

Padding Should Be Included in Carpet Purchased for Home

When buying carpet, home-makers are always advised by their retailers to include padding with their purchase. Often, they ask, "What is padding? Why should I buy it?" The simple and direct answer is that padding for carpets is one of the wisest and most economical purchases a family can make.

Padding is sometimes referred to by a variety of terms such as "rug lining," "underlay," "carpet cushions" and just "pads." They all mean the same thing, as they represent a cushioning material placed under the carpet or rug.

Padding is made of a number of different materials. Most well-known, perhaps, is the "felted" type made either of all cattle-hair, hair-jute combinations and all jute. These fibers are felted together to provide a soft, resilient and strong fabric.

Other padding materials include sponge rubber, foam rubber, and plastic foam combinations.

Television Sets Influence Carpets

The pro's and con's on TV have raged ever since the introduction of the "one-eyed monster" in the living room — and no matter which side of the argument you're on, there's no doubt that television has meant changes in our way of life.

Television has had remarkable impact on home furnishings. New furniture styles have been developed for TV fans in some instances, new rooms have even been added to houses. And carpets and rugs, long a staple item for most homes, have come in for their share of this influence.

Remember the days when Grandma's prize carpet was in the "parlor" and was rarely exposed? Compare this with today's living room or den, where there's most likely a cluster of children around a TV set during the day, the family and friends at night.

The result: Carpet gets more use during a year in today's homes than it got in a lifetime of the old-fashioned parlor days.

Carpet can take it, however. Designs are both attractive and practical. The wide variety of carpet and rug designs available today is evidence that carpet is ready to fit into its latest role — the steady television companion.

positions. In some underlayment materials foam rubber is added to the felted hair and jute products to provide extra springiness.

The advantage of padding are many. First, it prolongs the life of the carpet by absorbing the grinding and crushing of the pile caused by everyday use, and helps retain the carpet texture.

Next, it amplifies the multiple benefits of carpet. The cushioning feeling, carpet's ability to absorb noise, carpet's insulating qualities against extreme cold and heat are all increased substantially by the use of padding.

Creates Air Pockets

Rug underlay will also help fill in any minor unevenness in the floor and increase the effectiveness of vacuum cleaning by creating pockets of air which the machine can draw through the fabric. This is achieved by a "waffle" or tread design often placed on one side of the padding consisting of ridges in a square or diagonal pattern.

Carpet padding is made in various thicknesses, depending on the weight per square yard and the type of service required. The lightest weight manufactured is 32 ounces per square yard and the heaviest is 86 ounces. The heavier the padding, the better the results in terms of increased life of carpet, greater luxurious feeling and richer appearance of the carpet installation.

