

Patterns Favored In Colorful New Floor Coverings

New carpet and rug fashion trends for 1963 definitely follow a pattern—as long as it's pattern. That's the viewpoint of American carpet producers introduced in their new collections for spring.

If you think that "pattern" is synonymous with "floral," however, take another look. There are some handsome traditional stylings with classic floral designs—but there's even more to the pattern story.

The carpets and rugs for 1963 reveal a dual trend in design—elegant and traditional on one hand, informal and casual on the other. The new patterns, often a combination of color and texture, are seen in both categories, destined for decor—from the small apartment to the split-level house in the suburbs.

The trends are evident in both carpets and rugs—with both forms getting new emphasis for the coming year.

There is further stress on co-ordinating floor designs throughout the house, depending on the individual use and style of each room.

Two Colors

New carpet and rug stylings are interpreted in two classifications of color: soft pastel shadings and deeper, rich colors. Both groups, however, have strong statements to make, with nondescript "neutrals" on the way out.

Gold—in almost endless variety—make up the outstanding color family. Carpet styles are now introduced in broader color ranges than ever before (one new style comes in 46 different colors), and gold shines through them all.

By itself, gold is seen in shades ranging from pale, creamy tones to burnished bronze. There are antique golds, sunny yellow-golds and shades bordering on orange, an important color grouping in itself for 1963.

Gold tinges the green family, too, with emphasis on avocado, bronze, moss and other golden-green hues. All are destined to blend with mellow wood tones and enliven drapery and upholstery fabrics in new home furnishings.

In traditional stylings, there are the deep jewel tones of sapphire, ruby, emerald and topaz. Off-white and ivory tones continue as favorites in some stylings, and there are some interesting "weathered" shades of taupe, nut brown and terra cotta.

In color combinations, there are many tone-on-tone shadings and the subtle color blends which have largely replaced sharply contrasting tweeds. Some of the interesting color mixtures include gray with brown or charcoal; turquoise with bronze; on beat blues and greens; brown with scarlet; and gold with almost any color. Multi-colors provide the interest of pattern, especially when teamed with strong texture design.

Patterns Favored

The best of traditional pattern stylings have been given new emphasis in 1963 collections—sculptured carpets with graceful, curved lines; floral designs which are cleanly spaced, never garish; medallions created by multi-level textures, or the combination of cut-and-uncut surface pile.

There are fewer "abstract" geometric patterns, more of the classic patterns inspired by documentary-print fabrics and traditional designs of all kinds.

Many new carpet qualities for 1963 reflect a richness of texture that complements traditional styling—plain, plush surfaces in deep, solid colors, the classic carpet appearance.

Between this point and the rugged looped or shaggy twist textures, there are other variations—cut-and-uncut texture patterns, multi-level loops or cut pile.

Textures are keyed to color. Tight, dense loops are seen in vibrant hues to underscore contemporary interiors; softer textures are shown in subtle tones.

Patterns Strong

The style trends evident in carpets are equally strong in rugs, which get new emphasis with the largest carpet manufacturers introducing new groups of area and room-size rugs, including designs in the custom-made field.

There is equal emphasis on the fact that both carpets and rugs can be used throughout the house. To make the match easy, there are more co-ordinated collections which show a consistent color range throughout several variations in texture and pattern. Harmonizing forms of both can be mixed or matched with ease in adjoining rooms or areas.

New Elegance Welcomed in Home Furnishings Ready for Spring

A more elegant look is reflected again in home furnishings as spring 1963 bows in. The new elegance however, is lacking ornateness all of which perfectly fits present day architecture and your way of living.

There are several important trends in new furniture styles . . . design, color, versatility and value.

New designs reflect influences from around the world but the most important style trends are Italian Provincial and Mediterranean themes.

The two are unquestionably today's style leaders in home furnishings. The straight line designing of these styles fit today's home, and it has the touch of the Traditional, making it almost transitional.

Captains Chest

One manufacturer introduced a captain's chest that takes its design origin from the Orient. This chest is offered in various sizes, and can be used for anything from a dresser base to an accent piece in the living room or hallway.

Modern furniture remains the most popular. Here too, however, in many modern styles there is a trace of some other design influence.

There is style news too in the hardware that accents the new furniture styles. Pewter and the combination of pewter and copper are the trend. Brass is still tremendously popular in traditional pieces, but you will see pewter on many light-finish traditional lines. On seating units pewter is seen as ferrules on bandings.

Citrus Tones

Blue, coral tones, citrus tones and other hues will be the top accent colors with off-whites, toast, beige, and the browns taking the lead in the more basic units.

You will see Wedgewood blues, brilliant blues with metallic thread interwoven, navy blue, and luminous Persian blues appearing on the scene.

You will see more seating units upholstered in floral print material. A polished cotton fabric, quilted along the lines of the design, will be a favorite.

Upholstered pieces emphasize the up-off-the-floor look. Scaling is light, and the design is low. For the most part upholstered seating units have the contemporary look, rather than true modern, or authentic traditional look.

Sofa Designs

Sectional sofas are being designed so that you can almost give a theater look to your television room.

Again in 1963 the cedar chest makes a further style stride. The new cedar chest is a handsome piece of furniture—not just a sentimental storage piece.

Aside from the important style trends in the 1963 furniture, the versatility of many of the pieces will be most appealing to you.

Many of the new case pieces are purposely designed to fit into a number of rooms in your home.

Strides made in recent years in design, and manufacturing know-how have enabled the furniture industry to give you the elegance you want for your home without the cost of elegance.

Taking into consideration the longevity of furniture and design attention given to each item, it's hard to find a better value on the market today.



FLORAL HAT—Rounded and angled away from the face is spring pose of floral hats, designed to highlight hair and complexion. Cosmetics news to complement the look is a wedge-shaped lipstick which outlines and colors lips in one application. Max Factor's "Fine Line"; hat by Leslie James of California.

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FLORAL PRINT—Dramatic treatment for a window comes with floral print draperies and shades in coordinated solid color, with matching border trim. Suggestions from Singer sewing experts.



OXFORD WEAVE—The "casual look" for spring is accentuated here with cool perfection in a sport jacket in an oxford-weave of Fortrel polyester and cotton.

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