
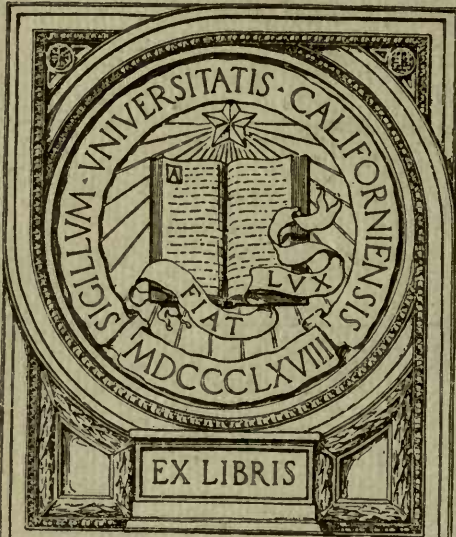


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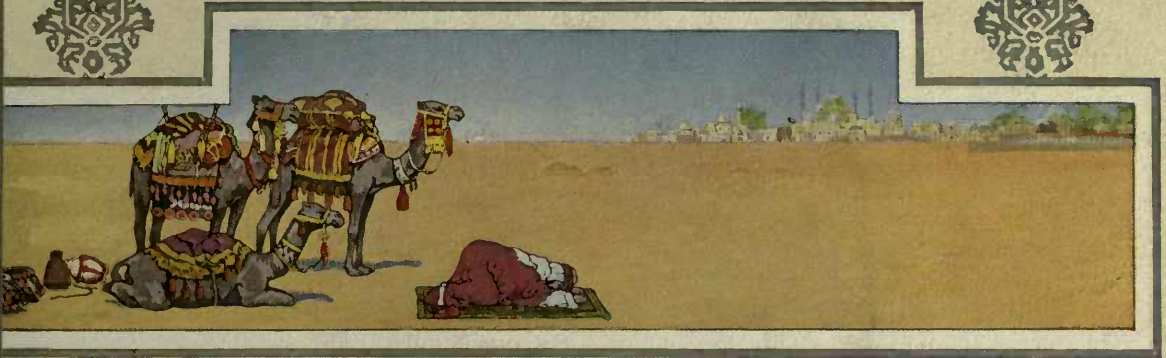
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ORIENTAL  
ART  
*in*  
AMERICAN  
RUGS



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ORIENTAL ART  
*in*  
AMERICAN RUGS



   
M. J. WHITTALL  
WORCESTER MASS.  
• 1911 •

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WS



THE HOUSE IDEAL

THE HOUSE IDEAL

— P R E F A C E —

The record of industrial progress shows no greater achievement than the wonderful fabrics produced at the famous Whittall Mills at Worcester, Mass. It is the purpose of this booklet to show in an interesting manner how much more desirable are Whittall rugs than the thousands of cheap, unreliable Oriental rugs with which so many American houses are furnished.

This is an appeal to the good sense of the many people who are unable to buy high-grade Persian rugs at several hundred dollars each, but who wish to procure the same artistic effect at a reasonable expense in furnishing their homes as is secured by an outlay of thousands of dollars for fine Oriental rugs and carpets.

In the following comparative illustrations, we aim to show how closely, how exactly, all that is best in Oriental art and weaving has been reproduced in artistic coloring and designing.

The word "Whittall" in a rug is synonymous with the highest wearing qualities.



## SARABAND

ENTRANCE HALL

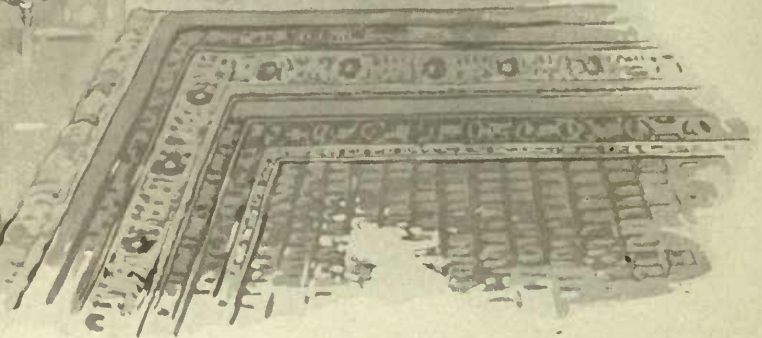
This is one of the most easily identified of Oriental designs. The old Persian pear pattern is always used. On a red or blue ground are seen hundreds of these little figures arranged with geometrical precision. The chief beauty of a Saraband rug is generally its numerous little narrow borders, filled with very fine floral figures and undulating vines, interspersed with a conventional rectilinear flower. Genuine Sarabands are tied with the Sehna knot, and in many cases have the date of manufacture worked into them.

## — ARABIC —

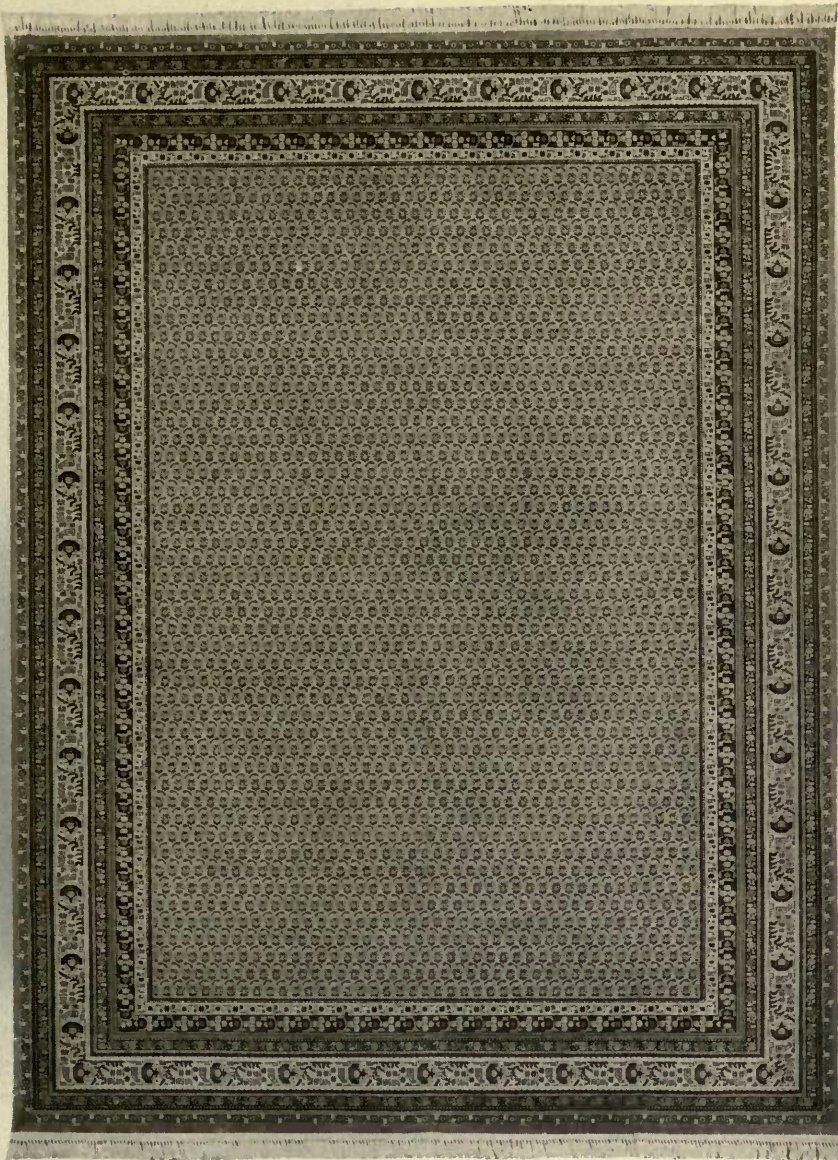
This fabric is the nearest approach to the Turkish type of rug which has yet been produced in this country. It meets the requirements of those who enjoy the luxury of a deep pile fabric with the soft, mellow tones of Turkey and India, and expressed in designs broad in treatment.

It would be hard to find even a genuine Turkish rug equaling its beauty, permanency of color and long wearing qualities.

*Whittall Sarabands are made in a wide range of colorings, qualities, and sizes. The opposite illustration suggests the beauty and detail of the design. The colorings are equally harmonious and pleasing.*







## A decorative banner with ornate scrollwork and floral motifs, containing the text "SARABAND". The banner is horizontally oriented and features a central white rectangular area where the text is written in a bold, serif font. The scrollwork and floral elements are rendered in a light, muted color, possibly a pale green or grey, and are symmetrically arranged around the central text. The overall design is elegant and classic, typical of early 20th-century decorative arts.

## SARUK

These are woven in the celebrated rug-producing district of Ferrehgan, Persia. They are very closely and finely woven, and the wool used is extremely lustrous, and is largely responsible for the beautiful colorings which have made these fine rugs so famous. The design is generally a magnificent medallion surrounded by beautiful corner-pieces and intricately designed borders. There is seemingly no limit to the wonderfully harmonious color effects found in these splendid rugs.

