

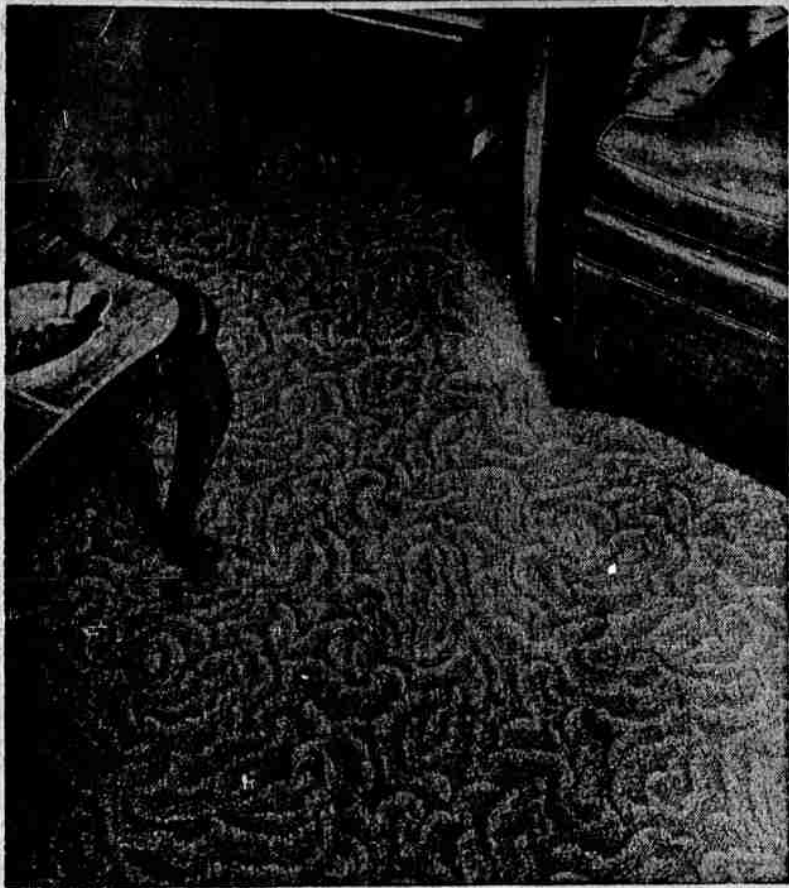


Choose a Carpet that wears a Famous Label

CARPET FASHION BAZAAR

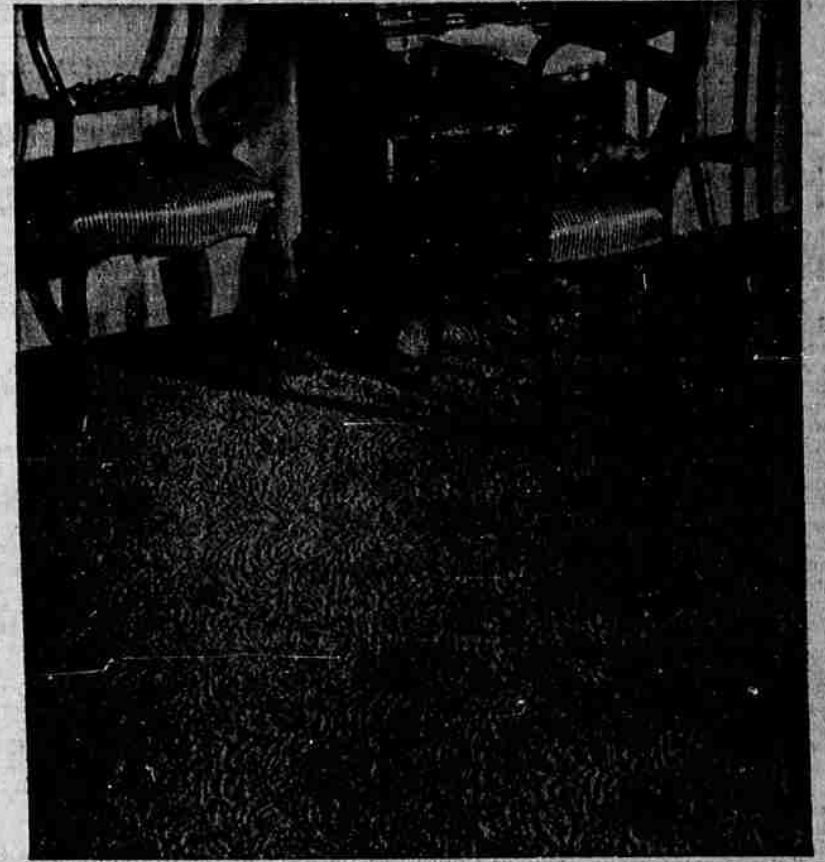


Salem Merchants Join in Presenting the New Carpet Fashions, Styles for 1953



NATIONALLY ADVERTISED AT \$21.75 A YARD

- Frunk's House of Carpets
- Hamilton Furniture Co.
- Hogg Bros.
- MKN Furniture Co.
- Miller's Dept. Store
- Roberts Bros.
- Shaw Furniture Co.
- H. L. Stiff Furniture Co.
- Woodry Furniture Co.



Fine Carpets Made of Yarn, Man-Made Fiber

There is something new, exciting and wonderful in the carpets now on display in Salem stores. These are carpets made of blended yarns, skillful combinations of man-made fibers and virgin wool.

When furnishing a home today, you will want to investigate these beautiful carpet fabrics. Today, more than ever, this latest development of science can add charm and beauty to your home. The selection of textures, colors, and designs is wider than ever before and these marvelous new carpets