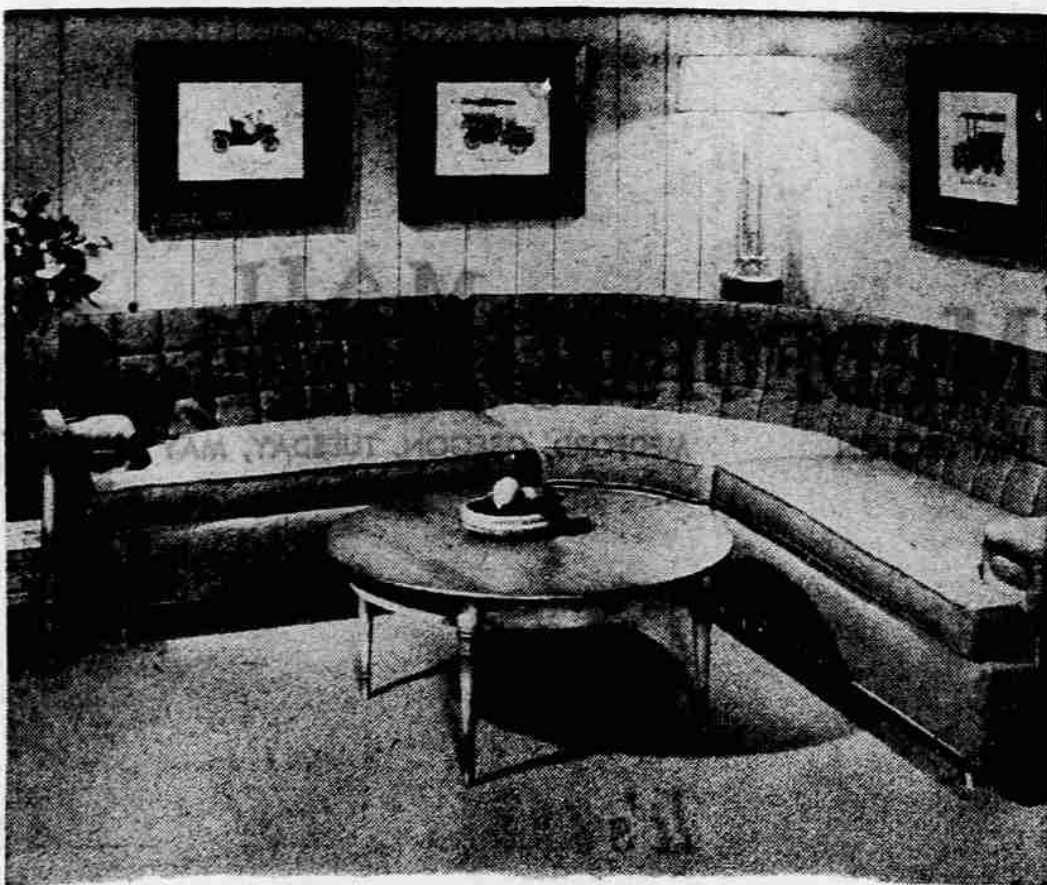
Health Studios Use Carpets on Floors

Body-builders are getting off to a good start with carpet these days.

Health studios and gymnasia are among the current users of more carpeting — and those who exercise at home can discover the reasons why.

The carpeted floor is obviously the most comfortable spot for exercises. The familiar push-ups and stretching movements can be less of a chore on the floor which is both comfortable and "non-slip" because of carpet. The carpeted floor provides necessary firmness and a comfortable texture at the same time.

The soft floor covering also fits in with the idea of maintaining good health, since it is a natural insulating material. Exercising on a drafty, cold floor might be a hazard — but the floor with a warm carpet or rug is safe and pleasant.



FILAMENT NYLON—A continuous filament nylon is one of the new man-made fibers to be developed especially for carpeting. The yarn is texturized to eliminate fuzzing and

provide resiliency, and the carpet is made in a sturdy loop construction. In solid colors or subtle color combinations, it is a handsome choice for a family living room.

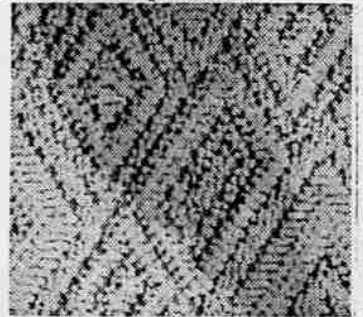
Modern Carpets Designed With Specific Purpose: Its Function

When heavy woven fabrics were first used as rugs to make a nomad's tent more comfortable, they were designed for a special purpose—with function in mind.

Modern carpets and rugs have come a long way from that centuries-old style. But they are still being designed with a purpose in mind — and it's the wise shopper who considers exactly how her new carpets and rugs will be used.

In fact, today's carpets and rugs perform so many functions that they are more than just floorcoverings. In addition to providing comfort and warmth on the floor, they may also be a focal point of beauty, cut down noise and aid house-keeping.

A carpet or rug might do all of these jobs at once, but in modern homes various areas are set aside for specific purposes. The wise selection of this important home furnishing is based on suiting the style to the purpose.



