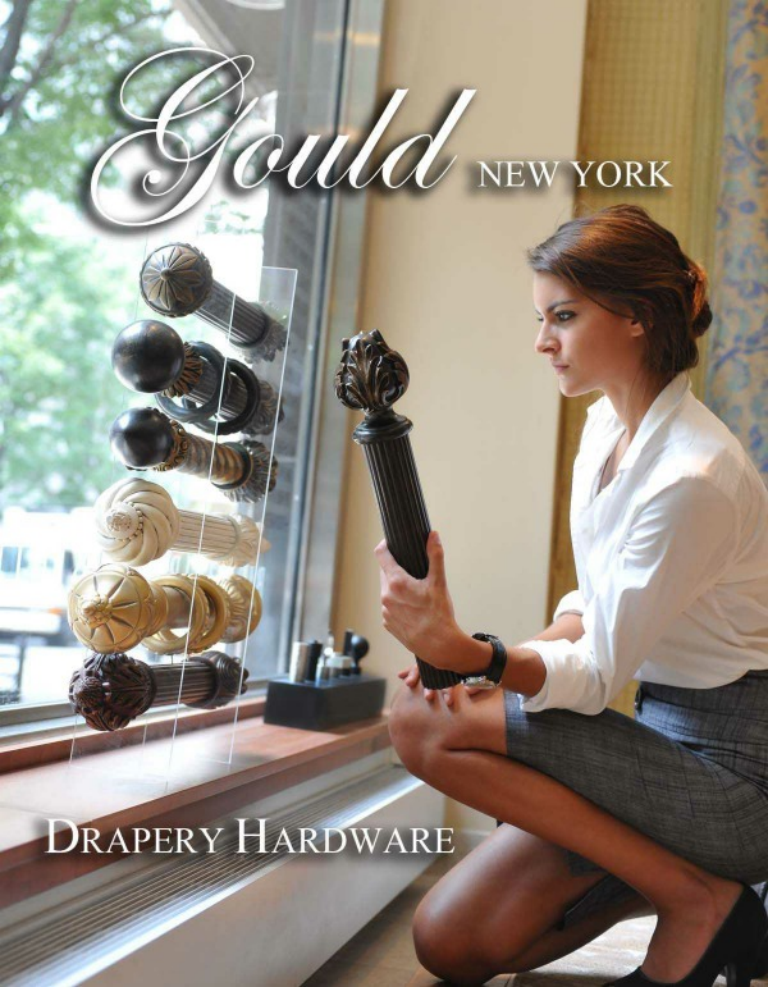


# *Gould* NEW YORK

DRAPERY HARDWARE





## ABOUT GOULD

We take great pride in being a United States manufacturer of drapery hardware since 1872. We continue our long-standing tradition of design, manufacturing, finishing and assembly in our factory in New York.

Gould has been long recognized as a leader and innovator in the field of drapery hardware. More than 50 years ago, Gould introduced wood traverse poles to the industry. Our traverse design is superior to all others in the market according to leading industry professionals.

- 🍏 Gould offers many distinct advantages to our customers. Look for the Gould advantage apple throughout our catalog.

The owners of Gould are engineers and architects and we make the following commitment to you:

- We will listen to you and will provide you the products you need and the courteous and responsive customer service you deserve.
- We will work toward continuous product improvement.
- We will remain abreast of current market trends and provide you products and finishes to satisfy your designs.
- We will maintain superior quality in our raw materials and provide you only the finest drapery hardware.

We hope that you enjoy our new catalog.  
-Richard, Gene and Jaime

1

## STOPS ALONG THE WAY

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## Fashion Avenue Collection

The first stop along the way is our Fashion Avenue Collection that features a large assortment of wood and resin finials, wood poles and accessories and our exquisite Fashion Avenue Finishes. Also in this stop, we showcase the "Beauty of Gould Stairs".

Our finials cover a broad range of styles including, traditional, elegant, transitional and ornate. All are available in our many solid and wood stain finishes or our UNLIMITED CUSTOM FINISHES.

Gould quality is unparalleled and all of our finishes and designs are extensively market researched in advance to ensure their popularity and customer appeal.

-  We have the unique ability to stain resin finials. Thus, ALL PRODUCTS ARE AVAILABLE IN ALL FINISHES.
-  We do ALL of our own finishing and assembly in our factory in New York.
-  Our wood finials are priced the same as our resin finials.
-  There are no finger-joints in our smooth and reeded poles and traverse poles.
-  Our smooth and reeded poles are all made in the USA.



