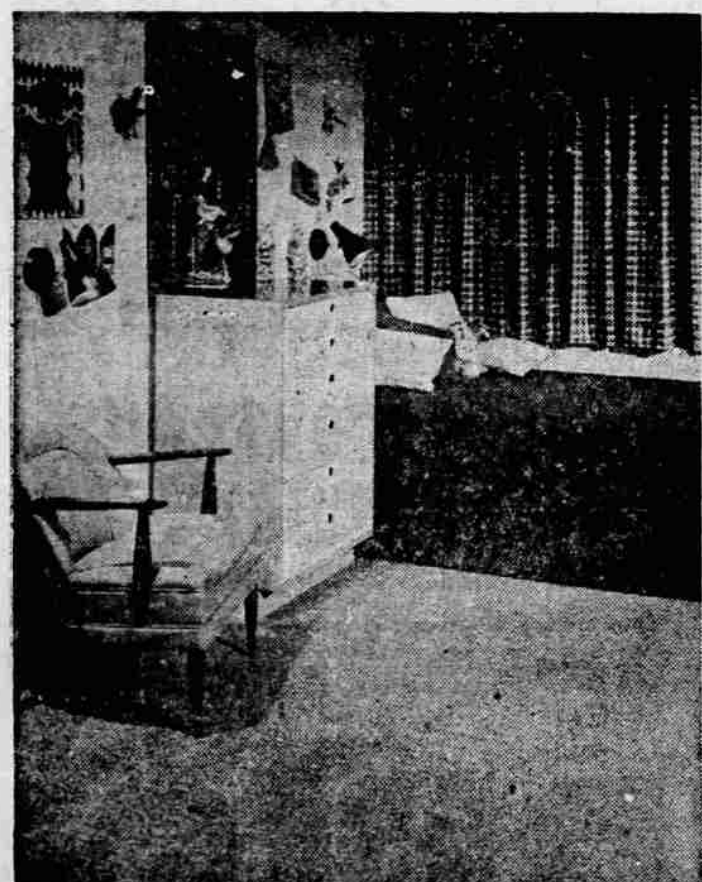


REMOVAL OF SPOTS AND STAINS

TYPE OF STAIN	PROCEDURE
 OILY MATERIALS butter grease oil hand cream ball point pen ink	Remove excess materials, apply a dry-cleaning fluid; dry the carpet; repeat application of solvent if necessary; dry the carpet and gently brush pile.
 OILY FOODSTUFFS AND ANIMAL MATTER coffee tea milk gravy chocolate blood egg ice cream sauces salad dressing vomit	Remove excess material, absorbing liquids and scraping semi-solids; apply detergent-vinegar-water solution (as described above); dry the carpet; apply dry-cleaning solvent; dry the carpet and brush pile gently.
 FOODSTUFFS, STARCHES AND SUGARS candy soft drinks alcoholic beverages	Blot up liquids or scrape off semi-solids; apply detergent-vinegar-water solution; dry the carpet — re-apply the solution, if necessary; dry carpet and brush pile gently.
 STAINS fruit stains washable ink urine excrement	
 HEAVY GREASE, GUM gum paint tar heavy grease lipstick crayon	Remove excess material; apply a dry-cleaning fluid; apply detergent-vinegar-water solution; re-apply dry-cleaning fluid; dry carpet and brush pile gently.

Clip this chart for easy reference. It offers quick cleaning methods to preserve carpet and rug beauty. You may safely use these two cleaning agents, as referred to above: (1) A SOLUTION made of one teaspoonful of a neutral detergent and one teaspoonful of white vinegar in a quart of water; (2) A CLEANING FLUID — solvent — such as the type used to remove spots from clothing. Follow this procedure for best results: Apply cleaning agent to a cloth or sponge, then work only on the pile surface of the carpet, taking care not to get the carpet too wet. Wipe or sponge the spot, working from the edges toward the center. Dry the carpet as quickly as possible — by blotting with a towel or turning a fan or blower on the spot — and brush pile gently afterwards. IF YOU DO NOT KNOW WHAT CAUSED A SPOT OR STAIN, use this same procedure, applying the detergent-vinegar-water solution first, followed by cleaning fluid if necessary.



Highlight of Dowry May Be Fine Carpet

When Cleopatra delivered herself to Caesar wrapped in a rug, she wasn't just being coy. She was following an ancient custom of proving that a fine rug was the highlight of a dowry.

Throughout the years, in many cultures and traditions including our own, carpets and rugs have been an important part of a bride's dowry. And today's brides are still "on the carpet."