High-Low Looped

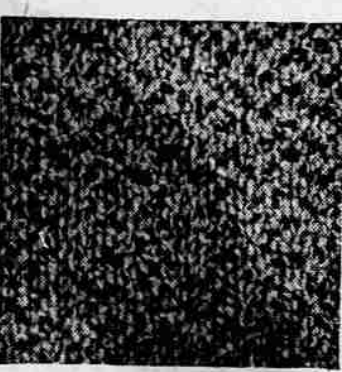
Just as clothes are more than mere coverings and are chosen for varied uses, so carpets and rugs can be chosen for specific roles. And the shopper who knows that her frothiest formal just won't do for a picnic also knows that the carpet which looks best in her living room might not be satisfactory for the hallway.

How to decide which of the many current styles are best suited for particular purposes?

First, think of the factors you are considering when you shop for carpets and rugs.

Beauty is obviously an important feature. In some rooms, it's most important. A carpet or rug might be chosen for its striking color or pattern, its particular design to complement furniture and accessories.

If practicality is also an important consideration, color can be more than beautiful. Every homemaker knows that very light colors may show more soil or require frequent cleaning — but fortunately, current carpet styling includes many medium tones and color combinations which are handsome as well as practical. These might be chosen for areas which get daily traffic so that less frequent cleaning will be required.



Looped, Tweed Coloring

Resiliency is another factor in soft floor coverings. The carpet or rug which can "spring back" after pressure from feet and furniture is desirable — but perhaps more desirable in the room which is used all day every day than in, say, a guest bedroom.

Texture is an important consideration here. The carpet which has twisted yarn, a "tight" surface with loops or high-low design, or a close construction is naturally less subject to crushing and matting. The plush piles with straight yarns may show more yielding to pressure. That doesn't mean that a plush pile carpet may be of lesser quality — but it might require more brushing or vacuuming to maintain its original appearance if it's used in a heavily-traveled area.

Cleanability is another factor of importance to many shoppers. It is closely related to color and texture. Any carpet can be successfully cleaned with the proper method, and it's one of the easiest home furnishings to maintain. How much cleaning will be required to maintain appearance is dependent on wise color and texture choice. A close, dense construction may also be a factor here, since a "tight" surface does not so readily permit dust and grime to settle in a carpet.

After considering these points, a shopper is ready to think of "durability" in a logical way. A carpet or rug of good quality does not readily show wear — but the best quality might appear "worn" if style is not suited to use.

The carpet in an impractical color or texture might seem to be "wearing" if used in a child's room, for example.

The same carpet in a living room might retain its lovely appearance and require no more than normal cleaning over a period of years.



Cut-Pile Twist

Economy is nearly always an important consideration and is closely linked to all the factors just mentioned. Being "penny wise and pound foolish" is a mistake always. Don't skimp on quality for a carpet or rug which will take hard wear and is expected to last.

The wise shopper considers the use her carpet or rug will get, what its most important features are and whether she is looking for a long-term investment or the soft floor covering which she can afford to change after a few years.

With a wealth of current styles and qualities, just the right choice can be made. The ultimate selection will do more than cover the floor — it will add to family comfort and enjoyment for years.

Floors Play More Dominant Role in Decorating Plans

Floors are being called upon to play a more dominant role in current decorating schemes—and new carpets and rugs are ready to provide the cues.

Color and pattern stand out as two big factors in 1959 carpet and rug introductions. Together or singly, they lead to soft floor coverings which can be a focal point of interest in a room—and logically so, since the floor is the largest unbroken area of a room and should be carefully planned.

New color introductions have been in favor of the strong tones rather than understated pastels. Even the neutrals, which form a pleasant background if color accent is elsewhere in a room, are noticeably different.

Dominant Design
A fascination with pattern naturally follows, as the trend for more dominant flooring design gets underway. And pattern is a prominent feature in new carpet and rug designs.

