

Business Firms Spreading Rugs Throughout Office

For a long time a carpeted office has been a symbol of rank to a business executive comparable to the gold stars on a general's shoulder straps. When he rated an office with soft, cushiony carpet, he knew he had arrived.

Today, however, business firms across the country are spreading carpet throughout their offices. Not only are the top brass boasting carpet in their executive suites, but secretaries, file clerks, bookkeepers and other office personnel are also enjoying the benefits of carpet on the floor.

Reason for this trend is not based strictly on a "share the prestige" plan.

Office managers, purchasing agents and other executives responsible for selecting office furnishings have learned that carpet not only offers decorative beauty, but is also a time-saver, work-saver and money-saver.

Technical research has discovered that carpet is not only one of the most efficient acoustical materials available, but is also easier and cheaper to keep clean and looking "like new" than non-carpeted floors.

Carpet's ability to swallow noise was established by scientific research conducted through Columbia University's acoustical laboratory and at the bureau of standards in Washington, D. C. These studies showed that carpet had a "noise reduction coefficient" of from .50 to .60. In plain language, it means that carpet cuts noise in a room by more than half.

Low Care Cost
The maintenance studies showed that the average cost of maintaining 1,000 square feet of carpeted floors for one year was 50.7 per cent cheaper than the same area of non-carpeted floors in heavy traffic conditions, 40.3 per cent in medium traffic and 42 per cent cheaper in light traffic.

Employers have also found that from a purely psychological standpoint, carpet in the general office areas and the employees' lounges has proven a tremendous morale booster for their personnel.

Carpet, they find, removes the cold, "institutional" look from an office. The color, design and texture of soft floor coverings give an office a more hospitable appearance.



DEPTH, DIRECTION—Stereophonic music's fidelity of depth and direction can be enjoyed in this setting. The loudness produced by stereo's required two amplifiers and speakers is cut significantly by carpeting the room. As shown here, speakers should be 6 to 10 feet apart; the listener seated midway between the two and as far back as the speakers are separated.

Schools Getting Carpet on Floors

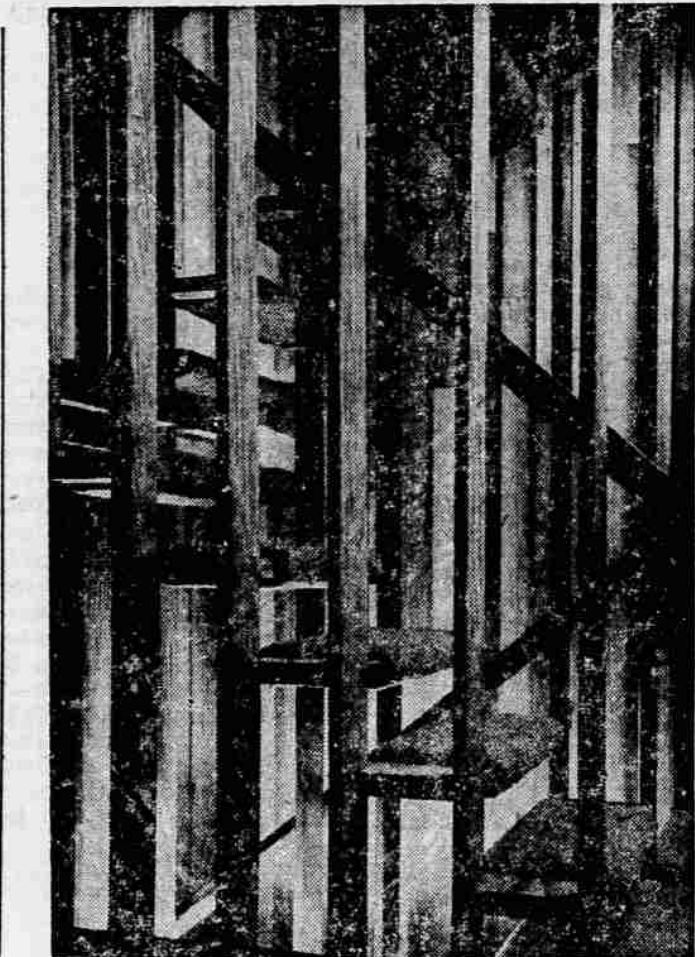
Some students are finding it a pleasure to be called on the carpet—real carpet, that is. In a number of newly-built grade schools and high schools across the country, architects have specified the use of carpets in classrooms, corridors, libraries and lounge areas.