RECEPTION ROOM

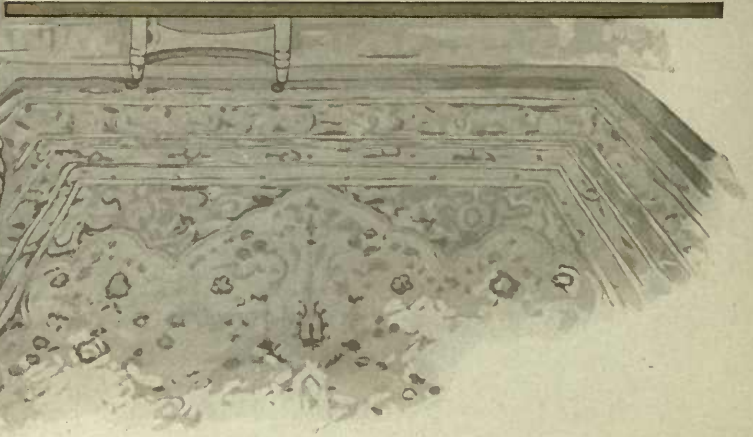


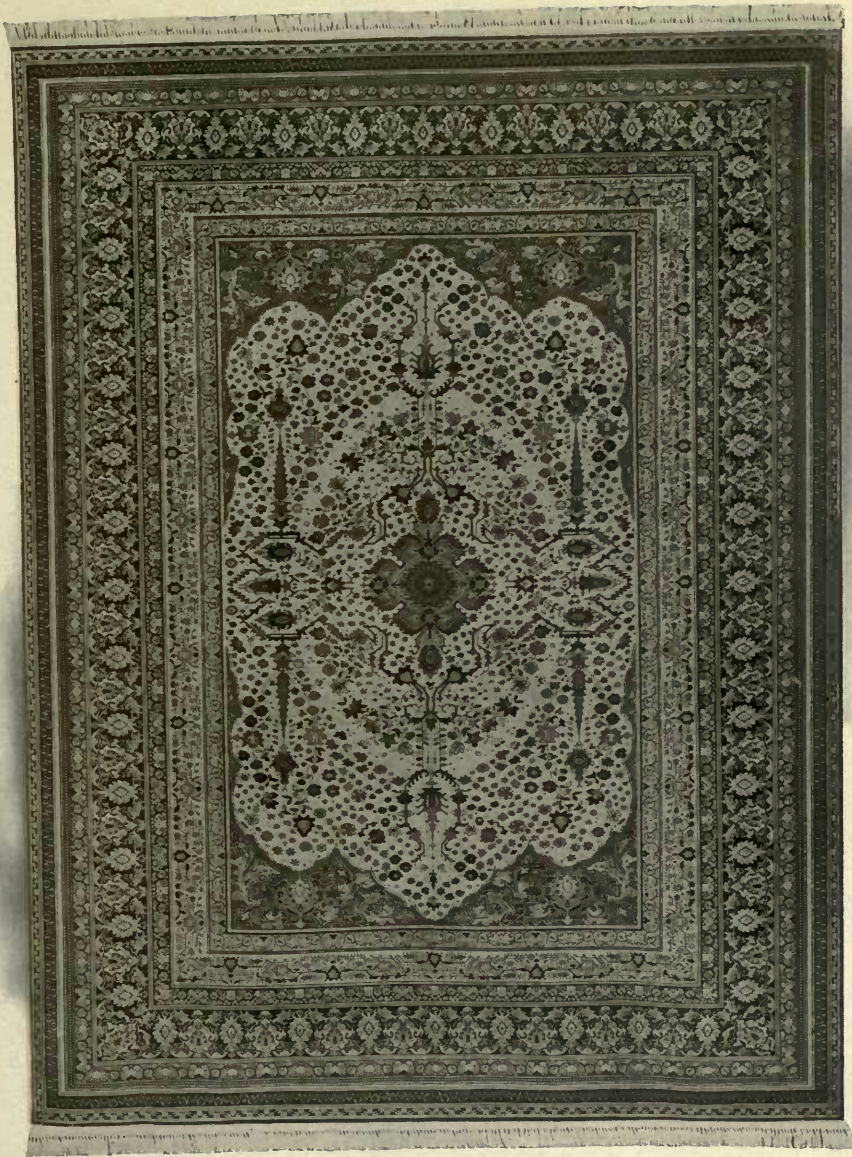
## ANGLO PERSIAN

As finely and carefully woven as the rarest Oriental, its lustrous, elastic pile of finest worsted is as durable as a Royal Kermanshah, costing hundreds of dollars.

The delightful blending of its colors, the fastness of its dyes, and its mirror-like sheen recommend it to all who wish to purchase a domestic rug of unrivaled excellence. The most closely woven and finest texture of any rug produced in America.

*One of the finest examples of this design as reproduced in the Whittall Saruk is illustrated on the next page. The usual wide range of sizes and color combinations is offered in this pattern.*





— SARUK —

## — GÖREVAN —

Modern decorative requirements have been largely responsible for the production of the Görevan. It is woven in the old Persian province of Aberbaijan. The women weavers of this district have long been famous for their skill, and under the encouragement of European and American importers, their activities have been directed to producing the modern Görevan.

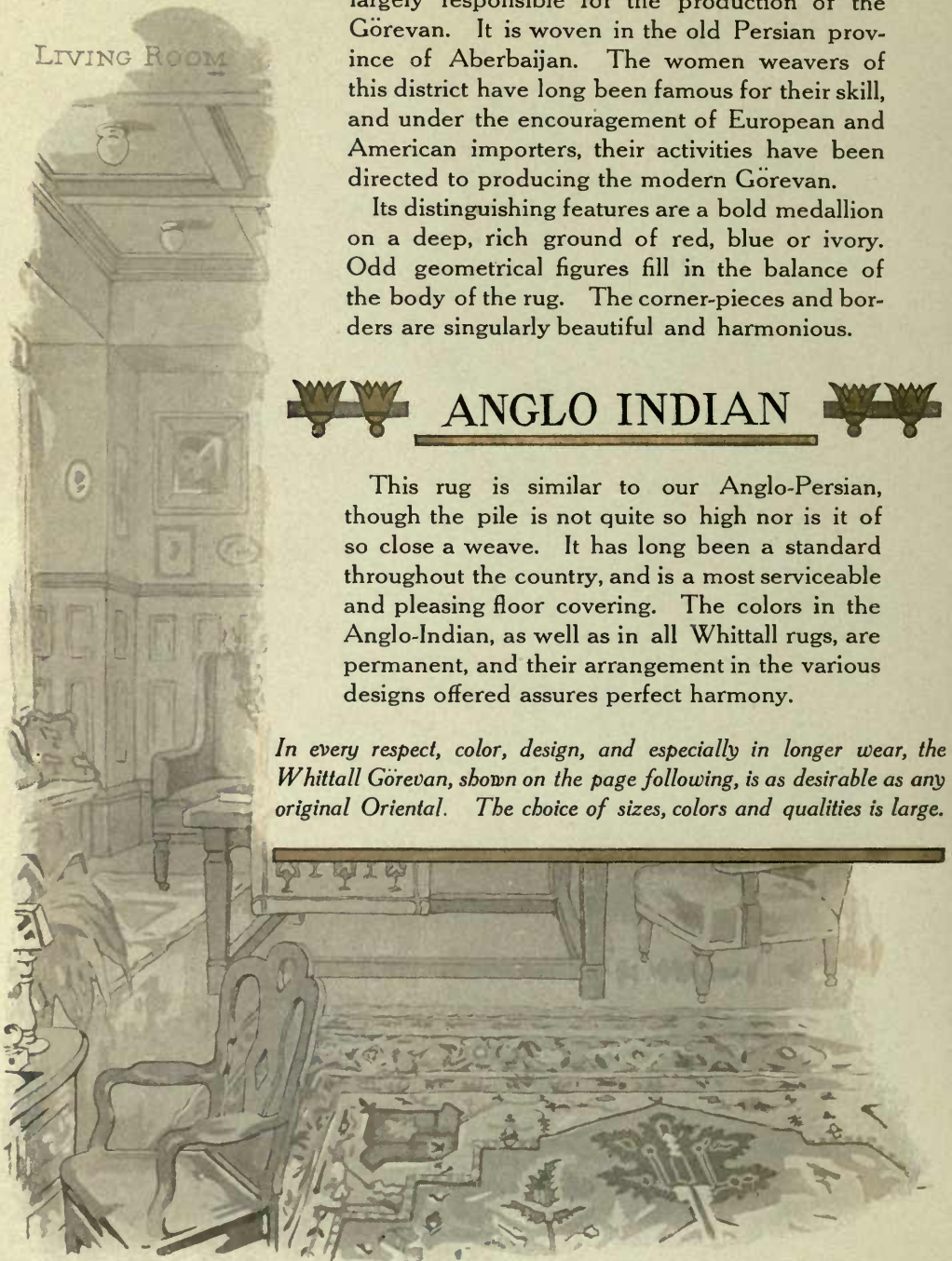
Its distinguishing features are a bold medallion on a deep, rich ground of red, blue or ivory. Odd geometrical figures fill in the balance of the body of the rug. The corner-pieces and borders are singularly beautiful and harmonious.

## ANGLO INDIAN

This rug is similar to our Anglo-Persian, though the pile is not quite so high nor is it of so close a weave. It has long been a standard throughout the country, and is a most serviceable and pleasing floor covering. The colors in the Anglo-Indian, as well as in all Whittall rugs, are permanent, and their arrangement in the various designs offered assures perfect harmony.

*In every respect, color, design, and especially in longer wear, the Whittall Görevan, shown on the page following, is as desirable as any original Oriental. The choice of sizes, colors and qualities is large.*

LIVING ROOM





— GÖREVAN —

## TABRIZ

PARLOR

The typical Tabriz has a field of color of old ivory, upon which is drawn an outer band of Indian red enclosing a medallion in a contrasting color. Greens, pinks, old rose and bronzes are further used for the representation of the lotus and other flowers, together with their foliage.

Generally the dominant border stripe is of a bright blue or deep Persian red, which sets off the floral devices and leaf forms to perfection.

The narrow border stripes are strewn with minute flowers rendered in dull reds and greens.

