



SAFE PLAY AREA—Even the youngest lady of the house appreciates carpet on the floor—it provides a safe comfortable play area for her. She and mother can pick up toys easily, too, for constant good looks.

Rugs, Carpeting Make Wedding Gifts

A wedding gift that will be appreciated immediately and enjoyed for many years is a present of a rug or carpeting for the newlyweds' first home. They will make rooms sparse of furniture look furnished and more complete. If visitors exceed their capacity, the carpet offers almost unlimited seating space for guests who are likely to sit on the soft, comfortable floors provided. A rug can also be an investment for the future that can be moved to another room in a new home as the family grows.

Carpeting Saves In Remodeling Job

If you are renovating an old house, or just one room, carpeting the floors can be a real money saver. Many floor faults can be concealed with carpet eliminating the need for costly floor repairs. Major faults can be corrected by filling cracks or sanding ridges. Then use a rug cushion to counteract minor imperfections. The money saved can be applied to other needed repairs in the house. The beauty and comfort of carpet can also add very much in making an old house more livable.

'Floor-to-Ceiling' Carpet Used in New York Eateries

Carpet on the wall? Don't laugh. There appears to be a trend toward carpeting walls "floor-to-ceiling," at least as far as a number of savvy restaurant and theatre operators in Manhattan are concerned.

In the past few years a series of new restaurants and redecorated theatres in New York have been featuring lush carpet on the walls. For one restaurant designer, this feature has become a trademark. Jack Fieldman has designed the interiors for scores of new dining places in the New York area from "hamburger joints" to exclusive bistros, and the chances are that a visitor will find a carpeted wall.

"Cheaper To Install" "Carpet on the wall has all kinds of advantages," Fieldman holds, "and they are not limited to the decorative aspect either. Carpet is one of the best acoustical materials you can find to swallow up the noise which diners find so disturbing. It's easier to put up than wallpaper or wood paneling, and in many cases, it's even cheaper."

The carpet-on-wall idea has also taken hold as a distinctive conversation piece in Fieldman-designed eateries. At one gourmet palace in midtown Manhattan, the "Bon Vivant," the maitre d' has utilized the carpet as a new material for applying his native artist talents.

Placing his hand on the rich-looking, burgundy colored carpet one day, headwaiter Michele Perris discovered he could create a "picture" by tracing his finger through the pile. He decided to experiment further, and soon he graduated to pastel chalks to color in the outline created by his finger tracing.

Tapestry Effect The results were astounding to Perris, his boss and the "Bon Vivant" customers. Colorful and elegant "wall-paintings" looking very much like

tapestry designs, developed from his efforts. Bullfight scenes, landscapes and cityscapes such as the Taj Mahal and Plaza San Marco of Venice were soon going up on the carpeted wall just off the doorway.

To "erase" the picture, Michele found it could be done simply and quickly with an ordinary vacuum cleaner that removes the chalk marks as easily as it would dust. As a result, the carpet pictures have become the major conversation piece at the Bon Vivant. Perris changes the picture, which takes about two hours to complete, two or three times a week or whenever the inspiration hits him. The first question patrons ask when they come in is "What's the picture today, Michele?"

Perris finds his new hobby offers him a great deal of creative pleasure, and he has received numerous requests from his art-loving patrons to "paint" a picture for them on the carpet they plan to put up on the walls in their homes.

By the way, for his restaurant interiors Fieldman does use carpet in the old conventional way-on the floor. "Why for any decent restaurant, it's mandatory!" he asserts. "It removes the hard, institutional look so often found in dining places. It's quieter, and it's easier to keep clean than hard floors. Carpet makes people feel more relaxed and comfortable when they're eating." In Fieldman's opinion, "Half the ulcers in the world are caused not by bad food, but by bad decor."

'In-Home' Buying Has Advantages

The best place to choose carpet is in the place where you will use it—your own home.

Fortunately, most retailers across the country today offer an "in-home" selection service which greatly simplifies the process of carpet shopping and resulted in satisfaction for new carpet customers.

