



**AMERICANA**  
*Floorcloths*

**SPRING 2008**

TO ORDER CALL: 1.800.542.7418

ONLINE: [JENNIFER.FRANTZ@AMERICANAFLOORCLOTHS.COM](mailto:JENNIFER.FRANTZ@AMERICANAFLOORCLOTHS.COM)

**“ONE SHOE OFF” 1807**

John Brewster Jr. (1766–1854)

Fenimore Art Museum, Cooperstown, NY

John Brewster descended from one of New England’s oldest Puritan families; he traveled easily among the elite families of Maine, Connecticut, and eastern New York State whose portraits he painted. He is known as one of the best know folk art painters of the 1800s.

*Description: a black border encompasses a mustard background holding black and barn red “flowers” in even spacing. Barn red or evergreen border available upon request.*



Diamond shapes reflecting stone marble and checkerboard patterns were fairly common in taverns during colonial times. These patterns are still popular today, complementing contemporary, traditional, country and eclectic furnishings.

*Details: a wine red and evergreen border hold a mustard background and evergreen diamonds.*



**FEDERAL BLUE QUILT FLOORCLOTH**

Although this is not a reproduction, I had to include this floorcloth in this collection. Please add 20% on to the cost due to the amount of time creating this detailed piece.

**SIZE SPECIFICATIONS**

14 x 17 inches	1 x 3 feet
2.5 x 6 feet	4 x 4 feet
2 x 3 feet	4 x 6 feet
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5 x 7 feet	8 x 10 feet
7 x 9 feet	10 x 10 feet
Custom orders welcome!	10 x 12 feet

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**“CHILD HOLDING RATTLE”  
1838**

Erastus Salisbury Field (1805-1900)  
Abby Aldrich Rockefeller Folk Art  
Center, Williamsburg, VA  
Erastus Field, born in Massachusetts,  
never wandered more than 200 miles  
from this rural birthplace. As a boy,  
he demonstrated his artistic talent on  
scraps of cardboard. His parents sent  
him to New York to study under

Samuel F. B. Morse whom influenced Field’s talent of  
portraits. Morse also introduced Field to the daguerreo-  
type and its ability to produce astonishingly realistic  
(and cheaper) likenesses. Field concentrated on por-  
traits—not because of his lack of exposure to art world  
currents, but because he could make a living rendering  
the likenesses of his neighbors. Increasingly eccentric,  
deaf, and solitary, but a dignified, churchgoing old  
Yankee to the last, Field passed away on June 28, 1900,  
after a life which had spanned almost the whole of the  
19th century. His unparalleled legacy establishes him as  
perhaps the premiere figure in the 19th century  
American primitive tradition.

*Details: a wide black border surrounds  
a mustard background with barn red and  
black designs.*



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**“THE TREE OF LIFE OR BLAZING TREE” 1845**

Hannah Cohoon (1788 – 1864)

Hancock, MA

Of the Hancock Shaker community, Hannah is described  
as having seen in a vision held before her by an angel, "as  
distinctly as [she] ever saw a natural tree." According to  
the inscription at the bottom of the work, this vision  
occurred on October 9, 1845.

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**STRATTON TAVERN**

Taverns were a feature of the 18th and 19th century landscape. Placed at frequent (15-20 mile) intervals along public roadways. Taverns provided food, drink and overnight accommodations. Wall stencils from the A. Stratton Tavern (Arad Stratton, b.1795) the third generation to keep tavern in Northfield, Massachusetts inspired the reproduction that shows a wide barn red border, antique ivory back ground and black diamond center.



**1760 FLORAL**

This 1760 reproduction in shades of ochre, red and colonial green on an “aged” background complement any room. In fact, it makes a beautiful focal point.



**RED BORDER**

This original design is a popular folk art floorcloth that adds charm to any room. Colorful in warm shades of sage, barn red and mustard.