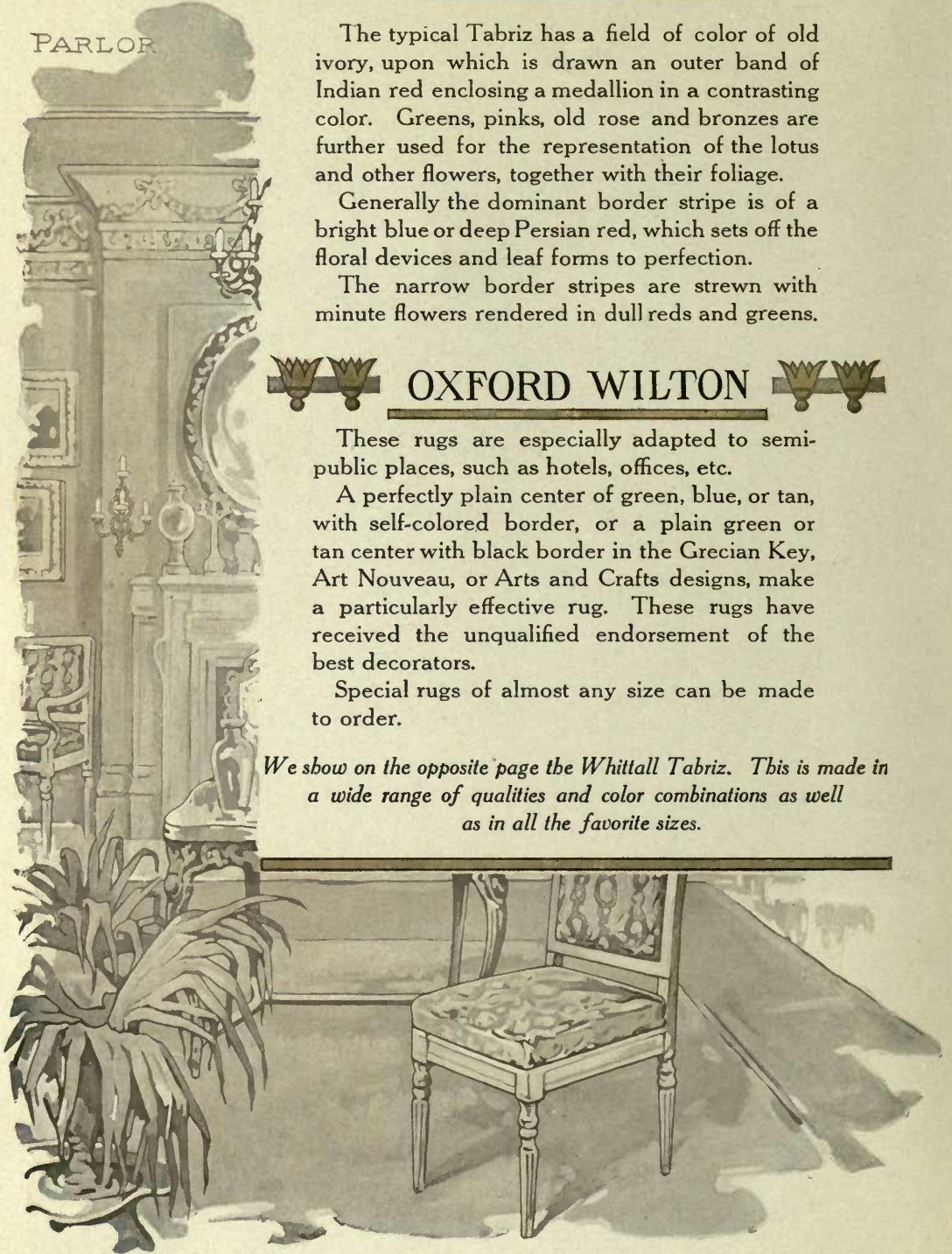
## OXFORD WILTON

These rugs are especially adapted to semi-public places, such as hotels, offices, etc.

A perfectly plain center of green, blue, or tan, with self-colored border, or a plain green or tan center with black border in the Grecian Key, Art Nouveau, or Arts and Crafts designs, make a particularly effective rug. These rugs have received the unqualified endorsement of the best decorators.

Special rugs of almost any size can be made to order.

*We show on the opposite page the Whittall Tabriz. This is made in a wide range of qualities and color combinations as well as in all the favorite sizes.*





## — SOUMAK —

DINING ROOM

Soumaks are woven in the province north of the River Kur, on the eastern coast of the Caspian Sea. The weave is a flat stitch with the loose ends left on the back.

The basis of the Soumak design rests on the use of elongated octagons, lozenges, and similar geometrical figures with their various sub-divisions. Around their edges diminutive latch hooks are used as a border.

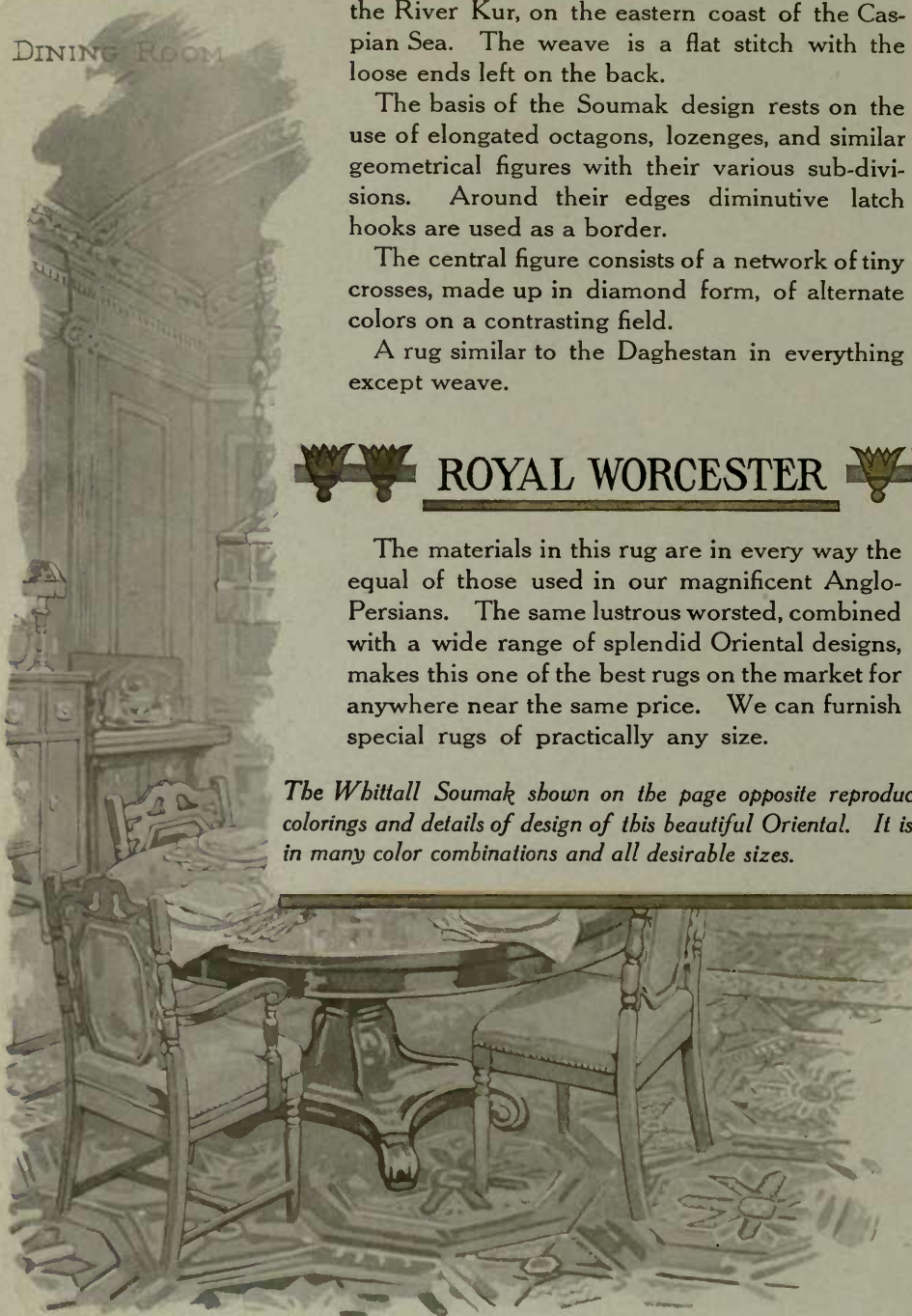
The central figure consists of a network of tiny crosses, made up in diamond form, of alternate colors on a contrasting field.

A rug similar to the Daghestan in everything except weave.

## ROYAL WORCESTER

The materials in this rug are in every way the equal of those used in our magnificent Anglo-Persians. The same lustrous worsted, combined with a wide range of splendid Oriental designs, makes this one of the best rugs on the market for anywhere near the same price. We can furnish special rugs of practically any size.

*The Whittall Soumak shown on the page opposite reproduces the colorings and details of design of this beautiful Oriental. It is made in many color combinations and all desirable sizes.*







## BOKHARA TRAPPINGS

The predominating design used in rugs from Bokhara is a geometric figure repeated at regular intervals in bold effects.

Throughout Asia the use of saddlebags or "trappings" to convey household effects from place to place is common.

The blood red of these rugs is typical of the people who weave them, for no more barbarous or fierce race of savages will be found engaged in the peaceful occupation of rug-making than the natives of Bokhara.

