

Bowling Alleys Now Use Carpets

If you've gone bowling lately—and 25 million Americans have been this past year—you may have noticed the wide use of carpeting in the bowling emporiums.

The booming popularity of bowling that has made it the nation's number one participant sport has created a revolution in the design and building of the alleys. Bowling has become a family affair and a billion-dollar industry with air-conditioned, scientifically lighted and extensively carpeted bowling centers.

Other Reasons
The use of carpet, however, has been stimulated by other reasons in addition to their rich appearance and comfort. The booming roar that thunders through the alleys when 32 bowling lanes are operating full blast would be ear-splitting if steps weren't taken to deaden some of this noise.

Acoustical studies have proven that carpet can cut noise in a space by more than half. Its soft, porous fibers

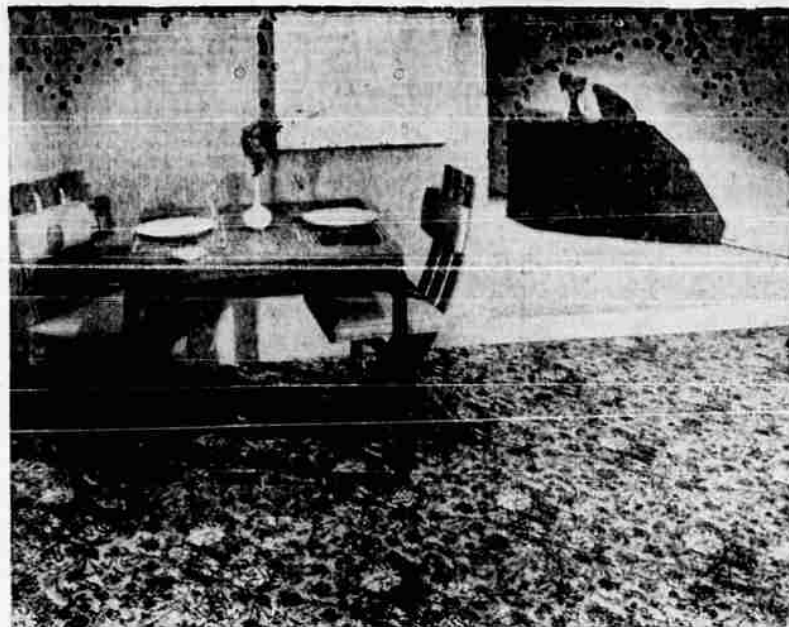
swallow the air-borne reverberations that would otherwise bounce back unchecked with full energy.

Quieter and Cheaper

The architectural design director for one of the largest firms manufacturing automatic pinsetters and other bowling equipment reported that bowling alley proprietors find their establishments are quieter and cheaper to maintain with carpet.

This firm recommends carpet for these reasons, and also because carpeting eliminates the need for waxed floors. Some waxes carried on to the bowling lanes can damage the surface of these special woods. Also the abrasives used in some hard floorings can be carried on the soles of bowling shoes and damage the approaches to the lanes.

Carpet manufacturers today offer a wide variety of colorful designs specially created for bowling alleys. Probably, the most popular are patterns depicting bowling balls and pins.



POPULAR—Split-level rooms, popular in many homes today, call for special consideration in carpeting. One answer this year is found in related patterns to "mix and match" in the related areas, such as this floral used in one room, a complementary abstract texture in the area just beyond. The same idea of "room-to-room" carpets can be used in other adjoining areas in the home.

Carpets Leaders This Year In Home Fashion Fields

Leaders, not followers—that's the role of carpets this year, in the field of home fashions.

A far cry from muted colors and standard patterns are the many styles being shown for 1960. Designs, created both by texture and by actual pattern, cover a wide style range. Colors cover the rainbow—and for carpets as we've known them previously—are unexpected.

The new styles create a focal point of interest in home furnishings and provide a firm basis for anyone who is planning home decoration, remodeling or building a home.