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**COMPASS**

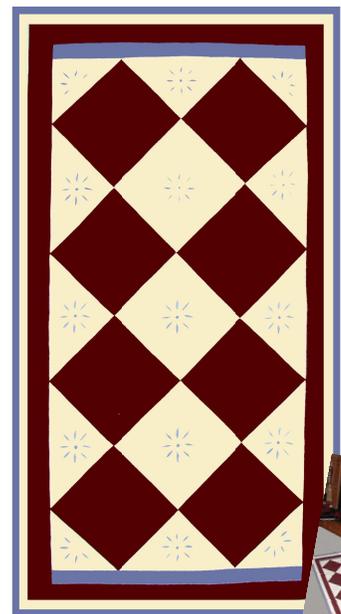
The Compass design dates back to the earliest American homes and businesses—late in the 1700s. We can customize this floorcloth to any size and color.

Waterproof and stain resistant, as all Americana floorcloths, the Compass suits any dining room, foyer or hallway due to its geometric design.



**LEACH-OVERLOCK HOUSE**

Moses Eaton is one of the best documented stencilers of New England. He began stenciling as early as 1778 with the majority of his work created between 1800 through 1840. These patterns brought color and artistry to rural people of New Hampshire and Maine that were eager for their plain walls to be transformed by green and red on a background of salmon and raspberry pinks, yellow ochre and dove gray. This floorcloth, inspired by the wall murals of Moses Eaton from the Leach-Overlock house in northern Maine.



**SARAH'S  
FLOORCLOTH**

Diamond patterns were quite common in floorcloth design particularly in Great Britain prior to arrival in the States during the 1700's. The traditional pattern blends well with any interior with the formality of the floorcloth dependant upon the colors used.

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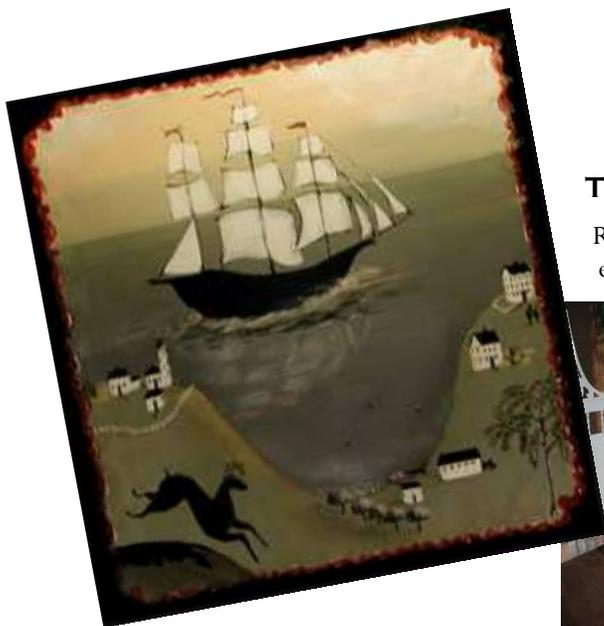
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**NEW HAMPSHIRE HOMESTEAD**

Rufus Porter, an artist and inventor who lived from 1792 - 1884 and spent his boyhood years in the Bridgton, Maine area, helped to create an American culture. In his early years Porter painted small watercolor portraits from Maine to Virginia, then later moved on to landscape painting on walls of private homes throughout New England. His wall murals inspired this series of floorcloths.



**THE LIBERTY SAILS**

Rufus Porter's murals documented the happenings of events during the early 1800s. His murals are filled with huge trees, harbor scenes and mountains all painted free-hand with the help of a few hand-cut stencils. This is also true with Americana Floorcloths which seldom use stencils alone, but combines the two techniques together. The Liberty Sails is an inspiration of the artist depicting one of the few ships that came to Colonial America with supplies for the Colonies.



**SHEEP  
IN THE  
PASTURE**

Porter's use of local landscapes with a vivid palette and broad, open brushstrokes was a departure from the styles and content of classical European wallpaper. The same style is used in this collection—how lovely!



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**NEW HAMPSHIRE FARM HOUSE**

Porter became a prolific muralist between 1825 and 1845, decorating some 160 houses and inns in Connecticut, Massachusetts, Maine, New Hampshire, Vermont and as far south as Virginia. This artistic mat is hand painted, making it a one of a kind. Therefore, slight image variances are to be expected.