DEN

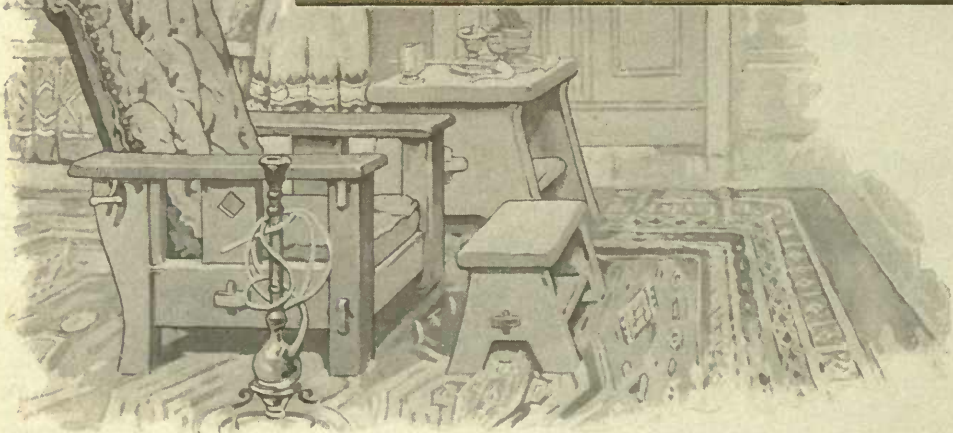


## SEAMLESS ARABIC

For years manufacturers have bent every effort to produce a rug which should be thick and heavy like the Oriental, and at the same time be seamless and flexible. While it has been accomplished in some Wiltons, they have always been stiff and could not be folded or rolled for easy handling.

The seamless Arabic is made in a number of magnificent Oriental reproductions.

*The Whittall rug on the opposite page was reproduced from an antique Bokhara saddlebag or "trapping."*





BOKHARA TRAPPINGS

## KHIVA BOKHARA

These are the real Bokhara rugs, and come from the city and province of that name.

The typical Khiva Bokhara design is an arrangement of geometrical figures almost invariably octagonal in shape. In the characteristic patterns these octagons are divided into quarters of alternating and contrasting color effects.

Between and separating the large octagons are conventional diamond-shaped figures.

These rugs are very popular in this country for libraries, dens or offices.

OFFICE



## TEPRAC

A wool Wilton, which in every particular measures up to the Whittall standard of quality, the best low-priced Wilton rug on the market. Woven with high pile and colored with fast dyes. A wide range of patterns and colorings to meet the demands of the most exacting.

Will stand excessive wear and is particularly suited for hard service in home, office or public building.

*The beauty and strength of the Whittall Khiva Bokharas are portrayed on the page following. Out of the qualities, sizes and colors, there is a broad choice.*



## — KIRMAN —

In common with other Persian rugs, there is a wide variety in Kirman designs. The typical Persian forms of a floral nature, especially the cypress tree or vine, largely prevail.

In some forms is found a medallion entwined with flowers, and sometimes the "tree of life" bearing fruits or bud forms upon its branches.

These floral forms are almost always treated with a light and natural touch.

## WHITTALL QUALITY

In selecting a Whittall Rug or Carpet to meet your particular requirements or purse from the many different grades we manufacture, you are guaranteed the same perfection of design or pattern, the best materials obtainable, the fastest dyes that will produce the beautiful color blendings, and the same careful attention to manufacturing detail that has made the name of "WHITTALL" the symbol of excellence.

The difference in grade and price is governed entirely by the choice of wool or worsted stock, the length of pile and the fineness of weave.

*There can be no closer and pleasing Oriental reproduction than the Whittall Kirman shown on the following page. There is also a large variety of colorings, as well as all reasonable sizes.*

MUSIC ROOM





— KIRMAN —

## — SEHNA —

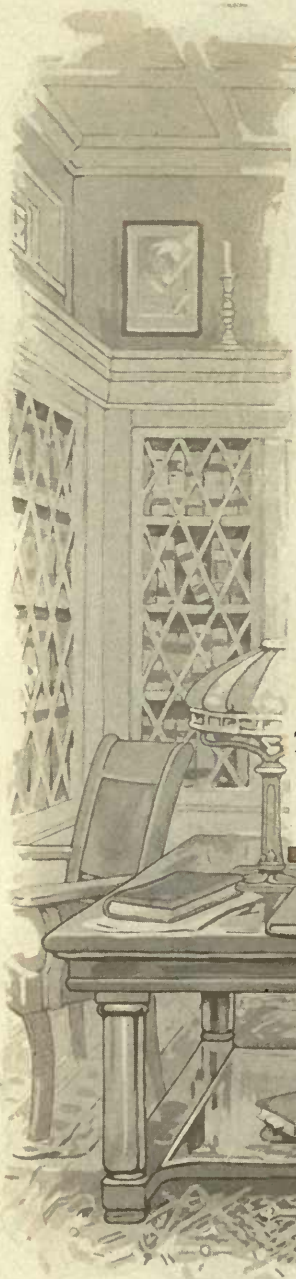
Made in the mountainous country of north-western Persia.

The characteristics of Sehna designs are small figures in floral or diaper effects. The pear and palm predominate, although the Herati or fish pattern, minutely woven, often appears.

In many Sehnas a diamond-shaped centre-piece appears, closely covered with small figures.

Delicate tracery, small patterns, and minute variations in color make these rugs distinctive among Oriental fabrics.

LIBRARY



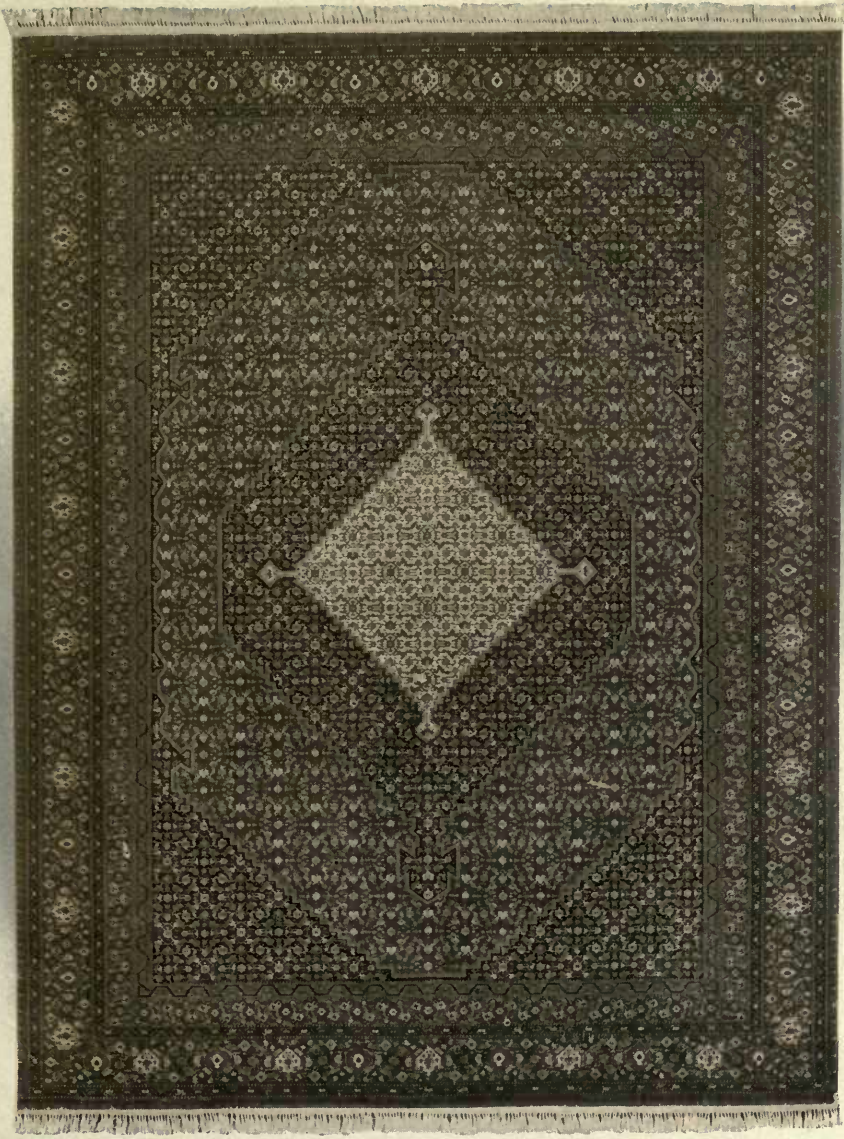
## — CHLIDEMA —

This is our best Brussels rug, which we are making in many handsome patterns and a large variety of colorings. We feel justified in claiming this to be the most complete and comprehensive line of high-grade Brussels rugs on the market, and the quality is positively the best.

We recommend our Chlidema Brussels as an ideal floor covering, of permanent and pleasing colors, made to meet the demands of hard service.

*The attractiveness of the Whittall Sehna is indicated in the illustration opposite. The profusion of colorings, qualities and sizes affords a wide choice.*

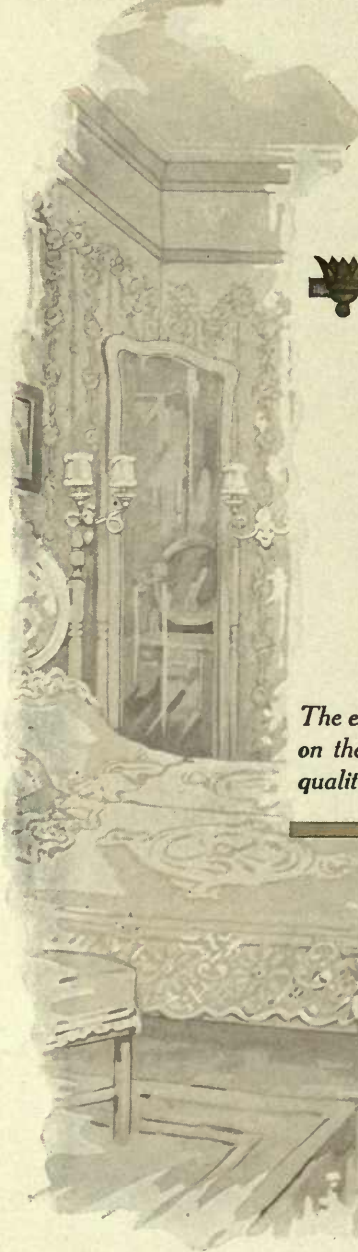




## KERMANSHAH

Kermanshah rugs were formerly woven in the village of that name in the Province of Ardelan, in western Persia, but are now mostly woven in the adjoining mountain districts. While these rugs vary considerably in the details of design, there is most frequently found a medallion or central figure on a ground of small, beautifully shaded floral forms. In this floral treatment, the pear sometimes rests on undulating vines, with delicate floral forms surrounding each figure.

