



Wide Selections In Rug Padding

Rug padding—carpet's "friendly companion"—has also taken on a new look these days. A variety of new underlay cushioning materials have been introduced in recent years offering consumers a fairly wide choice.

The primary contribution of the new underlays is greater resiliency or buoyancy underfoot. This has been achieved by the use of new materials—namely foam rubber, sponge rubber and urethane plastic foam products. Also, some of the familiar hair and jute felted paddings have foam rubber added to them to provide extra springiness.

Rubber Underlays
Sponge rubber underlays come either molded or smooth-surfaced. Rubber padding is moth and insect proof, mold and mildew proof and non-allergenic as are the plastic foam products. The latter, however, are also moisture resistant.

The choice is basically a matter of personal preferences for buoyancy and budget. All paddings offered today are

ESSENCE OF SET—Day or night elegance is the essence of this oriental-inspired set. Myriads of tiny fluted oval beads cascade in a graceful water fall, twist or rope in this brightly colored collection.—By MARVELLA.



MAKE HEADLINES—Mlle. "Coco" Chanel, whose many designs and themes continue to make headlines over the years, says: "Without perfume, no elegance is complete." The subtle, sophisticated fashions of the new season are sure to be complemented by classical feminine essences. Chanel No. 5.



PERFECT FOR TOWN AND COUNTRY—This low-crowned "Sportsman" hat comes in a rough texture or a smooth surface felt with matching band and feather ornament. The grooved brim adds a handcrafted luxury look to this felt.

quite satisfactory and will do the job for which they are made—to amplify the comfort, quiet and warmth of carpet and to increase its wear life.

Firmer Feeling
The felted hair and jute products, which are still most widely used, provide excellent resiliency, though they give a somewhat firmer feeling underfoot than the rubber and plastic underlays. The hair-jute combinations are usually the most economical, while the all-hair pads run slightly higher in price.

Next up the price scale are the rubber pads, both foam and sponge rubber. Generally more buoyant than the felted pads, they are also more expensive.

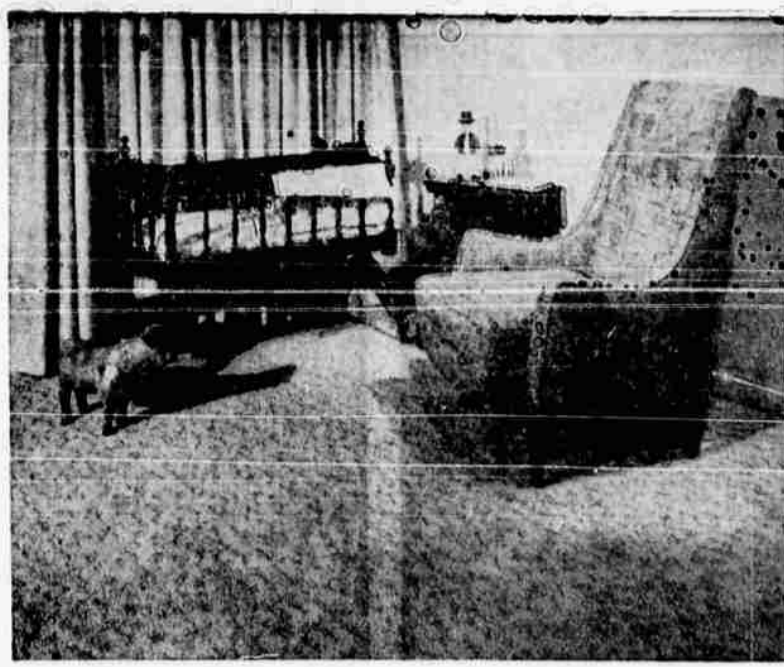
Urethane Resilient
The urethane plastic paddings fall in the highest price range of the materials currently available. They are considered to be exceptionally resilient.

There are also several new carpets on the market with foam rubber or plastic foam padding laminated to the carpet back. This two-in-one combination eliminates the need for buying additional padding. This is not to be confused, however, with the latex coating applied to the backings of many new carpets today, which is designed to anchor the carpet tufts to the back.

Sounds Confined In Hi-Fi Rooms

New stereo hi-fi purchasers are advised to put their equipment in a room with carpeting or a good-sized rug. The carpet will confine the sound to the room, filter out unwanted noises around the home without disturbing the sound fidelity.

The carpeting will also permit turning up the volume to gain on the amplifiers without annoying the family or the neighbors.



ADDS BEAUTY—A carpet floor adds greatly to the comfort and beauty of a nursery or child's room. Here, a cotton carpet—colorful and easily cleaned—is tightly textured in a "jacquard" design for practicality underfoot.