are less expensive. Long years of research and millions of dollars were spent by carpet and fiber manufacturers to develop these fibers to give them the necessary characteristics of wool, and yet not lose their own important features.

These blended carpets score 100% on every point from a homemaker's view. The colors are brighter and clearer as the uniform whiteness of the man-made fibers take dyes evenly. Surface coverage is greater, and shedding, long a source of annoyance, is considerably reduced. When cleaned, blended carpets freshen more readily and their soil, fire, and wear resistance is equal to all-wool.

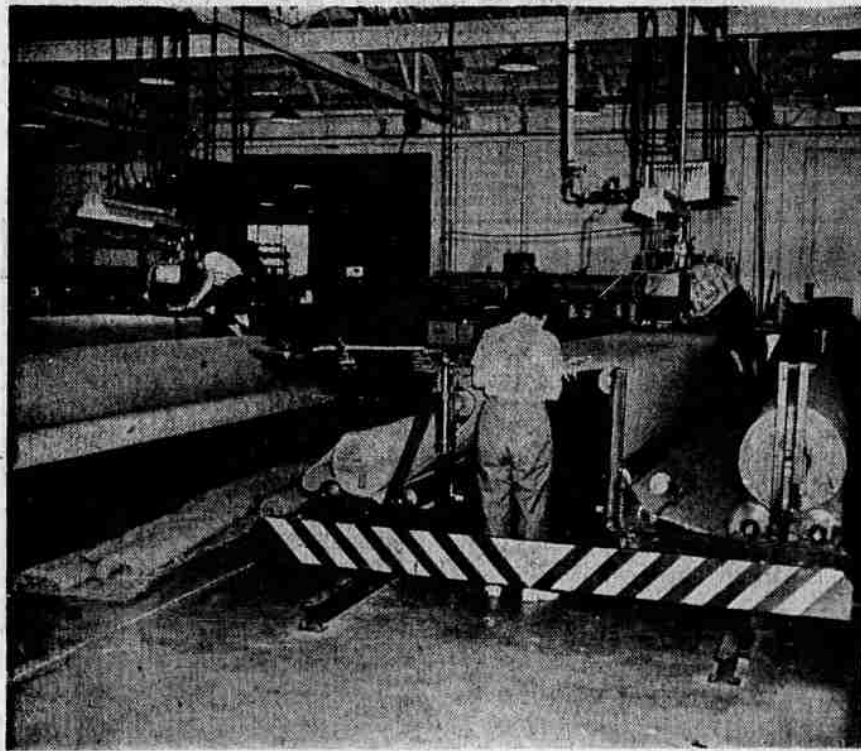
You will find a wide selection of blended yarn carpets made by Gulistan. The purity

of color obtainable in Gulistan carpets is clearly indicated in the good looking floral, leaf, and tone-on-tone designs of Gulistan Axminsters, New Fenmore, and Rumson. These lines are manufactured from a blend of 50% carpet acetate and 50% virgin wool.

