

Mothproofing Now Available in Rugs, Carpets for Home

New carpet styles for 1959 don't look the same or feel the same — and they don't even taste the same. If you're wondering who's concerned about that last factor, ask any moth.

Permanent mothproofing of carpets and rugs has been one of the major manufacturing accomplishments within the past year or so, and consumers are in for a pleasant surprise because of this added attraction.

Man-made fibers used in today's carpets and rugs are mothproof by the fact that insects just don't get any nourishment from them. But since wool is used in at least half of total carpet and rug production, mothproofing techniques have been an object of major research in the carpet and rug industry.

Permanent Protection
Now the major manufacturers have perfected methods by which a carpet can be permanently mothproofed during the dyeing or finishing process. Chemicals are used which will repel insects throughout the life of the carpet, lasting through shampooings and cleanings, without affecting the texture or feel of the carpet. The chemicals won't harm anyone except the unlucky moth or carpet beetle in search of a meal.

Some manufacturers reported that the discovery of these techniques was almost accidental. They found that chemicals used to set carpet dyes had been doing a mothproofing job all along! Research went further than that, however, before the treatment was declared safe and effective for general use.

Actually, insect damage to carpets and rugs has been of lesser concern during past years because of better house-keeping methods. Homes today are exposed to more light and fresh air than in former years, and homemakers have had the advantage of vacuum cleaners and modern cleaning materials which their grandmothers never had.

But in case the problem

should arise, it will cease to be a problem the minute an insect gets near the newest soft floor coverings.

Consumers will see carpet labels and tags with a variety of trade names used to identify mothproofing methods.

The tags all boil down to the fact, however, that the homemaker need have no fear about pest damage to one of the home's most beautiful furnishings.

Buyer Can Help Carpet Salesman

In shopping for carpets and rugs, help your carpet salesman to help you make the best selection possible.

Armed with a few facts in advance, you can make your visit to a carpet store or department quick and pleasant.

Take along a diagram or sketch of the area you plan to carpet. For final installation of carpet, the salesman will take accurate measurements, but a general plan and estimate are good guides in shopping.

State your color and style preferences. You've probably read in current newspapers and magazines about carpets which please you — so let your salesman in on the secret.

In order to recommend a quality which will give you the best service for your money, a salesman should know what sort of wear your carpet is likely to get. Tell him the number of people in your family, whether you have children or pets, whether rooms are upstairs or down, whether they're used as passageways or out of the line of traffic.

Ask if the store has an in-home buying service. Most stores do, and you may want to use it for a final selection. You and your family can see how a new carpet will look in its exact surroundings and get good advice on best methods of installation.



NEW CARPETS—Pattern is highlighted in many of the new carpets and rugs, offering both practicality and excitement of design for the floor. This medallion motif has a

mutated gold, green and red color scheme—a design scaled to fit in many modern homes. Made of all-wool this carpet is available in rug sizes as well as standard carpet widths.

Family Can 'Try on' New Carpet Before Purchased With Policy of Retailers

When a woman goes into a store to buy a dress, she naturally wants to try it on and see how it looks.

With a service now available from carpet retailers across the country, this same woman can now "try on" a new carpet in her home and determine its suitability for the area in which it will be used.

In-the-home buying has become increasingly popular with today's carpet customers because of its ease and convenience as well as its assurance of a good selection.

Trained Salesman
Moreover, the salesman is trained to help the homemaker with her selection, advising her on special decorating problems, carpet needs and exact measurements.

He can provide good pointers on quality of carpet when he sees exactly how it will be used in a home. And for wall-to-wall installation, the salesman can determine any special requirements — ways of matching patterns, seaming and so on.

chase which will enhance the home.

Most carpet stores will, on request, send a salesman to a customer's home with carpet swatches. The shopper is offered a wide range of textures, patterns and colors from which to choose. It is often advisable to visit a store for the widest selection, but after preliminary shopping, a homemaker can judge each sample in relation to the colors and lighting with which her new carpet will be seen.

More than 2,000 new books are published in an average year in the U. S. Mystery and detective stories still are in popular demand, publishing industry figures confirm.

