAL WALL PAPER MILL**—A. E. Spalding, Indiana; A. L. Shellenberger, Illinois; D. W. Kane and E. Max Gellert, Ohio; G. B. Saviers, Michigan; Natt Corbin, Kentucky and Tennessee; Royal Hevenor, Iowa; Chas. E. Lindberg, Texas; Chas. D. Sutphen, Wisconsin.
- CRAFTEX MILLS, INC.** (Henry Goldthorpe Co.)—New York office, 41 Union Square, Henry Kest, vice-president and sales manager; Jack Lesan, Morris Levine, miss Jennie Feld; Chicago office, 14 E. Jackson Blvd., Henry Kest, vice-president, Dayton W. Powell, P. A. Swanson; Los Angeles office, 612 S. Alvarado St., L. D. Lewine; Southern territory, New York office, J. H. Newman; mid-western territory, Chicago office, H. M. Hirschberg; Philadelphia office, 1802 E. Venango St., Johnnie Blum.
- DOUX, JULES, INC.**—George Y. Allen, Florence Doux Allen. **EMDEN & WORMSER**—George L. Mason, Northwest and Coast; S. Kurnicki, Philadelphia, Baltimore, Washington, New York State and Michigan; T. M. Zebley, East; J. Lobenstein, New York and Pennsylvania; L. P. Deubler, Ohio and Indiana; J. M. Wright, South; James Kurnicki, New York City.
- ENTERPRISE WALL PAPER CO.**—W. Head, Washington, Baltimore and the South; E. F. Yerkes and George H. Winterer, Pennsylvania, New York and New England, also Western territory.
- FAIRCLOUGH & GOLD, INC.**—S. Gold, Eastern Canada and New York State; S. Z. Brandvein, Middle West; J. H. Milne, Western States and Pacific Coast; E. R. Bennett, Southern States; H. P. Wirth, New England, New York State, and Pennsylvania; A. C. Littlefield, Southern New England; F. J. Barnable, New York City and New Jersey; J. F. Hanley, New York office.
- FRENCH-AMERICAN MFG. CO.**—General representatives, Albert Klekner, Abe Klekner, Harold A. Rosenberg, Hugo Spitzer; Chicago, E. Q. Daugherty & Co.; Denver, Theodore Maus; Cleveland, R. M. Clark & Co.; St. Paul, Momsen-Koester Co.; Houston, Davis-Paul-Thompson, Inc.
- FURNITURE SHOPS**—E. W. Daniels, Metropolitan district; A. B. Sohus, Central West; H. P. Schoefer, South; C. P. Markhoff, Central West; B. J. Holmes, East; W. A. Hoult, New England; J. H. Howell, Southeast; B. S. Howell, Southeast; H. C. Baker, Pacific Coast; C. L. Keen, Pacific Coast; J. G. Saxton, Pacific Coast; R. Waymire, Pacific Coast.
- GOULD-MERSEREAU CO.**—S. F. Ross, Chicago, Cleveland, Detroit and Middle West; Emil L. Raschbacher, Indianapolis, Cincinnati, St. Louis and Southwest; Geo. W. Marquis, New York State and Canada; Geo. R. Heustis, Connecticut and Pennsylvania; Thomas Currian, Boston; J. A. Dempsey, New England; Sarkis Yagjian, Boston; Fred Friedrichs and John L. Pratt, New York City; Geo. R. Murdock, New York City, Newark and Philadelphia; Edwin B. Flanagan, New York City and New Jersey; Frank J. Seifert, South and Southwest;

- Harold T. Foulds, Hudson River towns and Connecticut; C. J. Crabb, Pacific Coast; L. R. Prue, New York City, Brooklyn and Staten Island; Ray W. Russell, New York City, Brooklyn, and Long Island.
- HARRINGTON, GEO. S. CO.**—N. A. Frazee, New York State and West; S. S. Thompson, Maine, New Hampshire and Vermont; A. S. Quick, Massachusetts, Connecticut and Rhode Island; C. H. Brown, Massachusetts; P. C. Smith, Boston.
- HARTMANN, HERMAN**—Alfred G. Hartmann, all territories.
- HARTSHORN, STEWART CO.**—B. E. Bushnell, Director of Sales, 250 Fifth Av., New York; D. F. Hadley, New York; J. F. Spiro, Pacific Coast; A. R. Crippen, New York; J. F. Wilson, New York; E. E. Bushnell, Chicago; T. E. Bullivant, Chicago; A. M. Mount, Chicago.
- HEIM, S. W. & CO.**—E. E. Roebing, 420 Boylston St., Boston and New England States; Andrew J. Sullivan, 32 So. Wabash Av., Chicago; J. V. Reagan, 1524 Chestnut St., Philadelphia, Baltimore, Washington; Harold B. Bacon, 521 Central Bldg., Los Angeles, San Francisco, and Pacific Coast; A. H. Thomas, R. J. Mallay, H. F. Hook, New York City.
- HORSTMANN, WM. H., CO.**—Wm. J. Karl, Los Angeles Salesroom and Pacific Coast; Walter E. Kindt, Chicago Salesroom and Northwest; J. Warren Allen, Baltimore Salesroom and Middle Atlantic States; Sam. H. Palmer, Boston Salesroom and New England; Alb. Engelke, New York Salesroom; Benj. C. Myers, New York City and Brooklyn Department Stores; Walter J. Lehmann, New York City and outlying districts; Harry Horowitz, New York City, Long Island and Upper New Jersey; Harry R. LeNoir, Philadelphia Department Stores; Wm. R. McKelvy, Philadelphia and outlying districts; John S. Ridey, Philadelphia and suburban; Chas. Andre, Western Pennsylvania; Fred C. Beer, Northeastern Pennsylvania; Wm. H. DeLany, Southeastern Pennsylvania, New Jersey, Delaware and Maryland; Harry L. Smythe, New York State; Clarence Phillips, Ohio; Thos. J. Arnold, Michigan and Indiana; Carleton A. Scheinert, Illinois, Iowa, Missouri; Harry C. Slaughter, Southwestern States; George P. Seiler, Southeastern States.
- HUBBARD, ELDREDGE & MILLER**—Frederick S. Miller, New England and Middle Atlantic States (large cities); A. R. Bopp, New England States, New York, Pennsylvania, Michigan, Ohio, Indiana, Virginia, and West Virginia; Geo. B. Klyn and Larry W. Cowan, the territory from Chicago and St. Paul extending to Texas and the South, as far West as Denver; Wisconsin Furniture Co., territory West of Denver; E. and M. E. Saunders, the Metropolitan District.
- IONIC MILLS**—Martin B. Fowler, Pennsylvania, West Virginia, Ohio, Michigan, New York and the East; E. V. Pollard, Illinois, Wisconsin, Minnesota, Nebraska, Iowa and Missouri; Joseph A. Tresch, Pacific Coast States and Far West; H. V. Norris, Southern States.
- JAEGER, OTTO & SONS, INC.**—Walter F. Penner, New England States, New York City, Philadelphia, Baltimore and Washington; M. H. Brandee, New York State, Pennsylvania and Ohio; O. A. Schwarz, Middle West; Wm. H. Kemp, Pacific Coast.
- JAMES, T. M. & CO.**—Metropolitan District, George Larsen, William Brooks, Paul Richter; New Jersey and Pennsylvania, George Larsen, Gilbert F. Picot; New York and New England, George Larsen, J. N. Mackey; South, William Brooks.
- JOHNSON & FAULKNER**—J. K. Blackman, Chicago, Grand Rapids and Northwest; H. Le Barre Williams, Philadelphia, Baltimore and Washington; T. F. Tucker, Boston and New England; O. D. Baker, New York State, Pennsylvania and Southern Ohio; I. S. Skillman, Middle West; W. D. Twiss, Denver, West and Pacific Coast; H. Le Barre Williams, Jr., South and Southwest; O. C. Urban, H. M. Jackson, J. McNichols, and W. P. Tarmey, New York City; Stuart Wightwick, Brooklyn, N. Y.
- JUDD, H. L. CO.**—E. H. Barnette, E. H. Condon, C. E. Dickinson, A. E. Feuerberg, A. T. Flostroy, F. J. Forrest, C. H. Haas, H. B. Holmes, J. W. Hoogland, J. Kenny, F. I. Mansfield, J. McLaren, Jr., C. L. Moder, W. R. Shaw, A. E. Smith, G. B. Walker, C. E. Seery, Theo. Dierking, George Alletsee.
- JUNG & MOORE**—Lawrence Reneissen, Chicago and Northwest; Thos. F. Cook, Ohio, Indiana and Michigan; Walter J. Moore, New York State, Pennsylvania, and the South; Henry Jung, New York City, Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Detroit, Boston and the East.
- KARPEN, S. & BROS.**—N. D. Pancoast, J. A. Pancoast, T. A. McCarthy, George Hand, W. L. Day, J. A. Levering, R. W. Murison, H. F. Hutchinson, Mike Karpen, J. Hoff, E. Honel, T. R. Potter, states west of Mississippi River, Ohio, and West Pennsylvania; Mr. Dean, E. S. Westphal, I. Lowenberg, C. L. Weil, Robert Weil, E. Berzon, M. H. Kaplan, Jack Karpen, eastern Pennsylvania, New York, New England, and southeast States.
- KROEHL'S, ADAM, SONS CO.**—C. D. Clute, Cleveland, Ohio; C. B. Smith Furniture Co., 180 New Montgomery Street, San Francisco; C. B. Smith Furniture Co., 135 So. Spring Street, Los Angeles.
- LA FRANCE TEXTILE CO.**—H. S. Morgan, Los Angeles; E. L. Burwell, Madison, Wis.; J. S. Fenton, St. Louis; F. N. Phillips, City Point, Va.; J. Edelen, Baltimore; E. J. Battersby, Philadelphia; Bernard Davis, Frankford, Pa.; S. Roseman, New York City; J. Freedland, Brooklyn, N. Y.; H. T. Greyatt, Boston; G. Noel & Co., Toronto.
- LEFORT, ROBERT & CO.**—Chicago and Middle West, S. Adler and A. Claremont; Pittsburgh, Philadelphia, Baltimore and Washington, Wm. R. Fleming; New England, P. B. Lewis; New York City, Henry Stoeffel.
- LEE, ARTHUR H. & SONS, INC.**—Vincent L. Wilson, Chicago; Harold M. Bailey, Middle West; William C. Smith, South and West; Peter C. Apel, New England.
- LEHMAN-CONNOR, H. B. CO., INC.**—New York State, west of Syracuse up to and including Detroit and Far Middle West, H. B. Lehman; Philadelphia, Baltimore, Washington, Richmond and vicinity, James R. Connor; Boston and New England States and New York State east of Rochester, E. E. Roebing, 420 Boylston St., Boston; Chicago and Middle West and Northwest, McBride & Schmidt, 1614 Heyworth Bldg., Chicago; Entire Pacific Coast, Charles S. Darling, 251 Post St., San Francisco; New York City, Furniture manufacturers and department stores, H. B. Lehman; interior decorators, James R. Connor; trade West 59th St. and Brooklyn, C. E. Haskell; General, Jack Harris.
- LEWIS, ROBERT CO.**—Frank E. Johnson, Greater New York; S. W. Butler, Philadelphia; Paul C. Seebach, New England; Harry T. Dyott, 302 Piper Bldg., Baltimore and the South; W. W. Hills, 444 Market St., San Francisco, Denver and the Far West; Charles E. Schwarz, Heyworth Bldg., Chicago and the Middle West; Richard H. Bates, New York State, Pennsylvania and Ohio; Harold S. Johnson, New York office, Boston, and General Representative.
- LLOYD, W. H. S. CO.**—New England, Llewellyn Lloyd; easterly and southerly New York and Pennsylvania, E. M. C. Mullen; Middle West, east of Toledo, and all of the South, east of the Mississippi, George S. Bell; all territory contiguous to Chicago will be covered by W. H. S. Lloyd Co., Inc.; Chicago, Far West and Southwest, Edward J. Dunn; New Jersey, James B. Duncan.
- LEE, MORTIMER M.**—G. E. Kaiser, Boston and East; J. E. Loughlin, Middle West; J. F. Martin, New York State and New England; F. A. Gates, Pacific Coast; J. T. Glacken, New York City; M. F. Cocks, New York City.
- LOVEMAN BROS.**—Max O. Mayer, Michigan, Minnesota, Wisconsin; O. A. Broomfield, Southern States; H. W. Squires, New York City and vicinity; Lewis Loveman, Philadelphia, Baltimore, Washington, New Jersey, Maryland; Emile M. Loveman, Connecticut, Massachusetts, Rhode Island; Warren Dixon, Pacific Coast; Richard V. Loveman, New York, Pennsylvania; Arthur Lacks, New York City and vicinity.
- LUTH & POWERS**—J. E. Reinert, Baltimore, Washington and Pittsburgh; R. B. Drysdale, Pennsylvania, Michigan and Wisconsin; R. Mauder, Ohio, part of W. Va. and New York State; J. P. Hurley, South; I. H. Friedenthal, West and Coast; Philips & Zust, Chicago and some Western towns; Geo. L. Martin, Chicago; Dan P. Cahill, New England; Robt. T. Duncan, local; N. S. McLeod, Kentucky; H. C. Hering, Indiana; R. G. Powers, large cities in New England and New York; O. Dupre & Co., Canada.
- McMAHON & CREMINS, INC.**—Thos. J. McMahon, New York City, Philadelphia, Baltimore, Washington; P. D. Cremins, New York City, New York State; S. Peck, Middle West and East; George Gill, New England; Harry O. Pierce, Pacific Coast; W. H. Compton, Chicago, North and South West.
- MAAG, EDWARD**—Chicago, Vincent L. Wilson, 25 E. Madison St., San Francisco, Charles S. Darling, 251 Post St.; New York, Charles J. Feist, Walter Wenk, Miss O. W. Johnson, Miss V. Dryburgh, and James Goodbody.
- MAGNER, MORRIS A. & CO.**—Nat A. Propp, Cleveland, Detroit, Chicago and Middle West; Wm. Packer, New England and New York State; Alexander Magner, New York City, Philadelphia, Baltimore and Washington.
- MAIBRUNN CO.**—Myron Maibrunn, New York Showroom; Walter T. Simmons, New York City and East; Wm. H. Kennard, South and West; Herbert Elson, New York City.
- MILLS & GIBB CORP.**—W. B. Fitch, New England; F. A. Winterson, New York State and Canada; V. G. Connors, Baltimore, Washington, Pennsylvania and West Va.; J. P. Strain, Ohio, Indiana, Michigan; J. L. Diamond, Missouri, Wisconsin, Nebraska, Kansas and Illinois; W. H. Poore, Ohio and Wisconsin; F. W. Meyer, Texas, Oklahoma, Arizona, New Mexico, California, Oregon, Washington, Montana, Idaho, Wyoming, Utah, Colorado; H. T. Murphy, Southern States; G. S. Francis, F. J. Conway, F. B. Stuart, and J. Gombossy, New York City, Brooklyn and New Jersey; S. Wand, 1509 Heyworth Bldg., Chicago; H. R. Fennell, 401 Phelan Bldg., San Francisco.
- MONTAGUE & CO., INC.**—Geo. R. Stirling, Philadelphia, Baltimore, Washington, Pittsburgh and New England; Peter J. Scherer, Southern States; Jules L. Soeffker, Chicago, St. Louis and Northwest; Wendell W. Battenfeld, Buffalo, Cleveland and Central West; R. L. Deakins, Denver West; Charles Dowse, New York State and Pennsylvania; Edson A. Benguerel, Metropolitan district; R. T. Montague, New York office, part New York City.
- MOSKOWITZ BROS.**—M. J. Siegel, Middle West, Philadelphia, Baltimore and Washington; Leon Gordon, New York City; Charles Rubman, New York State, Pennsylvania, Ohio and Indiana; Benj. Beer, New York City and Long Island; J. Mintzer, New York and New Jersey; Philip Goodman, Metropolitan.
- MOSS ROSE MFG. CO.**—Leon S. Fox, Harold W. Burton, George E. Yuille, Berthold Strauss, Ray N. Kidder, J. Frank Hoffman, Robt. L. Kahle, A. P. Wycoff, Victor Echausse.
- NAHON COMPANY**—George Lifton, Eastern and Western; D. J. Getter, Metropolitan district.
- NATHAN & COHEN CO., INC.**—Geo. H. Allen, 521 Central Building, Los Angeles; Henry Friedman, 938 Syndicate Trust Building, St. Louis; L. H. Dyer, 226 W. Adams Street, Chicago; Cliver-Wright-Rainey Co., Cincinnati; Kemper & Kemper, 513 Massachusetts Building, Kansas City; Kemper & Kemper, 203 Saxton Building, St. Joseph; J. C. Cressy, 713 Pioneer Building, St. Paul; Otto Kemper, 5 Hopkins Place, Baltimore; H. L. Reinhard, 312 Denckla Bldg., Philadelphia.
- NEUMAIER, EUGENE & CO.**—Eugene Neumaier, Chicago and Northwest; Seymour Mayer, Metropolitan district and

