

Consolidated
Carpet Trade Workroom, Inc.

40th YEAR ANNIVERSARY
OCTOBER 22, 1983

NEW YORK SHERATON
55th Street and 7th Avenue
New York City



DEDICATION

This evening is dedicated to Leif and Tom who founded Consolidated Carper Trade Workroom forty years ago. Their skill, leadership and dedication have given us direction to do the proper job. With love and affection we wish them happiness in future years.

Tor, Lloyd, Arne, Buddy



LEIF MEBERG



TOM MEBERG

In 1925, Leif Meberg was eighteen years old, and left Lista, Norway to follow his three brothers and one sister to America. He landed in Brooklyn, New York, and lived with his brother Arne and Sister Lina in a large Norwegian Community in Bay Ridge.

Torvald (Tom), the youngest of ten children, came to Brooklyn in 1928, and lived with his sister Lina and two brothers Arne and Leif. Tom was nineteen years of age.

By 1929, work had become difficult to find and union work almost non-existent. Arne, Leif and Tom therefore went to work as timbermen on subway construction of the Grand Concourse line in the Bronx. Non-Union pay for this work was \$0.80 per hour for an 8 hour day and half a day on Saturdays. Tom eventually became a "pusher" supervising ten men and was raised to \$0.90 per hour. They stayed in this type of work for a few years, working on the GG Crosstown line to Long Island City, and the Houston Street subway in lower Manhattan. The brothers went to night school to learn English.

During the depression carpentry jobs became scarce and in 1933, Leif and Tom went to work installing carper and linoleum for a Norwegian from Stavanger, whose name was Jaasund. During the eight years Tom & Leif worked for Jaasund, they became skilled craftsmen and acquired the respect of workers and customers alike. The brothers worked in commercial office buildings as well as private homes. The acts of sewing, binding, installing invisible sockets and pins, invisible rods and rings and working with woven carper almost became an art form. Leif and Tom had the opportunity to work at the 1939 World's Fair installing carper, linoleum and tile.

When the second World War started, the carper mills stopped manufacturing carper and started making government supplies. Tom and Leif in 1940-41, found themselves covering store windows with Ozite in compliance with the Civil Defense black out. Even at this task Tom & Leif proved that their work was faster and superior. In 1942, Leif & Tom began working in the Brooklyn Navy Yard helping build Navy and Liberty Ships. In 1943, while working the swing shift in the Navy Yard, Jaasund asked them to do some carper repair work for him. They were very busy doing carper repairs during the day and working in the Navy Yard at night.

Leif & Tom, along with Mr. John J. Robbins, incorporated Consolidated Carpet Trade Workroom on November 1, 1943. They moved into a store front at 114 East 18th Street, New York City, just off 4th Avenue. During the first few years, most of the work was repair work, since no new carper was being manufactured. Their first employee was John Svensen, a Norwegian seaman, who returned to Norway after the war was over. Tom & Leif joined Local Union 2241 in Brooklyn. The Union delegate was Benjamin Goldberg.

When the war ended and the economy of the country started to prosper so did Consolidated. More men were hired and soon customers of Consolidated were asking for mechanics such as Olsen, Melhus, Lundegaard, Larsen, Hansen, Engerbersen, Westhassel, Breskin and Dunphy. Breskin and Dunphy??!!

In 1947, Tom & Leif bought our Mr. Robbins. That same year, Consolidated moved to 22nd Street in Long Island City. The 100 x 100 building which was formerly a garage for government vehicles was a big move from 18th Street, and Leif & Tom wondered if this building would ever be filled.

In March, 1948, Tom's oldest son Tor started to install carpet. This was after his tour in the Army, stationed in occupied Japan. Under the watchful eye of his father, Tor's apprenticeship was hard and demanding. Because of this he became a skillful carpet mechanic and foreman on many large jobs. One of his favorite expressions was "get going".

As the years passed, Consolidated's reputation grew in the carpet industry due to the hard work of Leif and Tom and their skilled installers. Many hours were spent at night typing bills after a full day's work installing carpet.