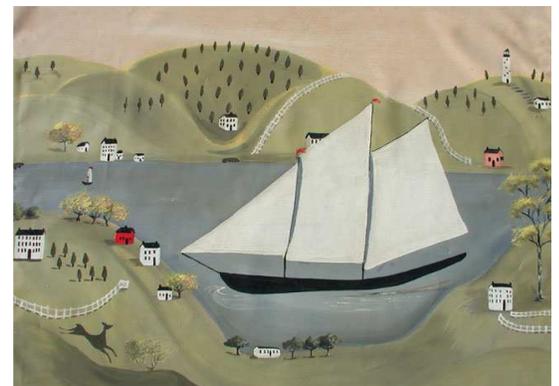


**SHEEP IN NEW HAMPSHIRE**

At a time when fashionable homes bore imprinted wallpapers depicting elaborate landscape scenes, Porter created and popularized a school of home-grown home décor, painting recognized landscapes directly on the walls. I hope you enjoy these floorcloths as much as I did creating them!

**SCHOONER'S LANDING**

Traveling country roads on foot, painting kit on his back, Porter would arrive in a town and set up shop, distributing leaflets publicizing his services as a short-order



portraitist and mural painter—and on occasion offering pieces in exchange for room & board. This artistic mat is hand painted, making it a one of a kind. Therefore, slight image variances are to be expected.

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Each floorcloth is hand-painted, making it a unique, one of a kind collector's piece. As a result, images may slightly vary in appearance.

**VINTAGE SANTA**

Just in time for the holidays, these 18th and 19th century floorcloths will make your holiday decorating complete! This artistic mat is hand painted, making it a one of a kind. Therefore, slight image variances are to be expected.



**FOURTH OF JULY**

Celebrate Independence Day with this waterproof mat—great inside and out!



**WINTER'S CHURCH**

Inspired by Christmas cards from the early 20th century, this hand painted floorcloth is durable, waterproof and stain resistant. This artistic mat is hand painted, making it a one of a kind. Therefore, slight image variances are to be expected.

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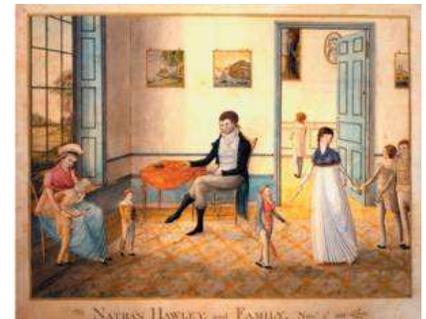
Placed over wide boards, the heavily painted canvases cut cold drafts and were cool underfoot in summer. Over time, floorcloths proved themselves to be one of the most durable forms of floor covering used. The use of painted canvas floor coverings, also known as "oyl cloths" dates as far back as the 14th century in Europe. When people came to this country they were looking for ways to reproduce some of the furnishings they were used to back home. Resources were limited, but worn sails from ships provided them with a base to paint and cover the floor with. American primitive paintings often depict subjects standing on boldly geometric floorcloths.

## Floorcloth Care Guide

With 4 coats of extremely durable, yet flexible polyurethane protecting each painted piece, Americana Floorcloths will stand up to the most demanding traffic, from children to dogs, hallways to heavy furniture. Just damp mop with a mild cleanser and apply a liquid floor wax to restore the finish from time to time. Smaller pieces can be adhered to the floor with double-sided carpet tape. Larger pieces can be unrolled and used without any particular installation.

1. Unroll and place your rug on a hard surface. Do not place on deep-pile carpet as heels may damage the rug. Any warping which may have occurred during shipping should flatten out on its own within 48 hours. If not, place a board along the warped edge for 24 hours.

2. For small rugs, secure the floorcloth to the floor. It is imperative that the floorcloth not slide on the floor, and the edges should not be damaged by scuffing. Use double-sided carpet tape to secure the floorcloth and to maintain a flat edge.



3. Thin rubber non-skid mats are not recommended.
4. Clean with Murphy's Oil Soap (or other mild cleanser) and rinse thoroughly. A slight milky film will appear when the floorcloth is wet. This will dry clear and can be hastened by drying with a towel after cleaning. It is recommended that the floorcloth be cleaned where it lies and not moved. It is very important that you are happy with your floorcloth. Quality, time and a great deal of care is put into the creation of each floorcloth. As each piece is hand-painted and unique for this reason, patterns may differ slightly between floorcloths. This adds to the character and authenticity of design.

Jennifer Frantz, Artist

Americana Floorcloths

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