



INFORMAL STYLE—Informal carpet styles complement furniture for the family room or den—and a rugged loop texture is ideally suited to the uses of such a room. In this wool carpet which is permanently moth-

Rugs Prove Useful In Many Residences

A rug, as well as wall-to-wall carpeting, has proved its usefulness in many of today's homes. In fact, in many homes there is a place for both rugs and carpeting.

If you're choosing new rugs this year, you will be delighted with the many new styles which have appeared. In both room-size and area rugs, there are fresh new designs and colorings, as well as shapes and sizes.

Room-size rugs are usually available in standard sizes, such as 9x12 or 12x15. For 1959, many of these rugs have been made available with borders which repeat a dominant color of a pattern to give

Some Dealers Make Trade-In Allowance

Are your carpets and rugs ready for replacement?

Carpets and rugs, of course, don't "break down" suddenly as mechanical devices sometimes do. And the point at which a carpet is "worn out" may be a matter of individual standards.

Carpeting often sees long life in a home since it may be moved to another room, cut and re-trimmed or re-bound when wear begins to show. The best of carpets and rugs, however, eventually show wear beyond repair and should be replaced to maintain beauty and comfort in the home.

If this is the case in your home, ask your local carpet retailer if a trade-in plan is available. Many dealers throughout the country are offering such plans to provide real savings for families who want and need new carpets and rugs.

The old carpet or rug will be evaluated and its current value applied toward the purchase price of a new one.

them a finished look, or with a fringed edge in other styles. These do an effective job of emphasizing design on the floor, which is the largest unbroken area of a room. Depending on condition of the floor underneath, they may be called for in the decorating plan.

These rugs are popular with families who move frequently or with young families who are just beginning to furnish a home and may later decide to move a rug to another room.

Also striking in design this year are the "area" rugs. These do just what their name implies—define an area within a room. For some rooms this may mean an almost-complete job of soft floor covering; in larger rooms, perhaps just one grouping of furniture or a special corner may be set off with an attractive area rug.

Design Variety
Designs for these rugs are self-contained. They may have a design only in the center, or off-center. Or the design may cover the rug, scaled to its proportions.

In choosing rugs, keep room proportions in mind. Room-size rugs should not look skimpy and, generally, should come to within 6 to 8 inches of the walls. Area rugs may be of any size—and this year of any shape, including free-form—but should be large enough for a purpose. If they define a furniture grouping, they should accommodate all the furniture on the rug, rather than permitting a "half-on, half-off" placement.

Area rugs are often useful and decorative in protecting carpeting. Those with soft backing may be placed over carpet to avoid excessive wear in one spot, or they might be used in an entranceway, thus performing a practical as well as decorative job.

Textures Are Both Practical, Pretty During New Year

Carpet and rug textures are both practical and pretty for 1959.

The new look and feel of pile surfaces is a major style development and also a step forward in making soft floor coverings which are keyed to today's family needs.

Current styles offer textures which go all the way from the close "flat" variety to the thickloop and shaggy designs. This means that the homemaker can take her choice of carpets best suited to her own needs.

Consider these varied examples:
The looped texture with a scroll or curved design might well fit into a formal setting. This texture is seen in solid-color carpets as well as those with two-tone colorings.

Loops can also have a very informal appearance, and might be chosen to complement furniture in settings such as family rooms or dens.

Combinations of cut and looped pile are seen in carpets with color combinations, as well as solid colors. If a solid color is used for this texture, there is an interesting "light and shadow" effect which emphasizes design.

Cut pile carpets may be as thick as you please and lend themselves to the most luxurious settings.

"Twist" carpets, in which surface yarns have been twisted or crimped for a peely effect, are extremely versatile as well as practical.