Finials for 1 3/8"  
Diameter Poles



**Classic**  
F1038  
Pecan 45  
2" x 3 3/4"

**Pinecone**  
F1035  
Rosewood 46  
2" x 4"

**Elegance**  
F1041  
Provence 28  
2" x 2"



**Ball**  
F1001  
Bamboo 05  
2 1/4" x 3"



**Cop**  
F1080  
Black 29  
2" x 3 1/8"



**Pineapple**  
F1028R  
Mahogany 66dnd 73G  
2 3/4" x 5 1/2"

**Fern**  
Walnut 70  
F1043R  
2" x 3 1/4"

**Empress**  
F1040R  
Mahogany 73  
2" x 3 1/4"



**Acorn**  
F1001R  
Antique White 17  
2 1/8" x 3 3/4"

*New!*  
**Reeded Ball**  
F1034  
Brushed Gold 23  
1 7/8" x 3 1/4"



Finials for  
2" & 2 1/4"  
Diameter Poles



**Ball**  
F2401  
Brushed Gold 23  
3 5/8" x 5 1/2"

**Julia**  
F24538  
Tiffany 51  
3 3/4" x 5 1/2"



**Elegance**  
F2441  
Pecan 45  
3 5/8" x 4 5/8"



**Keeded Ball**  
F2434  
Walnut Gilded 78G  
2 7/8" x 4 1/4"



**Classic**  
F2436  
Pecan 45  
3 1/8" x 5 3/4"



**Elizabeth**  
F24528  
Dusty Walnut 50  
4" x 2 5/8"



**Pinecone**  
F2435  
Rosewood 46  
2 3/4" x 0"



Finials for  
2" & 2 1/4"  
Diameter Poles



**Regina**

F2455R  
Antique White 17  
4" x 2 5/8"

**Fern**

F2443R  
Royal 56  
2 1/2" x 5 3/4"

*New!* Transitional Finials



**Madison**

F2474  
Mahogany 73  
3 7/8" x 5 1/4"

**Fark**

F2471R  
Walnut Glided 79G  
3 7/8" x 5 1/4"

**Empress**

F2448R  
Mahogany 73  
2 3/4" x 5 3/4"



**Cap**

F2485R  
Rosewood 46  
2 7/8" x 1 1/8"



**Acan**

F2444R  
Mahogany Glided 73G  
3 1/4" x 6 1/2"



**Broadway**

F2472R  
Mahogany Glided 73G  
3 5/8" x 5 1/4"



**5th Ave**

F2470R  
Cordovan 66  
3 7/8" x 5 1/4"



**Lexington**

F2473R  
Pecan 45  
3 5/8" x 5 1/4"