Two giant 65,000-horsepower electric motors have been installed at Grand Coulee dam to pump water for irrigation making the project one of the major ones in the U. S.

There are about 5,000 cases of typhoid and paratyphoid fever annually in the United States.

Young mothers especially are finding this shopping plan a real convenience. There's no bother about getting a babysitter during the day, since mothers can do their shopping without leaving home.

Once a carpet is selected in the home, the transaction is handled exactly as though the carpet were purchased in the store. Skilled mechanics are sent to the home to lay carpets with expert care.

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Shoppers Confronted by Dozen Or So Fiber Names in Carpets

"Which carpet fiber is best? Should I get all-wool? Or nylon? What about rayon . . . and the acrylics?"

Today's carpet shopper, confronted by a dozen or so fiber names which didn't exist a decade ago, is understandably confused. The confusion is new for carpet shoppers, simply because wool was the accepted standard for so long. Although rayon was introduced as early as 1938, the man-made fibers did not see extensive use in floor coverings until about 1950.

Their development has meant that a growing market of consumers can continue to enjoy the advantages of carpet. If only the natural fibers were available, supplies would not meet today's demands, or prices would be out of reason.

Beyond the supply-demand question, however, there are

other reasons for using a variety of carpet and rug fibers.

Long before Mrs. Homemaker is confronted with new fibers, the carpet manufacturer has already made a decision on the fiber content of his product. Working with laboratory experts, he has weighed the possibilities of each fiber. He knows which can be dyed for desired styling, which are resilient enough for a desired texture, which can be used most economically.

He knows that Mrs. Homemaker will look for certain essential qualities in a carpet — beauty, economy, durability, comfort underfoot, a pleasant appearance over a period of time.

Here's where the practice of comparing new fibers with the classic wool enters in. Long use has proved that a good wool carpet can offer all of these qualities in a balanced degree.

Fibers may be rated high on one or more characteristics when "measured" against wool. Rayon offers economy; nylon is noted for durability; the acrylics are especially resilient.

Overlapping
Of course, fiber characteristics are overlapping, and the new fibers are not considered as "substitutes" for wool. Each

may have a special contribution. For example, synthetic fibers which are pure white in their natural form can be dyed in colors not easily obtainable in wool, which is naturally off-white or darker. Therefore, if color is a prime requisite, today's shopper will find a broader range because of the use of new fibers.

Blends are often used to take advantage of more than one fiber characteristic. Carpet and rug makers for years have blended wools — adding one grade for luster, another for texture, and so on. The same process is now applied to both natural and man-made fibers.

And, as with wool, good construction is the final and probably most important step — using enough of any fiber, suiting texture and styling to the best fiber characteristics. A poorly-made carpet is never satisfactory, regardless of fiber.

Backed by these prelimi-

nary decisions, Mrs. Homemaker can now choose her carpet for those qualities which are best suited to her.

Shopping Choice
The same yardstick used by a manufacturer might be applied to an individual shopping choice.

Beauty — Is this the carpet which will look best in my home?

Economy — Is this carpet to be a long-term investment, or do I want a carpet which I can afford to change in a few years?

Appearance retention — Am I looking for a color which will not readily show soil, a texture which will disguise footprints in a traffic area — or is cleaning no problem in my home? (All carpets, regardless of fiber content, can be maintained with a normal care plan.)

Which fiber is best? There is not pat answer.

A broader fiber choice today has led to carpets which meet the individual needs of each shopper.

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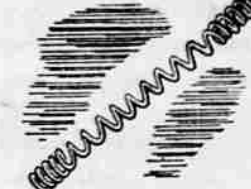
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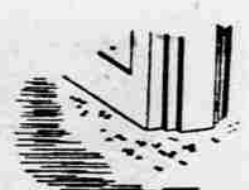
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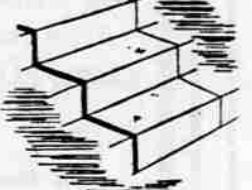
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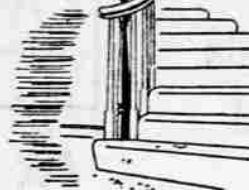
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