- Philadelphia, Baltimore, Washington, Richmond, Norfolk; Adolph Neumaier, New York State, Pennsylvania and large cities in the Middle West; Lionel S. Stone, Pacific Coast; Samuel Lichtenberg, West Virginia, Ohio, Michigan and Maryland; E. A. Benson, St. Louis and surrounding territory.
- NORTH WALES TAPESTRY MILLS**—Harry Goldstein, 211 Fourth Av., New York City; Arthur Bolls, 929 Chestnut St., Philadelphia; W. J. Greene, 2342 Buckingham Road, Los Angeles.
- OEHRLER BROS. CO.**—Albert C. Oehrle, Wm. T. Windle, H. R. Blanck, J. H. Laich, Philadelphia; M. Hamburger, New York office, Hartford Building, New England States; Wm. T. Windle, Pennsylvania, Ohio and Southern States; W. A. Noyes, Chicago office, Thomas Church Building, Chicago and Middle West; H. R. Blanck, eastern Pennsylvania, Delaware New Jersey, New York State and Canada; Geo. F. Wright, Los Angeles office, Pacific Coast States.
- ORINOKA MILLS**—Wm. L. Wagner, Robt. J. Cunningham, Howard Benner, John H. Kemp, George Becker, Emmett Grey, T. R. Dolan, Thomas Valles and Harry L. Huyler.
- ORSENIGO CO., INC.**—Eugene J. Orsenigo, West; J. A. Dunleavy, East; W. H. Poulson, New York City; Elias Orsenigo, Showroom; F. M. Dickinson, Showroom; W. E. Dobson, Showroom.
- PALMER & EMBURY MFG. CO.**—Embury Palmer, Joseph M. Beck, Paul V. Jester, Herman Schultze.
- PATCHING, JOHN F. & CO.**—Samuel Adler, Room 707, Kesner Bldg., Chicago; Chas. S. Darling, 251 Post St., San Francisco; Chas. L. Seavey, 420 Boylston St., Boston; Frank C. Scherf, 513 Liberty Bldg., Philadelphia; Frank N. Mason, New York City and locality; Robert J. Naylor, Middle West; Leon F. Scoboria, New York State; Edwin Carbine, I. Keck and E. Henry, house.
- PENN TAPESTRY CO.**—A. Jacobson, 41 Union Square, New York and Metropolitan district; W. A. Payson, 19 Columbia Street, Boston, New England; W. A. Dale, Hartford City, Ind., Middle West; F. G. Suhling, 105 South Dearborn St., Chicago, Chicago; Frank A. Gates, 180 New Montgomery St., San Francisco, Pacific Coast; Richard I. Griffith, assistant manager, covering Philadelphia, Baltimore, Washington and West.
- PERSIAN RUG MANUFACTORY**—Giles Whiting, Harry H. Robbins, E. R. Lee, H. S. Harper, G. de Bold, Charles S. Darling, San Francisco office.
- PHILADELPHIA TAPESTRY MILLS**—Joseph A. Blankmeyer, Textile Bldg., 295 Fifth Av., New York; Edward G. Mullen, 120 Tremont St., Boston, also New England; Walter R. Douglas, 833 Market St., San Francisco, Pacific Coast; Clyde Mendenhall, Philadelphia, Pittsburgh, Baltimore, Washington, and principal cities in the West and Middle West, and Canada; Hilbert & McCauley, Chicago and Middle West; John D. Valentine, New York City; Thomas A. Fitzgerald, Brooklyn and Northern New Jersey; A. J. Raine, Ohio; George E. Krick, Southern territory.
- PLANT, HENRY W. & CO.**—W. R. Lyons, New York City and New England; Leon Loeb, New York, New Jersey and Pennsylvania; Max O. Meyer, Middle West.
- PROCTOR & CO.**—R. D. Williams, out-of-town salesman.
- QUAINTANCE, W. B.**—M. L. Monash, New York State, Pennsylvania and Ohio; W. W. McLean, Middle and Northwest; C. F. Judd, Chicago office, 59 East Adams St.; Chas. S. Darling, Pacific Coast, 251 Post St., San Francisco; B. R. Vaughan, South; James Mackie, New York City and house.
- RICH, SAMUEL**—Samuel Rich, sole selling agent; Bruno Loevy, Coast representative, San Francisco resident salesman; Walter D. Scott, Middle West representative; Henry Grabowsky, Philadelphia resident salesman; Jack Newman, Southern representative; P. H. Golds, Boston resident salesman; Joseph Plon, New York City and New York State.
- RITCHIE, R. J. & R. CO.**—Robert Ritchie, Robert Ritchie, Jr., Otto Jacobs, 101 S. Wells St., Chicago; A. Jacobson, 41 Union Square, New York City; Lavis & Haas, 929 Chestnut St., Philadelphia; Edgar Fenton, 718 Empire Building, 64 Wellington St. West, Toronto; Harold B. Bacon, 521 Central Bldg., Los Angeles.
- ROSENTHAL, FINDLAY & McDONALD**—W. J. McDonald, large cities of Middle West; J. E. McCormick, Denver to the Coast, Oklahoma and Texas; John Moench, Central West; Abe Max, New England, New York State, Philadelphia, Baltimore, Washington, part of Middle West; Norman Findlay and E. E. Unland, Greater New York.
- ROYAL CURTAIN MFG. CO.**—J. F. Murphy, New England States; G. H. de Luna, Middle Western States and New York State; M. Borak, New York City; T. S. Johnson & Co., Chicago, Indiana, Wisconsin, Minnesota, Nebraska and Iowa; O. C. Lucas, Illinois; C. K. Laverty, Pennsylvania and the South; W. E. Lewis, California; Harold Barker, Missouri, Oklahoma, Arkansas; M. M. Gordon, Coast and Western States; H. O. Gordon, Boston.
- ROYLE, GEORGE & CO.**—Carl Klose, Philadelphia, Maryland, New York State; A. S. De Luna, New York City, New England, Middle West; J. C. Carney, New York City, New England, Middle West; S. T. Phillips, Chicago and Middle West; Walter Zust, Chicago and Middle West; Mr. Kohn, New York Office.
- RYER & CASHEL**—Bertsill Ryer, New York City, New England, Philadelphia, Baltimore and Washington; William S. Cashel, Metropolitan district, Pennsylvania and West Virginia; Joseph L. Neal, New York State; Harry F. Shortell, Ohio and Middle West and New Jersey; George T. Wood, Virginia and North Carolina; A. F. McEwen, Jr., St. Louis; James C. Carlin, the South; W. J. Greene, Pacific Coast; E. F. Gray, Pacific Coast; Joseph Procht, New York and New Jersey.
- SAUBIAC, B. & SON**—A. H. Abels, 420 Boylston St., Boston; Chas. S. Darling, 251 Post St., San Francisco.
- SCHOECK MFG. CO.**—Royal B. Smith, Jr., New York State, C. Dewey Smith, balance of the United States.
- SCHUMACHER, F. & CO.**—Frank Stratton, Philadelphia, Baltimore and Washington; Charles L. Seavey, George C. MacDonald, Assistant, Boston and New England; Barten Greenberg, Chicago and Milwaukee; Chas. A. Drake, East Middle States; Chas. H. Johnstone, Wm. S. Johnstone, Assistant, Pacific Coast; Edward B. Rhodes, New York and Pennsylvania; Emil Keller, West Central States; R. Curt Hasenclever, Michigan, Cleveland and Toledo; H. Lawrence Lose, Southern territory; Thomas Geary, New York, Long Island, and Jersey City.
- SLOANE, W. & J.**—Chas. M. Brooks, W. J. Murphy, Maine, New Hampshire, Massachusetts, Rhode Island and Connecticut; James H. Clinchy, Martin G. Wilkinson, William A. Sale, Metropolitan district; G. S. Griffith, Jr., Philadelphia, Baltimore, Washington, Wilmington and Camden; G. Albert Taylor, Texas, Oklahoma, Arkansas and Louisiana; G. Nairn, C. W. Stevenson, Southeastern territory; E. H. Stanley, Denver and West as far as Rocky Mountains; Walter Olde, Missouri, Southern Indiana and Southeastern Illinois; John A. Delaney, Alfred H. Smith, Francis I. Monahan, Chicago, Milwaukee, Duluth, Minneapolis and St. Paul; M. S. Disbrow, F. J. Hansa, George Lambie, Middle West; William F. Miller, large cities in New York State and northern Ohio; Frank J. Nolan, large cities in New York State and northern Ohio, Illinois and southern Michigan; J. A. McEntee, Pennsylvania, New York, Vermont; George M. Briggs, Pennsylvania, New Jersey, Maryland, West Virginia; L. E. Green, Kansas, Iowa, Nebraska; J. D. I. Husband, all territory east of Chicago; G. P. Reynolds, all territory west of Chicago.
- SOY KEE & CO.**—James A. McCann; Gregory F. Walsh.
- STAHELI, RIETMANN & CO.**—John Moench, West and Northwest; H. Russell Johnson, Middle West; M. L. Monash, New York State and part of Middle West; A. H. Dolder, New York, Philadelphia, Baltimore and Washington; Victor Krusi, Pacific Coast and East; J. A. Mosle, Boston and house.
- STANDARD WALL PAPER CO.**—E. A. Berger, Illinois, Missouri, Iowa; G. H. Burnham, Kansas City, Omaha, Denver, and the West, including Pacific Coast States; A. L. Gold, Pennsylvania, Ohio and West Va.; A. A. Hitchcock, Southern States; A. C. Jacobs, New York State; James Kelley, Northern New York, Vermont, and New Hampshire; James McCabe, New York City and vicinity; J. J. Mooney, Michigan, Indiana, Ohio, and West Va.; L. E. Netter, Minnesota and Wisconsin; C. L. Slocum, New England States, Delaware, Maryland, Philadelphia and Washington; Olney Van Deusen, Southern New York State and New Jersey.
- STEAD & MILLER CO.**—George Banker, Manager New York Office, 242 Fourth Av., New York and Boston; Thos. F. J. Tynan, Metropolitan district and Brooklyn; Thos. J. O'Connor, Middle West territory; Andrew M. Langwill, Manager Chicago Office, 1610 Heyworth Bldg., Chicago and Northwest; Frank M. Rapalje, part of Northwest and Southwest territory; Carl Morris, Chicago assistant; Willard D. Hyde, Baltimore, Washington, New York State and New England; New Jersey and the Southern territory; Harold Davies, Benj. E. Devoy, Pacific Coast territory; John H. Caldwell, New Jersey and the Southern territory; Harold Davies, Philadelphia, part of Pennsylvania and New York State; Arthur I. Miller, New York Assistant.
- STEWART, G. S. CO.**—F. S. Fisher, Western Ohio and Kentucky; F. P. Ford, Eastern Ohio, Western New York and Pennsylvania; P. H. Willard, Michigan; C. V. Smith, West Va.; D. C. Stott, Eastern Pennsylvania and New York, New Jersey and Delaware; Fred J. Rosendale, Washington, D. C., Philadelphia, and State of Maryland; F. J. Murphy, Minnesota and Wisconsin; D. L. Leftwich, Southeast; W. M. Kellum, Indiana; J. A. Fischer, Chicago.
- STRAHAN, THOMAS CO.**—John W. Scriven, New England, part of New York State and Canada, East; William H. Wright, Philadelphia and vicinity, part of Pennsylvania, Ohio and the South; B. F. Naecher, part of New York State, Pennsylvania, Ohio and the South; C. E. Conover, Chicago and part of the Middle West; T. A. Newman, Greater New York, Baltimore and Washington; C. F. Lewis, Middle West; Pierre Campbell, New England and territory in the Middle West.
- STROHEIM & ROMANN**—E. H. Connell, Philadelphia, Baltimore and Washington; Fred Richter, assistant Philadelphia and vicinity; S. J. Wyman, Chicago; C. F. Kurz, assistant, Chicago and vicinity; Charles A. McManus, eastern half of New York State, Boston and New England; George D. Garrett, western half of New York State, Southwest and South; D. J. Mahoney, Northwest and Middle West; Frank A. O'Connell, Manager San Francisco Office, Pacific Coast territory; Mrs. C. E. Roesch, Manager Los Angeles Office; Alvin P. Alton and Frank Caulfield, New York decorative trades; Michael Redling, Department Store trade; George Koester, New York, Brooklyn and suburban; Paul Hanrath, New York and suburban.
- STURZENEGGER & TANNER**—James Millen, New York City, Philadelphia, Baltimore, Washington and Pittsburgh; S. C. Pashley, 115 So. Dearborn St., Room 918, Chicago, Chicago and Northwest; Thomas D. Cooper, Boston, Buffalo, Middle West, West Virginia and Kentucky; N. H. Dixon, South and Pacific Coast; Geo. H. Wanner, New York State and New England; Henry Middleton, vicinity of New York; Far West, F. H. Orcutt.
- SULTAN, WM., & CO.**—William Sultan, Edward E. Levine, Harry Cohen, James F. Docherty, F. W. Hooper, and A. L. Holmes.
- TAYLOR, H. D. CO.**—F. H. Salisbury, Buffalo and Western New York; F. James Schaus, Central and Eastern Pennsylvania and Maryland; E. B. Hawkins, Michigan; F. A. Hey-