Carpets and rugs offer some "built-in decorating advice" as far as color for 1960 is concerned. This is especially true of color combinations, which carpet designers have used to great advantage. Whether combining two "shock" colors, blending sev-

eral tones of the same color, or unifying several complementary colors in one design, the stylists have set the pace in room decor.

"Fifth Wall"

There is really a new way to live with color on the floor because of these designs. Subtlety is the first impression with these new carpets and rugs, even when two or more unrelated colors are used together. This is obviously a necessary consideration since the floor is a "fifth wall" in terms of space covered. Despite the subtle approach there's no monotony. Any one of the carpet colors can be emphasized elsewhere in the room—and the scheme can be changed accordingly over a period of time.

Texture Important

Texture is as important as color in 1960 soft floor coverings styles. From classic cut pile, to rugged loops with a

hand-crafted type of texture, the new carpets are designed to add interest to the fabrics, furniture finishes and wall surfaces of a room.

Looped pile has gained in popularity—both in "informal" versions with a tweedy look in coloring, and in more precise patterns which may be geometric or softly curved in design.

Both textures and colors are planned for practicality, too. Carpet is still important as a flooring material, while gaining in style leadership.

Thus, shoppers this year will still look for the new colors and textures which are best in providing a floor that is easy to clean; for pile surfaces which provide the most comfort and warmth underfoot. Regardless of style, these are the added bonuses of carpets and rugs, along with more quiet and more safety in the home.



MATERNITY COAT—This pretty maternity coat can top all of your new Spring outfits. It is designed in Stehli pure silk linen fabric, and styled with a cardigan neckline, sleeves and "fake" pockets with flaps. By Mrs. Gee.

Churches Become Key Carpet Users

The sweeping building boom of the past decade has not been limited to construction of new homes, schools, office buildings, shopping centers and factories. The vital religious needs of the nation's ever-expanding population is also being served by an unprecedented boom in the building of churches also.

One of the most important considerations given today to church or synagogue design is how interiors can provide comfort as well as spiritual beauty to the congregations. For example, "what type of floor covering will be used?" is one question given careful thought by all persons responsible for designing and building new churches.

Key Carpet User
It is noteworthy that many clergy and lay officials today favor carpet in their churches and temples, as borne out by the fact that houses of wor-

ship have become key users of carpet in recent years.

There are many reasons for this preference. The soft, warm beauty of carpet removes the cold austerity of hard, bare floors. Also, it provides the background that brings all the furnishings and elements of a building interior into a harmonious unity.

Stills Echoes

But beyond its important decorative function, carpet offers numerous practical benefits that are important to church administrators. A carpeted church is a quieter church. Carpet stills the annoying echoes of sound which bounce off hard bare floors and walls. The noise of footsteps on stairs, the dropping of coins and other sounds that can disturb the service.

Carpet on the floor is an important safety factor. Its non-skid surface provides traction for feet that might slip on glossy, smooth floors, and its soft pile will prevent serious injury if falls should occur.

Cuts Heat Loss

An effective insulator, carpet minimizes heat loss through floors, helping the heating system to work more efficiently, and eliminating the unpleasant feeling of a cold surface underfoot.

Under heavy conditions of soil and congestion, studies have established that the average cost of maintaining 1,000 square feet of carpeted floors for one year was \$189 versus \$383 for the same area of non-carpeted floors. In other words—50.7 per cent cheaper.

Though carpet is soft and yielding to the touch, it is a rugged flooring material. In some installations, carpeting in a foyer has been known to outwear the steel tread on the doorsills.

For all of these reasons carpet is considered the ideal floor covering for heavy traffic areas of the church, such as the aisles, sanctuary and chancel. But its use is not confined to the main auditorium. A growing number of churches are utilizing the benefits of carpet in such areas as the pastor's study, the nursery, school rooms, the sacristy and stairways.