**Constance**  
F2434P-51  
Illumi  
3 1/2" x 4 1/2"

**Theodora**  
F2463R  
Enriched Rosewood 53  
3 3/8" x 6"



**Finials for  
2" & 2 1/4" Poles**



**Olympia**  
F2457R  
Rustic Gold 53  
4" x 3 1/8"

**Alexandra**  
F2450R  
Rustic Gold 53  
3 7/8" x 6 3/4"



**Sofia**  
F2434R  
Rustic Gold 53  
3 1/2" x 5 1/2"

**Cleopatra**  
F2431R  
Parisienne 55  
4 1/4" x 6 3/8"

**Swirl**  
F2412R  
Golden Mahogany 61  
3 1/2" x 6 3/4"

**Catherine**  
F2459R  
Illumi 51  
4 1/2" x 6"

**Anne**  
F2441R  
Illumi 51  
3 1/4" x 6 1/2"

**Isabella**  
F2408R  
Parisienne 55  
4 1/2" x 7 1/2"



## Finials For 3" Diameter Poles



**Elizabeth**  
F3022R  
Antique Pewter S4  
5 1/4" x 3.5/8"

**Julia**  
F3053R  
Enriched Mahogany S9  
4 1/2" x 6.3/4"



**Bill**  
F3039  
Auburn 19  
4" x 6.1/4"

**Fern**  
F3043R  
Enriched Pecan S7  
4 1/2" x 6.1/2"

**Cleopatra**  
F3061R  
Royal 56  
5 1/2" x 8.1/2"

**Victoria**  
F3013R  
Walnut Gilded 79D  
4.3/4" x 8.3/4"

**Alexandra**  
F3050R  
Rubi. Gilded S3  
4" x 6.1/4"

**Classic**  
F3036  
Rosewood 46  
5 1/2" x 7.1/4"

**Pineapple**  
F3051  
Mahogany Gilded 73G  
4.1/2" x 7"

**Elegance**  
F3041  
Pecan 45  
4.1/2" x 6.1/4"





## Holdbacks



**Toscana**  
H4301 4" stem  
H6201 5" stem  
Oro Argentio 031  
5" dia.



**Braidid**  
A5823 4" stem  
Antique Gold 94  
4 1/2" dia.



**Florence**  
H4302 4" stem  
H9202 6" stem  
Antique White 17  
5 1/2" dia.



**Venezia**  
H4003 4" stem  
H6203 6" stem  
Mahogany 634nd 73G  
5" dia.



**Leaf**  
A5824 4" stem  
Rosewood 46  
4 1/2" dia.



## Poles

### Pole Diameter

	1 3/8"	2"	2 1/4"	3"
Smooth	4' P1004S	P2004S	P3404S	P3004S
	6' P1006S	P2006S	P3406S	P3006S
	8' P1008S	P2008S	P3408S	P3008S
	12' P1012S	P2012S	P3412S	P3012S
	16'	P2016S		
Riveted	4' P1004R	P2004R	P3404R	P3004R
	6' P1006R	P2006R	P3406R	P3006R
	8' P1008R	P2008R	P3408R	P3008R
	12' P1012R	P2012R	P3412R	P3012R
	16'	P2416R		
Rope Twist	4' P1004RT	P2004RT	P3404RT	P3004RT
	6' P1006RT	P2006RT	P3406RT	P3006RT
	8' P1008RT	P2008RT	P3408RT	P3008RT
	12' P1012RT	P2012RT	P3412RT	P3012RT
Bamboo	4' P1004B	P2004B		
	6' P1006B	P2006B		
	8' P1008B	P2008B		

## Rings

### Pole Diameter

	1 3/8"	2"	2 1/4"	3"
Smooth	R1012	R2414 R2415	R2414 R2415	R3016
	Ribbed	R2048	R2445	R3046
Braided		R2425	R2425	

## Joiner Bracket and Supports

	1 3/8"	2"	2 1/4"	3"
Joiner Brackets	3" B1023	B2023	B2423	B3023
	6" B1026	B2026	B2426	B3026
	8"	B2028	B2428	
	3" B5003	B5003	B5003	B5003
Universal Supports	6" B5006	B5006	B5006	B5006
	8"	B5008	B5008	
	3" 1/8" B1036	B2036	B2436	B3036

## Brackets

### Pole Diameter

Clearance	1 3/8"	2 & 2 1/4"	3"	
3"	B1003	B2403	B3003	Ribbed Brackets
6"	B1006	B2406	B3006	
8"		B2408		
3"		B2433R	B3033R	Alloy Brackets
3"		B2413		Leaf Bracket
3"		B2443R		Royale Bracket
3"		B2400	B3000	Inside Brackets
	B1000			Socket For
	B1010	B2410		Twist Brackets



The enduring beauty of *Gould* stains is showcased in this section.



Gould has an unequalled collection of stained finishes.

Starting with the finest selection of stain grade wood and elegantly carved designs, outstanding results are achieved from basic quality finishes to hand glazed and glazed effects.

All Gould stains are available on both wood and resin finishes.



Hand applied stains highlight the natural beauty of select woods.



Mahogany 73



Pecan 45



Walnut 78



Rosewood 46



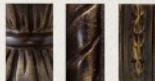
Hand staining, rubbing and brushing creates a deep finish with multiple elements.



Enriched Rosewood 58



Enriched Mahogany 59



Enriched Pecan 57



Hand brushed gold gilding emphasizes the intricately carved designs.



Mahogany Gilded 73G



A dramatic rich effect is achieved by hand rubbing classic stains with an accentuating glaze...



English Saddle 65



Walnut Gilded 78G



Cardovan 66



## Fashion Avenue Collection Finishes



Antique White 17    Provence 28    \*Pecan 45    \*Rosewood 46    Dusty Walnut 50



Tiffany 51    Rustic Gold 53    Antique Pewter 54    Parisienne 55    Royale 56



\*Etched Pecan 57    \*Etched Rosewood 58    \*Etched Mahogany 59    Golden Mahogany 61    \*English Saddle 65

\*Danish Stain Finish



\*Cardovan 66    \*Mahogany Gilded 73G    \*Walnut Gilded 78G    Antique Gold 74    Bamboo 95\*\*

\*\*Available on bamboo poles only and all accessories.

