

the textile tattler

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ASK DOLLY

QUESTIONS FROM OUR READERS p5

THAT WAS THE WAY IT WAS

A RETROSPECTIVE OF TEXTILE MILLS
ILLUSTRATED WITH STEREOVIEWS p12

ROWSKI DESIGNS

SEE WHAT'S NEW FOR SUMMER p23



Introduces: Sun N Shade Fabrics

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USA
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email: rowski@mailcity.com

BRIGHTEN YOUR HOME DÉCOR, INDOORS AND OUT, WITH SUN N SHADE FABRICS

Before you know it the weather will warm up and we'll be able to spend more leisure time outdoors, so get ready for the season by sprucing up your outdoor furniture now with new lounge and seat cushions, as well as some decorative pillows. Rowski's Sun N Shade fabrics are the perfect choice for this decorating job because these colorful textiles are printed on durable, easy care, soil and stain repellent polyester fabric that superbly meets the more rugged demands of casual living whether it's out on the porch or indoors in the family room or kitchen.

A breathable fabric that withstands exposure to the harshest sunlight, Sun N Shade textiles resist not only mold and mildew, but soil and stains, as well. Should you spill food or drink on the fabric, it cleans easily with soap and water. These features make Sun N Shade designs the best choice not only for outdoor awnings, sun umbrellas, lounge and chair cushions and tablecloths, but also for indoor use wherever you want decorative fabrics with great design and heavy duty wearability.

Kitchens and baths are a natural choice for Sun N Shade textiles. Tablecloths, placemats, chair pads, window coverings and shower curtains can be stitched up in a variety of solid shades and eye catching patterns to suit every decorating style. Enliven spaces by contrasting bright colors like key lime and petunia with such cool, trendy spa shades of mist and chocolate. Or let your sense of humor come through with cheerful patterns such as Sling Back, with its images of summer sling chairs hinting at the easy life, or Isla Bonita, with its breezy tropical scenes.

Sun N Shade fabrics in patterns like Flip Flops, which whimsically depicts the summer shoe classic, and Fluttering Around, with its colorful array of dragonflies, are ideal for use in kids' rooms where they can stand up to the rough and tumble use they are sure to encounter. Consider Sun N Shade fabrics for use in a den where it's only natural for people to want to put their feet up as they unwind.

For more ideas and instructions on making decorative home furnishings, check out our Project Center.

To see all the fabrics in this collection, go to the Product Finder.

AN INVITING PORCH

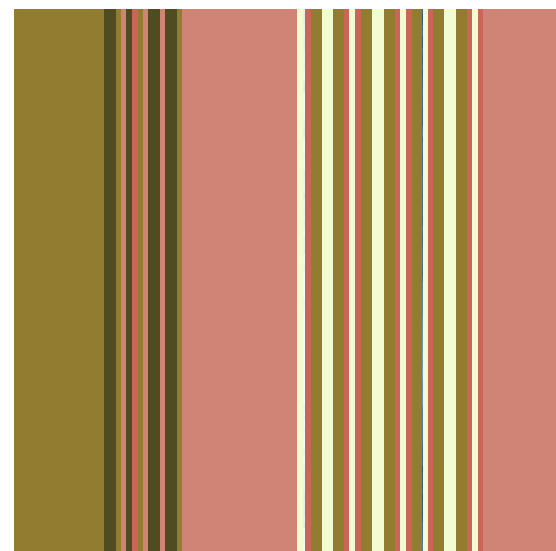
When the weather warms up, who wants to be indoors? The rugged durability of Rowski's Sun N Shade fabrics and the inviting colors and patterns in the collection make it the perfect choice to help you enjoy the good life in beautiful surroundings. The swing seat cushion and border of the center pillow on the swing are in Sunburst Sun N Shade (Navy – 670548). The striped welting of the seat cushion is the same design featured on the nearby bench, Yacht Club Stripe Sun N Shade (Navy – 668881). Decorative side pillows on the swing are covered in Wind Sun N Shade (Navy – 670450), while the center pillow showcases Coral Trellis Sun N Shade (Navy – 670420).

Here are the fabrics used in the Rowski Great Room you have selected. To order a half-yard sample of fabric, just click "Order Sample" to set up your own personal shopping cart. Once you are ready to check out, we've created a secure shopping area for your convenience. We hope you enjoy your Rowski decorating experience.

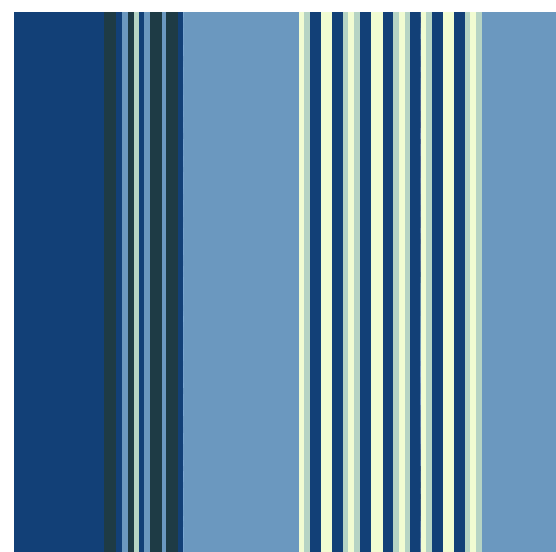
To see a larger image, simply click on the small swatch, and the larger image will be displayed, along with pricing information. To order a memo sample, just click "Order Sample" to set up your own personal shopping cart.