In the 40's & 50's many jobs were out of town. Consolidated installed ¾ carpet for Lerner Shops on the entire east coast, Detroit, Cleveland & Chicago. Sky Chef had the men traveling to Phoenix, Denver and Cincinnati.

In May, 1951, Leif's son Lloyd started to install carpet. Lloyd and Tor worked side by side on many jobs. They traveled to Dallas, Texas in 1958 for 6 months and installed carpet in the new Sheraton Dallas Hotel.

After finishing his college education in 1959, Arne, the second son of Tom, came into the company. He was later brought into the office to make it more efficient and to take over some of the work load from Mike Lundgaard. In later years Arne was to set up a computer program to handle all the aspects of the business.

Tom's third son, Thomas (Buddy), came to work after college in June, 1963. Buddy learned the trade like his brothers and later came into the office to help ease the work load that was put upon Arne due to increased business.

As modern technology changed our way of living, so did it change the procedures of installing carpet. In the 30's & 40's, carpet was hand sewn, bound, turn & racked, sewn on a track machine and seamed with seam loc tape and cement. In the 50's, installation changed with the introduction of tackless, latex and pin tape. The 60's, introduced latex adhesives and the installation of carpet by cementing it directly to the floor without padding. Technology brought to the 70's thermoplastic heat tape and carpet tile. The 70's had two tragic events for Consolidated, both were fires. On May 15, 1971, the first fire destroyed one building with offices, records and alot of ¾ carpet. The second fire occurred late at night on November 22, 1978, destroying two buildings, offices and everything in the buildings. At this time we wondered if we could continue. With a lot of hard work and determination from ourselves and our men, out of the ashes came the 30,000 sq ft warehouse we have today.

As we look from the past to the future, we hope and pray for health and the opportunity to work. We would like at this time to thank our customers for the business we have shared together and our men for the fine job they have done and will continue to do to harvest the fruits of our labor.

In Norway, Leif was active in the International Order of Good Templars (I.O.G.T.) a Temperance group. On coming to Brooklyn, he joined a local lodge later he became president of the lodge. At that time (1920's) there were seven different Norwegian speaking lodges in Brooklyn and Staten Island.

Leif was interested in sports, especially track and field. In a track and field event in 1929, where all lodges competed in 5 different events (5 men from each lodge), Leif won the "Ladies cup" as the best all around man.

Later years he joined the Norwegian Folk Dance Society which he belonged to for many years.

His family church is the 59th Street Lutheran Church. In the later years he has been active in the Norwegian Christian Home and Health Center. He has been the Treasurer of the Home for the last 16 years.

Leif & Tom have supported the industry in the advancement of installation skills, Tom was in on the founding of the National Association of Floor Covering Installers, serving on committees, Board of Directors and as Vice President. In recognition for his many years of service he received "The Golden Hand Award" from Installation Specialist publication.

Tom has been active in the Norwegian Society of the Greater New York area for many years, serving at times as president of the Scandinavian American Business Association, Norsman Rod & Gun Club, Sons of Norway-Arbeideren Lodge #414, member of The Norsman Lodge #878 F & AM and the Norwegian Club.

He is a member of Zion Lutheran Church, 63rd Street Brooklyn, and served on the Building Committee, Board of Trustees and Church Council.

Active in all kinds of sports, through his life, Tom's greatest love is fishing and the fellowship he shared with his many friends.

Tom has been blessed with 4 sons, 2 daughters, 8 grandsons, 7 granddaughters and 1 great granddaughter.

PROGRAM

RECEPTION:	SEAFOOD FRESH ASSORTMENT OF SHRIMP, LITTLE NECK AND CHERRYSTONE CLAMS SNOW CRAB CLAWS
CARVING STATION:	STEAMSHIP ROUND OF BEEF — SILVER DOLLAR ROLLS ASSORTMENT OF TEA SANDWICHES AND CANAPES TWO FRESH FRUIT DISPLAYS WITH IMPORTED AND DOMESTIC CHEESES CRUDITE WITH DIPS
Welcome	Arne Meberg — Master of ceremonies
Invocation	— Tor Meberg
Toast	— Lloyd Meberg
Dinner	ROMAINE SALAD WITH HEARTS OF PALMS AND LEMON DRESSING TWICE BAKED STUFFED POTATOES (BACON BITS, CHIVES, SOUR CREAM) PRIME RIB DOUQUETIERE OF VEGETABLES
DESSERT:	ICE CREAM DOMBE WITH ENGLISH CUSTARD SAUCE MINTS WINE (RED AND WHITE)
Presentations	Leif Meberg Tom Meberg Erling Hansen Torleif Melhus Wally Aspden Bergh Dros
Dancing throughout	

