

Tips on Judging Carpets Enumerated for Buyers

Madam, if a carpet "grins" at you, don't smile back. Better stop and think carefully about the good quality you want in a carpet or rug.

"Grinning"—gaps between rows of tufts in carpet pile—is not the only consideration for judging quality, of course. In fact, it is possible to force these gaps in the surface of good-quality carpets. But if grinning is evidence of skimpy construction, look elsewhere for your best buy.

It all adds up to this fact: Don't be afraid to use your eyes and hands in judging quality in carpets and rugs. Carpet doesn't have to be a "blind item."

Preliminary decisions on just the carpet you want include design, color and texture. It's important also to consider the location for your new carpet, so that you won't make the mistake of buying a lesser quality for a heavy-traffic area, or heavy-duty quality which is not necessary in seldom-used rooms.

Final Choice

Once these decisions have been made, you're ready to make the final choice. No doubt you have several pieces of carpet which are pleasing in design and suitable in general quality for the particular use you have in mind. At this point, your hands and eyes are reliable guides.

First of all, run your hand over the carpet pile and press your fingers into the pile. Does the pile spring back from the pressure of your fingers?

Next, bend the carpet toward its back, either on the corner of a large sample or from the middle of a small hand sample. Do the rows or tufts stay close together?

Good Carpet

If your answer to these questions is "yes" you're looking at good pieces of carpet. You may see several samples which are equally good, so that you can decide on the basis of style or color preference.

All of these "tests" are aimed at determining the density of the carpet. This factor is your best single clue to quality. The height of pile in plush, cut piles, or the closeness and tightness of construction in other styles such as looped or multilevel pile is the answer to quality.

As with any fabric, carpet which is skimpy in construction, "short" on actual surface coverage of yarn, is not likely to offer satisfaction as to wearability and durability.

Carpets Available In Three Choices

Soft floor coverings are available in three forms: Carpet, which generally means a wall-to-wall installation; rugs, which cover most of the floor but are not fastened down; area rugs, which cover only a portion of the floor.

Choose the form best for your home by considering which looks best in a particular area, and permanency of your home. If you plan to move frequently, rugs are a good choice—either room-size, with a border of floor showing, or cut to fit a room exactly, but not fastened to the floor.



FLORAL PATTERN—A delicate, impressionistic floral pattern—but a practical texture—are outstanding features in this rug, which is fringed for added style interest. It is available in a variety of sizes and shapes to fit in with decorating schemes and methods of furniture arrangement. Here, it adds comfort and beauty to a wall unit, center of family activity.

New Fibers, Processing Influence Carpet Designs

More new carpet designs and constructions have been introduced in the last half dozen years than in the previous 25. Top stylists have been engaged to supply new and stimulating patterns. Further developments have come with the development of new fibers and new technological processes.

At first, this may seem to lead to confusion when it comes to selecting carpets and rugs. However, the result is that this wider variety in style and quality now makes carpet easier to buy.

Greater Leeway

Now when you shop for soft floor coverings, you have greater leeway in finding the type which is just right for your home—and your pocketbook. Precise color choices, the most practical textures, the most economical qualities

for your particular use are all possible because of a wider selection.

To take advantage of the wide range of carpets and rugs now on the market, consider exactly what you expect from your purchase. For most homemakers there are four points to consider: Appearance, durability, maintenance and economy. Use these as a handy "yardstick" in making your selection from the wide range of carpets offered.

In appearance, you're no longer limited to just a few colors or styles, regardless of the price range or quality you want. Now all color families and styles are represented throughout the market—so when you plan home decoration, be assured that you can find the carpet which will fit in best with your plans.

Choose for Traffic

For durability, you have your choice of carpets suitable for heavy, medium or light traffic. One shopper may be looking for a carpet which will be a major investment; another may want a carpet primarily for its style, one which can be changed after a few years.

With today's broad market, both of these homemakers can find a carpet or rug most suitable for her own use.

Maintenance includes easy cleaning and the "appearance retention" of a carpet during use. Some carpets are more practical than others on these points—but that no longer limits choice of style. Designers have seen to it that carpets can be practical and pretty at the same time.

Broad Price Range

For economy, the price range is also broadened, with more style possibilities in every bracket. This has come about because of faster methods of construction, such as

tuffing and knitting, which make it possible to offer carpets more economically. Broader fiber choice, too, has increased the possibilities in every price range.

Which of these four points is most important to you? Keep it in mind as you make preliminary choices for carpets and rugs. And in today's market, you'll most likely find that your final choice will offer all four advantages—style, durability, easy care and economy.