The advantage of in-home buying is twofold: You save valuable time, and you can see exactly how the carpet will look in the setting of your own furnishings.

See Purchase Seeing carpet samples in your own home furthermore eliminates any guesswork about the suitability of color and texture. This is especially advantageous since the lighting of your own home is very likely different from that of a retail store. The entire family can have

the pleasure of seeing the purchase which will add so much to the comfort and beauty of the home. It eliminates arranging for baby-sitters while Mom and Dad shop, or taking the children to town for shopping.

In-home shopping for carpet can be arranged in several ways. You may just pick up the phone and call your carpet retailer, who will come to your home on appointment with a large selection of carpet samples. A "carpet wagon" has become a familiar sight in many neighborhoods these days.

Or you may prefer to do some preliminary shopping before asking to see samples in your home. Going to a store will give you the broad view of colors and styles now on the market—and perhaps spark your thinking of carpet possibilities for your home. Then you can look at the specific styles which are most interesting and make the final selection at home.

Selection In-home selections will undoubtedly help a carpet salesman to help you in making a wise choice. He can offer advice as to the suitability of style and quality for the room in which your new carpet will be used. He can also take exact measurements of the area to be carpeted so that you will know precisely how much carpet will be needed. Take advantage of this boost to shopping by finding out which stores in your area suggest in-home shopping for carpets and rugs.

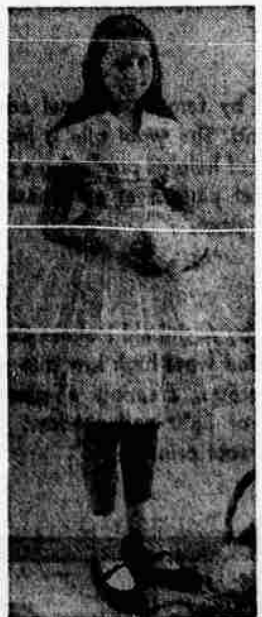
Undisturbed Rest Feature of Decor

Since you spend at least a third of your life sleeping it's only fitting that care be taken to make the bedroom as comfortable as possible.

For undisturbed rest, bedrooms should be decorated to provide privacy and quiet. Carpet will absorb at least half of the airborne noise entering a room, and combined with the bed furnishings and curtains, will still most sound.

Also, the pleasure of laying your bare feet on a soft, warm rug when awakening, as opposed to a hard, cold floor, cannot be equalled.

As the bedroom is rarely exposed to the amount of foot traffic of other rooms in the home, the purchase of inexpensive, light-colored rugs or carpets is both wise and practical. A rug that will give excellent service in a bedroom can be bought for a surprisingly low price today.



PORTRAIT COLLAR—Worthy of an Easter gala, this dress boasts a portrait collar, a simulated tucked cummerbund and a huge bow that ties in the back of the soft, billowy skirt. Designed in a Stehli pure silk organza, it's lined with Stehli's taffeta. By Fein Children's Wear.

Nurseries Need Carpeted Floors

Babies are very delicate creatures—so naturally parents want to give them the best of care.

Babies are very precious in a family—so parents want to

provide the best in the way of comfort and beauty. Babies are also inclined to be noisy—and that's another consideration for the family. For all of these reasons, carpet belongs in a nursery or a child's room. When children reach the crawling stage, the carpeted floor provides a large surface which is warm and comfortable—and very safe, cushioning the inevitable

spills and bumps of a toddler. And from the first wall on to the racket of children at play, carpet on the floor "sound-conditions" a room effectively. Mothers appreciate the fact that the carpeted floor can be cleaned quickly and easily and that a carpeted room can be "picked up" for a constant level of neatness in the room. For a child's room color

combinations—tweed colorings, patterns or tone-on-tone designs—are best at camouflaging soil and footprints between cleanings. Textured pile, in loops or twist yarns, perform the same function. With today's wide style range, it's easy to choose one of these types which will be both suitable and attractive for a child's room.

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