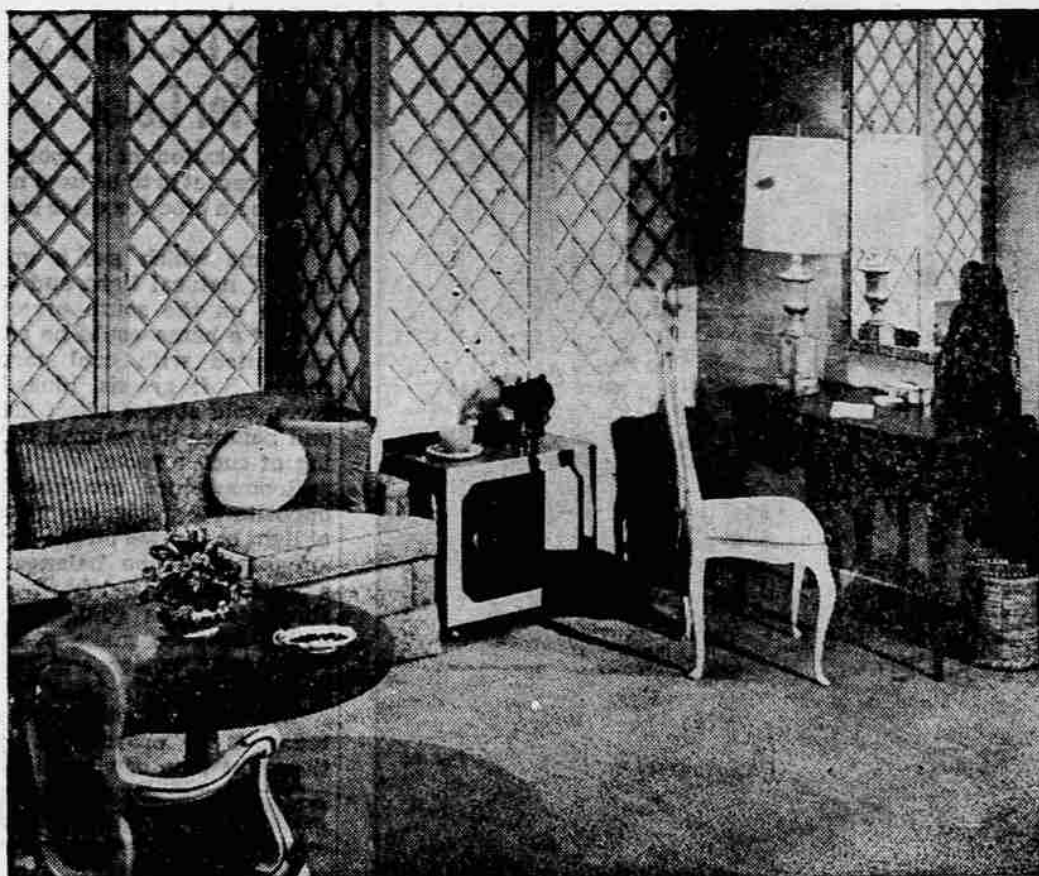
Carpet news this year includes some thick, shaggy textures with a handcrafted look—but available at moderate prices because of developments in manufacturing methods.

Practical Choice
The carpet or rug with a definite textured surface—whether it is looped, twist or a combination of textural effects—is a practical choice for a "traffic area" in the home. In hallways, living rooms, family rooms and the like, it does a good job of camouflaging family foot-steps.

Also built for practicality and durability is the carpet with a close, flat cut pile. This "needlepoint" type of surface has proven itself in commercial installations, and, newly-designed this year, is offering the same practical advantages for family use. A wide color range adds decorative benefits.

The texture of a carpet or rug in many cases adds just the look of warmth which a room needs. Combined with smooth furniture finishes and sleek construction materials, there's added interest.

BUYING TIPS IN BOOKLET
Want to know more about planning carpet needs and getting the "best buy" for your family? Ask for a free copy of "How to Buy Your Rugs and Carpets... Wisely." Write to the American Carpet Institute, Dept. 21, 350 Fifth Avenue, N. Y. 1, N. Y.



TEXTURE HIGHLIGHTS COLOR-A "ripple" texture adds interest to the use of exciting new carpet colors such as amethyst. The texture here is achieved by a combination of low loops and higher cut pile. The carpet, made of a 70/30 wool-nylon blend, is permanently mothproofed—an example of new practical features added to the beauty of carpets.

Wall-to-Wall Carpeting Is More Widespread

If you're one of a growing number of American homemakers, you will probably have your next carpet laid wall-to-wall. This form of carpet installation has become more widespread every year.

Among the reasons for wall-to-wall's popularity, besides the luxurious appearance and smart styling, has been the advancements in carpet laying techniques. Today, expert carpet mechanics can complete a wall-to-wall installation in a matter of hours and with little fuss.

What's more, a carpet laying job today, looks more beautiful, neater and more finished than in the old days. Here are some facts about wall-to-wall carpet installations you should know.