Housekeeping Chores Easier With Carpets

When advice is being handed out on how to decorate homes and apartments, there is one segment of our population that tends to be ignored—the frequently misunderstood bachelor. What's misunderstood about him is why he doesn't get married. After all, this is 1948 year.

As a result, this much-maligned character is often overlooked when new decorating ideas are discussed or published in our newspapers, magazines, or books. If he's unwilling to wed a fine girl who will free him of his decorating problems "til death do them part"—let him shift for himself!

Tip to Benedicts

However, to prove that not everyone is against them, here's a decorating tip for the forlorn benedicts: After a lovely, companionable female, his books and his pipe, the bachelor's best friend is a carpet or rug. "Oh yeah!" he may say. Well, let's list some reasons for this statement:

1. A carpet or rug offering the largest, unbroken area in a room can readily provide the color and design theme for the rest of his furnishings.

2. It's easier to keep clean than bare floors. A quick run with the vacuum cleaner takes much less effort and time than on-the-knees scrubbing, mopping and waxing.

3. Carpet is one of the best "noise-swallowers" available for keeping a home or apartment quiet. For his own peace—and that of his neighbors—carpet's ability to confine the sounds emanating from his multi-speaker stereo hi-fi and any high-decibel party will be much appreciated.

Extra Seating

4. Carpet offers unlimited seating capacity. When entertaining friends, what bachelor hasn't found himself short of chairs, benches, stools or orange crates? A rug or carpet provides guests with the whole floor to sit on with comfort—something they

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would be reluctant to do on cold, hard, dusty bare floors.

5. Let's face it, carpet is still a status symbol. For the up and coming bachelor, there's nothing like a rug to let his friends, neighbors and business associates know he's arrived.

6. What's more, luxurious, comfortable, practical and beautifully designed rugs that present the "he-man" look can be bought for less than a good stereo amplifier, or well within the average bachelor's budget. It can be purchased on credit too.

For these reasons, and many more, carpet is the bachelor's real "buddy." Of course, it won't replace a beautiful, charming, intelligent, gracious and understanding wife. But what will?

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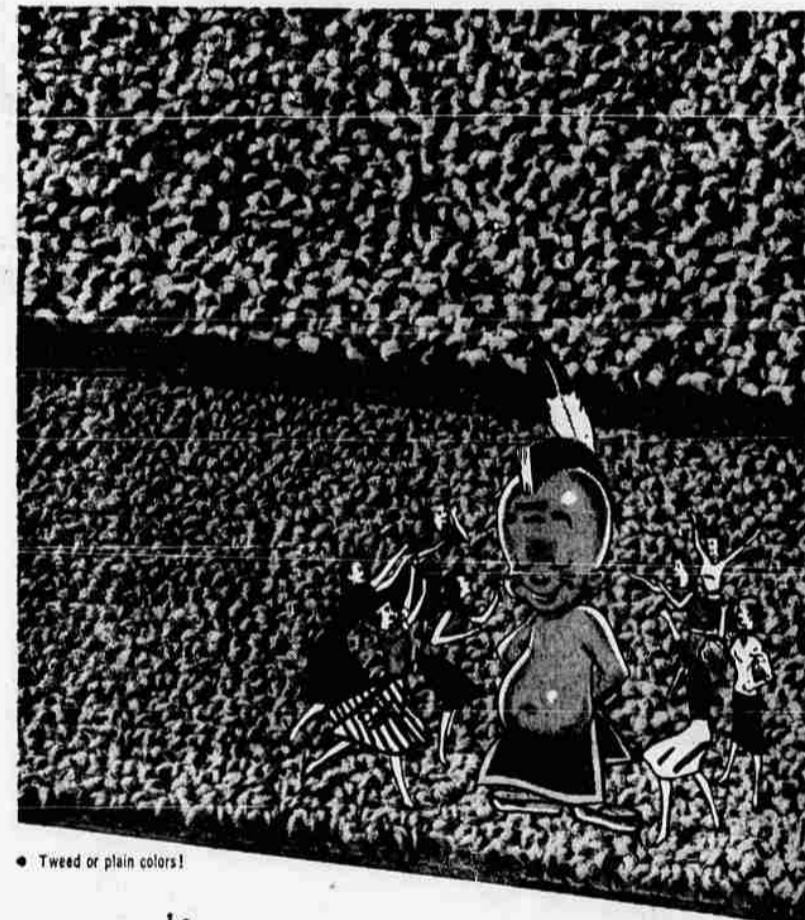
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