The reason for this is experience in schools has shown that carpet is easy to keep clean, cuts down noise substantially and is a very effective heat insulator.

The principal of one high school where carpet has been used extensively reported, "The carpet has taken the 'institutional' look away from our building and has made it warmer and more homelike." As a result, he said, the students are quieter, better behaved and more respectful.

The carpet has presented no housekeeping problem. Caretakers report that they can vacuum the carpet faster than they can wet-mop an equal area of bare floor.

The Gold Coast of West Africa ranks sixth among the major gold producing areas of the world.



WRAPPED—Free-standing staircases are literally "wrapped" with a durable nylon looped carpeting, bright green and handsome from top to bottom. This carpeting method allows for a shift of carpet around the step if wear begins to show.

Room Location Clue for Color

The location of a room in which carpet is to be used may often be a clue for color selection.

Rooms which get a great deal of natural light and sun—those on the south or west side of a home—could be complemented with cool carpet colors. Soft greens, blues and green-gold shades offset glare and balance the natural lighting of such a room.

Rooms which are just the opposite—receiving less natural light or located on the north—might need the balance of a warm color. Bright, warm shades such as gold, red or melon help to make such a room seem cozier and more livable.

The range of carpet colors today is so broad that just the right tone can be picked.

Normal Care Will Maintain Life of Floor Covering

The day the new carpet arrives is an exciting day in any home. Whether it's a replacement or the first proud possession of the family, it looks almost too good to be walked on.

Carpets should be used—and enjoyed, however. They're built for use, and normal care will maintain life and beauty. Naturally, any homemaker is anxious about the newest decorative addition to the home—and careful to see that it gets "deserving" attention from the family. But she will soon find that it proves to be a housekeeping aid. The neat floor covering seems to encourage the family to be a bit more attentive about wiping shoes, keeping ashes in ash trays and the like.

Further Suggestions
Further suggestions on care will help a homemaker to enjoy her new carpet to the utmost, from the first day on. First of all, don't be timid about vacuum-cleaning. A new carpet may have a tendency to "shed" or "fuzz" when first installed, but a vacuum cleaner will quickly pick up any loose bits of pile material. The carpet is not disappearing! These loose bits of pile are merely on the surface and are not an indication

of inferior quality.

If any high-rising tufts should appear—a condition called "sprouting"—just clip them off even with other tufts, rather than pulling them out.

Plan a system of regular care for your carpet. Such maintenance is never difficult, but it's even easier if you have a system.

For most families, a thorough vacuum-cleaning once a week, with a light vacuuming or use of the carpet sweeper in between, is the best plan. The schedule, of course, depends on the amount of traffic in the home and atmospheric soil in the area.

Out of Way Areas

At intervals, perhaps twice a month, plan to pay careful attention to out-of-the-way areas. Clean carefully in spots not reached by weekly cleanings. Even though the dirt

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doesn't show, or traffic doesn't hit these areas, dust or grime settling from the air can be removed before it acts as an abrasive.

The American Carpet Institute has also prepared a booklet called "How to Care for Your Carpets and Rugs." This booklet answers many commonly-asked questions, and includes a quick reference chart for spot and stain removal. Free copies are available on request from the Institute, Department 21, 350 Fifth Ave., New York 1, N. Y.