Carpeting Makes Safe, Warm Covering on Floors

In addition to all the newly-married young couples who have found that carpet is a good beginning for a home, there is another large segment of our population who especially appreciate carpet-retired couples.

A number of homes for elderly people have also discovered that carpet is of great benefit in both private rooms and public reception areas. It takes away an "institutional" look and introduces a feeling of warmth and comfort.

These "golden agers" like carpet for two main reasons: It adds to the comfort of any room, and it provides a safe, warm flooring. There is less danger of slipping and falling on a carpeted floor, and if these accidents should occur to an elderly person, carpet safely cushions a fall.

Safety Noted

Significantly, the Federal government has recognized the safety benefits of carpet for elderly persons. Under the National Housing Act, home developments or apartment projects specifically designed for rental and occupancy by elderly persons are eligible for special mortgage financing insured by the Federal Housing Administration.

Several years ago the FHA approved the financing of carpet for corridors, lobbies and living units as part of the government-insured mortgage for this type of housing.

Beauty Appreciated

Retired couples are also in a position to appreciate the beauty of carpet in a home. It's been found that homemakers plan major redecorating jobs at three major points in their lives: When they marry, when their children are in school and want to entertain friends at home, and again when their children are grown and away from home. At this time, most couples know exactly what their tastes are in home furnishings—and they can truly appreciate the decorative features of carpets and rugs.

Noise, which can be distracting to an elderly person especially, is reduced as much as 50 per cent when floors are carpeted—a boon to grandparents who know that children can play safely and

quietly in rooms with soft floor coverings.

Though carpet is frequently presented as a gift from parents to newlywed sons and daughters, it is often chosen

as the perfect gift from children to parents who know that the time of life which brings relaxation is the perfect time to enjoy carpet to the fullest extent.



CONVENIENT—The comfort and convenience of an automatic contour bed, or lounge, once thought of as a reserved luxury is now accessible to all homemakers. This lounge can be installed in any bed or lounge frame in less than three minutes. It can be adjusted to more than 100 positions for individual comfort while relaxing, reading, television or sleeping. — The Select-A-Rest Bed Lounge by the Dura Corporation.

Custom-Made Rugs In Many Colors

Custom-made carpets, colored and styled to a home-maker's order—but at reasonable prices—is one of the big new events unveiled by carpet manufacturers this year.

Though the carpet companies have brought out the widest range of styles, textures and colors ever offered to consumers in their regular lines, a number of them are now making available special custom-order programs. This service makes it possible for customers to order carpets in a variety of textures and grades and of any color desired.

Unlimited Colors

As far as colors are concerned, the sky is not even the limit. More than 100 "suggested" colors are readily available under the custom-order programs. But the homemaker can go even further. She can match anything from her favorite lipstick to an exotic fabric.

Exciting new designs can also be hand-carved into rugs to order for many colorful plush-pile or nubby texture

fabrics. The design can be placed in any part of the rug—in the center, along the sides, in the corners, or all-over treatment—wherever it is not hidden by furniture.

Border Treatments

A large selection of border treatments for rugs is available too. Patterned rugs with a plain band of border repeating the dominant color in the design, borders of stripes which complement the solid color of the rug and borders which repeat the pattern in the rugs are all offered.

A number of these lines can be purchased in seamless widths up to 25 feet and in unusual shapes—oval, rectangular, T-or-L-shaped, round or free-form. It is thus possible to get a carpet, custom-made by color and texture, to fit two adjoining rooms without a seam.