See a complete list of stores that carry every fabric shown in this room. For additional stores and products, go to the Store Finder.

Please note: The fabric and wallpaper swatches purchased through the Rowski web site are samples only.



Ventura/Coral - 670422



Ventura/Navy - 670428

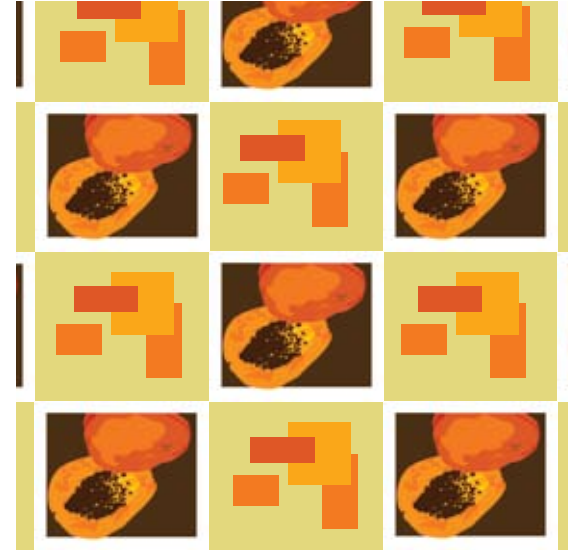




Papaya Dream/Papaya - 688536



Papaya Dream/Limeade - 688539



Papaya Dreamboat/Papaya - 699536

ABOUT US

Rowski encompasses an abundant assortment of home furnishings, ranging from fine fabrics and stylish wallpaper to eye-catching finished products. Whether you are searching for bedding, window treatments, furniture, dinnerware or even kids' products, Rowski offers a wealth of designs and products to help you decorate your home!

Rowski is your complete decorating resource known for exceptional styling, incomparable quality and excellent value. Consumers use Rowski fabrics, wallpaper and home furnishings to decorate with confidence and create an entire lifestyle, whether their homes are traditional, contemporary or an eclectic mix. Rowski products are featured by leading department stores, specialty shops and other retailers of decorative home furnishings products. Rowski fabrics are also available through interior designers.

Rowski design begins with decorative fabrics. Although the brand is known for its prints, Rowski also offers a complete assortment of unique solids and woven fabrics, designed to complement its print line. These decorative fabrics are translated into high-quality finished home fashions, including bedding ensembles, window treatments, decorative pillows, and other soft home accessories. P. Schoobrite & Co. has extended Rowski design by partnering with a variety of leading manufacturers for products including furniture, lighting, dinnerware, paint and products for kids.

The Rowski label ensures consumers that they are getting a premium home decorating product which will assist them in creating a personalized—and pretty—home environment. Click here to visit the Rowski web site.

P. Schoobrite & Co. is a privately-held supplier of fine decorative fabrics, wallpapers, furnishings and accessories. Founded by Parisian Pierre Schoobrite in 1889, the company today is owned and managed by his descendants, president and chief executive officer Gerald Puschkin and chairman of the board Philip Puschkin.

The company is a leading designer and marketer of a broad range of home furnishings products, including decorative fabrics, wallpaper, carpeting and area rugs. The company also manufactures and markets an array of home fashions including bedroom ensembles, window treatments and decorative accessories. Recently, P. Schoobrite & Co. has expanded into fine furniture and decorative accent pieces.

P. Schoobrite & Co. markets its products under six high-profile brands, each aimed at a specific customer base. The interior design community is served by the Schoobrite; Patterson, Flynn & Martin, Rosehill, and Grouse brands. The Grammer and Rowski brands are positioned to serve the decorative home furnishings retail market. The company's Village brand is aimed at the do-it-yourself, home improvement retail market. P. Schoobrite & Co. markets its products under six high-profile brands, each aimed at a specific customer base.

If you haven't checked out wallpaper designs for a while, you're in for a welcome surprise: New patterns feature intriguing color combinations and imaginative designs, in moods that range from charming country to sleek contemporary. Whether your preference is for the abstract or a picture perfect reproduction of botanicals and landscapes—or perhaps your interest falls somewhere in between—there are patterns that will please. In addition, technology has

enabled us to create a range of new “non-pattern designs” as well, striking textural papers that add depth and dimension to your decorating scheme.

Technology has had its effect on installation, as well, making it easier than ever to hang wallpaper. Rowski recently introduced Rowskig, a new system that revolutionizes the installation and removal of wallpaper, allowing you to hang paper in about 40 percent less time than it takes to install pre-pasted papers, with no mess to cleanup afterward. You'll find delightful patterns in several collections, including Northern Charm and Urban Attitude, that utilize this easy-to-install technology.

Of course the many choices of color and design make wallpaper a major decorating tool, but it can do much more than just beautify a space. Wallpaper can improve proportions, add character and provide architectural interest to a room that lacks it. Vertical stripes, for example, can make a low ceiling seem higher, while horizontal designs have the effect of seemingly pushing out the walls, giving the illusion of a bigger space.