Most carpets laid today feature the "tackless" method. This technique employs wood or metal strips with pins or teeth projecting that catch the back of the carpet and hold it firmly and tautly, somewhat like the old curtain stretchers. This method eliminates the need for tacks which formed unsightly puckers and were dust catchers.

New seaming methods have made carpet seams almost invisible. Use of tape seaming and modern stitching techniques effectively conceal seam lines. When used with the high pile textures popular today, even carpet layers have difficulty finding the seam.

Carpet can be laid on any flooring surface. This includes cement, terrazzo, hard surface tiles and even marble, as well as wood floors.

New tools insure a tautly stretched carpet with no humps or "buckles." If, in some cases, excess humidity in the air causes the carpet backing fibers to expand slightly after installation, the carpeting can be restretched by these "power stretchers."

Increasing Number of Homes Have Rug Included

Thousands of new home buyers this year are deriving an extra pleasure when they cross the threshold for the first time to be greeted by soft, warm, carpeted floors.

An increasing number of new homes are being built each year with carpet included as a result of a number of trends which have developed. For one, many banks and savings and loan organizations are permitting the inclusion of carpet in conventional long-term mortgages.

Carpet Bonus
Also, builders have discovered that offering carpet as an extra "bonus" with the purchase of the house has tremendous sales appeal. Families appreciate the fact that they will enjoy the beauty, comfort and quiet of carpet in their homes immediately.

For the homemaker, the carpeted floor will give the house a warm, furnished appearance. This is important to her

particularly, since it is likely she has not yet bought all the furniture she will need for the new home. With carpet, the basic pieces she has will not look isolated and scanty, as they often do on bare floors.

Subfloor Savings
Families planning to build a new home should also consult with their builders on the possibility of having carpet installed over subflooring such as plywood instead of finished flooring materials. The savings attainable may well cover the cost of the new carpet.

For those home buyers unable to make immediate cash outlays because of the expenses associated with moving into a new house, liberal credit plans extending up to three years are available at most carpet stores today. Taking advantage of these plans will put carpet on the floor right away, insuring a housewarming party that will be really "warm."

Bridges To Seek Japanese Signers

Los Angeles — (UPI) — Longshore boss Harry Bridges is on his way to Japan to sign up Japanese dock workers as part of a "Pacific encirclement plan," according to a Los Angeles Daily Journal of Commerce report quoting "authoritative" sources.

The paper which covers shipping news said, "The Bridges' program reportedly would link his dock union (the International Longshoremen and Warehousemen Union) around a perimeter including the U.S., Canada, Alaska, Japan, Australia, The Philippines and Hawaii."

The paper reported shipping interests declared such an accomplishment would mean the union could "tie the Pacific in knots" in event of a national emergency or civil shipping dispute.

The first cover spray should be applied to pears and apple trees soon as temperatures climb above 60 degrees a half hour after sunset, Cordy said. First spray need not be completed before May 25, Cordy added.

The exact date of application will be determined when it is learned when the first eggs are laid.

The past season has shown a slight upturn of codling moth infestations in Pacific coast areas, he reported. However, so far there has been less of an increase here, he noted. Studies made in other areas show that the moths may be developing a resistance to DDT. Prior to use of DDT in 1956 worm culls in fruit would run as high as from 5 to 15 per cent, an orchardist noted.

The National Safety council estimates the annual financial loss to the nation from accidents on the farms averages about \$275 per farm family and the average is increasing.

In federal property in the United States, the army, navy and air force have the largest investments in dollars. The department of justice has the least of all.

Stairways Can Be Made Attractive With Carpeting

A home with a stairway has a headstart on decorating. Those steps might easily become a focal point of interest.

Even the stairway which seems small and dark can look brighter and seem larger. Few homes of today have the wide curving staircases of yesterday's mansions, but there are still ways to make steps more than just a means of getting from one floor to another.

While you're planning for beauty, however, don't overlook the important safety factor. Home accidents can be so easily prevented with a little forethought and planning.

Free of Clutter
Keeping stairways free of clutter and providing adequate handrails are obvious rules for making stairways safe as well as attractive. Carpeting is another step toward safety and beauty. Carpeted stairsteps provide a comfortable, non-slip footing and are ready to cushion any falls which might occur.

The well-lighted stairway is also safe and good-looking. Stairways lacking in natural light should have plenty of artificial light, with light switches conveniently placed at top and bottom.