Seaming Technique Advancement Made

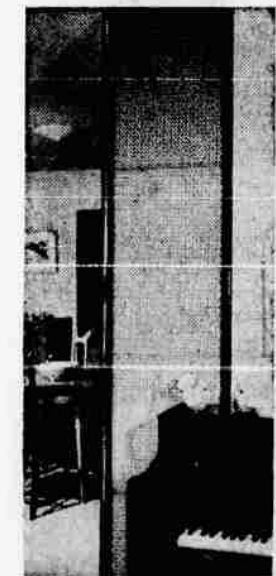
Concurrent with the developments in carpet manufacture and tackless installation methods, there have also been considerable advances made in seaming techniques in recent years. Often only an expert carpet man can detect where carpet sections have been joined, and many times even he cannot locate it without close scrutiny of the pile.

Many new carpet styles popular today lend themselves beautifully to "hidden" seams. High-pile and solid-colored, random-pile textures without definite pattern are examples. But even some patterned carpets, utilizing stripes and other motifs, have been created so that the design on one carpet section will match that of another making the seam almost "invisible."

Carpets are currently joined by hand and machine sewing or by special tapes that are anchored to the carpet backing by adhesives. Carpet layers employing these techniques are expert craftsmen. They are best qualified to advise homemakers on where to place the seams and what seaming methods should be used. Their advice is invaluable for obtaining a beautifully finished carpet installation at the lowest possible cost.



BUSINESS SUIT—A sophisticated look marks wash and wear business suits for Spring. Slate brown fabric is a blend of "Dacron" and "Orlon." It shows the drape and appearance of conventional tropical suitings. Suit by Deansgate.



NEW GLASS—"Stretch" a short wall with the magic of this new architectural glass. A laminated safety glass with a permanently-bonded design. It fills limited floor plans and permits more flexible furniture arrangements. Here such an extension adds space for the piano; blends with furniture finishes and room decor. "Sphere" design "Glas-Wich" By Dearborn Glass Co.

\$3⁹⁵ SQ. YD.

Blends of yarn ends by Famous National Advertised Brand. Colors, Beige, Brown and Tan.

\$4⁹⁵ SQ. YD.

All Wool Tangle Tweed by Suwonee Carpet Mills. Your choice of colors of Nutria Tweed or Beige Tweed.

\$6⁹⁵ SQ. YD.

Summer Skys All Wool Tweed from D. M. & E. Walters. 9 colors to choose from.

\$8⁵⁰ SQ. YD.

All Wool by Lees Carpet Co. High Low Loop Embossed Pile. Random pile heights. Does not show foot prints.

\$8⁹⁵ SQ. YD.

All Wool 7½ row velvet by Famous National Manufacturers. This carpet is most popular of the new textures and is designed for informal modern or traditional furnishings.

\$9⁹⁵ SQ. YD.

Famous National brand. A six row Axminster Weave. A blend of wool, rayon and nylon. Resists crushing, sheds soil. More face yarn for longer wear.

\$9⁹⁵ SQ. YD.

All Wool by Lees Carpet Co. Special Wilton Weave puts more face yarns on the surface than conventional Wilton weaves. Select Wools—doesn't show foot prints. Practical, easy to vacuum.

\$10⁹⁵ SQ. YD.

All Wool by famous national advertised brand. The wool pile is looped in variety of heights producing a practical carpet pattern at an amazingly moderate price.

\$10⁹⁵ SQ. YD.

All Wool by Archibald Holmes Carpet Co. Selected wool high low pile—embossed group, creating a pleasant variation of light and shadow. Will not show foot prints.

WESTORE

Over 90 Stores Buying As One!

BEST Carpet Buys For 1960!

Easy Terms!

Westore's Contacted 36 Carpet Mills and Received Over 500 Carpet Samples in Which to Choose The Carpet They Were Going to Use For 1960 to Bring You The Best Quality and Prices Available!

HERE ARE THE RESULTS:

Our Carpet Committee Feel That These Are the BEST Values On the Market Today!

★ No Carrying Charges or Interest

We carry our own contracts. There is no extra charge added to your payments. At Weeks & Orr you pay ONLY for the merchandise.

WEEKS & ORR

Southern Oregon's Oldest and Largest Furniture Store
114 West Main Street Phone SP 2-9351



OPEN EVERY MONDAY Until 9 p.m.