den, Indiana; H. J. Hartley, Ohio, Kentucky, and principal cities of Southern States; C. P. Mackey, Eastern New York; H. D. and W. D. Baker, Central New York and Northern Pennsylvania (Cleveland and Detroit).

UNITED TAPESTRY MILLS, INC.—Wm. T. Hornidge, 160 Fifth Av., New York (upholstery fabrics), New England States and New York City; Harry Goldstein, 211 Fourth Av., New York (upholstery fabrics), Central States, New York State and Pacific Coast; (draperies, couch and table covers), all States; Wm. H. Compton, 1713 Republic Bldg., Chicago, Chicago and Middle West; Morris Hyman, Philadelphia and Southern States.

UNITED TRIMMING CO.—Thomas J. Atchison; Geo. H. Hughes; Wm. H. Compton; W. H. Hills; Samuel E. Friedrich; Herman Knaster.

WALLISER, H. F. CO.—P. P. Rudhart, Chicago; R. C. Norris, Chicago; L. Swanson, Chicago; C. F. Grill, C. F. Shire, F. J. Morgan, travelers of Chicago. C. F. Chappatte, Philadelphia; L. Kruz, Philadelphia; J. P. Hurley, South; A. Jacobson, New York.

WEEQUAHIC MILLS, INC.—A. F. Arnold, New York City and vicinity; Charles Nash, Brooklyn and Long Island; F. A. Robbins, New England; Robt. F. Ghamis, New York State and Connecticut; N. H. Wilson, Pennsylvania; Max Wilson, Southern States; E. Paul, New Jersey; J. W. Rivel, Middle West; P. B. Van Dwyne, Pacific Coast; H. M. Van Dwyne, Philadelphia, Baltimore and Cleveland.

WIDDICOMB, JOHN, CO.—Elton W. Daniels; Leo F. Troy; Geo. W. Calder; Sanford C. Briggs; N. E. Balatow; C. E. Block; E. H. Williams.

WITCOMBE, McGEACHIN & CO., M. W. Barbour; Fred Boos; C. A. Brinckerhoff; C. L. Clegg; M. J. Feeley; Albert J. Lubatty, Donald C. McGeachin; C. E. Parsons; S. R. Pinkerton; L. R. Safford; C. Lawrence Smith; R. C. Snowday; H. P. Thomas; W. C. Waibel; W. V. Wall; A. R. Walter; James Watson.

WOLL, F. P. & CO.—New York Office, W. H. Bishop, Mgr., Hotel Breslin, Broadway & 29th St.; Boston Office, J. P. King, Mgr., 33 Hawkins St.; Chicago Office, Chas. W. Snell, Mgr., 937 W. 47th St., Union Stock Yards; San Francisco Office, George H. Doxrud, Mgr., 531 Howard St.

ZENITH MILLS, INC.—H. K. Rieser, Chicago and Northwest; J. O. Young, Central West; Chas. O. Hedges, New York City, New England and New York State; H. D. Reis, Southern States; James Strain, Pacific Coast and Far West; New York Office, 354 Fourth Av.

HERE AND THERE IN THE TRADE

Chappell Furniture Co., Kendallville, Ind., has been incorporated for \$75,000. They handle rugs and draperies.

Ferguson Dry Goods Co., Wichita Falls, Texas, has been incorporated for \$40,000.

Little Mercantile Co., Clarendon, Texas, dry goods, etc., has incorporated for \$50,000.

Wm. R. Zollinger & Co., the Canton, Ohio department store firm, has incorporated for \$400,000.

National House Furnishing Co., Granite City, Ill., has been incorporated for \$100,000. They carry furniture, draperies and rugs.

Smith-Hall Dry Goods Co., 104 E. 11th St., Chattanooga, Tenn., has been incorporated for \$250,000. Incorporators: Frank Mason, Chattanooga; H. J. Smith, J. S. Hall, A. G. Robertson and H. F. Whiener, all of Dalton, Ga.

Pushin-Rosenberg Co., Louisville, dry goods, has been incorporated for capital \$100,000; debt limit, \$150,000. Incorporators: Sam J. Louis and Abraham Pushin of Bowling Green; H. T. Benson and Hyman Pushin of Cincinnati, and Torrence and Fannie Rosenberg of Louisville.

The Terre Haute Home Furnishing Co., Terre Haute, Ind., has been incorporated for \$60,000. It succeeds the J. B. Smith Furniture Co., of that place.

L. M. Barker Co., Fresno Cal., department store, has been incorporated for \$200,000.

The Washington Upholstery Co., 164 Market St., Camden, N. J., has been incorporated for \$125,000 to manufacture upholstered furniture.

W. B. Martin, Jarvis Co., Terrell, Texas, department store, has incorporated for \$102,300.

Werber & Rose, Inc., Milford, Mass., the furniture, upholstery and carpet dealers, have incorporated for \$150,000.

Madigan Bros., Inc., the department store firm at 4127 West Madison Street, have incorporated for \$200,000.

Faustman's, Inc., department store, Ripon, Wis., has incorporated for \$40,000. They handle draperies and rugs.

The Morrell Supply Co., Inc., Brooklyn, N. Y., has incorporated for \$10,000 to do a decorative business. They take over the business of Mokotoff & Glicklich, 179 Knickerbocker Avenue.

Harry G. Maybeck Co., 13121 Jamaica Avenue, Richmond Hill, Brooklyn, N. Y., shades, awnings, etc., has incorporated for \$30,000.

Wolff Furniture Co. 227 Second Avenue, Elizabeth, N. J., has incorporated for \$25,000, to deal in furniture, carpets and draperies.

The Boston Dry Goods Corporation, Buffalo, N. Y., has been incorporated for \$100,000, to conduct a department store. The following are the incorporators: J. Elkes, Jos. L. Glickman and Alex. Weiss, Buffalo.

Wolf-Wile Co., the Lexington, Ky. department store firm, has incorporated for \$300,000.

Peerless Trading Co., dry goods, Clearfield, Pa., has been incorporated for \$50,000.

Levi Department Store, Inc., Oakland City, Ind., has been incorporated for \$50,000.

A. W. Wolfe Furniture Co., 509 East Washington Street, Springfield, Ill., has been incorporated for \$25,000, to deal in furniture, rugs, and draperies. The new concern takes over the business of A. W. Wolfe.

Ray Coyle Inc., decorators, 251 Post St., San Francisco, has been incorporated for \$50,000.

Albert Leon & Son, Perth Amboy, N. J., have incorporated for \$300,000. They take over the furniture, carpet and upholstery business of Albert Leon.

Adam, Meldrum & Anderson, the Buffalo department store firm, have incorporated for \$2,000,000.

The Alms & Doepke Co., Cincinnati, general dry goods, etc., filed notice of an increase in their capital stock from \$1,200,000 to \$3,600,000, the increase being divided into 24,000 shares of preferred stock of the par value of \$100. William L. Doepke, president, and Edward B. Ulrich, secretary.

Arrow Stores, Inc., 272 North Broad St., Elizabeth, N. J., have incorporated for \$125,000, to deal in furniture, carpets and draperies.

David Blumenfeld's department store, 279 Steinway Avenue, Astoria, Long Island, has been remodeled, and they expect to have a reopening May 15th. They have a curtain department, and will probably put in rugs and furniture.

Markson Brothers, Inc., the Syracuse, N. Y. dealers, have incorporated for \$300,000, to conduct a general department store.

The Rock Island Department Store Co., Rock Island, Ill., has been incorporated for \$250,000.

Lou-Irv's, Inc., 48 Speedwell Avenue, Morristown, N. J., has been incorporated for \$125,000, to deal in dry goods, curtains, etc.

A. Heilbronn & Son, 5220 Fifth Avenue, Brooklyn, N. Y., department store, have incorporated for \$200,000, as Heilbronn's, Inc.

Miron Furniture Co., 132 East Front Street, Plainfield, N. J., has incorporated for \$100,000. They carry rugs, draperies, etc.

Miron & Lifson, 163 First Street, Elizabeth, N. J., furniture, carpets and draperies, have incorporated as Albert Lifson & Sons, Inc.

Gouldy Furniture & Carpet Co., Ponca City, Okla., has been incorporated for \$50,000.

United Furniture Stores, 2207 Atlantic Avenue, Atlantic City, N. J., has been incorporated for \$100,000, to deal in furniture, carpets and draperies.

Hadley Furniture Co., Worcester, Mass., has incorporated for \$200,000, to deal in furniture, carpets and draperies.

T. A. G. Home Furnishing Corp., Seneca Falls, N. Y., has been incorporated for \$25,000.

R. L. Jones Co., Albany, Ga., has been incorporated for \$100,000. The firm of that name has been doing a wholesale and retail dry goods business.

Horst Brothers, Inc., 40 West State St., Trenton, N. J., has been incorporated for \$50,000, to deal in furniture and furnishings.

The Ralechant, 1042 Broad St., Newark, N. J., has incorporated for \$50,000, to handle rugs, upholstery, etc.

PACIFIC COAST NOTES

(Continued from page 82)

route at Fresno, Visalia, Bakersfield and Los Angeles. The meeting was arranged under the direction of Secretary Frank K. Runyan.

Alexander Smith & Sons have taken over a large amount of space on the main floor of the San Francisco Furniture Exchange, installing a splendid display.

A well equipped plant for the manufacture of lamp shades, lamp standards and objects of art has been opened at 1609 South Hope Street, Los Angeles, by the De France Lamp and Shade Co., headed by S. Weinguer.

Mrs. Katherine Fredericks, president and active manager of the Los Angeles Furniture Company, Los Angeles, is preparing to open a store in the Westlake Park district under the name of "Fredericks."

The upholstery and drapery goods house of Ottenbacher & Bubeck, Los Angeles, has moved to new quarters at Magnolia Avenue and 24th, and a general line of household furnishings has been added. The business is now being conducted under the name of The Angeleno Home Furnishers.

The John Breuner Company is preparing to erect a four-story addition to its present building at Fifteenth and Clay Streets, Oakland, and will also erect a three-story structure for warehouse purposes.

Mrs. Sarah Frances Gummer, mother of Frank A. Gummer, well known furniture dealer of Stockton, Cal., passed away at Santa Ana, Cal. on April 29th at the age of eighty-six years. She came to California in 1849.

T. A. CHURCH.

OBITUARY

HERMAN A. LANS

HERMAN A. LANS, one of the younger men in the fine furniture field, and president of the Bristol Company, died at his home in New York on Monday, May 28th. Mr. Lans was thirty years old, and a veteran of the late war. Burial services were held at Mount Carmel Cemetery, Long Island, and were attended by numerous personal friends and business associates. Services were also held by the Masons, and by the Elks lodge of which the deceased had been a member. Mr. Lans is survived by his wife, one daughter, two sisters and two brothers, Arthur and Nathan Lans.

GEORGE E. LACKEY

GEORGE E. LACKEY, president of the International Lace Company, died at his home in New York on May 26th. Mr. Lackey was born in New York fifty-eight years ago, and had been associated with the development of the upholstery and lace curtain manufactories dating back to the early eighties, when he entered the employ of A. T. Stewart & Co. He was also employed by H. C. Kroh & Co. and J. C. Wimple & Co., the window shade manufacturers. Later he joined the sales force of George Drake Smith & Co., selling chenilles and novelty curtains for Barnes & Beyer and the Brussels Tapestry Co. Smith & Co. were succeeded by Wight & Co., and in 1891 Mr. Lackey was admitted to the firm, the name being changed to Wight & Lackey. This firm had been handling the business of William H. Bromley for some time, as agents, and was finally absorbed by the Bromley Mfg. Co. In 1900 Mr. Lackey resigned to establish the Lackey Mfg. Co. for manufacturing bobbinets at Newburgh, N. Y. Some years later he sold out his interest in this company and became associated with the International Lace Co., at Ogdensburg, N. Y.