These ranges of color and pattern have been so broadened that the most discriminating shopper can now find just the style which pleases her most.

Only nine years ago, three colors dominated carpet styling—gray, green and rose. Today, these colors appear in new shades, along with a host of other colors, ranging from ruby red and rich tur-

quoise to bright orange and blue.

Selecting a carpet quality formerly, a shopper might have chosen from among five to seven colors. Now she has her pick of 10 or 12 for a single style.

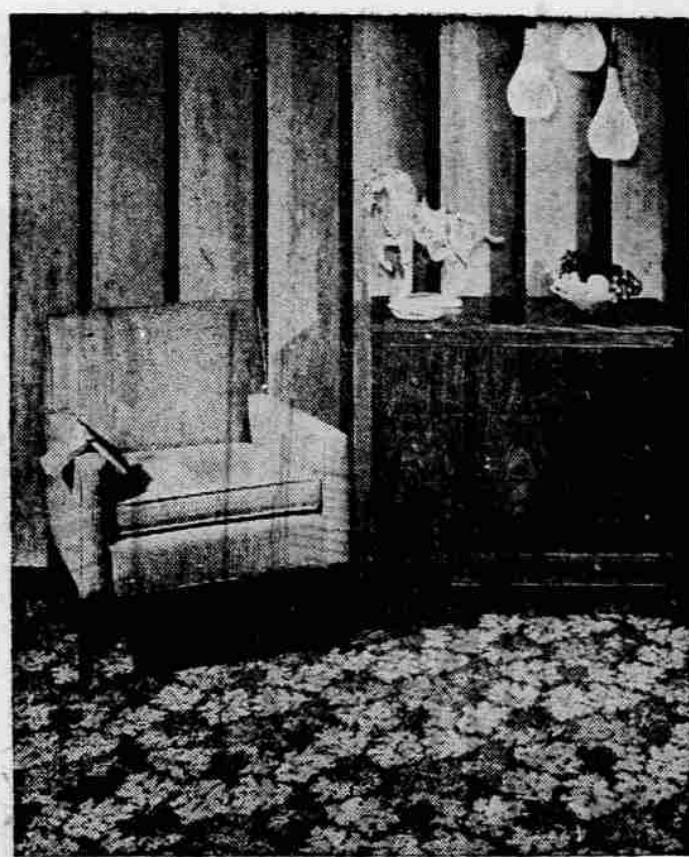
Color Combinations
Color combinations, once used only in definite patterns, now are used in many ways—in tweeds, in two-tone effects, in shadings which suggest pattern rather than define it.

The definite pattern, however, is making a strong bid for attention in 1959, and there are now tricks in interpretation.

Large scrolls and splashy florals have given way to small-scale designs which fit today's compact living areas. Medallions, geometrics, Oriental motifs, intricate linear patterns have been used in both carpeting and rugs. Floral patterns are still popular, but these are often done in a "spaced" manner with subtle coloring, rather than being overpowering.

Texture added to pattern lends still more interest to new designs—styling which is both practical and pretty, indicating the double role which carpet plays in modern homes.

First of the states to levy a registration fee upon automobiles was New York which imposed the tax in 1901.



THE HANDLOOMED LOOK—The shaggy texture of the handcrafted art has been reproduced by modern engineering for carpets and rugs which are luxurious in appearance, but moderate in price. The thick yards are 70/30 wool-nylon.