*Gould* proudly presents a large collection of finishes created by years of finishing experience.

*New!*

All finishes are available on all components in this collection.



The finest woods and cast resins are used and finishes are hand applied under our supervision right here in our New York factory.



From beautiful furniture quality stains to elegant combinations of glazing and gilding, the best in quality and choice is yours!



An industry first! Gould switch boards, available in our new binder, will feature color samples on miniature finials and poles refer to these samples for the closest match.

### EXCEPTIONAL VALUE FINISHES!

The seven finishes below, selected from our collection due to their universal popularity, are offered at an exceptional value.

The combination of Quality, Popularity and Price results in an outstanding opportunity for the Decorator and Client.



White 12

\*Applewood 18

\*Autumn 19



Bushed Gold 23



Black 29



\*Mahogany 73



\*Walnut 78

## Traversing Poles

For those who desire the best, Gould combines a superior visual effect with a robust operating system.



With Rings



With Carriers



## Double Traverse Poles

Featuring a 1 3/8" or 2 1/4" diameter front pole and a 1 3/8" traverse with carriers in the rear.



Front Pole  
Non-Traverse



Front Pole  
With Carriers



Front pole  
with Rings



## Features that make the Gould Traverse System incomparable.

"The only REAL traverse in the market!"



The best traverse in the industry...presidents of several major fabric companies.

The Real Deal...leading decorator and designers.

The only traverse we recommend...major distributors.



First we start with a full-round pole.



Then we embed a color-coordinated heavy duty aluminum track in the TOP of the pole. Gould traverses with rings are available in 1, 3/8", 2", 2 1/4" and 3" diameters. No half-round wood fascia for Gould.



Rings hang naturally from the top of the pole. When viewed from almost every viewpoint, the traverse looks like a standard pole with rings. No unsightly mechanism that hangs down from behind and below the pole.



Decorative wood brackets complete the look.



Gould traverse poles with carriers.  
All Gould traverses are manufactured in our factory to  
your specifications and pre-assembled and ready for installation.



🍎 Gould's traverse poles with carriers  
also begin with a full round pole.

Then we embed a color-coordinated  
heavy duty aluminum track in the  
bottom of the pole.

🍎 Next we insert sturdy carriers  
into the track. Cord driven  
master carriers and pulleys are added  
to complete the traverse system.



🍎 Gould's exclusive universal support  
with matching decorative wood  
base works equally well for traverse  
with carriers...

...as it does for traverses  
with rings.


🍎 This support allows for a  
minimally gapped C-ring to  
by-pass the support.



🍎 Gould's universal support also works  
for our double traverse poles.  
This support passes completely  
through the back pole and  
is inserted into the back of  
the front pole. For easy installation,  
all holes are pre-drilled at our factory.

**New!**

Unlimited Custom Finish Program  
allows the decorator exceptional flexibility.

 Simply provide a swatch sample from any paint manufacturer or even a fabric or wall paper swatch and we will match the color using our own high quality paint suitable for decorative hardware. Include in your request, whether you desire High-Gloss, Satin, Eggshell or Flat Sheen.

Provide a swatch and identify the color that you would like to match.

We will match the color(s) and send you a strike off for your approval.\*

If you desire a stain, just select from our wide variety of available stains.

Choose one of the following  
four techniques to further  
increase your design options.

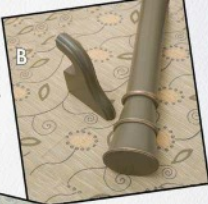
**A. Match a Color**

Indicate a color and  
we will match it.



**B. Match a Color and Glild  
the Finials.**

Indicate your color and  
we will Gold Glild  
the Finial Features.



**C. Match a Color plus  
Gold Brushing.**

Indicate your color and  
we will Gold Brush It.



**D. Match two colors**

Indicate two colors  
we will finish it with one and  
glaze the features  
with the other.



\*See price sheet for surcharges.

## Fine Finishes Collection

Looking for something special?  
How about Avant-garde or just plain WOW!

It's all here in this collection of 2" diameter smooth  
poles and accessories.

This collection is also available in 2" diameter traversing  
poles with rings or carriers!