1943 - 53 CUSTOMERS

Aaronson
Walter Ballard
Bambergers
Bergh Bros.
Duffy
Eastern Floors
Fink
Wm. Gold
L. Jones & Co
C.J. Klewin

Macy's
Meyerson
C.H. Schmidt
Siegman
Schumacker
Sterns Dept Store
E. Tregonowan
Wm. P. Taylor
United Nations

MAJOR INSTALLATIONS 1943 - 53

Lerner Stores (Entire east coast)
New Yorker Hotel
Park Central
Grand Concourse Hotel
Greenbrier Hotel-W. Va.
Kitty Kelly Shoes
Macy's Jamaica, Flatbush, White Plains
Gertz - Jamaica
Hotel Commodore
Barclay Hotel
Diltmore Hotel

Park Lane (48 - 49 St)
Sheraton East
Carlton House
Olcott Hotel
Oliver Cromwell
Carlyle Hotel
Picadilly Hotel
Westbury Hotel
Berkshire Hotel
Coca Cola



TOM AT MIKE'S DESK.
"WHEN I WAS YOUR AGE."

EMPLOYEES 1943-1953

Andres Andersen
Leif Andreassen
Harry Breskin
Adolf Christiansen
Tommy Christensen
Eddie Dunphy
Karl Engerbresen
Einar Hansen
Norman Hansen
Richard Hunt
Kaare Kristofersen

Leif Kolstad
H. Larsen (Otto)
Magne Lundegaard
Leif Meberg
Tor Meberg
Torvald Meberg
Torleif Melhus
O.W. Olsen
Olef Olsen
Arne Reinersen
Victor Robinson

John Svenson
Godfried Samuelsen
Eilert Westhassel
Julius Westhassel
William Gebert
Lloyd Meberg
Ewald Helvig
Arne Pedersen
Charles Olsen
Bernard Monsen
Tor Roland

MEMORIES 1943 - 53

Moving $\frac{3}{4}$ carpet on to sidewalk on 18th Street to make room to sew $\frac{3}{4}$ inside-hoping for fair weather.

Work during the day and drill concrete for pins and plugs at night:

- Invisible socket and pins
- Invisible rods and rings
- Turn and tack, Kelly stone
- "50 yards of binding
- "something"

Being out of town for a good part of the year.
Trying to find Tommy and Otto Larsen at the New Yorker Hotel.

Trying to keep up with Julius Westhassel turn & tack.

Tom & Leif waiting at the dock for future carpet mechanics to come from Norway.

Trying to meet train schedules for jobs in Westchester and Long Island before the modern automobile.

"Elve Kant Vei" — translated -Riverside Drive -address on report from Torleif Melhus to Betty Dunphy.

Skilled hands of Mike Lundegaard who kept the shop going. Mike could fix just about anything.

Otto Gabrielsen's strength and his bread wagon delivery trucks.

Pile 1 and pile 2 in the shop. The piece of carpet you wanted was always on the bottom.

Carpet Widths 9', 12', 15' & 18'.

Digelow installation school -introduction of Hammer stapler for lining, lockweave cutter.

Hotel Lexington, cutting carpet in the basement. Removing locks and chains and trying to keep accurate stock records.

Tufted carpet and 4'6" sponge backed carpet.

Carpet was powerstretched. Lloyd and Torleif brought back powerstretchers from California.