For those who like texture in carpeting, Gulistan's Chevron is woven in an all looped pile design. Sable, a plain weave carpet, is the blended answer to those who wish an overall color or without pattern or design. Both of these carpets are woven of a blend of 50% new carpet rayon and 50% imported virgin wool.

Blended yarns also play an important part in sculptured carpet. Gulistan's Lyric, a combination of cut and looped pile in a lovely, delicate sculptured pattern, is true elegance at a moderate price. Being introduced for the first time is Aurora a sculptured carpet woven of wool and vinyl. A special finishing process creates a beautiful and unusual carved leaf pattern.

By all means when shopping for your next carpet, don't overlook the blended carpets. In these, science and industry have combined to offer the American homemaker the greatest possible value for the carpet dollar.



All floor coverings produced by Oregon Flax Textiles are nationally advertised but the wool, high pile carpet with a linen back, shown here in the process of manufacture, is the highest priced of all. It retails at \$21.75 a yard. A modestly priced tufted cotton carpet with a linen back will be in production in 60 days and available in an assortment of 12 colors.

Plain Carpet Isn't Plain

There's nothing plain about plain carpeting! Solid colored carpet of a homemaker's favorite smart shade certainly can not be classified as "plain." Solid colored carpets have a subtly textured surface that permits a wide choice of bold patterns for walls, draperies, and accessories. There can be no clash of decorations matched to only one color. As colors of the walls and accessories will undoubtedly be changed much more often than the carpet, the color of the floor covering selected should be one that can always be the basis of a room's color scheme.

There are other advantages of solid colored carpet. Smooth-flowing colors, such as these carpets will give, seem to push back walls. That's why this type of carpet is so right for small rooms, or rooms with jogs or alcoves. Many homemakers also use patterned carpet with solid colored carpeting in adjoining rooms.

Plain carpets usually are hard-twist weaves with a curly nubby texture that assures superb wear. The closely woven pile resists dirt and foot prints, much to the delight of all homemakers.

One of the solid colored, hard twist carpets is friezette-granette by Gulistan. Woven in a total of seven impressive colors mocha beige, sandalwood, venetian red, juniper green, Christmas green, fresco rose, Quaker gray, it is available in the 27-inch, as well as broadloom widths.

Salem Firm Makes Wool Rug That Sells at \$21.75

Oregon Flax Textiles, West Salem division of National Automotive Fibers, started operations here in an experimental way in 1944 with three or four employees making flax yarn. Now the concern employs 150, makes a high pile wool rug that retails for \$21.75 a yard and is about to put into operation an exceptional process for the manufacture of cotton tufted broadloom floor covering.

Braided and woven linen carpets were among first of an extensive line of floor covering now made by Oregon Flax Textiles. Braided rugs are made from flax tow that is carded, spun into yarn, dyed and finally braided into rugs. Sizes run from 2x3 feet to 24x24 feet in an all linen floor covering adaptable to the modern home and ideal for the colonial type of dwelling. These coverings, now being promoted in nationwide advertising, are an all-linen product created in but one grade—the best.

Woven linen rugs are made from the same yarn as the braided covering. But instead of being braided they are woven on a loom. These are available in 20 assorted colors, nine and 12 feet in width with 30 yards to the roll. These rugs are also nationally advertised as are all other carpets and floor coverings produced by the West Salem firm.

Wool high pile rugs and carpets with a linen back are the most exclusive creation of Oregon Flax Textiles. This floor covering with a pile three-quarters of an inch thick is among the very finest of its kind produced in the United States. The retail price for this high pile wool carpet is \$21.75 a yard. Thirteen colors and widths ranging from nine to 18 feet are available.

Clyde S. Everett, manager of Oregon Flax Textiles, hopes to soon offer this expensive carpet custom dyed to suit the purchaser's specifications. Spinning, carding and dyeing of high pile wool rugs and carpets is entirely an operation within the local plant.

At the moment the local plant is installing intricate and exceptional machinery for the manufacture of cotton tufted broadloom carpet. A linen back will feature this newest product. Production will start with nine and 12-foot widths of seamless cotton carpet that will be first available in about 60 days. Twelve colors will be featured.

The U. S. Geological Survey is currently working on 4,000 quadrangles, covering parts of every state, for its Topographic Atlas.

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