Mr. Lackey was of a genial and sociable disposition, and had a large circle of friends throughout the trade. One of his old friends, Richard Owen, of the Hudson Company, Detroit, came on expressly to attend the funeral services, which were held at the Church of the Ascension on May 29th. The deceased is survived by a widow.

E. C. CARTER

THE death of E. C. Carter, the veteran lace curtain manufacturer, who died last month, aged seventy-eight, will be regretted by many of the trade. The deceased was born in Binghamton, N. Y., where his funeral was held May 28th.

Resigning from the traveling staff of Mills & Gibb, he commenced the manufacture of fine lace curtains in 1886, being the pioneer in this country for the production of fine hand-made goods. Some years ago he turned over the business to his son, Elliott, who has been in the establishment since he was a boy.

The deceased had a kindly and charitable nature, and was always most considerate of others. He leaves a widow, his son, Elliott C., and a married daughter.

ARTHUR LETTS SR.

THE death occurred last month of Arthur Letts Sr., president of Bullock's and the Broadway Department Store, Los Angeles, Cal. The de-

ceased was sixty-one years of age and had been ill only a short time but had been suffering recently from a nervous breakdown due to over-work.

Arthur Letts was born in North Hamptonshire, England in 1862, and after receiving a grammar school education was placed with the proprietor of a dry goods store in a small town to learn the business. At about twenty years of age, he went to Canada and engaged in Toronto with Walker's Dept. Store. He served as a Canadian Volunteer in the Northwest Rebellion and was awarded a medal and a grant of land by the Canadian Government.

In 1887 he removed to Seattle and three days after his arrival, the business district of this city, including the store in which he worked, was destroyed by fire. In 1896 he went to Los Angeles and with \$500 and a loan of \$5,000 he bought a bankrupt stock and started in business in a tent, which was the beginning of the Broadway Department Store.

The deceased was an active member of many welfare organizations and was for many years president of the Y. M. C. A., also president of Los Angeles Council, Boy Scouts. He was prominent as a member of local clubs and boards of trade and was a most active member of the National Retail Dry Goods Association, of which he was president in 1914.

H. M. SCHADEWALD

ABOUT the middle of last month Henry M. Schadewald, president and owner of the Schadewald Mills, Philadelphia, died at his home, 102 W. Mannheim Street, Germantown.

Mr. Schadewald's death was caused by diabetes, from which he had been a sufferer for about six weeks. The deceased was born in Philadelphia in 1869, and on the death of his father he succeeded to the ownership of the Schadewald Mills, a concern which his grandfather had founded.

Mr. Schadewald was a member of many fraternal organizations. The widow and a sister, Miss Mary Schadewald, survive him.

MRS. STERA STONE

THE sympathy of the trade will be extended to Joseph Stone, of Stone-Cline Curtain Co., of Boston, on the loss of his mother, Mrs. Stera Stone, who died May 26th.

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SPECIAL NOTICES

Advertisements under this heading, Five Cents a word. Minimum charge, One Dollar. In every case regarded in strict confidence.

SALESMEN for art, upholstery and lampshade trimmings; New York, Pennsylvania, Ohio, Middle West and Coast. Experienced men with established trade; commission basis. Address "Art," care The Upholsterer. **SALESMEN**—Middle West, to carry line of curtains and draperies, in conjunction with other line. Commission basis; correspondence only. Bondy Mfg. Co., 13 East 22nd Street, New York.

WALL PAPER MAN—A large New England retail store has a very attractive opening for a man who is thoroughly versed in the better grades of wall paper. This man must be competent of handling the best retail trade and be qualified to aid in buying wall papers. Write, giving age and full experience to Derby Brown Company, 11 Avery Street, Boston, Mass.

WERNER F. MULLER, 561 West 180th Street, New York, formerly with Van Raalte Co., P. K. Wilson & Sons, and Billwiller Bros., is open for an engagement. Will reside in Chicago and cover Middle Western territory, in which he has traveled twelve years.

BUYER, thoroughly experienced, with long record in the drapery business, and sufficiently experienced in rugs to handle the largest proposition. Good workroom organizer and handling interior decorating. Open for connections July 1st or earlier, if necessary. First class references. Address "July," care The Upholsterer.

UPHOLSTERER WANTED for upholstered furniture factory in upper New York State. Good wages. Write "A. H. B.," care The Upholsterer.

LARGE FIRM OF FLAX GROWERS and manufacturers of tow will devote part of plant to department for manufacturing upholstered furniture. Located in New York State. Welcome correspondence from experienced man as manager, with or without some capital for interest; or will rent one-third of plant for that purpose and furnish tow at cost. Address "Tow," care The Upholsterer.

THOROUGHLY EXPERIENCED drapery, curtain, and curtain goods salesman, having been selling to the trade in Chicago and surrounding territory for several years, doing a large volume of business and now in close touch with the trade, would like to connect with A-1 house to represent them in this territory. No objection to some traveling. Highest references. Address "Chicago," care The Upholsterer.

WANTED—I AM SEEKING a larger opportunity to make use of long experience in merchandising, buying, executive and professional capacities, connected with draperies, furniture, wall paper, floor coverings, and interior decorating. Have sold my business in a Northeastern city of 150,000 for the purpose, and invite confidential correspondence relative to position you may have to fill. Address "Larger Opportunity," care The Upholsterer.

WANTED—WALL PAPER and paint salesman, acquainted with trade in Western New York and Pennsylvania. In answering state territory covered and houses represented. Address Interstate Wall Paper and Paint Co., Inc., Buffalo, N. Y.

UPHOLSTERER, thirty, first-class mechanic, live wire contract salesman, with experience in draperies, etc.; some buying experience, desires connection with some progressive firm on the Pacific Coast. Address Howthor, 355 West Eighth Street, Erie, Pa.

PACIFIC COAST POSITION wanted, by thoroughly experienced furniture, upholstery and drapery salesman, twelve years' practical workroom experience, now operating a custom upholstery and drapery shop, and making good. Illness in the family requires the change. The opportunity must be desirable, with a firm which will appreciate live wire hustler, and where the remuneration will be limited only to the effort shown. Address "Coast Position," care The Upholsterer.

WANTED AT ONCE—Foreman of workroom, capable of taking full charge; must be thoroughly experienced in cutting, estimating and designing. Must have executive ability; know how to handle help and full detail of workroom doing a medium and high class drapery business. State experience, give references and salary expected in first letter. Address The A. T. Lewis & Son Dry Goods Co., Denver, Colorado.

CAPITAL WANTED—An opportunity is available to party willing to invest \$25,000 to \$50,000 as silent or active partner; sales manager who can handle silk and silk mixed drapery goods can associate himself with silk manufacturer of long experience and highest standing. Address "Novelties," care The Upholsterer.

SALESMAN WANTED, for Pacific Coast, to carry a line of novelty curtains on commission basis; may be carried as side line; Southern territory also open. Address "P. C.," care The Upholsterer.

WANTED—A DRAPERY MAN; must be a young man not over 35 years of age, who is capable of taking full charge of our drapery work rooms; a man who is fully experienced in cutting, hanging, and giving estimates. State full details in the first letter as to your experience, age, salary. Wurzburg's Dry Goods Co., Grand Rapids, Michigan.

SITUATION WANTED by upholstery foreman, with executive ability and many years of practical experience; expert on antiques and reproductions; also with salesmanship ability; can handle high-class clients and give ideas to interior decorators. Would like to work outside New York City. Best of references. Address "Capable," care The Upholsterer.

WANTED—SALESMEN on salary or commission, who are acquainted with drapery trade in South, Middle States, Central States, and Pacific Coast, to sell a wide range of 36" artificial silk drapery piece goods. Address "Artificial," care The Upholsterer.

POSITION WANTED with drapery house as head of sample department, by experienced man. Address "Sample Department," care The Upholsterer.

BUSINESS MANAGER wanted by interior decorator; well established business; must have a practical and technical knowledge of the work, and be a good salesman; energetic, efficient and reliable. Fine position, with advancement, for right person. References required. Address "E. L. F.," care The Upholsterer.

WANTED—SALESMAN to carry a side line of silk and cotton draperies, marquises and repps for department store trade over the following territories: New York State and Pennsylvania, Illinois, Indiana, Missouri, Iowa, Kansas and Nebraska and Minnesota. Address Clarendon Mfg. Co. 74 Fifth Avenue, New York.

WANTED TO BUY, used hand power sewing machine, either Taft or singer; must be in good condition. Address North Texas Furniture Co., Box 366, Wichita Falls, Texas.

WANTED—THOROUGHLY COMPETENT DRAPERY MAN able both to sell and supervise construction in the workroom. A good opportunity for the right type of man. Address "North Carolina," care The Upholsterer.

WANTED—EXPERIENCED MAN for draperies, rugs, upholsteries, etc., one who understands the general line of interior decorating and can manage a workroom. Give full details, including references, in answer. Address S. Grumbacher & Son, York, Pa.

EXPERIENCED SLIP COVER CUTTER; highest salary and steady employment. A real opportunity for a first-class workman. Address Bureau of Employment, Kaufmann's "The Big Store," Pittsburgh, Pa.

DRAPERY WORKROOM MANAGER WANTED—Aggressive, well-appearing man that can cut draperies from measurements, supervise all work from start to finish, and able to solicit business when necessary. We are building a new store and expect to enlarge this department enormously; opportunity for advancement is unlimited. Address full particulars as to experience, salary, etc., to J. J. Erwig, care B. Lowenstein & Bros., Inc., Memphis Tenn.



Announcement

MAX G. TOMPKINS and HERMAN FLANSE

connected for many years with The Consolidated Trimming Company have opened up a new office and showroom at

**10 WEST 23rd STREET
NEW YORK CITY**

where they are showing their complete line of

UPHOLSTERY, DRAPERY AND LAMP SHADE

TRIMMINGS

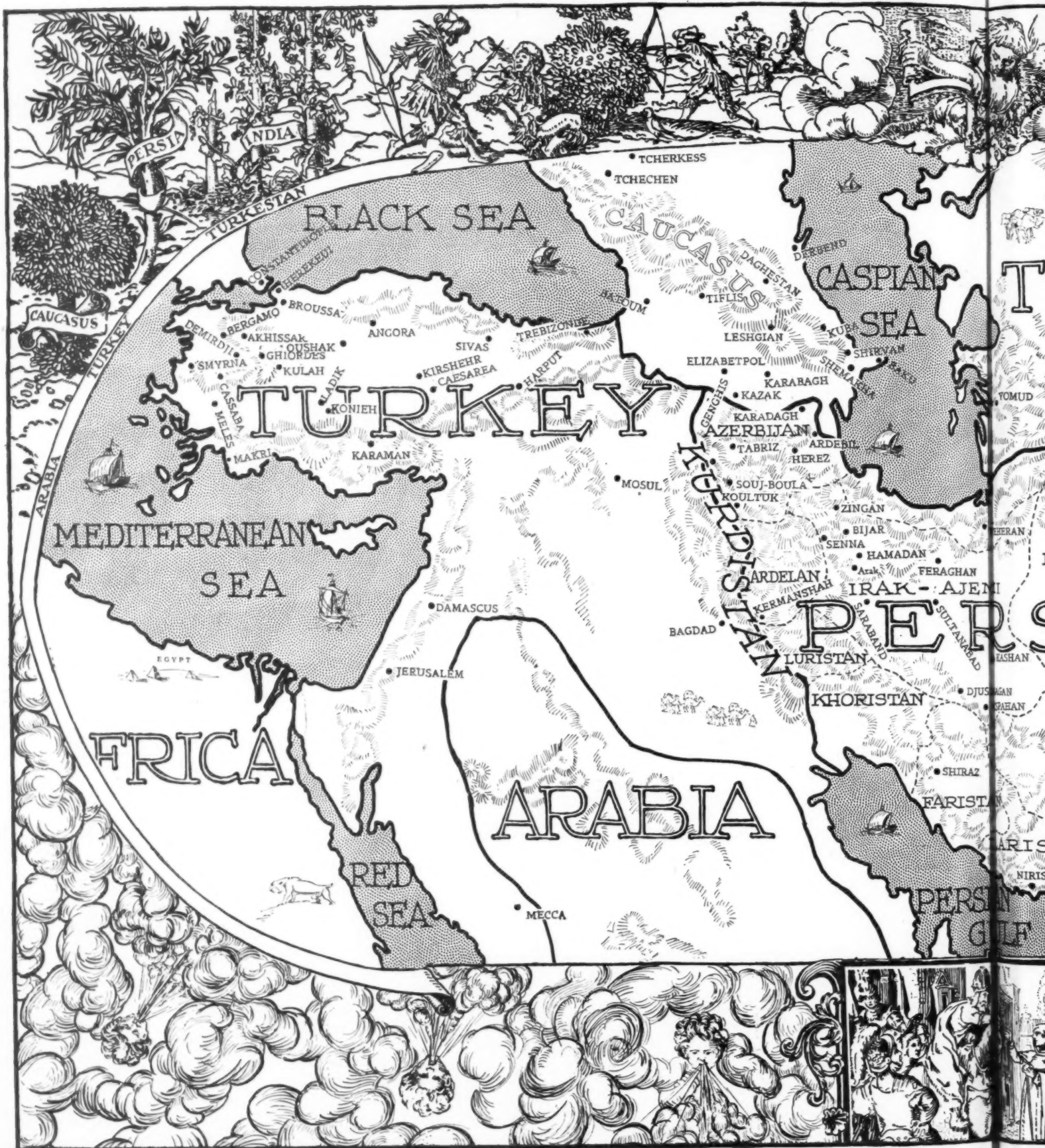
*Three good reasons why we should have
your patronage*

SERVICE-QUALITY-PRICE

Telephone Gramercy 3798

TOMPKINS - FLANSE TRIMMING CO.