1953-63 CUSTOMERS

Carper Distributor Corp
Dippel, Vogler & Sharkey
Loews

Carper Salesman
Circle Floors

INSTALLATIONS 1953-63

Saony Mobil
Sky Chef
University of Indiana
Peck & Peck
Taule AFB — Greenland
Ohrbachs
Sheraton — Philadelphia
Dallas
Binghamton
Park Sheraton
McAlpin
Russell
East
Astar

Lexington Hotel
Taft Hotel
Loews Hotels — Summit
Howard Johnson
Americana
City Squire
Regency
Ramada Inn



CUTTING FLOOR 22nd STREET
BILL OLSEN — "SQUARING OFF"

EMPLOYEES 1953-1963

Harry Abrahamsen	Kenneth Longaker
Leif Andersen	Frank Mastrangelo
Odd Anderson	Arne Meberg
Nilson Arnold	Arnold Meberg
Herlov Augustinsen	Audrey Meberg
Adolf Behrmann	Harold Meberg
Richard Bracken	Lloyd Meberg
Eugene Burns	Tom (Buddy) Meberg
Joseph Campisi	Michael Minarik
Robert Cavallina	Martin Narvesiad
Anthony Ciaravino	Stanley Nilson
Elizabeth Dunphy	J. Noone
Gregory DiNallo	Charles G. Olsen
Bob Ellefsen	Chas Olsen
Mildred Fleming	Rolf Richard Olsen
Chuck Foster	Wilbur Olsen
Charles Fredholm	Kurt Ramsland
Wm. Gerbert	Tor Roland
Herman Grant	John Rayseland
Erling Hansen	Joe Rubin
Johnney Jacobsen	Alfred Samuelson
John Don Janis	Robert Santoro
Norman Kaplan	Bjorn Skaalerud
Sam Kaplan	Mollie Streeman
Gay Labbate	Per Siversen
Roger LaCasse	Florence Teller
Per Larsen	Theodore Wilkes
Melvin Lirland	Al Christiansen

MEMORIES 1953 - 63

"Constable wore is the road to Scarsdale"

"Lady you have to move your furnace". (furniture)

"Too many religions on this job" (relatives)

"Father, what time is this mess (mass) over with?"

Calling in at the University of Indiana after nine holes of golf to see if the carpet arrived.

Torleif's 53 Kaiser and his driving ability. Men, Men, Men, (but, but, but).

"Yah, bur"

"Gosh"

"Ber everything you have"

Socony Mobil — working Memorial day to Labor day, every day — 8 am to 6:30 pm.

Running double time down the corridors with carpet on both shoulders

Arne losing 25 lbs on job, 205 to 180 before going back to college

Working for Loew's Hotels from Summit, Howard Johnson, Americana, City Squire, Regency and Ramada Inn.

Bankers Trust 280 Park — Heavy, Heavy carpet

Unloading trailers at night with block and tackle, with jets flying over head during the Cuban missile crisis.

Greenbrier Hotel — 1,974 sq yds in a corridor — when would it end.

Bamberger and Stern carpet jobs, starting third job at 7:30 pm during holiday seasons.

"Never again -stupid jackass".

"Lining Foremen"

Atlantic City — Generous Harold spending his weeks expenses on souvenirs for his kids on the first day out of town. He lived on popcorn and soda for the rest of the week. Harold making profit on coffee & lunch orders.

John Roystand -always a hard worker, boy could he kick in.

 Strawberry short cake at Hectors

 Malted with raw egg

Mildred Fleming — from 1956 to her retirement the quiet and most efficient individual we have known, her dedication to her job under terrible conditions, heat, cold, two fires and late time sheets.

1963 - 73 INSTALLATIONS

Burlington
J.P. Stevens
Warwick Hotel
Drake Hotel
Worlds Fair
Merrill Lynch
Columbia University
New York University
Fordham University
Hotel Pierre
Wyndham Hotel

Windsor Hotel
Park Lane (CPS)
Sheraton Moror Inn
St. Regis
Princess Hotel Bermuda
Castle Harbour Hotel Bermuda
Mayflower Hotel
Peter Cooper Hotel
Hilton Hotel Ethiopia
Home Lines
Saks - 5th Ave.

1963 - 73 CUSTOMERS

Simon Manges
Custom Floors Albany
Ewing Carper
N.Y. Planning
Sherland & Farrington
Harrill

National Theatre Supply
Hornstein
Frazer Gold
Empire Office Equipment
Louis Tregre Assoc.