In our time, however, it's most likely a carpet or rug of their own choosing — one of the first carefully planned purchases for a new home.

Today's newlyweds are as wise as Cleopatra in knowing that a carpet or rug provides a sound basis for decorating and furnishing a home, whether it's a new house or temporary apartment.

Brides Have Pick

Today's brides are by no means limited to traditional Oriental patterns. They can take their pick of patterns, colors and textures which will best suit their own decorative

schemes. In most cases, this means an abstract pattern or texture — to allow for a wider choice in future furnishings.

A carpet or rug gives any room a homelike appearance the moment it's put down, and it serves as a means of unifying other furnishings. The soft floor covering with its warmth and comfort can make the one new chair seem to be "at home" — and blend equally well with the table which is coming later.

Rugs Moved Easily

Many brides and bridegrooms choose room-size rugs for temporary apartments or houses. The rug can be moved to another room or travel with ease. Selected in a durable quality, it can see many uses in a home during its lifetime.

The first carpet or rug is often a family gift to the newlyweds — and always a welcome one. Though the dowry is no longer official, the first touch of home for a couple is still important.

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Coverings Easy Solution To Decorating Problems

Name your furniture style—and you'll find a carpet design to match it.

Increased interest in design on the floor has led to the

emergence of many new carpet patterns and textures—a boon to the shoppers who are coordinating specific decorative plans for their homes.

Versatile Styles

Some new designs can be definitely labeled for a particular furniture period. Others are more versatile in character but can be classified as "formal" or "informal."

This wide variety of styling has come about as a result of varied preferences among today's homemakers. Manufacturers have developed new designs to be produced even on traditional looms.

Twenty years ago, for example, the "typical Wilton carpet" was immediately recognized because of its scroll or embossed pattern. Today, the Wilton weave may be used for a number of designs, and the same is true of any other construction—weaving, tufting or knitting.

Informal Tweeds

For Early American decor—an especially popular styling—there are tweed carpets with an informal air. Rough, ridged textures and patterns adapted from Colonial days, both blend well with furniture and accessories of this period.

A direct contrast is seen in delicate floral patterns, which lend themselves to late 18th-century stylings, such as formal French period furniture. These patterns may be large or small in scale, spaced or closely repeated.

For Oriental-inspired decor, there are patterns and textures which emphasize the clean-cut lines of this styling. Solid-color carpets with textured surfaces fit here, too, since rich colors such as ruby red or brilliant orange have been introduced.

Contemporary Designs

Contemporary designs are plentiful, in both carpets and abstract designs in the textured surface, geometric or abstract pattern motifs. Many new tweeds will complement contemporary furniture styling, depending on the degree of formality.

Shoppers who are undecided about the furniture which appeals to them most can easily pick a handsome carpet which is not so definitely keyed to a specific period or style. The soft floor covering will give a finished look to a room and will serve to unify furniture pieces as they are added in the future.

Small Room Should Have Quality Carpet

When choosing carpet for a small room, use the money saved on yardage to invest in good quality.

In a small room, there is usually a particular area exposed to a concentration of traffic and wear. Small size often limits furniture arrangement, too, so that the same open area of the carpet gets constant use.

The better the carpet quality, the better it can withstand constant hard wear.

The experts advise listeners to sit midway between the two speakers and about as far back as the speakers are separated.

Simple Solution To Loud Hi-Fi Problem is Carpet

Music lovers and "audiophiles" — hi-fi fans — are tuning in their conversations on a new frequency, now that a third dimension has been introduced in the reproduction of music. Stereophonic records and sound systems, which give recorded music depth and direction, have moved from the audio lab to the home.

But from all this talk, one point stands out:

It takes two to stereo. For the realism of three-dimensional sound, stereo requires having a "twin" of practically every piece of equipment found in the conventional monaural or "one-ear" high fidelity set.

Loudness Boosted
The effect of stereo is dramatic and exciting. The enjoyment of listening to music reaches new high levels. But doubling the amplification and speakers in a room can also boost the loudness factor to new high levels also. For the average homemaker, this brings up the question:

"Will I be able to listen to stereophonic music at the best volume level without disturbing my family in the other parts of the house and my neighbors down the block?"

One simple solution to this problem is carpet.

If the room where you play stereophonic music is carpeted, you probably won't have to worry about this problem. That is because, as research in acoustical laboratories has established, carpet will cut the noise level in a room by half. The thousands of air pockets formed in the fibers of the carpet pile act as one of the most efficient sound conditioning materials available.

Because of this, carpet will help confine the sound to the room from which it originates so that the rest of the family can go about their other activities in peace.

