

# Look what Bigelow has done with DuPont 501!

It's no longer just a gleam in a scientist's eye! It's a fact-of-life. An entirely new age and concept in carpeting has come into being... with these amazing Bigelows made of 100% Du Pont 501 virgin Carpet Nylon... nylon, the fabulous carpet fiber that outwears all others 2 to 1. How nice it is, at last, to be able to be daring, adventurous, even

bold, in your choice of colors. These new Bigelows are so easy to clean and care for that even the so-called light, "delicate" shades are now practical in large-family homes. Most stubborn spots and stains are easily removed with detergent and water. What's more, these carpets show marvelous resistance to shedding or fuzzing—and they're moth-proof, mildew-proof and non-allergenic. The prices are sensible, the colors sensational. Bravo Bigelow... and lucky you!



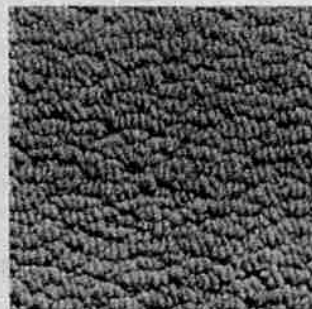
**DANTON**, a twist of unsurpassed beauty with a rich, sparkling texture. In a dazzling rainbow of 13 colors.



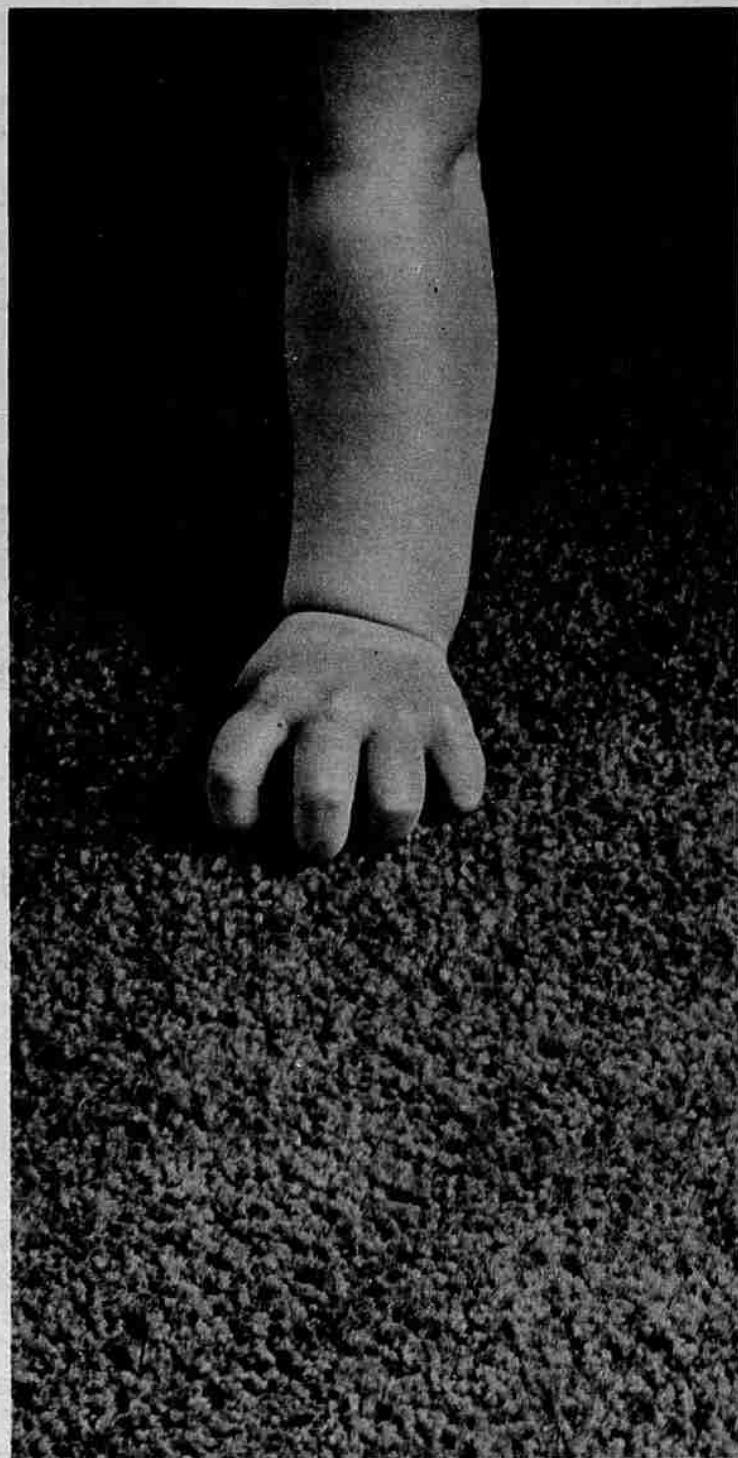
**CORDRIDGE**, a handsome extra-rugged tweed, woven in the fashionable "tree bark" texture. In 6 lovely colors.



**MALBURY** has a bold contemporary leaf pattern giving a luxurious light and shadow effect. 9 exciting shades.



**BELLSHIRE**, a fabulous random weave high-and-low loop pile with a deep, lush texture. 10 fashion colors.



## Another generation loves its comfort and protection

Forget everything you ever saw, thought or dreamed... about carpet! These miraculous new-generation Bigelows of Du Pont 501 Carpet Nylon are so breath-

takingly beautiful, so fabulously long-wearing and easy to care for... they'll change your entire "carpet point-of-view." See your Bigelow dealer now. He'll show you a modern wonderland of these new-day carpet marvels in a wide array of colors, weaves and textures for only about \$8.95 to \$11.95 per sq. yd. Look for his advertisement in the news section of this paper. Then waste no time. As a privileged member of the new generation—go in and choose yours!

People who know... buy **BIGELOW**  
RUGS AND CARPETS SINCE 1825