

It's CARPET TIME In Medford!

"Upstairs, downstairs and in milady's chamber..."

The old nursery rhyme might well describe carpets and rugs in today's homes. They literally "wander" all over the house—but not without purpose.

Just as plans and purposes of rooms differ, modern carpets and rugs are designed in many different styles to fit varied uses. It's a wise shopper who considers these uses—and selects her carpets and rugs accordingly.

The hall and stairway serve as the passageway of the home—and because of constant traffic, should be carpeted with the best and sturdiest quality possible, in this case a twist-textured carpeting which would help disguise footprints.

A child's room could be both cheerful and practical with a colorful tweed carpet on the floor. In a family room, where carpet cuts down noise and underscores informal activity, a carpet with striated texture is a good choice. The pattern for the dining room floor is another choice for function-plus-beauty.

In almost every room of a home, carpets and rugs can perform several jobs with versatility. They can enhance decoration, reduce noise, add warmth and comfort and ease housekeeping.

Color and texture, type of design—and ultimately total quality—are all considerations in choosing carpets and rugs. These are factors to weigh against specific use in making a wise choice.

Seeing new carpet styles designed to meet specific needs, shoppers will have happy hunting in Medford stores. Practicality and beauty share honors in new presentations, aimed at filling the increased need for carpets and rugs in today's homes.

Soft floor coverings now serve as guideposts for the homemaker—styling to guide decorating, practical features to set the pace for comfort and ease, new shopping convenience to aid in better home planning.

Left top—Sturdy nubby-textured carpet can stand up to daily traffic in a passageway and provide decoration for a cheerful "welcome" area in the home.

Center left—A tweed carpet in a color combination which is easy to clean provides a comfortable floor on which children can play, warmly and safely.

Left below—Pattern on the floor is smart, in style and function. A patterned carpet or rug in a dining room camouflages daily use and adds color excitement.