MANUFACTURERS AND IMPORTERS



AFGHAN (A) See map
 AGRA (I) See map
 AHMEDABAD (I) See map
 AKHISSAR (T) See map
 ALLAHABAD (I) Village
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 AYIN (A) Herat grade
 AZERBIJAN (P) Province
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 BAKHSHIS (P) Heriz grade
 BAKU (C) See map
 BANDHOR (T) Modern Ghiordes

BATOUM (C) See map
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 BERGAMO (T) See map
 BESHIRE (TN) See map
 BIBIKABAD (P) Hamadan village
 BIJAR (P) See map
 BIRJAPORE (I) Village
 BOKHARA (TN) See map
 BORCHALU (P) Hamadan village
 BROUSSA (T) See map
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 BUROJIRD (P) Hamadan village
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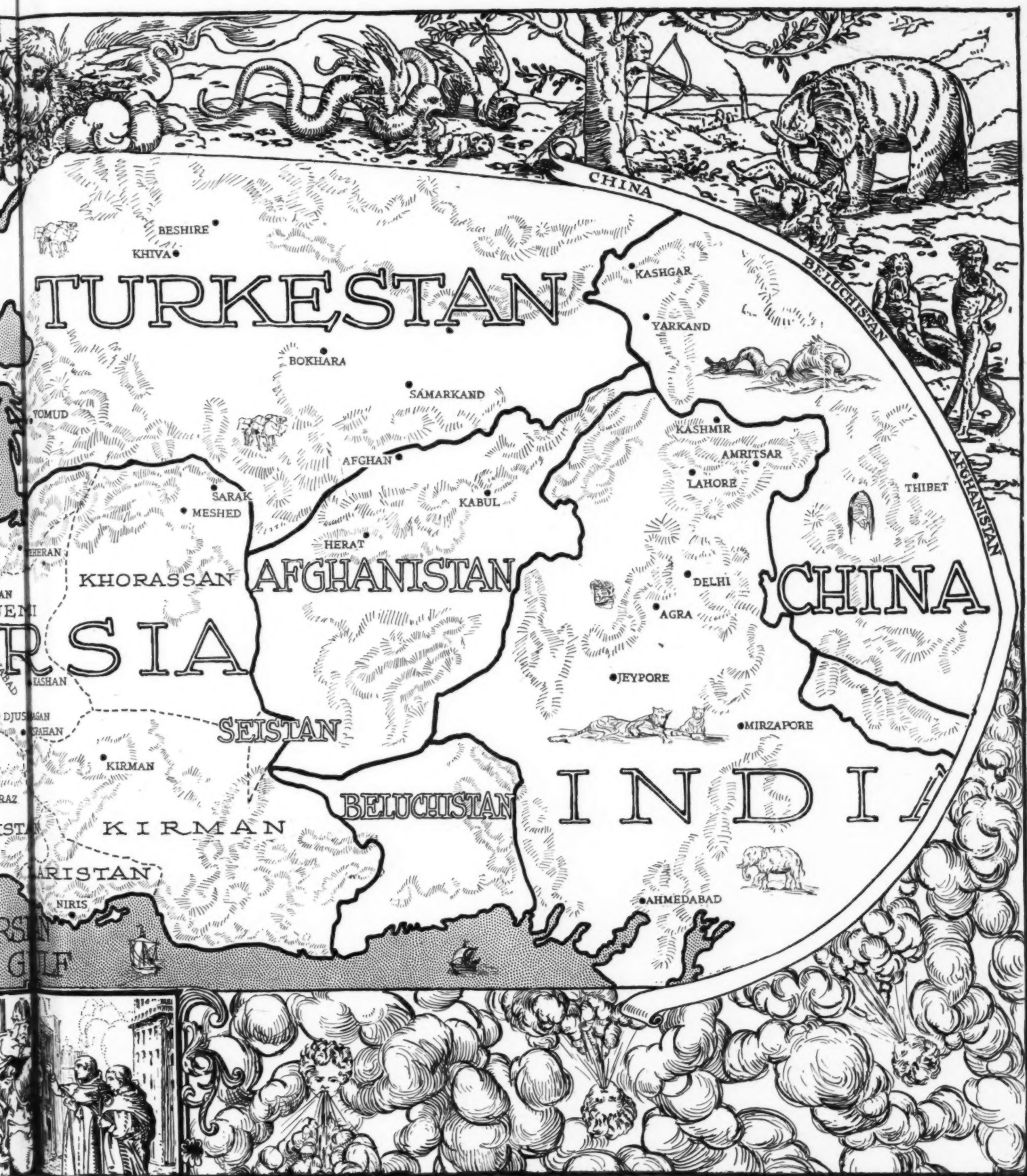
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 KIRMAN
 KIRMAN
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 KURDIS
 KUTAY
 LAHOR
 LAHOR
 LAVER
 LESHGI
 LILAH

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OSMANIEH (T) Modern Ghiordes
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"The Upholsterer" Advertisers' Index

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For any further information, address Clifford & Lawton, 373 Fourth Avenue, Telephone Madison Square 6783.