Acoustics Among Carpet Benefits

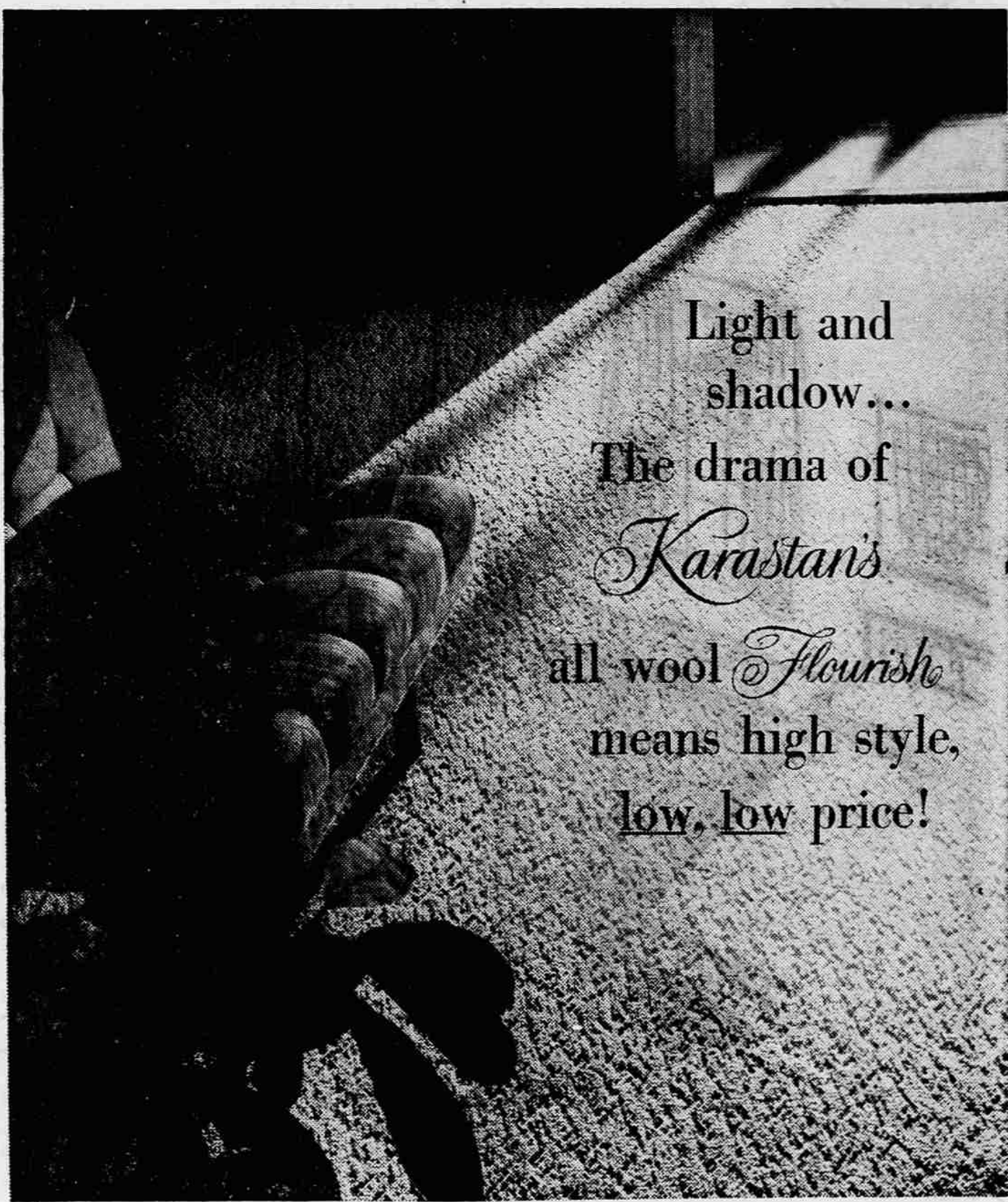
Carpet makes good neighbors.

Because of its noise-muffling ability, carpeting has been called "privacy by the yard." The home or apartment which is carpeted is less likely to be the center of noise which would disturb the people next door, or downstairs.

Carpet's acoustical benefits have been so thoroughly established that some large city

apartment buildings now require tenants to use carpet in an unfurnished apartment — or it is provided in a furnished building.

The same benefits are equally appreciated in small homes where a family can have comfort underfoot and know that their carpeted rooms will confine the sounds of daily living.



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