Carpet can help in lighting, too, since an interesting color brightens the small, dark, staircase. Pick a lively color—say, an orange or a bright green—if the stairway is secluded in your home. Because of traffic imposed on steps, pastel colors are usually not the most practical, but there are many medium carpeting shades which are both cheerful and practical.

Carpeting Steps
There are several ways of carpeting steps attractively. Complete carpeting can be used, especially if steps need refinishing or if an illusion of width is needed. The "runner," or carpet down the center of the steps allows handsome wood to show on either side.

Many stairsteps today are free-standing in design, and

some of these have been carpeted recently by wrapping the carpet completely around the step. This method provides a neat, finished look from top or bottom view of the staircase. It also allows a shifting of the carpet when edges begin to show wear.

On traditional steps, an extra yard of carpeting turned under at the bottom step will allow future shifting to prolong carpet life.

Terms of Carpet Buying Listed
Here are terms which you may encounter while shopping for carpets and rugs. Knowing exactly what they mean will help you to describe more accurately what you are looking for.

Backing yarns are the materials that form the carpet back or foundation, and to which the pile or surface fibers are anchored. In all constructions they give the carpet body and strength. The backing materials are usually made either of jute, kraftcord or cotton.

Knitted carpets are made on huge knitting machines that combine the pile yarns and backing materials in one operation. It is a relatively new method of producing excellent carpets at prices well within the average consumer's pocketbook.

Ply is a layer or thickness of yarns used in carpet. If the pile yarn is described as "4-ply," it means that each tuft is made of 4 yarns spun together.

Shading is the crushing or bending of cut pile fibers so that reflected light from the side gives the illusion of a light area on the rug, or viewed from the opposite side, the area appears dark. Shading is not a defect, but rather a characteristic of all cut pile fabrics including upholstery materials and clothing.

We can save you...

Carpet Dollars

We buy direct from the eastern carpet mills at fabulous discounts. The savings are passed direct to our customers!

LAURINE'S FLOORCOVERING

520 SOUTH RIVERSIDE
Phone SP 3-5182 — Next to Food Basket

We're carpet specialists

There's a specialist for everything these days...

PLUS
Northern
Green Stamps

OUR SHOW ROOM IS CRAMMED WITH TOP QUALITY CARPETS . . .
CARPETS YOU CAN AFFORD TO OWN AT BARGAIN PRICES.
NO MONEY DOWN — FIRST LOW PAYMENT
45 DAYS AFTER INSTALLATION

CALL US TO REMOVE STAINS & BURNS FROM YOUR RUG BY RE-WEAVING. MOST CASES INVISIBLE

A new pattern for living... with Bigelow patterned broadloom

Beauvais® broadloom by Bigelow brightens your home... gives years of beauty, comfort and warmth. It's the ideal family carpet... the thick, virgin wool pile takes plenty of traffic—and you know how patterned carpet minimizes soil and conceals footprints.

Whatever your decorating scheme, there's a Beauvais pattern to dramatize it—from gay, colorful 18th century florals that radiate cheer—to smart tweeds, contemporary leaf designs and accented self-tones that furnish the perfect background for modern, casual living. Yes, for the best in patterned carpet—it's Bigelow Beauvais!

Available in 9' and 12' widths. Some patterns also in 15' width.

\$12.50 sq. yd.

LUCAS & HOWARD FURNITURE
Hiway 99 — Central Point — NO 4-1226

First Codling Moth Reported in Valley

The first codling moth in local orchards was discovered Friday, according to Clifford B. Cordy, county horticultural agent.

The first cover spray should be applied to pears and apple trees soon as temperatures climb above 60 degrees a half hour after sunset, Cordy said. First spray need not be completed before May 25, Cordy added.

The exact date of application will be determined when it is learned when the first eggs are laid.

The past season has shown a slight upturn of codling moth infestations in Pacific coast areas, he reported. However, so far there has been less of an increase here, he noted. Studies made in other areas show that the moths may be developing a resistance to DDT. Prior to use of DDT in 1956 worm culls in fruit would run as high as from 5 to 15 per cent, an orchardist noted.

The National Safety council estimates the annual financial loss to the nation from accidents on the farms averages about \$275 per farm family and the average is increasing.

In federal property in the United States, the army, navy and air force have the largest investments in dollars. The department of justice has the least of all.