

Choice in Style Important Part In Floor Design

How can you choose the style and quality best suited to use and still avoid a "chopped-up" look in floor design?

One way is to use wall-to-wall carpeting in varying colors, both for decorative and practical reasons. The carpets might be in several tones of the same color—say, light green to dark green—or in related colors. Of course the rooms which get the least amount of traffic would have carpets in the light shades.

Another method is to use carpeting in one room and its counterpart in rug form in the adjoining area. The rug might be cut and bound from the carpet roll, or it could be a rug especially made to match the dominant carpet color, as seen in many current styles.

Plains and Patterns
Related patterns—newest addition to carpet styling these days—present still another answer to the question. Plains with patterns or tweeds, or two patterns designed specifically to "mix and match" are welcomed by many homemakers. These styles are also practical, since a pattern or color combination helps to camouflage daily use in one area, and its plainer "match" may be more decorative in another.

You can use your own imagination and good taste in selecting carpets on a "room to room" basis. With the vast range of styles and colors now on the market, carpet and rug designs can have a co-ordinated look in adjoining areas and still serve varying purposes of decoration and function.

Just remember to think in terms of a "wardrobe" for your floors—and pick the style and quality best suited to each particular area of your home, rather than trying to make the same carpet serve so many



QUIET COMFORT—Dining rooms should be carpeted for quiet comfort, as well as for beauty. This knitted tweed carpet is practical in use, attractive in texture and variety of tweed colorings which effectively camouflage soil and foot-tracks until they can be removed by vacuuming.

functions in different rooms. A wardrobe made up of only dresses all in the same color and fabric might make the problem of "what to wear" a lot easier—but it would be pretty dull. The same principle might well apply to carpeted floors throughout the house. Smart homemakers today know that variety is the spice of decorating as well as fashion. There are also practical advantages in varying carpet styles.

Mythical Carpet Now Is Reality

The flying carpet may be a myth out of "Arabian Nights," but as far as travel-conscious Americans are concerned, it's not far from reality. Regardless of the mode of transportation used, we actually do travel on carpets.

Automobiles, buses, trains, airplanes, ocean liners, cabin cruisers, even mobile homes, make extensive use of soft, cushiony carpet underfoot today.

It is estimated that U.S. carpet makers produced about 13,000,000 square yards of carpeting in 1959 just for automobiles and airplanes alone.

This is enough carpet to provide a 9 by 12 rug for 1,080,000 families. The amount of carpet used in the thousands of mobile homes built last year is not known, but it is also considerable.

The heavy use of soft floor coverings in our vehicles, ships and planes is motivated not only from Americans' desire to travel in comfort, but also many other practical considerations.

On airplanes and ships carpet's noise-swallowing ability is fundamental to the acoustical design of these interiors.

On jetliners and conventional propeller-driven planes carpets are specified by aircraft designers to help soundproof the cabins from the engines' roar and vibration.

The easy cleaning of carpets by quick vacuuming is another reason why they are favored in cars and other transport equipment. Less time and effort is needed to keep the carpeting clean and looking like new.

The safety factor is also important—particularly on airplanes where a sudden drop or lurch of the ship may cause a passenger to fall in the

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Friday, May 13, 1960

aisles. The carpet cushions any fall that may occur, preventing serious injury.

Luxury Feeling
Also Americans like to enjoy the luxurious feeling and the color and design of carpet when traveling as much as they do away from home. Literally thousands of miles of carpet are installed every year in hotels and motels across the country.

Some motel associations are now even requiring the placement of carpet in living rooms and bedrooms of all motels that are members.

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