F2450R

### Oro Antico 09

Metallic Gold Colored  
to achieve a warm-antiquing



F2455R

### Oro Argento 03

Gold with Silver Highlights

F2458R



### Oro Nero 02

Gold Highlights on Back



F2458R

### Argento Distresso 08

Metallic Silver finish worn  
to a red sub-layer

F2451R

### Oro Distresso 07

Metallic Gold finish worn  
to a red sub-layer



F2453R

### Oro Bruno 04

Brown Shades  
Applied on Gold

F2441

### Oro Vecchio 01

Gold With an Old World Look



**New!**  
**Metallic Finishes**  
with Transitional Finials

F2473R



F2473R



F2474



**Silver 10**  
Silver finials and rings  
matched with 2" smooth  
black poles and accessories.



**Gold 11**

All gold components  
in a glittering metallic ensemble  
of 2" smooth poles and accessories.

F2474



F2441



F2471R



F2470R



F2441



F2472R



F2472R





### Gilded Finial Features

Oro on Mahogany 06  
(also available Oro on Black 05)

Black Poles and accessories (finish 29)  
are obtained from the  
Fashion Avenue Collection



### Accessories



H4001



H4002



R2415



H4003



R2425



B2443R



## The Ironcraft Collection

Heavy Duty 1" Diameter



**Aslor**  
#F013  
Lamp Bracket 01  
2 1/4" x 3 3/4"



**Chelsea**  
#F012  
Antique Pewter 02  
2" x 3 3/8"



**Waverly**  
#F014  
Golden Silver 05  
3 1/4" x 4 1/4"



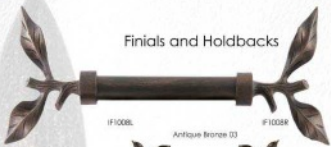
**Gramercy**  
#F010  
Antique Bronze 03  
2 1/8" x 3 1/2"



**SOHO**  
#F011  
Ox2 Gold 04  
1 7/8" x 4 3/4"



# Finials and Holdbacks



IF1008L

IF1008R

Antique Bronze 03



IH1008L



IH1008R



IF1007

Antique Pewter 02



IH1007



IF1006

Golden Silver 05



IF1009

Antique Pewter 02



IH1006



IF1004

Golden Silver 05



IH1004



IF1003

Old Gold 04



IH1003



IF1001

Lamp Mark 01



IH1001



IF1002

Antique Bronze 03



IH1002



IF1005

Antique Pewter 02





## Ironcraft Accessories



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## Finishes

IA1013 / IA1014 Iron Baton  
36" / 48"



Lamp Black  
01



Antique Pewter  
02



Antique Bronze  
03



Old Gold  
04



Golden Silver  
05

## The Metalware Collection

Finely machined and hand finished components solid brass.

Elegantly simple to modern styles. Richly appealing finishes.

A versatile look to any interior!



## Finials



MF1004  
2 1/4" x 3 3/4"



MF1005  
1 5/8" x 2"



MF1001  
1 3/4" x 1 3/16"



MF1009  
1 1/8" x 15/16"



MF1002  
2" x 3"



MF1007  
1 1/8" x 3 3/4"



MF1008  
3" x 5 1/4"  
Clear Acrylic Ball

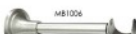


## Accessories

All accessories available in brushed nickel, satin brass and black.



MB1003  
4 3/8" L x 2 3/16" Dia. Base  
3" clearance



MB1006  
6 3/4" L x 2 3/16" Dia. Base  
6" clearance



MB1036  
7 3/8" L x 2 3/16" Dia. Base  
3 7/8" clearance



MB1012  
Insider Mount  
7/8" L x 1 1/8" Dia.



MB1020  
Ceiling Mount  
4" L x 2 3/16" Dia. Base



Holdback  
MH1003  
4" L x 2 3/8" Dia.



Ring  
MR1002  
1 1/2" I.D.



Elbow  
MB1010  
3" L x 1" Dia.

Accessories

## Selling Tools

Display Stands



Ironcraft  
AD 010



Metalware  
AD 011



Fine Finishes  
AD 012



Fashion Avenue  
AD 013



Fashion Avenue  
AD 014



Gold Binder Set  
Includes all  
literature, pricing,  
and finish swatch  
boards with miniature  
finials on poles.



Trovare Sample Stick.  
Available for both single and double trovare.

Sample Sticks

A short pole with your choice of two different finials with your designated finish.



DEVECON HARDWARE

*Gould*  
www.gould.com



Design Trade Home

**To Place an order**

111 E Lancaster Ave  
Devecon, PA 19333  
610-896-7888

Fax: 610-765-1406

Email: [order@DTHTTT.com](mailto:order@DTHTTT.com)