### SLEEPING ROOM

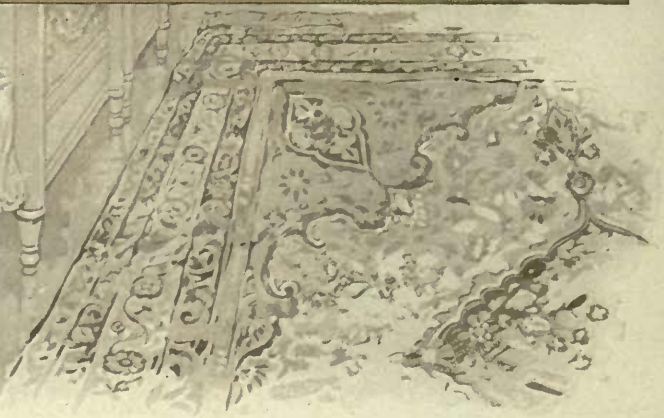


## —PEERLESS—

Only slightly different in quality from our Chlidema Body Brussels. The materials used, as well as the workmanship which produces these popular rugs, are in no way inferior to any of the rugs which have made the name of Whittall famous.

Peerless rugs are permanent in colors and make an exceedingly practical and serviceable floor covering.

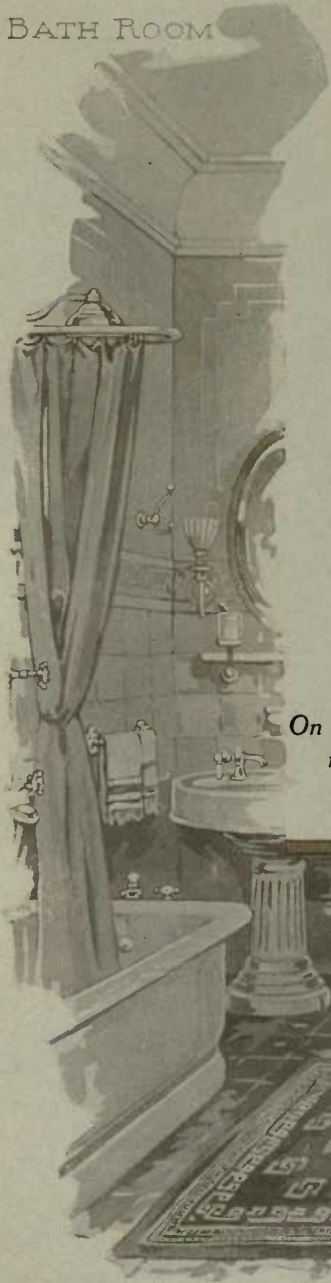
*The exquisite detail of the Whittall Kermansbah design is reproduced on the page following. But the variety of colorings and the several qualities, in a large assortment of sizes, must be seen to be appreciated.*





# — LENOX —

BATH ROOM



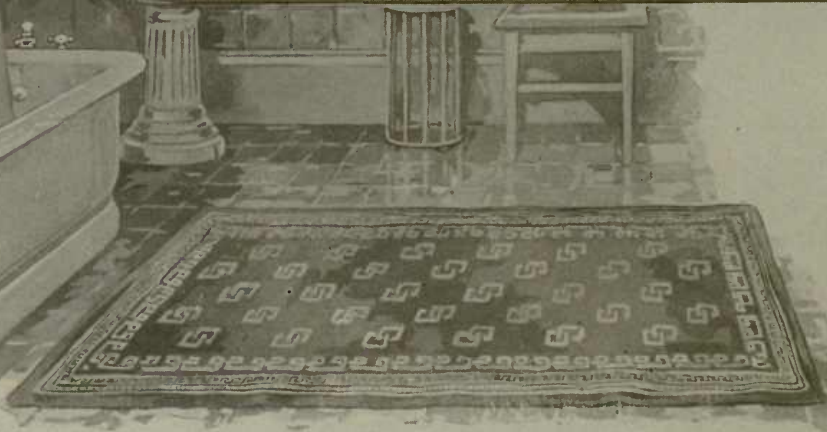
The Lenox rug is made of pure cotton with high pile, and so skillfully handled that the texture is of a remarkable quality. Designed to harmonize in color and pattern with the tile and porcelain treatment of the bath-room, and owing to its highly sanitary properties, is unequaled for this purpose. It will stand repeated washings and constant wetting and drying without showing the least ill effects. It will not warp. It lies flat. Moths will not touch it.

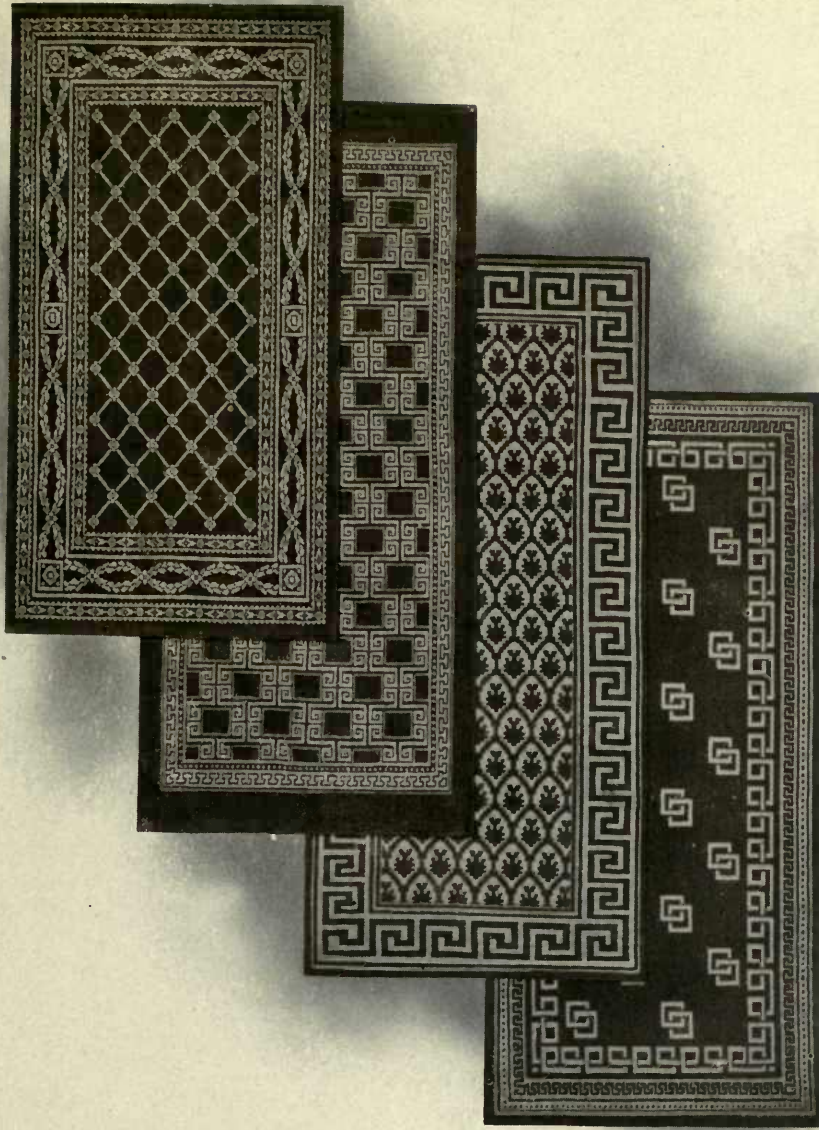
We furnish these rugs in four designs: Grecian Trellis, Grecian Key, Grecian Mosaic, and Chinese Trellis, each pattern being made in several shades of blue, green, red and pink combined with white. Particularly adapted for sleeping rooms where the colorings and patterns produce light and airy effects so often desired.

For summer furnishings and for hospital use their hygienic qualities make them universally satisfactory.

When a cotton rug is sought, the Lenox should be purchased, as it stands at the head of those fabrics in all points which go to make up a perfect cotton floor covering.

*On the opposite page are shown photographic reproductions of Lenox rugs—the Chinese Trellis, Grecian Mosaic, Grecian Trellis, and Grecian Key in the order named, from left to right.*





## — CARPETS —

While it is a fact that rugs are every day being more generally used, still carpets will always be required for many purposes. Hotels and all places of a public or semi-public nature, as well as halls and stairs, cannot ordinarily be furnished as satisfactorily with rugs as with carpets.

Our selections of carpets are just as complete today as it is possible to make them. We have not allowed this department of our business to suffer at the expense of our rug lines. Several hundred patterns and colorings are included in our carpet lines, making as complete an assortment as has ever been shown.

We specialize in plain effects.

