

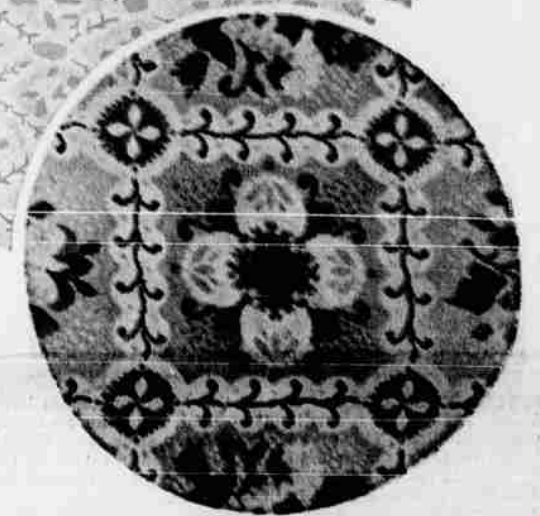
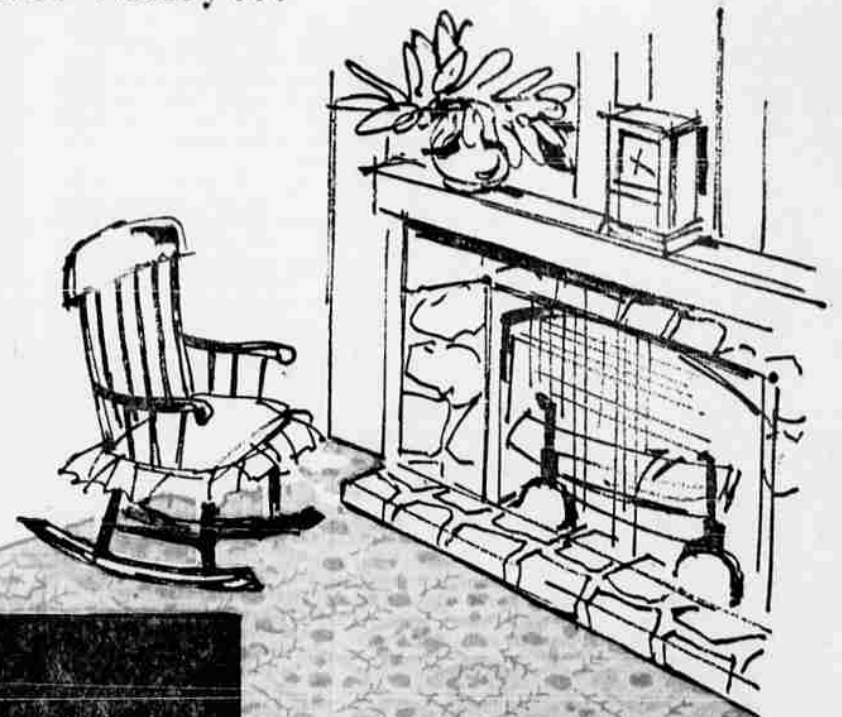
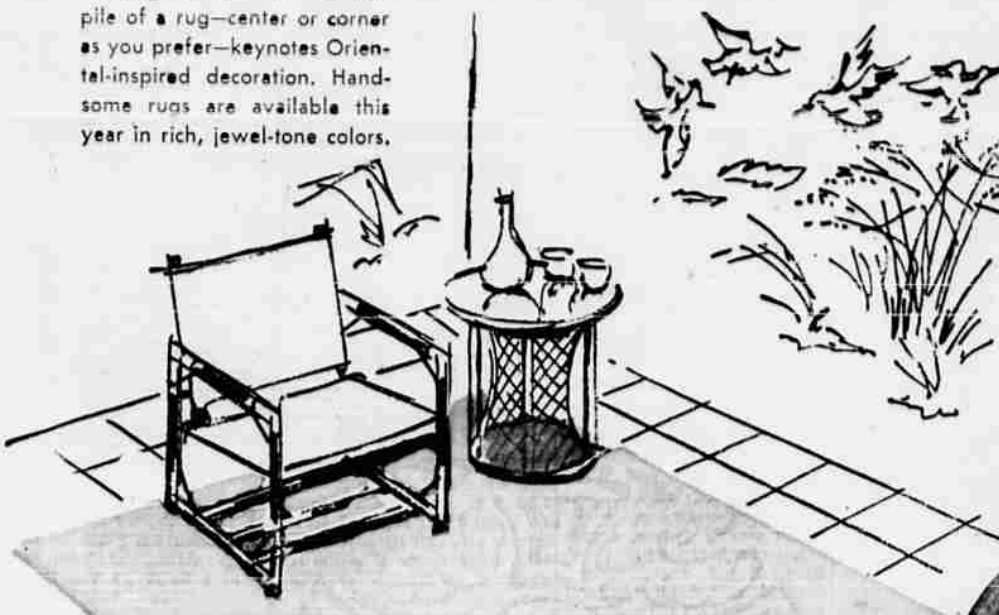
A design carved into the thick pile of a rug—center or corner as you prefer—keynotes Oriental-inspired decoration. Handsome rugs are available this year in rich, jewel-tone colors.

# MEDFORD MAIL TRIBUNE

MEDFORD, OREGON, FRIDAY, MAY 13, 1960

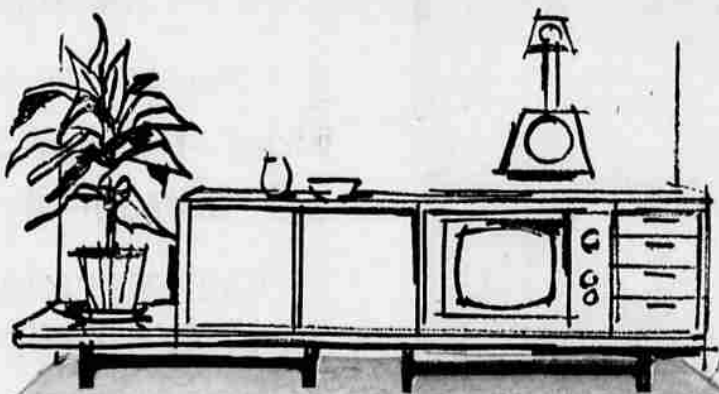
## IT'S CARPET TIME

in the Rogue River Valley...



Patterns are plentiful this year, many of them designed to complement Early American decorating schemes. Color combinations give the cue for the complete room scheme, too.

Looped pile in a carpet is often arranged in a precise design which is right for the clean-cut look of contemporary furniture. Texture adds interest to interesting carpet colors.



## 1960 Carpets Lead Styling In Home Furnishings

Carpets for 1960 have come a long way from their forerunners which were merely a muted background for furniture and accessories.

Whatever your taste may be in home furnishings, this year you'll find that carpets and rugs — although literally at the "bottom" of room decoration — are at the top of the home fashion picture.

A wide variety of choice in color, design and texture is available now in soft floor coverings. Colors and designs are so striking, in fact, that they often spark decoration rather than just going along with it.

Take a look in Southern Oregon stores and you'll see carpets and rugs for every decorative scheme — from Oriental to Early American, from contemporary to elegant period styles.

And the story only begins with style. Carpets and rugs still continue in their more familiar role — as a functional bonus in the home, contributing warmth, comfort and safety as well as beauty and style.

Let these pages be your handy guide, then go see all that's new and exciting at these friendly Valley stores.

