

Cleaning Methods Given for Rugs

One reason that carpets and rugs are easy to care for is that spots and stains can be cleaned effectively with relatively little effort.

Prompt action is the first rule. As with any fabric, the sooner you take care of a spot or stain, the less chance it has of causing damage.

To be prepared for any carpet spot, you need only simple materials which are probably already among your household supplies. These include detergent, white vinegar, water and a cleaning fluid of the type you would use for removing spots on clothes.

Recommended Methods

First of all, remove any excess liquid or solid matter which has been spilled or dropped on the carpet. If liquid has been spilled, blot the carpet at once. If necessary, use forced drying, such as the air from a vacuum cleaner nozzle or a fan.

For most food stains—candy,

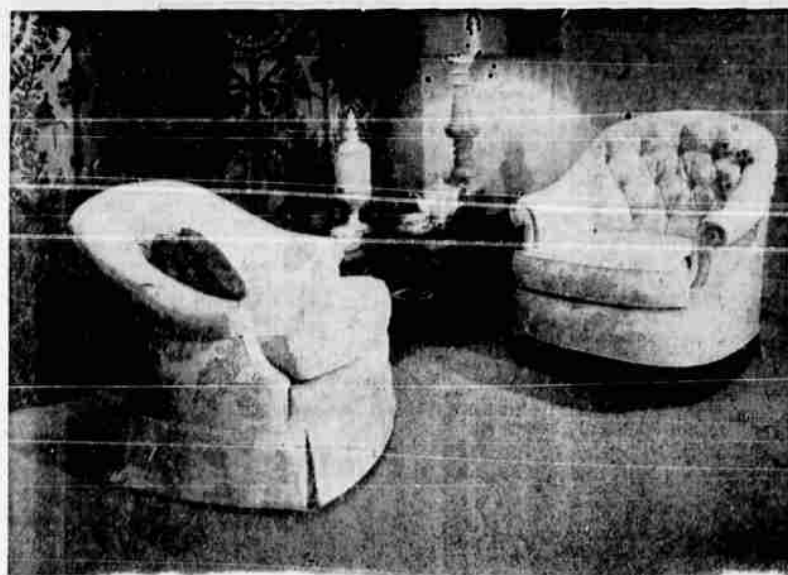
fruit juice, ice cream, etc. use a solution made from 1 teaspoonful of detergent and 1 teaspoonful of white vinegar in a quart of water.

Moisten a cloth or sponge with this solution, and wipe the spot or stain. Be sure to work on only the surface of the carpet and avoid getting the carpet too wet. Dry the pile after this treatment.

For Oily Stains
The same method can be used for oily stains of any type, except that the recommended material is a cleaning fluid.

If you're not sure what caused the stain, apply the detergent-vinegar-water solution first, then the cleaning fluid. For stubborn stains, repeat the treatment.

If you have an unusual stain, or serious damage to your carpet, consult a professional cleaner who is equipped to use other special cleaning materials when necessary.



LOOPED PILE—The looped pile of this carpet is arranged in soft curves to complement an elegant room. This is one method which carpet designers have used to combine beauty and practicality in soft floor coverings for 1960. The sturdy texture wears well, while soft colors and the texture-pattern add design interest without dominating decor in the room.

New Textile Law Now Effective

Shoppers for carpets, clothing, draperies and other textile products will find new labels on these goods as a result of a new law which became effective this year.

The law, known as the Textile Fiber Products Identification Act, requires that labels be put on all of these

products presenting complete information as to fiber content, name of manufacturer and country of origin.

On carpets the law specifies that the content of the pile fibers must be identified to the consumer by percentage of weight. For example, you may note on the new labels wording such as "70 per cent wool-30 per cent nylon pile" or "100 per cent wool pile."

In carpet stores, shoppers will find the labels on carpet rolls, rugs and samples. In the

case of wall-to-wall carpeting anchored to the floor, the required information will be given on the invoices or receipts that accompanies the sale.

The law applies only to goods made after March 3, 1960. However, carpet manufacturers have been complying with the law well in advance of this date, and most new merchandise already in stores will carry these labels. All carpets and rugs will eventually be so labeled when current stocks are replaced.

All Color Families Represented in Rugs

Once upon a time—just about 10 years ago, in fact—a homemaker shopping for carpet had a very simple color choice to make. Gray, green or rose? Aside from those colors, there weren't many possibilities, unless a carpet was "dyed to order."

Today, the picture is quite different. In current carpet styles, readily available on the market, all color families are represented. Even the so-called "neutral" colors are seen in many different versions—and this rainbow of color extends through every price and style range in soft floor coverings.

Welcome Change

It's a welcome change—provided color is used wisely. For color on the floor can be a major factor in making a home more livable and more comfortable, even before other decorative features are added.

These days, the wise shopper considers several features about her home before deciding on the color of her carpet. Here is a check list of these major points:

1. Space. Color definitely affects space in a room. Remember that cool colors, or lighter values of any color, tend to make a room look larger; the opposite is true for warm colors, or darker values, which should be selected for spacious areas.
2. Natural light and warmth. Rooms which get a great deal of natural light are aided by cool colors, such as

blue and green, on the floor. Rooms which might otherwise be dark can be brightened with shades of gold, orange or red.