UPHOLSTERY AND DRAPERY FABRIC MANUFACTURERS

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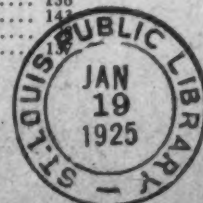
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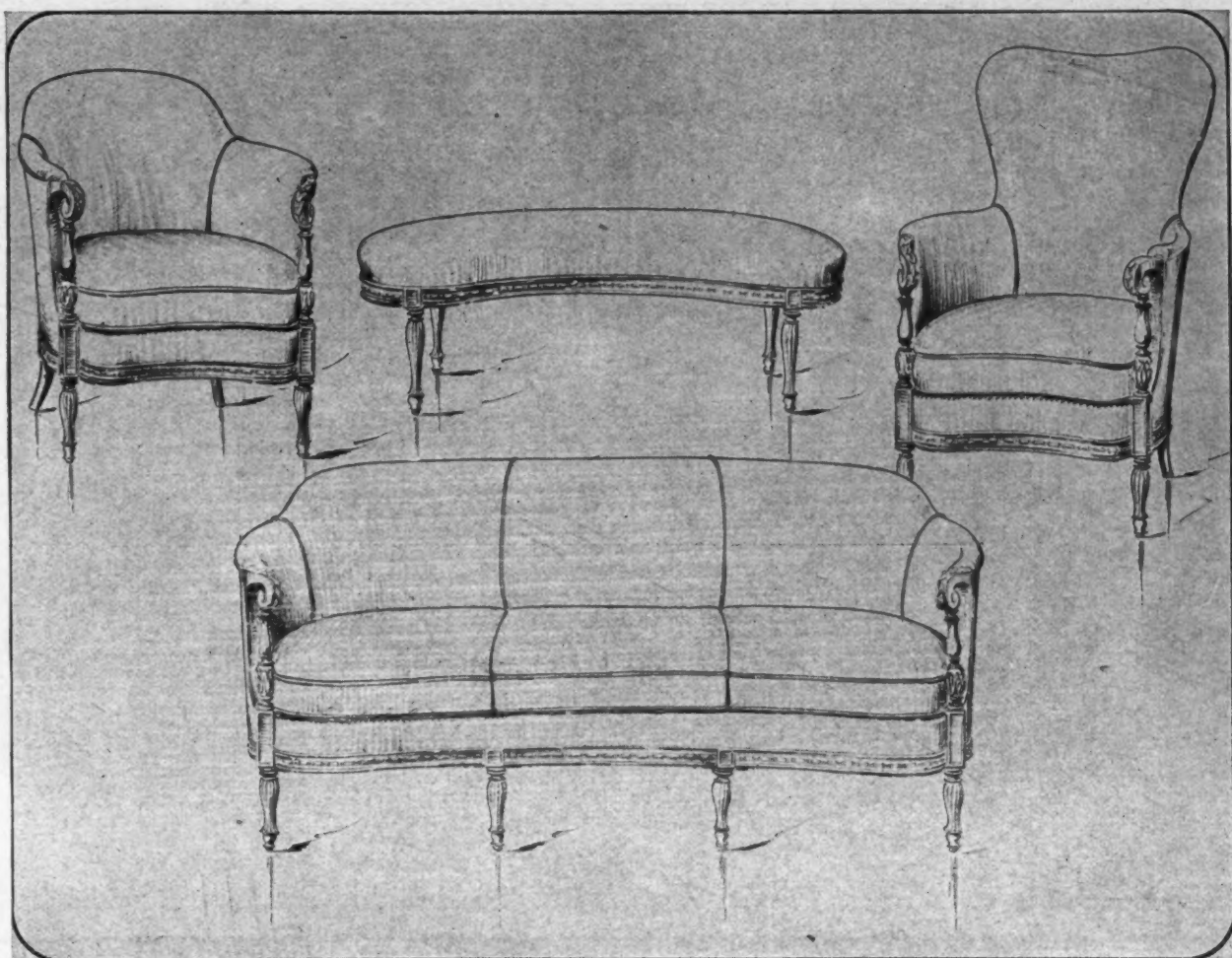
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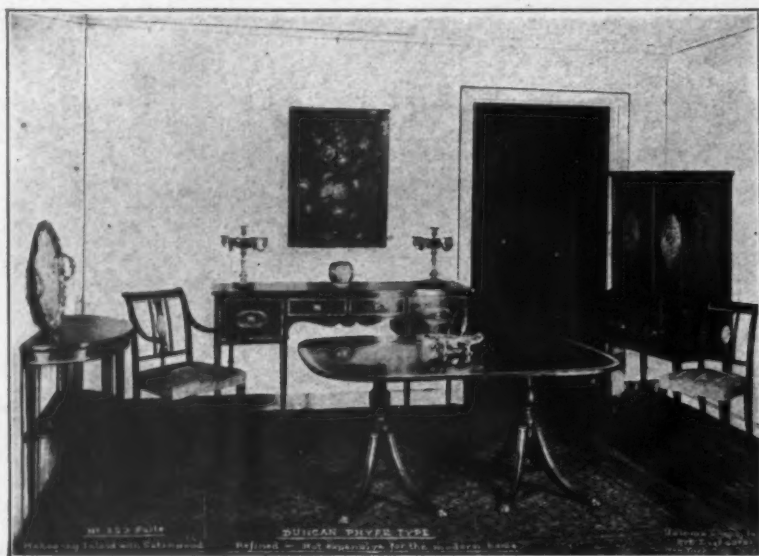
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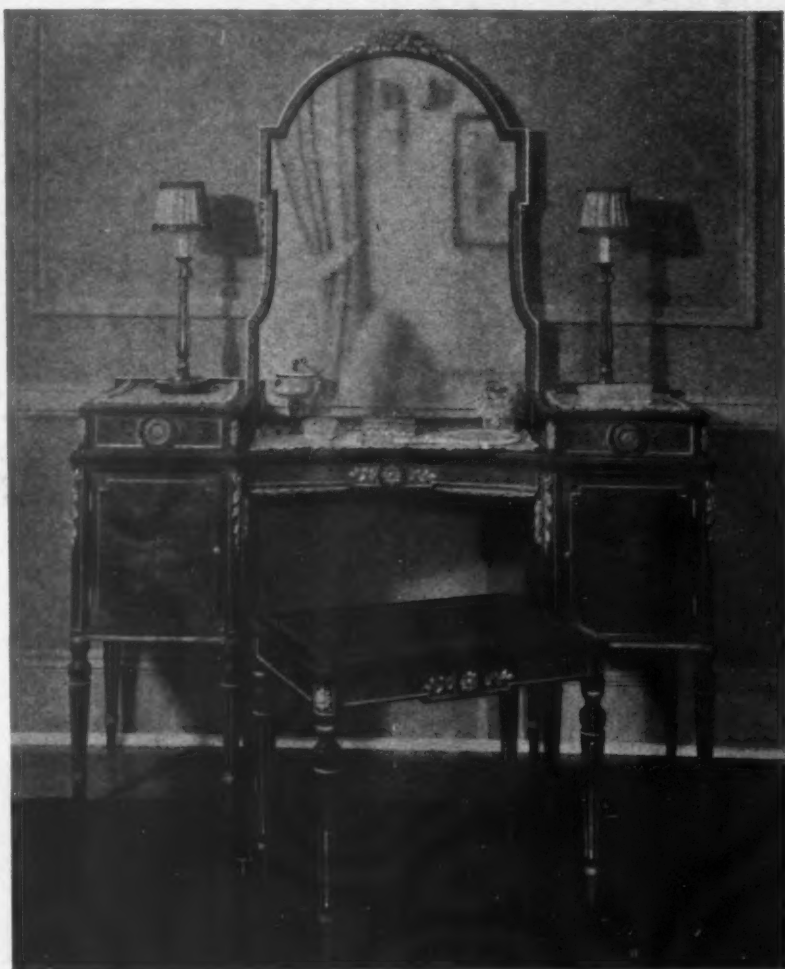
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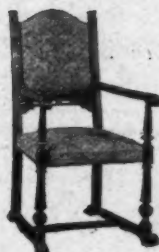
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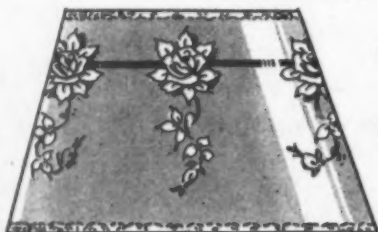
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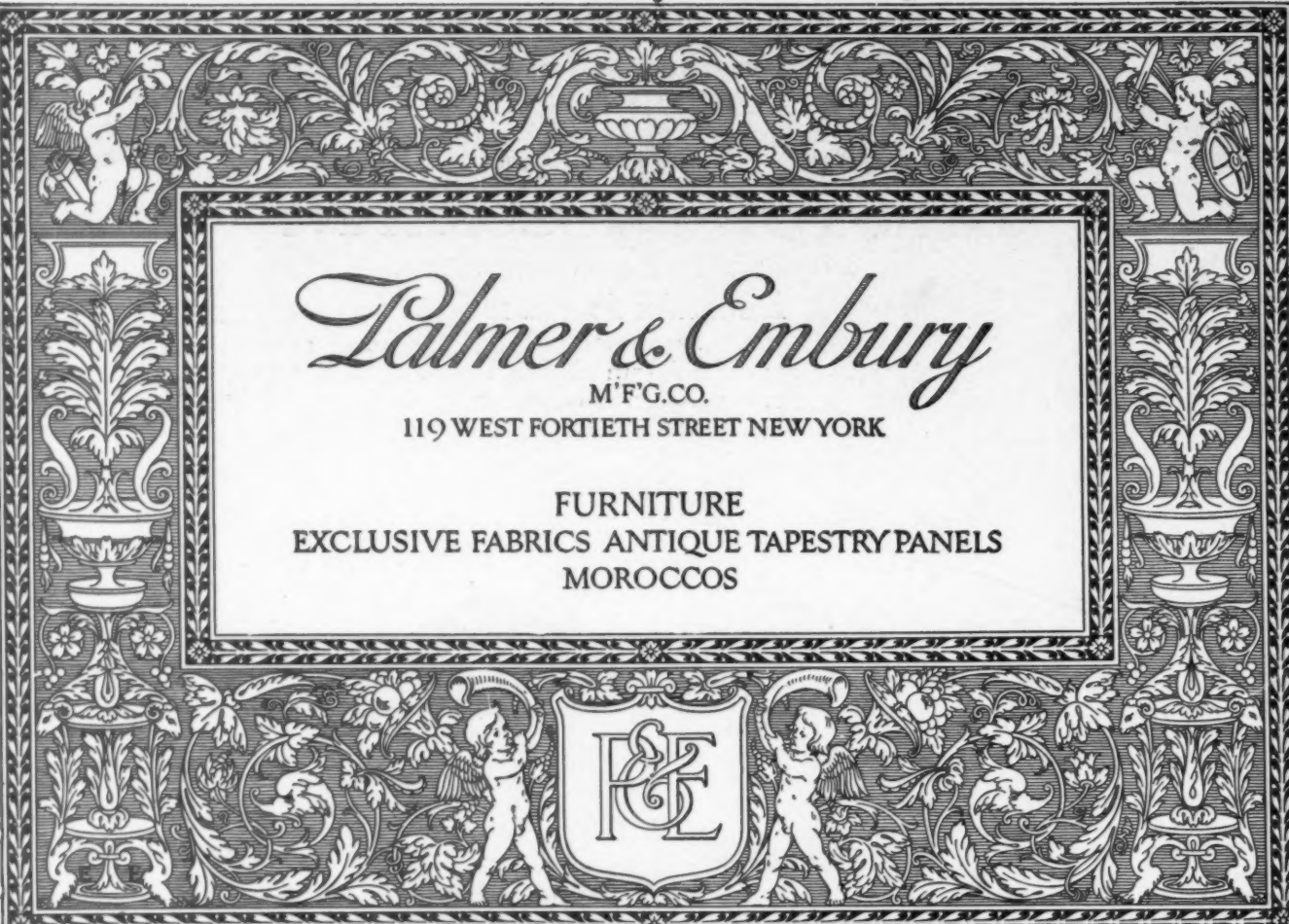
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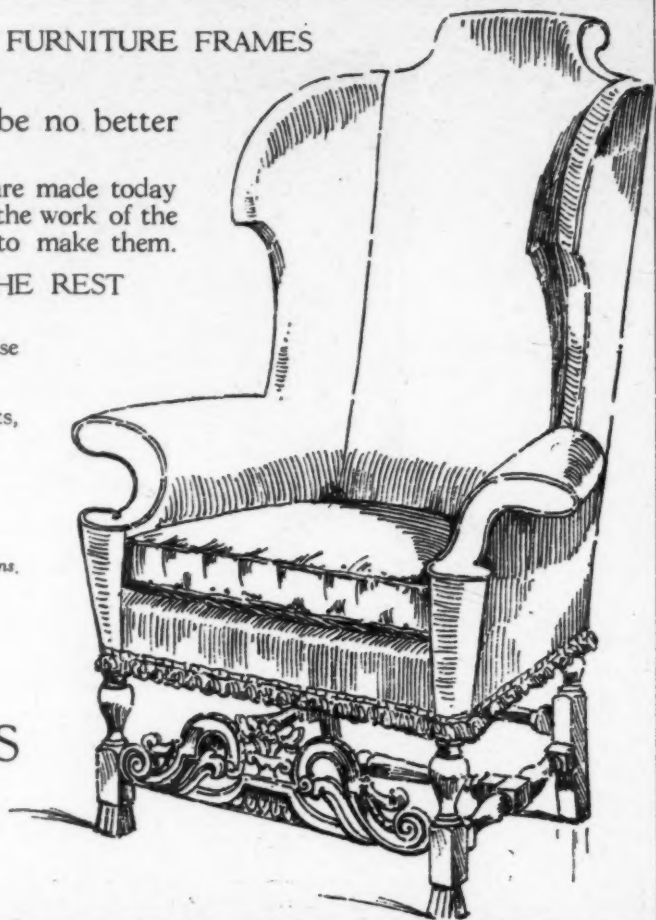
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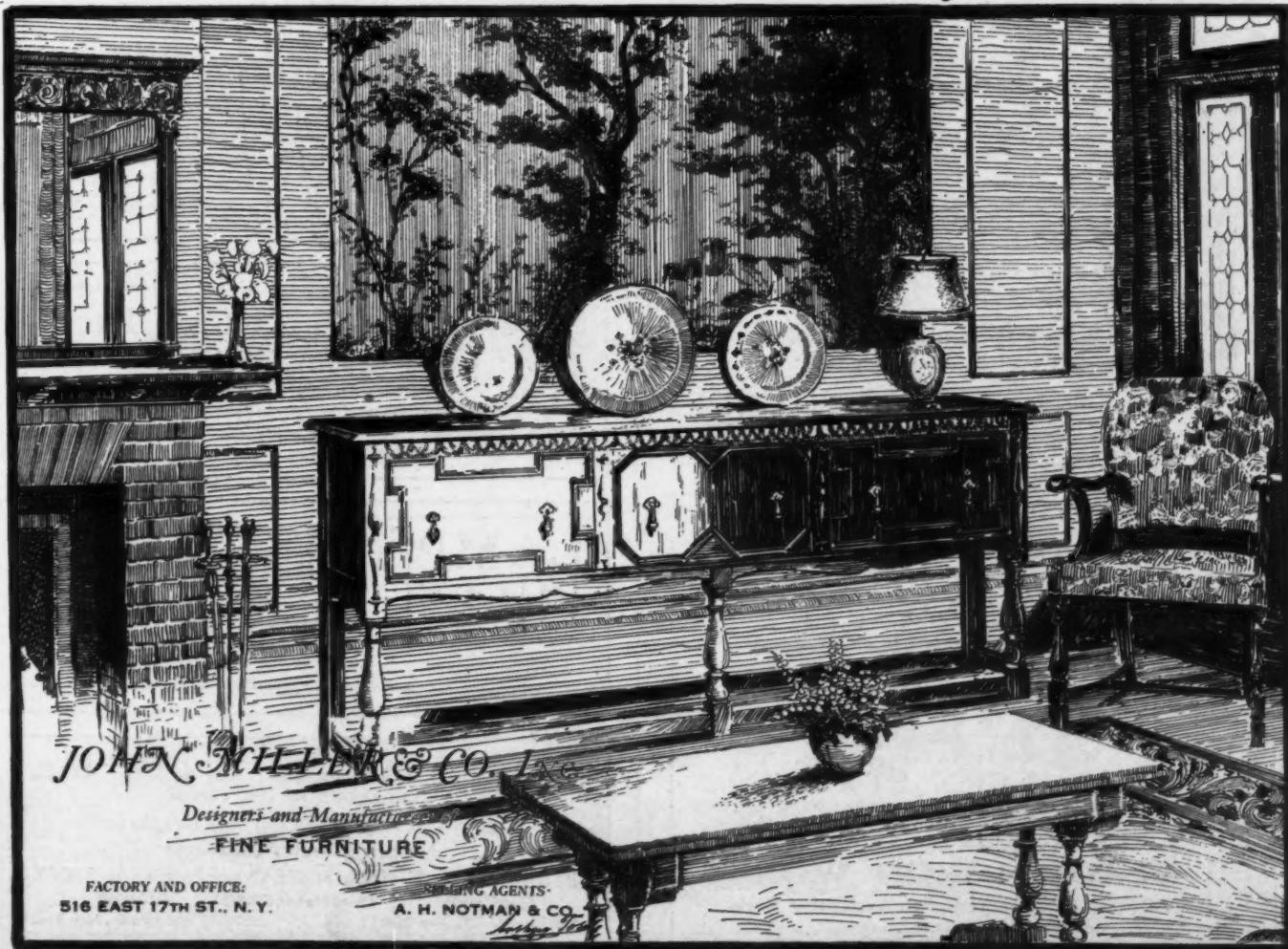
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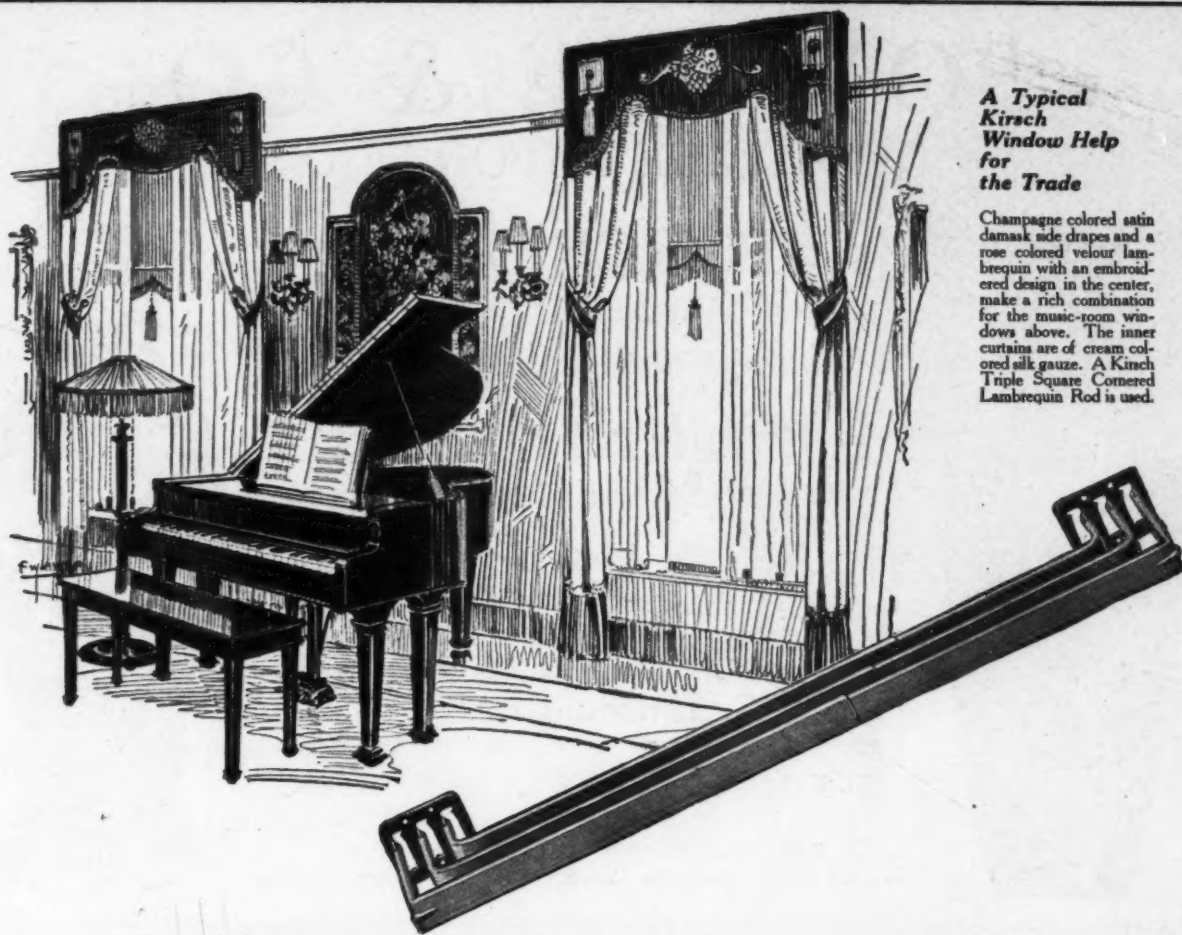
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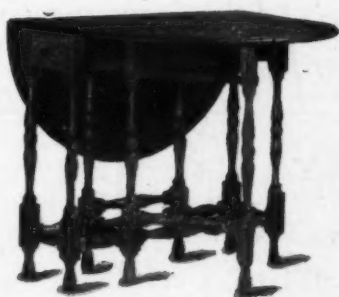