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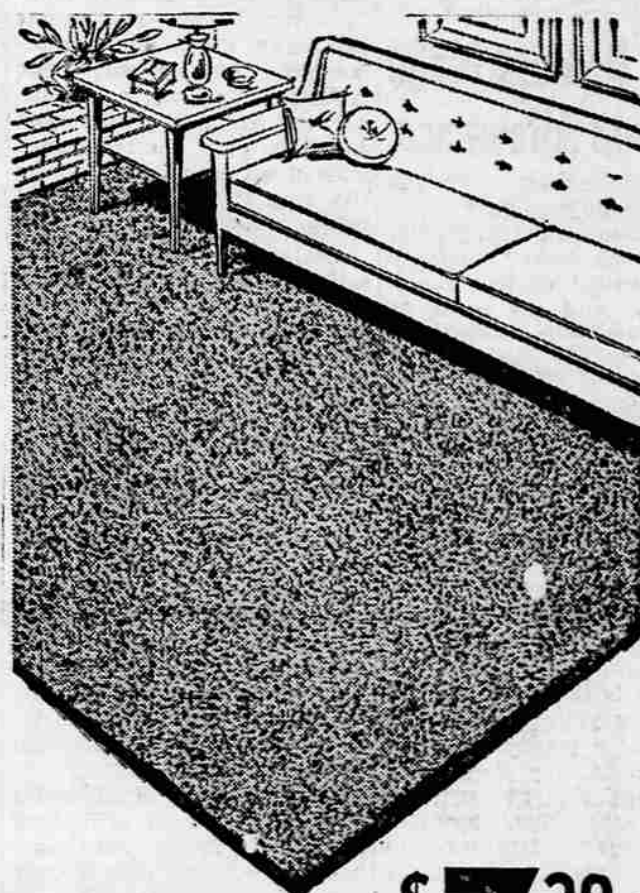
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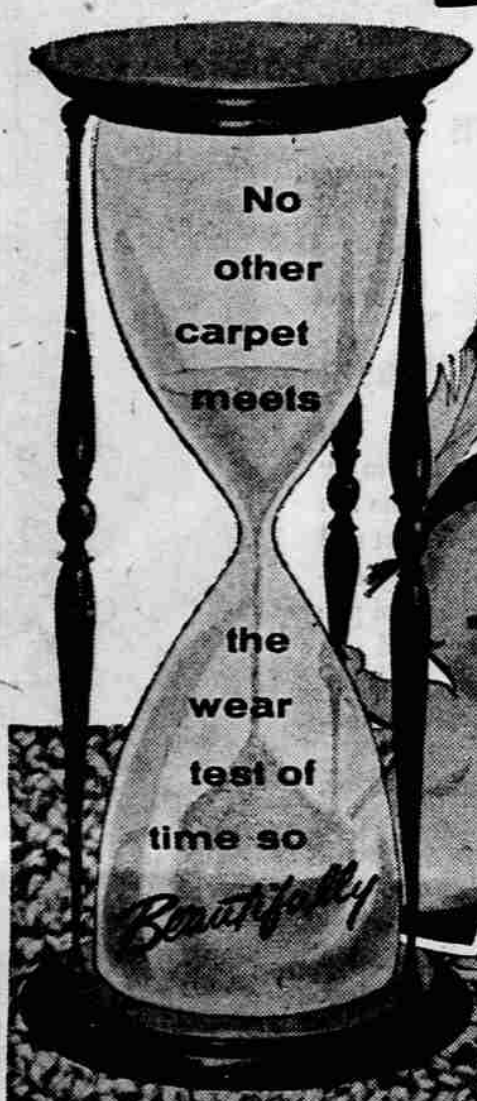
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Carpet Patterns Can Be Flexible With Furnishings

"I like the new patterns... but would they limit future room decoration?"

This year, as pattern is emphasized in carpets and rugs, homemakers are considering whether the new designs will be compatible with other home furnishings over a period of time.

The answer is a definite "Yes" from decorators and designers who have discovered that pattern can be flexible. The floor that is covered with a floral, Oriental motif, or other pattern need not dictate a monotonous choice of other furnishings.

If a room is large enough, several patterns can be used without making decor seem too "busy." If a carpet or rug pattern is large, a smaller-scale design might be used for an occasional chair or in accessories.

Range of Choice

Even in small rooms, there is such a wide range of choice in upholstery, drapery fabrics, wallpaper and other room components that several decorative schemes can be built around the patterned floor.

Solid-color walls can, of course, be changed to harmonize or contrast with any one of the colors in a carpet pattern. In wallpaper, still another choice is a small stripe or abstract design which would not conflict with the floor.

Texture in upholstery or drapery fabrics is a refreshing change of pace and lends variety to a room without fighting for attention with the pattern or a carpet or rug. Here, too, colors can be changed with ease.

Fortunately, new pattern offerings include a wide range—from the small, all-over design to the large, spaced style. Homemakers are finding that these patterns actually spark their imagination in decorating, rather than limiting ideas.

There are six metals in the platinum group, known commercially as platinum, iridium, osmium, palladium, rhodium and ruthenium.