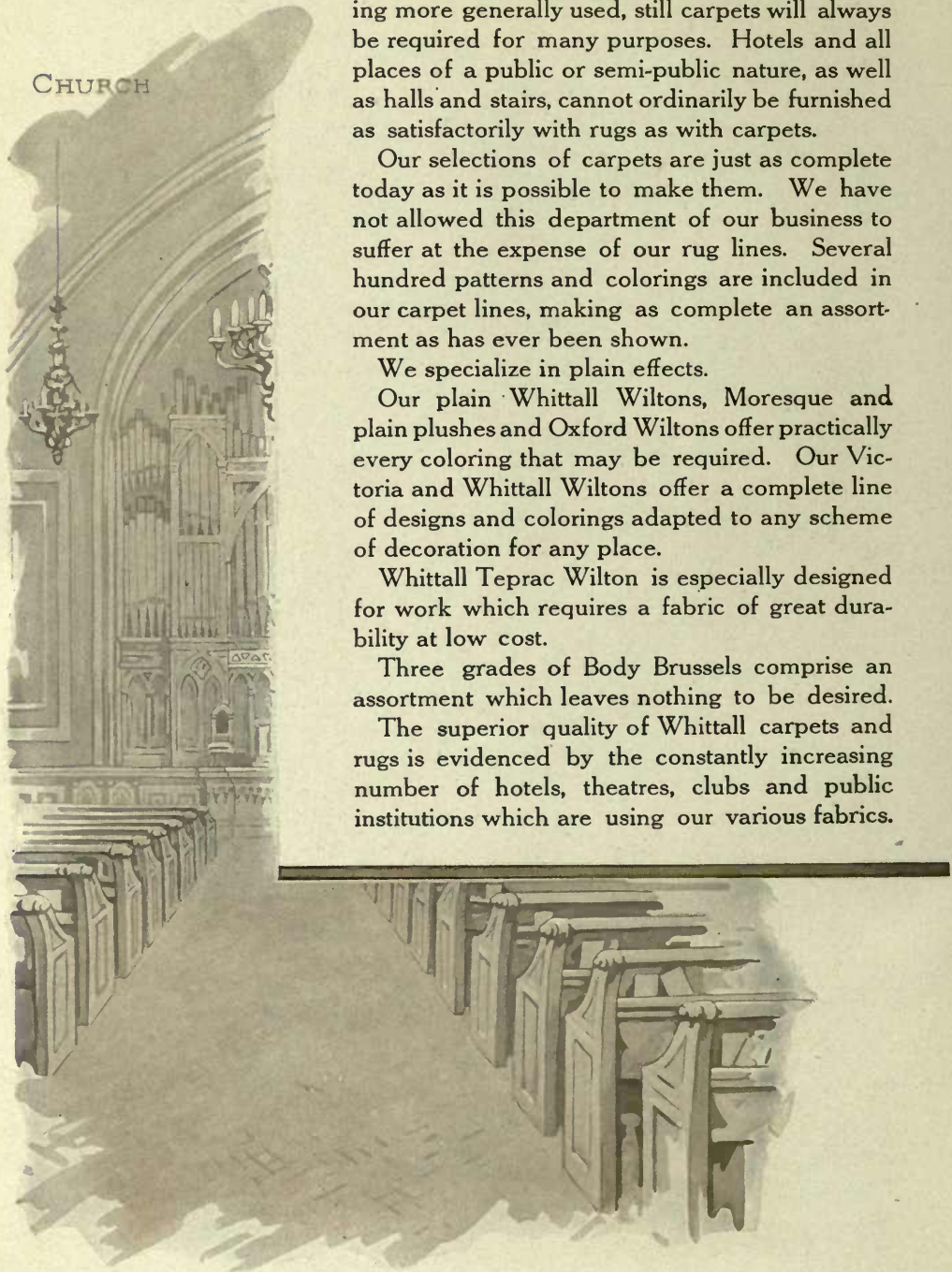
Our plain Whittall Wiltons, Moresque and plain plushes and Oxford Wiltons offer practically every coloring that may be required. Our Victoria and Whittall Wiltons offer a complete line of designs and colorings adapted to any scheme of decoration for any place.

Whittall Teprac Wilton is especially designed for work which requires a fabric of great durability at low cost.

Three grades of Body Brussels comprise an assortment which leaves nothing to be desired.

The superior quality of Whittall carpets and rugs is evidenced by the constantly increasing number of hotels, theatres, clubs and public institutions which are using our various fabrics.

CHURCH





CARPETS

## CONTRACT

Our superb equipment renders all contract work easy of accomplishment. No order is too large for us to handle and execute in the shortest possible time.

Our regular lines offer practically unlimited selection of all grades of rugs and carpets. Special designs, colorings and sizes will be made to suit any architectural or decorative scheme where the order is large enough to warrant the expense.

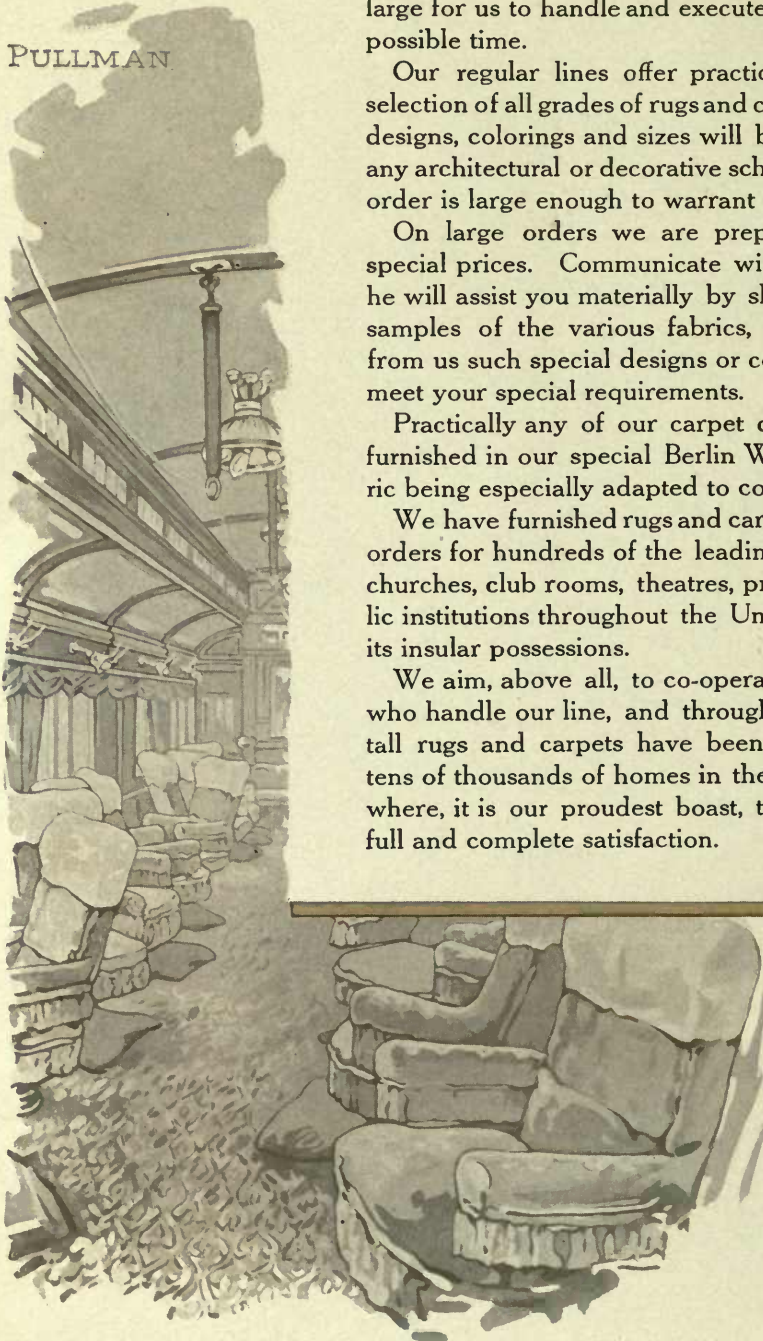
On large orders we are prepared to quote special prices. Communicate with your dealer; he will assist you materially by showing quality samples of the various fabrics, or will secure from us such special designs or colorings as will meet your special requirements.

Practically any of our carpet designs can be furnished in our special Berlin Wilton, this fabric being especially adapted to contract work.

We have furnished rugs and carpets on special orders for hundreds of the leading hotels, clubs, churches, club rooms, theatres, private and public institutions throughout the United States and its insular possessions.

We aim, above all, to co-operate with dealers who handle our line, and through whom Whittall rugs and carpets have been distributed to tens of thousands of homes in the United States, where, it is our proudest boast, they are giving full and complete satisfaction.