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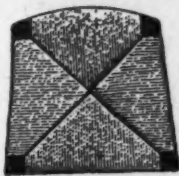
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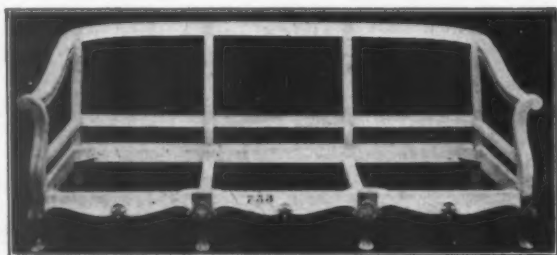
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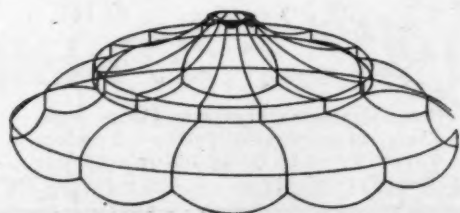
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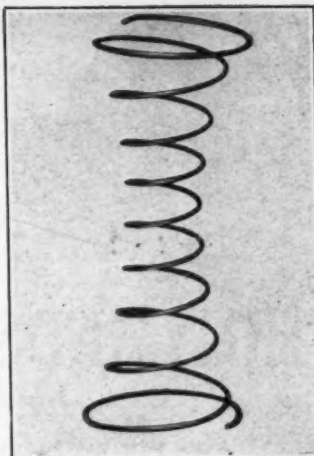
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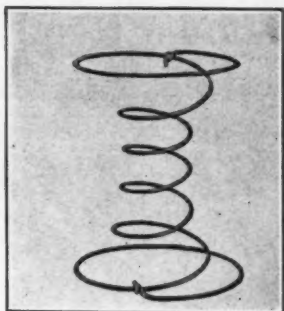
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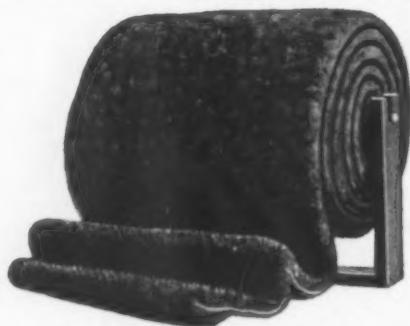
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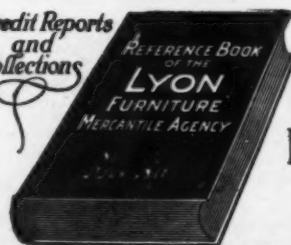
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PUBLISHERS OF LYON-RED BOOK,
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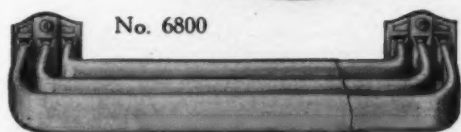
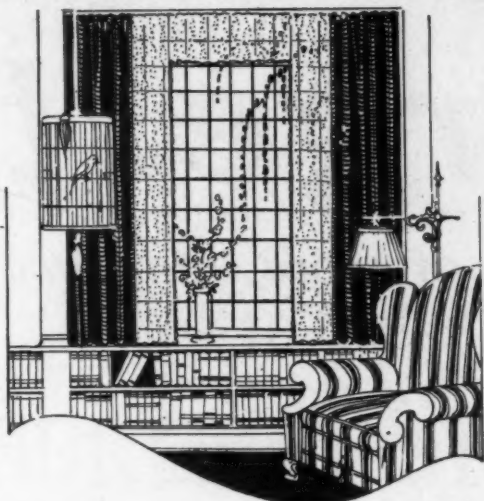
REFERENCE BOOKS, CREDIT REPORTS, COLLECTIONS

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FOR over half a century makers of distinctive Drapery Hardware, we offer our Golden Rod Flat Extension Fixtures as our conception of the perfect Flat extension rod. New in principle, easily put up on interchangeable brackets and finished in durable Satin Brass, these rods are packed each in an artistic carton as striking as the rod itself.

The BERBECKER & ROWLAND MFG. CO.
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MADE BY

The Bostwick Goodell Co.

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are the Best
for Colonial Residences
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TERHUNE - SEARING MACHINERY CO.

Manufacturers of

Sliders, Gimp, Platers, Bize, Winding
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523-525 East 18th St.,

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WE SPECIALIZE IN

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INDANTHRENE DYEING
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Artificial Silk and Cotton

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Memo *to Salespeople:*

Usually, a sale of

AEROLUX
NO-WHIP
VENTILATING
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Porch Equipment
Prompt Shipment
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THE AEROSHADE COMPANY
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Largest

*producers of wool and fibre
rugs in the World
are the*

The Famous Plymouth
Family of Rugs

DARTMOUTH
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Mills: Lawrence, Mass.

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235 Fifth Avenue, New York City

A NATIONALLY USED COLLECTION AGENCY

F. P. WOLL & CO.

MANUFACTURERS OF

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FRANKFORD, PHILA., PA.

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Established 1869

BOSTON EXCELSIOR CO.

11th AVE., and 29th STREET

NEW YORK CITY

SUNFAST DYE



"Dyers of the Better Class"

Guaranteed Sun Fast Dyes

We Specialize in

Indanthrene Dyeing on Artificial Silk and Sulphur Black on Skein Yarn

ATLAS DYE WORKS

Torresdale Ave. and Womrath St.
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FEATHERS, DOWN and HALF DOWN

For the Bedding and Upholstery Trade

Electrically cleaned, washed, sterilized and
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GUARANTEED DUSTLESS and ODORLESS

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WEIGHTED BRAIDS

FOR WEIGHTING FABRICS, DRAPERIES,
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PATENT BRAND NO. 40 WEIGHTED TAPE
PATENTED FEB. 18, 1913.

LEAD WEIGHTS SECURED BY TWIN EYELETS AND
COVERED WITH A FINE QUALITY CAMBRIC
FOR THE JOBBING TRADE EXCLUSIVELY

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CORRUGATED WIRE SUPPORTS FOR UPHOLSTERY SPRINGS

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HAIR
COTTON
SHODDY
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FRED. FRANKE & CO., Inc.

Manufacturers of

BEDDING MACHINERY

LOUISVILLE

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DECORATIVE and FURNITURE LEATHER

UPHOLSTERY LEATHERS for
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ture. Full Grain Spanish, as well as the
lower grades in both Spanish and plain
finishes. Machine Buffed in plain and
Spanish colors.

AMERICAN MOROCCO

**JOHNSON
LEATHER
COMPANY**

We specialize in the Refinishing of
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WE MAKE GENUINE LEATHER AND
IMITATION LEATHER SCREENS

The Johnson Leather Co.

(Incorporated)

211-215 West 19th Street

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Telephone Watkins 7707



Our Co-Operation with The Decorative Trade

THE difference between Interior Decoration and just furnishing a room is generally the difference between Art and the lack of it.

In securing the right effect, the ensemble needed to produce this art the various furnishings and floor coverings must harmonize with certain well understood rules.

SCOTCH ART RUGS are made to your order in accordance with these very rules of color and design. They are made to fit in as a part of a harmonious whole, made AFTER we have your full description of the rooms in which they are to go.

In the manufacturing of SCOTCH ART RUGS only the finest yarns are used; and the designs are exclusively our own.

Invite us to assist you in the working out of the color scheme for your next contract we will present our suggestions to you in a new way through the medium of our selftone color lines and quality samples.

WILLIAM HENDERSON & CO.

FRANKFORD

PHILADELPHIA, PA.

Our beautifully colored interiors,
visualize for your customer the
complete interior.

Sent on request with samples.



AN OUTSTANDING FEATURE OF THE NEW
WALL PAPER SEASON WILL BE
THE NOTABLE LINE OF
BECKER, SMITH & PAGE PAPERS
Coming from
PHILADELPHIA *to the* CONVENTION



WITH all due respect to the past B. S. & P. attainments in making beautiful wall coverings, the papers selected for the 1923-1924 showing will mark a new high level in our output.

It will undoubtedly satisfy your ideas and ideals of what should be put before the buying public. We have given our designers a free hand to obtain effects that will enhance the selling value of every paper shown.

BECKER, SMITH & PAGE, INC.
Philadelphia

THOMAS STRAHAN CO.

makers of
Fine Wall Papers
at Chelsea, Mass.

SALESROOMS

417 Fifth Avenue, New York
59 E. Adams Street, Chicago

MAIN OFFICE, CHELSEA, MASS.

JANEWAY & CARPENDER

WALL PAPER
MANUFACTURERS

WALL PAPERS OF QUALITY

Members of the National Wall Paper Publicity
Campaign.

ANTICIPATING THE FUTURE

The preference of the buying public for better grade Wall Papers has convinced us that for 1924 the sales of the higher grades will show an appreciable increase.

In sampling our new line we are laying particular stress upon high-grade decorative papers, without neglecting in any way the blanks and gilts so essential for general trade demands.

Our 1924 line will be a wonder in every way.

JANEWAY & CARPENDER, Inc.
New Brunswick, N. J.

THE COMMERCIAL LINE

Medium priced wall papers of artistic merit are of greatest importance under present conditions.

Combining a high standard of excellence in color and design with moderate prices, the Commercial Line offers the dealer unusual opportunities.

Samples upon request.

COMMERCIAL WALL-PAPER MILL, OGDEN BOULEVARD & TALMAN AVENUE, CHICAGO

CLIFFORD & LAWTON
Publishers, 373 FOURTH AVENUE
at Twenty-Sixth Street, NEW YORK

SUBSCRIPTION BLANK

ENCLOSED FIND THREE DOLLARS FOR ONE YEAR'S SUBSCRIPTION TO

**THE UPHOLSTERER AND INTERIOR
DECORATOR**

MAIL TO THE FOLLOWING ADDRESS:

NAME, _____

ADDRESS, _____

TAIT PAPER AND COLOR INDUSTRIES, INC.

THE Tait Paper and Color Industries, Inc., embraces the companies advertising on this page.

Affiliated with

Imperial Color Works, Inc., Glens Falls, N. Y.
Underwood Paper Mills, Inc., Plattsburgh, N. Y.



Branch Offices Wallpaper Division

New York City—Madison Ave. & 45th St.
Chicago—3801 S. Ashland Ave.
Philadelphia—15th & Chestnut Sts.
Boston—Boylston & Tremont Sts.
Pittsburgh—947 Penn. Ave.

What One Dealer Said—

"Imperial papers are reliable. I've been in business five years, and I have yet to make my first complaint about the kind of service you give me."

Imperial is too good a name to lose

IMPERIAL WALLPAPER CO.
GLENS FALLS, N. Y.

The June Bride—

—who comes back from her honeymoon to a house or flat decorated with Campbell papers will have a world of satisfaction and pleasure ahead of her for months to come.

Campbell papers are as fresh and charming as a June bride herself.



WM. CAMPBELL WALLPAPER CO.
HACKENSACK, N. J.

The Perfect Gift—

An order for papering the bride's dainty boudoir or the sweet girl graduate's chamber — there you have an up-to-date gift — especially when Hobbs papers are specified.

HOBBS WALLPAPER CO.
HACKENSACK, N. J.

Looking for Turnover?

There is no line in the wallpaper market today that offers the turnover possibilities of Plattsburgh, because of its popular designs, popular grades, and popular prices.

PLATTSBURGH WALLPAPER CO.
PLATTSBURGH, N. Y.

There's Nothing Freakish



— about Lincrusta-Waltons. They are much in demand by architects, both for public and private buildings, and the range of patterns and textures is almost limitless. Send for our new catalog.

LINCRUSTA - WALTON CO.
HACKENSACK, N. J.

Leave it to I. C. B.

A rush order? Don't worry! Just telephone, telegraph or write I. C. B., and have at your disposal the pick of the four big lines.

IMPERIAL WALLPAPER CO.
WM. CAMPBELL WALLPAPER CO.
PLATTSBURGH WALLPAPER CO.
LINCRUSTA-WALTON CO.

* * * *

IMPERIAL CAMPBELL BRANCH
CHICAGO, ILLINOIS



IF YOU ARE NOT SATISFIED

with your Bronze Papers, and think your Gifts ought to look richer, brighter, more on the gold leaf order, then remember that the best and richest BRONZE POWDERS, in all grades and shades, for printing and varnishing are made by

BAER BROTHERS, 438-448 West 37th Street
NEW YORK CITY.....

Factories:
Stamford, Conn., U. S. A.

Address all communications to New York Office.
Samples cheerfully sent upon application.



JELLITAC

The Only Perfect Cold
Water Paste

Made from wheat. Now made in our
new plant at High Bridge, N. J.

Sample mailed free

THE ARTHUR S. HOYT Co.
90 WEST BROADWAY NEW YORK

Muralia

30" HIGH GRADE WALL PAPERS 36"

Our line embraces practically every grade of
artistic wall-coverings. Careful designing and
expert manufacture are responsible for the esteem
in which our papers are held by all discriminating
decorators.

BAECK WALL PAPER CO.
Bush Terminal Bldg. No. 1, 233 37th St., Brooklyn, N. Y.

STOCK THE ORIGINAL
RUDOLPH BARNES MICA CEILINGS
QUALITY GOODS MADE BY THE ORIGINATOR OF HARD MICA MADE RIGHT
Manufactured only by
THE RUDOLPH BARNES COMPANY
YORK Makers of Wall Papers PENNA.

F. C. HUYCK & SONS



KENWOOD MILLS, Albany, N.Y.

Manufacturers of

KENWOOD SIEVE CLOTHS

FOR GOOD WORK

SEE THAT THE NAME

HANLON & GOODMAN

IS STAMPED ON THE
HANDLES OF YOUR

BRUSHES

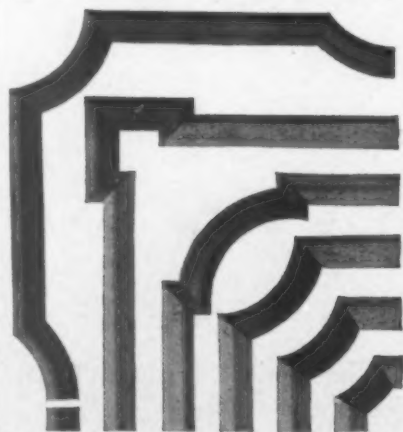


B. F. DRAKENFELD & CO.,

INCORPORATED

HIGH GRADE PRINTING AND VARNISH BROCADES, FLITTERS,
ALUMINUM AND PATENT BRONZES

50 MURRAY ST. - - - NEW YORK



**Wm. Goodrow
Moulding Co.**

418-430 N. Leavitt
Street
CHICAGO, ILL.

Manufacturers of
DECORATIVE
MOULDINGS,
WINDOW
CORNICES, Etc.

This illustration
shows six of our
popular corners
for wall panels.

Price List and Illus-
trations to the trade,
upon request.