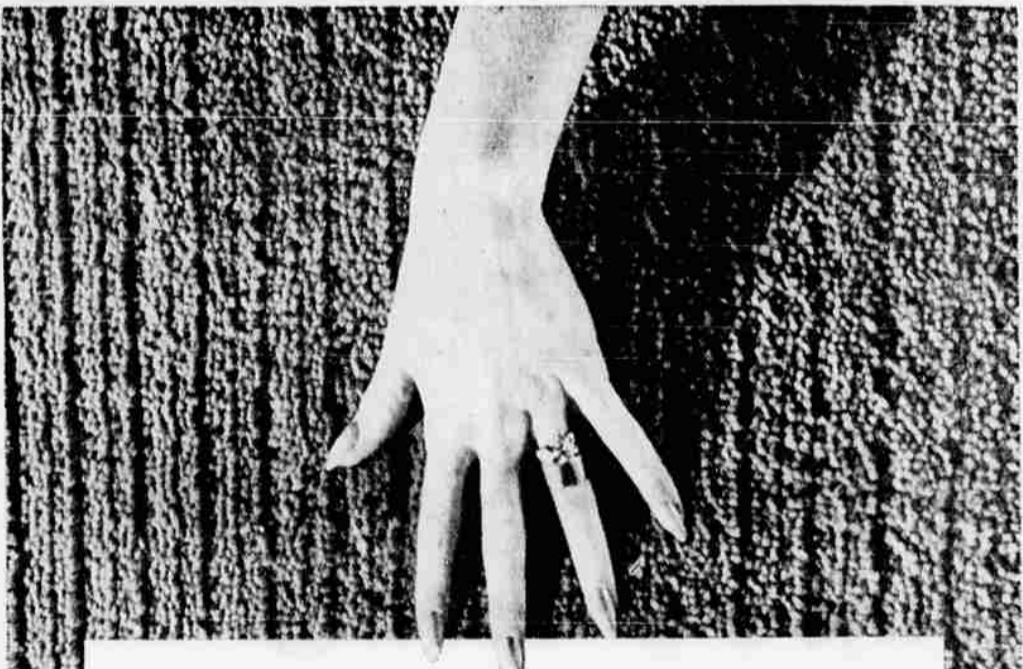
The exciting point about these custom services is that the prices are not much more than a home-maker would expect to pay for a running line of quality carpet.



AID—A valuable aid in planning room decoration is a brochure called "Color and Carpets." Published by the American Carpet Institute, the booklet has a "clip-and-flip" section which shows how fabrics, wall colors, accessories and carpets go together in well-planned color schemes.



STYLED FOR LOOKS—One of the American male's hat favorites is back in a new lighter weight, styled for Spring's Continental look. This season's derby has a sleek streamlined look with narrow brim and band. Tops in comfort, this derby is made in Spring's fashion-popular color—black—and in five other style-wise hues. Derby by Knox.



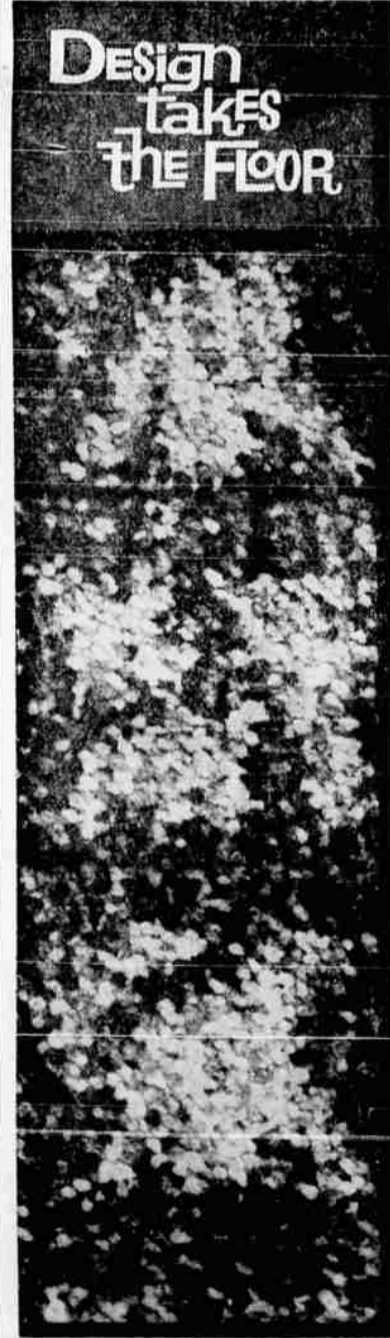
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Plastic Coating Takes High Temps

Washington—(Science Service)—A new lightweight polyurethane-based plastic coating has withstood temperatures up to 6,000 degrees Fahrenheit in field tests.

A thin film of Dyna-Therm D-65, as it is called, protected a reinforced plastic panel against a directly applied 4,000-degree Fahrenheit acetylene flame for more than a minute in a recent demonstration, the American Chemical Society's journal Chemical and Engineering News reported here.

The coating consists of phosphates and boron compounds held together by a polyurethane binder. It was developed to protect various missile and launching pad components which are usually destroyed in missile firing. D-65 has been found successful in recent Atlas launchings.

When heat is applied to the surface of the coating, there forms a hard ceramic crust, which glows red-hot and reflects heat. Also this crust lifts away from the rest of the film, providing a further insulation.

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