PULLMAN





# CONTRACT

Below we give a list of a few of the public buildings, institutions, hotels, etc., that have been supplied with Whittall rugs and carpets:

## Hotels

|                          |                       |                      |                      |
|--------------------------|-----------------------|----------------------|----------------------|
| Waldorf-Astoria          | New York              | Traymore             | Atlantic City, N. J. |
| Hoffman House            | New York              | Young's              | Atlantic City, N. J. |
| Cadillac                 | New York              | Royal Palace         | Atlantic City, N. J. |
| Hotel Touraine           | Boston                | Marlborough-Blenheim | Atlantic City, N. J. |
| Hotel Brewster           | Boston                | Chalfonte            | Atlantic City, N. J. |
| Bellevue-Stratford       | Philadelphia          | Dennis               | Atlantic City, N. J. |
| Congress Hall            | Washington            | Alexandria Hotel     | Los Angeles, Cal.    |
| Hotel Secor              | Toledo, O.            | Tip Top Inn,         | Pullman Building     |
| Fort William Henry Hotel | Lake George, N. Y.    | Hotel Russell        | Chicago              |
| Hotel Champlain          | Lake Champlain, N. Y. |                      | London               |

## Public Buildings

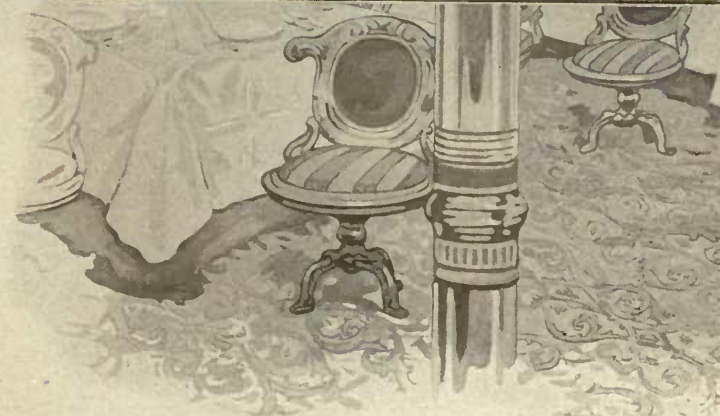
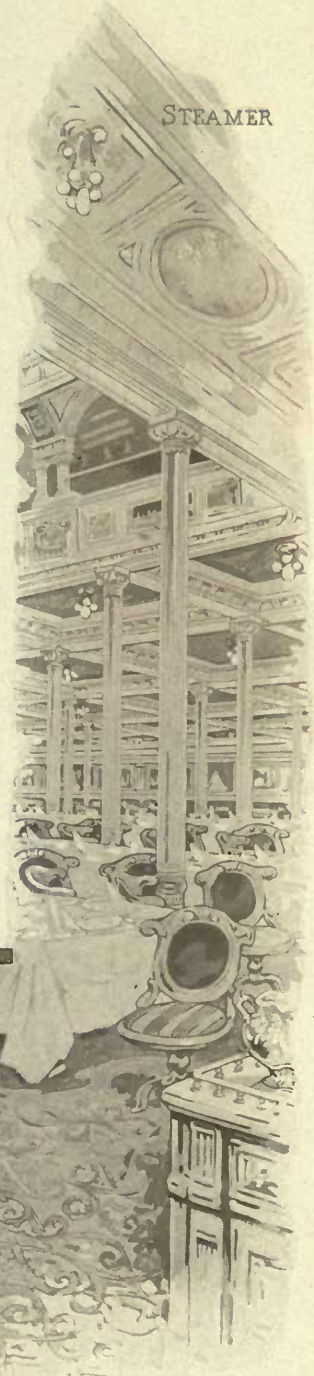
|                        |                   |                            |                    |
|------------------------|-------------------|----------------------------|--------------------|
| Senate Office Building | Washington        | Japanese Legation          | Honolulu           |
| State Capitol          | Ohio              | U. S. Arsenal              | Springfield, Mass. |
| State Capitol          | New Hampshire     | Salem County Court House   | Salem, N. J.       |
| State Capitol          | Massachusetts     | County Court House         | Lucerne, Pa.       |
| State Capitol          | New York          | Pennsylvania State Capitol | Harrisburg, Pa.    |
| State House            | Pierre, S. Dakota |                            |                    |
| State House            | Atlanta, Ga.      |                            |                    |

## Theatres, Clubs, etc.

|                        |                     |                       |                    |
|------------------------|---------------------|-----------------------|--------------------|
| Maxine Elliott Theatre | New York            | Medinah Temple        | Chicago            |
| Manhattan Opera House  | New York            | Oriental Consistory   | Chicago            |
|                        | New York            | Apollo Commandery     | Chicago            |
| Hudson Theatre         | New York            | Shriner's Club        | Wilkesbarre, Pa.   |
| Powers Theatre         | Chicago             | Arkwright Club        | New York           |
| Illinois Theatre       | Chicago             | Elks Building         | Rochester, N. Y.   |
| Colonial Theatre       | Chicago             | Chicago Athletic Club | Chicago            |
| Masonic Lodge          | Baltimore           | Nayasset Club         | Springfield, Mass. |
| Masonic Lodge          | Danbury, Ct.        | Clark University      | Worcester, Mass.   |
| Burlingame             | San Francisco, Cal. | Y. M. C. A.           | Wilmington, Del.   |
| Union League Club      | New York            | Y. M. C. A.           | Jacksonville, Fla. |

## Miscellaneous

|                           |                    |                         |                           |
|---------------------------|--------------------|-------------------------|---------------------------|
| Pullman Cars              |                    | Harrison Hall,          | Jacob Tome Inst.          |
| Wesson Maternity Hospital | Springfield, Mass. | Public School Buildings | New York                  |
| Sandy Hook Steamer        | "Asbury Park"      | Gimbel Brothers         | New York Store Restaurant |
| Albany Boats              |                    |                         |                           |



## MANUFACTURE

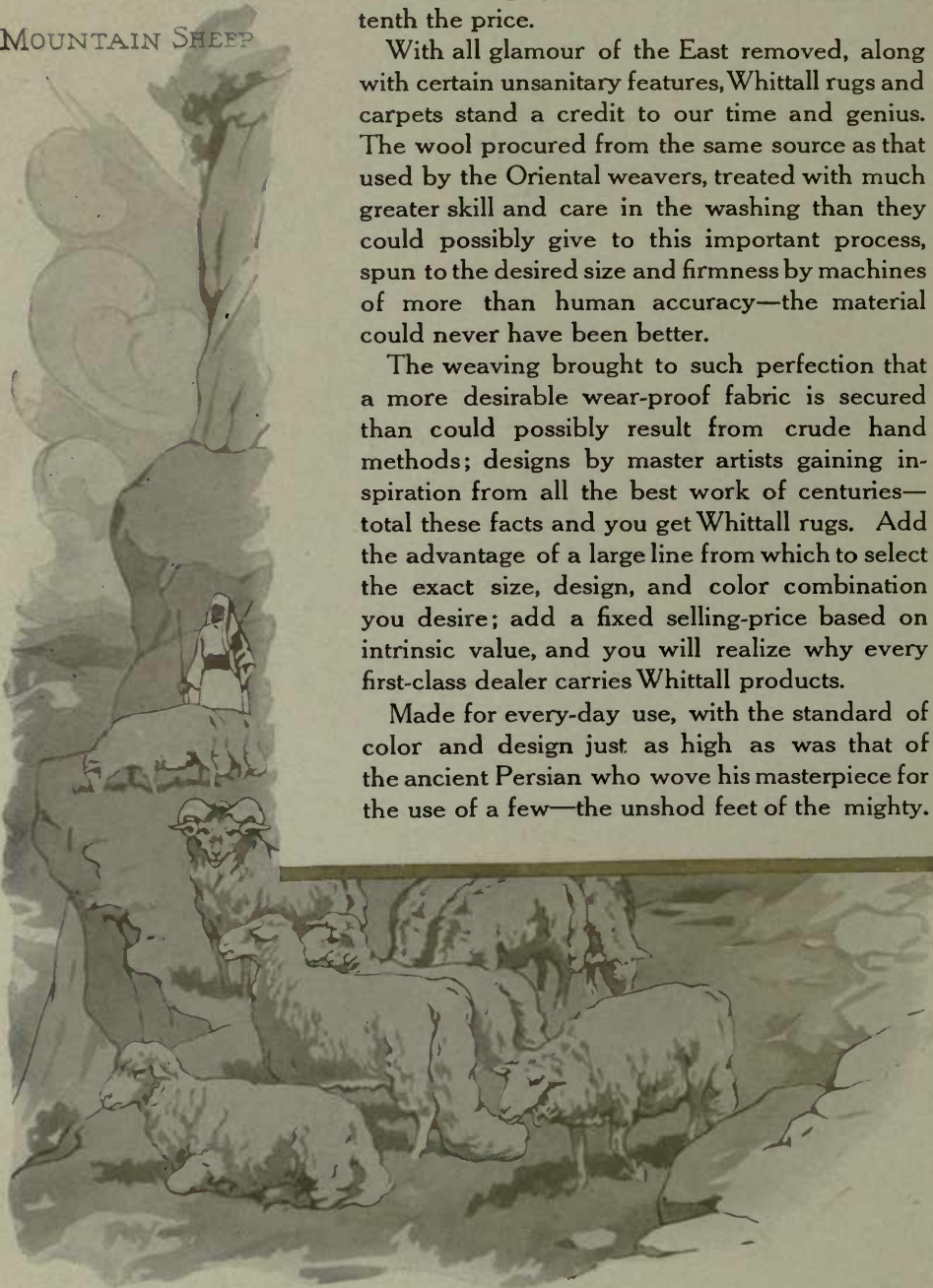
### MOUNTAIN SHEEP

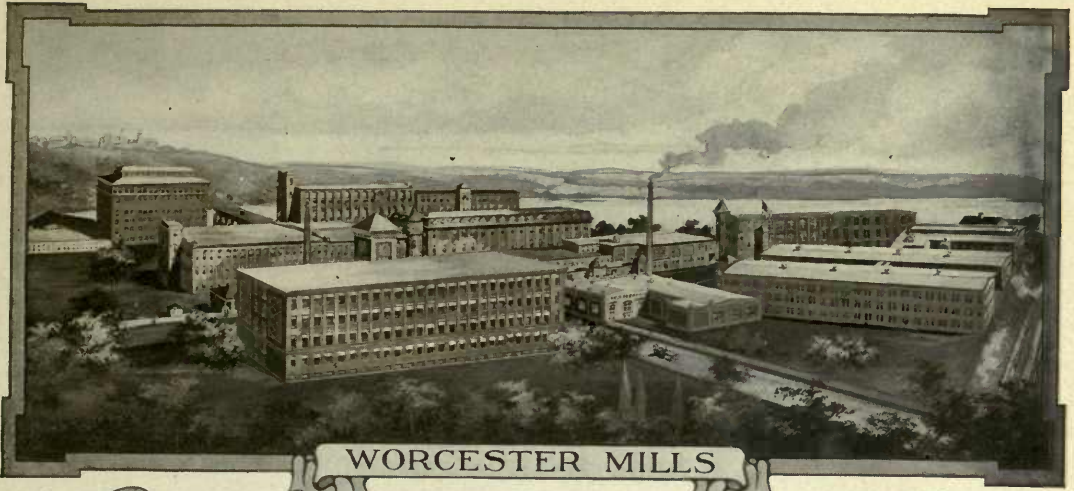
The Whittall Mills produce rugs of as fine a texture as those made by the ancient Persian, with wearing qualities guaranteed, and at one tenth the price.