MIKE LUNDEGAARD — "THE MEN ARE ON THE WAY".

EMPLOYEES 1963-1973

Wally Aspden
Bjorn Bjornson
William Brown
John Cooley
William Dierrich
Stephen DiNallo
Linda Donovan
Thore Feggestad
Dean Fredricksen
Alrild Hansen
Helge Henriksen
Orlen Indahl
Lenton Jones
Paul Kaczmaski
Earl Kristiansand

Leif Larsen
Peter Lindstad
Karl Lundegaard
Bob Maquire
John McGrath
Paul Meberg
Richard Nebl
Tim O'Keefe
Oddbjorn Olsen
Sigurd Olsen
William Olsen
Delores Picciarelli
Chester Prysowski
Fred Stromeier

MEMORIES 63 - 73

"Measure twice, cut once".

Sitting in wheel chairs waiting for ocean lines to come into port.
Working through the night to get the job done before the ship sailed the next morning.

Larsen on top of the IBM building at the Worlds Fair. He helped us unload a truck of carpet.

Shelburn Museum and Mr. Urie's expense account trying to feed Charlie & Larsen. How about waffles and ice cream?

Mr. Urie delivering steel pins to a job in Bermuda, when he was on vacation.

Martin's Dept store — Drapes & T.V. (Beaux Arts)

Introduction of sisal carpet. Ugh!

Howard Johnson Restaurants — Late night overtime, dismantle tables, who has a yankee screwdriver?

"Charlie what's 7up?"

"Charlie, how long would it take to install 753 miles of carpet 9 ft. wide?"

Roy get mad S— — —! S— — —! S— — —!

Working 144 hours in one week in Bermuda.
Big bones.

Astro Turf — Hofstra University.

Linda Donovan — started November 1967 — answering phones and typing bills. Tor driving her to the hospital to deliver Scott.

1973 - 83 CUSTOMERS

Vogler Carpet
Graham Carpet
Hoffman Carpet
New York Carpet
Shehadi

Einsrein Moomjy
Lord & Adams — V'Soske
Random House
Helmsley Spear
Westpoint Pepperell

1973 - 83 INSTALLATIONS

World Trade Center
Playtex
AVCO
American Tobacco
General Electric
Conde Nast
McGraw Hill
UN Hotel
Met Opera

AT&T
Swiss Reinsurance
Phillip Morris
Chemical Bank
Ernst & Whinny
First Boston
Palace Hotel
Harley Hotel
General Foods

Home Insurance
Bank of New York
Irving Trust
EAB
Goldman Sachs
Continental Insurance
Essex House
Plaza Hotel
New York Statler Hotel

SHOP PICTURE 1959



First row left to right
Mike Lundegaard Harold Meberg, Knut Engerbresen, Don Janis, Gene Burns, Charlie
Fredholm, John Royseland, Tommy Christiansen

2nd row
Erling Hansen, Martin Narvestad, Augie Augustinsen, Arne Meberg, Dill Olsen, Fredleif
Andresen

3rd row
Godfried Samuelson, Einar Hansen, Melvin Litlano, Herb Nirzer

EMPLOYEES 1973-1983

Richard Abrahamsen
Gerrard Andersen
Glenn Andrews
Robert Arberg
Gunnar Austegard
Scott Belford
Hugh Bender
Roger Berg
Arthur Biskin
Salvatore Bisseri
William Bonetti
John Brennan
Roosevelt Brooks
Gladys Brown
Robert Browning
Clifford Buchner
Ken Bush
Anton Burthaupt
Jeff Capo
Sven Carlson
Charles Cassidy
Robert Cavallina
Frank Cesasoli
Ken Christiansen
Frank Cirino
Roy Clausen
John Coco
John Cody
Robert Coleman
Jane Cortez
Thomas Corter
Gerald Coughlin
Herman Davis
Dominick Delio
Anthony DeRosa
Michael D'Errico
Peter DeViro
Mike Divers
John Diviney
Christopher Doyle
Frank Dowd
Joe Drennan
Alfred Duelfer
Robert Engle
Jim Erickson
Paul Evola Jr.
Angelo Fazio
George Finnegan
Peter Flores
George Frederickson
Richard Garrison