Furthermore, carpet, supplemented by padding underneath, will impede transmission of sound vibrations through the floor to the rooms below.

Sound Improved

The happy thing about carpet is that it can bring the volume intensity down a lot of ear-splitting decibels without deadening the tonal quality of the music. Audio experts state that balanced placement of the speakers in a room is a prime factor in establishing the best sound response.

For stereo they recommend the speakers be placed from about six to 10 feet apart, depending upon the size of the room and the capacity of the whole sound system.

For best listening to stereo,

Do you know how to Budget Carpet?



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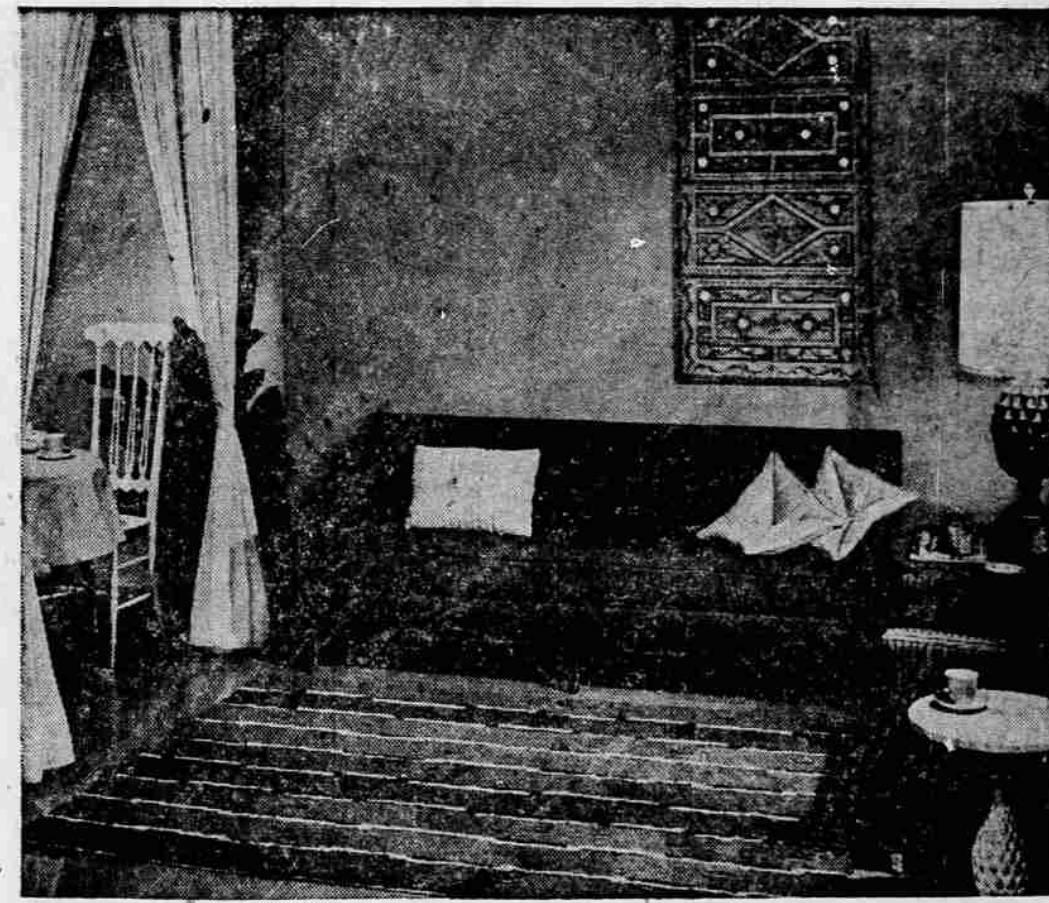
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AREA RUG—An area rug may be used to accent or define a portion of a dual-purpose room. This handsome Swedish design, produced by a newly-perfected American manufacturing technique, is striking in rich blue. It sets off a sofa of the same color and contrasts with orange and gold accessories. Its thick texture complements other sleek furnishings.

British Columbia, Canada's westernmost province, is one and a half times the size of Texas.

There are about 5,000 companies in the United States which specialize in exterminating bugs and insects.

Just about half of all the seamless stockings made in the U. S. are manufactured in North Carolina.



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Maybe you've always wanted a carpet in the emerald of a treasured piece of cloisonné? Now have it in Wunda Weve.



A favorite painting.
Perhaps there's a mellow gold in a still life you crave in a carpet? It can be yours in luxurious Wunda Weve broadloom.



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