With all glamour of the East removed, along with certain unsanitary features, Whittall rugs and carpets stand a credit to our time and genius. The wool procured from the same source as that used by the Oriental weavers, treated with much greater skill and care in the washing than they could possibly give to this important process, spun to the desired size and firmness by machines of more than human accuracy—the material could never have been better.

The weaving brought to such perfection that a more desirable wear-proof fabric is secured than could possibly result from crude hand methods; designs by master artists gaining inspiration from all the best work of centuries—total these facts and you get Whittall rugs. Add the advantage of a large line from which to select the exact size, design, and color combination you desire; add a fixed selling-price based on intrinsic value, and you will realize why every first-class dealer carries Whittall products.

Made for every-day use, with the standard of color and design just as high as was that of the ancient Persian who wove his masterpiece for the use of a few—the unshod feet of the mighty.





WORCESTER MILLS

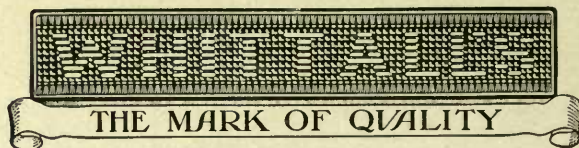


SPINNING

DYEING



WEAVING



Suggestions for Classification of Rugs to be used in various rooms, when colors, etc., are adapted to furnishings:

### Parlors, Reception Rooms, Music Rooms

|           |            |                  |           |                 |
|-----------|------------|------------------|-----------|-----------------|
| Aubusson  | *Herati    | Louis XV         | *Persian  | *Soumak         |
| Byzantine | *Iran      | Louis XVI        | Prayer    | Tabriz          |
| *Gorevan  | Kashan     | l'Art Nouveau    | *Saraband | Mission         |
| *Gothic   | Kermanshah | Marie Antoinette | *Saruk    | French Cretonne |
| *Grecian  | Khorassan  | Moire            | *Sehna    | Dresden         |
| Hamidieh  | Kirman     | Mosque           | Shiraz    | *Tapestry       |

\*When made in light or medium colors

### Living Rooms, Dining Rooms, Dens, Halls, Offices, Libraries

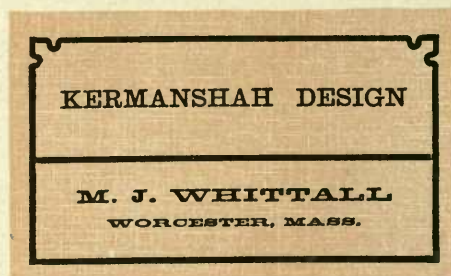
|             |          |             |            |           |
|-------------|----------|-------------|------------|-----------|
| Bokhara     | Gothic   | Kazak       | Oushak     | Soumak    |
| Arabian     | Grecian  | *Kermanshah | *Persian   | *Shiraz   |
| Beluchistan | Hamadan  | *Khorassan  | Saraband   | Turkish   |
| Daghestan   | Herati   | Medieval    | Sehna      | Mission   |
| Djushghan   | Iran     | Moire       | Shah Abbas | Mosaic    |
| Ferraghan   | Kabistan | Mosul       | Shirvan    | *Tapestry |
| Gorevan     | Kashan   | Nomad       |            |           |

\*When made in dark colors

### Chambers, Boudoirs

|           |               |                  |                 |          |
|-----------|---------------|------------------|-----------------|----------|
| Aubusson  | Kermanshah    | Marie Antoinette | Mosque          | Dresden  |
| Byzantine | Louis XV      | Prayer           | Moire           | *Persian |
| *Gothic   | Louis XVI     | Tabriz           | French Cretonne | *Saruk   |
| Hamidieh  | l'Art Nouveau | *Mission         |                 |          |

\*When colors are of delicate tones



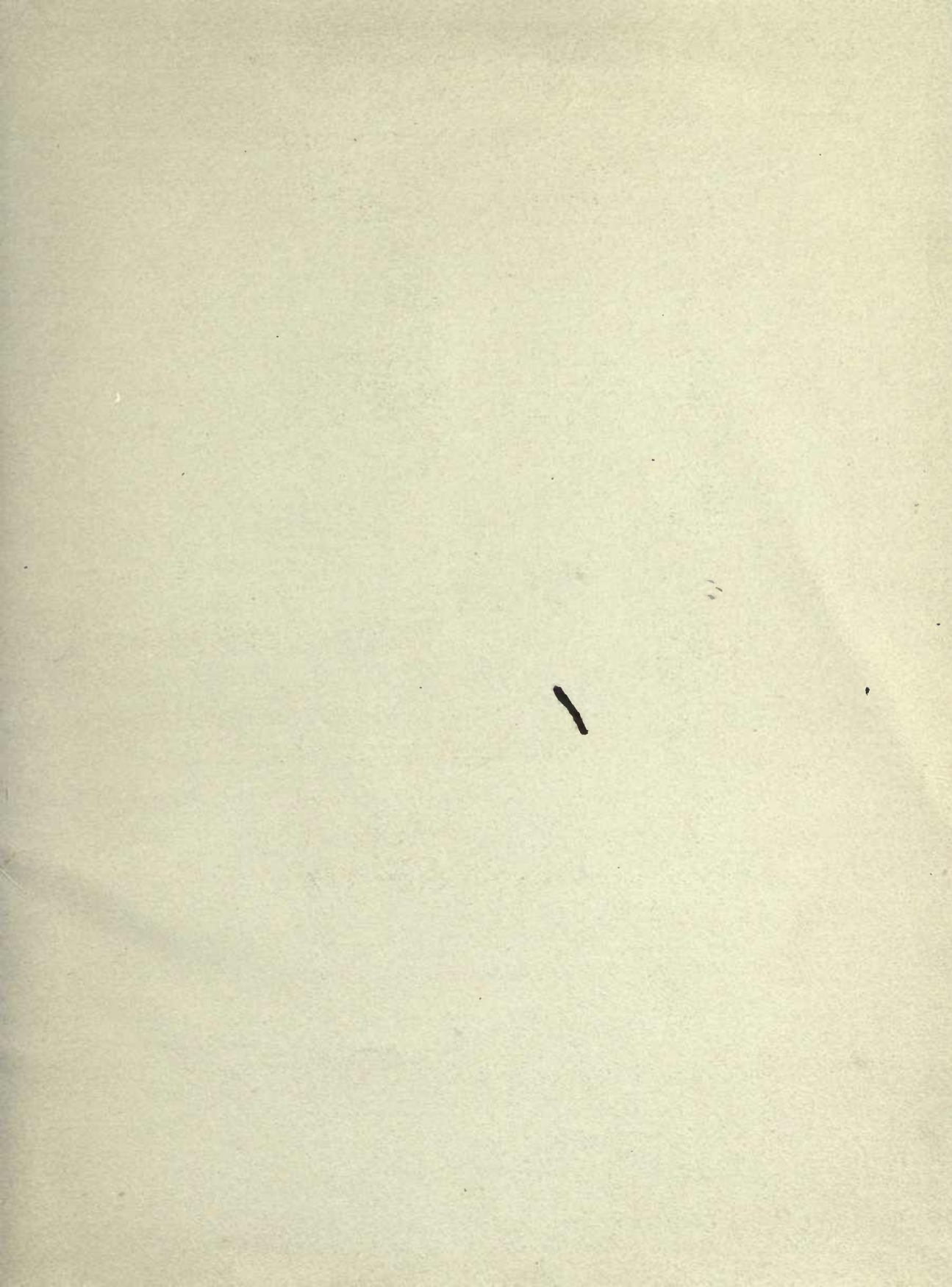
When choosing your rugs and carpets see that the name *WHITTALL* is woven in the back. It is your guarantee of quality and satisfaction.

The label reproduced here is attached to all *WHITTALL* fabrics, to assist you in identifying the type of design.

Refer to the above classification. See that your rug bears the proper label and, above all, the *WHITTALL* trade mark woven in the back, and you cannot go wrong in the selection of floor coverings.

ARRANGED BY  
WALTER L. WEEDEN

PRINTED BY  
THE MATTHEWS-NORTHROP WORKS  
BUFFALO, CLEVELAND  
NEW YORK



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STAMPED BELOW

AN INITIAL FINE OF 25 CENTS  
WILL BE ASSESSED FOR FAILURE TO RETURN  
THIS BOOK ON THE DATE DUE. THE PENALTY  
WILL INCREASE TO 50 CENTS ON THE FOURTH  
DAY AND TO \$1.00 ON THE SEVENTH DAY  
OVERDUE.

MAR 30 1935

NOV 24 1937

REC'D LD

DEC 14 '64 - 5 PM

MAR 31 1940

1 JUN 1948

9 Sep '48 AP

10-9-48

22 Oct '55 '64

23 Oct '55 EQ

14 Sep '64 RRFX

LD 21-

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