John Giacinto
James Greelan
Irvin Green
Al Guild
Stephen Hacker
Bill Harmon
Arthur Harrison
Arthur Heany
Rich Hennessey
Donald Hook
Arthur Hyland
Wayne Johnson
Mike Kittany
Steve Knurzen
Donald Knous
Arthur Kowaleski
Joseph Krane
Peter Krauss
Joseph Lapinski
Ralph Larsen
Joseph Libertella
Roger Lohnes
Randy Loland
Sven Lunde
Andy Madsen
Donald Malorano
Bob Magnusen
Dominick Mastrototora
John May Jr.
Gerald McGee
Peter McHale
William McHale
Wm. McHenry
Robert McLaughlin
John McMahan
Bruce Meberg
Clifford Meberg
David Meberg
Karl Meberg
Kevin Meberg
Tommy Meberg
Jeff Mickel
Jerome Middlebrook
Joseph Milazzo
Michael Minando
John Murphy
Steve Neubauer
David Nielsen
Tom Nielsen
Arne Nielsen
William O'Dwyer

Marl Olsen
Paul Olsen
Roy Ormland
Harvey Park
David Pennington
Kelvin Perers
John Petrone
Andrew Pipicz
Robert Pisano
Herbert Pritchard
Sigurd Qualben
Dennis Ray
James Robbins
Robert Robbins
Rob Rombadt
Phil Rubin
Michael Rush
John Ryan
Emil Sachs
Rafael Salmon
Charles Sanders
Micael Santoro
Robert Santoro
John Scarpanito
John Schroder
Alfred Schultz
Joseph Scott
Jeff Singer
Mark Spillers Jr.
John Spinella
Richard Sr. Amour
Steven Strand
Eugene Strawkowski
Thomas Sullivan
Scott Sweeney
Stuart Tellefsen
Ernest Thomason
Malcum Threadgill
Joseph Toner
Haakon Tonnessen
Michael Tonnesen
Stanley Trachman
Roderick Wallace
Mort Wallace
Don Westyle
Gary Wiley
Rose Ann Wiley
Walter Williams
Rich Zanfini
Ron Zimmerman
Gaetano Zitoli

MEMORIES 1973 - 83

Fellowship of the golf outings and the company picnics.

Magnaloc

Carpet tiles

Hear tape

Night of a 1000 stars

Palm Restaurant, Arm wrestling, lobster and Mr. B.

1979 — after the second fire, working out of 3 warehouses, working extra long hours, loading trucks by hand. The patience of Bob Maguire and Stuart trying to keep his sanity on the phones.

All the volunteer help from our men who gave their time to set up the new shop.

Gary & Roseann for their dedication to their jobs. Their new blood into our organization has made the office run more efficiently. Gary looking for happiness in positive cash flow.

The dedication of our girls in the office, Dolores, Jane, Gladys and Linda. After the second fire, sitting in Dolores' car on 22nd Street making up the payroll.

Who's on the telephone? — answer Mr. B.

Collyman

Mountain

Stevie Wonder

Eno

Doc

The Pearl

Ahren

Newbie

Silver Fox

White man

Mad dog

Zimmy

Carpet man!!

We remember Mr. Dowd our accountant under Leif and Tom.

Our thoughts of Howard Tanner. His ability to shape, mold and guide our company in its transition from father to son, he is dearly missed.

To Mark Tanner our thanks for his ability to carry on. He has helped us through some difficult times.

Our thanks also to Otto Gabrielsen and his men who have worked many difficult hours to deliver the carpet. His work is most important but most overlooked and taken for granted.

Negotiations with Frank McHale, Frank Perez, Pat Guarino and the District Council on one side Jimmy, Kenny, Charlie & Joe on our side.

If names, dates are omitted or out of order please accept our apologies. Due to our lost records many thoughts and ideas have come from our poor memories which are getting worse as we get older.

Consolidated Carpet Trade Workroom Inc.

"A reliable workroom to the trade"

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