3. Daily use. Color is a very practical feature in carpets and rugs. Color combinations—tweeds, patterns, tone-on-tone styles—help to camouflage soil between cleanings and should therefore be considered for heavy-traffic areas.

4. Decorative use. A large space such as the floor can be the basis of the room's com-

plete decorative scheme. Patterns or color combinations in a carpet or rug lend themselves to many changes over a period of time. Any one of the predominant colors in a pattern can be accented with furniture or accessories in the room.

"Clip and Flip"

If you would like to know more about choosing color in carpets and functional purposes—an informative booklet can give you the whole story. Called "Colors and Carpets," it has been prepared by the American Carpet Institute and copies are available free on request.

A special feature of the

booklet is a "Clip and Flip" section, which enables you to see at a glance how leading carpet colors can be combined with drapery and upholstery fabrics, wall colors and accessories. This device also suggests a variety of changes in color decorating for any room in your home.

The booklet contains a color wheel, basic instructions on the use of color and practical suggestions on how color affects carpet, rugs and area rugs.

For your free copy, write to the American Carpet Institute, Dept. "S," 350 Fifth Avenue, New York 1, N.Y.

Choose Textures According to Use

Textures—the surface appearance of the pile in carpets and rugs—is more than just a desirable decorative feature. It's a vital point when practicality is considered.

But which texture to choose? There are all types on the market today—from the traditional "plush" texture of cut pile, to rugged loops and combinations of cut and uncut pile. Keep an open mind in making a choice—and you'll choose a carpet or rug which is both practical and pretty.

The texture most often associated with carpet is straight yarn cut pile. This "plush" texture is probably the most luxurious in appearance and may appear to be the most "comfortable" type of carpet.

Cut-Pile Carpet
If you choose this type, remember that any cut-pile fabric is subject to "shading." As the fibers are bent by pressure they show various light and dark shadings. Some people definitely prefer this shaded look in a solid-color carpet. Shading is not a defect but a natural characteristic.

Cut-pile carpet yarns can also be "twisted," for a texture which is variously called

"twist," "nubby," "pebble-weave" or "frieze." This generally gives a more rugged appearance, and offers a texture which is less likely to show shading as straight-yarn cut-pile.

Uncut yarns provide looped textures which are currently more popular than ever and appear in many versions—multi-level looped pile, loops arranged in rows or geometric patterns in swirled or curved designs.

Loops in carpet pile are often "random-sheared" for still another texture effect. This shearing of loops results in a combination of cut and looped pile. Still other combinations of the cut and uncut pile are seen in carpets and rugs today.

Heavy Use

If you are choosing a carpet for an area of your home which sees heavy use, look for tight loops or dense twist textures. These are least likely to show footprints and pressure marks. The more "formal" textures, such as straight-yarn cut-pile, may be just as durable—but they will be seen to their best advantage in formal areas such as living rooms or bedrooms.

Home Builders Include Carpets

Running down the columns of ads on the real estate pages today, it's likely you'll see one line keep cropping up—"wall-to-wall carpeting included."

Home builders have discovered in recent years that along with all of the modern appliances and other new construction features included in their houses, the addition of carpeting provides a special sales-exciting "fillip" to their package.

Financing
New home purchasers appreciate being greeted by soft, warm, beautiful carpet as they enter their new homes. The cold, depressing, barren look one usually encounters in new homes devoid of furniture is swept away by the carpeting.

Many banks, savings and loan groups and other lending agencies are currently financ-

ing carpet as part of the home long-term mortgage. In some cases, the carpet is given with the house as a bonus to purchasers by the builder.

New plywood subflooring has been developed that can be laid directly over the joists, presenting considerable savings over the subflooring and finished floor previously required. The economies resulting from the use of unfinished flooring materials can often cover the cost of good new carpeting.

For homes of slab construction, carpeting and padding can be laid directly over the concrete floors at a lower installation cost than finished flooring.

Liberal credit plans are also offered by carpet retailers offering terms of up to three years to pay, no money down, for new home owners unable to make a cash outlay because of the moving-in costs.

High Pressure Rise Recorded in Alaska

Washington—(Science Service)—A spectacular pressure rise that occurred during a three-hour period at Yakutat, Alaska, on Dec. 18, 1959, has now been reported to the U.S. Weather bureau here.

It may be the "greatest hourly surface pressure rise" not associated with a tropical storm or hurricane ever found, Mac A. Emerson of the weather bureau's Anchorage office reports in the current Monthly Weather Review. The pressure rise was from 29.30 inches of mercury at 10:55 a.m. Alaskan Standard Time on Dec. 18 to 29.575 inches of mercury three hours later. Yakutat is on the Gulf of Alaska.

The sharp pressure increase was associated with a storm system centered 175 miles west of Annette, Alaska. Meteorologists measure pressures of large air masses in inches of mercury. The standard pressure for mean sea level is 29.92 inches.

More than 1,450,000,000 square feet of carpet was made and sold in the United States last year—an all-time record.



WOOL WITH POPLIN—Another new trend in feather-weight wool sports coats for summer 1960. The minute check poplin sports coat highlights the shaped American Ambassador silhouette, first made famous in California. By Hollywood Clothes.

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