Color Value

The most interesting book ever published on
the relationship between Light, Color and Form.
It contains one hundred pages of inestimable
value to either student or artisan. Price, \$1.50

Clifford & Lawton, Publishers

THE GRAVES' WALL PAPER LINE for 1923-1924

PRESENTING FOR TRADE CONSIDERATIONS
A TYPICAL GRAVES' COLLECTION OF
THE VERY HIGHEST TYPE OF
WALL COVERINGS.

The uniform excellence of Graves' products is the reflection of the quality idea which marks the line off as any product of character always will be marked off - by the successful refinement of values. This is as conspicuously apparent in the new line as in those which marked past milestones in our production.

To Be Exhibited at The New York Convention
HOTEL COMMODORE

THE ROBERT GRAVES CO.
NEW YORK

"Members of the National Wall



Paper Publicity Campaign"



STANDARD MILL: HUDSON FALLS, N. Y.
COLOR PLANT: SCHUYLERVILLE, N. Y.

North—East—South—West

To the four points of the compass the wide distribution of the Standard-Liberty Papers travels on.

The significance of it is that among the Standard-Liberty Wall-Coverings the peculiar needs of any community are represented in the diversified numbers of the Standard-Liberty Line. It's the test of manufacturing foresight.

STANDARD WALL-PAPER COMPANY

HUDSON FALLS

NEW YORK

New York Sales Office: 21 East 40th Street, Cor. Madison Avenue

LIBERTY MILL: SCHUYLERVILLE, N. Y.

THE DECORATIVE COMPANY, SARATOGA, N. Y.

JOLIET MILL: JOIET, ILLINOIS

Address all communications to Hudson Falls, N. Y.

BERKELEY WILLIAMS, Pres.

JOHN B. RICHARDSON, Gen. Mgr.

L. M. WILLIAMS, Sec'y Treas.

The Oldest and Largest MICA MILLS in the World

"SILVER SHEEN MICA"

Richmond Mica Company Inc.

Mills and Warehouses — 321-323 S. Ninth Street

Office — 801 East Main Street, - RICHMOND, VA.



CABLE ADDRESS
WILLIAMSON, RICHMOND

American Molding Co.

INTERIOR WOOD MOLDINGS

Period Wall Panel Molding, Chair Rails,
Cornice and Room Moldings
Ornamented Beads, Etc.

85 Fort Greene Place

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PROSPECT 1727

Brooklyn, N. Y.

Established 1832

John Waldron Company

NEW BRUNSWICK, N. J.

Wall-Paper Machinery

Our Machinery used universally in the mills of
this country and Canada

GROLIER CRAFT PRESS, INC.

MAKERS OF

INFLUENTIAL PRINTING

CATALOGS, PAMPHLETS, STATIONERY, Etc.

229-239 WEST TWENTY-EIGHTH STREET, NEW YORK

TELEPHONE CHELSEA 8053-8054

BY WAY OF A REMINDER

NOW that our new 1923-24 book has been issued, we request our patrons to remember that the patterns in our 1922-23 book are still carried in our current stock, and will be carried throughout the season.

Please keep both of these books before your clients. Their combined use gives you access to the most extensive range of fine imported wall papers shown in this country.

Our new grasscloth book was sent out with the 1923-24 Counter book. If by any chance you failed to receive one, please let us know. This book, with its wide variety of colors and designs, is bound to prove most useful to you. Our new stipple book is now in make, and will be distributed shortly. It is larger and better than any we have issued in the past.

To those who carry Sanderson papers in stock, we respectfully suggest that **NOW** is a good time to place repeat orders in anticipation of the fall demand, which to judge by present indications, will be greater than usual. We will be glad to cable any rush orders.

W. H. S. LLOYD CO.

*Importers of Wall Coverings
of the better sort*

CHICAGO
310-12 No. Michigan Ave.

NEW YORK
105-7 West 40th Street



VORNHOLD PAPERS

Perfectly attuned to all
selling requirements be-
cause they have every qual-
ity to attract business

*Priced to Command Volume Business
The Easiest Selling Line on the Market*



There's
Art
in
**VORNHOLD
PAPERS**

**VORNHOLD
WALL PAPER COMPANY**
GARDEN and KENNEDY STREETS
PHILADELPHIA, PA.

The QUALITY of the
Enterprise and Langhorne Lines

TO-DAY compares favorably
with the BEST in the country.

PUBLIC LIBRARY

ST. LOUIS

IF you have not seen our beautiful TAP-
ESTRIES with matched binders and
EMBOSSSED BLENDS with cut out two
band borders to match—

Why not make it your duty to see these
lines when in New York—or send your
application in early for sample books.

Both the Enterprise and Langhorne lines
are designed and colored under the direction
of Philip Isaacs whose practical experience
insures their selling value.

*We are carrying a full line
of 30 inch plain goods.*

Ingrains
Oatmeal Duplex
Harmonellas

Oatmeal Pulps
Radium Blends
Polychromes

The ENTERPRISE

WALL PAPER CO.

Water & Morris Streets
Philadelphia, Pa.

The LANGHORNE

WALL PAPER CO.

South Langhorne
Pa.



A QUALITY APPEAL

The basic fundamental underlying all Birge Creations is their quality appeal.

Experience has taught many successful decorators that wall paper is not merchandise with a price appeal alone, but depends for the main part upon the stimulation of a desire for possession, created thru the correct presentation of wall papers which are artistically designed, harmoniously blended as to color treatment and technically correct regarding period ornamentation.

The successful production of such papers gives voice to a quality appeal much in evidence in each year's line prepared by us.

M. H. BIRGE & SONS CO.

BUFFALO, N. Y.

New York,
512 Fifth Ave.

Philadelphia,
1418 Walnut St

Chicago,
168 No. Michigan Ave.

Boston,
420 Boylston St.

London, Eng.,
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Members of the National Wall



Paper Publicity Campaign



Relativity

Not Einstein's theory, but a straight comparison of values will determine the fact that the long life of the light resisting moisture-proof Standard Liberty Lincrusta Reliefs really makes them a more economical purchase than papers that cost less at the outset. Bring this point out in your selling or advertising talk to the customers. Portfolios on request to established dealers.

STANDARD WALL-PAPER COMPANY

HUDSON FALLS

NEW YORK

New York Sales Office: 21 East 40th Street, Cor. Madison Avenue

STANDARD MILL: HUDSON FALLS, N. Y.
COLOR PLANT: SCHUYLERVILLE, N. Y.

LIBERTY MILL: SCHUYLERVILLE, N. Y.
THE DECORATIVE COMPANY, SARATOGA, N. Y.

JOLIET MILL: JOLIET, ILLINOIS

Address all communications to Hudson Falls, N. Y.



SANITAS MODERN WALL COVERING

*"See your wholesaler —
We'll Move the Goods."*

THAT slogan has appeared on every one of our trade announcements. And we mean it. We're doing it. Our advertising and sales propaganda, directed to hundreds of thousands of people, many of whom are your customers, is moving SANITAS.

But we can't move it from where it isn't. We can't move over *your* counters what you don't carry. Which leads us to remind you that SANITAS comes in "styles for every room in the house," in three finishes—not just glazed tile patterns. There are the Enamel Finish plain colors and tile and mosaic effects, Decorative and Floral Patterns in wide variety, and the Flat Finish plain tints that can be stenciled, stippled, frescoed, or Tiffany blended. Sell all three styles—because *that's what we are moving*.

SANITAS is made on cloth, machine-painted with durable oil colors. It can be applied over any flat surface, hangs just like wall-paper, does not fade, crack, tear, or peel, and can be wiped clean with a damp cloth.

See your wholesaler — We'll move the goods.

**THE STANDARD TEXTILE
PRODUCTS CO.**

320 BROADWAY, NEW YORK

DEPT. C



HENRY REUBEL, President

GEORGE KRODER, Treas.

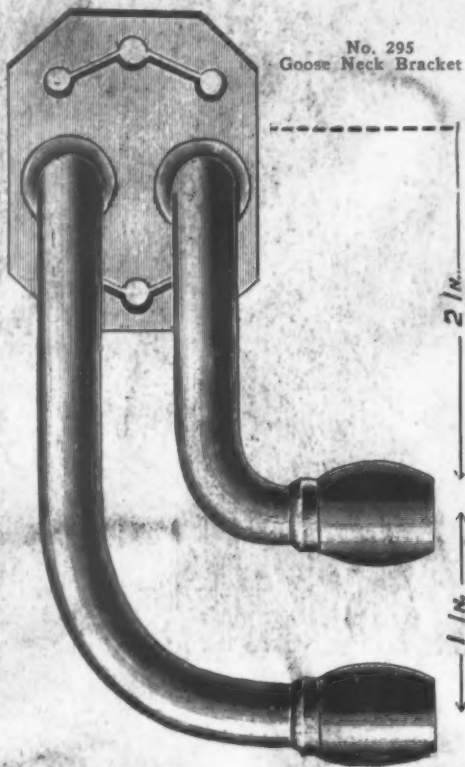
LESTER JARRETT, Sec'y.

S. M. HAUSER, Sales Manager

THE JOHN KRODER AND HENRY REUBEL & CO

MANUFACTURERS OF

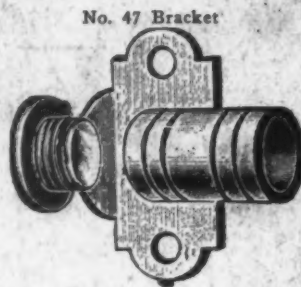
COMPLETE HARDWARE LINE for CARPET and DRAPERY DEPARTMENTS



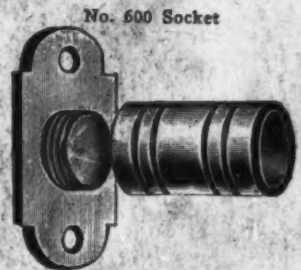
No. 295
Goose Neck Bracket



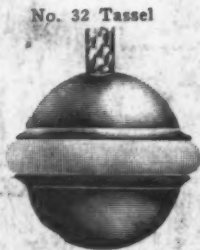
Plated and Covered Rod



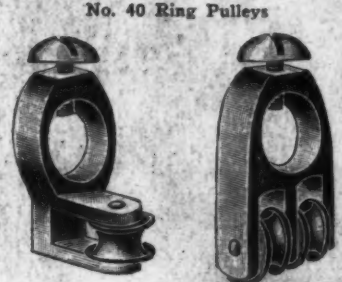
No. 47 Bracket



No. 600 Socket



No. 32 Tassel



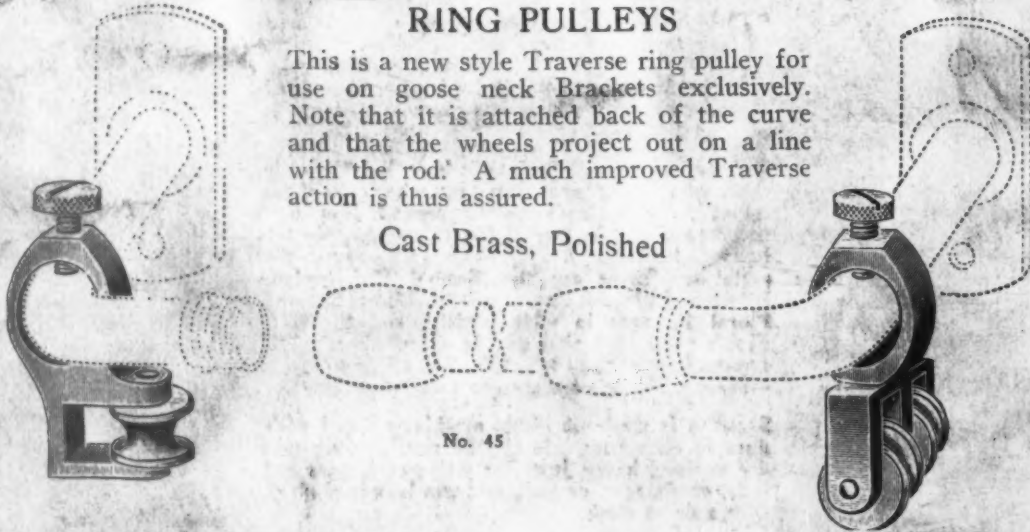
No. 40 Ring Pulleys

3/4 to 2 inches

RING PULLEYS

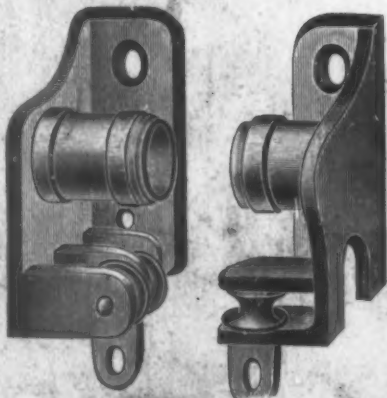
This is a new style Traverse ring pulley for use on goose neck Brackets exclusively. Note that it is attached back of the curve and that the wheels project out on a line with the rod. A much improved Traverse action is thus assured.

Cast Brass, Polished



No. 45

No. 202 Cast Ring
in 3/4, 1, 1 1/2 inches

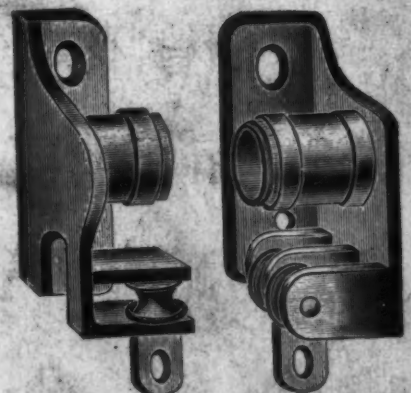


No. 1032 Single Pulley, Right—Double, Left

COMBINATION PULLEY BRACKETS

These brackets are particularly valuable where Traverse treatment is applied to a cluster or group of windows.

HAVE YOU RECEIVED
OUR DRAPERY HARD-
WARE CATALOG No. 38?



No. 1022 Single Pulley, Left—Double, Right

MAIN OFFICES and SALESROOMS, 107-109 EAST 17th STREET, NEW YORK

